

This quick start guide explains how to setup your own online store in 30 minutes.

1. Sign up

Click on "Create My Store for Free". You'll then be sent to a new page where you can sign up.

You'll then see a box similar to (2) below.

2. Choose your store details

Complete your details as defined on the form.

Don't worry if you need to change your Store name, you can do this later.



2

Wait a few moments for your store to be built

Once you complete the form in section 2, you'll then see a message stating that your store is being built.

At this moment, go and make yourself a cup of tea, as it can take up to 2 minutes for your account and store to be created.

Remember to leave your browser window open and stay on the page while your store is being built.

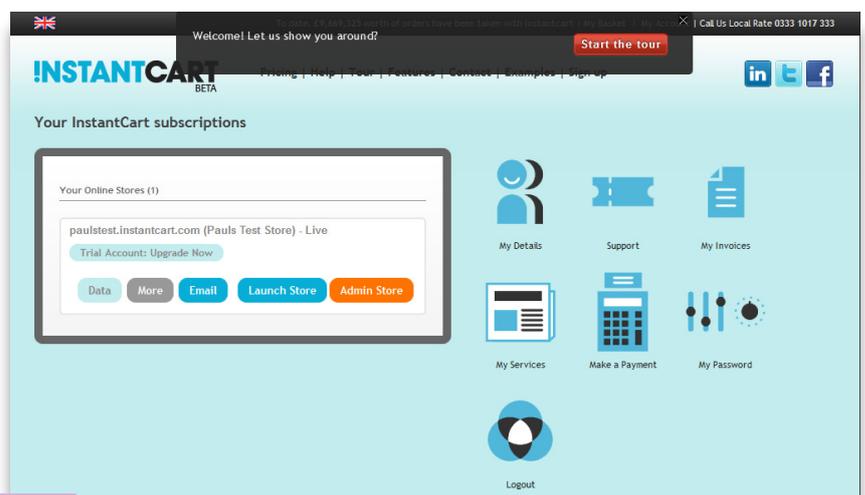
3. Setting up Your Store

Once your store has been created, you'll be presented with another page showing your new store listed under the My Services section of the Instantcart website.

In this next step, we're going to setup your shop in more detail. This includes basic information, payment details, shipping details, choosing a design and adding a few products.

To administrate your store, click on the button labelled "Admin Store". A new window will open similar to figure 4.

3



Quick Start Guide

This quick start guide explains how to setup your own online store in 30 minutes.

4. Login to you new store

To setup and configure your new store, you'll need to log into the administration area.

Generally, you'll login at <https://cp2.instantcart.com>

You'll need the following log in details handy:-

1. Vendor Name

This will be unique to your store. You can find this in the email that will have been sent to you when you signed up.

2. Username / email

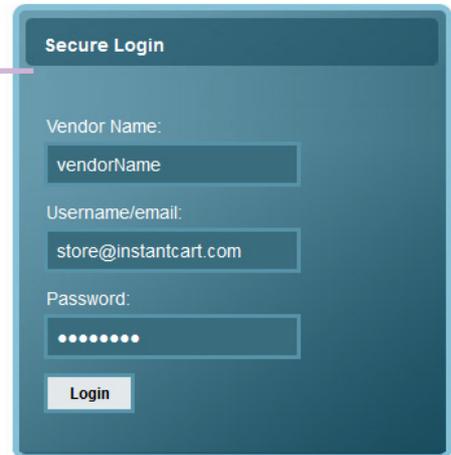
This is identical to the email address you used when you signed up for a store.

3. Password

This is identical to the password you used to signup for a store. If you cannot log in, please get in touch, as sometimes its easy to have typed the wrong email during signup.



