



Quick Reference Guide

v1.3

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Congratulations!

You are now the proud owner of a ShopWired online store.

Whether you're starting a new business or transferring your existing website to ShopWired, you're not alone. We have all the tools to help you and your business grow.

This introductory guide will walk you through the basics of creating and managing your store. More help is available from our experts and on our online help guide.

We're looking forward to watching your business thrive.

01.1

Getting Started

+ Your Website & Domain

Your website has been created with a temporary myshopwired.com domain name which will be provided to you by email. This is called your ShopWired domain name.

If you're starting a new website, we recommend you get a professional looking domain name (e.g. yourstore.com). For guidance on how to get a custom domain [click here](#). Once you have a domain name, or if you're transferring your website to ShopWired from another provider, you'll need to [change the DNS on your domain name](#) to point at our servers.

If you're not quite ready for your website to go live then you can activate the holding page feature on your account to take your website offline. For more information please [click here](#).

+ Your Account

Your account login details will be sent to you by email.

You should login to your ShopWired account at <https://www.shopwired.co.uk/login>

Once logged in, you will be able to access all of the different settings of your account and website and manage all of your content including your products and categories.

+ ShopWired Help & Support

ShopWired have a large online help guide with numerous tutorials and advice guides available. It can be accessed at <http://resources.shopwired.co.uk>

The ShopWired Experts, that provide help & support on every ShopWired feature, can be contacted by email, telephone and live chat.

Email

You can email hi@shopwired.co.uk or complete the form at <http://resources.shopwired.co.uk/support>

Live Chat

Go to <https://www.shopwired.co.uk> during normal working hours and click the live chat link in the bottom right hand corner of the screen.

Telephone

Call 0330 111 2024 during normal working hours and press 2 for support.

01.2

Configuring Your Store

+ The Dashboard

The dashboard is the hub of your ShopWired store. On here we'll display the latest information to you about visitors, orders placed (and those that have failed) and some key statistics about your website and ShopWired account.

+ Checkout, Delivery & Payments

To successfully receive orders on your website, as well as setting up your products (covered later in this guide) you'll also need to setup delivery rates (so that users can choose the delivery service they want). Your delivery rates are setup in the 'checkout' section of your account and you can [read more about creating them here](#).

A payment gateway is a service that allows you to accept credit and debit card payments online through your website. ShopWired already connects to 25 payment gateways and can integrate yours if we're not already connected.

To learn more about payment gateways [click here](#).

If you already have a payment gateway, you just need to enter your details into your ShopWired account. [Read more here](#).

+ Orders & Customers

When a customer successfully completes the checkout process on your website, an order will be created. You'll receive a copy of the customer's order confirmation by email. Read about how to set this email address [here](#).

To manage the orders you have received just click the 'orders' link on the left menu.

You can see more information on how to manage your orders by [clicking here](#).

ShopWired keeps track of all your store's customers in the customers area. From here you can see:

- Their name
- Their address
- The number of orders placed
- The total amount they've spent with you

You can hover your mouse over the name of a customer to reveal the address and contact information.

If you're transferring customers across from another platform you can do this using our import system. [You can read more here](#).

We'd also recommend that you setup the MailChimp app on ShopWired to sync your customer information automatically and allow you to easily send email marketing messages to your customers. You can find out how by [clicking here](#).

02.1

Products

Products are what your website and online store are all about.

A product is an individual item that is available for purchase in your shop. A product is, more often than not, a physical good (like a Trainer or T-Shirt) but it can also be a computer file (like an ebook or music file) or a service (like work for hire).

A product may have individual variations, like different sizes or colours, and may come with additional extras (e.g. a car charger for a mobile phone).

Importing & Creating Products

If you're moving to ShopWired from another platform you may be able to migrate product data automatically. You can read more on ShopWired's website [here](#).

Products can be created one-by-one using your ShopWired account or in bulk, using our import system.

You can read more about creating products [here](#). If you'd like to import your products from a spreadsheet instead then you can read our instructions [here](#). Make sure you carefully follow the import guidance.

Product Variations

When you have a product that is available in variations, for example different colours or sizes, then you don't need to list each variation as a separate product. Instead you can create what we call variations on the main product.

On your front end website the user will then just view the main product and select their variations from drop down lists.

You can read more about variations [here](#).

