

Introduction to iiNet

# shoppingcart

1/7 The back office



# Introduction to iiNet Shopping Cart 1/7 – The back office

Get to know the wide range of options available with **Shopping Cart**. Our seven-part "Introduction to **Shopping Cart**" series walks you through the individual steps in one-by-one. In the individual tutorials, you'll learn how to successfully get started with your **Shopping Cart** online shop. Let's get started by getting an overview of the merchant Back Office.

## The Back Office

The Back Office is the main switchboard of your online shop. From here, you always have a clear view of your inventory, orders, customers or the design of your online shop.

The screenshot displays the iiNet Shopping Cart Back Office administration interface. The top navigation bar includes: Start, Orders, Customers, Products, Content / Categories, Booking system, Design, Marketing, Settings, and Help. The main content area is titled "Welcome to the administration" and contains several sections:

- Orders:** Manage customer orders. Create documents such as invoices and packing slips.
- Products:** Prepare your products for presentation with texts and images. Organise your inventory. → Product types → Price lists → Search statistics → Product rating
- Booking system:** Offer the option of booking appointments via the Web site.
- Marketing:** Announce your offers in the Internet. Win and keep customers. → Newsletter → Coupons → Product portals → Google Analytics → etracker - Statistics → eBay items
- Help:** You will always receive relevant help while you work. Find out how to receive this help. → First steps → Contents → Search engine optimization → User blog
- Customers:** The customer database access data. Search or purchase volumes
- Content / Categories:** Organize your product site with your own content such as news and upcoming events. → Promotional products → Contact information → Terms and Conditions
- Design:** Design your Web site using various templates. Refine your design by using images, colours, and page elements. → My Styles → Advanced design
- Settings:** Modify the settings for your web site. → Tax calculation → Country settings → Delivery and payment → E-mail settings
- Setup assistant:** Get help setting up your Web site. In just a few steps your Web site will be designed and ready to go.

The "Settings" dropdown menu is open, showing the following options:

- General settings
- User management
- Tax calculation
- Delivery and payment
- Country settings
- E-mail settings
- Product settings
- Basket settings
- Booking system settings
- eBay settings
- Setup assistant

A "Note" box on the right states: "The administration and Web site are only available for internal tests. Live operation is not permitted!". Below the note are sections for "Related help topic", "Advisor", and "Additional topics", each with a list of links. At the bottom right, there is a "Search for help topic" section with a search input field and a green arrow button.

Under the "Settings/User management", you can modify the administrator options. (E.g. A new login password for Back Office, or change of language used.)

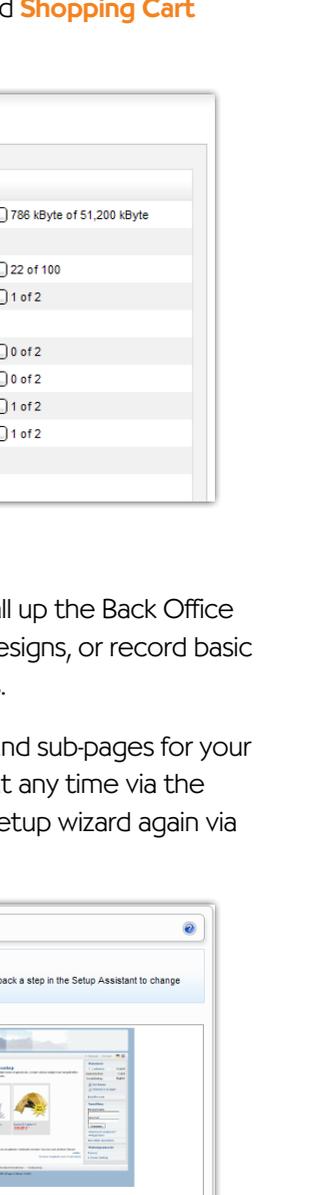
In the "Settings/General settings" menu, you'll find a status overview of your online shop. Here, you can see which features are available to you, how much of your web space you have already used or how many of the maximum allowed payment methods you have already activated. (Depending on rented **Shopping Cart** shop type.)

General settings		
Status	Page cache	Utilisation
Resource	Utilisation	
Storage space for your files		786 kByte of 51,200 kByte
Subcategories		✓
Pages		22 of 100
Sitemap		1 of 2
Introduction		✓
Image galleries		0 of 2
Guestbooks		0 of 2
Blogs		1 of 2
Forums		1 of 2
Flash page contents		✓
External page content (gadgets)		✓

## The setup wizard

The shop system will show you a setup wizard when you call up the Back Office for the first time. Using the wizard, you can theme future designs, or record basic information like contact details and the important numbers.

You can also use the setup wizard to specify the content and sub-pages for your online shop. Don't worry, you can always change this later at any time via the "Settings/General settings" menu – or you can call up the setup wizard again via the "Settings" menu at any time.



1. Topic and design >> 2. Pages and content >> 3. Contact information and presentation >> 4. Shop settings >> Finish

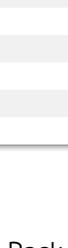
### Step 1 – Topic and design

Select a topic and design for your Web site. Based on this selection, the next stage will show suggested content. At any stage you can go back a step in the Setup Assistant to change your selection. Later you can select another template and make additional changes (colour, layout, etc).

