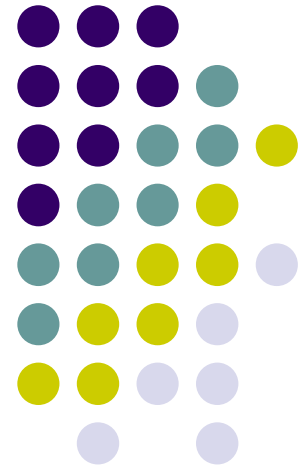
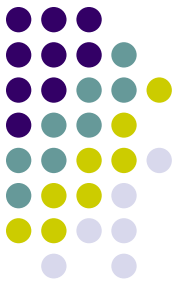


# Shop Setup (the back end)

By Tiffany Patterson

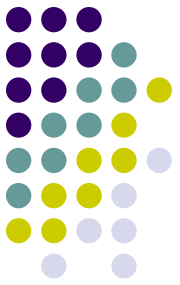




# Checklist for setting up Shop

- Shop Settings
- Taxes
- Payment Methods
- Shipping Methods
- Transactions
- Vendors
- In-Shop Credit
- Shopping Cart Macros

# Shop Settings



WebGUI - Admin Console - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://beta.webgui.org/demo1219/

WebGUI - Admin Console

## SHOP SETTINGS

[save](#)

Who can manage?	Content Managers	<a href="#">Manage</a>
Cart Template	Cart (Default)	<a href="#">Edit</a> <a href="#">Manage</a>
Address Book Template	Address Book (Default)	<a href="#">Edit</a> <a href="#">Manage</a>
Edit Address Template	Address (Default)	<a href="#">Edit</a> <a href="#">Manage</a>
My Purchases Template	My Purchases (Default)	<a href="#">Edit</a> <a href="#">Manage</a>
My Purchases Detail Template	My Purchases Detail (Default)	<a href="#">Edit</a> <a href="#">Manage</a>

[save](#)

[Show admin console](#)

- [Shop Settings](#)
- [Taxes](#)
- [Payment Methods](#)
- [Shipping Methods](#)
- [Transactions](#)
- [Vendors](#)
- [In-Shop Credit](#)

[Back to site.](#)  
[Turn Admin Off!](#)  
[Logout](#)

# Taxes



WebGUI - Admin Console - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://beta.webgui.org/demo1219765616\_675/

WebGUI - Admin Console

## TAXES

Search

<< first < prev 1 next > last >>

Country	State	City	Code	Tax Rate	
United States	IL			8.5	<a href="#">delete</a>

<< first < prev 1 next > last >>

Country:

State:

City:

Code:

Tax Rate:

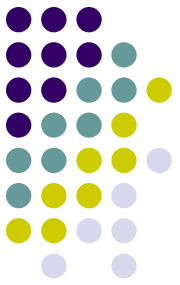
[Add new tax information](#)

[Export Taxes](#) [Import Taxes](#)  [Browse...](#)

[Show admin console.](#)

- [Shop Settings](#)
- [Taxes](#)
- [Payment Methods](#)
- [Shipping Methods](#)
- [Transactions](#)
- [Vendors](#)
- [In-Shop Credit](#)

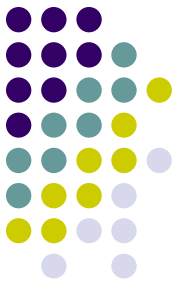
[Back to site.](#)  
[Turn Admin Off!](#)  
[Logout](#)



# Payment Methods

- ITransact
- Cash
- Create your own methods
- Hopefully soon...Google Checkout & PayPal

# Payment Methods Screen



WebGUI - Admin Console - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://beta.webgui.org/demo1219765616\_675/

WebGUI - Admin Console

## PAYMENT METHODS

Cash [Add a payment method](#)

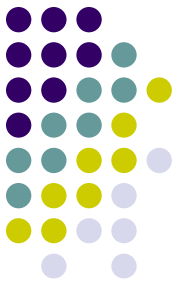
Delete	Edit	ITransact
Delete	Edit	Cash

Show admin console

Shop Settings  
Taxes  
Payment Methods  
Shipping Methods  
Transactions  
Vendors  
In-Shop Credit

Back to site  
Turn Admin Off  
Logout

# ITransact



## PAYMENT METHODS.

save

Label

Credit Card

Enabled

Yes  No

Group to use this gateway

Everyone

Receipt Email Template

Email Receipt (Default)

