

A Tutorial to Help You Set Up the New (Beta) Amazon WebStore

This tutorial guide aims to provide you with what you need to know after you have signed up to open an Amazon WebStore—and Amazon drops you, naked and helpless, in the bowels of their site. I have gone through hell, and I'm going to tell you what I learned, so now maybe you won't have to go through it.

If you got through the initial “store creation” process that came with sign-up, this guide is for you; start right here on page 1.

If you're just now signing up for the Amazon WebStore and you're scratching your head wondering which buttons to click, see [APPENDIX A: CREATING A STORE: THE SET-UP WIZARD AND ONE-CLICK STORE](#). Then come back here.

Amazon's WebStore is still in beta, so it's always changing. Buttons may have moved or been renamed, or may not work at the moment. But this guide should still give you the gist of what you need to know.

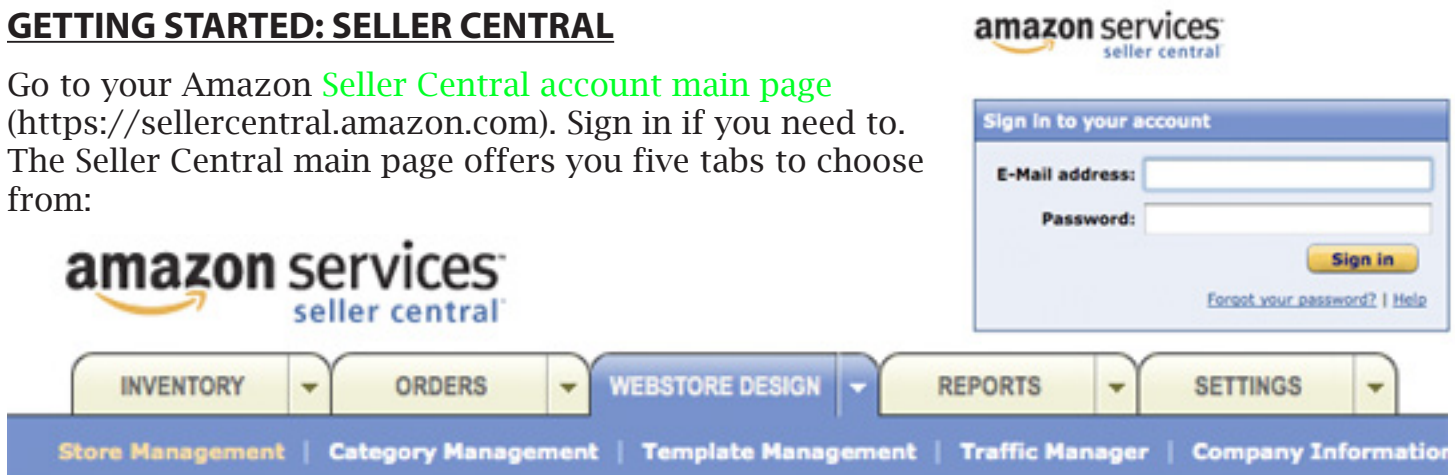
All screen shots and Amazon product/service-related names are copyright Amazon.

If you ever mess up your store beyond repair, you can delete it and create another one. Go to **SETTINGS** Tab/Manage Websites, and click “Manage Stores” on the wide blue bar. Then see [Appendix A](#) to help you with the initial creation process.

When you signed up for your Amazon WebStore, and went through their store creation process, you had a choice of uploading your own products or opening a “one-click” store full of Amazon products. If you need to know how to upload your own products in order to complete your sign-up, skip ahead to the section about the [INVENTORY](#) tab.

GETTING STARTED: SELLER CENTRAL

Go to your Amazon [Seller Central account main page](#) (<https://sellercentral.amazon.com>). Sign in if you need to. The Seller Central main page offers you five tabs to choose from:



The screenshot displays the Amazon Seller Central interface. At the top left is the "amazon services seller central" logo. Below it is a navigation bar with five tabs: INVENTORY, ORDERS, WEBSTORE DESIGN, REPORTS, and SETTINGS. Below the tabs is a blue bar with links: Store Management, Category Management, Template Management, Traffic Manager, and Company Information. On the right side, there is a "Sign in to your account" form with fields for E-Mail address and Password, a Sign in button, and links for "Forgot your password?" and "Help".

- ◇ [INVENTORY](#)
- ◇ [ORDERS](#)
- ◇ [WEBSTORE DESIGN](#)
- ◇ [REPORTS](#)
- ◇ [SETTINGS](#)

Site Map

Inventory

- [Manage Inventory](#)
- [Upload Inventory File](#)
- [Inventory Reports](#)
- [Manage Promotions](#)

Orders

- [Manage Orders](#)
- [Order Reports](#)
- [Upload Order Related Files](#)

Webstore Design

- [Store Management](#)
- [Category Management](#)
- [Template Management](#)
- [Traffic Manager](#)
- [Company Information](#)
- [WebStore Settings](#)
- [Publish Site](#)
- [Launch Store](#)
- [View your WebStore Orders](#)

Reports

- [Customer Metrics](#)
- [Feedback](#)
- [Payments](#)
- [Seller Performance](#)
- [Site Metrics and Reports](#)

Settings

- [Account Info](#)
- [Login Settings](#)
- [Gift Options](#)
- [Shipping Settings](#)
- [User Permissions](#)
- [Your Info & Policies](#)
- [Manage Websites](#)

A “Site Map” down the left side of the Seller Central Home page lists each tab and all their subcategories (features) at a glance.

GETTING STARTED: A TOUR OF THE STORE MANAGEMENT PAGE

Click the **WEBSTORE DESIGN tab. The **WEBSTORE DESIGN** tab has a blue bar beneath it listing subcategories (features). Click the subcategory “Store Management” on the left of the blue bar. (Or you can choose it from the arrow pop-up menu on the tab.)**

You’ll arrive at the “Store Management” page, which is your central hub while you’re setting up your WebStore.

The Store Management page shows you an overview of the “five steps to making a sale”—the basic functions that you need to do in order to set up and market your WebStore. This page keeps track of whether you’ve accomplished each step, showing either a checkmark and “OK”, or showing an exclamation mark and “Action Required”. It gives you coaching tips to help get your WebStore happening, and also shows various WebStore news and promotional notices.

Let’s take a quick look at the various elements on the Store Management page.

Stores Pull-Down Menu

Stores:

Just beneath the blue bar at the top that lists subcategories is a “Stores” pull-down menu. If you have more than one WebStore, be sure you select the correct one you want to be working on.

Wide Blue Bar

WebStore: ecovillage-marketplace1.amazonwebstore.com [Publish](#) [Manage Stores](#) [Reset Alerts](#)

Towards the middle of the page you’ll see a **wide blue bar**. At the left it says “WebStore” followed by the web address (URL) where you can **preview your store** while you’re still working on your store, without having to go live yet. When your store is ready to go, you can change this URL to your own domain name. Here’s what Amazon says:

When you create a new WebStore, you are provided with a “preview domain name” in the form: **yourbusinessname.amazonWebStore.com** This preview domain allows you to view your site as it will appear to your visitors, without actually taking it “live”. Use the preview domain to test (publish) your WebStore until you are ready to go live.

Don’t publish your WebStore to your real web domain address until you are completely ready to go live. Once you publish to your real web address, every time you

re-publish (to fix problems, add pages, or update information, for instance), the changes will be visible at both your preview domain and your real web domain.

You can always preview your store using this WebStore link on the wide blue bar, BUT if you've made any changes to your store, you have to **publish your site** first in order for the changes to show up in the preview. See next paragraph.

Click the "WebStore" link on the wide blue bar to see what your WebStore currently looks like. It will open in a separate browser window or tab. After you've looked at your store, go back to the Store Management window.























On the wide blue bar there's a "Publish" button. Whenever you make changes to your store, you need to **publish your site** in order for those changes to show up in your store. To do so, click "Publish" and you'll get a Publish Your Site window. We'll discuss this more **later**. [Note: Amazon's documentation refers also to a "Finished" button that does not currently exist.]

Also on the wide blue bar, you'll see a link "Manage Stores". Clicking this brings you to the "WebStore Management" page. Here you'll see a list of all the Amazon WebStores you have created. If you click a store's "Manage" button, you'll go to that store's Store Management page (hub). You can also delete stores here, and create new stores. (You can also access this page using the SETTINGS Tab/Mangage Websites feature.)

I don't know what the "Reset Alerts" button, on the wide blue bar, does, and Amazon doesn't document it. My guess is that it has to do with alerts that you have asked Amazon to send you when your inventory gets low.

Your To-Do List

Below the wide blue bar, you'll see your To-Do List to get your store up and running. It consists of five tasks, listed in the order you should ideally do them:

 Add Inventory	 OK	Products Uploaded: 0 Out Of Stock Products: 0  Upload key product attributes
 Manage Categories	 OK	Unassigned Products: No
 Manage Design	 Action Required	Company Logo Added: No Add company logo   Checkout Logo Added: No Add checkout logo   Content Added: Yes
 Manage Domain Names	 Action Required	Domain Name Changed: No Change domain name  
 Increase Traffic & Sales	 Action Required	Website Tracking Added: No Add website tracking   Create promotional offers   Download comparison shopping engine feeds  

- ◇ **Add Inventory**
- ◇ **Manage Categories**
- ◇ **Manage Design**
- ◇ **Manage Domain Names**
- ◇ **Increase Traffic & Sales**

We'll look at these functions in detail when we explore all the Seller Center tabs, but first a quick overview:

Click the "Add Inventory" link.

1. **Add Inventory:** Clicking the "Add Inventory" link takes you to the "Manage Inventory" subcategory under the INVENTORY tab. This is where you upload information and images related to your products so that they will appear in the store. These are not Amazon products that you are adding to your store in order to get a referral commission, but products that you inventory (or arrange drop-shipping for). (Amazon products are added via the [WEBSTORE DESIGN Tab/Category Management/Step 2 Tab/Search feature](#).) (You may already have products in inventory if you chose to add your products when you first created the WebStore. To see what inventory Amazon thinks you have, choose INVENTORY Tab/Manage Inventory.)

Click the WEBSTORE DESIGN tab and then click "Store Management" to return to your To-Do List. Then click the "Manage Categories" link.

2. **Manage Categories:** Clicking the "Manage Categories" link takes you to the "Category Management" feature under the WEBSTORE DESIGN tab. This is where you will set up the hierarchy of categories for your store and assign categories to your products.

For example, you might use the "Step 1 Manage Your Categories" tab to set up a category called "Apparel" with (sub)categories under it such as "Hats", "T-shirts", and "Socks." You might also set up categories for "Health and Beauty," "Jewelry," etc., each of which can have their own (sub)categories. You can add, rename, move, and delete categories here.

You can use the "Step 2 Assign Products to Categories" tab to specify which category or categories particular products should be listed under. Use the "My Products" tab to assign your own products (that you uploaded via the Inventory Management tab) to a particular category or categories. A tab called "Associate Products" lets you assign Amazon products (on which you will receive a referral commission for sales) to a particular category or categories. A list of **commission percentages for various categories** is at https://sellercentral.amazon.com/gp/help/help.html/ref=sc_hp_200336920?ie=UTF8&itemID=200336920&language=en_US

To earn commissions on Amazon products, you will need to set up an Amazon Associates account if you don't already have one; you'll then be assigned an "Associate ID" that you'll need to enter into the WEBSTORE DESIGN Tab/WebStore Settings page). To set up an Associates account, click the "Join Associates" link at the bottom of Amazon.com's main page.

Click "Store Management" to return to your To-Do List. Then click the "Manage Design" link.

3. **Manage Design:** Clicking the "Manage Design" link takes you to the "Template Management" subcategory under the WEBSTORE DESIGN tab [although it doesn't change the subcategory name on the blue bar to orange; you may find this kind of problem here and there

throughout the site; this is a beta, after all]. “Manage Design” is where you customize the layout and contents of your store’s various web pages, and create new pages if you want to. Down the left side of the Template Manager, you’ll see a list of the page templates that came with the **theme** you chose when you first created your store (for instance Modern and Blue) (the theme is the basic graphic design/layout of your site). A **template** is a page layout style that you can change. Click a folder name to show the templates inside it. When you click to select a template page, it will be displayed to the right of the templates list.

In the list, you should see a template for your Home page, a template for Category pages (the page that comes up when someone selects, for instance, “Apparel” or “Hats” or “Jewelry”), a template for Product pages, a template for an About Us page, etc.

You can customize the templates in two ways we’ll talk about in detail **later**:

- ◇ **Set page and site properties using the Page/Properties/Tools menus located above the template list**
- ◇ **Add and customize content using widgets**

Click “Store Management” to return to your To-Do List.

Back at your hub (Store Management) page, you’ll see that the “Manage Design” row is keeping track of whether you’ve uploaded your company logo or not, and whether you’ve uploaded a version of your logo to appear with Amazon’s logo on your store’s Checkout page. More on these **later** when we look at Manage Design details.

Click the “Manage Domain Names” link.

4. Manage Domain Names: Clicking the “Manage Domain Names” link takes you to the “Launch Your Store” subcategory under the WEBSTORE DESIGN tab. Once your site is ready to go live, this is where you specify the domain name (i.e., web address, URL) that you want your site to be available to the public at. You can use a URL you currently own, or buy one, or even use the same Amazon-assigned URL you’ve been using to preview it. Be sure to see the details on setting up your domain name for your WebStore that we’ll talk about **later**.

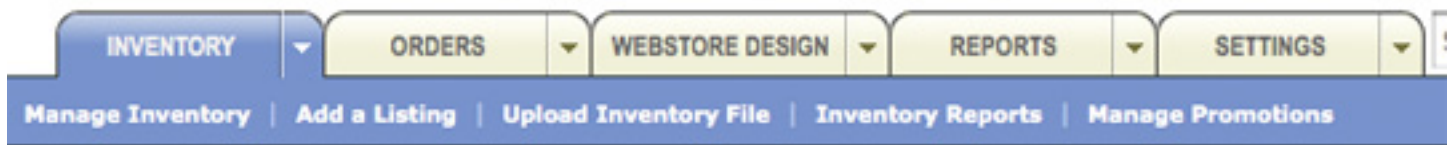
Click “Store Management” to return to your To-Do List. Then click the “Increase Traffic & Sales” link.

5. Increase Traffic & Sales: Clicking the “Increase Traffic & Sales” link takes you to the “Traffic Manager” subcategory under the WEBSTORE DESIGN tab. Here you have access to tools to help you market your site, and to optimize your site so as to be better found by the search engines. Some of these tools cost money; some don’t. You don’t *have* to do any of them.

That’s enough about the Store Management page for now. Let’s look at each of each of the five Seller Central tabs and their subcategories (features) in more detail.

Click to select the INVENTORY tab.

INVENTORY TAB



When you click on the INVENTORY tab (without selecting any of its subcategories on the blue bar beneath), you'll get a page that lists and links to the same subcategories that appear on the blue bar. In other words, it shows you all the subcategories (features) you can access from the INVENTORY tab. It also shows whether you have permissions to mess with them. (If you don't have permission to mess with something you think you should, you can click the SETTINGS tab and go to the User Permissions page to see what's up.)

The INVENTORY tab is where you upload information and images related to your products so that they will appear in the store. (This is **not** where you **add Amazon products to your store** in order to get a referral commission.) You can also generate inventory reports and manage any promotions you may be running on products.

Manage Inventory

Click on the Manage Inventory subcategory in the blue bar.

Manage Inventory gives you a list of all your inventory products; you can **add, edit, or delete products** here. You can sort listings by clicking the links at the tops of columns.

Add a Listing (Product)

Click on the Add a Listing subcategory in the blue bar.

The “**Add a product**” window opens. Here you can **add a new product to your store**, and it will show up on Amazon.com “within minutes”.

This is not for Amazon products on which you plan to earn referral commissions; this is for products that you actually have in your own inventory (even if Amazon carries the same product).

If Amazon carries the same product, they will have already created a product page for it, and now you need to link your (identical, but perhaps selling for a different price) product to it. The “Add a product” window prompts you to search the Amazon catalog for your product; you can search by product name, UPC (Universal Product Code); EAN (International Article Number (used to be European Article Number; they kept the old abbreviation)); ISBN (International Standard Book Number); or ASIN (Amazon Standard Identification Number).

Your search results will show a product or list of products relevant to your search term(s). Find the one that matches your product, and then click the “**Sell yours**” button. You'll be prompted to provide your selling price, quantity, product description, features, etc. At the very bottom of the page, you'll be offered the choice of shipping the item to the customer yourself when it sells, or having Amazon ship it. Don't choose to have Amazon ship it unless you want to subscribe to the Fulfillment by Amazon program, where you send them inventory and they charge you to pack and ship it on your behalf.

If the product you're adding is not in Amazon's catalog, click the **"Create a new product"** button. You'll be prompted to enter several pages' worth of information, in order to create a product page on Amazon.

First, you'll get the "Create a new product: Classify" page. This lets you search for, or just select, the Amazon product category that your product should be classified under. Clicking on a category may bring up a (sub)category list to choose from; keep going until you have narrowed it down to the best category for your product.

