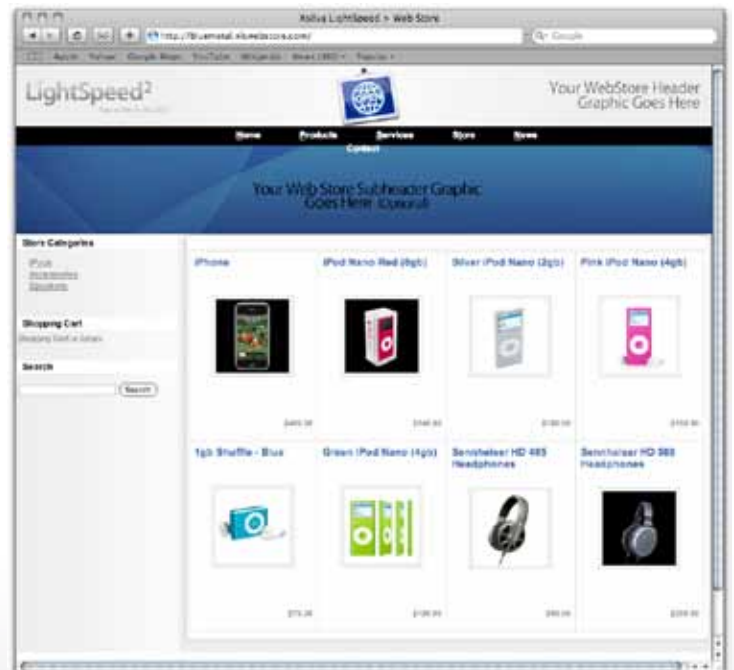


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## Introduction

Configuring LightSpeed for your Web Store begins in the Web setup panel of the Tools menu, including your FTP information, configuration of the shipping calculator, and other basic setup items. **For advanced customization, please refer to the Web Store Customization document.**



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## Configuration

LightSpeed requires basic configuration before it is able to access your host. This happens in the *Setup* tab of the Web Store setup panel, located at **Tools > Web Store**.

## Web Store

The *Web Store* tab is where you upload your Products and download your Web Orders. Clicking *Update Products* uploads the short and long descriptions, web price, shipping dimensions, categories, keywords, and image for each Product you've selected to sell online, and clicking *Download Orders* will download the Web Orders your customers have submitted to your store. First, however, you must configure your Web Categories and Keywords, your host information, and your store template before proceeding.

## FTP

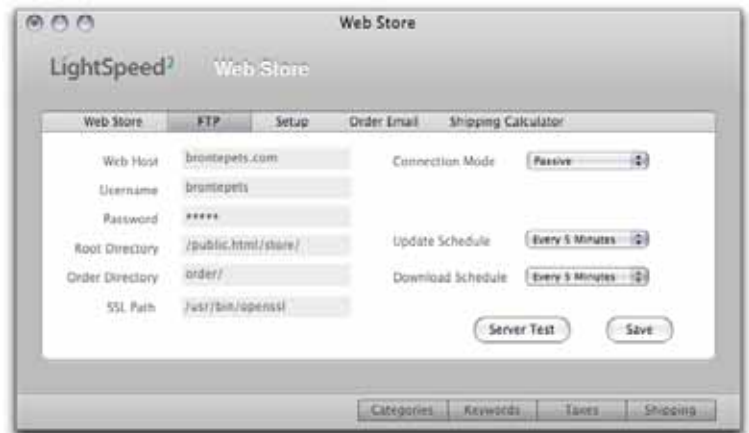
It is necessary to configure LightSpeed to communicate via FTP with your web host with just a few entries in the *Setup* tab.

- **Host:** the domain of your web host
- **Username:** the username required to log into your host account
- **Password:** the password for your host account
- **Root Directory:** where your store resides on your host's server
- **Orders Directory:** where your orders reside relative to your root directory
- **SSL Path:** the path to openssl on your host's server (normally /usr/bin/openssl)

*Connection Mode* allows you to set the FTP mode, and is set to the default "passive".

