

Andale Store Getting Started Manual



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Chapter 1 : Introduction and Welcome

Welcome to your Andale Store!!

This manual will take you through the step-by-step visual process for building your first Andale Store. Each Chapter will cover a section of the Design Center, which you can use to follow along with as you build your store, or reference after you have created your store to utilize options you may have skipped while setting up your store, or to enhance your existing store.

As you read through this manual, you will notice tips that will assist you in determining your options, but these are not required.

1. Log Into Your Account

To begin log into your Andale Account, select the Store Tab and select Store Builder to begin building your Andale Store.



FIGURE I. Select Store Builder to Begin

Chapter 2 : Design Center

This chapter will cover the design options for your Andale Store. The Design Center is located on the left navigation pane under Store Builder. Select the Edit button to create your Layouts and Styles.

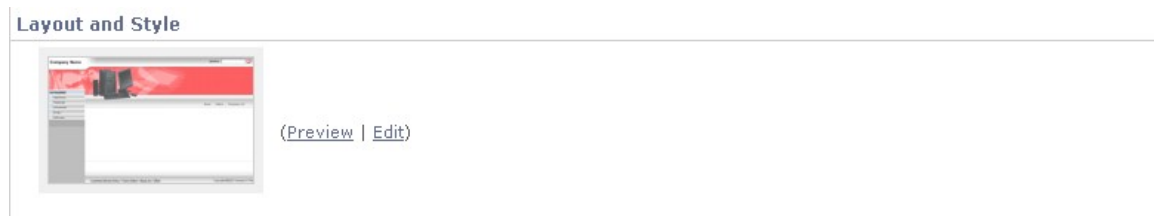


FIGURE II. Select Edit to create Layouts and Styles

1. Create Your Design Layout

Scroll through the various design themes to pick the one that best suits your business needs. Once you have selected a Design Theme, it will display in a thumbnail image on the right. The theme that you choose will be utilized on all pages of your store.



FIGURE III. Choose your Design Layout



Tip: There are many options to choose from, take your time and view the various design themes available. The theme will be applied to all pages of your Andale Store, so keep in mind the type of items you sell as you choose the theme for your Andale Store.

1.1 Choose a Style

Scroll through the various color themes to pick the one that best suits your business requirements. Once you have selected a Design Theme, it will display in a thumbnail image on the right.



FIGURE IV. Choose your Color Style

1.2 Choose a Font

Scroll through the various Font Options pick the one that best suits your business requirements. Once you have selected a Font, it will display in a thumbnail image on the right.



FIGURE V. Choose a Font

1.3 Insert Your Logo (Optional)

If you have not uploaded your image already, choose UPLOAD. This will upload your logo from your computer. When you select upload, the Standard Uploader will be displayed. Browse to the image on your computer and upload your Logo.

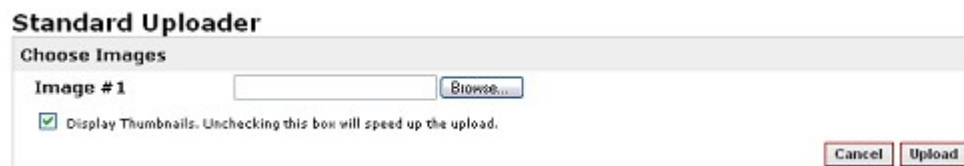


FIGURE VI. Use Standard Uploader if you have not already uploaded your Logo

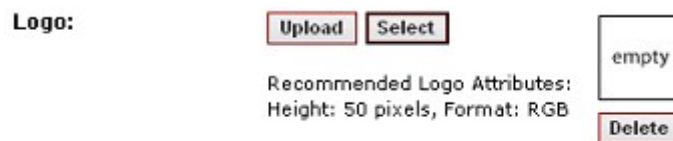


FIGURE VII. Use the Select Button to choose an image that is already uploaded



Tip: Logo's are not required. Andale will insert your Store Name in place of a logo if you do not have a logo. This will be displayed in your Stores Header on all your store pages. There are many places on the Internet that will allow you to create your own logo without having to have design experience.

1.4 Choose a Home Page Listing Order

Select how you would like items displayed on your Home Page. You may choose to have your Featured Items listed first, or your Specials. Once you have selected an option, an example will display on the right.

