

Andale Gallery

Printable Instructions

Setting up Your Andale Gallery

Welcome to your Andale Gallery!!

This guide is a step-by-step printable guide to building your first Andale Gallery. We've included 2 sections to assist you, a simple step-by-step guide that you can use a check sheet to help you quickly build your Gallery, and a glossary (and tips) of the components. Items included in the glossary are bolded in this document.

Select your Building Options

This guide will use the Andale Gallery in Listings. This is the typical setting of most users.

1. From the Andale Gallery Start page, click the *Gallery Builder link*
2. Select the method to display your Andale Gallery in your Listings:
 - a. **Gallery in Listings** or
 - b. **Link in My Listings** or
 - c. None, I will **Market the Andale Gallery Myself**
3. Select Continue

Design Center

1. Choose your **Gallery**
2. Choose your **Design Theme**
3. Choose your **Color Theme**
4. Choose your **Font**
5. Choose the **Location in your Listing**
6. Enter your **Business Name (Optional)**
7. Enter a **Promo Line (Optional)**
8. Select your **Default Image**
9. Select your **Info Displayed**
10. Insert your **Logo** (optional)
 - a. Choose *upload* if your logo is on your computer or
 - b. Choose *select* if your logo is already in Andale Images
11. Enter your **About Us Welcome Message**
12. Insert an **About Us Image**
 - a. Choose *upload* if your image is on your computer or
 - b. Choose *select* if you log is already in Andale Images
13. Review or Enter Your **Contact Information**
14. Select Done. Congratulations!! You have now successfully Designed and Set up your Andale Gallery! Be sure to check out the other options available with your Andale Gallery such as Traffic Booster and Reports.

Glossary and Tips

About Us Image

This image will appear on your About Us Section of your Andale Gallery. This section is useful to communicate information about your business to your potential customers.

Tip: Use a personal image or an image that depicts the personality of your business.

About Us Welcome Message

This message will appear on your About Us Section of your Andale Gallery. This section is useful to communicate information about your business to your potential customers.

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.

Business Name

Your Business name will appear in our About Us Section of your Andale Gallery. This section is useful to communicate information about your business to your potential customers.

Tip: If you do not have a business name, leave this section blank.

Color Theme

Use this setting to choose the color for your Gallery. This color will be carried to all your Gallery pages.

Tip: There are many colors options to choose from, take your time and view the various colors available.

Contact Information

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

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. But remember, the more information that you place on this page, the more comfortable you make your buyers.

Default Image

Selecting a Default Image will tell Andale which image to "pick up" for your gallery listings.

Tip: If you utilize a logo, this may count as an image. When you first create your gallery, if the incorrect image is being displayed. Change your default image to make sure Andale is picking up the correct image. It is very important that you maintain consistency when listing your items, so that the image you want Andale to pick up is the same image auction to auction.

Design Theme

Use this setting to choose the design theme for your Gallery. This theme will be carried to all your Gallery pages.

Tip: There are many options to choose from, take your time and view the various design themes available.

Font

Use this setting to choose the font for your Gallery. Options include: Ariel, Helvetica, Time New Roman, Courier and Verdana. This font will be carried to all your Gallery pages.

Gallery In Listings

Use this selection to have a Gallery inserted into your Listings. This will display the actual images (as opposed to a link)

Tip: This is the most powerful selection and is highly recommended as your default setting. Using just a link or creating your own HTML is not as affective as the insertion of the Gallery.

Gallery Options

The Choose Gallery option will allow you to choose between the New Gallery or the Classic Gallery.

Tip: View the way the Gallery will be displayed by selecting one of the options and viewing the layout on the right.

Info Displayed

Use this option to select what information is displayed next to your item. These options include the end time, current price, the buy-it-now price as well as a hot item display.

Tip: View the way these will be displayed by selecting the option and viewing the layout on the right.

Link in My Listings

This option allows you to display only a link to your Andale Gallery in your listings. The actual gallery will not appear in your listings.

Tip: Always use the Gallery In Listings unless you have a concrete reason to only use a link.

Location in Your Listings

Use this option to select where you want your gallery to appear in your listings. You can choose between the top of the listing, the bottom of the listing or the side of the listing.

Tip: Use the top of your listings if you are selling items that go well together. For instance, if you are selling Cameras and Accessories, this will entice a buyer to view your other items. If you are selling items that are not similar, such as a Hallmark Ornament and a Book, you may wish to place your Gallery at the bottom or on the side.

Logo

Logos 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.

Tip: There are many places on the Internet that will allow you to create your own logo without having to have design experience.

Market the Andale Gallery Myself

Use this selection if you wish to create your own html to insert on your WebPages.

Tip: If you are using the Gallery on eBay, you may wish to select one of the other options.

Promo Line

Promo Lines are inserted into each of your Galleries as a promotional tool to highlight

Tip: Experiment with different promotional lines to see what is appealing to your buyers.

Welcome Message

This message will appear on the Home page of your Andale Store. This section is useful to communicate information about your business to your potential customers.

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.