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# DIGITAL STORE FRONT

## Quick Start Guide

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## Introduction

This document is provided as a technical resource for EC Suite clients who wish to quickly set up a Digital Store Front and start selling content online. This guide contains step-by-step instructions for creating the store and adding items for sale.

## Overview

Digital Store Front is offered by EC Suite as an intuitive tool to sell digital content online. Digital Store Front contains two components: Catalog Builder and Shopping Cart. The Catalog Builder component allows the fast creation of an online store and the Shopping Cart component keeps track of which content users have selected to purchase. The components can be used separately; however, this guide will only cover the use of both components together.

To begin, log in to the EC Suite Admin Portal at <https://admin.ecsuite.com> and navigate to **Home > Catalog Builder**.

## Building a Store

The store creation process involves a simple step-by-step process. This section will take you through that process and cover the initial store configuration.

Click the **New Store Builder Wizard** to start the wizard. Note that any time during the setup process, you may click the **Preview Site** button to see how your store will look based on the current configuration.

### Choose Template

This step determines the general layout of your store.

1. Select a template from the list by clicking the radio button for your preferred layout.
2. Click **Next**.

### Choose Color Theme

This step determines the overall color scheme of your store.

1. Select a color scheme by clicking the radio button for your preferred theme.
2. Click **Next**.

### Create Site Header

This area determines the page header that will appear on each page of your store. You may upload an image to use for the header, or simply use a text title. Please note that even if you elect to use a header image, you must enter a store name in the **Use Store Name** field.

To upload an image header:

1. Click the **Upload New Header Image** radio button.
2. Click **Browse**.
3. Navigate to the file on your computer and select it.
4. When the file has been selected, click **Upload**.

To use the store name:

1. Click the **Use Store Name** radio button.
2. Enter the name of your store in the field. Note that this field is **required** even if you elect to use a header image.
3. When finished, click **Next**.

## Editable Store Information

This area covers the creation of basic store configuration details. Fill out the following fields:

1. **Transaction Settings.** Enter a **Minimum** and **Maximum Transaction Amount.** These amounts require consumers to make a minimum purchase as well as ensure the purchase cannot exceed the maximum.
2. **Featured Products Sorting.** This setting determines the sort order for Featured Products (see “Featured Products” later in this guide for more details).
3. **Default Product Sorting.** This setting determines the default sort order for non-featured products (see “Adding New Products” later in this guide for more details).
4. **Default Products Per Page.** This setting determines the number of products that will be shown per page in the store.
5. **Welcome Message.** This message will appear on the front page of your store, directly above the announcement (see next step).
6. **Announcement Field Title.** Announcements will appear on the front page of your store and can be used for new product announcements or any other message you wish to convey to consumers. Enter the title of the announcement in this field.
7. **Announcement.** Enter the body text of the announcement in this field.
8. **Browser Title Bar.** Enter the text that will appear in the browser’s title bar.
9. When finished, click **Next.**

## Contact Information

Use this area to list contact information. This information will be visible to consumers who visit your store when they visit the Contact Us area.

When finished, click **Next.**

## Shopping Cart Appearance

This area determines the look and feel of your shopping cart. Make the following selections:

1. **Color Theme.** This color theme will appear on the receipt page after the consumer has confirmed a purchase. This color theme can be different than the store theme.
2. **Shopping Cart Receipt.** Select a layout for your receipt page. **Download Manager** is an additional feature that allows the consumer to pause and resume downloads. (Note that Java 1.5 is required for the consumer to be able to use Download Manager.) If Download Manager is embedded, it will appear directly on the receipt page. If Download Manager is linked, it will appear on a separate page.
3. From this page, you may choose to configure your consumer emails. These emails will be sent when consumer transactions are processed. Access these emails by clicking the **Customize Consumer Emails** button. If you wish to leave the consumer emails to their default templates, you may ignore this option.
4. When finished, click **Next.**

## Preview and Save

This area displays allows you to save or discard your changes as well as preview your store.

To save your store, click the **Save Store** button. You will be taken to a page displaying your store’s URL.

To discard all changes, click the **Reset All** button. You may also preview your store prior to saving by clicking the **Preview Store** button.

## Manage Categories

Products listed for sale are separated into categories. Each category will have its own page and be linked from the store's navigation. To begin, click the **Manage Categories** link from the Catalog Builder menu.

### Category Hierarchy

The Category Hierarchy lists the categories you have created.

To create a new category:

1. Click the **Create Subcategory** button in the **Edit Main Category** window.
2. Enter the name of the new category in the field.
3. You can then add as many subcategories as you wish by clicking the **Add more subcategories** button for each new category you wish to create.
4. Click **Submit** when finished to save your categories.

To add subcategories underneath a particular category, click that category in the list and click **Create Subcategory**. You can then create subcategories in the same manner as you would under the main category.

## Adding New Products

This area allows you to add new products for consumers to purchase.

### Product Details

Enter the following details about the product:

- **Type of File.** If using EC Suite DRM services, select **Protected** and choose a **SKU**. Otherwise, select **Unprotected**.
- **Title.** Enter a descriptive name for the piece of content.
- **Title 2.** Optionally, you may enter a secondary title.
- **Description.** A brief description of the content.
- **Keywords.** Enter search keywords for the content. When consumers perform a search inside your store, these words will return the specified content.
- **Price.** The total price of the piece of content. All prices must be in US Dollars.
- **URL/Location.** Enter the location from where the file will be downloaded by the user.
- **File Length.** If the file is a video, enter the total length in the following format: hh:mm:ss
- **File Size.** Enter the total size of the file in kilobytes.
- **Product Status.** To list the product, select Active. To enter the product but not list it, select Inactive. If the product is set to Inactive, it can be activated at any time.
- **Select Categories.** Check the box next to each category in which the item will appear.

Click the **Add Product** button when finished.

### Generate Code

For the purposes of this guide, you will **not** need to generate code; however, you may use the generated HTML code to place an Add to Cart button for that item in your store or on another site. If this is the case, click the Generate Button and Link Code button to generate the code; otherwise, you may ignore this area.

## Featured Products

Featured Products appear on the front page of your store near the Announcement section. This feature is used to bring attention to particular products. If no Featured Products are configured, the section will not appear.

To configure Featured Products:

- Click the **Featured Products** link in the Catalog Builder menu.
- Check the box next to each product you wish to feature.
- Click the **Save Featured Products** button. This will automatically update the section in your store.

## Editing Existing Settings

You may edit your store or product settings at any time.

To edit your store settings

- Click the **Edit your Store Front** link in the Catalog Builder menu. Note that if you choose to go through the New Store Builder Wizard again, your previous store will be erased. Only one store can be configured per subaccount.
- Click the option you would like to edit.
- When finished, click the **Preview and Save** option.
- Click the **Save Store** button to finalize your changes.

To edit your product settings

- Click the **View/Edit Products** link in the Catalog Builder menu.
- Click the name of the product you would like to edit.
- When finished making your changes, click the **Update Product** button.

## View Store Front

You may view your store at any time by clicking the **View Store Front** link in the Catalog Builder menu. You may also click the Store URL link to see the default URL. This URL can be used to link to your store.