

OWNER MANUAL

To manage GiftsNThrifts.com click the *“Enhance!”* link at the bottom of the page...



This will open the Login page, enter your Username & Password and click Login...

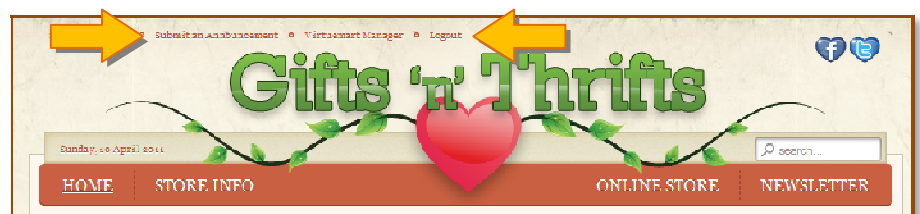


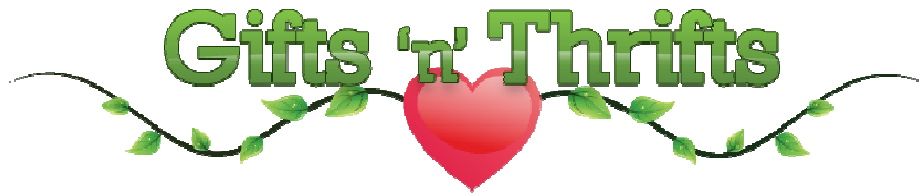
NOTE:

Do NOT check the “Remember Me” box from a public or shared computer. If this box is checked upon logging-in, you MUST click the “Logout” link (at the very top of the page) when you’re done working on the site. This will ensure secure access by only approved users.

Once Logged In, three “Administrative” links appear across the top of the page (see below). The following sections will explain how to:

- Submit an Announcement
- Manage “Virtuemart”
- Send a Newsletter
- Logout of GiftsNThrifts.com



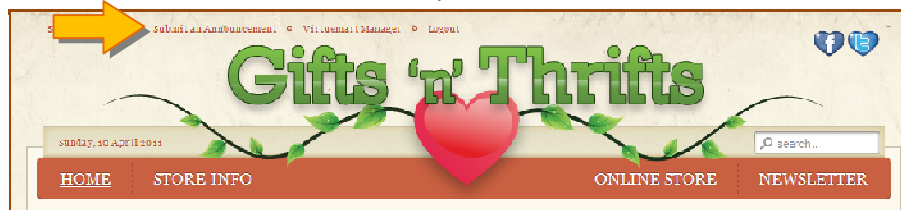


SUBMIT AN ANNOUNCEMENT

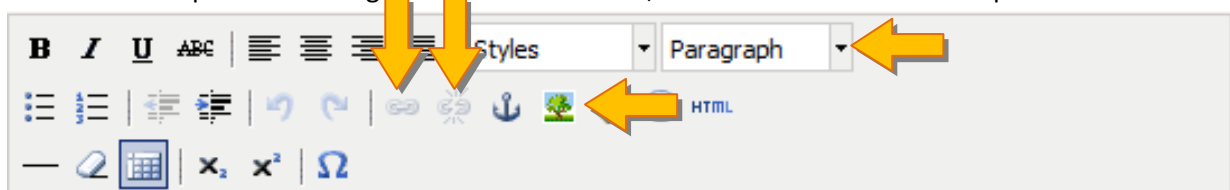
“Store Announcements” are blog-style posts that will appear on the website’s homepage in a news feed on Gifts ‘n’ Thrifts’ homepage. This is a tool for you to notify your website visitors of new products, changes in the store’s hours, special sales or events, and any other relevant information that you want your customer base to know.

STEPS:

- 1) Login to *GiftsnThrifts.com* as explained on Page 1 of this document.
- 2) Click on the “Submit an Announcement” link in the Top Menu:



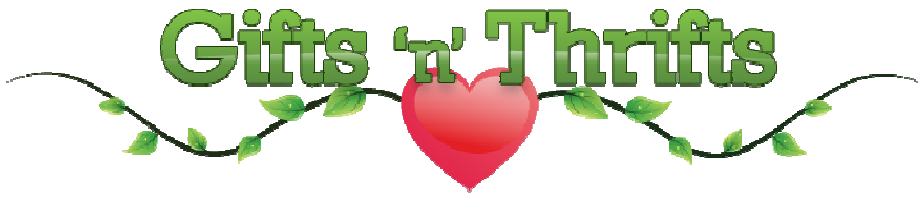
- 3) This will bring up the form for submitting an announcement. The interface is similar to Microsoft Word or other text editors, as far as Bold/Italics/Underline, Alignment, Bullets/Numbering. Here are some key features to use:
 - a. Paragraph Box – Use **Heading 1** or **Heading 2** to create paragraph headings/titles
 - i. These help break up the page if there are multiple paragraphs
 - b. Chain Links – Select text to turn into a link. Click on the Chain Link icon and fill out the pop-up screen.
 - i. Enter the URL (Web Address) of the link you want to add.
 - ii. Set Target to “New Window” if the link is external to *GiftsnThrifts.com*
 - iii. Add a Title, which will appear when the mouse is hovered over the link in the announcement
 - iv. Click “Insert” (Leave the Class box as --Not Set--)
 - v. Select the text of an established link and click the Broken Chain Links to easily remove a link
 - c. Click on the Tree icon to insert a picture or image from an established URL (internet address)
 - d. If you need to locate an image, click on the *Image* button (below the main text box)
 - i. To Upload new images for announcements, send me an e-mail with the picture attached



- 4) When done typing/editing the Announcement, define the Publishing parameters below
 - a. Section – Change to “Store Announcements”
 - b. Category – Choose “New Products” or “General Postings”
 - c. Published – Select *Yes*
 - d. Show on Frontpage – Select *No*
 - e. Author Alias – Type your name (Optional)
 - f. Start Publishing – Only change if you want to delay publication

- g. End Publishing – Only add a date if you want the announcement to be removed after a given date/time
 - h. Access Level – Leave as Public
- 5) Metadata – This section should be populated to increase your odds of coming up in search engine results.
- a. As an example, let's say you were to post an article about a new Halloween outfit for the Welcome Bear product. You fill in the Description as "New Welcome Bear Halloween Costume Available at Gifts 'n' Thrifts", and then fill in Keywords as "welcome bear, Halloween, costume, crafts, bear ... " (and any other keywords that relate)
 - b. Now, when someone goes to search on Google for "Welcome Bear Halloween Costume", Google will not "read" your announcement. Instead, it will skim the internet for *metadata* that relates, trying to match my search query to the metadata that's been made available. That's why it is key to have these fields accurately populated when posting to your website.
 - c. Metadata is not readily visible to your website visitors, rather only used by search engines, such as Google, to find content on the internet. Think of it as a *very* concise summary of your article or posting, which allows Google to more quickly read it and find out if it relates to the user's search query.
- 6) Scroll back to the top of the page, and click the *Save* button
- 7) You will be returned to the *GiftsnThrifts.com* homepage
- 8) Unless you specified a different Start Publishing date, your article should appear on the front page immediately.

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MANAGING VIRTUEMART

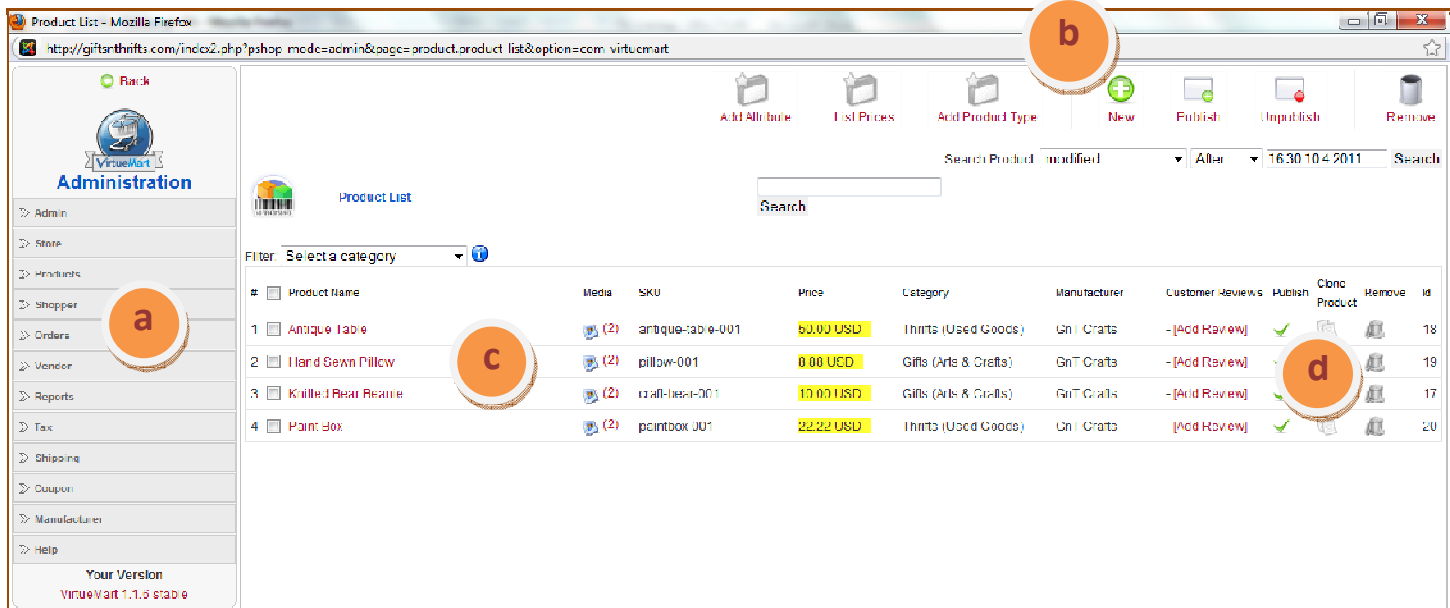
GiftsnThrifts.com has an integrated online store, which is powered by the *Virtuemart* component. The *Virtuemart* component has a full-range of functionality, from managing international shipments, to calculating specialized taxation. However, this is currently only used as a “Catalog” for your business. This is important to keep in mind as you add products, as there are several dozen fields that could be filled in for each product. For your purpose, only fill-in and change the ones noted in the following steps.

