

## Course Introduction

- 6 week course - build an online store
- The store we are building  
<http://www.mentalmanagementstore.com>
- Webinar Format – 90 minutes of instruction, 30 minutes of Q&A

## Course Introduction

- Written Questions via Facebook wall
- <http://www.facebook.com/byobwebsite>

The screenshot shows the Facebook interface for the page 'BYOBWebsite'. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Rick Anderson'. The page header for 'BYOBWebsite' indicates it is an Education page in Edmonds, Washington. The cover photo features a person in a red shirt and yellow hard hat, with the text 'BUILD YOUR OWN BUSINESS WEBSITE' and 'Learn to develop, manage & maintain your own small business web presence www.byobwebsite.com'. The main content area shows a post from BYOBWebsite about a free eCommerce seminar. The right sidebar includes sections for Admins, You and BYOBWebsite, and Recommendations from Friends. A red arrow points to the 'Insights' link in the left navigation menu.

## Course Introduction

- Screencast style questions via Facebook BYOB Fan Central

The screenshot shows the Facebook interface for the BYOBWebsite Fan Central page. The page header includes the Facebook logo, a search bar, and the user's name 'Rick Anderson' with options to 'Find Friends' and 'Home'. The main content area features a large banner with the text 'BYOB WEBSITE' and 'byobwebsite.com' over a background of a pencil and a ruler. Below the banner are navigation tabs: 'FAN CENTRAL', 'PLUGINS', 'VIDEOS', 'MEMBER'S SITES', and 'ASK ME A QUESTION'. A prominent red heading reads 'Ask Me a Question', followed by the text: 'Please post any questions that you may have on our wall and we'll get back to you as soon as we can. We're here to help!'. A button labeled 'Record a screencast' is visible. Below this, it says 'Watch the video below for a demonstration' and shows a video player. The right sidebar contains sections for 'Admins (4)', 'You and BYOBWebsite' (with 15 friends listed), and 'Recommendations from Friends'.

**facebook** Search Rick Anderson Find Friends Home

**BYOBWebsite** Fan Central  
Education · Edmonds, Washington · Edit Info

**BUILD YOUR OWN BUSINESS WEBSITE**  
Learn to develop, manage & maintain your own small business web presence  
www.byobwebsite.com

**BYOB WEBSITE**  
byobwebsite.com

FAN CENTRAL PLUGINS VIDEOS MEMBER'S SITES ASK ME A QUESTION

**Ask Me a Question**

Please post any questions that you may have on our wall and we'll get back to you as soon as we can. We're here to help!

**OR Ask your question via screen**

Record a screencast

Watch the video below for a demonstration

**Admins (4)** See All

Use Facebook as BYOBWebsite

Notifications

Promote with an Ad

View old Insights

Invite Friends

**You and BYOBWebsite**

15 friends like this.

Online Video Marketing, Artist Jackie Jacobson, Global Gold and Silver - NYC Gold B...

**Recommendations from Friends** See All

**Catherine Daar** Rick is my guru, my teacher, my mentor ...he taught me everything I know about W... See More

## What We're Building

- Online store that sells
  - ❖ Books
  - ❖ CDs
  - ❖ DVDs
  - ❖ Audio downloads
  - ❖ eBooks

- Special Store Requirements
  - ❖ International shipping
  - ❖ Automatic shipping cost calculation
  - ❖ Bundling of physical and electronic products
  - ❖ Automatic tax calculation for Texas residents

## What We're Building

- Tools we'll be using
  - ❖ WordPress
  - ❖ Thesis
  - ❖ Shopp
  - ❖ Authorize.net
  - ❖ Amazon S3

## Why we are using these tools

- Shopp meets all of our business requirements
- Shopp and Thesis have been tested together and they work without problems
- Shopp and Thesis are highly customizable and have similar customization schemes
- Shopp has a business model that is likely to survive the long haul.

