Adding a Product with Pricing Based Attributes to your Storefront
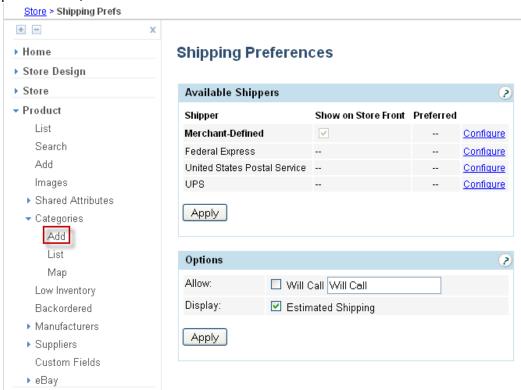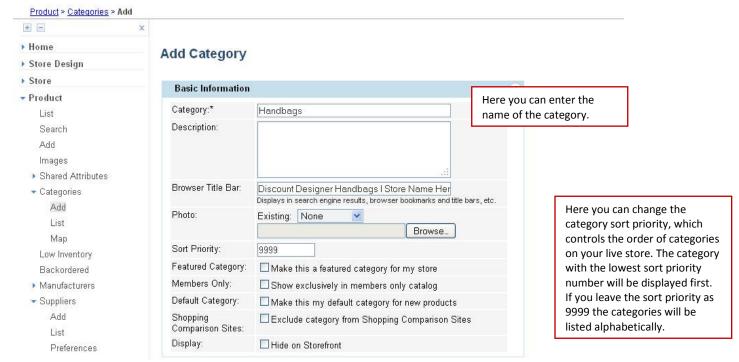
When you are creating a product on your store, you may find it easier to create a product with several options instead of making several unique products. For example, if you are selling T-Shirts you may want to create a product for a single style and give customers the ability to choose what size t-shirt they want to purchase. It could become very inconvenient for your customers to browse through 4 different products of the same t-shirt to find the style they want. The easiest solution would be to create a product with an attribute. Attributes are simply product options. Common attributes are size, color and scent. Occasionally, you may even want to have the price vary based on a product option.

Pricing based attributes where the price varies give you the ability to charge more for a particular product option. A common example of a product with pricing based attributes is t-shirts. You will often see t-shirts were the price is the same for small, medium and large, but extra large costs more.

You can also use pricing based attributes to up sell your customers. For example if you are selling walnuts, you can give customers the option of what size bag they would like to purchase. Here you customers will easily be able to see that they could buy more (and potentially get more for their money by purchasing a slightly larger bag of walnuts). Even if the price doesn't vary, you can use attribute based pricing to help you keep track of your attribute inventory.

Let's start by taking a look at setting up a product with a single attribute where the price varies based on the color of the purse selected. In this example, the Marc Jacobs Spring Pink Handbag comes in two different colors (hot pink and light pink). The light pink version is a limited edition and costs $100, while the hot pink purse costs $50.

Product > Categories > Add

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.

Depending on your store's Product List layout (which can be updated using the Page Builder or for advanced users the Page Template Manager), you can include a description and/or image for your category. Be sure to resize your category image before bring it into Storefront (generally category images are around 100 to 300 pixels).

You can also update the page title for your product list page. Updating your Page Title to include keywords for your category can help improve your ranking on the search engines. Since this will be viewed by potential customers when your site is listed as a search result, you will want to keep this short and to the point while still being readable.

You can also come back and make a category hidden on your store if you ever need to take down an entire category at once. This can be helpful if you have seasonal categories that you don't want up year round.

Click Submit when you have finished setting up the category. You will be able to back and make changes if needed.

If you have created multiple product layouts using the Page Builder, you can select the List template that you would like to use for this category.

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

Category Information

Handbags

> Once you have created your category, you can start adding product or if you have a large number of items in this category, you may want to create subcategories to break up your products into smaller groups.

Basic Information

Description:	
Browser Title Bar:	Discount Designer Handbags I Store Name Here
Photo:	
Sort Priority:	9999
Featured Category:	No
Members Only:	No
Default Category:	No
Exclude from Shopping Comparison Sites:	No
Hide on Storefront:	No

Templates

Header Template:	
List Template:	
Footer Template:	

Subcategories

Subcategories:	

[Update] [Subcategories]

> To create a subcategory, click on the Subcategories button.

| + | − | | X |

- Home
- Store Design
- Store
- ▼ Product
  - List
  - Search
  - Add
  - Images
  - ▶ Shared Attributes
  - ▼ Categories
    - Add
    - List
    - Map

Subcategories: Handbags

Current Subcategories

Add Subcategory

Subcategory:*	Spring Line
Sort Priority:	9999
Featured Category:	☐ Make this a featured category for my store

[Submit] [Reset] [Return to Category]

> Here you can enter the name of your subcategory.

To use the subcategory sort priority on your store, additional custom code will need to be added to your header's source code. Since updating your store's code is required this feature is for advanced users only.