4



Administration Screen

5

The screenshot shows the INSTANTCART Administration Screen. At the top, there is a navigation bar with 'User Preferences', 'Vendor: demo', and links for 'My Store | Wiki | Email | My Services | My Support | My Domain Name | UPGRADE'. Below this is a search bar with a dropdown menu set to 'Order Id'. The main content area is divided into a left sidebar menu and a central dashboard. The sidebar menu includes 'Home', 'Catalog', 'Content', 'Sales', 'Reports', 'Templates', 'Settings', 'Tickets', 'Purchasing', 'Help?', 'Account', and 'Log Out'. The central dashboard, titled 'Home >> Main Admin', features a grid of tiles: 'Catalog' (A), 'Sales' (B) with a notification badge of 13, 'Customers' (C), 'Tickets' (D), 'Reports' (E), 'Pages', 'News', 'Settings', 'Purchasing', and 'Colours'. At the bottom, there are four columns of information: 'Day 206 of your trial' with a 'UPGRADE' link, 'Contact Us' with address details, 'Help?' with various support links and a 'Live Chat Offline' button, 'Quick Links' with a list of administrative tasks, and 'Account Information' with details about the current user and account.

This quick start guide explains how to setup your own online store in 30 minutes.

5. Administration Screen Overview

A. Catalogue

The catalogue contains your store's inventory. Here you can add products and product categories as well as control product tags to add specific criteria to a product, such as colour or size information

B. Sales

The sales section is where you can control all the orders that have been placed through your site. This is where you can amend and process orders and view customer information.

C. Customers

The customers icon is a shortcut to your customers, which is also found within the sales section of the site.

D. Tickets

Tickets are used to deal with customer enquiries, they allow enquiries to be associated with an order and dealt with through the system rather than externally via email.

E. Colours

This section allows you to choose a template for your store as well as define colours to make your store look unique.

You can also upload a logo and background, set homepage meta data and even edit templates using the in-built editor.

6. Run the Setup Wizard

To start setting up your store, we'll need to run the setup wizard, this allows you to setup some basic areas of your store to get you up and running as soon as possible.

To begin, click on the Launch Setup Wizard link found under Step 1.

The screenshot shows a dark-themed dialog box titled "Instantcart Message" with a close button (X) in the top right corner. The message content is as follows:

Welcome! Administrator, To get started, please review the list below

- Step 1** - Setup basic info, Paypal and Ticket Settings - [Launch the Setup Wizard](#)
- Step 2** - Add or Remove countries and Tax Zones using the links under [Store Settings](#)

Optional - Enable another [Payment Module](#) and their associated Merchant Accounts
Optional - Add or edit a [Shipping Module](#) so you can charge for delivery.
Optional - Add website meta tags - [click here](#)
Optional - Choose a website template and set some colours - [click here](#)

[I've completed the above, please dont tell me again]

Need More information? Visit our Help Guides

[[Setting up your shop](#)], [[Domain Names](#)], [[Using your Shop](#)],

The background of the screenshot shows a dashboard with various icons (calendar, calculator, person, ticket, bar chart) and a sidebar with a "6" in a purple circle pointing to the "Launch Setup Wizard" link in the message. Other sidebar items include "Report", "Colour", and "Account Information". At the bottom, there are navigation links: "Setting up a Domain Name", "Our Facebook Application", "Sales Reports", "Templates and Customisation", "View Shop: Store F", and "Unread Messages".

This quick start guide explains how to setup your own online store in 30 minutes.