Home Page Listing Order:

Listings will be displayed on your Home Page in order of:

Featured Items listed first
Specials listed first



FIGURE VIII. Choose your Home Page Listing Order



Tip: Featured items will typically contain images. If you have a lot of text in your Specials, you may wish to place them first to visually break up your Home Page.

1.5 Choose a Category Links Style

Select how you would like to have the links to your Categories displayed. You may choose to have your Featured Items listed first, or your Specials. Once you have selected an option, an example will display on the right.

Category Links Style:

Simple Text Links
Bulleted List

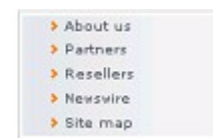


FIGURE IX. Choose your Category Links Style



Tip: Bulleted lists are easier to read if you have a lot of categories. Bulleted lists would also be used if you have long category names that would require more than one line. The bullets would define the beginning of the category and make it easier for the buyer to find your categories.

1.6 Choose a Category Page Layout

Select how you would like to display items on your Category Pages. These are “home pages” for your Categories. Choose either a Single Column Layout or a Double-Column Layout. Once you have selected an option, an example will display on the right.

Category Page Layout:



FIGURE X. Choose a Category Page Layout



Tip: If you have similar items that are not significantly visually different, you may wish to use the Single-Column Layout, which creates more visual separation when a buyer is viewing your items.

1.7 Choose an Image Page Layout

Select how you would like your images to display on your Items Page.

Item Page Layout:



FIGURE XI. Choose an Image Page Layout

2. Create Your Store Home Page

To create your Store Home Page, select the edit link next to the Home Page on your Store Builder Page.

Store Pages	
Home Page	(Preview Edit)
About Us	(Preview Edit)
Customer Service Policy	(Preview Edit)
Personalized Links	(Add/Edit)

FIGURE XII. Select Edit Home Page

2.1 Create a Welcome Message

Enter a welcome message in this section. You may use HTML commands such as bold or italic when creating your welcome message. The location of the message on your home page is displayed on the right. The Welcome Message area is useful to communicate information about your business to your potential buyers.

Welcome Message:

This would be the space to enter your Home Page Welcome Message. This area may contain HTML.

HTML OK ✓

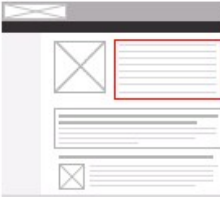


FIGURE XIII. Enter your Home Page Welcome Message



Tip: Use this section to communicate the personality of your business. Remember to use the “who, what, where when and how”. If you can make your buyer feel comfortable or feel that they “know” you, your sales will increase.

2.2 Insert a Home Page Image (Optional)

Upload an Image that you would like displayed on your Home Page. The location of the Home Page Image is displayed on the right. Choose **UPLOAD** to upload your image from your Computer, or select if you have already uploaded the image to Andale.

Home Page Image:

Recommended Image Size:
120x80 pixels max



FIGURE XIV. Insert a Home Page Image



Tip: Make the Home Page Image relevant to your overall Business. Don't use a single item image, place many items in your image for your Home Page. For example, if you specialize in Pottery, use an image on your home page that shows the variety of Pottery that you sell.

2.3 Create a Special Offer

The Special Offer section is an area used to call attention to any Special Offerings. This section allows HTML, such as bold or italic. The location of the Special offer on your Home Page is highlighted in red on the right.

Special Offer:

Special Sale Category Just Added!!
Check out reduced prices in my new Sale Category

HTML OK 



FIGURE XV. Create a Special Offer



Tip: This is a great section to utilize for marketing on your Home page. Create sales and specials, offering discounts or highlight product lines. Use your imagination to create Special offers that your buyers will find exciting.

2.4 Create Meta Keywords and Descriptions (Optional)

Meta Keywords are optional words or phrases that search engines may utilize to index your Andale Store. When used properly, Meta Keywords may increase visibility to your Andale Store. There is a large amount of information on the Internet regarding the correct usage of Keywords and Andale recommends that you research the pros and cons of utilizing Meta Keywords prior to entering them into this section.

Meta Description is an optional description of your Store that search engines may display when presenting search results. When used properly, the Meta Description may increase visibility to your Andale Store. As with Keywords, please research the pros and cons of utilizing Meta Description prior to entering it into this section. Some search engines prefer Meta Descriptions to Meta Keywords.

Meta Keywords:

Hallmark, Series Ornament, Club Ornament, Colorway, Expo, Springtime Hallmark Ornaments, Crown Reflections, Glass Ornament, Merry Miniatures, Kiddies Car Classics, Tree Toppers

No HTML, 500 characters max.

