

ViArt Shop Beginner's Guide

7-steps to success



Edition 1.0
February 2015

Contents

Step 1 Installation.....	3
Step 2 Start making products.....	4
Step 3 Site Logo and CMS settings.....	6
Step 4 Payment system.....	7
Step 5 Shipping Methods.....	8
Step 6 User Types.....	9
Step 7 Orders Management.....	10
Congratulations.....	11

Step 1 Installation

To run a site on an e-commerce platform such as ViArt Shop you need to have a place where it will be stored (**hosting account**) and a site name (**domain**). ViArt Shop doesn't have any special requirements so almost any hosting will do, it needs to support PHP and have a MySQL or Postgre database.

Note: if you bought a [ViArt Hosted Package](#) you can skip this step.

Let's install ViArt Shop on a hosting account. This procedure is rather simple and consists of 2 steps: copy the files and setup database.

To **copy the files** download a .zip archive from page:

http://www.viart.com/Free_Evaluation

Unzip the files to your computer, for example in 'ViArt' folder. Open any FTP client program (if you don't have one install [FileZilla](#) – a free FTP client), connect to your hosting account and proceed copying the files from 'ViArt' folder into 'public_html' folder on your hosting (root folder can also be named 'www', 'httpdocs' or something like that). After the files are copied, right click on the 'includes' folder and specify writable permissions '777' (after installation is complete change the permissions back to '755'). For future purposes (uploading images) set '777' privileges for 'images' folder and all folders within as well.

Setup database. First of all, you need to create a database and assign to it a database user. This is usually done via hosting cpanel or phpMyadmin, you can also ask your hosting provider to do that for you. Once you have a database for ViArt Shop ready, open any browser and enter your domain – you should be directed to a page like <http://www.site.com/install.php>. You will see an Installation Wizard where you need to select a database type and specify your database login. Except *License Agreement* usually you don't need to select anymore checkboxes. Next Wizard steps offer to create login for ViArt Shop administrator and select design.

Now ViArt Shop is installed. More detailed information about Installation procedure is found here:

http://www.viart.com/installation_of_vuart_shop.html

You can also order the Installation service from our experts:

<http://www.viart.com/php-shopping-cart-install>

Step 2 Start making products

After installation ViArt Shop has 50 demo products, they exist only as examples. Free version has a limitation of 50 products so you will need to delete at least some of them to start adding your own ones - tick the product checkboxes on **Dashboard > Products > Products & Categories** and at the bottom of the page click **Delete Selected (2)**. There is also a way to delete all products at once - in **Dashboard** in the right hand corner under Common Tasks click **Delete Products**.

To add a new product browse to **Dashboard > Products > Products & Categories** and at the bottom of the page find a link **Add New**.

The screenshot shows the 'Edit Product' form in ViArt Shop. The breadcrumb trail is 'Dashboard > Products > Products & Categories > Edit Product'. The form has several tabs: 'Recurring', 'Points & Credits', 'Notification', 'Rating / Notes', and 'Access Levels'. The 'General' tab is selected, showing various product settings. Key fields highlighted with orange boxes include 'Product Type *' (a dropdown menu), 'Product Name *' (a text input field), and 'Price (List Price) *' (a text input field). Other visible fields include 'Approved' (radio buttons for Yes/No), 'Product Order #' (text input with value 2), 'Code', 'Friendly URL', 'Manufacturer' (dropdown), 'Manufacturer Code' (text input), 'Merchant' (dropdown with 'Select User'), 'Direct Link to buy product', 'Product Issue Date' (calendar icon), 'Additional Options' (checkbox for 'Allow product comparison'), 'Assign Tax' (dropdown), 'Tax free product' (checkbox), 'Language' (dropdown), and 'Google Merchant Center Product Type' (dropdown with 'Not Exported'). The 'Pricing' section includes 'All prices exclude TAX' (with a link to 'Change settings here'), 'Allow customers to change the price' (checkbox), 'Activate Discount' (checkbox), 'Discount Price' (text input), 'Discount Trade Price' (text input), and 'Price Preview (how it will appear on the page)' (text input showing 'Price: \$0.00').