## What can you do for me?

- Ask questions during Q&A

*If you have the question then someone else does as well*

- Ask questions about your specific situation

*Real world examples make it more interesting*

- Use Facebook to ask questions between sessions

- Pass it on – post a link on facebook, tweet us

## Good Site Organization Matters

- ❖ Makes it easier for your customers to find your site
  - Good SEO & Semantic URLs
- ❖ Makes it easier for customers to find the right product on your site
  - Simplicity
  - Progressive Revelation

## Small Store – 1 to 10 products

- ❖ Store organization doesn't control the site
- ❖ An example – <http://www.LadyLuckDiary.com>
  - He only has one product

## Medium Simple Store – 10 to 100 products

- ❖ Simple set of Product Categories
- ❖ An example –  
<http://www.PersonalBabyProducts.com>
  - No subcategories
  - They could be but they aren't

## Medium Simple Store – 10 to 100 products

- ❖ Customers browse by category
- ❖ Main catalog page should be the product category page
- ❖ Store should have a fast and simple drill down

## Medium Complex Store – 50 to 100+ products

- ❖ Hierarchical Product Categories
  - Each category has subcategories
  - A product may fit in more than one category
- ❖ An example – [www.JackieJacobson.com](http://www.JackieJacobson.com)
  - 5 main categories
  - Multiple subcategories

## Medium Complex Store – 50 to 100+ products

- ❖ Home page has a “department directory”
- ❖ Each “department” displays its categories
- ❖ Each category displays its products
- ❖ This is progressive revelation

## Large Complex Store – 150+ products

- ❖ Hierarchical Product Categories
- ❖ Lots of Product Categories & Sub Categories
- ❖ Multiple steps to drill down to a specific product

## Default WordPress Content Types

### Pages

- Hierarchical
- Can't be grouped

### Posts

- Not hierarchical
- Are automatically grouped

### Archives

- Various groups of posts
- By category, tag, date and author

### Custom Post Types

- Can be either hierarchical or not
- Can be grouped

# Default WordPress Organizational Elements

## Categories

- Hierarchical
- Apply only to posts
- Generally one category per post

## Tags

- Not hierarchical
- Apply only to posts
- Allows many tags per post

## Custom Taxonomies

- Can be hierarchical or not
- Can apply to posts and or pages
- Can apply to custom post types

## Shopp's Content Types

### Products

- Not hierarchical
- Can be grouped

## Shopp's Organizational Elements

### Product Categories

- Hierarchical
- Apply only to Products
- Generally one category per Product

### Product Tags

- Not hierarchical
- Apply only to Products
- Allows many tags per Product

## Two Approaches to Organizing Using Shopp

### ❖ Shopp Centric Approach

- Use all of Shopp's features
- Use for Catalog, Organization & Transaction processing

## Two Approaches to Organizing Using Shopp

### ❖ WordPress Centric Approach

- Use WordPress for Catalog & Organization
- Use Shopp for Transaction processing

## Benefits of the Shopp Centric Approach

- ❖ Easy – most of it is automated for you
- ❖ You can use the Shopp Widgets
- ❖ Product navigation is simple
- ❖ Single point for data entry

## Disadvantages of the Shopp Centric Approach

- ❖ Proprietary data handling
- ❖ SEO is automatic
- ❖ No control over product display order
- ❖ Difficult to integrate Social Networking

## Benefits of the WordPress Centric Approach

- ❖ Not proprietary –
- ❖ More control over SEO
- ❖ More ways to organize
- ❖ Control over product display order
- ❖ Easily integrate Social Networking

## Disadvantages of the WordPress Approach

- ❖ It's more work
- ❖ Can't use most Shopp widgets
- ❖ Need additional plugins to replace Shopp widgets
- ❖ Additional product navigation required
- ❖ Multiple data entry locations

## Our Products – Primarily Educational Materials

- ❖ Most products are specific to a single activity
- ❖ Some products are applicable to all activities
- ❖ Some products are bundles of other products