If a category type you expect to see is not there, it's probably because some categories are off-limits. If your products are in the categories of BMVD (Books, Music, Video, DVD), Jewelry and Watches, Beauty, Apparel, Gourmet, PCs & Laptops, Industrial & Scientific, you may need to ask for permission and see what they say. See Amazon's list of **categories and their requirements/limits** (https://sellercentral.amazon.com/gp/help/help-page.html/ref=wb_200332540_cont_scsearch?ie=UTF8&itemID=200332540). Strangely, Amazon hints [how you may be able to get around these limitations](#).

This is the category where the product will be located on Amazon.com. You can add the product to as many of your own store's categories as you like, later (via WEBSTORE DESIGN Tab/Categories Management/Step 2 Assign Products to Categories/My Products).

Once you've chosen a category to add your product to, you'll be on some variety of "Add This Product to Our Catalog" page; details will differ depending on which category you chose for your product. For instance, if you choose the "Books" category, you'll get a page asking for author, title, publication date, etc. Depending on the category, different information may be required, such as a UPC code.

For instance, if your category is "All Product Categories > Home & Garden > Furniture & Decor > Home Décor Accents > Decorative Hanging Ornaments", you'll be prompted to choose whether you want this product to be identified on Amazon by its:

Product Name, Manufacturer, and UPC or
Product Name, Manufacturer, and EAN or
Product Name, Brand Name, and UPC or
Product Name, Brand Name, and EAN

When you add a product to almost any Amazon category, you'll be required to type in either a UPC or EAN number. (Books just need an ISBN.) UPC stands for Universal Product Code; it has 12 digits. EAN is a type of UPC; it has 13 digits.

If your product doesn't have a UPC or EAN number, you'll probably have to buy one and get it turned into a barcode. This looks to me like a (legal) scam and costs at least \$29 each (maybe less in bulk).

UPCs and barcodes are beyond the scope of this guide, but there's a decent [FAQ](http://www.adams1.com/faq.html#getupc) at <http://www.adams1.com/faq.html#getupc> Here's what it says about who you can buy barcodes from without spending an *extremely* huge ton of money (there are some provisos): "Simply Barcodes (www.UPCcode.us), www.buyabarcodes.com, www.upcexpress.com, legalbarcodes.com and EZUPC.info". I don't know anything about these companies and thus cannot recommend them.

You may be able to get an Amazon exemption from using UPC or EAN codes for some or all of your products. You can send an email describing your situation to an Amazon Services “Solution Provider” at <http://www.amazonservices.com/content/sellers-contact-amazon.htm> You can visit Amazon’s UPC info page at https://sellercentral.amazon.com/gp/help/help.html/ref=wb_48431_cont_48401?ie=UTF8&itemID=48431&language=en_US

After you’ve finished adding your product, it will show up in your product list on the INVENTORY Tab/Manage Inventory (after you’ve clicked the “Scan for new inventory” button you’ll find there). You can edit and delete your product listing here.

Upload Inventory File

Click on the Upload Inventory File subcategory in the blue bar.

The “Upload Inventory File” window opens. This is where you can upload your products to your store using inventory files. This is only worth your while if you’ve got a ton of products in a database that you want to upload. The idea is that you create an inventory file using a Microsoft Excel spreadsheet template you download from Amazon. To learn more, choose an inventory file type from the Type of File to Upload drop-down menu, and then click the “Learn more” link near the bottom of the page.

Inventory Report

Click on the Inventory Report subcategory in the blue bar.

The “Inventory Reports” window opens. Here you can generate an Inventory Report for download. According to Amazon:

You can use the Inventory Report to reconcile your Amazon.com listings with your available stock. Request an Inventory Report periodically to do your reconciliation. Comparing this report to your own records is a way to check the accuracy of your own system.

The Inventory Report is a summary of the products you have available for sale to buyers on Amazon.com. The Inventory Report contains listings that have a quantity level greater than zero (0) at the time the report is run. The report provides the SKU, price, quantity and Amazon’s ASIN for each of your current offerings.

Manage Promotions

Click on the Manage Promotions subcategory in the blue bar.

The “Manage Promotions” window opens. It shows a list of all active promotions you’re running in your store. You can use the “Modify search” link to search for a particular promotion you’re running. According to Amazon:

A Promotion is an incentive for a consumer to make a buying decision sooner rather than later, or to choose a specific product or merchant rather than a competing one. Along with Product, Price and Distribution, Promotion is one of the four pillars of marketing. For a promotion to be effective, the consumer must know about it, and the promotion must offer sufficient value to influence the consumer’s choice favorably.

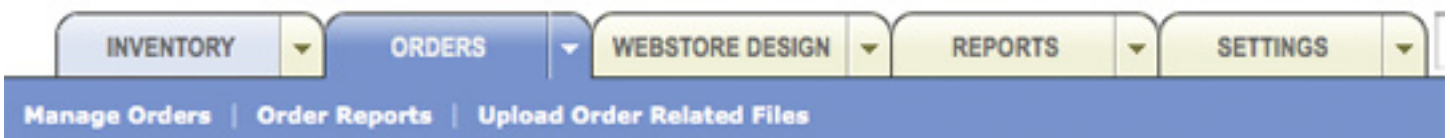
With the Manage Promotions feature you can create promotional discounts, free shipping, and free-product offers. You can also link a promotion to another marketing campaign with a custom claim code that must be entered when the order is placed.

If you're going to **create a promotion**, you'll need to click the "Manage product lists" button to specify the affected products (unless the promotion you're running applies to every item in your store). According to Amazon, "Product Selections can be used in creating promotions and for enabling scheduled delivery." You'll need to specify a product list so that you can choose it when you go through the "Create a promotion" process, below.

Clicking the "Create a promotion" button takes you to a page that walks you through how to do it, with pretty good documentation (Click the "Learn more" button). You'll need to choose a promotion type and date range, decide on a claim code, determine the eligibility details, etc. After you create your promotion, you can view, edit, or duplicate it. There's a somewhat scary-sounding "Abandon Promotion Creation" button if it all seems like too much.

That's everything that's under the INVENTORY tab. [Click to select the ORDERS tab.](#)

ORDERS Tab



When you click on the ORDERS tab (without selecting any of its subcategories on the blue bar beneath), you'll get a page that lists and links to the same subcategories that appear on the blue bar. In other words, it shows you all the subcategories (features) you can access from the ORDERS tab. It also shows whether you have permissions to mess with them. (If you don't have permission to mess with something you think you should, you can click the SETTINGS tab and go to the User Permissions page to see what's up.)

[Click on the Manage Orders subcategory in the blue bar.](#)

Manage Orders gives you a list of all your orders for various time periods, along with order details such as what it was and whether it was processed, and the name and address it was sent to.

[Click on the Order Reports subcategory in the blue bar.](#)

Order Reports lets you request reports from Amazon "containing all orders you have received for the number of days you select, including those you have cancelled or confirmed as shipped."

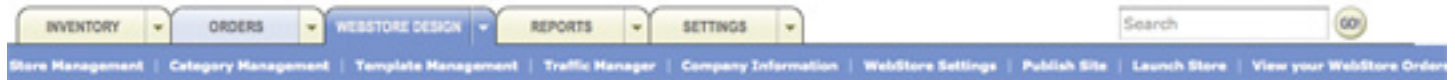
[Click on the Upload Order Related Files subcategory in the blue bar.](#)

Upload Order Related Files lets you make changes to orders in bulk. For instance, you might upload all of the orders you shipped today, using an Amazon template file. Or upload all the orders you made adjustments to, or that were cancelled.

That's everything that's under the ORDERS tab.

Click to select the WEBSTORE DESIGN tab.

WEBSTORE DESIGN TAB



When you click on the WEBSTORE Design tab (without selecting any of its subcategories on the blue bar beneath), you'll get a page that lists and links to the same subcategories that appear on the blue bar. In other words, it shows you all the subcategories (features) you can access from the WEBSTORE DESIGN tab. It also shows whether you have permissions to mess with them. (If you don't have permission to mess with something you think you should, you can click the SETTINGS tab and go to the User Permissions page to see what's up.)

If you have multiple WebStores, make sure you have the right store selected in the drop-down menu near the top.

The WEBSTORE DESIGN tab is where you can **design your site structure (categories) and the way your various store pages look (templates)**. You can also keep track of how your set-up and marketing is going. This is also where you'll come to publish your site whenever you make changes, and to launch your site when you're ready to go live. You can also pull up a list of your WebStore orders, specify contact info for your business, plug in your Amazon Associates ID, and get access to marketing and site optimization information.

Store Management

Click on the Store Management subcategory in the blue bar.

The **Store Management** page is your hub for keeping track of where you're at in the set-up process. We talked about this window [earlier](#). A couple of things we didn't cover:

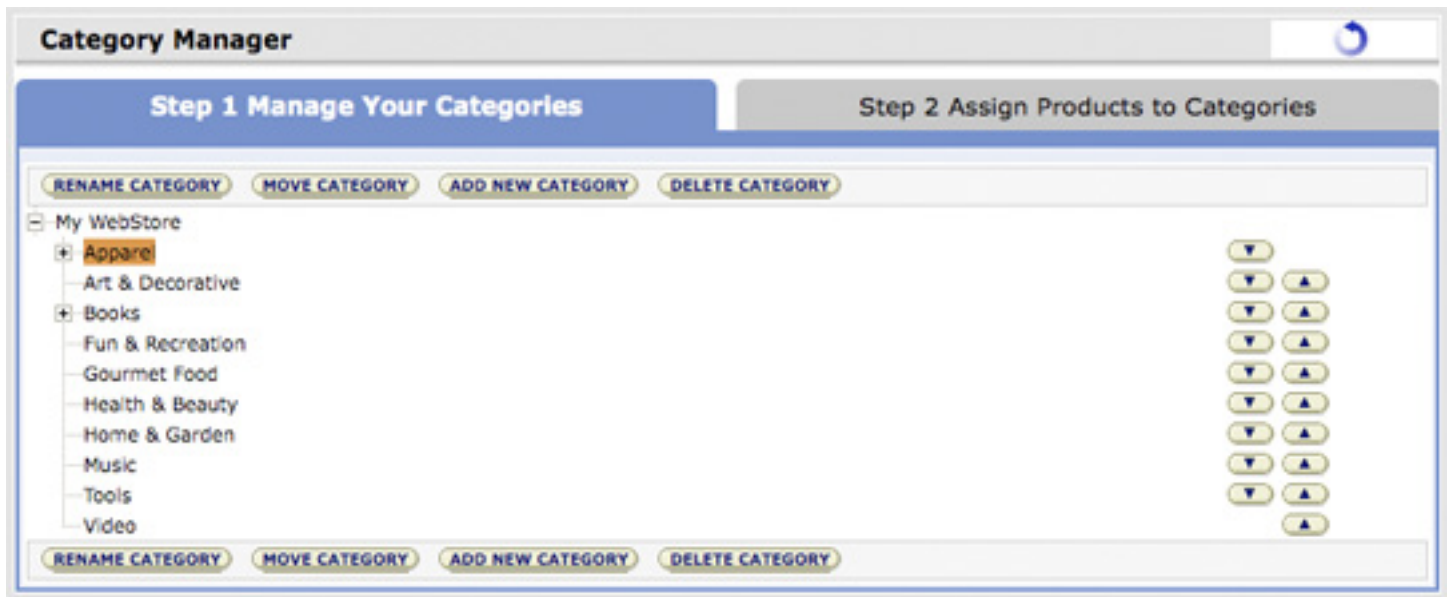
The Store Management page may want you to upload an image for your company logo. If you click the link "**Add company logo**", you'll be taken to a template for your Home page which, by default, wants to display your logo near the top left. If you click on the Image Widget near the top left, you'll be taken to the "Image Widgets" page, where you can upload your logo image. You will understand the process a lot better after reading the [Widgets section](#). Amazon's recommended maximum size for the company logo image is 200 x 70 pixels.

The Store Management page To-Do List also may suggest that you upload an image for your checkout logo. This is a version of your logo designed to be displayed at customer checkout, along with the Amazon logo—what they call "co-branding." If you click the link "**Add checkout logo**", you'll be taken to WEBSTORE DESIGN Tab/Company Information, where you can upload your checkout logo. The recommended maximum size for your checkout logo is 560 x 96 pixels.

Click on the “Category Manager” subcategory in the blue bar. Then click to select the tab called “Step 1 Manage Your Categories”.

Category Management

Step 1 Manage Your Categories



As we discussed [above](#), **Categories Management** is where you set up the hierarchy of categories for your store (“Step 1” tab) and assign categories to your products (“Step 2” tab).

When you add categories, they will appear in a list in the “Step 1 Manage Your Categories” tab. For example, you might set up a category called “Apparel” with (sub)categories under it such as “Hats”, “T-shirts”, and “Hemp.” You might also set up categories for “Books”, “Health and Beauty,” etc., each of which can have its own (sub)categories.

You can add, rename, move, and delete categories here.

To **add** a top-level (root-level) category (meaning it’s not a subcategory of anything except “My WebStore”), click on “My WebStore” in the category list to select it, and then click the “Add new category” button. To add a subcategory, click on the category in the list that you want it to appear under, and click the “Add new category” button. (You can also add categories and subcategories by right-clicking (or ctrl-clicking) on a category in the list and then using the contextual menu that pops up.)

To **move** a category into another category (for instance, you want to switch “Hats” from “Apparel” to “Fun & Recreation”), click the category that you want to move. A dialog will appear asking you to then click the category you want to move it to.

You can also move a category by right-clicking (ctrl-clicking) the category you want to move, and then choosing “Move To”, “Move After”, or “Move Before” from the contextual menu that pops up; you’ll then be prompted to click the category you want to move it to, after, or before.

To **rearrange** the order of your categories within their same hierarchy level (for instance, you want “Fun & Recreation” to be at the top of the list), use the up and down arrows on the right side.

To **rename** a category, click it and then type the new name in the text box and press enter (on your keyboard). You can also rename a category by right-clicking (ctrl-clicking) it and then choosing “Rename” from the contextual menu that pops up.

To **delete** a category, click on it and then click the “Delete Category” button. You can also delete a category by right-clicking (ctrl-clicking) it and then choosing “Delete” from the contextual menu that pops up.

When you delete a category, you will also delete all of its subcategories. If you want to keep the subcategories, move them before deleting their parent category.

Click on the tab called “Step 2 Assign Products to Categories.”

Step 2 Assign Products to Categories

The screenshot shows the Amazon Seller Central Category Manager interface. The top navigation bar includes "Step 1 Manage Your Categories" and "Step 2 Assign Products to Categories". The "Step 2" tab is active. Below the navigation bar, there are tabs for "My Products", "Unassigned Products", "Associate Products", and "Category: Apparel". The "Category: Apparel" tab is selected. The interface displays a list of products under the "Apparel" category. The list shows "Viewing Products 1 to 10 of 297". The table has columns for "SKU", "ASIN", "Product Name", and "Category". The products listed are:

SKU	ASIN	Product Name	Category
LTMS	B0033WRVQS	Tilley Endurables LTM5 Airflo Hat	2 Categories
T-T3	B0033WRX8Q	Tilley Endurables T3 Traditional Canvas Hat	2 Categories
TILLTM3	B0033WRVR2	Tilley Endurables LTM3 Airflo Hat	2 Categories
T-TH5	B000AMD6FE	Tilley Hat TH5: Hemp Hat, Moderate Brim. Machine Wash! - Natural or Mocha	3 Categories

This is where you specify which category or categories particular products should be listed under.

The “**My Products**” tab lists all of YOUR products you have uploaded to your store. [Amazon sometimes refers to this as the “All Products” tab.] Click the “**Scan for new inventory**” button to make sure that the category manager has up-to-date information. According to Amazon:

It may take several hours to several days for new inventory to appear on the All Products tab and to be searchable on the Search tab. To get your products to appear immediately on these tabs, click the Scan for new products button.

The “**Unassigned Products**” tab provides a report of any products that are not currently assigned to a category. Click the “Create New Unassigned Products Report” button. It may take a few minutes to generate the report.

The “**Associate Products**” tab is where you assign *Amazon* products (ones you carry in your store via the Amazon Associates program) to the category or categories you want them to appear in. To assign a product or products to a category or categories, click the checkbox to the left of the product(s), and then click the “**Add to category**” button. The “Assign Products to Categories” window opens. You’ll be prompted to choose the category or categories you want to add the selected product(s) to. Categories turn orange when you click on them; click on a selected category again if you want to deselect it. You can select as many categories as you like. Then click “Apply”.

To unassign a product or products from a category or categories, click the checkbox to the left of the product(s), and then click the “**Remove from category**” button. You’ll be prompted to choose the category or categories you want to remove the selected product(s) from. Then click “Apply”. Amazon says, “Note: Products are not removed from your inventory, just from the category.”

The “**Category**” tab shows you a list of products classified under a particular category: **whichever category is selected in the list on the “Step 1 Manage Your Categories” tab**. You can add or remove products from the selected category here.

The “**Search**” tab lets you search for a particular product in your inventory and/or on Amazon. You can then add the products to a category or remove them from a category. If the product exists on Amazon and you would like to carry it in your store as an Amazon Associate, and earn referral commissions on sales, you can add the product to your store here.