Sale Notification Group

Admins

Username (Vendor ID)

38729

Password

•••••

Use CW2

Yes  No

Email message

Thank you for shopping with Elite Clothing Services. We appreciate your business!

save

[Show admin console.](#)

[Shop Settings](#)

[Taxes](#)

[Payment Methods](#)

[Shipping Methods](#)

[Transactions](#)

[Vendors](#)

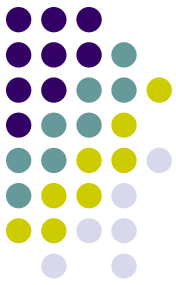
[In-Shop Credit](#)

[Back to site.](#)

[Turn Admin Off](#)

[Logout](#)

# Apply for iTransact




Products & Services :: iTransact Merchant Gateway Provider - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.itransact.com/info/merchacct.html

WebGUI - Admin Console Products & Services :: iTransact Mer... Products & Services :: iTransact ...



Client Login  
 ID  
 password  
Login

Home Products & Services **Set Up an Account** Become a Reseller Support About Us

[Home](#) :: Set Up an Account

## Merchant Account Quote Request

Please fill out the form below for a free quote, tailored to your needs.

Contact Name:

Business Name:

Address:

City, State, Zip:

Phone Number:

Email Address:   
*Your email address will not be used for any other purpose. Promise.*


Best Time to Call:

Comments or Special Requirements:

### Why iTransact?

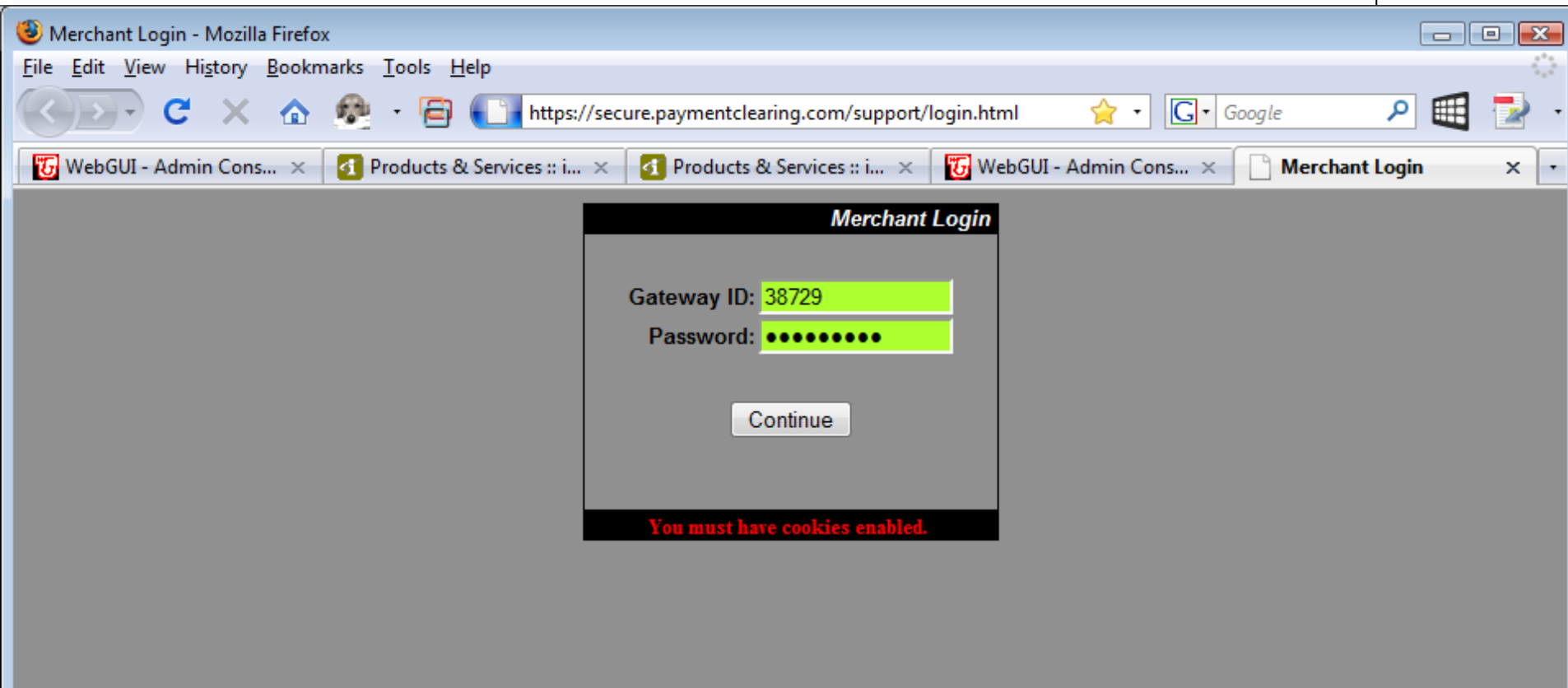
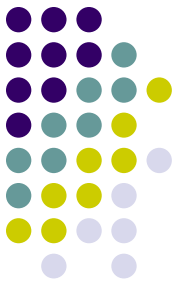
- Low Rates Guaranteed
- Accept Credit Cards, Debit Cards, Gift Cards
- Process EFT, Check Conversion, Check Guarantee
- Storefront, Restaurant, Home-Based, or Internet Businesses
- Honest, Friendly, Personalized Service
- Reliable, Simple, and Secure