Product > Categories > Add

| + | − | | X |

- 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
- ▶ Sales
- ▶ Support
- Report

Category Information

Handbags

Basic Information

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

	...ore Name Here
Photo:	
Sort Priority:	9999
Featured Category:	No
Members Only:	No
Default Category:	No
Exclude from Shopping Comparison Sites:	No
Hide on Storefront:	No

Templates

Header Template:	
List Template:	
Footer Template:	

Subcategories

| Subcategories: | Spring Line |

[Update] [Subcategories]

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

Add Product

Use the Wizard Instead

Basic Information

Product Name:*	Marc Jacobs Spring Pink Handbag
Categories:	**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

Here you can enter in the name of the product. Helpful 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.
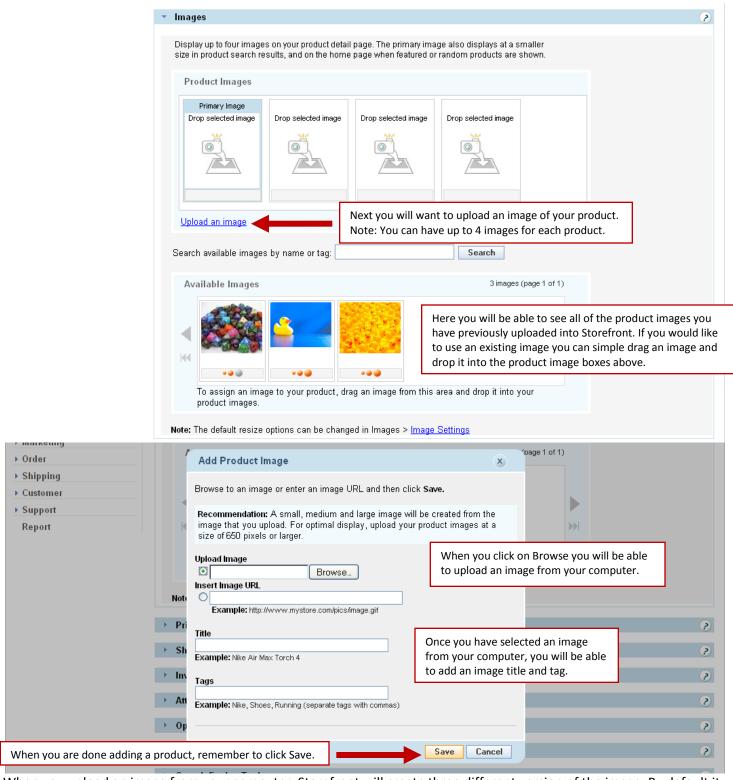
Once you have entered in the general information about a product you will be able to assign it to a category. For this example, let's place this product in the Handbag subcategory for Spring Line.

Assign Categories   ? x

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

Available Categories

⊞ ☐ Handbags
⊞ ☐ Magenets
   ☐ New

Assigned Categories

»
«

Step 1: To add a product to a subcategory, you will need to first click on the ⊞ next to the main category. This will expand the category menu to show any subcategories.

Save   Cancel

Assign Categories   ? x

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

Available Categories

⊟ ☐ Handbags
      ☑ Spring Line
⊞ ☐ Magenets
   ☐ New

Assigned Categories

»
«

Step 2: Once you have expanded your category, you can select the category or subcategories from the list of available categories.

Step 3: Click on the arrow to assign the product to the selected category.

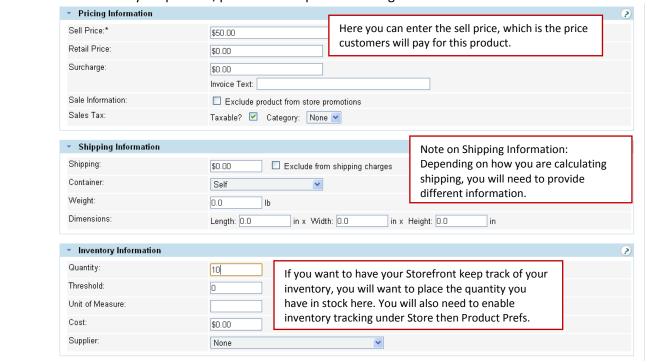Step 4: Remember to click Save.

Save   Cancel

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 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.

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

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.

When you click on Browse you will be able to upload an image from your computer.

Once you have selected an image from your computer, you will be able to add an image title and tag.

When you are done adding a product, remember to click Save.

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
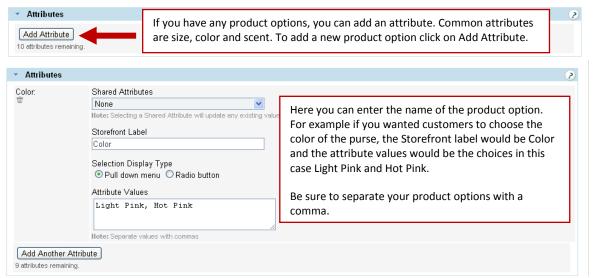
browsers your customers use when they are viewing your store, they may be able to see this information so while this is a great place to include keywords about your product, customers should be able to read this information. Image tags are general keywords for this image. While setting up image tags 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.
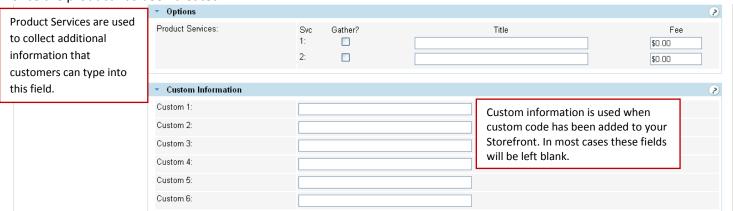