Add Amazon Products to Your Store

In order to integrate Amazon products into your store and earn referral commissions, you need to have an Amazon Associates account. To set up an Associates account, click the “Join Associates” link at the bottom of Amazon.com’s main page. You’ll be assigned an “Associate ID” which you need to enter, either when prompted by the “Search” tab or in WEBSTORE DESIGN Tab/WebStore Settings, in order to qualify for commissions. You will not earn commissions on Amazon products you sell in your store unless you enter your Associate ID.

You add Amazon products to your store via the “**Search**” tab. Type the appropriate keyword(s) into the “Product Search” box, then choose from the “Look in” menu which Amazon department you want to search through (you can choose to search through “All Products”). Then select the checkbox next to “Search Amazon Catalog”, and click the “**Search**” button.

You’ll get a list of Amazon products related to your keyword(s) that you can sell in your store. Click the checkbox next to the product(s) that you want to add to your store, then click the “**Add to category**” button.

The “Assign Products to Categories” window opens. You’ll be prompted to choose the category or categories you want to add the selected product(s) to. Categories turn orange when you click on them; click on a selected category again if you want to deselect it. You can select as many categories as you like.

Click the appropriate radio button (checkbox) to “**Apply Association**”. If you click the radio button next to the words “To the selected product”, the product(s) you selected will become assigned to the category or categories you chose. (The ASINs of selected product(s)

are listed at the bottom of the window.) If you click the checkbox next to the words “To all products including new products matching the keyword search [your keywords]”, any products in your store that can be found using your keyword search term, and all the products that appeared in your keyword search result list, will be come associated with the category or categories you chose. [I think.]

If you have not entered your Amazon Associate ID previously at [WEBSTORE DESIGN Tab/Webstore Settings](#), a box will appear for you to enter it here.

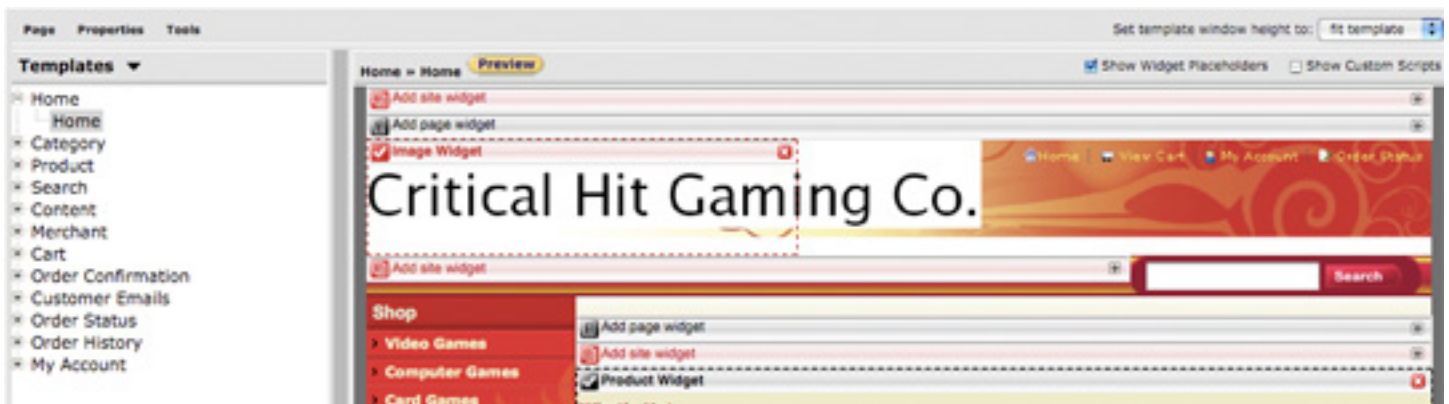
Once you’ve chosen the appropriate radio button, click “Apply”.

The last tab The “**Excel Upload**” tab lets you manually manage your product inventory using Microsoft Excel templates. According to Amazon:

WebStore offers the ability to define custom categories using Excel. This option allows you to map your products to categories using an Excel Template. First you will have to download the template by clicking the link below. Once you have edited the Excel template, you will have to upload the edited file to your WebStore.

That’s enough about the Category Management window.

Click on the “Template Manager” subcategory in the blue bar.



Template Manager

As we discussed [above](#), the **Template Manager** is where you customize the layout and contents of your store’s various web pages, and create new pages if you want to. The “**Preview**” button lets you preview changes you make in the Template Manager but won’t show any other changes you’ve made elsewhere unless you **publish** your site first.

When you originally set up your store, you chose a theme, and the theme came with templates. That’s where this template got its fancy red background. A **template** is a page layout style that you can change. For instance, your site might have default templates for the Home page, Category page, Product page, Shopping Cart page, etc. You can see a list of your templates on the left side in the Template Manager. You can also create new templates; see below.

You can customize the templates in two ways:

- ◇ Set page and site properties
- ◇ Add and customize content using widgets

Set Page and Site Properties



Above your list of templates in the template manager, you'll see three menus: **Page, Properties, and Tools**. [Amazon says: "The menu structure is made up of two menus; the File Menu and the Properties Menu." There is no File menu (at least when I'm writing this), it's

called Page. There are three menus: Page, Properties, and Tools.]

Page Menu

Under the **Page menu**, **New Page** lets you add a new template page, either a **category template page, product template page, or content template page**. You will probably not be doing a lot of this; the templates provided will probably be all or most of what you need.

A **category template** describes the style to be used on your store pages for each of the categories you've set up in the Category Manager. In other words, if you have set up the categories "kitchenware" and "apparel" in the Category Manager, and also set up categories under "apparel," such as "hats," "t-shirts," and "handbags," the same style will be applied to each of them: all the category pages in your store will display however the "category" template says to (unless you have created and used alternate templates; see [below](#)). If the category page template says there will be featured products at the top, and then a certain photo, and then certain text, and recently added products in a sidebar, then each of your store's category pages (Kitchenware, Apparel, Hats, Handbags...) will display in this same format.

As with the category template, the **product template** describes the page style to be used in your store for each of the products you set up in the Category Manager. A product page is a page that features only one product; it is each product's main page, where customers can find a photo, a full description, an "add to cart" button, etc.

The **content template** operates similarly to the category and product templates discussed above. Content templates are used for pages other than category and products, for instance an informational page with text and pictures. There's usually no default content template; you start from scratch and design it however you like.

Adding a New Template

Let's say you want to use a different page design on the Health & Beauty category pages, rather than the one most category pages are using. Maybe you want a different picture and a different sidebar configuration.

You can use New Page to create a new, blank template; you'll be prompted to enter a name for the template (let's call it "Health and Beauty") and also to choose a type of template: **Category, Product, or Content**.

In this case, we want to choose "Category". If you were adding a template for a product page, you would choose "Product". If you were adding a page that was neither category nor product, you would choose "Content". The template manager will put the new blank template file in the appropriate folder: Category, Product, or Content.

Click the new template name to open it. The first time a new category or product template opens, you'll get the message:

Error: This product or category cannot be displayed because it does not have any products or categories assigned to it. Please use the right click menu to assign products or categories to this page.

Right-click (or control-click for Macs) on the template name in the Templates list, and choose "**Associate Categories**" to select which categories will appear on store pages made with the Health and Beauty" template.

You can design the template using Template Manager; as we'll discuss in a minute. The new template will then be used whenever Health & Beauty category pages display in your store, instead of the original template.

If you want some of your *products* to use a different layout other than your main products template, create a new *product* template (it's the same basic process as creating a new category template, above). You'll then right-click (ctrl-click) on the template name in the list, and you'll be prompted to enter products by ID (ASIN or SKU). These products will then appear in your store using the design of this new template you've created, instead of the original template.

The other options under the Page menu are pretty much self-explanatory:

Reload Page: This option refreshes the current page.

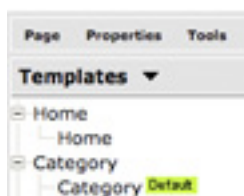
Delete Page: This option deletes the current page.

Rename Page: This option allows you to rename the page you are currently working in.

Properties Menu

The second menu above your list of template files in Template Manager is **Properties**. You have two choices under this menu: **Page Properties** and **Site Wide Properties**.

Changes you make using Page Properties will only apply to the template page you have open at the time. Changes you make in Site Properties will affect all your template files.



Page Properties

These properties will apply only to the page template you have open at the time you select them. The options available may vary depending on the type of page template you are currently working on:

Home Page Properties

If you have a Home page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered two options:

- ◇ **General**
- ◇ **Head Tags**

The **General** tab lets you type in a “Custom Page Title”: the page name that will appear at the very top of the browser window when this particular page is being viewed. **Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.**

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. These refer to various types of information that can be inserted into the header of your page’s HTML file, primarily in order to optimize your store’s performance on search engines. There is much good information on these tags available online; it’s beyond the scope of this guide. Briefly:

Keywords Meta Tag: Some search engines use this to discover what your site is about. Include key words and phrases about your site. It should be descriptive and less than 150 characters.

Description Meta Tag: This is where you can put a description of your store that should display in a search engine list, in order to differentiate your store from similar search results, and to help the searcher tell whether your site is what he’s looking for. It should be informative less than 250 characters.

Add Custom Head Tags: This is where you can put information you want search engines to find that doesn’t belong under Keywords Meta Tags or Description Meta Tags, above.

Category Page Properties:

If you have a Category page template open in the Template Manager and choose Page Properties from the Properties menu, you’ll be offered five options:

- ◇ **General**
- ◇ **Layout**
- ◇ **Sorting**
- ◇ **JavaScript Variables**
- ◇ **Head Tags**

The **General** tab allows you to type in a “Custom Page Title”: the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. **Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.**

The **Features** tab gives you checkboxes to define what information will appear on the Category page. Checked by default are:

- ◇ **Show Customer Ratings**
- ◇ **Show Prices**
- ◇ **Saving Amounts**

You can also choose to display:

- ◇ **Show Dots**
- ◇ **Show Add To Cart button**
- ◇ **Add rel=“nofollow” attribute to page number links**

The **Layout** tab lets you make adjustments to the page layout of the category template you have selected. It lets you specify the number of rows (1 to 12) and columns (1 to 4) you want on your page, and then choose from four layouts (using widgets, which we'll talk about [later](#)).

The **Sorting** tab lets you control the sorting options your customers will have on your category pages. For instance, you can choose to let them sort by:

- ◇ **Bestselling**
- ◇ **Title: A to Z**
- ◇ **Title: Z to A**
- ◇ **Customer Review**
- ◇ **Price: Low to High**
- ◇ **Price: High to Low**

All the options are already checked by default.

If you don't want to show customer sorting options on your category page, uncheck the box at the top that says "Sort by dropdown/Show 'Sort by' dropdown".

The **Narrow Results By** tab lets you choose whether your customers can narrow their search results according to star rating and/or price and (sometimes) category.

If you don't want your customers to be able to narrow their search results, uncheck the box at the top that says "Show 'Narrow Results By' refinements."

If you want to hide the header for each "Narrow Results By" section, uncheck the box that says "Show 'Narrow Results By' Headers".

The **JavaScript Variables** tab displays the scripts [JavaScript variables] that are available for the template page you have open. Select the Enable JavaScript Variables checkbox to turn on JavaScripts in your WebStore.

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

Product Page Properties

If you have a Product page template open in the Template Manager and choose Page Properties from the Properties menu, **you'll be** offered five options:

- ◇ **General**
- ◇ **Breadcrumbs**
- ◇ **Layout**
- ◇ **JavaScript Variables**
- ◇ **Head Tags**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when this particular page is being viewed. **Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.** The General tab lets you choose to display, or not, two features on each product page (that uses this template):

- ◇ **Show 10 Most Recent Customer Reviews**
- ◇ **Show Dots**

You can also adjust the size of the product image, by typing in a number of pixels in the box next to: “Scale Product Image by Longest Dimension”. This will set the longest side of your image to the size you specify, and the other dimensions will be adjusted automatically to keep your image proportions intact.

This is handy for making sure that all of the images you use for product shots are displayed at the same size, no matter what size they are when you add them to the site.

If you put in a number that is bigger than the current length in pixels of your image’s longest side, your image won’t show up bigger; it won’t be scaled at all. Default (suggested) scaling value is 250 pixels.

I couldn’t find much information about the **Breadcrumbs** tab. I think it has something to do with leaving traces on your site for your customers to find their way back home. Or something. Anyway, you can check the box here so as to “Include product title” for breadcrumbs.

The **Layout** tab offers you a couple of options for how you want your product page laid out (using widgets, which we’ll talk about [later](#)).

The **JavaScript Variables** tab displays the scripts (JavaScript variables) that are available for the template page you have open. Select the Enable JavaScript Variables checkbox to turn on JavaScripts in your WebStore.

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

Search Page Properties

If you have a Search page template open in the Template Manager and choose Page Properties from the Properties menu, you’ll be offered five options:

- ◇ **General**
- ◇ **Layout**
- ◇ **Sorting**
- ◇ **Narrow Results By**
- ◇ **Head Tags**

The **General** tab allows you to type in a “Custom Page Title”: the page name that will appear at the very top of the browser window when store pages that use this particular template are being viewed. **Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.**

The General tab lets you choose to display, or not, six features on each search page:

- ◇ **Show Customer Ratings**
- ◇ **Show Prices**
- ◇ **Show Savings (Prices must be turned on) [?]**

- ◇ **Show Dots**
- ◇ **Show Add To Cart button**

The **Layout** tab lets you choose how many rows and columns search results are shown in.

The **Sorting** tab lets you control the sorting options your customers will have on your store's search page. For instance, you can choose to let them sort by:

- ◇ **Bestselling**
- ◇ **Relevance**
- ◇ **Title: A to Z**
- ◇ **Title: Z to A**
- ◇ **Customer Review**
- ◇ **Price: Low to High**
- ◇ **Price: High to Low**

All these sorting options are checked by default.

If you don't want to show customer sorting options on your search page, uncheck the box at the top that says "Sort by dropdown/Show "Sort by" dropdown".

The **Narrow Results By** tab lets you choose whether your customers can narrow their search results according to star rating, category, and/or price and sometimes category.

If you don't want your customers to be able to narrow their search results, uncheck the box at the top that says "Show 'Narrow Results By' refinements".

If you want to hide the header for each "Narrow Results By" section, uncheck the box that says "Show 'Narrow Results By' Headers".

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

Content Page Properties

If you have a Content page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered two options

- ◇ **General**
- ◇ **Head Tags**

The **General** tab allows you to type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. **Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.**

The General tab also lets you choose to type in a "Custom Bread Crumb" [whatever that is]. The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

Merchant Page Properties

If you have a Merchant page template open in the Template Manager (such as About Us, Affiliate Program, Contact Us, etc.) and choose Page Properties from the Properties menu, you'll be offered two options:

- ◇ **General**
- ◇ **Head Tags**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The General tab also lets you choose to type in a "Custom Bread Crumb" [whatever that is].

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

Cart Page Properties

If you have a Cart page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered two options:

- ◇ **General**
- ◇ **Layout**

The **General** tab allows you to type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The **Layout** tab offers you a couple of choices for how the customer's shopping cart page looks (using widgets, which we'll talk about [later](#)).

Order Confirmation Page Properties

If you have an Order Confirmation page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered three options:

- ◇ **General**
- ◇ **JavaScript Variables**
- ◇ **Head Tags**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The **JavaScript Variables** tab displays the scripts (JavaScript variables) that are available for

the template page you have open. Select the Enable JavaScript Variables checkbox to turn on JavaScripts in your WebStore.

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these earlier.

Customer Email Page Properties

If you have a Customer Email page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered three options:

- ◇ **General**
- ◇ **General CSS**
- ◇ **Order CSS**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The General tab also lets you check a box to show or not show product images in customer emails.

The General CSS tab lets you insert Cascading Stylesheets code to affect the general appearance of the emails you send to customers. You can control the email body (such as the background color), the email font (font, size, and color), the color of links in the email, and put a border around your email. [right?] You need to know some basic CSS to use this feature [see tutorials and/or my help section on CSS].

The **Order CSS** tab lets you format the part of the customer email that shows his order; you can use CSS to change colors and fonts; see above paragraph.

If you mess up the code in the General CSS or Order CSS boxes, you'll be glad to see the "Restore to default values" link at the upper right.

Order Status Page Properties

If you have an Order Status page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered two options:

- ◇ **General**
- ◇ **Head Tags**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

Order History Page Properties

If you have an Order History page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered two options

- ◇ **General**
- ◇ **Head Tags**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed these [earlier](#).

My Account Page Properties

If you have a My Account ("My" refers to the customer) page template open in the Template Manager and choose Page Properties from the Properties menu, you'll be offered two options:

- ◇ **General**
- ◇ **Head Tags**

The **General** tab lets you type in a "Custom Page Title": the page name that will appear at the very top of the browser window when a category page that uses this template is being viewed. Search engines also use the page title you type in here to rank your page, and as the title displayed in search results.

The **Head Tags** tab offers three options: **Keywords Meta Tag**, **Description Meta Tag**, and **Add Custom Head Tags**. We discussed this [earlier](#).

Site Wide Properties

These properties will apply to every page template in your store.