*Scheduling* lets you choose a schedule on how often your store updates, or checks for orders to download.

Click *Save* to save your changes.



Web Store Setup

## Setup

LightSpeed's Web Store is available in three pre-configured templates, and can be chosen with the pop-up menu in the *Setup* tab. Once the template is chosen, you can drag'n'drop JPEG images to customize the Web Store with your logo and images of your products in the *Header Image* and optional *Subheader Image* fields. Dimensions for these images are as follows:

<b>Xsilva:</b>	Header: 992x107 pixels	Subheader: 992x159 pixels
<b>Dark Gloss:</b>	Header: 950x100 pixels	Subheader: 950x121 pixels
<b>Blue Metal:</b>	Header: 741x110 pixels	Subheader: 741x121 pixels

Set your *Products Per Page* and *Search Results Per Page* values here.

- **Match Customers** allows you to choose what data fields will be matched when comparing Web Orders to see if the Customer already exists in LightSpeed.
- **Re-upload Photos** will insure that all images are uploaded or updated whenever the *Update Store* button is clicked in the Web Store tab of the Web Store setup panel.
- **Only Upload Products With Available Inventory** will insure that all products uploaded are in stock and have an inventory level greater than 0.
- **Upload Current Products Only** will insure that all products uploaded are marked 'current' in your system.

Click *Save* to save your changes.

## Order Email

To configure an automated email response when your customer submits their Web Order, you must indicate the following information in the *Order Email* tab.

- **Reply To Address:** the email address you want displayed as the reply-to address when your customer replies to their auto-reply email.
- **Body:** enter what you want to appear in the email here

Click *Save* to save your changes. Clicking *Reset* will clear the subject and body fields.

## Shipping Calculator

Shipping is handled via interfaces to shipping calculators from both USPS and UPS. To configure your shipping calculator, you will need to sign up for a "Webtools" account with USPS. Click the "Sign Up Info" link for more information on the signup process. If you reside in the US, there is no setup required to use the UPS calculator. It will be used by default provided that the following fields are entered:

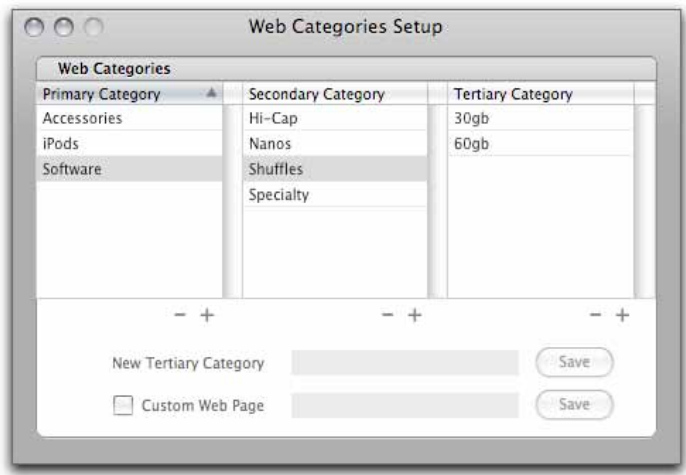
- **Account:** the USPS Webtools username/UPS shipper account number provided to you (required only for USPS, or UPS for International customers)
- **Zip Origin:** the origin zip/postal code where you will be shipping from.
- **Shipping Product:** the Product Code of a product denoted for shipping
- **Mark Up:** a fixed markup ideally used for handling purposes

## Web Categories Setup


Web Categories set the system of organization for your Products on the Web Store, and can be thought of as being in a tree formation, as Primary Categories branch off into subcategories. These Primary Categories will be displayed along the left hand side of your store and will help your customers navigate to the products they're searching. Clicking a category on the Web Store will reveal its subcategories.

To create a new Primary Category, click the "+" icon, enter the name, and click Save. To create a **Secondary Category** for that Primary Category, click the Primary Category once to select it, and click the "+" icon for Secondary Category. Name it and click Save; repeat for as many Secondary Categories as you'd like to create. Follow the same procedure for **Tertiary Categories**. To view the branches of the Category tree, start by clicking a Primary Category you wish to inspect, and continue along to view a category's subcategories.

