



## TRANSCRIPT FOR HOW TO ADD PRODUCT TO YOUR ONLINE STORE:



The process of installing a single simple product to an Online Store is very straightforward. And it all happens in what is called a content management system. What sets our product apart from others is that it allows the end user to manage the content of not just the Online Store but of the entire website from one location.

Let's start by logging in to this content management system.

Notice in the upper left-hand corner we have the option of visiting both the online store and the website.

Let's concentrate on the online store. On the homepage we've set up 3 Categories. Bottles, bags and boxes. In the bottles category we have Antique bottles cleaning bottles wine bottles and so forth. 7 simple products in this category.

If you wanted to buy the wine bottles you can click on it and purchase it here. From this location we can Edit whatever product we're viewing in the Online Store by clicking here.

From this location you can view and edit all the information relative to this one product.

But now let's add a new product called **Fruit Juices**. And we'll provide some basic information about our product here.

(This includes a long description, short description, price of \$1.99 [which must be included for your product to display in the shopping cart], and the product image. Add the product to a category and then PUBLISH; and if you make further revisions you can UPDATE.)

Now let's visit the site and take a look at our new product.

VIDEO PAUSE

It's in the bottle's category. (Note that we went from 7 to 8 products) Here it displays nicely ready to be added to the cart.

Instead of selling a single bottle of juice, perhaps you'd like to sell a variety of the same product. For example, you may have different flavors; each flavor in a different size. You may want to give the buyer the option of buying sweetened or unsweetened juice.

To effect these changes let's go back and Edit our Product and instead of using a simple product we'll use a variable product to accommodate the aforementioned variations.

So, we go from simple to variable and now we can add the attributes that define our variations.

Let's add the 1st attribute which would be **Flavors**. The values would be Apple, BlackBerry and Strawberry separated by the pipe sign. Next, assure that "Used for Variations" is ticked and then "Add" another attribute.

So now I'm going to add 2 more attributes. You can add as many as are needed for your product. But the 2 that I will add would be size and calories using the same steps we used for the FLAVOR attribute, and then we'll fast forward so you can see the results.

VIDEO PAUSE

So, now that we have 3 different attributes with their values (as you can see here) So Let's "Save" these attributes.

The next step is to go to "Variations" and "Create Variations from all Attributes." Click go and 12 variations will be added.

Why did our program render 12 variations? It's because our package consist of 3 different Flavors with 4 variations each, which equals 12 as you can see here. Apple juice comes in large unsweetened and sweetened and small unsweetened and sweetened, that's 4 and the 2 other flavors use the same configuration; that's 12.

Now the final task is to define the properties of each variation offered.

Using our drop-down arrow, let's include at least the price of \$3.32 with a sale price of \$ 3.14. (the sale price is optional of course), and a description along with the product image. Note that there are other options that you can include here if you like including indicating whether the item is in stock, out of stock are back ordered.

Hoovering over this navigation tool collapses the properties, allowing us to expand and access the next set of properties and so forth. (demo how this feature works)

The process is exactly the same for each of the 12 variations. So, again, we'll fast forward and share the results.

VIDEO PAUSE

So now that we've defined the Properties of each variation (as you can see here) let's look at the results in our Online store.

(PREVIEW)

Going back to our homepage you may note that **CATEGORIES** are created using the same process as products. But you **must** have at least **one product** in your category in order for your category to display in your shopping cart.

There's no need to be hesitant with experimenting because you can always delete your product and categories and start all over if needed.

There are many more features to your shopping cart, but this should get you started. I hope this was helpful as you add simple and variable products to your Online store.