

Andale Stores

Printable Instructions

Setting up Your Andale Store

Welcome to your Andale Store!!

This guide is a step-by-step printable guide to building your first Andale Store. 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 store, and a glossary (and tips) of the components. Items included in the glossary are bolded in this document.

Select your Building Options

1. From the Andale Store Start page, click the *Build My Store* button
2. Enter the name you have chosen into the **Store Name** field
3. Enter the text to complete your **URL** (typically, your store name)
4. Select the method to build your store:
 - a. *I will build my store with my settings* (continue with the steps) or
 - b. *Build my store using Andale defaults* (you may stop here, and utilize only those areas that you wish to change from the Andale Store Manager)

Design Your Andale Store

1. Choose your **Design Theme**
2. Choose your **Color Theme**
3. Choose your **Font**
4. 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
5. Choose your **Home Page Listing Order**
6. Choose you **Category Links Style**
7. Choose your **Category Page Layout**
8. Choose your **Item Page Layout**

Create a Home Page

1. Type in you **Welcome Message**
2. Insert your Home Page Image (optional)
 - a. Choose *upload* if your image is on your computer or
 - b. Choose *select* if your image is already in Andale Images
3. Type in any **Special Offer** (optional)
4. Type in your **Section Title** for areas that you want to add to your Home Page (optional)
5. Type in your **Section Text** (optional)

6. Insert your **Section Image** (optional)
 - a. Choose *upload* if your image is on your computer or
 - b. Choose *select* if your image is already in Andale Images
7. Choose your **Section Layout** (optional)
8. Choose **Add Another Section** and repeat steps 4-7 for additional sections.

Set up your Categories

1. Type in your **Category Title**
2. Type in your **Category Welcome Message** (optional)
3. Insert your **Category Image**
 - a. Choose *upload* if your image in on your computer or
 - b. Choose *select* if you image is already in Andale Images
4. Type in your **Section Title** for areas you wish to create on your categories page.
5. Type in your **Section Text**
6. Insert your **Section Image**
 - a. Choose *upload* if your image is on your computer or
 - b. Choose *select* if your image is already in Andale Images
7. Choose your **Section Layout**
8. Choose **Add Another Section** and repeat items 4-7 for additional sections.
9. Choose **Add Another Category** and repeat steps 1-8 for additional categories

Create an About Us Page

1. Type in your **About Us Welcome Message**
2. Insert your **About Us Image**
 - a. Choose *upload* if your image is on your computer or
 - b. Choose *select* if your image is already in Andale Images
3. Choose what **Contact Information** you wish to have displayed (optional)
4. Type in your **Customer Service Policy** (Optional)

Finish

1. On the final page, select **Publish**
2. Congratulations!! You have now successfully Designed and Set up your Andale Store! You are ready to go to your Store Manager to begin adding your items for sale. **Store Manager** is your Andale Stores control center, where you can manage all aspects of your Andale Store!
3. Be sure to check out the following extras:
Include your store in Andale Plaza – Setting are located under **Store Manager** tab
Increase your advertising – Settings are the Advertise tab
View your traffic – Information is available under the Reports tab

Glossary and Tips

About Us Image

This image will appear on your About Us Section of your Andale Store. 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 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.

Add Another Section

You may add up to 5 sections on both the Home page and category section.

Tip: Don’t add sections just to fill up the page, plan what sections you will have and make good use of the space. A buyer will quickly glance at your page and you should choose what you want them to notice. Stay away from overkill. Make your sections applicable to the page.

Category Image

This image will appear on your main category page. You will be able to place an image in each of your main categories.

Tip: Use this image to show a variety of different items that are within your category. This can pique your customer’s interest in browsing the various items in your category.

Category Links Style

Use this setting to select to use a bulleted list or plan text.

Tip: Bulleted lists are easier to read if you have a lot of categories.

Category Page Layout

Use the setting to choose how you want your items displayed. Choose Single-Column Layout, or Double-Column Layout. Single Column will display your items vertically down the page, while the Double-Column will display your items side-by-side.

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.

Category Title

Use this section to enter the title of your category. Subcategories are available from your Store Manger, and will have the same configuration as your main categories.

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, but not describe the category. For example: if you sell Collector Plates, you would want to use the title Collector Plates, and not Collector Plates in All Colors.

Category Welcome Message

This message will appear in the Category Sections of your Andale Store. This section is useful to communicate information about your category to your potential customers.

Tip: Use this section to communicate your knowledge about your category to your buyers. Letting your buyer know you understand your product will help increase their comfort level and your sales.

Color Theme

Use this setting to choose the color for your Store. This color will be carried to all your store 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.

Customer Service Policy

Use this section to enter your customer service policy.

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

Design Theme

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

Home Page Listing Order

Use this section to choose which you would like to display first: Your Featured Items or Your Specials.

Tip: Featured items usually will 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.

Item Page Layout

Use the setting to choose how you want your items displayed. You may choose to have them left aligned or right aligned, depending on your preference.

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.

Publish

You will need to publish your store whenever you make any changes. Changes will not reflect in your Andale Store until you publish them.

Tip: Always make a habit of publishing your store before you leave if you have made any changes. By making “publish” a habit, you will always know that your store has your latest changes applied.

Section Image

Sections are segments of your Category and Home page that allow you to add additional information applicable to the area. The image you choose will display in your section box.

Tip: Make the image relevant by section. Don't use a single item image, place many items in your image for your Home Page, as well as the Categories. For example, if you specialize in Pottery, use an image on your home page that shows the variety of Pottery that you sell. If one of your categories is Roseville, show more than one item in your image to create interest.

Section Layout

Sections are segments of your Category and Home page that allow you to add additional information applicable to the area. You may align your text to the right or to the left of your section.

Section Text

Sections are segments of your Category and Home page that allow you to add additional information applicable to the area. The text you choose will be displayed in your section box.

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.

Section Title

Sections are segments of your Category and Home page that allow you to add information applicable to the area. The title you choose will be the title of your section box.

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.

Special Offer

The Special Offer section is an area where you can offer Specials to your customers. This will appear on your Home Page.

Tip: This is a great section to utilize for marketing on your Home page. Create sales, specials or encourage your buyer to buy more by offering combined shipping. Use your imagination to create Special offers that your buyers will find exciting.

Store Manager

Your Store Manager is your Andale Store Control Center. This page contains all aspects of your Andale Store Account.

Store Name

Your store name will be the identifier for your store. This will appear in your header (if you do not have a logo), and on various places throughout your store application. Choose a unique name that depicts your store theme.

Tip: Use your store name as your URL name. This will create continuity for your buyers. If they are in The Pottery Shack, the URL would be: <http://stores.andale.com/thepotteryshack> which will make it easier for your customer to remember how to find you.

URL

Use this section to complete the URL name of your Andale Store.

Tip: Use your store name as your URL name. This will create continuity for your buyers. If they were in The Pottery Shack, the URL would be: http://stores.andale.com/thepotteryshack, which will make it easier for your customer to remember how to find you.

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.