

Vendio Store Getting Started Manual

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Chapter 1 : Introduction and Welcome

Welcome to your Vendio Store!!

This manual will take you through the step-by-step visual process for building your first Vendio 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 Vendio Account, select the Store Link and select Store Builder to begin building your Vendio Store.

Chapter 2 : Design Center

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

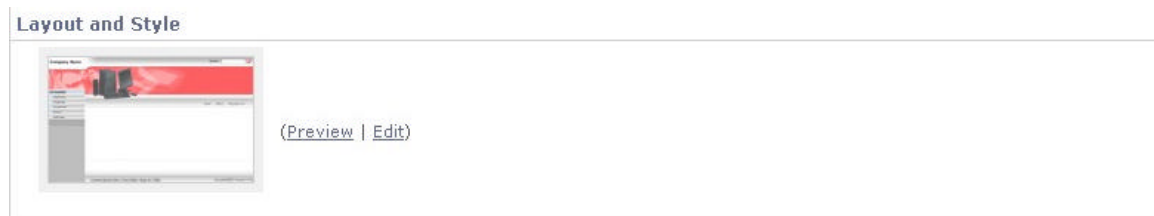


FIGURE I. Select Edit to create Layouts and Styles

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 II. 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 Vendio Store, so keep in mind the type of items you sell as you choose the theme for your Vendio 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.

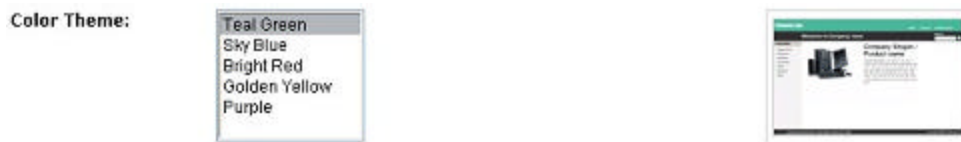


FIGURE III. Choose your Color Style

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 IV. 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.

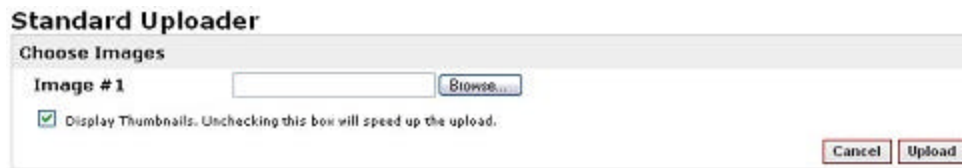


FIGURE V. Use Standard Uploader if you have not already uploaded your Logo

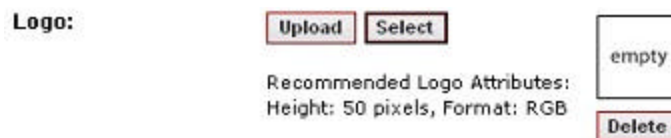


FIGURE VI. Use the Select Button to choose an image that is already uploaded



Tip: Logo's are not required. Vendio 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.



FIGURE VII. 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.



FIGURE VIII. 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:

Single-Column Layout
 Double-Column Layout



FIGURE IX. 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:

Image Left
 Image Right



FIGURE X. 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.

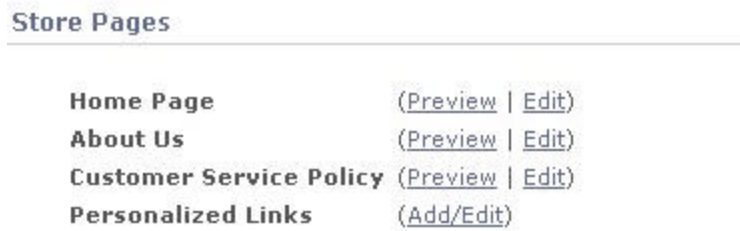


FIGURE XI. Select Edit Home Page

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.



FIGURE XII. 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 Vendio.



FIGURE XIII. *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 you Home Page is highlighted in red on the right.



FIGURE XIV. *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 Vendio Store. When used properly, Meta Keywords may increase visibility to your Vendio Store. There is a large amount of information on the Internet regarding the correct usage of Keywords and Vendio 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 Vendio 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 XV. *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

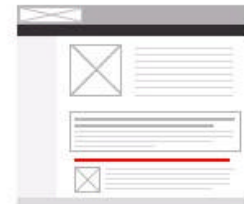


FIGURE XVI. Add a Section Title



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 ✓

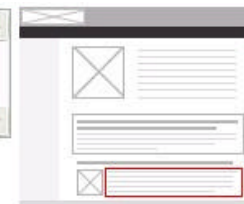


FIGURE XVII. Add your Section Text



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 Vendio.

Section Image:

Recommended Image Size:
120x80 pixels max

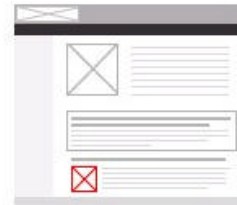


FIGURE XVIII. *Insert a Section Image*



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 XIX. 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 XX. 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 XXI. 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.



FIGURE XXII. 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 Vendio.

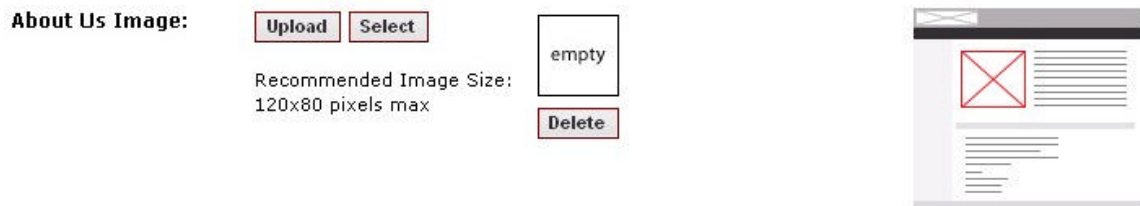


FIGURE XXIII. Insert your About Us Image

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"/> <input type="button" value="v"/>
Zip Code:	<input type="text" value="12345"/>
Country:	<input type="text" value="United States"/> <input type="button" value="v"/>
Region:	<input type="text"/> International only
Phone:	<input type="text" value="123-456-7890"/>
Email:	<input type="text" value="store@youreemail.com"/>
Fax:	<input type="text"/>

FIGURE XXIV. 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 XXV. 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:

4000 characters max HTML OK ✓

FIGURE XXVI. 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 XXVII. 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 XXVIII. 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 XXIX. 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 XXX. *Select the Display Option*

6. Create Your Store Categories

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

Categories - (Manage | Add New Category | Add New Sub-Category)

FIGURE XXXI. *Select Add New Category*

6.1 Create a Category Title

Enter the title of your Category.

▶ **Category Title:**

FIGURE XXXII. *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 XXXIII. 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 Vendio.

Category Image:

Recommended Image Size:
120x80 pixels max

FIGURE XXXIV. 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 Vendio Store. Select the Store Name and URL from your Vendio Store tab.

7.1 Enter Your Store Name

Enter the name you have chosen into the Store Name Field



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).



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.vendio.com/gettingstarted>. This method will make it easier for your customer to find your Store.

8.0 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 Vendio 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 XXXV. Select Publish

Congratulations!!!

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

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

Thank you once again, for choosing Vendio Store!!