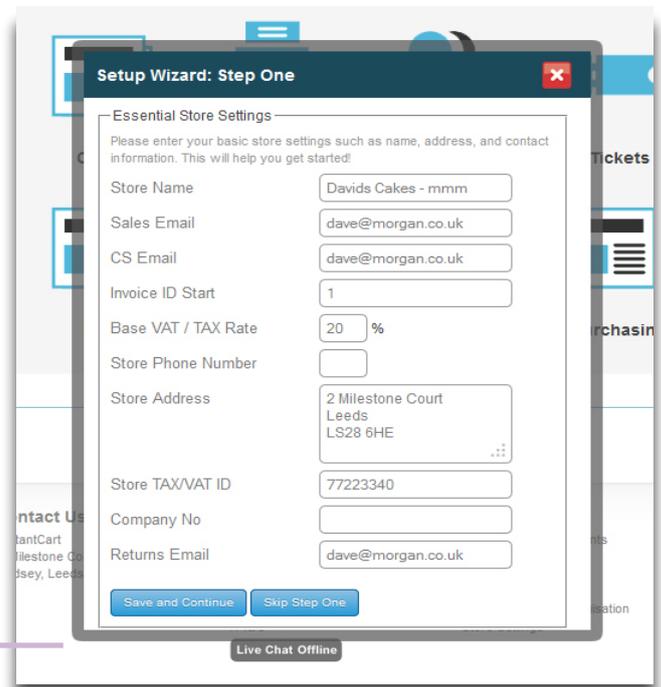
6. Setup Wizard Continued

A. Step One - Basic Store Information

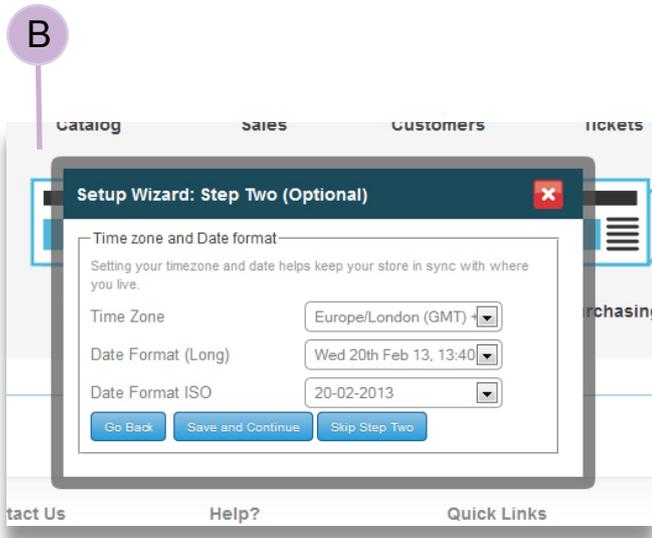
Step one requires you to enter your basic store details, this includes your Store Name, Sales, Customer Service and returns emails, and other key information.

To enable VAT or TAX, you must insert your tax ID, this will then enable tax functionality throughout your site. You will also need to specify the base tax rate for your store. This is usually the tax rate for the physical location of your trading address.

The invoice start ID lets you define a number to start from, sometimes this may be continuation on from your old system.



A



B

B. Step Two - Time Zone Settings (Optional)

Time zone settings can be skipped for UK customers, however if you are based outside of the UK or the UK's time zone, then please review the Time Zone and date format settings.

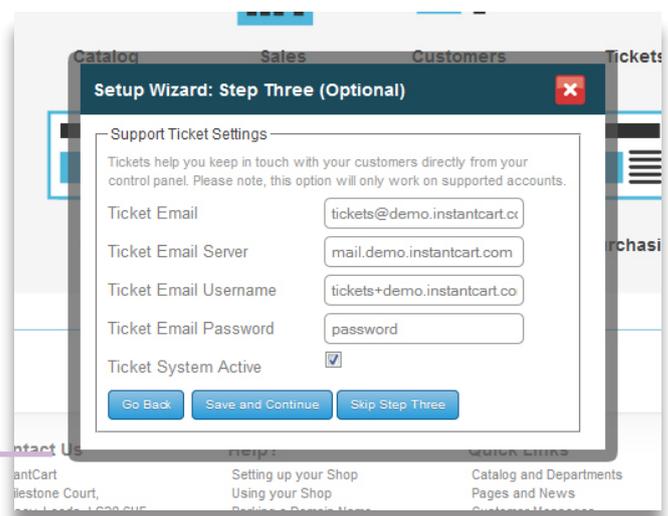
We support an array of international date formats, and you can change these at any time. All dates used throughout your store past and present will update to the new date and time zone format upon change.

B. Step Three - Ticket Settings (Optional)

Tickets are used to deal with customer enquiries, they allow enquiries to be associated with an order and dealt with through the system rather than externally via email.

Ticket Settings help us complete the above functionality by linking a normal email account to the Instantcart Ticket system.

Normally you won't need to change these details, however if you want to use an alternative email address for your ticket email, then you can change it here.



C

This quick start guide explains how to setup your own online store in 30 minutes.