The Custom Web Page checkbox allows you to link a category to a custom web page. Simply check the box and enter the URL for the page you want that category to link to.



Web Categories Setup

 Your webmaster will have to add this page to your web server by FTP.

## Web Keywords Setup

One way for your customer to find a Product on your Web Store will be using the search engine, located at the lower left of your store. LightSpeed allows you to set up to three different keywords that will call up a Product when they are searched. To create your list of keywords, use the Web Keywords setup panel in the Tools menu. To create a new keyword, click the New button, enter the keyword you anticipate your customers will use to find this Product, and click Save.



Web Keywords Setup

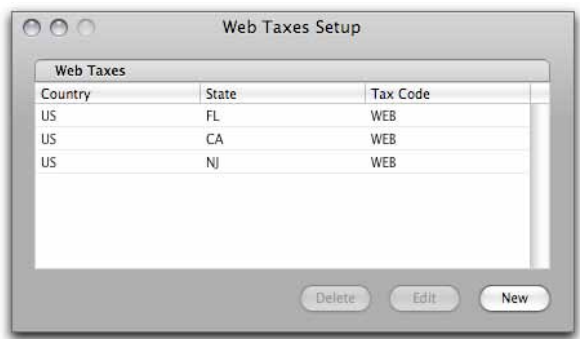
## Web Taxes

Web taxes are used to handle the way taxes get calculated for your online sales. Taxes for when people buy online may differ from the taxes you may charge in store. This panel helps you set up rules for what Tax Codes are applied based on the state/province and country of the customer. You can set up Tax Codes under **Tools > Setup > Taxes**. Create a Tax Code to correspond with the taxes you will charge for your Web Orders.

Having created the appropriate Tax Code(s) for your Web Orders, you must then enter a list of geographical regions which you'll be shipping to. When your customer places their order, the state/province will be matched to charge the appropriate Tax Code.



Tax Code Setup

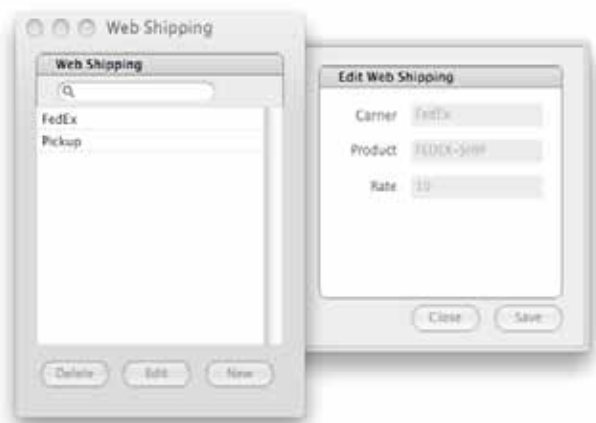


Web Taxes Setup

## Web Shipping

Web Shipping allows you to use flat rate shipping online. Each flat rate shipping charge is based on a percentage of the subtotal. The following pieces of information need to be entered:

- **Carrier:** the name of the carrier you would be sending through
- **Product:** the product code of a product denoted for shipping
- **Rate:** The rate in percentage of the shipping total based on the subtotal



Web Shipping

## Product Profile

Once you have configured your categories and keywords, open the profile of the Product you wish to sell online, and select the Web tab.

First, check the *Sell On LightSpeed Web Store* box. Then, choose the categories into which you want to organize this Product; the first pop-up menu indicates the Primary Category, the second the Secondary Category, and the third indicates the Tertiary Category. Use the pull-down menus in the Keywords fields to choose the keywords you anticipate your customer will use to find this Product in the Web Store's search engine. The Web Description field is where you enter the long description for this Product; you may choose to use the same description that is used in LightSpeed. The regular description in LightSpeed will act as the link title for the Product, and the image stored in the Product's image drawer will be what's displayed on the Web Store. The Web Price is the price that will be used on the Web Store, and may or may not be different than the regular Sell Price.