If you have *any* page template open in the Template Manager, and choose **Site Wide Properties** from the Properties menu, you'll be offered five options:

- ◇ **General**
- ◇ **Head Tags**
- ◇ **WebStore Logo**
- ◇ **Button Manager**
- ◇ **Shipping Price**
- ◇

Amazon claims that the Site Wide Properties menu also has a "widget options tab", but I don't see it there. (They say, "On the Widget Options tab, define the options for the three different types of Widgets. Select whether you will use Multiple or Single White Backgrounds on Widgets in your store.")

The **General** tab lets you **choose the text font and the color scheme** for your store.

The dropdown menu next to “**Text Font Schema**” [Amazon documentation refers to it as “Primary Font”] lets you choose a font from among Arial, Comic Sans MS, Courier New, Impact, Times New Roman, Verdana, Georgia, Trebuchet MS, and Andale. According to Amazon, “In general, common fonts such as Arial, Verdana, and Times New Roman work best.”

The **Color Schema** section lets you choose the **Site Color Schema**, the **Text Color Schema**, and the **Site Text Color Schema**. To specify colors, you can type in hexadecimal color codes, or click the little yellow box to bring up a color picker.

The **Site Color Schema** lets you specify the color you want to use for design elements (for instance, colored bars) defined in your store’s CSS (cascading style sheet). (The CSS describes your store’s theme in CSS code). The color you set here overrides the color you chose when you created your WebStore.

Amazon gives this example:

If you chose purple when creating your store, and then change the Site Color Schema to green, headers and other CSS-styled text will display in green, while images, such as buttons, appear in the original color, purple.

The **Text Color Schema** lets you [I think] specify the color you want to use for the text you type in as “feature labels” displayed at the top of widgets.

The **Site Text Color Schema** lets you [I think] specify the color you want to use for text elements (for instance, links and headers) defined in your store’s CSS (cascading style sheet). (The CSS describes your store’s theme in CSS code). The color you set here overrides the color you chose when you created your WebStore.

Below Site Text Color Schema is **Duplicate Widgets**; you can check the box to “Remove main body HTML Widgets on subsequent category pages”. According to Amazon:

Checking this box will remove duplicate HTML Widgets and help with search engine optimization. Checking this box will remove HTML widgets located in the main body area (not left or right columns) on category pages 2 and above.

The **Head Tags** tab lets you add custom head tags. This is information that can be inserted into the header of your page’s HTML file, primarily in order to optimize your store’s performance on search engines. There is much good information on this tag available online; it’s beyond the scope of this guide. Briefly, **Add Custom Head Tags** is where you can put site information you want search engines to find that doesn’t belong under Keywords Meta Tags or Description Meta Tags. See our [earlier](#) discussion of head tags.

The **WebStore Logo** tab lets you choose whether or not to show the Amazon WebStore logo in your store’s page footer throughout the site. The default is “Display logo in my footer,” which means that, according to Amazon:

Powered by Amazon WebStore logo will appear in the lower left hand corner of your site’s footer (the only authorized location for the Amazon WebStore logo).

This logo will then be displayed on all pages of your WebStore. When clicked, a popup will appear that provides messaging to customers that their purchase is protected by the Amazon A-to-z Guarantee.

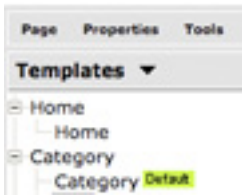
The **Choose logo background** tab lets you choose either white, black, transparent GIF, or transparent PNG.

The **Button Manager** tab lets you customize your site's buttons. In each case, it lets you decide whether to use the default button or use one made out of your own image that you have uploaded to your WebStore library. There's a link at the top of the window where you can upload images.

The Button Manager tab lists the various types of buttons (add to cart small, add to cart large, begin checkout, details, etc.) and tells you which pages the button is used on. If you choose "Use library image" from the drop-down menus, you'll get a link that will let you search your library and select an image.

The **Shipping Price** tab lets you choose whether to show the shipping price on your product pages and/or on your cart pages.

Tools



The third menu above your list of template files in Template Manager is **Tools**. You have two choices under this menu: **Upload Files** and **File Library**.

Upload Files brings up a window that lets you upload various types of files. **Mostly you'll use it to upload images that you want to appear on your site.**

File Library takes you to your WebStore File Library, where you'll see a list of the files in your library. You can **delete** files you've uploaded here. [The "Select" button doesn't appear to do anything in this context.] You can also get some basic information about each file:

Path: /images/800px_Hippitat1_TN.jpg

Type: image/jpg

Size: 199.26 KB

Width: 800 Pixels

Height: 600 Pixels

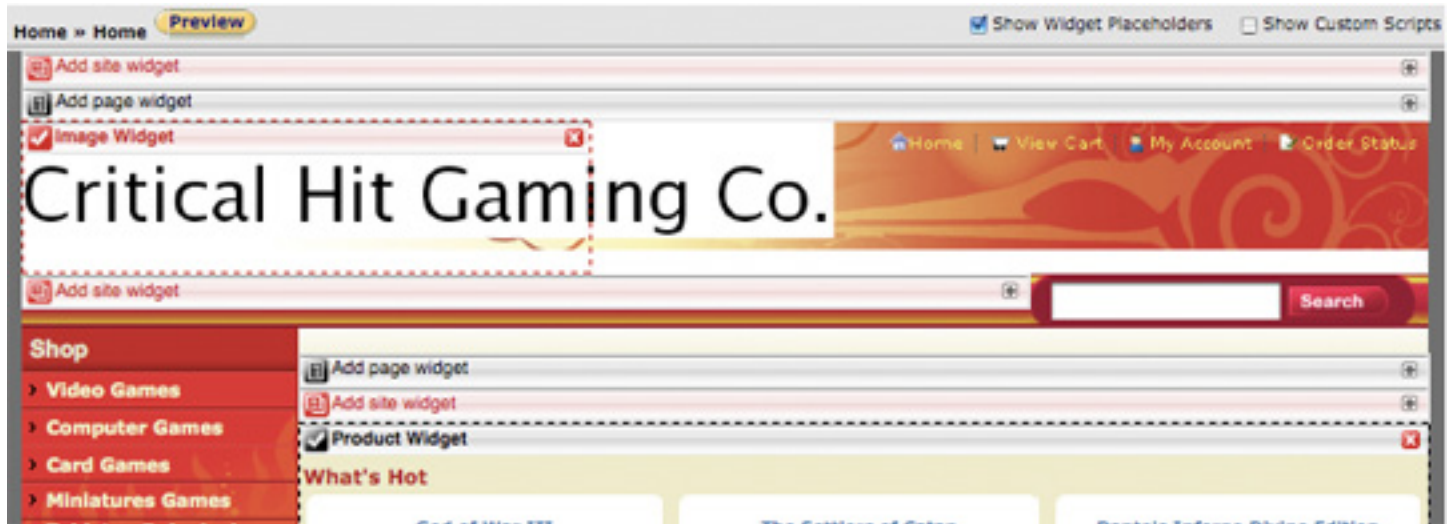
You can click beneath a file's thumbnail picture to open the original file in its own window. You can also upload images using the File Library.

Clicking the "**Generate Archive**" button will create a zip file of all your images; to download it to your computer, click the "**Download Archive**" button.

So that's how to customize your page templates using the page properties and site wide properties menus.

To follow along with this section, you should be at **WEBSITE DESIGN** Tab/Template Manager.

WIDGETS



In addition to using the Page, Properties, and Tools menus, you can customize your page templates by using **widgets**. According to Amazon:

Widgets are small applets that help you create and edit content for customizable areas, or frames, within your templates. The Image widget, for example, lets you add and work with images on your site.

The Basic Idea with Widgets

The **basic idea with widgets** is that you open a template; it'll have a page layout already in place. Various **frames** are outlined with dotted lines; these are places where a widget can go. The (contents of a) widget frame on a template will occupy that same position on all of your store pages that use that particular template.

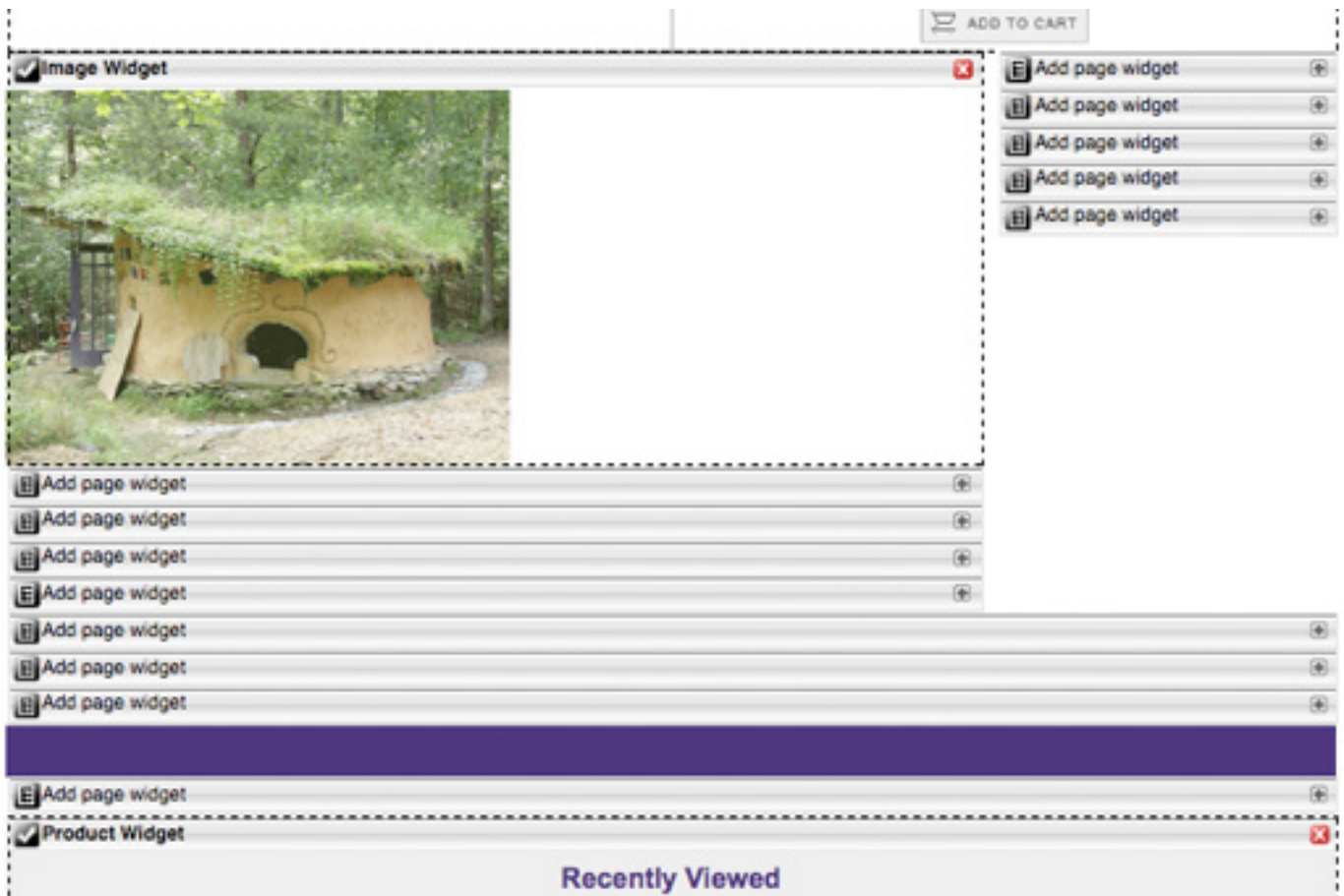
If a frame has a red border, it's a **site widget**. The contents of a site widget will show up on *all* the pages on your site.

If a frame has a black border, it's a **page widget**, so it will affect *only* store pages based on the particular template page it's on.

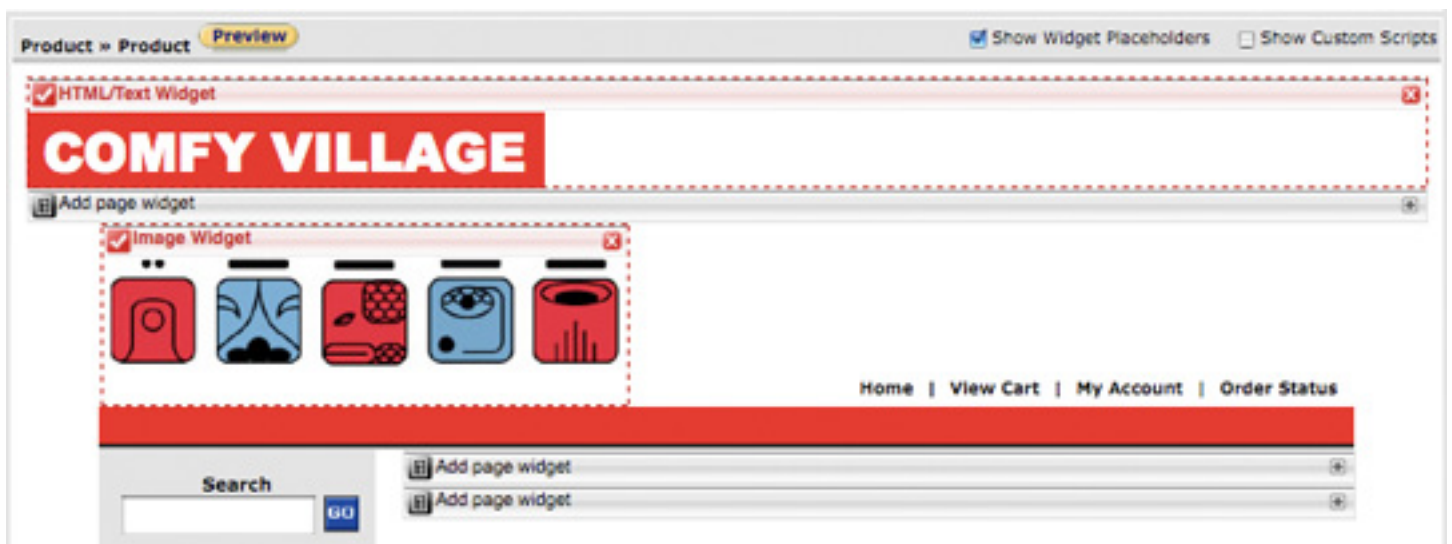
Some of the frames have widgets already inserted (although you can change them). Some of the frames don't have any contents yet so that you can insert something if you like (or leave it empty if you like); these widgets start with the word "Add", as in "Add a site widget" and "Add a page widget".

The fact that the frame says "Add" is your clue that nothing really exists there yet; you can add it if you want to. If you don't add content to an "Add site [or page] widget", it'll be just as if the "Add site [or page] widget" frame never existed, as far as its effect on your store design.

Here's a look at part of the Home page template for the [ecoVillage Marketplace](#) Amazon WebStore; you'll notice there are a ton of discretionary page widgets available for you to add. Some are in a sidebar on the right; some occupy the page width not being occupied by the sidebar; some go all the way across the page.



Let's look at the top of another store's Home page template and see what it looks like when I add content to a few widgets.



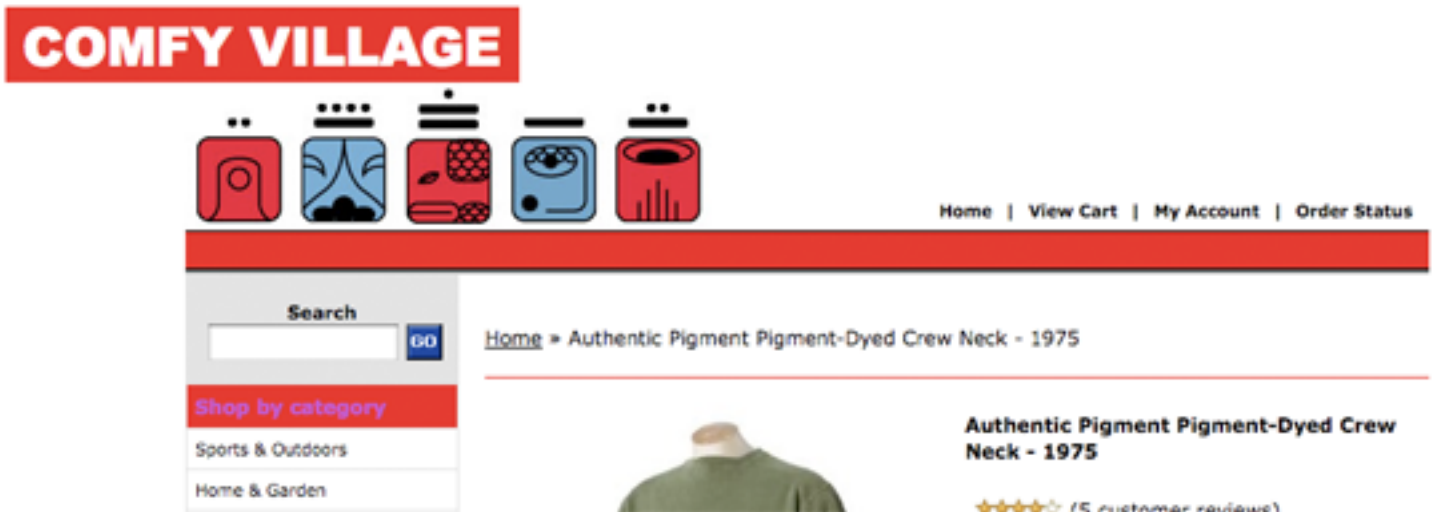
At the top is a red frame titled "HTML/Text Widget". This means you can insert either text or HTML coding into this frame. (HTML is a fairly simple web page programming language.) You can see I've inserted some text into this widget ("COMFY VILLAGE" using white type on a red background). Because this is a red frame, it's a site widget and whatever you put in here will appear on every page of your store.