## Our Products – Primarily Educational Materials

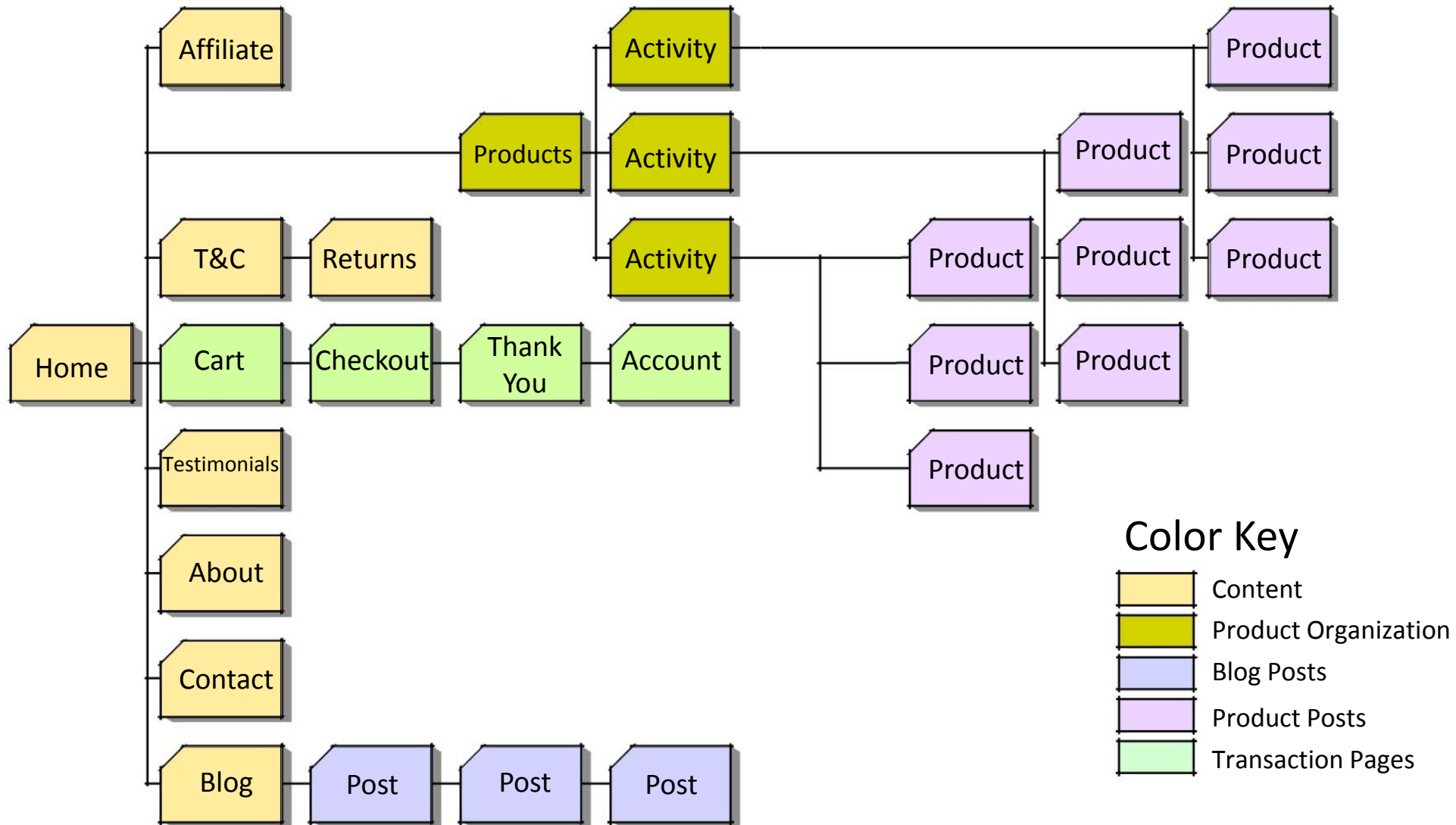
❖ Some products come in multiple formats

- Hardback book
- Paperback book
- Audio CD
- Video DVD
- Downloadable audio
- Downloadable eBook

### Organizing our Products by Activity

- ❖ Create a custom taxonomy called “Product Category”
- ❖ The Product Category will be hierarchical
- ❖ We won’t have a non-hierarchical taxonomy
- ❖ The various formats will be product variations rather than individual products

# Mental Management Store Sitemap



### ❖ Home Page

- Featured products
- Specials
- Testimonials
- Social Networking

### ❖ Individual Product Pages

- Custom post type called “Products”
- Custom taxonomy called “Product Category”

### ❖ Catalog Pages

- Department page to show all product categories
- Each category is a taxonomy archive page

### ❖ Transaction Pages

- Shopping Cart
- Checkout
- My Account
- Thank You

### ❖ Promotional Pages

- About
- Testimonials

### ❖ Administrative Pages

- Help/support
- Terms & Conditions
- Contact

### ❖ The Blog

- Content – success stories, product announcements, etc.
- Will use categories and tags in a typical blog fashion