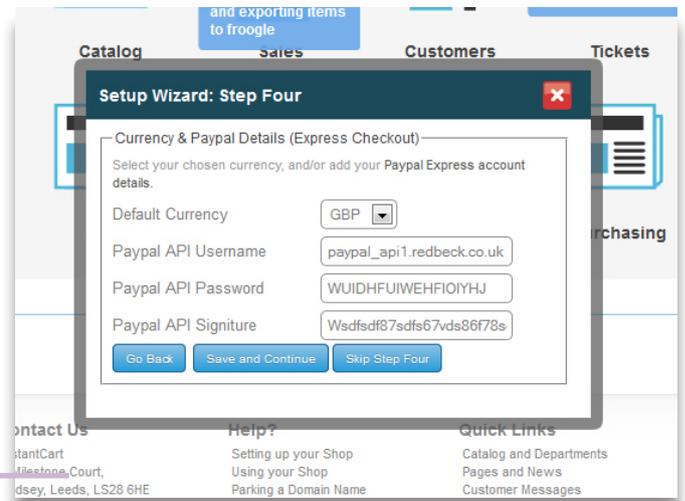
6. Setup Wizard Continued

D. Step Four - Currency & Paypal Details

Select your Currency and insert your Paypal Express API details here. Paypal Express is free to use and included with Paypal business accounts.

To use Paypal Express checkout, you'll need to sign up or login to your Paypal Account. Please see our Paypal API PDF for more details on how to do this.

Changing the currency code will automatically display the correct currency on your store front.



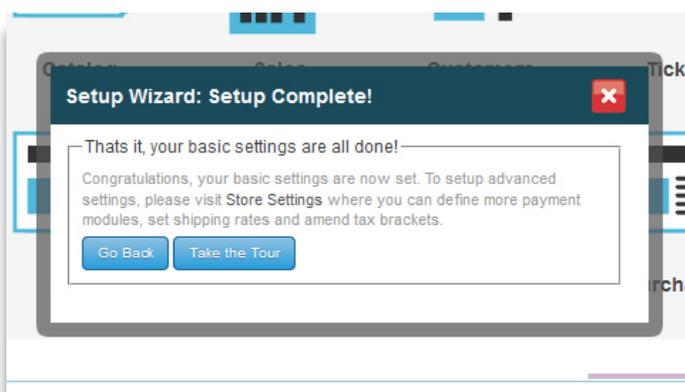
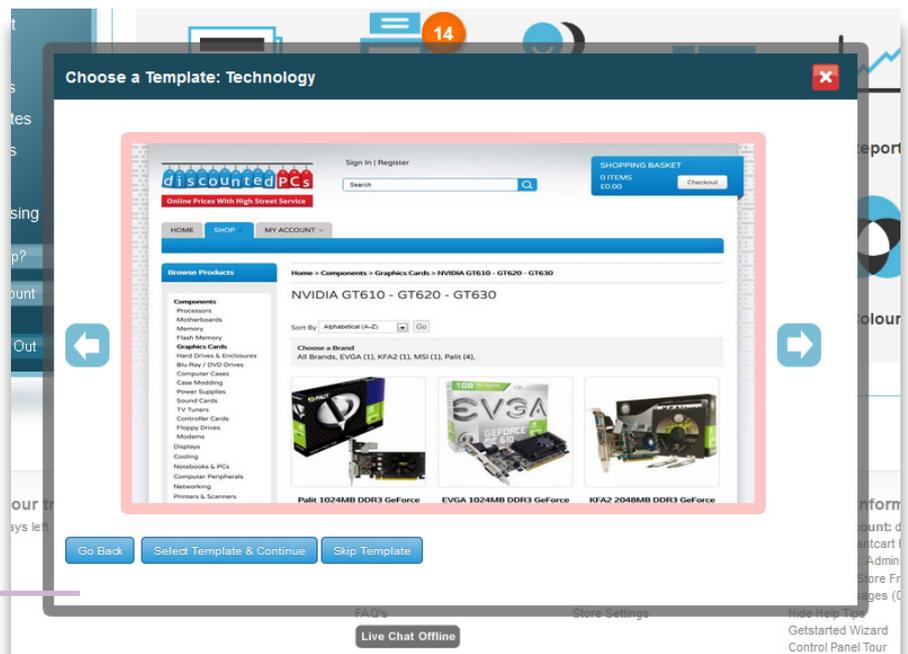
E. Step Five - Templates

Now you can select a template that best fits your brand identity.