The next frame is a black-bordered one titled "Add page widget", which I've left empty. If I

were to put some text in it, the text would appear only on pages that use this template. The next frame is a red Image widget frame, and I've inserted a logo image, which will appear on every page in my store. Amazon recommends that your logo image be no larger than 200 x 70 pixels.

Detailed instructions for doing all this stuff are coming right up, don't worry.

When we click the orange "Preview" button that's in the light grey bar above your displayed template, here's what we see:



The types of widgets a frame can contain vary. Just because a frame says it contains a "Product Widget", for instance, doesn't necessarily mean that's the only kind of widget it can contain.




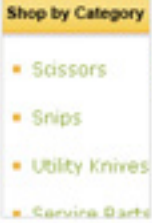

To see **which widgets are available for a particular frame** in a template, click the frame you're interested in. A "WebStore Widgets" window appears, showing available widget types, in a menu down the left side, and as icons. Click "**Select Widget**" to choose the one you want, and a window will come up giving you various options related to that kind of widget.

See the example on the next page, showing the widgets that can be selected for use in a particular frame I selected. Remember, **if you click on a frame and the list of widgets doesn't name the one you're looking for, that widget isn't available in that frame.**

Category Page Widgets

To add a widget select an option below. You'll then be able to customize your widget.

- Category
- Constant Contact
- HTML/Text
- Image
- Menu Bar
- Product

<p>Category</p>  <p>Select Widget</p>	<p>Constant Contact</p>  <p>Select Widget</p>	<p>HTML/Text</p>  <p>Select Widget</p>
<p>Image</p>  <p>Select Widget</p>	<p>Menu Bar</p>  <p>Select Widget</p>	<p>Product</p>  <p>Select Widget</p>

Types of available widgets may include:

Image Widget

The **Image Widget** lets you choose an image[s] to place in the frame you selected on the template. It also offers you the option to supply alternative text (which describes the image for the customer in case it doesn't load). If you use text for your logo, such as your store name, instead of a logo image in the page heading, you can also update it here. **See an image widget on the next page.**

Here are the Image Widget specifics:

Click the **“Image Library”** radio button if you want to upload an image or use a previously uploaded image. Then click the **“Open”** button; this will take you to your WebStore File Library. You can upload a new image here, and it will appear at the bottom of your File Library list of all the files you've uploaded. Click the **“Select”** button next to the image you just uploaded, or next to one of your previously uploaded images if you prefer. The image will be inserted into the frame you selected in your template.

Click the **“Image URL”** radio button if you want to use an image that is located on the Web; type its web address (URL) into the box.

If the image frame you selected was located in the page's header, you'll have an additional option in the Image Widget. Click the **“Text to display as store header”** button if you want to use text instead of an image in your header; type the text in the box.

Customize your widget from the options below and click **Save Widget** to add it to your page. You may also remove your Image Widget by clicking on the **Delete Widget** button.

Image Widget

[Widgets Home Page](#) > Image

Image Widget

Use the Image Library to upload local images or choose a previously uploaded image. You may also enter a remote URL for images hosted elsewhere. A valid image URL will result in a thumbnail. The recommended maximum size for the company logo image is 200 x 70 pixels.

<input checked="" type="radio"/> Image Library: Choose or upload local images here.		<input type="text" value="ecoVillage Marketplace"/>	<input type="button" value="Open"/>	Image: store_44751904521_logo.png Width: 493 Pixels Height: 71 Pixels	<input type="button" value="Refresh"/>
		Click to Enlarge			
<input type="radio"/> Text to display as store header: This will replace existing header.		<input type="text"/>			
<input type="radio"/> Image URL: Enter a remote image URL here.		<input type="text"/>			
Hyperlink: OPTIONAL: Enter a hyperlink here.		<input type="text" value="/home.htm"/>		<input type="button" value="Links"/>	
Alt Tag: OPTIONAL: Enter an Alt Tag value here.		<input type="text" value="ecoVillage Marketplace"/>			
<input type="button" value="Save Widget"/>		<input type="button" value="Delete Widget"/>		<input type="button" value="Cancel"/>	

If you want the image to be clickable, use the in the “**Hyperlink**” box to enter the web address (URL) of the page you want it to take you to. If you click the “Links” button, it will help you find the URL for the specific page on the site (such as the home page, or a product page or category page) that you want to link to. Then, when you click the “Next” button, it will automatically insert the URL into the Hyperlink box so you don’t have to type it. The **Alt Tag** box lets you enter alternative text to describe the image so the customer will have a clue in case it doesn’t load.

When you’re through making changes in the Image Widget window, click the “Save Widget” button. Click the “**Preview**” button at the top of your template to see how the changes you’ve made will look in your store. Amazon cautions, “Not seeing the correct products? Search results in the Template Manager are for display purposes only.” If you want to see your changes with actual products, you should [publish your site](#).

HTML/Text Widget

The **HTML/Text Widget** lets you use your own text (or HTML coding) in the frame you selected on the template. When you select the HTML Widget, an “HTML/Text Widget” window appears. See next page for the image.

The “Choose Editor” drop-down menu lets you choose between inputting your text via WYSIWYG (What You See Is What You Get), or Custom Script. If you know how to write HTML code, you can choose Custom Script and drop your code into the blank window that appears. You also need to use Custom Script to add Flash or JavaScript content.

Otherwise, choose WYSIWYG and type or paste your text into the window; it will lose any formatting it had (such as bold or bullets). A number of tools are available at the top of the window to help you re-format your text in the WYSIWYG editor. For instance, you can select

Merchant Page Widgets

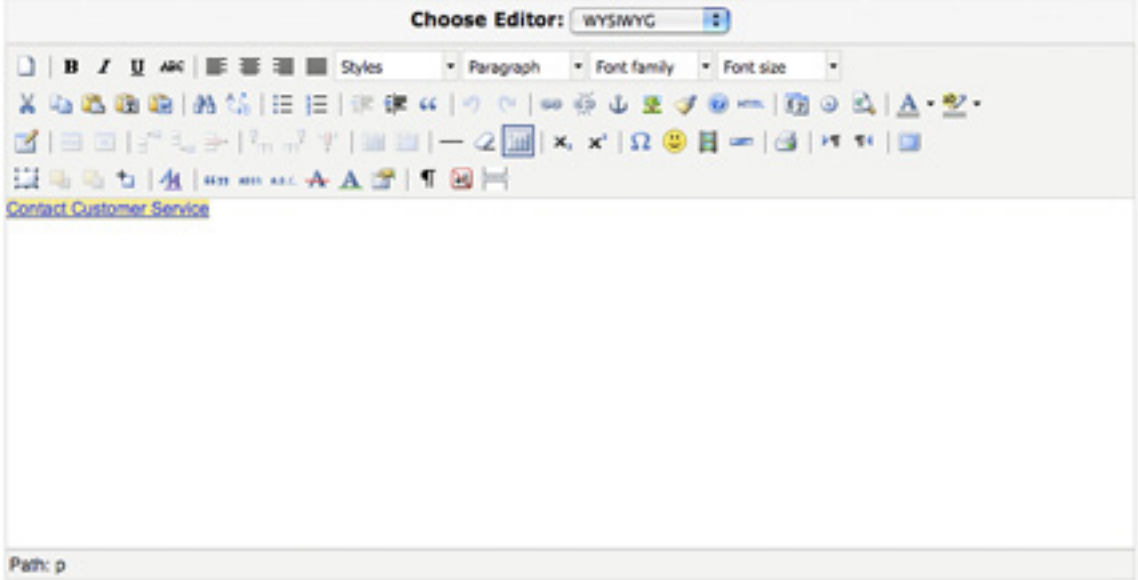
- Category
- Constant Contact
- HTML/Text**
- Image
- Menu Bar
- Product

Customize your widget from the options below and click **Save Widget** to add it to your page. You may also remove your HTML/Text Widget by clicking on the **Delete Widget** button.

HTML/Text Widget

[Widgets Home Page](#) > HTML/Text

Paste your custom HTML into the Custom Script Editor or use the WYSIWYG editor to create the HTML for you. JavaScript is not allowed in the WYSIWYG editor so use the Custom Script editor for adding JavaScript.



Choose Editor: WYSIWYG

Path: p

Save Widget Delete Widget Cancel

some text and then click the “B” in the toolbox to turn the selected text bold. You can hover your cursor over the various toolbox choices and you’ll get little pop-up windows saying what they are. To create a link, select the text you want to link, choose the “chain link” icon, and then type in the URL of the web page you want to link to. Supposedly, you can even insert an image into an HTML/Text widget, using the icon of a tree (good luck).

When you’ve got your text looking the way you want it, click “Save Widget”. Click the “**Preview**” button at the top of your template to see how the changes you’ve made will look in your store.

I was unable to make any sense out of (or find) the feature documented by Amazon:

With this editor, most content appears in the template. Some content, however, does not display. For this type of content, you can specify whether or not to Show visual aid. If you choose Yes, a colored HTML icon appears in the template, denoting html content.

If you figure it out, [maybe you could let me know](#).

Menu Bar Widget

The **Menu Bar Widget** lets you create a menu bar. Wait until you have your store’s category structure all set up before creating a menu bar, because you’ll have to re-create it if you later make category changes.

Menu Bar Widget Alignment & Orientation lets you choose whether your menu bar is horizontal or vertical, and whether the text on each menu tab aligns to the left, center, or right of the tab.

3. Add Menu Bar Widget Links

Click the "New link" button to add a link then enter a link label.

Link Label: Apparel Links Delete

Link Label: Appropriate Technology Links Delete

Link Label: Art & Decorative Links Delete

Link Label: Books Links Delete

Link Label: Fun & Recreation Links Delete

Link Label: Gourmet Foods Links Delete

Link Label: Health & Beauty Links Delete

Link Label: Home & Garden Links Delete

Link Label: Music Links Delete

Link Label: Tools Links Delete

Link Label: Video Links Delete

New Link

Add Menu Bar Widget Links lets you specify the text you want on each tab of your menu bar, and also specify which page that text links to. Click the “**New Link**” button

Type the text you want to appear on the first menu bar tab into the text box. Then click the “Links” button to the right.

Now choose a URL using the drop-down menu. For instance, if you choose “Category”, the link will go to all your store’s Category pages. If you choose “External Link”, you can type in a URL for a web page that’s outside your store. Then click “Next”.

You’ll be returned to the Menu Bar Widget window. Type the text you want to appear on the second menu bar tab into the second “Link Label” text box, and repeat the process described above.

Add text/links to as many Link Label text boxes as you need to complete your header.

When you’ve completed everything you need to do in the Menu Bar Widget, click “Save Widget.” Click the “**Preview**” button at the top of your template to see how the changes you’ve made will look in your store.

Category Widget

The **Category Widget** lets you create a link to one or more category pages. For each selected category, the template page frame will display a random product from that category; you can choose to show the product’s image, description, and/or a customized label. When a visitor clicks the product, they’re

taken to the category page.

The Category Widget lets you “**Choose Features**” and “**Choose Categories**”.

Choose Features

Choose Features offers four choices:

Category Label: Type in the text you want to use at the top of the frame (for instance, “Featured Products”). Choose a size for it to display at: x-small, small, medium, large, or x-large.

Columns: Choose how many columns (1 to 5) you want to display [split the frame into]. According to Amazon:

Pick a multiple of the number of categories you want to display. For example, if you want to display items from six categories, choose three--the frame will display two rows, each with three categories.

Category Image: Choose if you want the category image to display, and if so, choose whether you want it displayed small, medium, or large.

Category Name: Choose if you want the category name to display, and if so, choose whether you want it displayed x-small, small, medium, large, or x-large.

Choose Categories

Choose Categories lets you specify one or more categories; each will display a random product. Type the category names into the boxes, or use the “Search” buttons to locate the categories. If you need more category boxes, click the “Add” button next to “Add a Category”.

The “**Image**” button next to the “Search” button lets you add an overlay image on top of the (randomly chosen) product image for the category you searched for. For instance, you can place a “Bestseller” banner on top of the product image.

Click the “Image” button and then choose what type of overlay image you want to display: a Bestseller Image, a Product Image, or a Custom Image that you upload or link to yourself. If you choose Custom Image, you can click the “Image Library” radio button to choose an image from your WebStore Library. You can also upload an image to your library here, and then select it. You could instead click the “Image URL” radio button to type in the URL of an image you want to use.

Product Widget

The Product Widget lets you highlight specific products on your site. You can highlight groups of products such as “Recently Viewed” and “Best Sellers”, or you can highlight products by ASIN. You can choose to display the product image, name, description, features, and pricing. You can also add a “Buy Now” button.

Featured Product Widget - Label

In the **Featured Product Widget - Label** area, type into the “Feature Label” box the text you want to use at the top of the frame (for instance, “Featured Products”). Choose a size for it to display at: x-small, small, medium, large, or x-large.

Featured Product Widget - Layout

In the **Featured Product Widget - Layout** area, choose how many columns (1 to 5) you want to display [split the frame into]. Also choose Alignment—how you want the text within columns to be aligned: left, center, or right.

Featured Product Widget - Properties

In the **Featured Product Widget - Properties** area, choose which properties you want to display for the product(s).

- ◇ **Product Image** (choose small, medium, or large)
- ◇ **Product Name** (choose x-small, small, medium, large, or x-large)
- ◇ **Product Description**
- ◇ **Product Features**
- ◇ **Product Pricing:** (choose whether you want to display the purchase price, or all prices. Also choose whether the product pricing will be displayed x-small, small, medium, large, or x-large.
- ◇ **Add to Cart Button**

Featured Product Widget - Properties

In the **Featured Product Widget - Product Definition** area, use the drop-down menu to specify which products will be displayed. You might choose “Bestseller” or “Recently Viewed” or specify via ASIN or search terms you provide.

If you choose “**Bestseller**” (bestsellers according to Amazon sales rank), you’ll then be asked to enter the maximum number of bestsellers that you want to display (1 to 6), and choose whether they’re drawn from your entire catalog or from a specific category.

If you choose “**Recently Viewed**”, you’ll then be asked to enter the maximum number of recently viewed items that you want to display (1 to 6).

If you choose “**ASIN**”, you’ll be prompted to click an “Add A Product” button that will bring up a box into which you can type the ASIN (or use the “Search” button to find a product using keywords).

If you choose “**Search**”, you’ll be asked to specify the maximum number of search results to be displayed in the frame (1 to 6), and to choose how they’ll be sorted (Relevance, Bestselling, Title A to Z, Title Z to A, Customer Review, Price Low to High, or Price High to Low. You can also enter an offset value (for instance, entering 6 will display search results starting with result number 7).

Type your search words into the “Search Query” box.

When you’ve made all the changes you want for now, click “Save Widget”.

Editing Existing Content Using Widgets

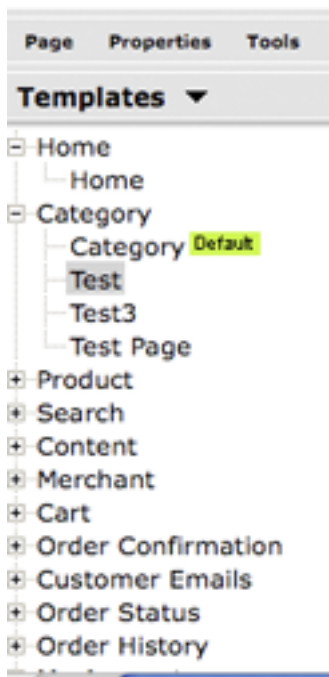


You can use widgets to edit existing content on your site. For instance, you may need to update your company’s contact information. To do that, click on “Merchant” in the Template Manager list, and then click on the “Contact Us” template that’s nested beneath it.

Click the frame in the template that contains the information you want to edit. The widget that was used to create the frame will open. Edit the information, then click “Save Widget”. Publish your store to make the updates visible to customers.

Adding New Pages Using Widgets

You can **add new pages** to your WebStore, creating them from page templates. Choose **New Page** from the Page menu (at WEBSTORE DESIGN Tab/Template Management, above the list of templates).



Enter a name for the new page in the Page Name box, and choose the Page Type: category, content, or product.

When you create a content page, you'll get a template that's already filled in with widget frames for you to work with.

When you create a category or product page, you have to associate it with a category or product before the widget frames will show up. The first time a new category or product template opens, you'll get the message:

Error: This product or category cannot be displayed because it does not have any products or categories assigned to it. Please use the right click menu to assign products or categories to this page.

Right-click (or control-click for Macs) on the template name in the Templates list, and choose "**Associate Categories**" to select which categories will appear on store pages made using this particular template.

After you've entered the Page Name and chosen the Page Type, click the "Add Page" button.