If you are selling discounted items, you may choose to include a retail price, will provide customer an easy way to see how much they are saving by purchasing on your store. If you aren't seeing discounted items, then you will want to leave the retail price field blank because including a retail price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

Depending how you are calculating shipping, you will need to provide different shipping information. For example if you are using UPS, you have the ability to calculate based soloing on the weight of an item (in pounds). When you are using USPS, shipping is calculated based on a packing algorithm. USPS requires that weight is entered in pounds (if an item is 8 ounces you will need to enter the weight as .5 lbs) and that dimensions are entered in inches. You will also need to set up shipping containers for USPS to determine the packaging that will be used when calculating shipping.

Attributes

Add Attribute

10 attributes remaining.

If you have any product options, you can add an attribute. Common attributes are size, color and scent. To add a new product option click on Add Attribute.

Attributes

Color:

Shared Attributes
None
Note: Selecting a Shared Attribute will update any existing values

Storefront Label
Color

Selection Display Type
⊙ Pull down menu   ○ Radio button

Attribute Values
Light Pink, Hot Pink

Note: Separate values with commas

Add Another Attribute

9 attributes remaining.

Here you can enter the name of the product option. For example if you wanted customers to choose the color of the purse, the Storefront label would be Color and the attribute values would be the choices in this case Light Pink and Hot Pink.

Be sure to separate your product options with a comma.

When you are detail with attributes (or product options) will be able to enter in the attribute inventory or attribute price once the product has been created.

Options

Product Services:	Svc	Gather?	Title	Fee
	1:	☐		$0.00
	2:	☐		$0.00

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

Custom Information

Custom 1:
Custom 2:
Custom 3:
Custom 4:
Custom 5:
Custom 6:

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

Unlike a product attribute where customers can select information from predefined options, product services allow customers to type information into this field. Generally this field is used if you need to gather additional information to personalize a product. For example, if you are selling shirts and need to know the name of the company to put on the shirt, you could check the box for gather and put "Company Name" as the title. Customers view your store will see a box for company name where they can type the name of the company. You also have the ability to charge an additional fee for personalization.

Search Engine Tuning

Meta Description:
Search Engine Keywords:

Here you can enter a meta description for this product.

Customers won't see this 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! You can always come back and update this product later.

Home
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   ▸ Shared Attributes
   ▾ Categories
      Add
      List
      Map
   Low Inventory
   Backordered
   ▸ Manufacturers
   ▸ Suppliers
   Custom Fields
   ▸ eBay
Marketing
Order
Shipping
Customer

Product Attributes

Marc Jacobs Spring Pink Handbag | SKU: | Price: $50.00

Current Attribute Inventory

SKU	Price	Qty

Add Attribute to Inventory

Now that you are looking at the product attributes, you can modify the product information for each product option (or attribute).

▾ **Basic Information**

SKU:	
ISBN:	
MPN:	
UPC:	
Condition:	New
Color:	All

All
Light Pink
Hot Pink

First be sure to select the product attribute that you would like to set up.

▾ **Pricing Information**

Price:	100.00
Cost:	$0.00

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

In this example, let's start by set up the limited edition light pink purse. First you will need to select the attribute, in this case select light pink from the color dropdown menu. Next you will want to change the price to $100.

> ▸ Support
> Report

▾ Inventory Information

Quantity:	50
Unit of Measure:	

Next if you have inventory enabled, you can enter the quantity in stock for this product option. In this case the light pink purse is a limited edition and there are only 50 in stock.

▾ 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	

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

[Apply] [Reset]

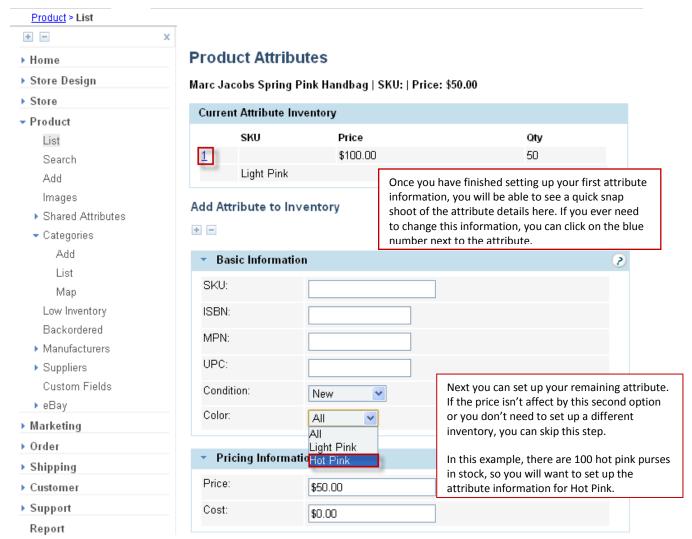When you are done adjusting the product information for this particular attribute, remember to click submit.