In the opened page you will see a lot of fields and tabs with product settings, however to create a product only 3 fields are required: **Product Type**, **Product Name** and **Price (List Price)**, you can fill the rest later. Other important fields are: **Short Description** (shows up on products list page), **Full Description** (shows up on product details page), **Small** and **Large** images and **Special Offer** tab where you can flag product to show up in *Special Offer* block.

The detailed explanation of all product fields and settings is provided in this manual:
http://www.viart.com/how_to_add_products.html

The same procedure needs to be done with categories: on **Dashboard > Products > Products & Categories** click on **Add Category**. There you need to specify a category name and its level (parent category). More information read here:

http://www.viart.com/how_to_add_categories.html

Note, additional product settings (or attributes) such as Options, Additional Images, Specifications, Related Items, Accessories etc. are located below product name on **Dashboard > Products > Products & Categories**.

Dashboard > Products > Products & Categories

Top		Custom Layout	
<input type="checkbox"/>	Product	Price	Qty
<input type="checkbox"/>	VAIO TZ Series Notebook PC VGN-TZ398U/XC Edit Prices Images Options & Components Specification Related Categories Accessories Releases	\$3,499.99	

Prices –is used for setting up retail prices when user buys many products at once e.g. one product could cost \$10, fifty products - \$9, **Images** – there you can add more product images which will appear under the main product image on products details page, **Options & Components** – there you can create product options such as Size, Colour, Gift Wrapping etc. or add a Subcomponent Selection when product is supplied with additional items, **Specification** – is a static information with product characteristics, **Related** – is used to assign related products which will appear in various *Related* blocks, **Categories** – allows to assign product in a couple of categories at once, **Accessories** – products assigned in this section will appear only on product details page in *Accessories* tab (next to description), **Releases** – this feature is used only for downloadable products.

More detailed information about each attribute read at http://www.viart.com/product_attributes

New products and categories can also be added with the help of **CSV** or **XML import**. To proceed correctly, first of all, we recommend making an export of demo products – at the bottom of the **Dashboard > Products > Products & Categories** click on **Export All**. Open the generated export file, look at the column names and values and then fill this document with your own data. Please remember to keep the separator symbol intact – if your export file columns are delimited by comma, then keep using it throughout the file and the content with commas (for example description) put in quote marks. Next on **Dashboard > Products > Products & Categories** click **Import Products** and select your updated CSV file. Note, Excel program sometimes changes the text charset so if after import you see question marks or other odd symbols we recommend to do an export/import procedure again but this time use a Notepad or other similar editor which will not assign a different charset to the file.

For more information about import/export process please go to

http://www.viart.com/export_import_products.html

Step 3 Site Logo and CMS settings

To replace default ViArt Shop logo with your own one go to **Settings > System > Global Settings**, navigate to **Logo Settings** section and click on 'Upload Image' where select your company logo. More information about logos is available here:

http://www.viart.com/how_to_change_site_logo.html

All blocks and layout of pages is controlled by CMS (Content Management System). Click on **CMS tab** and in **Pages Layouts** section click on a page you would like to edit. There you can select in how many columns to show blocks (*Layout* drop down), move blocks around (click on a block and use arrows), add other available blocks from the right-hand menu and select block settings (click on Tools icon next to the block name). After you make the changes click on **Save** button.

The screenshot displays the CMS layout editor interface. At the top, a purple bar indicates "Changes saved". Below this, a yellow bar shows the "Layout" set to "Three Columns" and a "META DATA" tab. The main area is divided into three columns: "Header", "Left Column", "Middle Column", and "Right Column". Each column contains several blocks with icons for adding, removing, and moving them. The "Left Column" includes blocks like "Currency Converter", "Languages", "Small Cart", "Search Form", and "Top Rated". The "Middle Column" includes "Special Offer", "Categories List", and "Hot News". The "Right Column" includes "Categories List" and "User Login". At the bottom, a "Save" button is highlighted with an orange circle and an arrow pointing to it.

