

# Brief Zen Cart Store Operations Tutorial

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<http://zencart-ecommerce-website-design.com>

## ADDING NEW CATEGORIES

This can be done in the admin area by rolling your mouse over the word Catalog and then clicking on the first drop down menu item called Categories/Products

This will bring up a listing of all your categories that will be displayed in the navigation box at the left side of your store's home page. If your store already has some categories set up by a designer, take a look at an established category to get an idea of what fields to fill out and what the setup looks like. Make a note of what order the categories are listed in.... this may come in handy when setting up a new category.

To add a new category, simply click on the "New Category" button at the bottom of the page

1. Add the title of your category
2. Add a description (if you wish) that will appear at the top of the page before listing the products
3. Add a picture to the category by clicking on browse and finding an appropriate photo on your hard drive
4. Keep the Upload to Main Directory as it is
5. Enter a number in sort order based on where you want this category to fall in with your other categories. Eg: If your current categories are:

Category 1 (Sort order 10)

Category 2 (Sort order 20)

Category 3 (sort order 30)

Category 4 (sort order 40)

And you want the new category to fall in between Category 1 and 2, then make the sort order a number that is between those categories – in this case – a number between 10 and 20.... So 15 would place your new category in between the two existing categories.

6. Restrict product to "Product General"

7. Next click on "Save"

This will take you back to the Categories pages where you will see the category listed in the order you indicated in step #5

Make sure the **green** light is "on" at the right of your category name. If not, click on it to change it to green

To edit the category, click on the **blue** "e" circle to the right and make any changes you want

To delete the category, click on the **red** "x" circle to the right

To move the new category to be placed as a SUB CATEGORY under another category, click on the **purple** "m" circle and choose which category you want it to show up under.

The **black** circle on the far right is for Meta Tags, should you wish to use this feature.

## ADDING NEW PRODUCTS

Click on the Category that you would like to add a new product to. Again, it is a good idea to take a look at what other products look like and what their sort order number (a column on the right) is – so you have a good idea of what you are trying to accomplish and where you want the product in the sorting list.

Below is an example of what you will see when adding a new product – with some notes to guide you.

Products Name: **PUT YOUR PRODUCT NAME HERE**

Product is Free: Yes / No

Product is Call for Price: Yes / No

Product Priced by Attributes: Yes / No **THIS IS FOR PRODUCTS THAT HAVE ATTRIBUTES THAT ADD TO A BASE PRICE. EG: SIZE, COLOR, MATERIAL, ETC.**

Tax Class: **IF YOU CHARGE SALES TAX, YOU NEED TO MAKE SURE THIS SAYS 'TAXABLE GOODS'**

Products Price (Net): **ENTER PRICE HERE – IT WILL AUTO FILL BOX BELOW**

Products Price (Gross):

Product is Virtual: Yes, Skip Shipping Address No, Shipping Address Required - **THIS IS FOR ITEMS LIKE DOWNLOADABLE FILES / EBOOKS/ ETC**

Always Free Shipping: Yes, Always Free Shipping No, Normal Shipping Rules **THERE MAY BE TIMES WHEN YOU WILL OFFER A PRODUCT WITH NO SHIPPING CHARGES**

Products Quantity Box Shows: Yes, Show Quantity Box No, Do not show Quantity Box - **IF YOU ONLY WANT TO ALLOW CUSTOMER TO PURCHASE ONE OF AN ITEM AND NO MORE, YOU SET THIS TO NO**

Product Qty Minimum: **IF YOU HAVE A MINIMUM AMOUNT OF A PRODUCT THAT CAN BE PURCHASED PUT THAT AMOUNT HERE. EG: YOU SELL BEADS AND YOU PRICE THEM AT .25 CENTS EACH, BUT YOU WANT THEM TO PURCHASE NO LESS THAN SIX OF THEM AT A TIME, YOU WOULD PUT "6" HERE.**

Product Qty Maximum: 0 = Unlimited, 1 = No Qty Boxes **IF YOU SELL ONE OF A KIND PRODUCTS, ONLY HAVE ONE OF THE PRODUCT - ENTER A 1 HERE. OTHERWISE KEEP IT AT THE DEFAULT OF 0**

