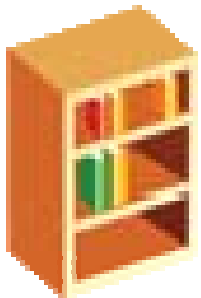




Web Site Mini-Guide: Shop Window

You might be promoting a number of products on your Web site. This guide describes how to use the Shop Window module to display different groups of products.

Overview.....	2
Administration	3
Adding products	4
Displaying a shop window.....	7
Customising a shop window	8
More Help	9



Overview

In your business, you might be promoting a number of different products and services. You might choose to display a selection of them in groups for some reason – for example:

- All products about a specific topic
- All products related to a workshop or presentation you give
- A list of “Highly Recommended” products

Whatever the reason, you can group them in a “shop window”, which is simply a Web page listing all the products you’ve selected in that group.

Resources

Creating Information Products



Create Multimedia Products

How to create low-cost, high-quality, high-tech products with a minimum of effort

Gihan Perera and David Faletti

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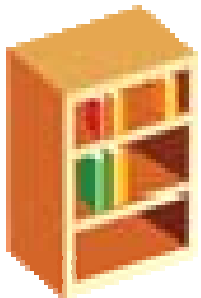


Creating Interview Products

Make money from other people's expertise

Gihan Perera

[More ...](#)



You can have as many shop windows as you like, with different groups of products.

The analogy to a retail store is that you've got a "warehouse" of products, and you choose groups of them to display in different shop windows around the store.

The products will typically be your own products (from your Web site's shopping cart), but they can also be products on other Web sites. For example, you could create a "wish list" of books you would like other people to buy for you, with a link to Amazon.com for each book.

Each shop window has a unique Web address, so you can link to it from your Web site or from an e-mail message – for example:

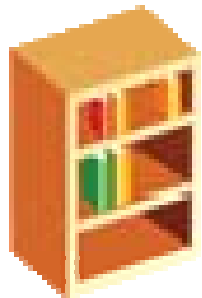
<http://fsplugins.com/shopwindow/leverage/Resources>

Administration

This is an E-Service facility, so log in from the E-Service site fsplugins.com (or your Web site administration page, if the E-Service options appear here).

Note: Depending on where your site is installed, you might have to change fsplugins.com to www.eservice.com.au. If you're not sure, please check with First Step.

Scroll down to the Shop Window section:



Shop Window 
[View products](#) | [Add a product](#)

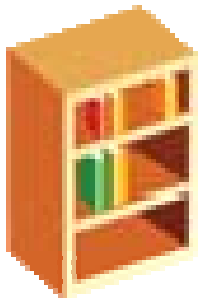
To create a shop window, you add your products first, and then assign them to shop windows. So you click the “View products” link to see all the products, and from there you can look at individual shop windows.

We’ll describe the options on this page in more detail later.

Adding products

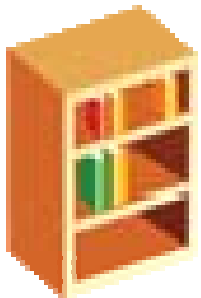
If this is a product you sell from your shopping cart, add it to the product database first. See the *E-Commerce User Guide* for more information.

Click the “Add a product” link, which opens a form:



New Item

Section	HEADER <input type="text"/> Other: <input type="text"/>
Title	<input type="text"/>
Sub-title	<input type="text"/>
Author	Gihan Perera <input type="text"/> Other: <input type="text"/>
Description HELP	
<input type="text"/>	
Link to More Information	<input type="text"/>
Product Item	<input type="text"/>
Photo URL	<input type="text"/>
Shop Windows	<input type="checkbox"/> Highly Recommended <input type="checkbox"/> Special Offer <input type="checkbox"/> Wish List Other: <input type="text"/>
Temporarily Hidden?	<input type="checkbox"/>



Fil in the form as follows:

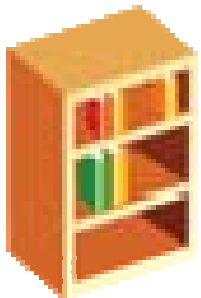
- Section: Optionally, you can classify all your products into different sections. This is not related to the shop windows where they might appear; rather, it's related to the product itself. For example, if all your products are books, you might classify them by genre or topic – e.g. Sales, Negotiation, Customer Service, Marketing.