iTransact has been exceeding our clients' expectations since 1994.

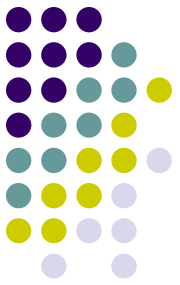


Done YSlow 0.398s Now: Mostly Sunny, 74° F Wed: 84° F Thu: 86° F

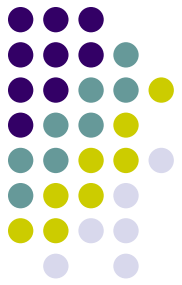
# Accessing Your Virtual Terminal



# The Virtual Terminal



Account Settings



CLOSE **Account Settings**

NAME: **elitedesignsltd.com**      PASSWORD CHANGE:   
GATEWAY ID: **58713**

**GENERAL INFORMATION**

FIRST NAME:	<input type="text" value="Tiffany"/>	LAST NAME:	<input type="text" value="Patterson"/>
ADDRESS:	<input type="text" value="1450 American Lane"/>	CITY:	<input type="text" value="Schaumburg"/>
STATE:	<input type="text" value="IL"/>	ZIP:	<input type="text"/>
PHONE:	<input type="text" value="847-557-2370"/>	COUNTRY:	<input type="text" value="United States"/>
WEB SITE:	<input type="text" value="http://www.elitedesignsltd.com"/>	FAX:	<input type="text" value="847-557-2371"/>

[HELP](#)

**EMAIL SETTINGS**

<u>CONTACT EMAIL:</u>	<input type="text" value="tiffany@elitedesignsltd.com"/>	<u>ERROR EMAIL:</u>	<input type="text" value="tiffany@elitedesignsltd.com"/>
<u>ORDER EMAIL:</u>	<input type="text" value="tiffany@elitedesignsltd.com"/>	<u>CUSTOMER REPLY EMAIL:</u>	<input type="text" value="tiffany@elitedesignsltd.com"/>

RECEIVE FAILURE EMAILS:

[JOIN THE MERCHANT UPDATES EMAIL LIST](#)

[HELP](#)

**ADVANCED FEATURES**

RECURRING POST-BACK URL:   ACTIVATE  
<https://www.elitedesignsltd.com/?shop=pay;method=do;do=processRecurringTransactionPostback;paymentGatewayId=BaSs55oIbnOIAj4F0hHYag>

SETTLEMENT TIME  MOUNTAIN TIME

[HELP](#)

**TEST TRANSACTION SETTINGS**

TEST MODE:  Check to turn ON.      FIRST NAME:

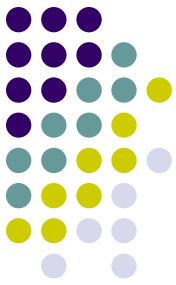
[DEMO ACCOUNT INFORMATION](#)

**CUSTOMER CONFIRMATION EMAIL DELIVERY**

SALE     VOID     CREDIT     FORCE   
RECURRING     PREAUTH     POSTAUTH

[HELP](#)

