Adding a Downloadable Product to your Storefront

Important notes on downloadable products:
-All downloadable products MUST be less than 10 MBs
-Customers MUST create an account to purchase a subscription product
-A merchant account recommended when selling downloadable products
      -When a customer purchases a downloadable file they will need to be on your store to download the file once the payment has been received. For this reason sending your customer to the PayPal website to pay for the product can make it difficult for the customer to navigate back to your website after they have finished paying for the product. If you do choose to use PayPal your customers will need to come back to your website and go to the Customer Service page. There they will see an option to Download Product Files.

1. Creating a new Downloadable product
2. Updating a Downloadable File
3. How Downloadable Products work on your live store
4. Managing Purchases

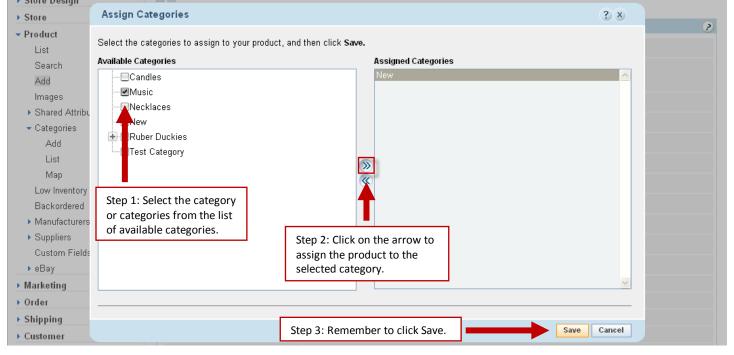**Store Name Here** : Open for business

Close store for maintenance

Quick Store Stats	Edit Display

Order Information

Orders Pending Authorization:	3 $15.00
Orders ready for shipping:	3 $50.00
Orders shipped today:	0 $0.00

Customer Information

New customer orders: 0

6

Product Information

Low inventory products:	8
Backordered products:	0
Featured products:	Pretty Pink Pony Purse
Featured categories:	0

Best selling products

Before you add a new product, let's start by creating a product category.

- ▶ Home
- ▶ Store Design
- ▶ Store
- ▼ Product
  - List
  - Search
  - Add
  - Images
  - ▶ Shared Attributes
  - ▼ Categories
    - Add
    - List
    - Map
  - Low Inventory
  - Backordered
  - ▶ Manufacturers
  - ▶ Suppliers
  - Custom Fields
  - ▶ eBay
- ▶ Marketing
- ▶ Order
- ▶ Shipping
- ▶ Customer
- ▶ Support
- Report

Add Category

Basic Information

Category:*   Music

Description:

Photo: Existing: None
  Choose File   No file chosen

Sort Priority: 9999

Featured Category: ☐ Make this a featured category for my store

Members Only: ☐ Show exclusively in members only catalog

Default Category: ☐ Make this my default category for new products

Shopping Comparison Sites: ☐ Exclude category from Shopping Comparison Sites

> Here you can enter the name of the category.

> Here you can change the category sort priority, which controls the order of categories on your live store. The category with the lowest sort priority number will be displayed first. If you leave the sort priority as 9999 the categories will be listed alphabetically.

Templates

Header Template: Default

List Template: Default

Footer Template: Default

> Click Submit when you have finished set up the category. You will be able to come back and make changes later.

Submit   Reset

- Home
- Store Design
- Store
- ▼ Product
  - List
  - Search
  - Add
  - Images
  - ▸ Shared Attributes
  - ▼ Categories
    - Add
    - List
    - Map
  - Low Inventory
  - Backordered
  - ▸ Manufacturers
  - ▸ Suppliers
  - Custom Fields
  - ▸ eBay
- Marketing
- Order
- Shipping
- Customer
- Support
- Report

Category Information
Music

Basic Information	
Description:	
Featured Category:	No
Members Only:	No
Default Category:	No
Exclude from Shopping Comparison Sites:	No

Templates	
Header Template:	
List Template:	
Footer Template:	

Subcategories	
Subcategories:	

[Update] [Subcategories]

Now that you have created a category, you can now add a product to your store.