The weight and dimension fields at the bottom of the Web tab are reference fields that allow you to enter the weight, height, width, and length of your Product to calculate a Web Order's shipping charges. The weight would be in pounds, and the length, width and height in inches if you reside in the U.S., otherwise you would use kilograms and centimeters for your products respectively.



The shipping charges on your Web Orders are calculated via USPS or UPS directly, the software in itself does not manually calculate the shipping charges.

The *Re-upload Photo for this Product on Next Update* checkbox will refresh the photo of the Product if it's already on the Web Store.

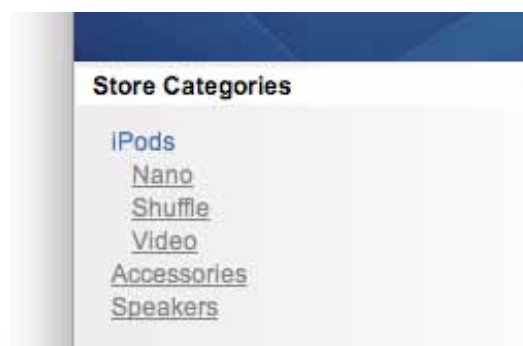
## Placing Orders

When your customers visit your Web Store, they will first see the header graphics, the Primary Categories listed along the left side, and the first six Products of the first page of your entire catalog. To navigate, they can select one of the Primary Categories to display a list of its Secondary Categories, and likewise for the Tertiary Categories. Alternately, they can enter terms in the search engine to find the Products whose keywords match.

To select a Product for ordering, your customer clicks its description, and is taken to a page where they can click the Product's Add to Cart button. Doing so will add the item to their Web Store cart, where they can edit the quantity they are ordering and clicking Update Cart



Product Profile Web Tab



Web Store Categories

to save the changes. They can add more items to the Cart at any time before checking out. A summary of their Cart will be displayed along the left beneath the Categories.




Once your customer has finished selecting Products and is ready to check out, they click the Checkout button in the Cart. They will be directed to the Checkout page, which requests their contact and billing information, including their email, address, and credit card information. There is also a notes field for any special instructions the customer would like to add. Once they are finished, they click Continue to proceed to a confirmation page; if any information is missing, they will remain on the Checkout page and will be prompted to fill in the required fields. On confirmation, they choose to either edit the information they've entered, or to place their order. Clicking the Place Order button submits the Order with the web host where it will remain until it is downloaded into LightSpeed.

## Processing Orders

Clicking the *Download Orders* button in the Web Store setup panel will request the pending Orders from the web host to be downloaded to your LightSpeed server. These unprocessed Orders will be displayed in the Browser's *Order* tab, but can also be displayed using the *Web Orders (Requested)* tracker. (See the manual chapter *Browser and Tracker* for details on setting up a tracker)

Now, the Order may be processed like any other. The customer's credit card information will be stored as an unprocessed Payment in the Deposits screen of the Order. If you use internal credit card processing, double-click the Pending Payment and click the Process Payment button to complete the transaction. If you use an external terminal, double-click the Pending Payment and enter the customer's credit card number and amount into your external terminal. Then, close that window and enter the Deposit as you normally would.

At this point, available Products can be reserved and invoiced, while backordered Products can be transitioned to a PO that will ultimately be allocated to this Order and invoiced. Apply the Payment you've just processed as a Credit on the Invoice you create from this Order.

Item Description	Quantity	Price	Total
 iPod nano (4GB black)	2	\$249.00	\$498.00
 iPod Nano Arm Band - Green	1	\$29.00	\$29.00
 Head Phones - Bang & Olufsen	1	\$159.00	\$159.00
<b>Subtotal:</b>			<b>\$686.00</b>

Web Store Cart



- When sending your customer's Order, you can print a label for their address in the Action menu of the Customer card.
- You can print packing slips or box labels from the Action menu of the Invoice when you are shipping the Order to the customer.
- Use the Set Product info feature to indicate which Products you wish to sell online; use the Criteria to select the Products you wish to upload to the Web Store, and then set your Action to set "Web" to "checked". Click Apply to make the change.