More detailed explanation of basic CMS settings is in this manual:

http://www.viart.com/cms_basic_settings.html

ViArt Shop provides vast possibilities to manage a page display directly in CMS, from changing a block name (**Block Title** field in any block settings) to building blocks into each other (for example, Small Cart into Header) and changing styles.

You can read more about advanced information on CMS at

http://www.viart.com/cms_blocks_and_frames_settings.html

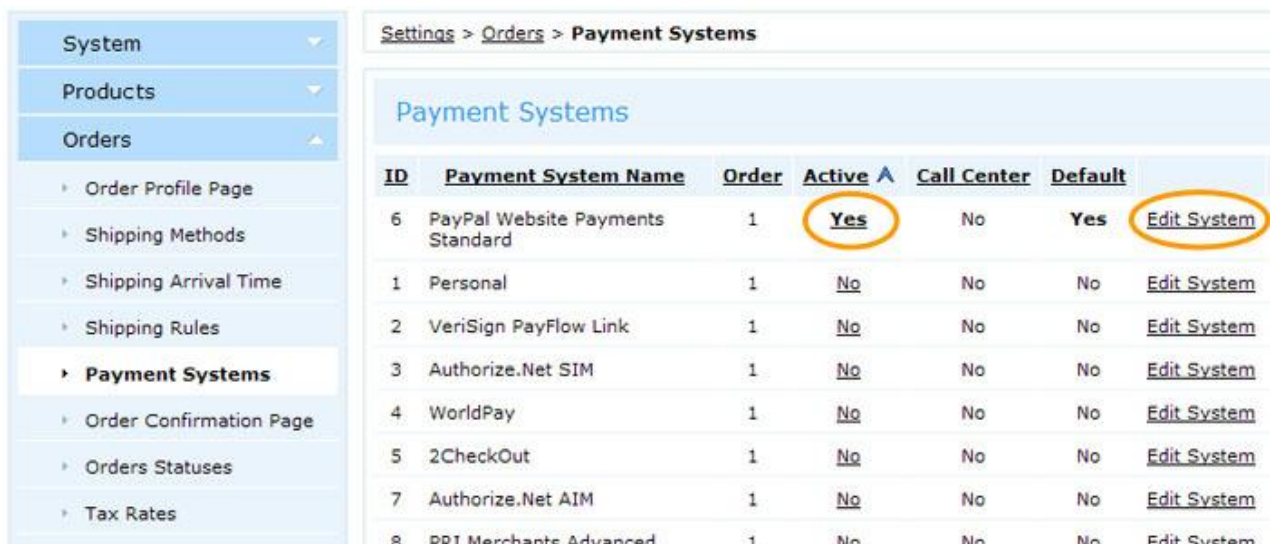
http://www.viart.com/CMS_Layouts.html

To change Design scheme go to **CMS > Designs** and select one of the available designs. Keep in mind for some themes you can change colour by clicking **Change Active Scheme** link.

Step 4 Payment System

Once the shop content is ready, prepare the site for customers. First of all, you need to decide what payment system to use. There are over 100 integrated payment systems in ViArt Shop, check the full list [here](#). What means integrated? It means for every integrated system ViArt has a special script that connects with the payment gateway and sends to it order parameters, performs secure checks and receives a reply from payment processor about status of the transaction - all that enables online payments in your shop. In order to activate a payment system usually you need to register an account with the gateway and enter your account information in ViArt Shop admin. You can find installation instructions on every payment system page (**Settings > Orders > Payment Systems > Edit System**).

Let's take PayPal for example. Go to **Settings > Orders > Payment Systems** find **PayPal Website Payments Standard** and activate it (by changing *No* to *Yes* under **Active** column) then proceed to **Edit System** page.



The screenshot shows the 'Payment Systems' configuration page in the ViArt Shop admin. The left sidebar contains a navigation menu with 'Payment Systems' selected. The main content area displays a table of payment systems. The 'PayPal Website Payments Standard' system (ID 6) is highlighted, with its 'Active' status set to 'Yes' and the 'Edit System' link circled in orange.