[Return to Product]

If you don't have inventory enabled, then you can skip the quantity field. Depending how you are calculating shipping, you will need to provide different shipping information. For example if you are using UPS or FedEx, you have the ability to calculate based soloing on the weight of an item (in pounds). When you are using USPS, shipping is calculated based on a packing algorithm. USPS requires that weight is entered in pounds (if an item is 8 ounces you will need to enter the weight as .5 lbs) and that dimensions are entered in inches. You will also need to set up shipping containers for USPS to determine the packaging that will be used when calculating shipping.

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

Marc Jacobs Spring Pink Handbag | SKU: | Price: $50.00

Current Attribute Inventory

	SKU	Price	Qty
1		$100.00	50
	Light Pink		

Once you have finished setting up your first attribute information, you will be able to see a quick snap shoot of the attribute details here. If you ever need to change this information, you can click on the blue number next to the attribute.

Add Attribute to Inventory

Basic Information

SKU:

ISBN:

MPN:

UPC:

Condition: New

Color: All
  All
  Light Pink
  Hot Pink

Next you can set up your remaining attribute. If the price isn't affect by this second option or you don't need to set up a different inventory, you can skip this step.

In this example, there are 100 hot pink purses in stock, so you will want to set up the attribute information for Hot Pink.
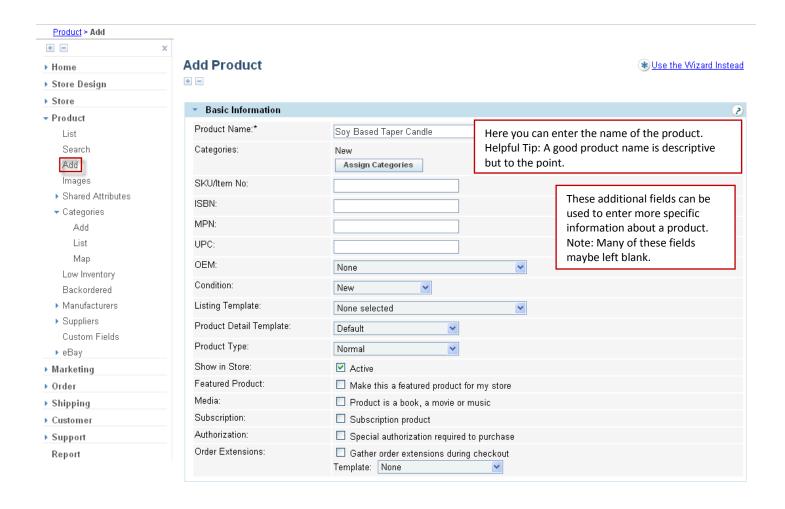
Pricing Information

Price: $50.00

Cost: $0.00

First you will want to select Hot Pink from the color dropdown menu. The hot pink purse cost the standard $50 dollars so the price can be left as is.

Next if you have inventory enabled, you can enter the quantity in stock for this product option. In this example there 100 hot pink purses in stock you will want to update the quantity field to 100.

When you are done adjusting the product information for this particular attribute, remember to click submit.

Product Attributes

Marc Jacobs Spring Pink Handbag | SKU: | Price: $50.00

Current Attribute Inventory

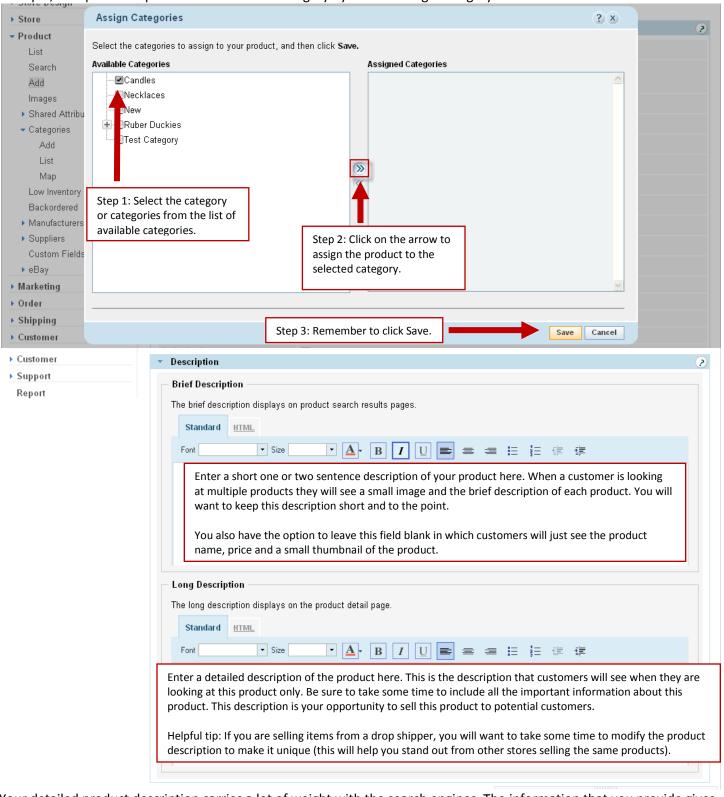|	SKU	Price	Qty
1		$50.00	100
	Hot Pink		
2		$100.00	50
	Light Pink		

Once you are done setting up all your attributes, you can review the current attribute inventory to make sure everything has been set up correct. You can also test out your attribute pricing by going to your live store and adding a product to your cart and making sure that the pricing is showing correctly.

