Instructions for Managing Yahoo! Stores

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1 Basic Store Editing

1.1 Logging In

1. Type http://store.yahoo.com into the web browser.
2. Click on the 'sign in' link.
3. Sign in using your Yahoo! login and password.

Now, you will signed in at the Yahoo! Stores Home Page.

1. Click on your store link on the left under 'My Stores'.

Now, you will be at the 'Store Manager', where you can perform all management tasks on the store, including retrieving orders, viewing statistics, and editing the store.

1.2 Editing The Store

1. Click on 'Store Editor' on the left.

Now, you will be at your Store Home Page in edit mode. Only from the home page can you go back to the 'Manager' or Publish the site. These buttons are on the bottom right. You can always go to the home page from any other page by clicking on the Store logo.

1.3 Adding Sections

1. Navigate to the page where you want to add the section.
2. Click on the 'Section' button on the bottom tool bar.
3. Enter a 'Name' for the section. This is required.
4. A well-written 'Caption' is highly recommended. This will display on the section's page.
5. Click the 'Update' button on the top right when finished, or 'Cancel' to cancel.

All the other fields are optional. Click on the 'Help' button on the top or bottom to find out what the other fields mean.

1.4 Adding Items

1. Navigate to the section where you want to add the item.
2. Click on the 'Item' button on the bottom tool bar.
3. Enter the following fields into the 'Item Edit' form:
   'Name' - the name of the item
   'Code' - the code number for the item (can be anything)
   'Price' - the price of the item
   'Caption' - the description of the item
4. Click on the 'Update' button when finished.

1.5 Editing Items Or Sections

1. Navigate to the section or item desired.
2. Click on the 'Edit' button on the bottom toolbar.
3. Click 'Update' or 'Cancel' when done.

1.6 Adding Images To An Item Or Section

Images can be added from two places. From the 'Item Edit' form, or from the product/section page itself.

1. Click on the 'Image' button on the bottom toolbar from the product page. Or, click on the 'Upload' button from the 'Item Edit' form.
2. Click on the 'Browse' button and choose the .jpg or .gif image to be uploaded from your computer.
3. Click on the 'Send' button to upload the image, or click 'Cancel'.

1.7 Deleting Or Changing An Image

From the 'Item Edit' form, click the 'None' button to remove an image. To change an image, just upload a new image and the old one will be overwritten.

1.8 Publishing A Site

1. Review all additions and changes for accuracy.
2. Go to the Store Home Page in edit mode.
3. Click on the 'Publish' button.
4. Wait until the publishing completes.

1.9 Image Recommendations

Images should be 400-600 pixels wide and in JPEG format. The image should have proportions similar to a typical photograph.

1.10 Getting Online Help

- When navigating the store in edit mode, help about the toolbar buttons can be opened by clicking on the 'help' button on the toolbar, and scrolling down to the bottom of the page.
- When editing a specific item or section, help about the fields can be opened by clicking on the 'help' button at the top or bottom of the page.
- For general store help, go to the Store Manager page and click on the 'help' link at the top right. You can then search by keyword or browse through the index.

2 Intermediate Store Editing

2.1 Quantity Pricing

Quantity pricing can be entered in the same price field as for normal prices. First, enter the price for a single item. Then, enter the quantity and the price for the entire quantity. Repeat this for each pricing level. For example, if 1 item is $25, 10 or more items are $20 each, and 100 or more items are $15 each, then enter:

```
25 10 200 100 1500
```

2.2 Item Options

Enter item options in the 'Options' field of the 'Item Edit' form. First enter the title of the option, then enter each option, separated by spaces. The first option will be the default option. For example, if there is a choice of 'Color', and four options of Clear, Black, White, and Frosted, enter:

```
Color Clear Black White Frosted
```

If an option has an additional cost or discount, enter the cost or discount in parenthesis right after the name of the option. If the Black, White, and Frosted colors have an additional cost of three dollars, then enter:

```
Color Clear Black(+3.00) White(+3.00) Frosted(+3.00)
```

If there is more than one option, e.g. 'Color' and 'Style', then enter each option on a separate line. For example:

```
Color Green Blue Red
Style Tapered Straight Round
```

2.3 Minimum Quantity

The minimum order for all items is one by default. To change the minimum order, the 'minimum-quantity' variable for that item must be overridden. This variable is normally hidden from the 'Item Edit' form.