Product > Add

Add Product

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✴ Use the Wizard Instead

Basic Information

Product Name:*	Fake Band- New Hit Single
Categories:	New
	Assign Categories
SKU/Item No:	
ISBN:	
MPN:	
UPC:	
OEM:	None
Condition:	New
Listing Template:	None selected
Product Detail Template:	Default
Product Type:	Normal
Show in Store:	☑ Active
Featured Product:	☐ Make this a featured product for my store
Media:	☐ Product is a book, a movie or music
Subscription:	☐ Subscription product
Authorization:	☐ Special authorization required to purchase
Order Extensions:	☐ Gather order extensions during checkout
	Template: None

Navigation menu: Home, Store Design, Store, Product (List, Search, Add, Images, Shared Attributes, Categories (Add, List, Map), Low Inventory, Backordered, Manufacturers, Suppliers, Custom Fields, eBay), Marketing, Order, Shipping, Customer, Support, Report

Here you can enter in name of the product. Help Tip: A good product name is descriptive and to the point.

These additional fields can be used to enter more specific information about a product. Note: Many of these fields maybe left blank.

Some shopping comparison sites categorize products based on if they are a book, movie or music. Note: This option does not affect how items are listed on your live store.

Once you have entered in the general information about a product you will be able to assign it to a category. For this example, let's place this product in the Music category.

Assign Categories

Select the categories to assign to your product, and then click **Save**.

Available Categories
- ☐ Candles
- ☑ Music
- ☐ Necklaces
- ☐ New
- ⊞ ☐ Ruber Duckies
- ☐ Test Category

Assigned Categories
- New

Step 1: Select the category or categories from the list of available categories.

Step 2: Click on the arrow to assign the product to the selected category.

Step 3: Remember to click Save.

Save   Cancel

Brief Description

The brief description displays on product search results pages.

Enter a short one or two sentence description of your product here. When a customer is looking at multiple products they will see a small image and the brief description of each product. You will want to keep this description short and to the point.

You also have the option to leave this field blank in which customers will just see the product name, price and a small thumbnail of the product.

Long Description

The long description displays on the product detail page.

Enter a detailed description of the product here. This is the description that customers will see when they are looking at this product only. Be sure to take some time to include all the important information about this product. This description is your opportunity to sell this product to potential customers.

Helpful tip: If you are selling items from a drop shipper, you will want to take some time to modify the product description to make it unique (this will help you stand out from other stores selling the same products).

Your detailed product description carries a lot of weight with the search engines. The information that you provide gives the search engines a detailed description of the specifics about this product. The detailed description is where search engines will look for keywords that describe this product. Successful online stores generally have product descriptions that are at least 50 to 100 words with keywords included in the description. While you don't need to write a short novel about your product, you do need to provide enough information to give the search engines and your customers a good idea of what your product is and its benefits.

▼ Images   ?

Display up to four images on your product detail page. The primary image also displays at a smaller size in product search results, and on the home page when featured or random products are shown.

Product Images

Primary Image
Drop selected image   Drop selected image   Drop selected image   Drop selected image

Upload an image

Next you will want to upload an image of your product.
Note: You can have up to 4 images for each product.

Search available images by name or tag: Search

Available Images   1 images (page 1 of 1)

Here you will be able to see all of the product images you have previously uploaded into Storefront. If you would like to use an existing image you can simple drag an image and drop it into the product image boxes above.

To assign an image to your product, drag an image from this area and drop it into your product images.

Note: The default resize options can be changed in Images > Image Settings

When you upload an image from your computer, Storefront will create three different version of the image. By default it will create a 100 pixel thumbnail that will be used when a customer is looking at multiple products, a 300 pixel medium size image that customers will see when looking at a single product, and a 650 pixel large zoom image. When a customer is looking at a single product on your store, they can click on the medium size image and the large image will open in a new window (also known as an image zoom).

