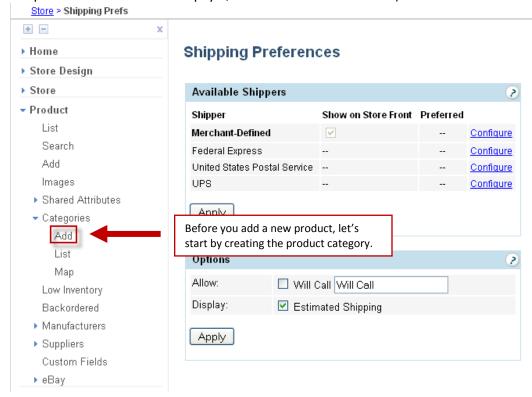
## Adding a Subscription Product to your Storefront

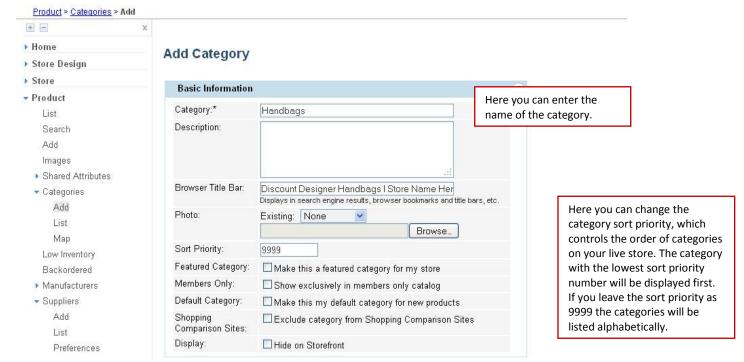
Important notes on subscription products:

- -A merchant account required to handle automatic reoccurring billing
  - -PayPal and WorldPay do not accept subscription payments
- -Customers must create an account to purchase a subscription product

## Examples of subscription products:

- -Reoccurring Services (such as a monthly pool cleaning service)
- -Consumption Products (such as a monthly supply magazine)
- -Layaway products that giving customers the ability to pay for a product over a couple months (for example \$900 computer where the customer pays \$100 a month for 11 months)





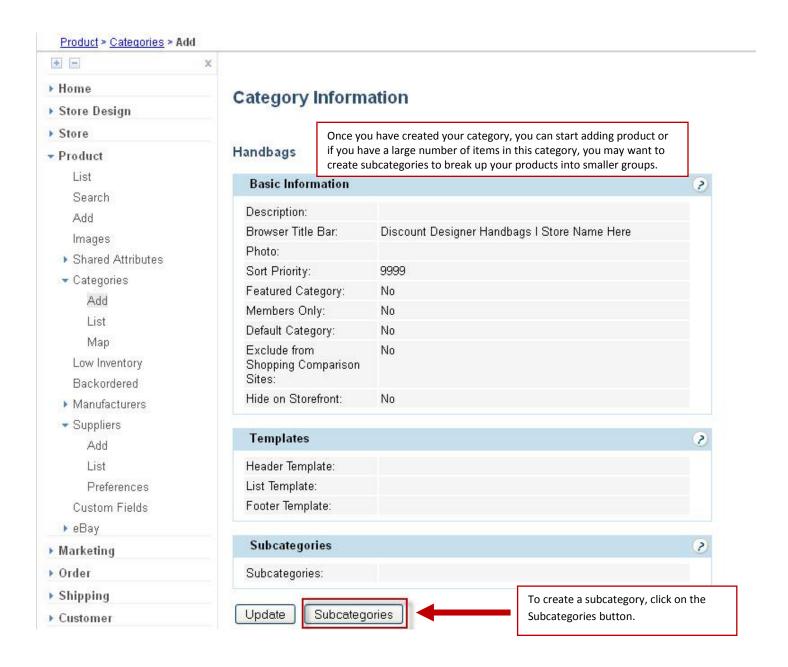
Depending on your store's Product List layout (which can be updated using the Page Builder or for advanced users the Page Template Manager), you can include a description and/or image for your category. Be sure to resize your category image before bring it into Storefront (generally category images are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

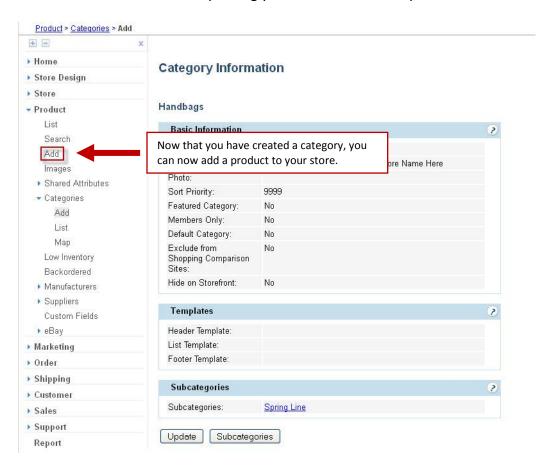


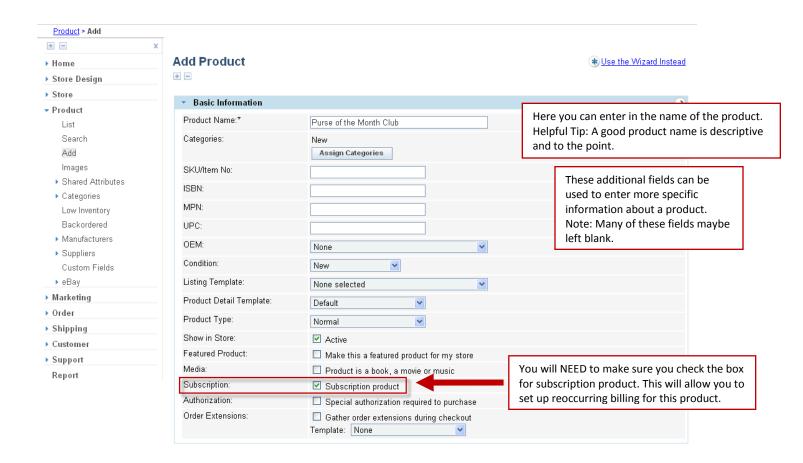
If you have created multiple product layouts using the Page Builder, you can select the List template that you would like to use for this category.