ID	Payment System Name	Order	Active	Call Center	Default	
6	PayPal Website Payments Standard	1	Yes	No	Yes	Edit System
1	Personal	1	No	No	No	Edit System
2	VeriSign PayFlow Link	1	No	No	No	Edit System
3	Authorize.Net SIM	1	No	No	No	Edit System
4	WorldPay	1	No	No	No	Edit System
5	2CheckOut	1	No	No	No	Edit System
7	Authorize.Net AIM	1	No	No	No	Edit System
8	PRI Merchants Advanced	1	No	No	No	Edit System

On this page you need to specify your PayPal **business email** address. If you don't have one register a merchant account [here](#). Once you've registered an account or logged in, go to **Profile** in your PayPal account and click **Payment Receiving Preferences** (located in the right column). Further go to **Profile > Instant Payment Notification Preferences** activate Instant Payment Notification and set **Notification URL** as http://www.site.com/payments/paypal_ipn.php Next you need to obtain a PDT (Payment Data Transfer) identity token. Go to **Profile > Website Payment Preferences** (under Seller Preferences column). Turn on **Auto Return** so that your customers return to your website once they complete their PayPal payments. For **Return URL** specify URL: http://www.site.com/order_final.php Then set **Payment Data Transfer** to 'On' and click 'Save'. Further click on Website Payment Preferences in the Seller Preferences column. Scroll down to the Payment Data Transfer section to view your **PDT identity token** (on the right), copy it and paste in ViArt Shop in the 'at' parameter field.

More about PayPal Standard find here: http://www.viart.com/paypal_website_payments_standard.html

Step 5 Shipping Methods

If you are going to send products using your own shipping calculations e.g. free shipping in USA or \$5 per kg for international orders etc. you need to activate **Custom Shipping Module** in **Settings > Orders > Shipping Methods** and then create your methods in **Shipping Methods** section.

Settings > Orders > Shipping Methods

Shipping Modules

ID ▲ ▼	Shipping Module ▲ ▼	Active ▲ ▼	Default ▲ ▼	Call Center ▲ ▼		
1	Custom Shipping	Yes	Yes	Yes	Edit Shipping Module	Shipping Methods
2	UPS	No	No	No	Edit Shipping Module	Shipping Methods
3	USPS V4	No	No	No	Edit Shipping Module	Shipping Methods

Note: to create **free shipping** add a new shipping method as usual but specify *Shipping Cost Per Order* = 0, alternatively you can activate *Free Shipping* setting in **Dashboard > Products > Products & Categories > Edit Product > Stock & Shipping** tab.

More information about shipping settings please read at:

http://www.viart.com/internal_shipping.html

Also you can activate a third party shipping module such as UPS, USPS, FedEx, CanadaPost or AustraliaPost. The main difference here is that all calculations will be done on external shipping server, ViArt Shop just sends a request with order parameters and server returns available shipping methods and costs. With these modules you just need to specify your merchant login details in **Settings > Orders > Shipping Methods > Edit Shipping Module** and activate or disable available shipping methods in **Settings > Orders > Shipping Methods > UPS > Shipping Methods**. Instructions on how to activate a shipping module are provided in the *Notes* box of every module.

Settings > Orders > Shipping Methods > UPS > Edit Shipping Module

Edit Shipping Module

Is Active

Is Default (use this shipping module by default to calculate shipping cost)

Use for Call Center

Shipping Module Name *

User Module Name

Notes →

United Parcel Service (UPS)

Obtain UserID, Password and Developer's Key from your country's UPS E-Business web site. (See the 'Security Elements' section in the Product Overview chapter.)

Obtain Access Key. (See 'Security Elements' in the Product Overview section.)

For Signature Tracking and Shipping, follow the product certification process identified in the Customer Integration Environment section.

Fill in the parameters list below and set UPS system as active and begin receive you online shipping rates.