# More Settings...



Account Settings - Mozilla Firefox  
https://secure.paymentclearing.com/cgi-bin/rc/mersettings/disp/screen.cgi?tpl\_code=m2

### FRAUD CONTROL

ALLOW CREDITS?  Yes *(No prior sale)*      ALLOW REFUNDS?  Yes *(Via Trans Listing)*  
REFUNDS GREATER THAN SALE?  Yes      RESUBMIT GREATER THAN SALE?  Yes  
**IP FILTER SETTINGS**       RESTRICT ORDER BY IP?  Yes  
RESTRICT ORDER USAGE?  Yes for  minutes.      PROOF OF LIFE?  Yes  
ALLOW CUSTOMER SALES?  Yes      REQUIRE VT CUSTOMER ID?  Yes  
REJECT DUPLICATES: \$  Yes

---

MAXIMUM SALE: \$       MINIMUM SALE: \$

AUTO-VOID OPTIONS: These settings will automatically void new authorizations if cardholder info doesn't match.

ADDR & ZIP VERIFICATION:       RECURRING AVS:   
CVV VERIFICATION:

### CARD PROCESSING SETTINGS

CARD PROCESSING ENABLED  Yes

Card Types You Are Authorized To Accept  
Visa/MC:       Amex:       Discover:       Diners:   
*Acceptance of non-authorized card types may delay settlement of funds.*

[HELP](#)

### CHECK PROCESSING NOT ACTIVATED

### STYLE SETTINGS

BACKGROUND COLOR       BACKGROUND IMAGE   
FONT COLOR       HEADER BORDER COLOR   
HEADER BACKGROUND COLOR       HEADER IMAGE

[See Demonstration Page](#)      [HELP](#)

Done      secure.paymentclearing.com      YSlow

E

# IP Filter Setup



IP Filter Management - 58713 - Mozilla Firefox  
https://secure.paymentclearing.com/cgi-bin/rc/ipfilter/sel/screen.cgi?tpl\_code=m2&module=xmltrans

## IP FILTER MANAGEMENT

Modules: [XML](#) | [HTML](#)

GATEWAY ID	IP ADDRESS ENTRY	STATUS	MODULE	APPLY	DELETE
58713	<input type="text" value="25.26.19.24"/>	Active ▾	XMLTRANS	<input type="button" value="go"/>	<input type="button" value="go"/>
58713	<input type="text"/>	Active ▾	HTML (transproc) ▾	<input type="button" value="go"/>	

If you are allowing credit/void transactions from your software or are using the XML interface, you must specify the IP address(es) that are *allowed* to process transactions via your account. You may specify either single IP addresses or a range of allowable IP addresses. If you are processing transactions directly from the computer you are using now, you may visit [www.myipaddress.com](http://www.myipaddress.com) to view your current IP address.

**Examples of valid IP address entries:**

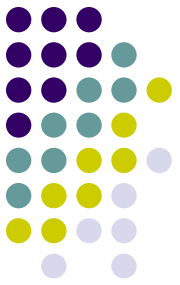
10.0.0.1	<i>Allows this ONE specific IP address. If you have a static IP address, enter it as shown here.</i>
10.0.0.1-10.0.0.255	<i>Allows the entire IP range specified. If you DO NOT have a static IP address, enter the range of IP addresses used by your ISP here. (You may need to contact your ISP to obtain this information.) For example, if your current IP address shows "10.0.0.15" you may want to enter a range of "10.0.0.1-10.0.0.255".</i>

[CLOSE](#) [BACK](#)

Done secure.paymentclearing.com YSlow 0.82s

Make sure to tell ITransact to Enable XML API

# Recurring Options in ITransact



- Recurring recipes (weekly, monthly, biweekly, fourweekly, quarterly, halfyearly, yearly) are already built in

# SSL Certificate



Plainblack customer discount page - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.completesssl.com/plainblack.php

WebGUI - Admin Cons... Products & Services :: i... Products & Services :: i... WebGUI - Admin Cons... Plainblack customer d...