Meta Description:

The Hallmark Ornament Store is dedicated to bringing a large selection of Hallmark Ornaments including Merry Miniatures, Kiddies Car Classic and Tree Toppers.

No HTML, 500 characters max.

FIGURE XVI. Enter your Meta Keywords and Meta Description

2.5 Create a Section Title

Sections are segments of your Home page that allow you to add information applicable to the area. The location of the Section title is located on the right and depicted with a red line. Sections are optional, and can be used to create custom content for your home page. You can create up to 5 Sections.

Section Title:

Custom Content Title

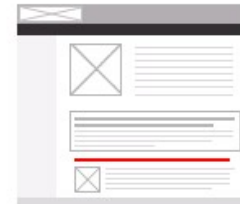


FIGURE XVII. Add a Section Title



Tip: Make the sections relevant. For example, if you sell amethyst gemstones, include sections that give additional information about amethyst gemstones, and use an eye-catching title, such as The History of Amethyst or Learn About Amethyst.

2.6 Create Your Section Text

Sections are segments of your Home page that allow you to add information applicable to the area. The location of the Section Text is located on the right and depicted with a red box. Sections are optional, and can be used to create custom content for your home page. You can create up to 5 Sections.

Section Text:

This is the Area for adding Custom Content Text
You may use HTML, such as bold or italic

HTML OK ✓

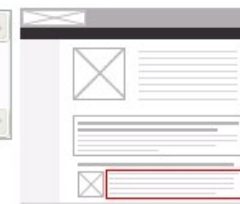


FIGURE XVIII. Add your Section Text



Tip: Make the text relevant. For example, if you sell Frankoma Pottery, include sections that give additional information about Frankoma, such as the history of Frankoma, the various product lines, and types of clay or glazes. Show your customer that you are knowledgeable about your product lines.

2.7 Insert a Section Image

Upload an Image that you would like displayed in your Section. The location of the Home Page Image is displayed on the right. Choose **UPLOAD** to upload your image from your Computer, or select if you have already uploaded the image to Andale.

Section Image:

Recommended Image Size:
120x80 pixels max



FIGURE XIX. *Insert a Section Image*



Tip: Make the image relevant by section. For example, if your section is about a variety of Pottery, show more than one item in your image to create interest.

2.8 Choose a Section Layout

Select how you would like to display items on your Section. Once you have selected an option, an example will display on the right.

Section Layout:



FIGURE XX. Choose a Section Layout

2.9 Add Additional Sections

You can add up to 5 Custom Content Sections. Continue adding by clicking on Add Another Section until you have all the sections you wish. All Sections are Optional.

[Add Another Section](#)

(max 5 sections)

FIGURE XXI. Click on the link to Add Another Section

3. Create Your About Us Page

To create your Store About Us Page, select the edit link next to the About Us on your Store Builder Page.

Store Pages

Home Page	(Preview Edit)
About Us	(Preview Edit)
Customer Service Policy	(Preview Edit)
Personalized Links	(Add/Edit)

FIGURE XXII. Select Edit About Us

3.1 Create an About Us Welcome Message

Enter a welcome message in this section. You may use HTML commands such as bold or italic when creating your welcome message. The location of the message on your About Us page is displayed on the right. The Welcome Message area is useful to communicate information about your business to your potential buyers.

About Us Welcome Message:

Enter Your About Us Welcome Message Here.

4000 characters max HTML OK



FIGURE XXIII. Enter your About Us Welcome Message



Tip: Use this section to communicate the personality of your business. Remember to use the “who, what, where when and how”. If you can make your buyer feel comfortable or feel that they “know” you, your sales will increase.

3.2 Insert an About Us Image

Upload an Image that you would like displayed on our About Us Page. The location of the About Us Image is displayed on the right. Choose **UPLOAD** to upload your image from your Computer, or select if you have already uploaded the image to Andale.

About Us Image:

Upload

Select

empty

Delete

Recommended Image Size:
120x80 pixels max




FIGURE XXIV. Insert your About Us Image

3.3 Insert your Contact Information

Use this section to enter the contact information that you wish to be visible to all viewers.