Stock

'Stock' is defined as the quantity of a particular item that you have available for sale. You can use the stock management tool to prevent a customer from purchasing a product that you don't have in stock, or to provide an easy reference to see what products you are running low on and need to order more of. To read more about stock, please [click here](#).

Categories

Categories are a way to manage and collect similar products into groups. To read more about product categories and how to create them please [click here](#).

02.2

Website Content

+ Website Pages

An ecommerce website is more than just a collection of products organised into categories, and a shopping cart system. Shoppers need to have confidence in the products or services that you offer for sale, in order to buy from you.

An ecommerce site also needs normal information pages like 'About Us' or 'Delivery Information'. These are what we call 'Website Pages' on our platform and they can be entirely managed by you in your account. For more information on pages [click here](#).

Once you have created a website page it's important that you link to it from your website's menus (otherwise no one will be able to find it). [Click here](#) for information on how to do this.

+ Blog

Blogging is a great way to keep your website visitors updated with the latest news and information about your products and industry trends. Blogs are used to attract regular visitors to your website (as they come back to read your latest news), are great for SEO (as people link to them from their own websites), and a good way to get traffic from social media as your readers share your posts with their friends and followers.

For more information on blogging [click here](#).

+ Home Page Images

It's likely that your theme contains some images that are displayed on the home page. These will be managed through a gallery in your account.

The size that these images should be will be displayed on your [theme notes](#), and you can read about how to upload them [here](#).

03.1

Marketing

+ Vouchers

Voucher codes are a great way to offer discounts on your website and provide incentives to attract new customers and encourage repeat business.

You can create different types of voucher codes on ShopWired to offer a fixed amount discount on an order, a percentage discount or free delivery. To read more about voucher codes, [click here](#).

+ Search Engine Optimisation

Search Engine Optimisation (SEO) is the process by which a website is optimised so it is placed higher up in search engine results for a particular keyword or keyphrase.

The two most important aspects of SEO are creating lots of keyword rich and useful content on your website and getting other, relevant, websites to link to your website. Together, they likely account for 80%+ of a website's position in results.

+ MailChimp & Newsletters

We'd recommend that you use the MailChimp app on ShopWired to automatically connect your website's customer database with MailChimp so that you can send regular mailouts and newsletters to your customers.

You can find out more information [here](#).

We'd also recommend that you link the newsletter form on your website to MailChimp too, which can be done by following the instructions [here](#).

+ Monitoring Visitors & Reports

Monitoring visitors to your website and their behaviour is an essential part of running a successful online business. Even if you don't use the information immediately, it is best practice to be recording this data so you always have it available for when you need it.

ShopWired has a visitor tracking system built in but we'd **strongly recommend** you install [Google Analytics](#) on your website which has many different features available.

ShopWired also has a number of different reports that you can generate to find out more information about your customers and which products they are buying. You can read more about reports [here](#).

04.1

Other Tools

+ Trade Accounts & Pricing

Use trade accounts to offer your wholesale customers discounted and individual pricing levels. [Click here.](#)

+ Bulk Discounts

Give your customers a discount if they buy multiple quantities of your products and encourage them to buy more from you. [Click here.](#)

+ Quotes

Send a quote to a potential customer with a quick 'pay now' link. [Click here.](#)

+ Digital Downloads

You can sell digital products on ShopWired like ebooks or files using this free app. [Click here.](#)

+ Google Shopping

List your products on Google's shopping index and attract new customers. [Click here.](#)

+ User Accounts

Use ShopWired's user accounts app to allow your team to access your account. [Click here.](#)

+ Reward Points

Keep your customers loyal by rewarding them for their repeat custom with a reward points scheme. [Click here.](#)

+ Facebook Shop

Launch your online store on Facebook and reach a brand new audience. [Click here.](#)

+ Back In Stock Notifications

If a product is out of stock, allow your customers to complete a quick form and get an automatic notification when it's back in stock. [Click here.](#)

+ eBay

If you sell on eBay already or want to start, use our eBay app to connect your ShopWired store with your eBay store. [Click here.](#)

+ Product Bundles

Product bundles allow you to bundle related products into one bundle and sync stock automatically. [Click here.](#)

+ 2 for 1 and 3 for 2 Offers

Use this app to provide offers like 'buy one get one free' across your product range. [Click here.](#)