SUPPORT PRODUCTS PARTNERS SSL FAQ TRUST LOGO

COMPLETESSSL.com SERVICES YOU CAN DEPEND ON

COMPLETESSSL.com SERVICES YOU CAN DEPEND ON

CompleteSSL welcomes PlainBlack Customers

As a PlainBlack Customer you get:

- Save 10% off all ssl certificate orders.
- Express certificate issuance.
- We waive validation documents requirements.
- Free certificate installation (upon request).

plainblack

PlainBlack Customers save 10% off all certificate products

Features	CompleteSSL	CompleteSSL Pro	CompleteSSL Premium	CompleteSSL Wildcard
	<a href="#">Details</a>	<a href="#">Details</a>	<a href="#">Details</a>	<a href="#">Details</a>
	<a href="#">BUY NOW Credit Card &amp; PayPal</a>	<a href="#">BUY NOW Credit Card &amp; PayPal</a>	<a href="#">BUY NOW Credit Card &amp; PayPal</a>	<a href="#">BUY NOW Credit Card &amp; PayPal</a>
	1 year = <del>\$55</del> 49.5 2 year = <del>\$97</del> 87.3 3 year = <del>\$131</del> 117.9	1 year = <del>\$84</del> 75.6 2 year = <del>\$117</del> 105.3 3 year = <del>\$154</del> 138.6	1 year = <del>\$119</del> 107.1 2 year = <del>\$139</del> 125.1 3 year = <del>\$164</del> 147.6	1 year = <del>\$424</del> 390.6 2 year = <del>\$825</del> 742.5 3 year = <del>\$1170</del> 1053
Usage	Intranets, extranets and web sites conducting transactions valued at sub \$50	Leading e-commerce enabled web sites, as well as intranets and extranets	Leading e-commerce enabled web sites conducting high volume / high value transactions	Leading e-commerce enabled web sites conducting high volume / high value transactions
<a href="#">TrustLogo</a> worth \$119 included	—	✓	✓	✓
Support: e.g. Cert Installation guidance	Email, Web	Email, Web	Email, Web	Email, Web
Warranty:	\$100,000	\$250,000	\$1,000,000	\$1,000,000

Done

YSlow

Now: Mostly Sunny, 74° F

Wed: 84° F

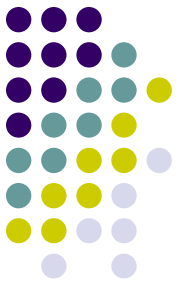
Thu: 86° F



# Install the SSL Certificate

- CompleteSSL will install your certificate for you
- If you know how to you can install it as well
- Plain Black takes care of our SSL installs

# Add other cards to your system



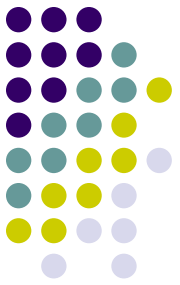
- Call the credit card vendor to apply:  
American Express: (800) 528-5200  
Discover: (800) 347-2000  
Diners Club: (800) 525-7376
- Submit the account numbers to ITransact via their ticket system
- Go to your Account Settings (inside of the virtual terminal) and activate the new cards by clicking the checkbox next to them

# Shipping Methods



- Free Shipping automatically enabled
- Add Shipping based on
  - Flat Fee – adds one charge per transaction
  - Percentage of Price – takes the price and adds the percentage that you manually input to each item
  - Percentage of Weight – Takes the weight and adds a percentage based on weight
  - Per Item Fee – Adds a flat per item fee to each item in your cart
- Create a custom shipping plugin

# Shipping Methods



WebGUI - Admin Console - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://beta.webgui.org/demo1219765616\_675/home

WebGUI - Admin Console Products & Services :: iTrans... Products & Services :: iTrans... WebGUI - Admin Console

## SHIPPING METHODS

Label

Enabled?  Yes  No

Flat Fee

Percentage of Price

Percentage of Weight

Price Per Item

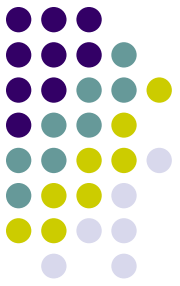
[Show admin console.](#)

- [Shop Settings](#)
- [Taxes](#)
- [Payment Methods](#)
- [Shipping Methods](#)
- [Transactions](#)
- [Vendors](#)
- [In-Shop Credit](#)

[Back to site.](#)  
[Turn Admin Off!](#)  
[Logout](#)

# Vendors

- Setup all of your product vendors prior to building your shop and/or adding that vendors products to your storefront



WebGUI - Admin Console - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://beta.webgui.org/demo1219765616\_675/home

WebGUI - Admin Console Products & Services :: iTrans... Products & Services :: iTrans... WebGUI - Admin Console

## VENDORS

Show admin console.