ShipperPostalCode - The shipper's postal code. Required if country utilizes postal codes (i.e. US & PR)

ShipperCountryCode - The UPS billing code for the shipper's country. See Origin Country Information table. Default = US.

Step 6 User Types

Next decide what user types will be available in your shop and what information users should provide during registration. In **Settings > Site Users > User Types** already exists one default user type 'Customer'.

ID	User Type	Active	Default	Edit Type	Subscriptions	Profile Settings	Product Settings	Contact Settings
1	Customer	Yes	Yes	Edit Type	Subscriptions	Profile Settings	Product Settings	Contact Settings

[Add New User Type](#)

You can edit customer type settings on **Edit Type** page, for example what sections are showing up in User Home (My Orders, My Forums, My Support Requests etc.) and whether account should be automatically approved.

To select registration fields (Name, Email, Phone etc.) click **Profile Settings** where go to **Predefined Fields** and mark the fields users should fill. In **Custom Fields** tab you can add your own fields such as 'How did you find our site?' etc. Also in Profile Settings you can activate the **Registration Notification** which informs customers about successful registration, their login details and other info - you can edit the text however you wish.

Note, the fields that customers see on checkout are set up in a different place **Settings > Orders > Order Profile Page > Predefined Fields** usually they are auto-filled with data from customer's profile.

In ViArt Shop you can create **Subscriptions** – paid user accounts. Subscriptions are usually used to set up multi-layered access to products, categories, articles or custom pages. Please read more here: <http://www.viart.com/subscriptions.html>

It is possible to assign a permanent discount on all products for some user types in Settings > Site Users > User Types > Edit Type > '**Discounts, Fees, Commissions**' tab.

In future you may create **Affiliates** and **Merchants** user types:

http://www.viart.com/configuring_affiliate_module.html

http://www.viart.com/merchant_sales_module.html

Also users have a possibility to accumulate **points or credits** for successful orders. Bonus system is activated in **Settings > Products > Products Settings > Points & Credits** tab.

Read more at http://www.viart.com/bonus_credits_module.html

Step 7 Orders Management

Now everything is ready for online orders except invoice layout and order notifications. Invoice settings are located in **Settings > Orders > Printable Page Settings**. Make sure to specify your business address and logo in **Invoice Page Settings**. Select cart columns and other settings and click Update.

Settings > Orders > Printable Page Settings

PDF Settings **Invoice Page Settings** Packing Slip Page Settings

Invoice Page Settings

Image Logo (showing at the top right of the page)

Header (showing at the top left of the page)

Footer (showing at the bottom of the page)

There are many ways to set up an order notification. If you wish to send a PDF invoice in attachment it is best to use **Settings > Orders > Payment Systems > Final Checkout Settings > Email Notification**.

Payment Systems

ID	Payment System Name	Order	Active [▲]	Call Center	Default				
1	Personal	1	Yes	Yes	Yes	Edit System	Payment Details Page	Final Checkout Page	Recurring Settings
6	PayPal Website Payments Standard	1	Yes	Yes	No	Edit System	Payment Details Page	Final Checkout Page	Recurring Settings

Email Notification

Send Notification to Administrator On Success On Pending On Failure

Enable PGP encryption (click here to specify global PGP encryption parameters)

To (click here to learn more about all email fields)

From

Cc

Bcc

Reply To

Return Path

Attachments PDF Invoice

Subject

Also you can set up special notifications for different order statuses in **Settings > Orders > Orders Statuses**. For example, when user places an order first it becomes *Validated* then after administrator reviews the order and dispatches items he can change order status to *Goods Shipped* and appropriate notification with Shipping Tracking Number is sent out (remember next to message body is '[click here](#)' link leading to a page with dynamic content tags e.g. {first_name}, {basket}, {shipping_tracking_id} etc.)

Congratulations you have set up your first ViArt Shop site!

Learn more possibilities of this shopping cart at
http://www.viart.com/viart_users_guide_version_4.html

If you have any questions left don't hesitate to contact our friendly support team
<https://www.viart.com/support.php>

Hope to hear from you soon!

Sincerely yours
ViArt Team

www.viart.com

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