When you are adding an image you will also have the ability to give the image a title and tags. The title is used to provide additional information about the image. An ideal image title is short, relevant and to the point. Depending on which browsers your customers use when they are viewing your store, they may be able to see this information so while this is a great place to include keywords about your product, customers should be able to read this information. Image tags are general keywords for this image. While setting up image tags is part of properly setting up a product, image tags are not nearly as important as the name of your product, product description and image title.

If you are selling discounted items, you may choose to include a retail price, will provide customer an easy way to see how much they are saving by purchasing on your store. If you aren't seeing discounted items, then you will want to leave the retail price field blank because including a retail price will show customers they are saving $0.

When using a surcharge for a product, customers viewing your live store will see the total cost of the product (ie: the sell price + any surcharge). This option gives you the ability to include information about any surcharges on the customer's invoice. Because customers will see the overall total cost when looking at a product, these feature isn't commonly used.

If you want to have your Storefront keep track of your inventory, you will want to place the quantity in stock here. You will also need to enable inventory tacking under Store then Product Prefs.

For downloadable products, you will enter the inventory later once the file is attached to the product.

For a downloadable product, you MUST create an attribute. The downloadable file will be attached to this attribute after the product has been created.

Here you can enter the name of the product option. Generally for downloadable products, the storefront label is often format.

Here you can enter in the different product options. When you are setting up a downloadable product, it is common to only have one option. In this example, the new hit single is an MP3 file.

For a downloadable product, the product file will be attached to an attribute after the product has been created.

Product Services are used to collect additional information that customers can type into this field.

Generally product options aren't used for downloadable products.

Custom information is used when custom code has been added to your Storefront. In most cases these fields will be left blank.

Here you can enter a Meta description for this product.

Customers won't see any Meta information when they are looking at this product on your live store. Typically, search engines will display this text with the link to a particular product on your store. The blue link is generally the name of your product and the text underneath it is your Meta description. While it is helpful to include keywords in this short

description, the goal of a good Meta description is to be easily understood and encourage customers to click on the link to this product.

Next if you are uploading your products to Google Shopping, you can include more detailed information that Google Shopping uses for items. If you are in the US, UK, Germany or France there are several categories of items that must include the Google Category. Additional information on categorize your products

Note: Any product belonging to the following Google categories must set the **Product > Google Product Search Feed > Google Category** value as shown below.

- Apparel & Accessories > Clothing
- Apparel & Accessories > Shoes   (**Note:** Do not use Apparel & Accessories for clothing and shoes.)
- Media > Books
- Media > DVDs & Videos
- Media > Music
- Software > Video Game Software

Also remember that specifying a Google category does not replace the Product Type. The category that you place your product in is used for the product type for Google Shopping.

If you are selling Apparel & Accessories, you will also need to select the gender (Female, Male or Unisex) and Age Group (Adults or Kids) for this item.

Once you have finished creating your product, remember to click submit!

Home

- Home
- Store Design
- Store
- ▾ Product
    - List
    - Search
    - Add
    - Images
    - ▸ Shared Attributes
    - ▾ Categories
        - Add
        - List
        - Map
    - Low Inventory
    - Backordered
    - ▸ Manufacturers
    - ▸ Suppliers
    - Custom Fields
    - ▸ eBay
- ▸ Marketing
- ▸ Order
- ▸ Shipping
- ▸ Customer
- ▸ Support
- Report

Product Attributes

Fake Band- New Hit Single | SKU: | Price: $1.99

Current Attribute Inventory

SKU	Price	Qty

Add Attribute to Inventory

➕ ➖

Basic Information

SKU:	
ISBN:	
MPN:	
UPC:	
Condition:	New
Format:	All
	All
	MP3

First, be sure to select the format type for the downloadable product.