After adding the page, you must link it to your [menu bar\[s\]](#) for it to be accessible to customers.

That's plenty about the Template Manager.

Now let's look at the rest of the subcategories (features) on the WEBSTORE DESIGN tab.

Traffic Manager

As we discussed [above](#), the **Traffic Manager** gives you access to tools to help you market your site, and to optimize your site so as to be better found by the search engines. Some of these tools cost money; some don't. You don't *have* to do any of them. You can also see the site map here that Amazon has created and put out onto the Web.

Company Information

Company Information is where you enter your company's name, address, phone, and email so it can be used on your website and in emails you send to customers. This is also where you upload a "**Checkout Image**", to appear when the customers checks out, along with Amazon's logo. We talked about this [above](#). You can also use the "Click here to edit your **Product Content Settings**" link, and it will take you to the WebStore settings page, where you can change various WebStore behaviors. See [below](#).

WebStore Settings

You can change various WebStore behaviors here.

Product Content Display Mode

This lets you choose between “Display Third Party Content” and “Display Your Own Item Content”. According to Amazon, you can choose between:

Display Third Party Content: Use the product content you submitted and for missing content use third party content. (Note: This option exposes offers by other merchants and messaging regarding these offers on your WebStore.)

and:

Display Your Own Item Content: Display only the product content as you’ve submitted it and do not use any third party content unless you choose to advertise products available through Amazon.com on your WebStore as part of our Associates program.

Earn Associate Referral Fees

Here’s where you enter your Amazon Associate ID in order to **qualify for commissions on Amazon items you sell in your store**. You received this ID when you signed up for your Associates account. To set up an Associates account, click the “Join Associates” link at the bottom of Amazon.com’s main page.

Order Report Settings

If you have more than one Amazon WebStore, you may want to check this box; it will add a column to your order reports displaying the WebStore domain name on which the order was placed.

Product Order Settings

Product Order Settings lets you specify the “sort order” of products displayed in your store using these three categories:

- ◇ **Product Availability**
- ◇ **Image Availability**
- ◇ **[All] My Products**

For instance, you might choose “Image Availability” for the first sort, so that products that don’t have images will be avoided. For the second sort, you might choose “Product Availability”, meaning that products that aren’t available will get less priority to be displayed. Your third sort would then be “My Products”.

Out of Stock Products and Without Images

Check these boxes if you want out of stock products, or products without images, to *not* display in your store.

Used/Refurbished/Collectible products

The “Sell my own used/refurbished products” option is selected by default. If you sell Amazon used/refurbished/collectible products, click the second box instead,

Do you sell Books, Music, Videos or DVDs?

If you sell books, music, videos or DVDs, you can download a Microsoft Excel “product template to update the title, description, and feature details of these products for all of your stores.” As far as I can tell, you can use this feature to upload information for *any* product, not just books. etc.

To update (edit) products individually, you can go to INVENTORY Tab/Manage Inventory.

When you’re through making changes to the “Product Content Settings”, **publish** your site so that changes will show up in your store.

Publish Site

You need to “**Publish**” your WebStore after you’ve made various types of changes to it—such as changing categories or templates, adding new products, or adding information about new products—so that your changes will show up “live” in your store.

Publish Option

You get three choices:

- ◇ **Publish my template and category manager changes.**
- ◇ **Publish new items added via Add a Product Tool, Seller Desktop, or feed process. (Note: This option includes template and category manager changes)**
- ◇ **Publish any changes made to existing products via Add a Product Tool, Seller Desktop, or feed process. (Note: This option includes template and category manager changes)**

Click the appropriate choice. If you click the third one, you’ll include every kind of change you may have made.

According to Amazon:

Clicking the “Publish” button will make your changes viewable at the preview site or public domain depending on your selection on the Domain Name Setup screen. You do not have to publish; you can go to the Store Design page by clicking the “Finished” button, where you can make additional changes to your site.

As far as I can see, there is no “Finished” button, so just click the “Publish” button. As long as you haven’t **told your store website to point to your own URL**, but are still using the preview URL Amazon gave you to fool around with, probably no customers are going to stumble across you just yet, so taking your site “live”, when it’s still imperfect, is not going to be a big deal.

Product Content Settings

This link will take you to WEBSTORE DESIGN Tab/WebStore Settings feature that we discussed [above](#).

Launch Store

Select launch option:	<input checked="" type="radio"/> WebStore Subdomain Name Choose this option if you want to publish your WebStore subdomain name.
	<input type="radio"/> Public Domain Name  Choose this option if you want to publish your public domain name.
Select domain name:	<input type="text" value="ecovillage-marketplace1.amazonwebstore.com"/>

Once your site is ready to go live, the “**Launch Store**” tab is where you specify the domain name (i.e., web address, URL) that you want your site to be available to the public at. You can use a URL you currently own, or buy one (there’s an ad offering to help you), or even use the same Amazon-assigned URL you’ve been using to preview your site (“WebStore Subdomain Name”). If you’re using your own, choose the “Public Domain Name” radio button and type your URL in the “Select domain name” box. Click “Save”. In my experience, once you’ve chosen a public domain name and saved it, you’ll never be able to go back to the WebStore Subdomain Name.

You’ll be taken to a “Publishing Your WebStore” page. You’ll see a progress bar; it may take a few minutes. Then you’ll get a message saying, “Congratulations. You have successfully published your store.” Then there’ll be a URL link that you can click to see your store “live”. It didn’t work? You go to the site and there’s no store there? No big surprise; see next paragraph for help.

Changing Your DNS Settings

Yes, this can be as hideous as it sounds. I’ll try to help. Amazon also offers a [help page](https://sellercentral.amazon.com/gp/help/200117490) (https://sellercentral.amazon.com/gp/help/200117490).

Please note that, after you change your DNS settings, it make **take “up to 48 hours”** for your DNS changes to “propagate across the Internet” so that your store will be visible in the right place.

The Basic Idea

The basic idea is that every website has its own DNS (domain name service); it will look something like 207.181.166.53.

Amazon explains, “[DNS] serves as a ‘phonebook’ for the internet by translating domain names (www.example.com) to the [numerical] address where the website associated with that domain is hosted.”

If the DNS thinks your site is somewhere other than where the Amazon WebStore needs it to be, you’ll have to tell it your new address.

Briefly:

- ◇ Every website has its own DNS.
- ◇ Every website also has a Domain Registrar—the company you bought your domain name from.
- ◇ Every website also has a Hosting Provider—the company that keeps your website files on their server.
- ◇ You may have the same Domain Registrar and Hosting Provider, or not.

Either your Domain Registrar or your Hosting Provider manages your DNS settings. If you don't know which one does it, contact your Domain Registrar for help.

If your DNS is handled by your Domain Registrar, you'll need to contact them (or sign into your Domain Registrar account and deal with it there yourself). Amazon provides a [form letter](https://sellercentral.amazon.com/gp/help/help.html/ref=wb_200133680_cont_200117490?ie=UTF8&itemID=200133680&language=en_US) (https://sellercentral.amazon.com/gp/help/help.html/ref=wb_200133680_cont_200117490?ie=UTF8&itemID=200133680&language=en_US) that you can copy and email to your Domain Registrar, asking them to update the appropriate settings, which are already filled in on the form.

If your DNS is managed by your Hosting Provider, login to the Control Panel provided by your Hosting Company and then follow these instructions (from Amazon) to update your DNS settings. Note: Once you have created the appropriate records, they must propagate across the Internet before your WebStore is visible at this domain name. The propagation may take up to 48 hours.

1. Locate the section of the control panel for advanced DNS settings.
2. Delete any existing "A" or "CNAME" records for "www.example.com" or "*.example.com" or "@.example.com"
 1. Do not delete any A records for subdomains such as mail.example.com.
3. Add a new record of type "A" with Name "@.example.com" and point this to the IP address: 207.171.166.53.
 1. If @ is not supported, keep it blank instead.
4. Add a new record of type "A" with Name "@.example.com" and point this to the IP address: 72.21.206.30.
 1. If @ is not supported, keep it blank instead.
5. Add a new record of type "CNAME" with Name "www.example.com" and point this to storefront.amazon.com.
6. Save these settings.

If this is beyond you, and no wonder, there's a **Contact Seller Support** link at the bottom of [Amazon's DNS Help](https://sellercentral.amazon.com/gp/help/200117490) page (<https://sellercentral.amazon.com/gp/help/200117490>).

Last week (March 18, 2010) Amazon was offering to do this stuff for you free for a limited time, but I couldn't re-find the offer in Amazon's voluminous documentation hell. If you find it, please [let me know](#).

View Your Webstore Orders

The **WEBSTORE DESIGN Tab/View Your WebStore Orders** page shows your incoming customer orders. Amazon says it may take up to 24 hours for new orders to appear. The following types of information appear:

- ◇ Store
- ◇ Order ID
- ◇ Order Total
- ◇ Order Date
- ◇ Units Ordered

You can click on “Order ID” to see the customer name, shipping address, etc.

You can also see your orders on the ORDERS tab/Manage Orders, where these types of information are available:

- ◇ Order Date
- ◇ Sales Channel
- ◇ Order ID/Product Details
- ◇ Contact Buyer
- ◇ Billing Country
- ◇ Shipping Service
- ◇ Status
- ◇ Action

That’s enough about the various subcategories available on the WEBSTORE DESIGN tab.

Click on the “REPORTS” tab.

REPORTS TAB



When you click on the REPORTS tab (without selecting any of its subcategories on the blue bar beneath), you’ll get a page that lists and links to the same subcategories that appear on the blue bar. In other words, it shows you all the subcategories (features) you can access from the REPORTS tab. It also shows whether you have permissions to mess with them. (If you don’t have permission to mess with something you think you should, you can click the SETTINGS tab and go to the User Permissions page to see what’s up.)

There are five types of reports you can generate:

- ◇ Customer Metrics
- ◇ Feedback
- ◇ Payments
- ◇ Seller Performance
- ◇ Site Metrics and Reports

Customer Metrics

These reports help you gauge how your store is doing as far as customer satisfaction. You can choose reports showing “Performance Over Time” or “Performance By Product Line”. You can view statistics for your order defect rate, your cancellation rate, your late shipment rate, and your policy violations rate. You can also see here any notifications that Amazon has sent you.

Feedback

The **Feedback Manager** shows your customer feedback ratings over time. It also displays your individual feedback ratings from buyers. You can view the various orders and “respond” to negative feedback with your side of things. Amazon offers a good help page on the subject of feedback; click the “Learn more” link.

Payments

[At press time, you had to click on the pop-up menu of the REPORTS tab to access this, as the link on the blue bar was not working.]

The **Payments** page lets you choose from three options: **Summary**, **Transactions**, and **Summary Report**.

The **Summary** page lets you view a summary of your payments, including current balance, last settlement date, and order and refund totals.

Click on the link next to “Available balance, **How do I get paid?**” if that subject interests you. Basically, Amazon puts money directly into the bank account you specify on the **SETTINGS Tab/Account Info** page.

The **Summary** page also lets you search for a particular order to see payment information related to it.

You can also search for order payment information on the **Transactions** page, plus do fancier searches, such as refunds, fees, and adjustments.

The **Settlement Reports** page lets you download various kinds of settlement reports (settlement meaning Amazon settles your account, i.e., pays you), showing all transactions from a certain time period. Amazon offers a good help page on these reports; click the “Learn more” link on **REPORTS Tab/Payments**.

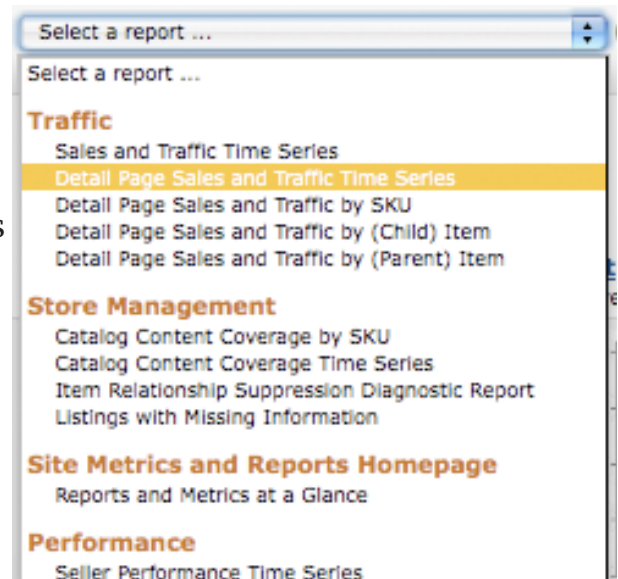
Seller Performance

The **Seller Performance** page provides statistics on your sales, refunds, chargebacks, customer feedback, and A-to-z Guarantee claims

Site Metrics and Performance

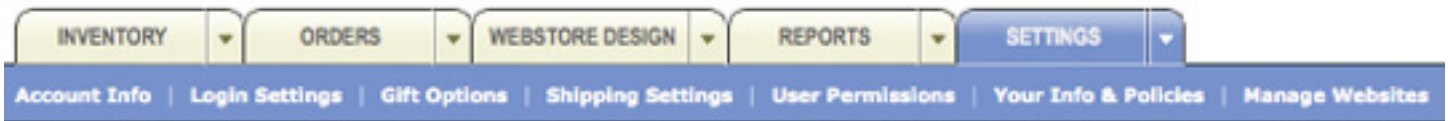
You can generate reports here showing “strategic metrics” to help you understand and improve your business. The image at right shows the list of reports you can choose from.

That’s enough about the various subcategories available on the REPORTS tab.



Click on the “SETTINGS” tab.

SETTINGS TAB



When you click on the SETTINGS tab (without selecting any of its subcategories on the blue bar beneath), you’ll get a page that lists and links to the same subcategories that appear on the blue bar. In other words, it shows you all the subcategories (features) you can access from the SETTINGS tab. It also shows whether you have permissions to mess with them. (If you don’t have permission to mess with something you think you should, you can go to the SETTINGS Tab/User Permissions page to see what’s up.)

SETTINGS has seven subcategories:

- ◇ **Account Info**
- ◇ **Login Settings**
- ◇ **Gift Options**
- ◇ **Shipping Settings**
- ◇ **User Permissions**
- ◇ **Your Info & Policies**
- ◇ **Manage Websites**

Account Info

Notification Options is where you enter the email address you want to be notified at when various things occur (for instance, you get an order).

Business Information is where you enter your customer service email address and phone number and a couple of other miscellaneous items.

Deposit Method is where you enter your bank account number that you want payments to be deposited into. If you don’t fill this out, you can’t get paid.

Charge Method is where you enter your credit card number, [so Amazon can charge you if needed].

Your Merchant Token: Amazon says this is a “unique merchant identifier that is used in Seller Desktop, AMTU, 3rd Party applications, and the SOAP/XML feeds. It is used to match up products that you upload with your merchant account.” So, it’s here if you need it.

Login Settings

Password Settings shows your Seller Central log-in email address and lets you **change your password**. If you want extra security, you can set up “security questions” that need to be answered in order to get into your account.

Gift Options

Gift Messaging lets you offer customers the option of writing a message to accompany a gift they're buying (for an entire order, or for individual products within an order). If you disable this service, customers will not be able to add messages.

Gift Wrap lets your customers choose and pay for gift-wrapping for each product in their order. If you disable it, gift wrapping will not be available.

Shipping Settings

The **Current Shipping Rates and Settings** page shows your current shipping settings, including the geographic regions you ship to, the kinds of shipping you offer (e.g., standard domestic, two-day...), and the prices you charge for shipping. You can edit these settings here.

Ship From Location

Ship From Location shows the country and zip or postal code orders will ship from.

Your Shipping Model

"Your Per Item/Weight Based Model" displays the "shipping model" you have chosen, which Amazon uses to calculate shipping charges for your products (other than Books, Music, Video and DVD; see [below](#)).

To change your shipping model (edit your shipping settings), click the **"Change Shipping Model"** button.

You'll be taken to a "Set Shipping Model" page where you either select "Price Banded" (which means shipping charges are determined by the total cost of the order), or select "Per Item/Weight-Based", in which case the shipping rate includes a fixed charge per order, plus an additional charge per item or per pound.

Click "Continue" and you'll be taken to the "Set Region and Service Level Support" page. This is where you select where in the world you're willing to ship to, and whether you're willing to ship to them by Standard, Expedited, Two-Day, and/or One-Day Shipping.

Click "Continue" and you'll go to the "Set Your Shipping Rates" page. This shows Amazon's standard shipping charges to various types of locations, such as continental United States street addresses, PO Boxes, Alaska and Hawaii, etc. If you want to make any changes to the rates, you can do so here.

Shipping Settings for Books, Music, Video, DVD

Amazon sets the shipping rates for Books, Music, Video, and DVD (BMVD) "to provide a consistent buying experience from all sellers in these categories." All BMVD sellers must offer Standard Domestic shipping; they can also offer Expedited, Two-Day, One-Day, and International shipping. You can view Amazon's rate tables for various classes of service by clicking on the "view rate table" links.

User Permissions

Here you can **grant other people permission to access your store account**. Amazon says: When you first set up your Seller Central account on Amazon.com, only the original invited user can access the features of Seller Central. But as time goes by, you might find that you want others to access your account. For example, you might want a co-worker to manage your inventory or to handle your shipping confirmations. To add users or adjust user permissions, you use the User Permissions feature.