STEPS:

- 1) Login to *GiftsnThrifts.com* as explained on Page 1 of this document.
- 2) Click on the “Virtuemart Manager” link in the Top Menu:



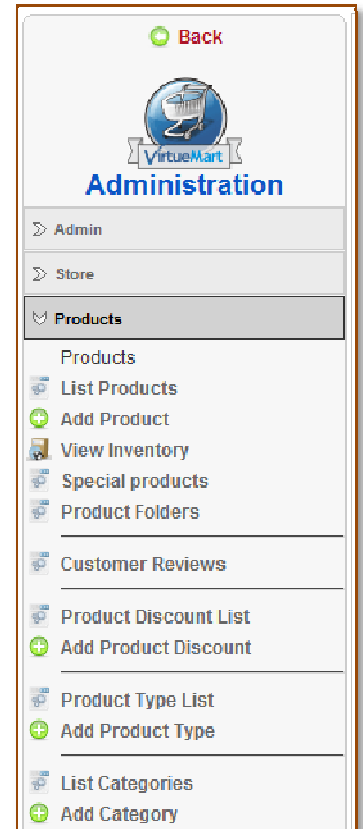
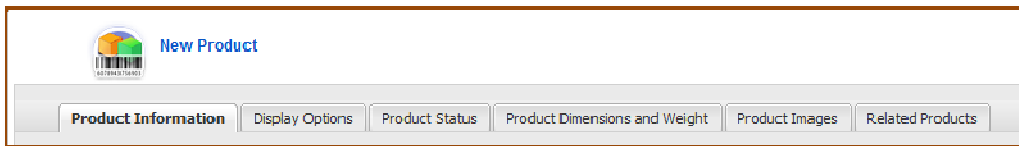
- 3) This will bring up a new window with the Product List page of the Virtuemart interface
- 4) Take note of a key few features/sections of this interface:



- a. Accordion-Style Menu – Use this as your main way of navigating Virtuemart Administration
 - i. You will be MAINLY working out of the > **Products** section of this menu
- b. New Button – Use this to jump right into creating a new product
- c. List of Products – Click on a Product Name to edit it, use the Filter to view select products
- d. Quick Icons – Click these to Publish/Unpublish, Clone (Copy), or Delete a Product with one click

* **NOTE:** If the Virtuemart interface gets screwed up for any reason, close the window and click on the link atop GiftsNThrifs.com to open a fresh session. This has been known to happen from time-to-time when saving new products, or trying to back out of editing certain pages in this component.

- 5) Adding a new product is relatively easy, and only gets easier with each new product. Follow the steps below.
- 6) Click on the **+ New** button at the top of the Product List page. Alternately, you can click on the **+ Add Product** button in the left menu under **Products**
 - a. If **Products** is not expanded, click to expand as shown to the right:
- 7) The **New Product** screen appears with the following Tabs. Fill out the information as listed in the remaining steps. Only fill out the fields noted below, leave the rest of the fields blank or with the default values. You can change between tabs without saving, but be sure to click **Save** (top-right of screen) once complete.