Using the left and right arrows, click the right arrow until you find a template you like the look of.

If you see a light red border around a template, that means your store is currently set to use it.

Click "Select Template & Continue" once you're happy with your selection.



F. That's it!

Once you have completed these steps grab yourself a coffee as we're nearly there!

Next, we'll be looking at:-

- 7. Setting up a Shipping Module
- 8. Double Checking Tax Settings
- 9. Adding a product

This quick start guide explains how to setup your own online store in 30 minutes.

7. Setting up Shipping

Shipping tariffs can be setup via navigating to the Settings icon on the control panel home page.

From here, click on the "Shipping Modules" Tab.



When you register, we'll pre-load a few sample shipping modules, these cover UK shipping services such as International and national Royal Mail postal prices.

Shipping Modules		Add a new Shipping Module
Edit?	Shipping Module Description	Active for Normal Products?
	Standard Service (2-3 Working Days)	<input checked="" type="checkbox"/>
	Royal Mail Recorded (2-3 Day)	<input checked="" type="checkbox"/>
	RM Special (Next Working Day Pre 1pm)	<input checked="" type="checkbox"/>
	Interlink Next Day	<input checked="" type="checkbox"/>

Our Cost is £	and we charge £	for orders weighing upto	grams
5.50	5.50	1500	
5.95	5.65	2500	
6.50	5.95	4800	
6.95	6.65	8000	
7.65	6.95	9999	
8.00	7.85	12000	

A

A. Editing a Shipping Module

Click on the Edit Icon listed next to the module name. You'll see some basic details as well as a minimum and maximum order value that this module will work for.

The most complex part of setting up a shipping module is configuring basket weight and pricing. Instantcart uses weight based shipping, however you can simply setup a number of separate modules each covering a specific order value.

To setup some price bands, you can create a pricing matrix based on how much you want to charge upto a specific weight in grams.

You'll need to assign some countries to this Pricing Set to make it available to specific geographical locations. This can be done from the Add a Country field shown in figure A.

B. Adding a Shipping Surcharge

You can create shipping surcharges for specific postcode areas, this is useful if specific post code regions attract additional courier charges due to water crossings.

The Outcode would be the first part of the post code you would like to match or act as a catch all for any customer who uses a matching postcode in their shipping address.

The Surcharge is the amount you wish to charge in your local currency.

Surcharge for POSTCODE (outer code): BT	
Surcharge::	15.0000
Outcode::	BT
<input type="button" value="Update Surcharge"/>	
Add a new Surcharge for POSTCODE	
Surcharge::	
Outcode::	
<input type="button" value="Update Surcharge"/>	

B

This quick start guide explains how to setup your own online store in 30 minutes.

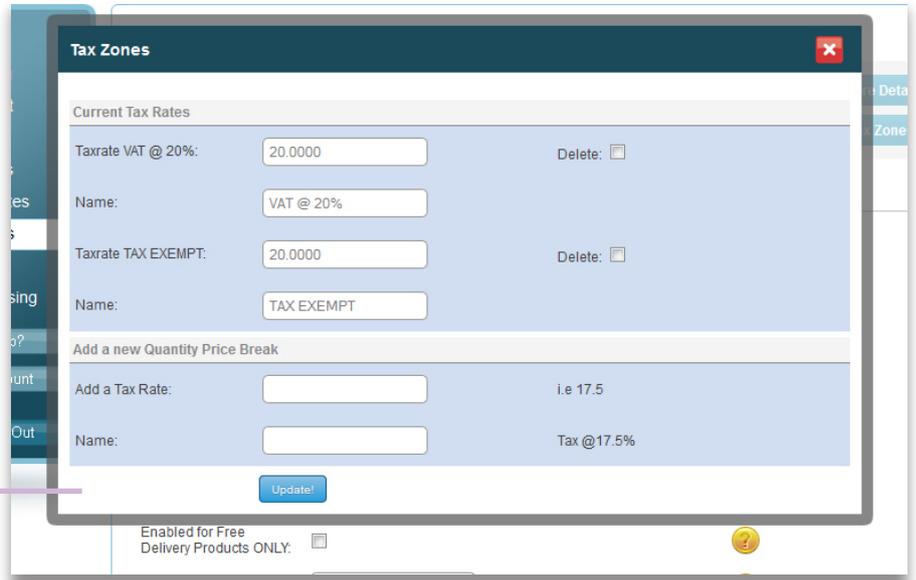
8. Checking Tax Settings

When you signup for a store, tax settings are defaulted to two options, these include 0% and 20% rates.