You just fill in the person's email address, and then click the "Send Invitation" button. For more information on the process, click the "Learn more" button near the top of the User Permissions page.

Near the bottom of the User Permissions page, you can "Edit my permissions". You'll then be able to **specify which users can access which parts of your store**.

Your Info & Policies

Use these pages to add custom content about your business and policies to the Amazon website. You have eight options:

- ◇ **About Seller**
- ◇ **Seller Logo**
- ◇ **Returns & Refunds**
- ◇ **Shipping**
- ◇ **Privacy Policy**
- ◇ **Gift Services**
- ◇ **Frequently Asked Questions**
- ◇ **Custom Help Pages**

All of these pages are optional; you don't have to create them if you don't want to.

About Seller

This is where you can describe your store/business to customers. Amazon says:

The About Seller page allows you to introduce your business to your customers and build your brand. Use this section to describe how your business started, how long you've been around, what your company philosophy is, whether you have a physical store, and/or how many employees you have. Feel free to elaborate on these topics and others.

You can type information into the box in either "Design View" (WYSIWYG) or "Code View" (HTML code).

You are not allowed to include any URLs, such as to non-Amazon website; you aren't allowed to link to any site at any point. Amazon says, "Any advertisements, marketing messages (special offers) or 'calls to action' that lead, prompt, or encourage Amazon users to leave the Amazon website are prohibited." You don't need to insert your customer service contact information on your "About the Seller" page because Amazon automatically extracts

it from the information you entered at SETTINGS Tab/Account Info/Business Information.

Seller Logo

You can upload your company's logo here if you like. It has to be 120 pixels wide by 30 pixels tall, have no animation, show no URL, and be in .jpg or .gif format.

Returns & Refunds

This is where you can describe to your customers your policies for returns and refunds. Amazon says you should:

include instructions for returning items and the address to which the merchandise should be mailed. In addition, please provide as much detail as possible about your refunds policy. For example, indicate if shipping is reimbursed for damaged or defective products only, or if you withhold a fixed restocking fee from all refunds

You can type information into the box in either "Design View" (WYSIWYG) or "Code View" (HTML code).

Shipping

This is where you can describe to your customers your shipping policies and shipping rates.

You can type information into the box in either "Design View" (WYSIWYG) or "Code View" (HTML code).

Privacy Policy

This is where you can describe to your customers your privacy policy. Amazon says:

Your policy will appear below Amazon.com's privacy policy. Please refer to the section regarding use of customer information in your participation agreement with Amazon.com when drafting your privacy statement. Do not post a privacy statement that is in violation of Amazon.com's policies.

There's a "Learn more" button on the Privacy Policy page.

You can type information into the box in either "Design View" (WYSIWYG) or "Code View" (HTML code).

Gift Services

If you offer customers the option of gift-wrap or enclosing messages in gifts, you can describe your services here.

You can type information into the box in either "Design View" (WYSIWYG) or "Code View" (HTML code).

Frequently Asked Questions

Here's where you can create an FAQ for your store, "providing answers to questions about policies or products that are not answered on your other Help pages". Amazon recommends following a standard Q&A format.

You can type information into the box in either "Design View" (WYSIWYG) or "Code View" (HTML code).

Custom Help Page

You can create a Custom Help page for your customers in order to provide additional information about your store. You can also include an image.

Manage Websites

Wow! Clicking "Manage Websites" takes us right back to the **Store Management** page we started with.

How are you doing on your **5-step To-Do List**? On this page, Amazon tracks your progress, lets you know what's undone, and tries to make good suggestions to help you finish up any tasks that remain undone.

IN CLOSING

Whatever your situation, this tutorial guide hopefully provides you with the means to figure out whatever needs to be figured out, without spending days or weeks wandering through the Amazon WebStore documentation netherworld. If you benefited from this guide, please **consider making a donation**.

Remember, if you ever mess up your store beyond repair, you can delete it and create another one. Go to SETTINGS Tab/Manage Websites, and click "Manage Stores" on the wide blue bar. Then see **Appendix A to help you with the intial creation process.**

APPENDIX A: CREATING A STORE: THE SET-UP WIZARD AND ONE-CLICK STORE

If you're in the process of signing up for/creating an Amazon WebStore and you're experiencing some WTF moments, maybe this information will help.

This is also the same process you get when you click the "Create a new store" button (located WEBSTORE DESIGN Tab/Store Management/click "Manage Stores" on the wide blue bar.)

Here's the screen you get when you sign up for a WebStore:

WebStore by Amazon: Create a New Store
Build your WebStore with one click. Click the **1-Click WebStore** button to get started or you may also build your store through the [Setup Wizard](#). To drive traffic and sales it is very important to [add your own products](#) before creating your WebStore.

1-Click WebStore Settings
The following settings will be used to build your WebStore.

Theme: Modern

Style: Blue

Store Header Image: Create the store header image using the name of my company.
[What's this?](#) Use an image I provide.
Company name we will use:
ecoVillage Marketplace

Product Catalog: We will build your store using the products you are presently selling on amazon.com.
[What's this?](#)

Supplement your WebStore with Amazon Associates Program products: We will add best selling [Amazon Associates Program](#) products.

Product Content Settings: **Display Third Party Content:** Use third party item content when you're missing item content. (Note: This option will affect who receives the sale.) [See policy](#)
 Display Your Own Item Content: Display only your submitted item content unless you choose to offer third party products for sale on your WebStore. [See policy](#)

1-Click Store or Setup Wizard?

If you fill out the above page and submit it, you can easily create a "1-Click Store"; Amazon will build you a store using the theme (graphic design) you choose, and your logo if you upload it. The store will automatically be "populated" with all the products you are "presently selling on Amazon.com". If you have clicked the box next to "Supplement your WebStore with Amazon Associates Program products", you will be offered a choice of categories from which to pull Amazon products you want to offer in your own store—and earn "referral commissions" for when they sell. And all those products will populate your store as well.

If instead of filling out this form to create a 1-Click Store, you click the "Setup Wizard" link

near the top of the window, you'll get this screen:

The screenshot shows the 'WebStore by Amazon: Create a New Store' page. It features a 'Need Help?' sidebar on the left. The main content area has a heading 'WebStore by Amazon: Create a New Store' followed by instructions to use the Setup Wizard or 1-click WebStore. Below this is a section titled 'Setup Wizard Steps' which lists six steps: 1. Enter Company Information, 2. Category Structure, 3. Review/Edit Category Structure, 4. Choose a Theme, 5. Review/Edit Theme, and 6. Preview/Publish. At the bottom of the wizard steps are 'Back' and 'Setup Wizard' buttons.

I strongly recommend you choose “1-Click Store” rather than going through the Setup Wizard. The Wizard is buggy and confusing, and you can do all the stuff it leads you through more easily later, using this Guide.

So, if you want more control up-front over setting up your store, and don't mind an adventure/ordeal, you can get it via the Setup Wizard—at the cost of having to do a bunch of stuff that might be confusing. You can also just go ahead and choose a “1-Click WebStore” and then go back later and fiddle with things till you have them the way you want. In fact, that's what the **entire main part of this guide** is about.

We'll look at the Setup process for both 1-Click Stores and the Setup Wizard.

1-Click Store

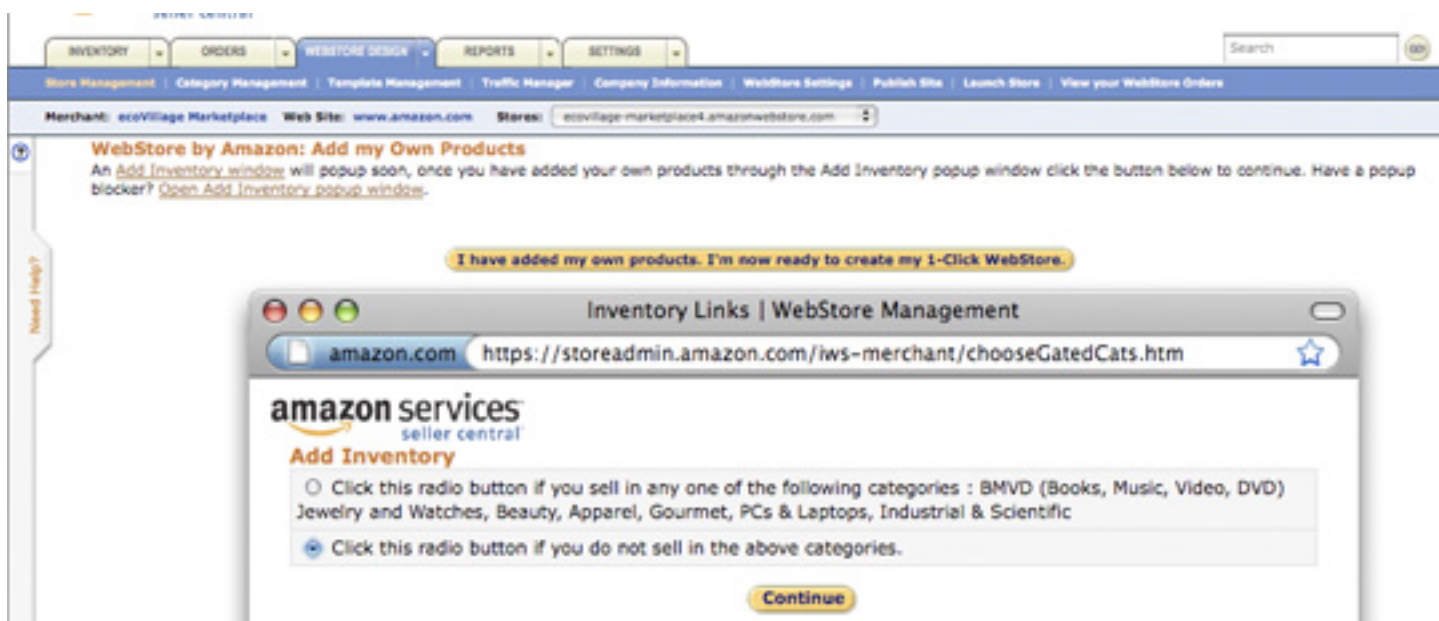
Let's look more closely at the “Create a New Store” page.

The screenshot shows the '1-Click WebStore Settings' page. It features a 'Need Help?' sidebar on the left. The main content area has a heading 'WebStore by Amazon: Create a New Store' followed by instructions to use the 1-Click WebStore button. Below this is a section titled '1-Click WebStore Settings' which lists settings for Theme (Modern), Style (Blue), Store Header Image (Create the store header image using the name of my company), and Product Catalog (We will build your store using the products you are presently selling on amazon.com).

Add Your Own Products?



In the first paragraph, you are told “it is very important to add your own products before creating your WebStore. Amazon is going to “populate” your 1-Click WebStore with your products.

In fact, you can always add products later, or you can choose to do it here. **I suggest doing it later.** If you click the “add your own products” link, you’ll be taken to an “add inventory window”. It will ask you whether you sell in any one of the following categories: BMVD (Books, Music, Video, DVD), Jewelry and Watches, Beauty, Apparel, Gourmet, PCs & Laptops, Industrial & Scientific.



If you say that you do, you will get this exquisitely confusing page:

Add Inventory

Actual Category	Alternative Category to Upload	Help
Beauty	*Health and Personal Care	Please upload your beauty products into Health and Personal Care Category
Jewelry and Watches Apparel Gourmet PCs & Laptops Industrial & Scientific	ALSO Selling on Amazon.com?: * "Everything Else" in the "Add a Product" tool. "Miscellaneous" through the "Upload Inventory File" tool NOT Selling on Amazon.com?: Self-enable access to these categories here before clicking the "Continue" button below (ignore the video link on the right)	
BMVD (Books, Music, Video, DVD)	* Everything Else in the "Add a Product tool". Miscellaneous through the "Inventory File"	

* Add the name of Actual Category in Search terms and Keywords when you upload products. This will help you better categorize your products on your WebStore

I think that what's going on here is that you have to get special permission to sell your own products in the categories of BMVD (Books, Music, Video, DVD), Jewelry and Watches, Beauty, Apparel, Gourmet, PCs & Laptops, and Industrial & Scientific. So I think Amazon is suggesting that you upload them into the "Everything Else" and "Miscellaneous" categories.

If you click on the NOT "Selling on Amazon.com?" link that says "here", you will be rewarded with this screen:

Important Message

If you intend to add the "Selling on Amazon" program to your account in the future, please be advised that access to these categories requires approval on Amazon.com.

Special Category Access

You have access to sell in these special categories:

- Apparel
- Personal Computers & Laptops
- Gourmet

Request Special Category Access

Check the categories that you want access to sell in and click **Save**.

Choose categories:	<input type="checkbox"/> Watches
	<input type="checkbox"/> Jewelry
	<input type="checkbox"/> Shoes
	<input type="checkbox"/> Industrial & Scientific

Apparently, this is where you can request special permission to sell stuff in various categories that are normally taboo.

Eventually, you should end up at the "Add Inventory" page that asks you whether you want to add your products one at a time, in bulk, or (in bulk) by downloading a desktop application that lets you add multiple products at once.

Add Inventory

Choose a method to add your inventory.

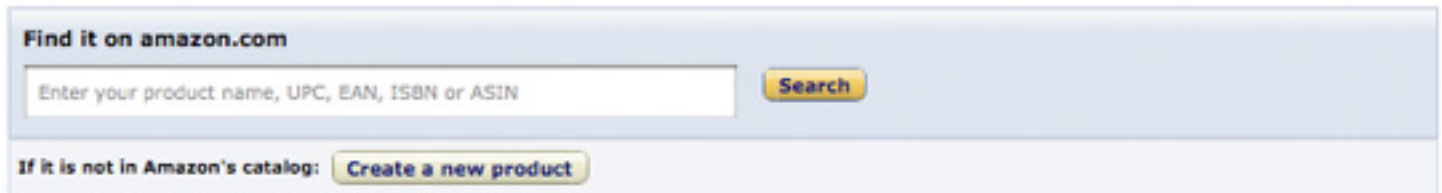
Choose One :	<input checked="" type="radio"/> Add a Single Product Use our simple online process to create a single product offering. * Recommended for up to 10 items.
	<input type="radio"/> Add Products in Bulk Upload a text file containing bulk inventory data. * Recommended for any number of products
	<input type="radio"/> Desktop Application Download and install an application that lets you add multiple products at once. * Recommended for under 1000 products. Please note that you cannot add new products to the " Everything Else/Miscellaneous " category through the Desktop Application

Amazon suggests that if you have 10 products or fewer, you should add them one at a time; otherwise, they suggest you add them in bulk. I disagree; unless you have a ton of products, why would you want to mess with learning how to set up their Microsoft Excel template or figuring out a desktop application? (I don't document these.)

I'm going to assume you clicked "Add a Single Product". And you will now be taken to an "Add a product" page.

Add a product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time. [Learn more](#)



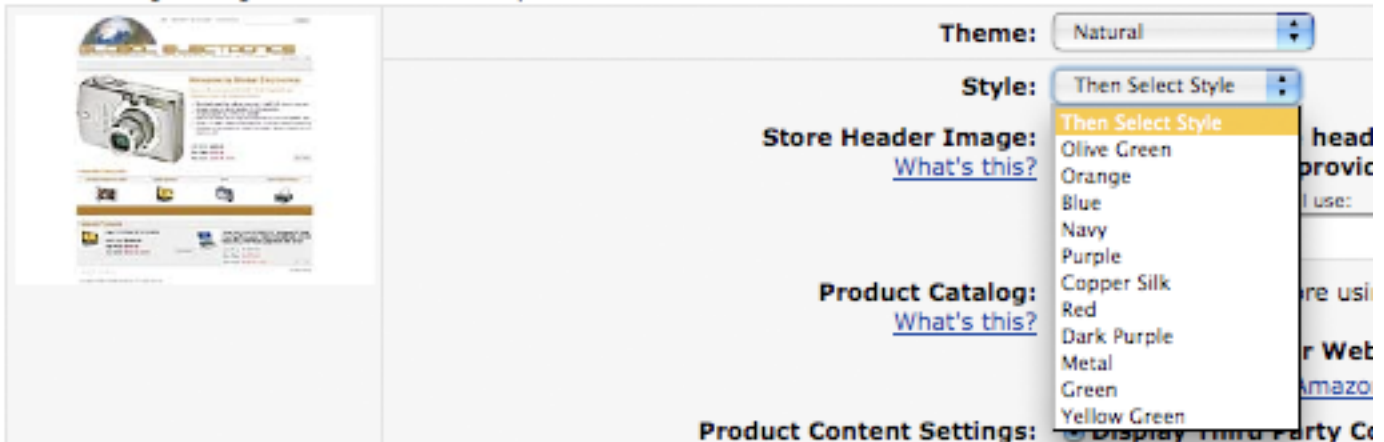
The screenshot shows a search bar with the text "Find it on amazon.com" above it. Below the search bar is a text input field containing the placeholder text "Enter your product name, UPC, EAN, ISBN or ASIN". To the right of the input field is a yellow "Search" button. Below the search bar is a link that says "If it is not in Amazon's catalog: Create a new product".