1. Go to the 'Item Edit' form for the desired product.
2. Click on the 'Override Variable' button at the top of the page.
3. Choose 'minimum-quantity'.
4. Click 'Update'.
5. Now, at the bottom of the 'Item Edit' form, under the section labelled 'Custom Properties', there will be a place to enter the minimum quantity.

2.4 Listing an Item in Multiple Sections

1. Create the item in any one of the sections.
2. Go to the desired item page.
3. Click on the 'Copy' button from the bottom tool bar.
4. Go to the other section where you want the item to appear.
5. From the 'Clipboard', click on the item to insert.

All listings will refer to the same item. If you modify or delete any one of the listings, all of the listings of that item will be affected. Therefore, you can not use the 'Copy' feature to add new items based on existing ones. All new items must be entered individually.

2.5 Removing a Single Listing

If you want to remove a single listing of an item, without affecting the other listings of that item, take the following steps. You can use this procedure anytime you want to remove a copy of an item.

1. Go to the section containing the listing you want to remove.
2. Hover the mouse over the link to the listing to be removed.
3. Read the Page ID from the Status bar of your browser. It should be an abbreviation of the item name with a '.html' extension.
4. Click on the Red arrow button on the toolbar to switch to Advanced Editor mode.
5. Click on the 'Edit' button on the toolbar.

6. In the Contents field, delete the Page ID for the listing you want to remove.
7. Click on the 'Update' button.
8. Click on the Left Arrow on the toolbar to switch back to Regular Editor mode.

2.6 Changing the Layout of a Section

1. Go to the section you want to change.
2. Click on the 'Layout' button on the toolbar.
3. Change the alignment, number of columns, or contents location.
4. When finished, click on the 'Hide' button to hide the layout toolbar.

2.7 Changing the Size of Thumbnails in a Section

1. Go to the section you want to change.
2. Click on the 'Edit' button in the toolbar.
3. Click on the 'Override Variable' button.
4. Choose 'thumb-height' and click 'Update'.
5. Repeat the last two steps for the 'thumb-width' property.
6. At the bottom of the item edit page, enter the desired height and width for the thumbnails.
7. Click the 'Update' button to finish.

A rule of thumb for thumbnails is that they should be no larger than 100 x 100 pixels. They should be much smaller, maybe 40 x 40 pixels, on pages with many thumbnails. Most Internet users are on modems, and pages with many images take a long time to load.

3 Basic Order Handling

3.1 Order Notifications

You will be notified with a fax when a new order has been received. Also, from the Store Manager, under the 'Process' column, there will be a red star next to the 'Orders' link.

3.2 Retrieving Orders

To retreive an order, click on the 'Orders' link from the Store Manager. This will take you to the 'Retrieve Orders' page. Each order is accessible via an order number, and the 'Retrieve Orders' page presents numerous options for retrieving the orders. New orders will appear on the second line as links. To view an existing order, type in the order number in the first input box, on the line where it says, "a specific order:". Then click the 'View' button on the same line.

3.3 Orders Procedure

These are the basic processing steps for handling orders. Steps 1, 2, and 5 are done online from the Store Manager. The next sections will explain these steps in detail.

1. Confirm the order.
2. Print an invoice.
3. Pack the order with the invoice.
4. Ship the order.
5. Record the sale.

3.4 Confirming Orders

After you retrieve the order, you will see the 'Order' page. Check the order to ensure that all the information looks okay. To confirm the order, click on the drop-down box that says "-Set to send confirmation-", on the line labelled 'Tracking Information'. Choose the appropriate shipping time. Then click on the 'Update' button located at the top right of the page. An email will be sent to the customer confirming the order and stating the shipping time.

3.5 Printing Invoices

An invoice can be printed from the 'Order' page. On the right side of the page, under the 'Print' section, simply click on the link called 'Invoice'. This will open the invoice in the web browser. To print the invoice, click on the small printer icon at the top left of the web browser next to the small disk icon. The invoice should be packed with the order.

3.6 Recording Sales

When a new order is received, the customer's charge card will be authorized for a sale in the amount of the order, but the sale will not be recorded. After the item has shipped, the sale should be recorded. To record the sale, go to the

‘Order’ page for the order, scroll down to the bottom of the page, and click on the ‘Sale’ button. The recorded sales will be processed and deposited to your bank account automatically in a batch that runs daily.