To change these rates, from the control panel home page, click on the Settings icon, and then select the Tax Zones Tab.

This will display current Tax Zone rates and their associated Names. To edit a tax zone, simply re-type the tax rate value accordingly.

8

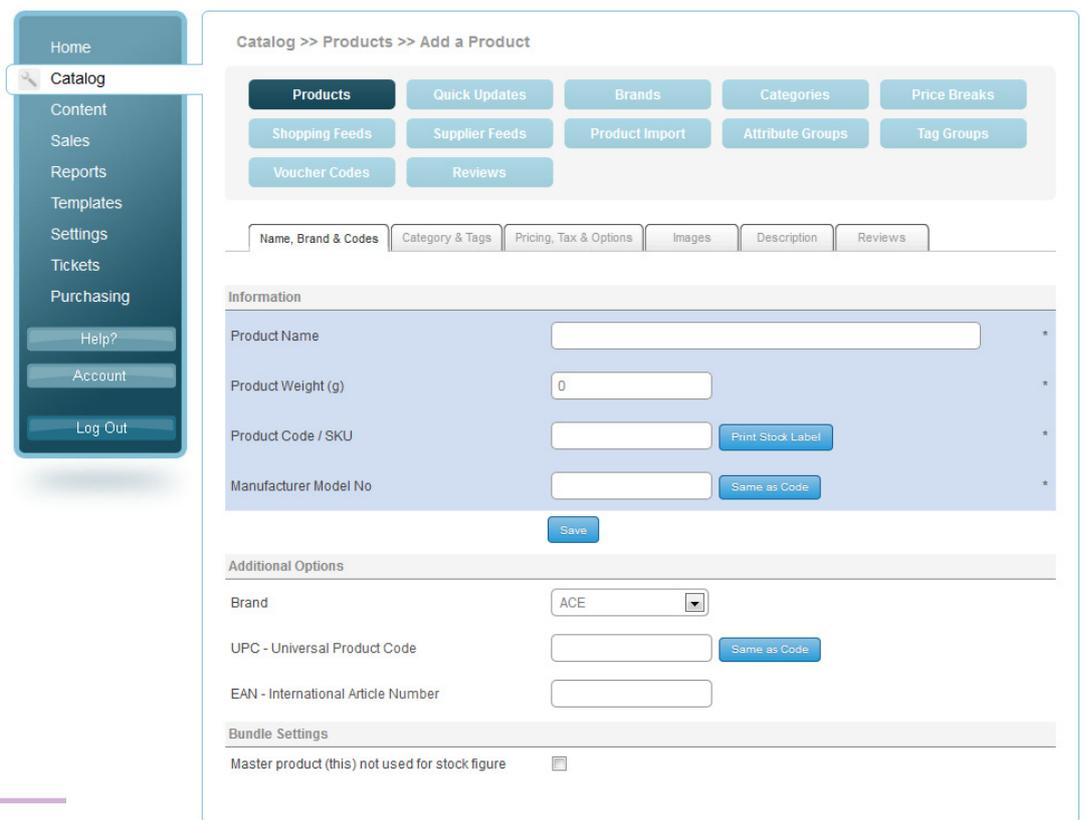


9. Adding a Product

To add a product, click on the "Catalog" icon from the control panel home page.

Next, click on the Add a new Product tab under the sub menu.

Complete all the require fields marked with a (*). You can make something up for now. Click through each seperate tab to populate different areas, however for now focus on the first, second and fourth tabs.