Next let's take a look a setting up a product with two attributes where only one attribute affects the price of the product. In this example, the Soy Based Taper Candles comes in 3 different colors (red, green, blue) and two different sizes (8 inch, 12 inch). The color doesn't change the price of the candle while the size does. Also in this example, the products are made to order so inventory won't be enabled.
To add a new product, click on Product then Add on the left hand navigation menu.

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

Add Product

✱ Use the Wizard Instead

Basic Information

Product Name:*	Soy Based Taper Candle	
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	

Here you can enter the name of the product. Helpful Tip: A good product name is descriptive but 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.
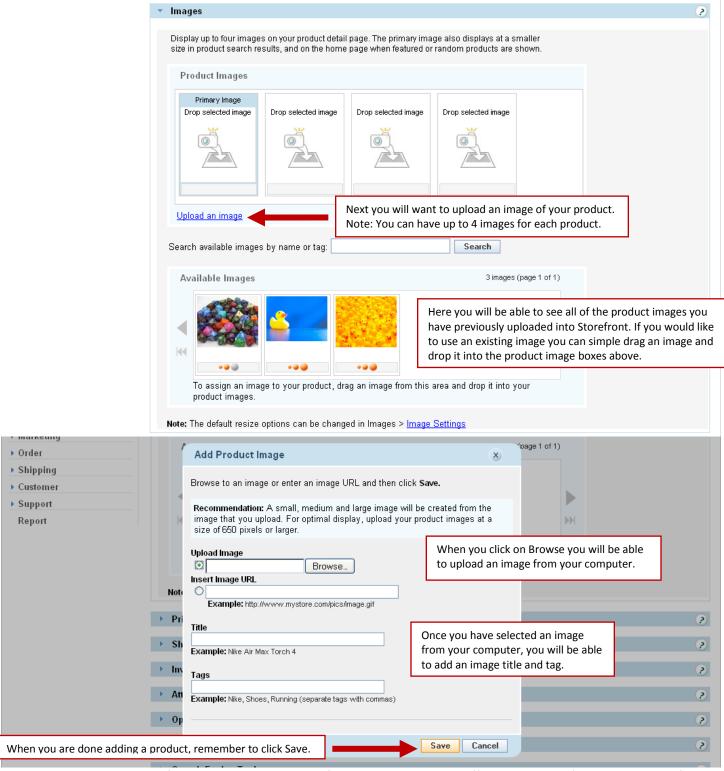
Once you have entered in the general information about a product you will be able to assign it to a category. For this example, let's place this product in the Candle category by click on Assign Category.
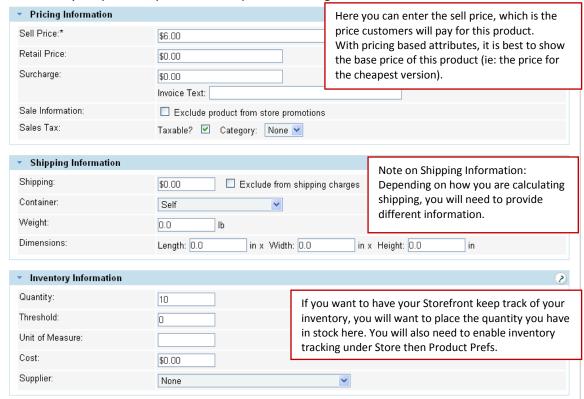

Your detailed product description carries a lot of weight with the search engines. The information that you provide gives the search engines a detailed description of the specifics about this product. The detailed description is where search engines will look for keywords that describe this product. 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.

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

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.

When you click on Browse you will be able to upload an image from your computer.

Once you have selected an image from your computer, you will be able to add an image title and tag.

When you are done adding a product, remember to click Save.

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).
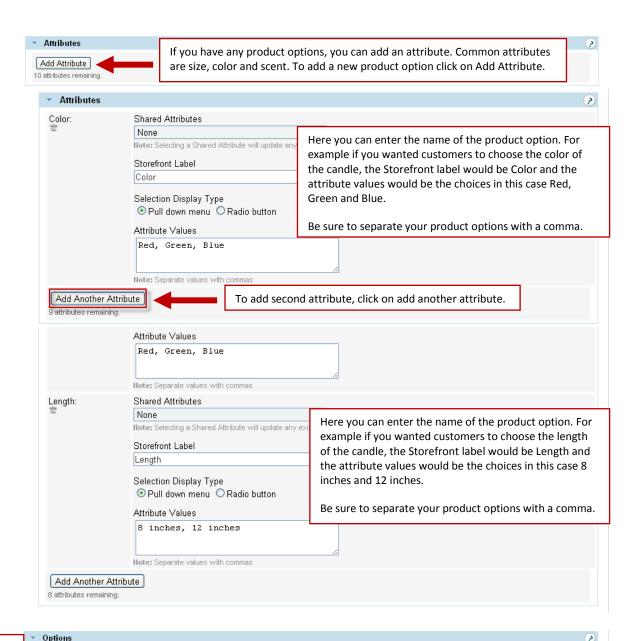
When you are adding an image you will also have the ability to give the image a title and tags. The title is used to provide additional information about the image. An ideal image title is short, relevant and to the point. Depending on which browsers your customers use when they are viewing your store, 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.