Display:	<input checked="" type="checkbox"/> Display contact information on my About Us page
Address 1:	<input type="text" value="PO Box 123"/>
Address 2:	<input type="text"/>
City:	<input type="text" value="Mountain View"/>
State:	<input type="text" value="CA"/> ▼
Zip Code:	<input type="text" value="12345"/>
Country:	<input type="text" value="United States"/> ▼
Region:	<input type="text"/> International only
Phone:	<input type="text" value="123-456-7890"/>
Email:	<input type="text" value="store@youremail.com"/>
Fax:	<input type="text"/>

FIGURE XXV. Enter your Contact Information



Tip: This information is visible to everyone, so use what you are comfortable publishing on the Internet. If you have Post Office box, for instance, you may feel more comfortable giving that out, as opposed to your street address. The more information that you place on this page, the more comfortable you make your buyers.

4. Create Your Customer Service Policy (Optional)

To create your Store Customer Service Policy, select the edit link next to the About Us on your Customer Service Policy.

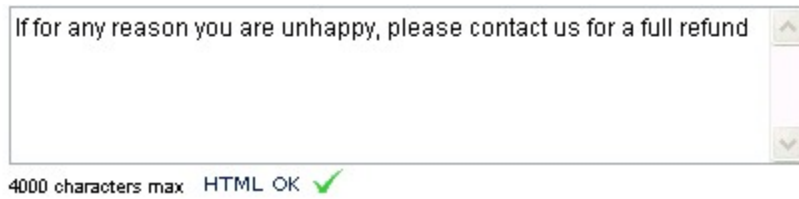
Store Pages	
Home Page	(Preview Edit)
About Us	(Preview Edit)
Customer Service Policy	(Preview Edit)
Personalized Links	(Add/Edit)

FIGURE XXVI. Select Edit Customer Service Policy

4.1 Enter your Customer Service Policy

Use this section to enter your customer service and return policy.

Customer Service Policy:



If for any reason you are unhappy, please contact us for a full refund

4000 characters max HTML OK ✓

FIGURE XXVII. Create your Customer Service Policy



Tip: Remember, negative does not sell. Use this section to sell your customer service and to win your buyers confidence.

5. Adding Personalized Links

To create customized links for your Stores Home Page, select the edit/add link next Personalized Links. .

Store Pages

Home Page	(Preview Edit)
About Us	(Preview Edit)
Customer Service Policy	(Preview Edit)
Personalized Links	(Add/Edit)

FIGURE XXVIII. Select Edit/Add Personalized Links

5.1 Name Your Link

Enter the name you wish to display for your link. You do not need to type the URL into this box. Type a descriptive name of the link you are creating. This name is what your buyer will see in your links area on your home page.

Personalized Links

- Add more personalized links to Andale Store pointing to your Custom web pages and URLs.
- These links will appear in the left pane on Andale Stores.

Add/Edit Link:

☒ Display Name:

Note: This will appear on the Store as a link.

-OR-

☐ Edit Existing Links:



FIGURE XXIX. Name Your Link

5.2 Enter Your Link Details

Enter the destination URL that you are creating, or create custom HTML content. Creating custom HTML allows you to create a mini page that you can link to from your Home Page.

Link Details

Specify Contents:

☐ Link to URL: Format: 'http://www.yoursite.com'

-OR-

☒ HTML Content:

HTML OK ✓

FIGURE XXX. Enter Your Link URL

5.3 Select Display Options

Select how your bidder opens the link. You can opt to have the page open in the same window, or specify to have the page opened in a new window.

Display Options	
Open Link In:	<input checked="" type="radio"/> Same Window
	<input type="radio"/> New Window

FIGURE XXXI. Select the Display Option

6. Create Your Store Categories

To create Categories and Subcategories for your Andale Store, select the Category option under your Store Designer.

Categories - (Manage | [Add New Category](#) | [Add New Sub-Category](#))

FIGURE XXXII. Select Add New Category

6.1 Create a Category Title

Enter the title of your Category.

▶ Category Title:	<input type="text" value="Frankoma Pottery"/>
--------------------------	---

FIGURE XXXIII. Add your Category Title



Tip: Don't use excessively long category titles. These are shown in the sidebar, and a lengthy title will encompass more than one line and be difficult for the buyer to read. Use Catchy Titles that depict your items. For example: if you sell Collector Plates, you would want to use the title Collector Plates, and not Collector Plates in All Colors

6.2 Create a Category Welcome Message

Enter a Category welcome message in this section. You may use HTML commands such as bold or italic when creating your welcome message. The location of the message on your home page is displayed on the right. The Welcome Message area is useful to communicate information about your business to your potential buyers.