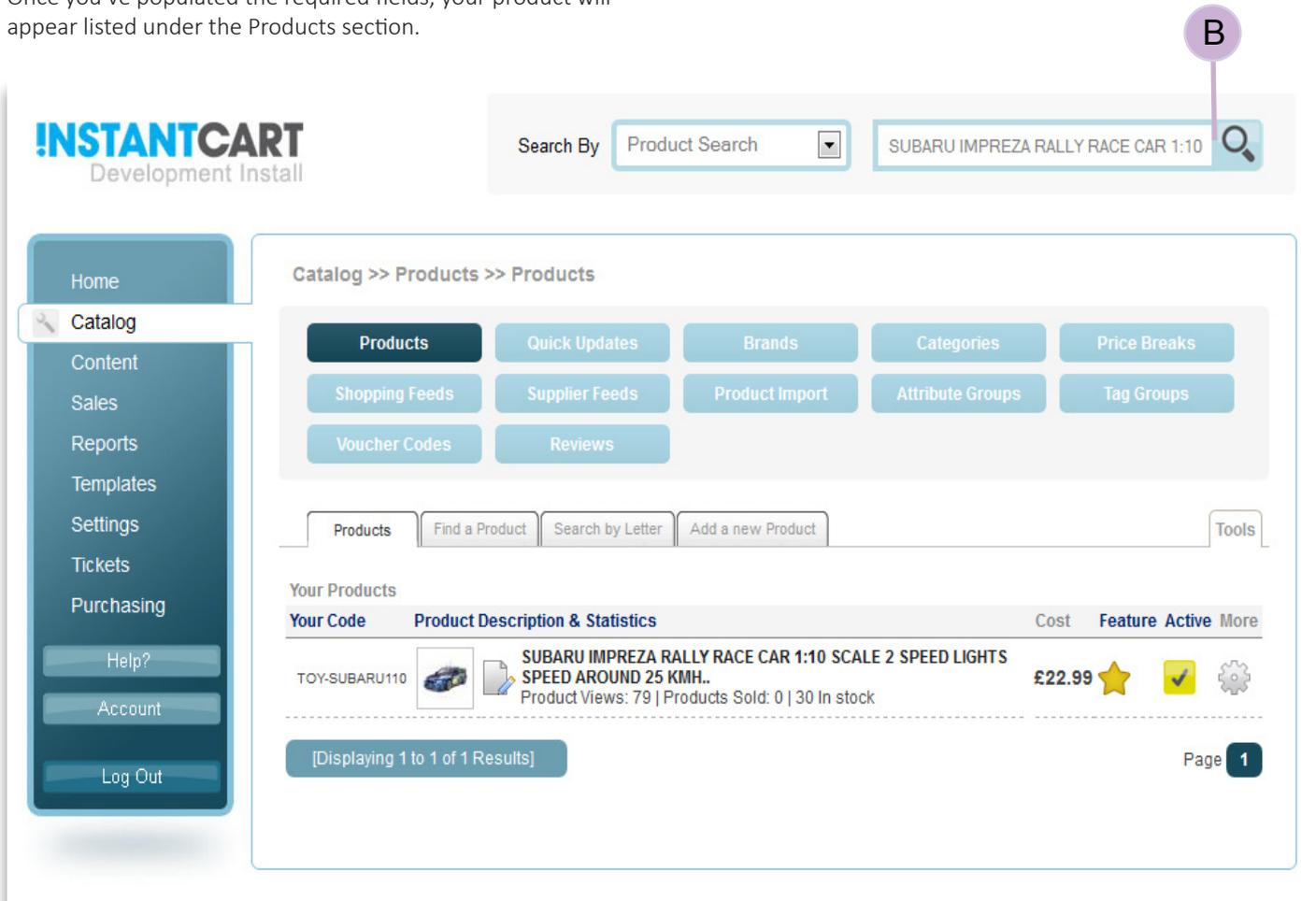


A

This quick start guide explains how to setup your own online store in 30 minutes.

9. Adding a Product Continued

Once you've populated the required fields, your product will appear listed under the Products section.



You can then activate / deactivate the product or make it a feature by clicking on the ★ or ✓ icons.

To edit or duplicate a product, add it to a set or make it a set master, click on the ⚙ icon.

