

## QuickStart Guide

# Sell your products

Sell your products and services online to customers locally, nationally and internationally. EasyStoreMaker Pro is an e-commerce application that makes it easy to create your e-commerce Web site.

Let's get started.

### Step 1: Review the flash demo

Open EasyStoreMaker Pro and watch the flash demo to learn what you need to do to get your online storefront up and running.

### Step 2: Launch the Configuration Wizard

The Configuration Wizard will take you through a step-by-step process on how to begin setting up your online store, including how to:

- Display your company contact details
- Set your online store name so search engines can find it
- Set up automated email messages to ensure customers get quick responses after making purchases
- Set general store details such as what type of SKUs you have, product weight information, and whether you want your products sorted by price or product name
- Set up what types of payments you'll accept, i.e. cheque, money order and credit card
- Select the main currency in which your business operates
- Assign the available shipping methods
- Choose a template design that best fits your business needs

### Step 3: Upload your product images

EasyStoreMaker Pro will take you through uploading your product photos and product descriptions, as well as assigning prices. You'll also be able to set up inventory control measures to ensure you don't oversell what you have in stock.

### Step 4: Set up your merchant account to an online payment gateway

This step allows you to have customers pay by credit card online and have those payments go directly to your company bank account. You will need to do the following:

1. Set up a merchant account. This is a line of credit contract from a bank that allows you to accept credit card transactions.
2. Once you have your merchant account, you can assign that account to a "payment gateway" to enable fast and secure transfer of payment information from customer shopping carts on your Web site to your business bank account.

Your bank will most likely recommend more than one payment gateway. Be sure to select ones that are compatible with EasyStoreMaker Pro. These include: Authorize.net, CardService – LinkPoint, Cybersource, ECHO, eSelectplus, E-xact, GoeMerchant, IntelliPay, MerchantProviders, PayFlowPro, PayPal, Plug "n" Play, PSI Gate, Quick Commerce, SkipJack and Worldpay.

### Step 5: Set your SSL certificate

To ensure your Web site is secure and trustworthy in collecting customer information through Secure Sockets Layer (SSL) encryption (i.e. <https://www.webstore.com>), you'll need to purchase a private SSL certificate from a Certificate Signing Authority. Alternatively, you can use the generic SSL certificate Bell provides for free through SSL Manager. However, the address will be more like: <https://secure9.securewebexchange.com/webstore.com> rather than <https://www.webstore.com>.

### Step 6: Launch your e-commerce Web site

Click "Publish" and your storefront will be seen on your Web site and ready to sell your products online. Plus, you will be able to build your online customer base, market your online storefront with collateral, initiatives and search engine advertising.

#### **Congratulations!**

**You've just created your very own e-commerce Web site.**

If you have any questions, please contact us at 1 866 303-0332

