

How to Build an Online Store - Week 2 - Set Up Shopp - December 19, 2011

Install our Addons

1. We purchased 3 addons
 - a. Payment Gateway - Authorize.net
 - b. Shipping - USPS
 - c. Storage - Amazon S3
2. Download and extract files
3. Copy folders to the correct location using FTP
 - a. Payment Gateway
 - b. Shipping
 - c. Storage

Shopp General Settings

1. Update Key
 - a. Get this from your original purchase email
2. Merchant Email
3. Base of Operations
 - a. This sets defaults for
 - i.currency
 - ii.shipping
 - iii.taxes
 - iv.measurement units
4. Target Markets
 - a. Limits sales to
 - b. Sets the basis for configuring taxes
5. Order Status
 - a. Allows you to set Workflows
 - b. We will create a set
 - i.Pending
 - ii.Backorder
 - iii.Shipped
 - iv.Completed

Shopp Checkout Settings

1. Order Confirmation
 - a. Triggered on pressing "Proceed to checkout"
 - b. Gives an updated total
 - c. additional action required
 - d. my suggestion - every intervening step increases abandonment rates
2. Receipt emails
 - a. sent to customer's email
 - b. sent to merchant email
3. Customer Accounts
 - a. No Accounts -
 - b. Enable account login - login id becomes the customer email
 - i.check purchases
 - ii.speed up future checkout by pre-populating information
 - c. Integrate with WordPress
 - i.Good for membership sites or sites where user roles become important.
4. Next order number

- a. Useful when integrating into an existing order numbering system
- 5. Promotions limit
 - a. Allows you to control the number of promotions applied to a single order
 - b. We'll discuss this more when we get to Promotions
- 6. Download Limit
 - a. How many times the customer can download the digital product
- 7. Time limit
 - a. How long the download link is good for
- 8. IP Restriction
 - a. Require download to come from the same IP address that the purchase was made from.
 - b. Upside - prevents sharing download links
 - c. Downside - can cause problems with dynamic IP addresses.

Shopp Payment Settings

- 1. Payment Gateways
 - a. Provided
 - i.Offline Payment
 - ii.Google Checkout
 - iii.Test Mode
 - iv.2Checkout
 - v.PayPal Express
 - vi.PayPal Standard
 - b. Available
 - i.see the shopplugin.net store page
- 2. Test Mode Gateway
 - a. Not to be confused with PayPal Sandbox or Authorize.net Test Mode
 - b. Allows you to test the store functionality without actually testing the credit card
 - c. Return error - when to check this
- 3. Offline Payment
 - a. Option Name - pay by check
 - b. Select a message
- 4. PayPal Standard
 - a. PayPal email
 - b. Enable order verification
 - c. Enable IPN at PayPal
 - d. Create the Thank You Page - insert the return URL
 - i.add paypal text
 - e. Setup your PDT Identity Token
 - f. Sandbox
- 5. Authorize.net
 - a. Hosting Issues
 - i.Need Dedicated SSL
 - ii.Need Dedicated IP address
 - iii.GoDaddy needs it to be a stand alone hosting account
 - iv.Blue host needs the domain name to be the primary domain name
 - b. Login
 - c. Transaction Key
- 6. Removing Payment Gateways

Shopp Shipping Settings

1. Calculate Shipping
2. Unit weight
3. Dimensional Unit
4. Order Handling fee
5. Free Shipping text
6. Out of stock notice
7. Low inventory
8. Domestic Regions

Shopp Taxes Settings

1. Calculate Taxes
2. Tax Shipping
3. Tax Rates
 - a. specify a rate
 - b. country/state
 - c. Conditions
4. Local Rates
 - a. We'll talk about this later

Presentation Settings

1. Custom Templates
2. Catalog Inventory
3. Catalog View
4. Grid Rows
5. Pagination
6. Product Order
7. Image Order

System Settings

1. Image Storage
 - a. Data base - this is your last resort - slows the site down the most
 - b. File system - If you only have a few products or images
 - c. Amazon S3 - They don't currently recommend this
2. Set up File System
 - a. Create product image folder
 - b. Give it 777 permissions
 - c. get the absolute url
3. Set up Download file system
 - a. Create a folder outside of the webserver
 - b. Give it the 777 permissions
 - c. get the absolute url
4. Upload System
5. Script Loading
6. Error Notification
7. Error Logging

Shopp Categories

1. Category Title

2. Category Settings - Hierarchy
3. Category Description
 - a. Allows for a list of categories that display
 - b. display images
 - c. display description
4. Category Variations
 - a. Add Option Menu
 - b. Add Default Options