Here you can enter the sell price, which is the price customers will pay for this product.
With pricing based attributes, it is best to show the base price of this product (ie: the price for the cheapest version).

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

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

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.

Depending how you are calculating shipping, you will need to provide different shipping information. For example if you are using UPS, you have the ability to calculate based soloing on the weight of an item (in pounds). When you are using USPS, shipping is calculated based on a packing algorithm. USPS requires that weight is entered in pounds (if an item is 8 ounces you will need to enter the weight as .5 lbs) and that dimensions are entered in inches. You will also need to set up shipping containers for USPS to determine the packaging that will be used when calculating shipping.

If you have any product options, you can add an attribute. Common attributes are size, color and scent. To add a new product option click on Add Attribute.

Here you can enter the name of the product option. For example if you wanted customers to choose the color of the candle, the Storefront label would be Color and the attribute values would be the choices in this case Red, Green and Blue.

Be sure to separate your product options with a comma.

To add second attribute, click on add another attribute.

Here you can enter the name of the product option. For example if you wanted customers to choose the length of the candle, the Storefront label would be Length and the attribute values would be the choices in this case 8 inches and 12 inches.

Be sure to separate your product options with a comma.

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

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

Unlike a product attribute where customers can select information from predefined options, product services allow customers to type information into this field. Generally this field is used if you need to gather additional information to personalize a product. For example, if you are selling shirts and need to know the name of the company to put on the shirt, you could check the box for gather and put "Company Name" as the title. Customers view your store will see a box

for company name where they can type the name of the company. You also have the ability to charge an additional fee for personalization.

Here you can enter a meta description for this product.

Customers won't see this 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

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- 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! You can always come back and update this product later.

Once you have finished setting up the product, we can now add more information about our product options (or attributes).

Product > Add

- Home
- Store Design
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- Product
  - List
  - Search
  - Add
  - Images
  - Shared Attributes
  - Categories
    - Add
    - List
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  - Manufacturers
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  - Custom Fields
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- Customer
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  - Report

Product Attributes

Soy Based Taper Candle | SKU: | Price: $6.00

Current Attribute Inventory

SKU	Price	Qty

Now that you are looking at the product attributes, you can modify the product information for each attribute combination.

Add Attribute to Inventory

Basic Information

SKU:

ISBN:

MPN:

UPC:

Condition: New

Color: All

Length: All
All
8 inches
12 inches

Next you will need to select the attribute combination that you would like to setup. In this case because the color doesn't change the price of the product you can select ALL and then select the first length.

Pricing Information

Price: $6.00

Cost: $0.00

Next you can select the price for this combination. In this case an 8 inch taper candle costs $6 regardless of the color.

Inventory Information

Quantity: 0

Unit of Measure:

You could change the inventory here, but this is example because inventory isn't enabled you don't need to fill out this field.

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

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

Apply

When you are done adjusting the product information for this particular attribute combination, remember to click submit.

Return to Product

Product Attributes

Soy Based Taper Candle | SKU: | Price: $6.00

Current Attribute Inventory

	SKU	Price	Qty
1		$6.00	0
	All, 8 inches		

> Once you have finished setting up your first attribute combination, you will be able to see a quick snap shoot of the attribute details here. If you ever need to change this information, you can click on the blue number next to the attribute.

Add Attribute to Inventory

Basic Information ?

SKU:	
ISBN:	
MPN:	
UPC:	
Condition:	New
Color:	All
Length:	All

All
8 inches
12 inches

> Next select your next attribute combination. In this example, you will want to select ALL for color and select the second length option.

Pricing Information ?

Price:	$8.00
Cost:	$0.00

> Next enter the price for this combination. In this example, the 12 inch taper candle costs $8 regardless of color.

You could change the inventory here, but this is example because inventory isn't enabled you don't need to fill out this field.