- 8) Product Information
 - a. SKU – Unique product number, recommended creating a special numbering methodology for all products, such as all Arts & Crafts start with “AC-“ and all Thrifts start with “TH-“, then consequent codes that define the product. This will greatly help track sales & inventory.
 - b. Name – Product Name
 - c. Manufacturer – Select Manufacturer (see step 19 to add to this list)
 - d. Category – Select a Category
 - e. Product Price (Net) – Enter a Price for the Product
 - f. Short Description – Enter a brief description of the product
 - g. Product Description – Type a longer description (few sentences) promoting the product
 - i. Remember to use the **Paragraph** : Heading 1 to create paragraph sections
 - ii. Example: Description, Features, Available Outfits, Alternate Colors
 - h. Display Options – Leave default values & settings – *No Changes*
- 9) Product Status
 - a. In Stock – change to “1” so Product appears in Online Store, the stock keeping part of Virtuemart will not be used, so you do not need to have an accurate count of inventory at this time
 - b. On Special – Check this box if you want the product to be featured on the front page, in the “Featured” slide show. This slide show features a limited number of products, so it is recommended to only check this box for your top sellers or other products you want to promote more than other
- 10) Product Dimensions & Weight
 - a. Length/Width/Height/Weight – Enter values (Optional)
 - b. Unit of Measure – Type out the Unit of Measure, such as “inches” “pounds” etc.
 - c. Unit – Enter a descriptive word for what you would call one unit, such as “Piece”, “Bear”, “Hat” etc.
- 11) Product Images ****Recommend re-sizing your originals to 800x600 using a photo editing software**
 - a. Full Image – Click **Browse** and locate/select the file, click **Open**
 - b. Image Action – Select **Auto-Create Thumbnail**

12) Related Products

- This feature allows you to cross-link products, such as different costumes for a similar product.
- Type in a search term
- Click the down arrow to see any Products that match that search term
- Click on a product name to add it to the Related Items List (Right)
- Repeat until the Related Items List at the right has all related products listed
- To remove a related item, Click on the product name, then click the “<” button

13) With all of these parameters filled out, click the **Save** button at the top right of the screen

- This button is accompanied by the **Apply** and **Cancel** buttons
- Apply** – Saves the input information without closing the **New Product** screen (for bathroom breaks, etc.)
- Cancel** – Cancel the creation of a new product

14) Upon saving, you will return to the **Product List** page, to re-edit any products, simply click on the Product Name

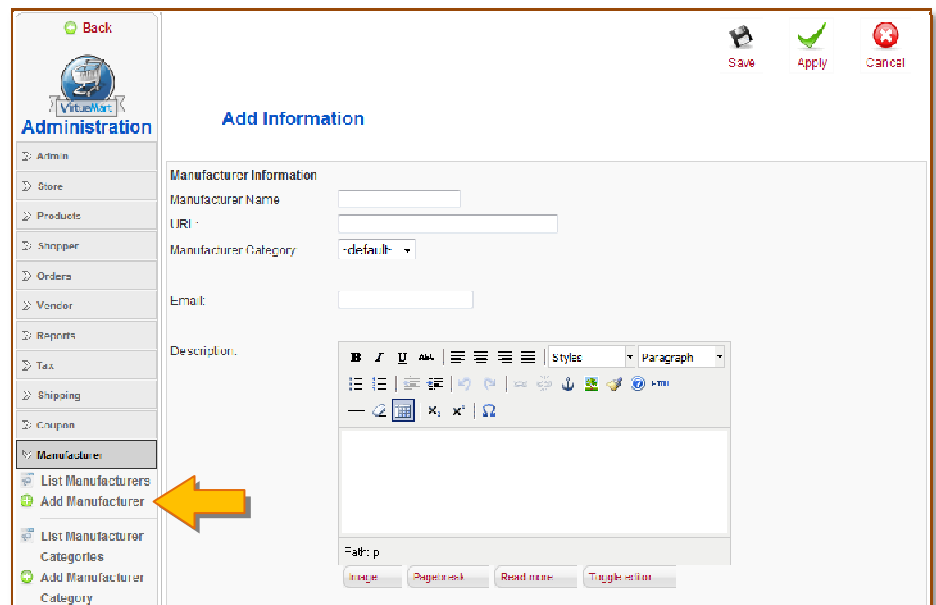
15) To **Permanently** Delete a product, click on the trashcan icon in the **Remove** column

16) To **Temporarily** Remove a product from the online store, click the green checkmark in the **Publish** column

17) To Reinststate the product, click the red “x” in the **Publish** column

18) **AS NEEDED**: Adding a “Manufacturer” if selling products for other people

- Click the **+ Add Manufacturer** link in the **Manufacturer** section of left menu
- Manufacturer Name – Name as you want it to appear on the site
- URL – The website, if available, of the other person (*Optional*)
- Category – Leave as “-default-”
- Email – Enter the e-mail of the person making the products



- Description – enter a description of the products this person sells, usually a few sentences
- Click **Save**, the Name will now appear in the **Manufacturer** box under **Product Information** when adding new products. This gives a convenient way of showing your personal products, versus other people’s arts & crafts that you may be selling in the store



* Feel free to contact me with any questions not covered in this publication: Contact@25Down.com

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