Product Qty Units:

Product Qty Min/Unit Mix: Yes No **When using Attributes and you want to say Minimum 3 you can indicate if the 3 can be a Mix of Attributes or 3 of the same definition**

Products Description **ENTER YOUR PRODUCT DESCRIPTION HERE**

Products Quantity: **THIS WOULD INDICATE HOW MANY YOU HAVE IN STOCK. AS A SALE IS MADE, YOUR INVENTORY TOTAL WILL GO DOWN BY THAT SALE AND YOU CAN ELECT TO RECEIVE EMAILS IF YOUR INVENTORY IS LOW. THIS MUST ALWAYS HAVE A NUMBER IN IT OR THEY WILL NOT BE ABLE TO PURCHASE THE PRODUCT.**

Products Model: **Enter Products Model Here**

Products Image: **CLICK ON BROWSE TO FIND THE FILE ON YOUR HARD DRIVE – KEEP MAIN DIRECTORY THE SAME**

nameofimagefile.jpg

Upload to directory:

Products URL: (without http://) **This would be for if you wish to have a "more information" link for your product, then it would show this URL for the customer to go to.**

Products Weight: **If you use UPS or USPS shipping, you will need to put a weight here in order for the cart to calculate shipping.**

Sort Order: **MAKE THIS NUMBER BE A NUMBER IN RELATION TO YOUR OTHER PRODUCTS IN THIS CATEGORY AS TO WHERE YOU WANT IT TO FALL IN THE SORT ORDER**

When this information is filled out, click on the PREVIEW button – make sure the pic shows up and all is the way you want it, if not click on back to edit... if YES... click on update to add it to your products.

## [ADDING A PRODUCT TO TWO DIFFERENT CATEGORIES](#)

There will be times when you want a product to show up in two different categories. To do this, find the product as you have it listed in the main category. Look to the right and you will see several circles with arrows in them.

Click on the "C" to copy

Choose the category you want to copy the product to

Keep it as a linked product

Click on the "copy" button

When you view the products again you will see a yellow button next to the green button indicating it is a linked product

## [DISABLING A PRODUCT](#)

There may be times that you run out of product, or don't want to offer a product for a short period of time. If this is the case, find the product in ANY CATEGORY you have it in and click on the green round button to change it to red. Now the item will not show up on the website. Should you want to change it back, click on the red button to change to green and it will appear on the website.

If it is a product you know you will never carry again, click on the "x" at the far right and it will delete the product from the database.

## [MOVING A PRODUCT TO DIFFERENT CATEGORY](#)

Click on the "m" at the right of the product

Select the category you wish to move the product to

Click on the MOVE button to move it

## [PUTTING AN ITEM ON SALE](#)

There may be times when you want to have a sale on certain products. There are a few different methods to do this.

### **1. ALL PRODUCTS OR ALL PRODUCTS IN A CATEGORY**

Go to Catalog, then scroll down to SALEMAKER

Click on New Sale

Fill in the information that you want in the sale - % off sales are the most popular – so if you do that enter the percent you want to take off in the "deduction" box and then on the drop down box to the right change it to "percent"

Enter start date and end date

Click what products you want to put on sale

Then click on INSERT button at the top right of page

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## **2. ONE SPECIFIC PRODUCT OR SELECT PRODUCTS ON SALE**

Go to Catalog, then to Categories/Products

Click the category where the item is

When you see the listing of items, look on the far right and you will see a green dollar sign with the edit/copy / move, etc buttons. Click on the dollar sign

Find the product you want to put on sale and click on it to highlight it

Click on the display button so that you see the name of the product down below edit product and attribute controller buttons

Click on the "Edit" button in the middle of the page under the name of the product

Click on the INSTALL button next to "special price info"

Make sure the product you want to put on sale is highlighted

Enter sale price as an amount with two decimal points... eg: 10.00 will take \$10 off the original price

Or enter a percentage as 10% - which will take 10% off the regular price

Enter from and to dates

Click on INSERT button at top right.

**If you have any questions about this tutorial and need to set up a consultation with Judy Gunderson, call us at 816-550-1900 and we will be happy to assist you.**