Welcome Message:

HTML OK 



FIGURE XXXIV. *Enter your Category Welcome Message*

6.3 Insert a Category Image

Upload an Image that you would like displayed in your Category. The location of the Category Image is displayed on the right. Choose **UPLOAD** to upload your image from your Computer, or select if you have already uploaded the image to Andale.

Category Image:

empty

Recommended Image Size:
120x80 pixels max



FIGURE XXXV. *Insert a Category Image*

6.4 Create Category Meta Tags and Meta Descriptions

Category Meta Tags and Descriptions are created the same way you created them for your Home Page. The complete instructions for Category Meta Tags and descriptions are located in section 2.4 of this manual.

6.5 Create Category Sections

Category sections are created the same way as you created them for your Home Page. The complete instructions are located in section 2.8 of this manual.

7.0 Create Store Name and URL

Use this section to create a URL for and Name for your Andale Store. Select the Store Name and URL from your Andale Store tab.



FIGURE XXXVI. Select Store Name and URL

7.1 Enter Your Store Name

Enter the name you have chosen into the Store Name Field

A screenshot of a web form titled 'Choose how you will build your Andale Store' with a 'Learn More' link. The form has two fields: 'Store Name:' with a text input containing 'gettingstarted', and 'URL:' with a text input containing 'http://stores.andale.com/'. To the right of the URL field is a note: 'No special characters like asterisks, quotes or ampersand (&) and spaces.'

FIGURE XXXVII. Enter your Store Name



Tip: Your Store name will be the identifier for you store. This will appear in your header (if you do not have a logo), and in various places throughout your store application. Choose a unique name that depicts your store theme. A memorable name will bring customer back to your store, so choose your Store name carefully.

7.2 Complete Your URL

Enter the text to complete your URL (typically this will be your Store Name).



Choose how you will build your Andale Store [Learn More](#)

▶ Store Name:

▶ URL: No special characters like asterisks, quotes or ampersand (&) and spaces.

FIGURE XXXVIII. Complete the URL



Tip: Use your store name as your URL name. This will create continuity for your buyers. Since our store name is getting started, the URL would be: <http://stores.andale.com/gettingstarted>. This method will make it easier for your customer to find your Store.

8.0 Set Your Andale Plaza Preferences

To be included in the Andale Plaza, set your preferences by selecting the Andale Plaza Preferences from the Stores tab.



☐ Design Center

☐ Category Manager

☐ Store Name and URL

☒ **Andale Plaza Preferences**

FIGURE XXXIX. Select Andale Plaza Preferences

8.1 Select Your Participation Option

Select to have your Andale Store included in the Andale Store for extra exposure for your items.

Andale Plaza [Learn More](#)

Participation:

- ☒ Yes, I would like my Store to be part of Andale Plaza.
In order to have your Store included in the Andale Plaza, please provide a Store Description and select at least one Plaza Category below.
- ☐ No, I don't want my Store to be part of Andale Plaza.

FIGURE XL. Select Participation

8.2 Enter the Description of your Store

Enter the description of your Andale Store. Use this area to provide a brief description of the types of items that you sell.

► **Store Description**

Description:

500 characters max, NO HTML, except bold, italics, and underline.

FIGURE XLI. Enter your Store Description

8.3 Select your Main Categories

Select up to 2 Main and Subcategories. Choose general categories that fit your type of merchandise. Buyers are able to search for specific items, so pick the best overall general categories for your items.

► **Plaza Categories**

Choose the categories and Subcategories where your Store will be listed. You can choose up to two categories

FIGURE XLII. Select Your Categories

9.0 Publish Your Store

When you select to publish your store, it saves any changes you have made, so it is a good idea to publish before you leave any page. Its important to know that if you do not publish changes, they will not be saved, so when working in your Andale Store it might be a good idea to get in the habit of publishing before you exit each time. To publish your Store, select the Publish link under your Design Center.



FIGURE XLIII. Select Publish

Congratulations!!!

You have now successfully designed, set up and published your first Andale Store! You are ready to go to your Store Manager and begin adding your items for sale. STORE MANAGER is your Andale Stores control center, where you can manage all aspects of your Andale Store.

After you have begun adding your items, don't forget to take the time to set up some other great features in your Andale Store, such as inclusion in the Andale Plaza, Distribute, and Reports.

Thank you once again, for choosing Andale Store!!