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

When you are done adjusting the product information for this particular attribute combination, remember to click submit.
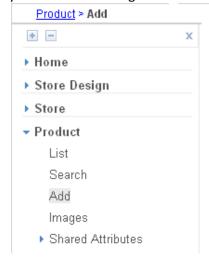
Once you are done setting up all your attributes, you can review the current attribute inventory to make sure everything has been set up correct. You can also test out your attribute pricing by going to your live store and adding a product to your cart and making sure that the pricing is showing correctly.
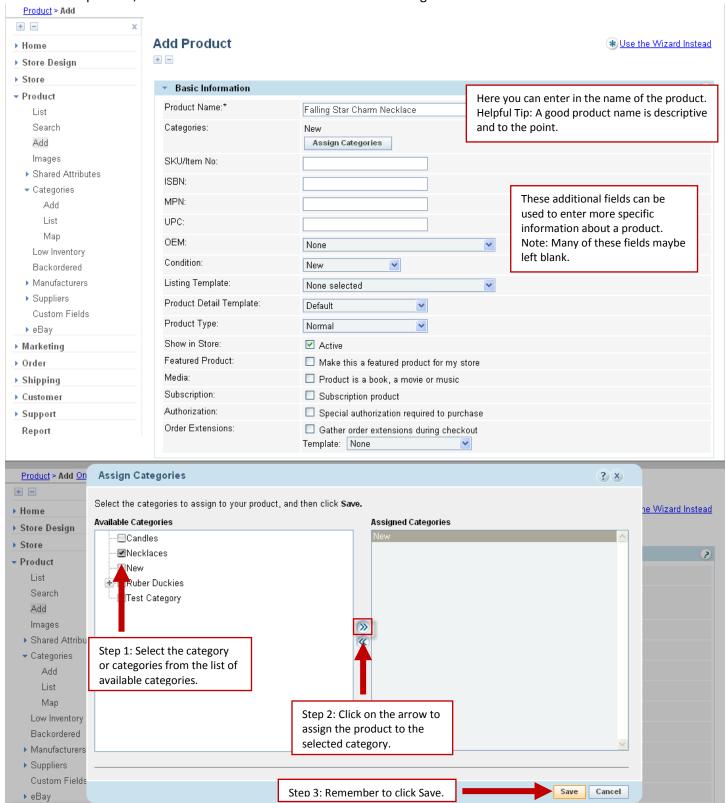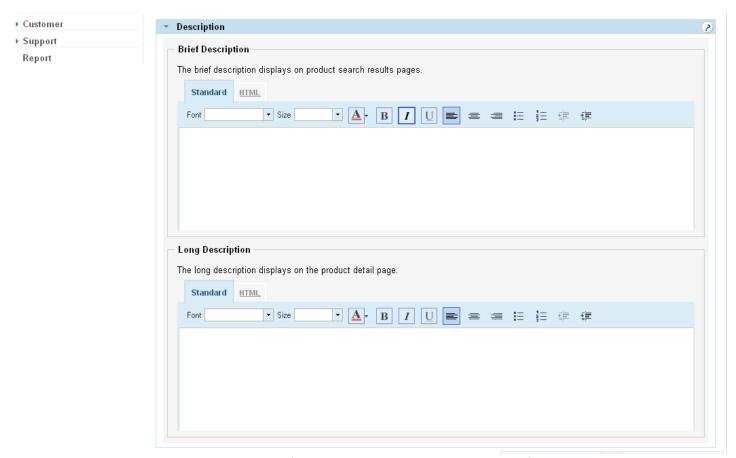

Product Attributes

Soy Based Taper Candle | SKU: | Price: $6.00

Current Attribute Inventory

	SKU	Price	Qty
1		$8.00	0
	All, 12 inches		
2		$6.00	0
	All, 8 inches		

Next let's take a look at product with two attributes that both affect the price of the product. In this example, the Falling Star Charm Necklace has two different options for the type of chain (silver and gold) and two different chain lengths (18 inch, 22 inch). Both the type of chain and the length of the necklace affect the price of the product.

To add a new product, click on Product then Add on the left hand navigation menu.

Here you can enter in the name of the product. Helpful 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.

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.

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.

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

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.

When you click on Browse you will be able to upload an image from your computer.

Once you have selected an image from your computer, you will be able to add an image title and tag.

When you are done adding a product, remember to click Save.

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
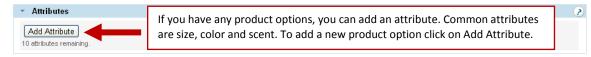
general keywords for this image. While setting up image tags is part of properly setting up a product, image tags are not nearly as important as the name of your product, product description and image title.

Here you can enter the sell price, which is the price customers will pay for this product.
With pricing based attributes, it is best to show the base price of this product (ie: the price for the cheapest version).

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

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.

Depending how you are calculating shipping, you will need to provide different shipping information. For example if you are using UPS, you have the ability to calculate based soloing on the weight of an item (in pounds). When you are using USPS, shipping is calculated based on a packing algorithm. USPS requires that weight is entered in pounds (if an item is 8 ounces you will need to enter the weight as .5 lbs) and that dimensions are entered in inches. You will also need to set up shipping containers for USPS to determine the packaging that will be used when calculating shipping.

If you have any product options, you can add an attribute. Common attributes are size, color and scent. To add a new product option click on Add Attribute.

Attributes

Type of Chain:

Shared Attributes
None
Note: Selecting a Shared Attribute will update any existing v

Storefront Label
Type of Chain

Selection Display Type
⦿ Pull down menu ○ Radio button

Attribute Values
Silver, Gold

Note: Separate values with commas

> Here you can enter the name of the product option. For example if you wanted customers to choose the type of chain, the Storefront label would be Type of Chain and the attribute values would be the choices in this case Silver and Gold.
>
> Be sure to separate your product options with a comma.

[Add Another Attribute]

9 attributes remaining.