Pricing Information

Price:	$1.99
Cost:	$0.00

Next if the price for this attribute is different, you can change the pricing information here.

Inventory Information

Quantity:	0
Unit of Measure:	

Next if you have inventory enabled, you can enter the quantity in stock for this product. Generally for downloadable products inventory isn't tracked.

Shipping Information

Weight:	0.0	lb
Length:	0.0	in
Width:	0.0	in
Height:	0.0	in
Container:	Self	
Electronic Fulfillment:	Choose File	No file chosen

Click here to upload the downloadable file from your computer.

Apply   Reset

Once you have attached product file, be sure to click Apply.

Store Design

- ▸ Home
- **Store Design**
- ▸ Store
- ▾ Product
    - List
    - Search
    - Add
    - Images
    - ▸ Shared Attributes

Product Attributes

Fake Band- New Hit Single | SKU: | Price: $1.99

Current Attribute Inventory

	SKU	Price	Qty
1		$1.99	0
	MP3		

Add Attribute to Inventory

Once you have added your downloadable product, you will see a summary of the product you just created. If you need to make changes you can click on the blue number next to the SKU to edit this product attribute.

Once you have created your product, you can come back later and update the file that is downloaded. This comes in handy if the file has changed but you don't want to re-create that entire product.

Once you bring up your product list, look for the product that you want to update. In this case, let's update the same downloadable product, Fake Band- New Hit Single.

- Home
- Store Design
- Store
- Product
  - List
  - Search
  - Add
  - Images
  - Shared Attributes
  - Categories
  - Low Inventory
  - Backordered
  - Manufacturers

Product Attributes

Fake Band- New Hit Single | SKU: | Price: $1.99

Current Attribute Inventory

	SKU	Price	Qty
1		$1.99	110000
	M		

Once you have your product attribute up, you will want to click on the number next to the current attribute inventory that you want to update.

Add Attribute to In

➕ ➖

▼ **Basic Informati**

SKU: [   ]

- Home
- Store Design
- Store
- Product
  - List
  - Search
  - Add
  - Images
  - Shared Attributes
  - Categories
  - Low Inventory
  - Backordered
  - Manufacturers
  - Suppliers
  - Custom Fields
  - eBay
- Marketing
- Order
- Shipping
- Customer
- Support
- Report

Attribute Inventory Update

Fake Band- New Hit Single | SKU: | Price: $1.99

[Promotions]

➕ ➖

▼ **Basic Information**

SKU:	[ ]
ISBN:	[ ]
MPN:	[ ]
UPC:	[ ]
Condition:	New ▼
Format:	MP3 ▼

First, be sure to select the format type for the downloadable product.
This should already be selected unless the attribute has been deleted or the wording has changed.

▶ **Pricing Information**

▶ **Inventory Information**

▼ **Shipping Information**

Weight:	0.0	lb
Length:	0.0	in
Width:	0.0	in
Height:	0.0	in
Container:	Self ▼	
Electronic Fulfillment:	☐ Product will not be downloaded. Current Download file: Fake-hit-single.mp3 [ ] [Browse...]	

Here you will see the file currently attached to the selected attribute. To change the file click on the browse button and upload a new file from your computer.

[Submit]   [Reset]   [Delete]   Once you have updated the file, click on Submit.

When you look at the product on your live store, you will see that there is an option for format.

If this product is strictly downloadable, then the attribute will be listed on your store.

When a customer purchases a downloadable product, they will not able to checkout anonymously. Customers will need to create an account with your store to purchase a downloadable product so that your store can provide the customer's account with a single download of the product purchased.

Customers can access their download immediately after checkout.

Once the customer places the order, they will have a link to download their product on the order confirmation page. Customers can also access their download by going to the customer service page (which is usually listed as Service).

When a customer clicks on download product files (by either click on download product files on their order confirmation page or from the customer service page), they will be asked to sign into their account.

Once the customer logs into their account they will see their download list. For downloadable products, if payment has been received the order will be marked as shipped. Customers can download the file by clicking the file name.