**Selected topic**

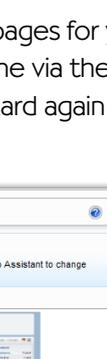
- Private Web sites
- Commercial Web sites**
  - Clubs and organisations
  - Automotive and transport
  - Trade
  - Computers and electronics
  - Building, living and property
  - Crafts
  - Art and culture
  - Education and tuition
  - Health
  - Hotels and trips
  - Leisure, entertainment, dining, and going out
  - Community facilities and social centres
  - Manufacturing industry
  - Services

**Templates**



+ Display all templates

**Template chosen: MileStones**



Customisation: 😄😄😄😄😄  
This template can be completely customised.

Next

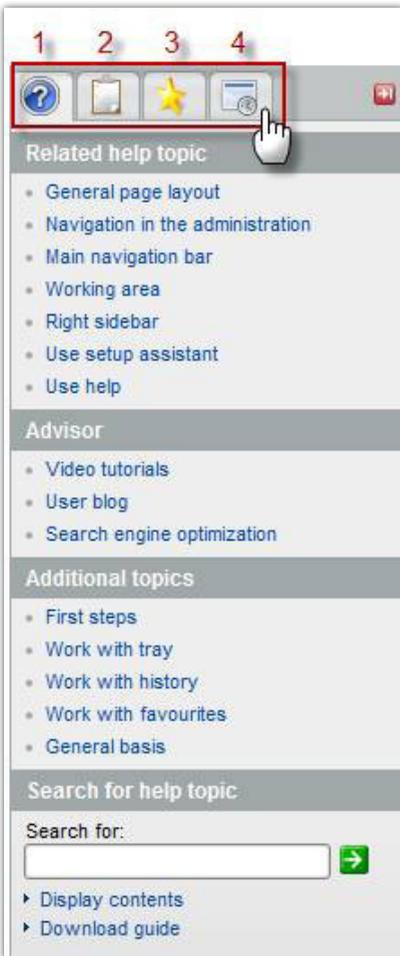
## Convenience features

In the Back Office, you will find an additional menu on the right containing many convenient features to can make working with the shop much easier. If it's hidden, you can expand it by simply clicking on the question mark (?) icon.



In the expanded menu you'll find more detailed help topics from the user manual, depending on which section you're in. This menu also provides links to videos, the **Shopping Cart** blog and a search function for the user manual.

Behind the second tab, you can transfer data from one area of the shop to another without having to enter it again.



**For example:** Highlight a selection of products in the product overview. Via the drop-down menu in the product overview, you can now copy all selected product numbers into the tray. Now insert all products into the export list for a product portal of your selection with one click to boost your marketing activities. (You can find details about the product portals in the sixth article of this series titled "Marketing")

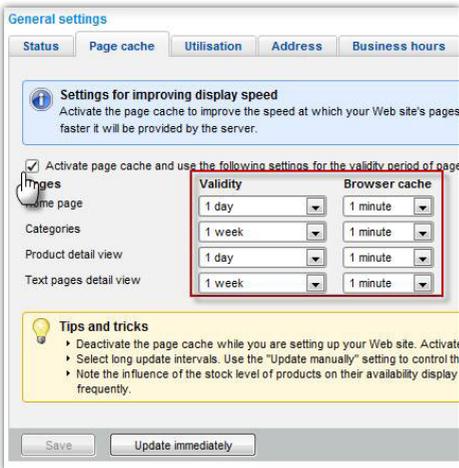
On the third tab, you'll find the favourites function of your Back Office. Expand the tab and you can add every area of your Back Office where you are currently located to your favourites. This lets you navigate even more quickly through the areas that you need most often.

The fourth tab of the convenience features contains the history. The most recent pages you have called up in the Back Office are kept here. For example, you can use the history function in combination with the tray of your shop to transfer data from one area of your back office to another area even more quickly.

## Preview function and page cache

At any time, you can switch from the Back Office to the "Storefront" of your online shop and view it just as your customers will see it. This enables you to check the effect your changes have for your customers, like design changes or the product images. To do this, simply click on the preview button in the upper edge of your Back Office. The preview button always shows you the area of your storefront that you are currently actively editing in the back office.

Next to the preview button, you will find a note about the page cache of your online shop. What does this mean? With the page cache, you can optimise the display speed of your online shop for your customers. The page cache means that every page no longer has to be output again from the database. However, if you are still working on setting up your online shop, we recommend not yet activating the page cache. If you do though, you will have to manually activate the cache before each use of the preview function in order to be able to see the effects of your editing in the storefront.



**General settings**

Status Page cache Utilisation Address Business hours

**Settings for improving display speed**  
Activate the page cache to improve the speed at which your Web site's pages faster it will be provided by the server.

Activate page cache and use the following settings for the validity period of page

Pages	Validity	Browser cache
Home page	1 day	1 minute
Categories	1 week	1 minute
Product detail view	1 day	1 minute
Text pages detail view	1 week	1 minute

**Tips and tricks**

- ▶ Deactivate the page cache while you are setting up your Web site. Activate
- ▶ Select long update intervals. Use the "Update manually" setting to control th
- ▶ Note the influence of the stock level of products on their availability display frequently.

Save Update immediately

Via the "Settings/General settings" menu, you can switch the page cache on and off and also specify the interval when the current version of the back office is to be automatically transferred to the database. You can also set the duration for how long the cache is to remain valid on the server before browser requests are again answered by the database.

**One small note:** The setting "Product detail view" contains the information about the current inventory status of the respective product. If you only have a few products in stock or you sell your products very quickly, you should set this to a short interval so that purchases won't occur when you are actually out of stock.