← To add second attribute, click on add another attribute.

Attribute Values
Silver, Gold

Note: Separate values with commas

Necklace Length:

Shared Attributes
None
Note: Selecting a Shared Attribute will update any existing value

Storefront Label
Necklace Length

Selection Display Type
⦿ Pull down menu ○ Radio button

Attribute Values
18 inch, 22 inch

Note: Separate values with commas

> Here you can enter the name of the product option. For example if you wanted customers to choose the length of the necklace, the Storefront label would be Necklace Length and the attribute values would be the choices in this case 18 inch and 22 inch.
>
> Be sure to separate your product options with a comma.

[Add Another Attribute]

8 attributes remaining.

Options

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

Product Services:

	Svc	Gather?	Title	Fee
	1:	☐		$0.00
	2:	☐		$0.00

Custom Information

Custom 1:
Custom 2:
Custom 3:
Custom 4:
Custom 5:
Custom 6:

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

Unlike a product attribute where customers can select information from predefined options, product services allow customers to type information into this field. Generally this field is used if you need to gather additional information to personalize a product. For example, if you are selling shirts and need to know the name of the company to put on the shirt, you could check the box for gather and put "Company Name" as the title. Customers view your store will see a box for company name where they can type the name of the company. You also have the ability to charge an additional fee for personalization.

Search Engine Tuning

Meta Description:
Search Engine Keywords:

> Here you can enter a meta description for this product.

Customers won't see this 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! You can always come back and update this product later.

Once you have finished setting up the product, we can now add more information about our product options (or attributes).

Before you start setting up the attribute combinations, when you are dealing with two or more attributes that affect the price of the product. It can help to draw a quick table of the different pricing combinations.

In this case, an 18 inch silver chain cost $25 while a 22 inch silver chain costs $28. An 18 inch gold chain costs $50 while a 22 inch gold chain costs $60.

	Silver Chain	Gold Chain
18 inch length	$25	$50
22 inch length	$28	$60

As you can see there are 4 different combinations, so we will need to set up 4 different attribute pricing combinations.

- ▸ 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

Falling Star Charm Necklace | SKU: | Price: $25.00

Current Attribute Inventory

SKU	Price	Qty

Add Attribute to Inventory

Now that you are looking at the product attributes, you can modify the product information for each attribute combination.

Basic Information

SKU:

ISBN:

MPN:

UPC:

Condition: New

Type of Chain: Silver

Necklace Length: 18 inch

Next you will need to select the attribute combination that you would like to setup. In this case because both items affect the price of the product, you will need to select a chain type and a necklace length.

Type of Chain: All / All / Silver / Gold

Necklace Length: 18 inch / All / 18 inch / 22 inch

Pricing Information

Price: $25.00

Cost: $0.00

Inventory Information

Quantity: 15

Unit of Measure:

Here you can enter the number of this combination you have in stock.

In this case there 18 inch silver chains in stock.

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

Note on Shipping Information: Depending on how you are calculating shipping, you will need to provide different information.

Apply

When you are done adjusting the product information for this particular attribute combination, remember to click submit.

Return to Product

- 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

Falling Star Charm Necklace | SKU: | Price: $25.00

Current Attribute Inventory

	SKU	Price	Qty
1		$25.00	15
	Silver, 18 inch		

Once you have finished setting up your first attribute combination, you will be able to see a quick snap shoot of the attribute details here. If you ever need to change this information, you can click on the blue number next to the attribute.

Add Attribute to Inventory

▾ **Basic Information** ?

SKU:	
ISBN:	
MPN:	
UPC:	
Condition:	New
Type of Chain:	Silver
Necklace Length:	22 inch

Next you will need to set up your second attribute combination.

In this case, let's set up the other silver necklace length.

▾ **Pricing Information** ?

| Price: | $28.00 |
| Cost: | $0.00 |

Next you can enter the price for this attribute combination.

Inventory Information

Quantity: 20
Unit of Measure:

Next you can enter the quantity of this combination that you have in stock.

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

Apply Reset

When you are done adjusting the product information for this particular attribute combination, remember to click submit.

Return to Product

You will need to repeat this process for the 18inch gold chain and the 22 gold chain combinations. Once you have finished setting up your attribute options, you will be able to view your current attribute inventory and make sure all of your pricing is correct.

Product > Add

- Home
- Store Design
- Store
- Product
  - List
  - Search
  - Add
  - Images
  - Shared Attributes
  - Categories
    - Add
    - List
    - Map
  - Low Inventory
  - Backordered
  - Manufacturers
  - Suppliers
  - Custom Fields
  - eBay
- Marketing

Product Attributes

Falling Star Charm Necklace | SKU: | Price: $25.00

Current Attribute Inventory

	SKU	Price	Qty
1		$50.00	30
	Gold, 18 inch		
2		$60.00	9
	Gold, 22 inch		
3		$25.00	15
	Silver, 18 inch		
4		$28.00	20
	Silver, 22 inch		

Add Attribute to Inventory

+ -

Once you have finished setting up all your attribute combinations, you will be able to see the price for each combination and the quantity in stock.

Basic Information

SKU:
ISBN:
MPN