If you don't want items to appear in a particular section, choose the blank option from the list.

For now, ignore the two values "HEADER" and "FOOTER" which appear in the drop-down list – these are described later.

- Title, Sub-title, Author, Description: The product's title, sub-title, author and brief description.
- Link to More Information: Link to more detailed information about the product. This is optional; but if it's not a product in your own shopping cart, this is required, because you link them to a page where they can buy it. For example, if you're listing an Amazon.com book, this is where you put the link to the Amazon.com page about that book.
- Product Item: If this is a product in your shopping cart, choose it from the drop-down list. Otherwise, leave this blank.
- Photo URL: The Web address of a picture of this product. Obviously, that picture must already be loaded somewhere on the Internet – either on your own Web site or (say) an image on Amazon.com.

If you're not sure of the Web address of the picture, go to the page where the picture appears, move the mouse over the picture, right-click and choose Properties or Copy Image Location.



- Shop Windows: This is where you specify the shop windows where the product will appear. Choose as many as you like from the list given, or add your own by typing it into the Other field.
- Temporarily Hidden: Tick this box if you'd like this product to be in the list, but not visible to the public.

Displaying a shop window

After adding a product, or if you click the "View products" link from the administration page, you'll see a full list of products. At the top of the page, you'll see links to each of the shop windows you've defined:

Products

[ALL](#) | [Highly Recommended](#) | [Special Offer](#) | [Wish List](#)

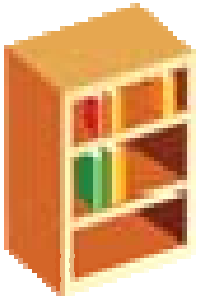
Click one of these links to show only the products in that shop window. On that page, you'll also see a new option "See the public version of this page":

Highly Recommended

[See the public version of this page](#)

[ALL](#) | [Highly Recommended](#) | [Special Offer](#) | [Wish List](#)

If you click that new option, it opens a new browser window, showing that shop window just as the public will see it. So to display that shop window, give them that link.



Customising a shop window

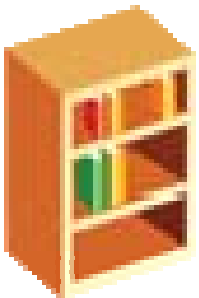
Most of the shop window is generated automatically for you. The products appear in a list, grouped by the sections you've assigned. Products in your shopping cart automatically include the shopping cart buttons. The pictures appear automatically next to the product. And so on.

Sometimes it's useful to display some text at the top or bottom of a shop window page. For example, if you've grouped these products together for a reason, you might wish to describe that reason in a paragraph or two.

To add text to the top of a shop window, create a new "dummy" product as follows:

- Section: Choose HEADER from the drop-down list.
- Description: Add the text here.
- Shop Windows: Tick the box for the shop window this relates to.

Similarly, to add text to the bottom of a shop window, do the same, but choose FOOTER instead of HEADER.





More Help

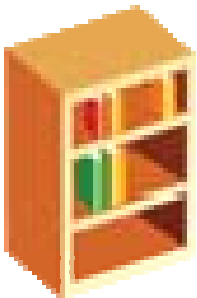
- Frequently Asked Questions: <http://first-step-support.info/>
- Help Desk <http://firststep.com.au/help-desk.html>
- Other support options: <http://firststep.com.au/support.html>
- Consulting: <http://gihanperera.com/consulting.html>
- Products: <http://gihanperera.com/products.html>
- Other User Guides: <http://www.firststep.com.au/fast-forward-guides>



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