You can find out how to **add products** starting on [page 6](#) of this guide.

The Setup Wizard should deliver you to the "Choose a Theme and Style" page.

1-Click WebStore Settings

The following settings will be used to build your WebStore.



The screenshot shows a preview of a webstore header on the left and a settings panel on the right. The settings panel includes a "Theme:" dropdown menu set to "Natural", a "Style:" dropdown menu with a list of color options (Olive Green, Orange, Blue, Navy, Purple, Copper Silk, Red, Dark Purple, Metal, Green, Yellow Green), and sections for "Store Header Image:" and "Product Catalog:" with "What's this?" links. The "Product Content Settings:" section is partially visible at the bottom.

Choose a Theme and Style

Use the drop-down menu to **choose a theme**: either "Modern", "Classic", or "Natural". This is basically your site's graphic design and layout.

Depending on which theme you select, you'll get a different selection of **styles** to choose from.

Choose WebStore Header Image

Each page of your WebStore will have a header area where your store name and/or logo will be displayed. You can choose to let Amazon automatically create the header using the name of your store, or you can choose to use an image you provide, in which case you'll be prompted to upload it. As far as I can tell, if you want both your store's name and a logo in this spot, you'll have to have the store name as part of your image. There are also other ways to configure this header area once your WebStore has been created. See [WEBSTORE DESIGN Tab/Template Management](#).

Product Catalog

The next item on the “Create a New Store” page reminds you that your 1-Click Store’s **product catalog** will be populated with **items you are currently selling on Amazon**. In other words, products you’re currently selling on Amazon is what your store will initially contain.

If you want your store to also **contain some Amazon products**, sales of which you can earn a commission on, click the checkbox next to “**Supplement your WebStore with Amazon Associates Program products**: We will add best selling Amazon Associates Program products.” You have to be an Amazon Associate in order to earn commissions on these products. Click the “Amazon Associates Program” link to sign up (or go to <https://affiliate-program.amazon.com/>).

Three boxes will pop up for you to select three categories of Amazon products you want to carry in your store as an Amazon Associate. Narrow the categories down by typing a keyword in each box. For instance, for the “Books” category, you might type “animals” or “fashion”.

You’ll also see a box (“**Earn Referral Fees**”) to type your Amazon Associates ID into. You receive this ID when you sign up for the Associates Program.

Product Content Settings

The only other thing on the “Create New Store” page is “Product Content Settings”, which asks whether you want Amazon to put ads by other merchants on your store or not. Click the “See policy” links to learn more; then make your selection.

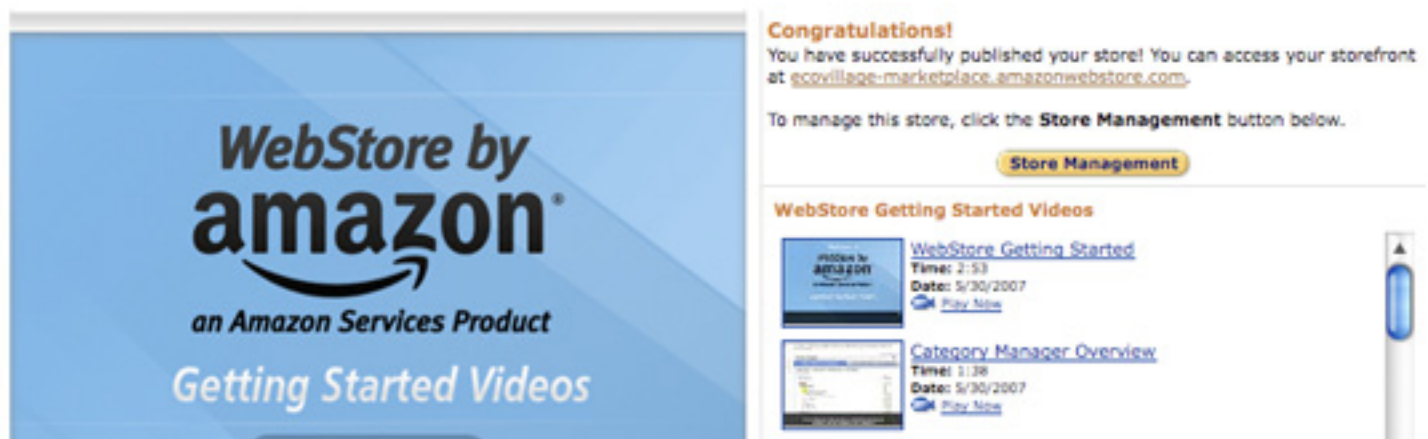
Create Your 1-Click Store

You’re ready to create your store. Click the orange “1-Click Webstore” button at the bottom of the “Create New Store” page, and you’ll be taken to a page that says it’s publishing your Webstore and that it may take a few minutes.

Once it’s done publishing, you’ll see: “Congratulations! You have successfully published your store! You can access your storefront at [your temporary URL for your store while you’re setting it up]”. If you click the link to your store, you’ll see what your store currently looks like; it’ll open in another browser page or tab.

Publishing Your WebStore

This process usually takes a few minutes, if your publish is taking longer [click here to learn more](#).



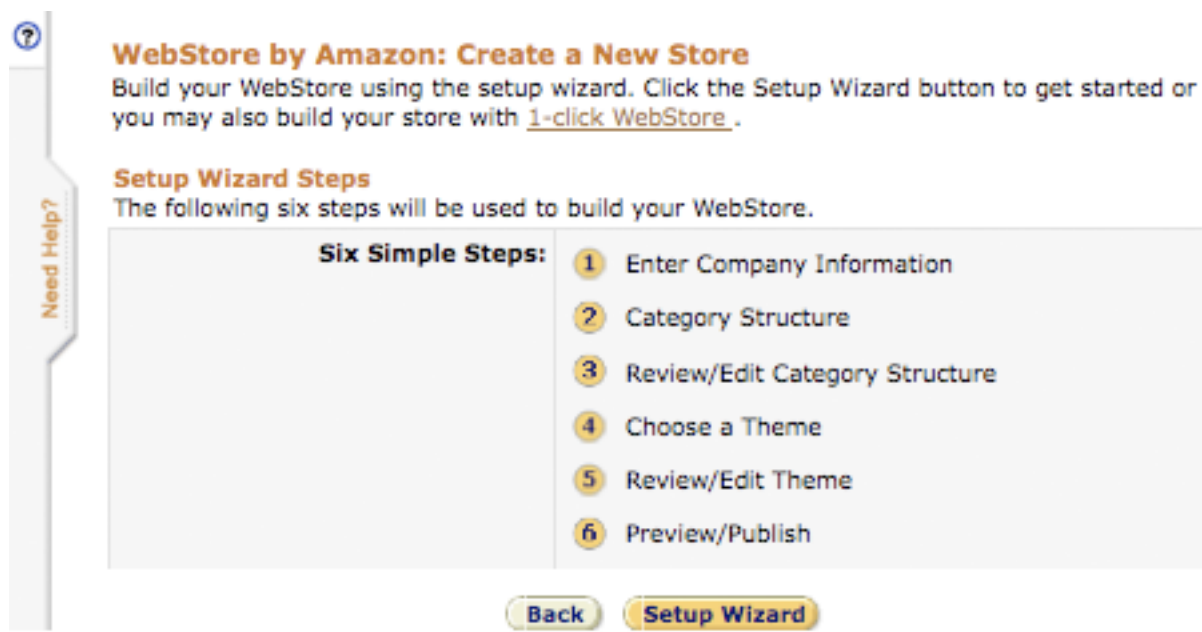
The screenshot shows a confirmation page for a newly published Amazon WebStore. On the left, there is a large blue banner with the text: "WebStore by amazon" (with the Amazon logo), "an Amazon Services Product", and "Getting Started Videos". On the right, the page displays a "Congratulations!" message: "You have successfully published your store! You can access your storefront at ecovillage-marketplace.amazonwebstore.com." Below this, it says "To manage this store, click the **Store Management** button below." and features a yellow "Store Management" button. Underneath, there is a section titled "WebStore Getting Started Videos" with two video thumbnails: "WebStore Getting Started" (Time: 2:53, Date: 5/30/2007) and "Category Manager Overview" (Time: 1:38, Date: 5/30/2007), each with a "Play Now" button.

Back on the “Congratulations” page, just below the preview link is a “Store Management” button.

If you **click the “Store Management” button**, you’ll be taken to the Seller Central Store Management page, which is where you want to be, and that’s also [where this guide begins on page 1](#).

Setup Wizard

If you choose to use the Setup Wizard instead of creating a 1-click store, here’s what you’re in for. First you’ll get this screen. Click **“Setup Wizard”**.



Company Information

You’ll get a “Company Information” page to fill out. See info on the “Company Information” page [here](#).

Category Manager/Category Structure

Next you’ll go to the **Category Manager**. See the image on the next page.



Now you must create categories to display your products on your storefront. WebStore detects that you have **2 products**.

Category Structure

Choose a method to create your initial category structure.

Initial Category Structure:	<input checked="" type="radio"/> Build Your Own Recreate an existing category structure, or create a storefront using only a small subset of the products you sell on Amazon.com.
	<input type="radio"/> Auto Categorize Let WebStore automatically create a category structure based on the category structure of Amazon.com.
Product Content Display Mode:	<input checked="" type="radio"/> Display Third Party Content: Use the product content you submitted and for missing product content use third party content. (Note: This option exposes offers by other merchants and messaging regarding these offers on your WebStore.) See policy
	<input type="radio"/> Display Your Own Item Content: Display only the product content as you've submitted it and do not use any third party content unless you choose to advertise products available through Amazon.com on your WebStore as part of our Associates program . See policy
Earn Associate Referral Fees:	Enter Associate ID <input type="text"/> You may earn Amazon Associates Program referral fees by advertising products available through Amazon.com on your website! Learn more.

Initial Category Structure: You can choose to “**Build Your Own**” category structure, meaning you select which “departments you want in your store and how they are arranged.

If you choose “**Auto Categories**” instead, Amazon will automatically create a category structure for your store based on Amazon’s own category structure.

If you choose “**Build Your Own**”, you’ll be taken to “**Review/Edit Category Structure**”. See our information on how to use the [Category Manager](#), to get a clue how to use this thing.



This step lets you review and edit your category structure and the products within categories:

- To modify your category structure and add Amazon associate products to your storefront, follow the instructions in the **Need Help?** tab to the left.
- To add your own products, you first [add them into your inventory](#), and then use the **Step 2** tab of **Category Manager** to add them to the desired category.

Launch Full Screen

Category Manager

Step 1 Manage Your Categories
Step 2 Assign Products to Categories

RENAME CATEGORY
MOVE CATEGORY
ADD NEW CATEGORY
DELETE CATEGORY

My WebStore

RENAME CATEGORY
MOVE CATEGORY
ADD NEW CATEGORY
DELETE CATEGORY

Choose a Theme and Style

After you've done your time in the Category Manager, you'll be taken to the **Theme Manager**.

Use the drop-down menu to **choose a theme**: either "Modern", "Classic", or "Natural". This is basically your site's graphic design and layout.

The screenshot shows the 'Theme Manager' interface. At the top, a progress bar indicates the current step: 1. ENTER COMPANY INFORMATION, 2. CATEGORY MANAGER, 3. REVIEW/EDIT CATEGORY STRUCTURE, 4. CHOOSE THEME (highlighted), 5. REVIEW/EDIT THEME, 6. PREVIEW/PUBLISH. Below the progress bar, the heading 'Theme Manager' is followed by the instruction: 'Please select one of the themes below. Each theme provides a default layout for your WebStore. If you want to create a more custom look, you can change several attributes, such as navigation, color, and page format.' Underneath, 'Choose a Theme' is followed by the instruction: 'Click the radio button below the desired theme. Click the thumbnail to see a larger view.' Three theme thumbnails are displayed: 'Modern' (a watch), 'Classic' (a grid of products), and 'Natural' (a camera). The 'Natural' theme is selected with a radio button. At the bottom, there are 'Back' and 'Next' buttons.

Depending on which theme you select, you'll be taken to a different selection of styles to choose from.

The screenshot shows the 'Theme Style' selection interface. The heading 'Theme Style' is followed by the instruction: 'You can choose a theme style to help customize your store. A theme style uses a specific set of colors and graphics to give your store a unique look-and-feel.' Below this, 'Choose a Theme Style' is followed by the instruction: 'Click the radio button of your desired theme style.' A grid of 12 theme style thumbnails is displayed, each with a radio button. The styles are: Olive Green, Orange, Blue, Navy, Purple, Copper Silk, Red, and Dark Purple. The 'Olive Green' style is selected.

Template Manager

After you've chosen a theme style, you'll be taken to the **Template Manager**. This is where you can customize your store's layout and design for its various pages. I strongly suggest you leave this alone for now, and deal with it later if you find that the default templates could use some changes made. Learn more about the Template Manager [here](#).



Publish Your Site

Click “Next” to escape from the Template Manager, and you will be taken to a page saying “Congratulations! You’ve successfully created your WebStore!” Now all you have to do is click the “**Publish**” button, and your store will become visible at your preview URL. [The Amazon documentation says something about a “Finished” button here, but none seems to exist. Lucky you don’t need it!]

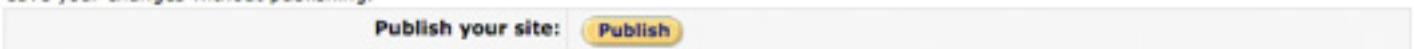


Congratulations! You've successfully created your WebStore!

Click “Publish” to make your changes viewable at the preview site or public domain, depending on your selection in **Step 1** of the Setup Wizard. To save without publishing and return to the Store Design page, click Finished. From the Store Design page, you can select a WebStore to edit.

Publish Your Site

Click the “Publish” button to make your changes viewable to the public at **ecovillage-marketplace.amazonwebstore.com**. Click “Finished” to save your changes without publishing.



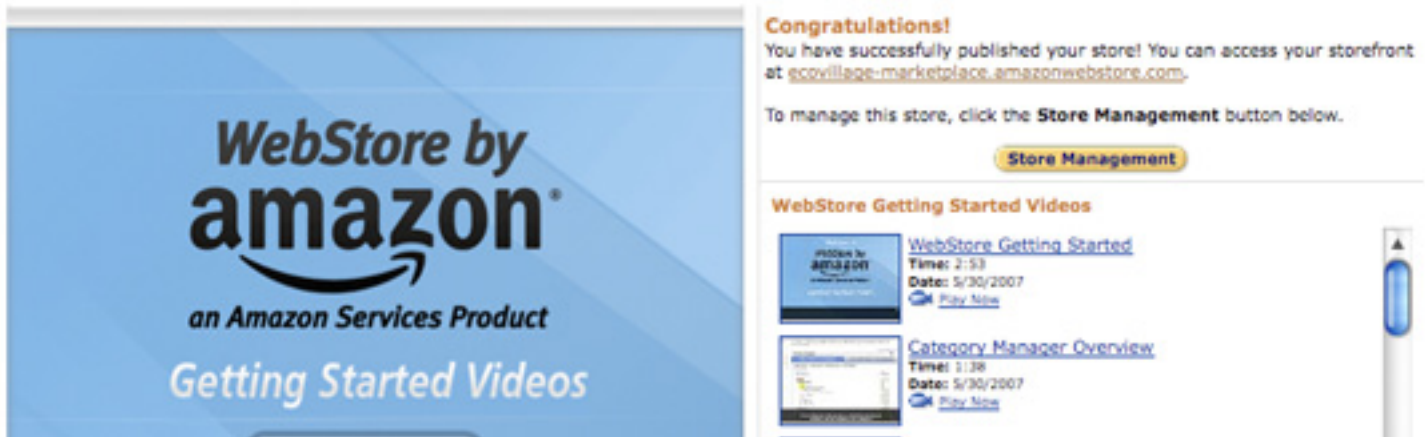
When you click the “Publish” button, you’ll be taken to a page that says it’s publishing your Webstore and that it may take a few minutes.

Once it’s done publishing, you’ll see: “Congratulations! You have successfully published your store! You can access your storefront at [your temporary URL for your store until you’re ready to go live]”. If you click the link to your store, you’ll see what your store looks

like; it'll open in another browser page or tab.

Publishing Your WebStore

This process usually takes a few minutes, if your publish is taking longer [click here to learn more](#).





Congratulations!
You have successfully published your store! You can access your storefront at ecovillage-marketplace.amazonwebstore.com.

To manage this store, click the **Store Management** button below.

Store Management

WebStore Getting Started Videos

	WebStore Getting Started Time: 2:53 Date: 5/30/2007 Play Now
	Category Manager Overview Time: 1:38 Date: 5/30/2007 Play Now

Back on the “Congratulations” page, just below the preview link is a “Store Management” button.

If you **click the “Store Management” button**, you’ll be taken to the Seller Central Store Management page, which is where you want to be, and that’s also [where this guide begins on page 1](#).

Remember, if you ever mess up your store beyond repair, you can delete it and create another one. Go to SETTINGS Tab/Manage Websites, and click “Manage Stores” on the wide blue bar. Then see [Appendix A](#) to help you with the intial creation process.

If you found this guide helpful, please [consider making a donation](#).