Shop Settings  
Taxes  
Payment Methods  
Shipping Methods  
Transactions  
Vendors  
In-Shop Credit

Back to site.  
Turn Admin Off!  
Logout

Date Created

Name

User

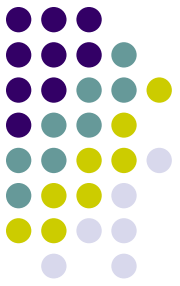
Company URL

Preferred Payment Type

Payment Information

This vendor requires a PO with net 30 terms

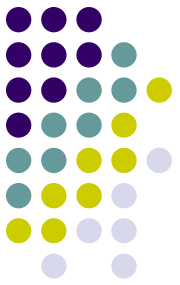
# Why Vendors?



- When a product is added to the site the sku can be linked to a vendor.
- Future releases there will be reporting features that you can track how many items have been sold by a vendor. This could even help with paying out commissions, etc.
- Run an SQL report to view how much inventory you have based on a vendor.

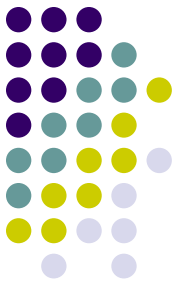
# In-Shop Credit

Apply in-shop credit to one of your users. Maybe you want to reward them for Karma, or refund a purchase this way



A screenshot of a Mozilla Firefox browser window displaying the WebGUI Admin Console. The browser's address bar shows the URL: http://beta.webgui.org/demo1219765616\_675/home?. The page title is "WebGUI - Admin Console". The main content area features a dark blue header with a money bag icon and the text "IN-SHOP CREDIT". Below the header is a form with the following fields: "User" with a dropdown menu showing "Admin" and a "Manage" button; "Amount" with a text input field containing "50"; and "Notes about this transaction." with a text area containing "free web work, let's thank her". A green "save" button is located below the notes field. On the right side of the page, there is a sidebar menu with the following items: "Show admin console.", "Shop Settings", "Taxes", "Payment Methods", "Shipping Methods", "Transactions", "Vendors", "In-Shop Credit", "Back to site.", "Turn Admin Off", and "Logout".

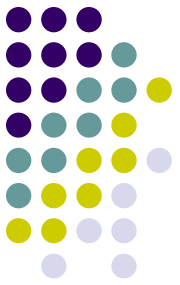
# Why In-Shop Credit?




- Helps with Cash Flow, refund with shop credit instead of money back.
- Helps increase warm fuzzies as you reward your customers for being a customer.

# Transactions

View your transactions, search for them, view tracking numbers, input tracking numbers





## TRANSACTIONS

(1 of 1) < prev 1 next > 25 ▾

Order #	Date	User	Price	Status Code	Status Message	Payment Method
2	2008-08-27 17:21:09	admin	\$343.99	1	Success	Credit Card
1	2008-08-27 16:44:53	admin	\$605.73	1	Success	Credit Card

[Show admin console.](#)

- [Shop Settings](#)
- [Taxes](#)
- [Payment Methods](#)
- [Shipping Methods](#)
- [Transactions](#)
- [Vendors](#)
- [In-Shop Credit](#)

[Back to site.](#)  
[Turn Admin Off](#)  
[Logout](#)



# TRANSACTIONS

[Print](#)

**Transaction ID** EjSD7X2OnXcYKw5QP8EXQw  
**Order #** 2  
**Date** 2008-08-27 17:21:09  
**User** admin  
**Amount** 343.99  
**In-Shop Credit Used** 0.00  
**Taxes** 24.00

**Notes about this transaction.** Shipped out UPS.

**Shipping Method** [Free Shipping](#)

**Shipping Amount** 0.00

**Shipping Address** Christy Patterson  
 123 Anywhere Street  
 Gurnee, IL 60031  
 United States  
 8475555555

**Payment Method** [Credit Card](#)

**Status Message** 1: Success

**Payment Address** Tiffany Patterson  
 1450 American Lane  
 Suite 1400  
 Attn: Elite Designs  
 Schaumburg, IL 60173  
 United States  
 8473306390

Date	Item	Price	Quantity	Shipping Address	Order Status	Tracking #	Manage
2008-08-28 04:12:24	Ronix Frontier - Ronix Frontier 135	319.99	1		Shipped	1Z64921E03593246	<input type="button" value="Update"/> <input type="button" value="Refund"/>