Customers will only be able to download the file once. You will be able to view if the customer has downloaded the product file in your Storefront Administrator.
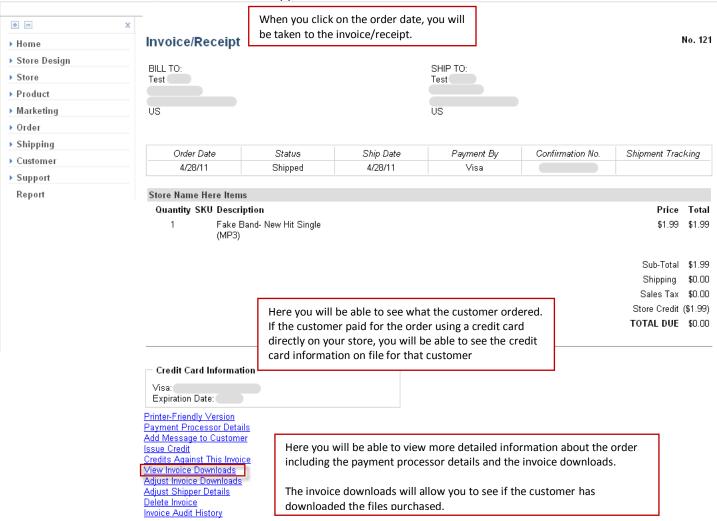
When a customer orders a downloadable product, the order is automatically moved to orders shipped today. You can access the invoice details by clicking on orders shipped today.

When you click on orders shipped today, you will be taken to a list of orders that have been completed. Here you will be able to see the date the order was shipped, the invoice number, the customer's name, the order amount and the packing list.

To view the invoice details, click on the date shipped.

When you click on the order date, you will be taken to the invoice/receipt.

Invoice/Receipt   No. 121

BILL TO: SHIP TO:
Test   Test

US   US

Order Date	Status	Ship Date	Payment By	Confirmation No.	Shipment Tracking
4/28/11	Shipped	4/28/11	Visa		

Store Name Here Items

Quantity	SKU	Description	Price	Total
1		Fake Band- New Hit Single (MP3)	$1.99	$1.99

Sub-Total $1.99
Shipping $0.00
Sales Tax $0.00
Store Credit ($1.99)
TOTAL DUE $0.00

Here you will be able to see what the customer ordered. If the customer paid for the order using a credit card directly on your store, you will be able to see the credit card information on file for that customer

Credit Card Information
Visa:
Expiration Date:

Printer-Friendly Version
Payment Processor Details
Add Message to Customer
Issue Credit
Credits Against This Invoice
View Invoice Downloads
Adjust Invoice Downloads
Adjust Shipper Details
Delete Invoice
Invoice Audit History

Here you will be able to view more detailed information about the order including the payment processor details and the invoice downloads.

The invoice downloads will allow you to see if the customer has downloaded the files purchased.

To view more detailed information about the download, click on view invoice downloads.

Downloads for Invoice # 121

Date	Invoice	Download File	IP Address	Success
4/28/11 8:06 AM	121	fake-band.mp3		Succeeded

When you view downloads for a given invoice, you will be able to see the date and file that was downloaded. In addition you will be able to see your customer's IP Address and whether or not the file was successfully downloaded. An IP address is a unique string of numbers separated by periods that identifies each computer attached to the internet. It is important to understand that multiple computers in geographic region can share an IP Address.

If you need to provide your customer with an additional download of this product, you change the maximum number of downloads allowed for an invoice by clicking on Adjust Invoice Downloads on the Invoice Details.

If you need to provide this customer with additional downloads of a product they purchased, you can adjust the total number of downloads, by clicking on Adjust Invoice Downloads.

Here you will be able to view the total number of successful and failed downloads. You can enter a new max downloads allowed and click change. Your customer will now be able to log back into their account and re-download the product.