[Show admin console](#)

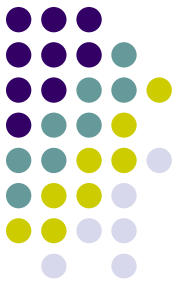
- [Shop Settings](#)
- [Taxes](#)
- [Payment Methods](#)
- [Shipping Methods](#)
- [Transactions](#)
- [Vendors](#)
- [In-Shop Credit](#)

- [Back to site.](#)
- [Turn Admin Off](#)
- [Logout](#)



## Adding Tracking Numbers & Notes to Transactions

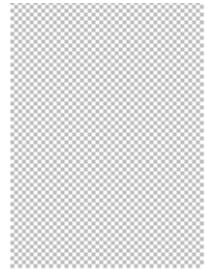
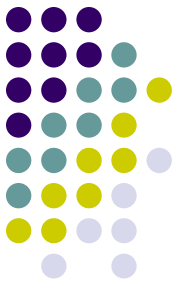
You can also backorder items in this screen.



# Shopping Cart Macros

- Make it easier on your user to shop and know what they've added to their cart
- Quick access to the shopping Cart
- New Macros are: ^MiniCart; - ^ViewCart; - ^CartItemCount;

# MiniCart Macro - ^MiniCart;



**Surf Shop**

**Edit** **Cut** **Copy**

Surf Season Pass

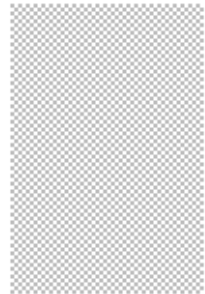
Surfboards

Wakeboards

Phase 5 Icon

Ropes

Nevin Wake Surf Rope



**Edit** **Cut** **Copy**

**Cart**

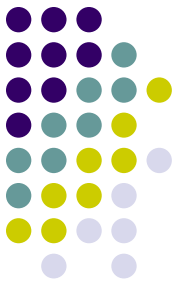
1) Donate to the Save The Whales Foundation (20)  
(1)

2) Phase 5 Icon - Phase 5 Icon (1)

**Total: 410.00**

[View Cart](#)

# View Cart Macro - ^ViewCart;

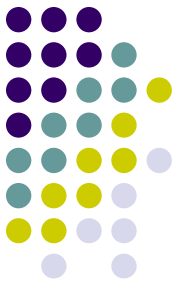


A screenshot of an Ecommerce 2.0 website interface. The top navigation bar includes links for Home, Site Map, About Us, News, Wiki, Calendar, Contact Us, Search, Shop, Save The Whales, and Surf Dinner. Below the navigation, there are several floating windows. One window, titled 'View Cart', is highlighted with a red border. This window contains a shopping cart icon and the text 'View Cart'. Below it, there is a 'Surf Shop' section with a list of products: Surf Season Pass, Surfboards, Wakeboards, Phase 5 Icon, Ropes, and Nevin Wake Surf Rope. To the right, there is a 'Cart' section showing 'Items in your cart: 2'. The items listed are: 1) Donate to the Save The Whales Foundation (20) (1) and 2) Phase 5 Icon - Phase 5 Icon (1). The total amount is 410.00. At the bottom of the cart section, there is a 'View Cart' button with a shopping cart icon.

# Item Count Macro - ^CartItemCount;



A screenshot of an Ecommerce 2.0 website interface. The top navigation bar includes links for Home, Site Map, About Us, News, Wiki, Calendar, Contact Us, Search, Shop, Save The Whales, and Surf Dinner. The main content area is divided into a left sidebar and a right main section. The sidebar contains a 'View Cart' button and a 'Surf Shop' section with sub-links for Surf Season Pass, Surfboards, Wakeboards, Phase 5 Icon, Ropes, and Nevin Wake Surf Rope. The main section features a 'Cart' summary box with a red border. This box displays 'Items in your cart: 2' and lists two items: '1) Donate to the Save The Whales Foundation (20) (1)' and '2) Phase 5 Icon - Phase 5 Icon (1)'. The total price is 'Total: 410.00' and there is a 'View Cart' button at the bottom. The red box highlights the 'Items in your cart: 2' text, which is the output of the '^CartItemCount;' macro.



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# QUESTIONS

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