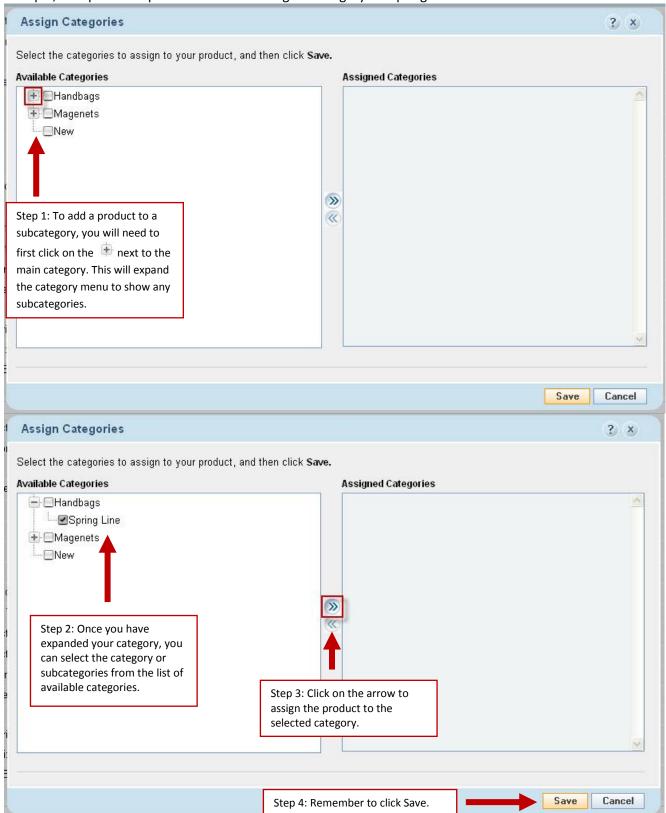


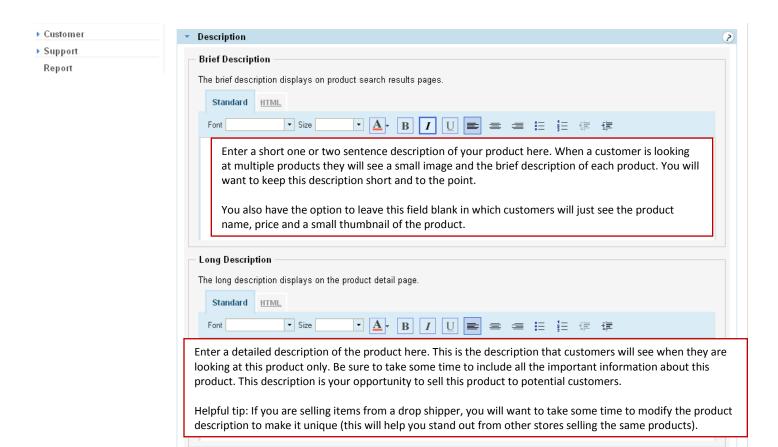
To use the subcategory sort priority on your store, additional custom code will need to be added to your header's source code. Since updating your store's code is required this feature is for advanced users only.



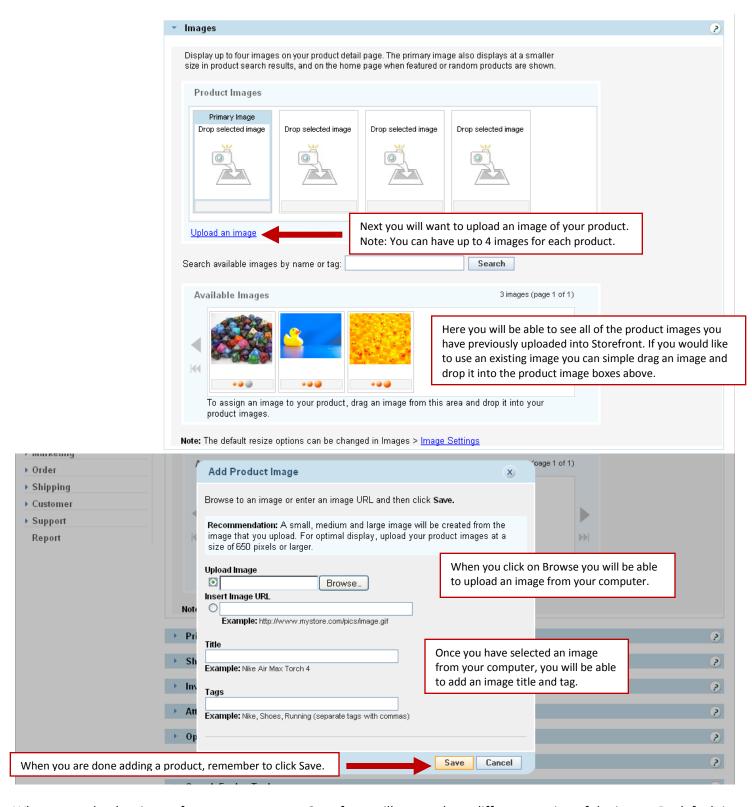


Once you have entered in the general information about a product you will be able to assign it to a category. For this example, let's place this product in the Handbag subcategory for Spring Line.



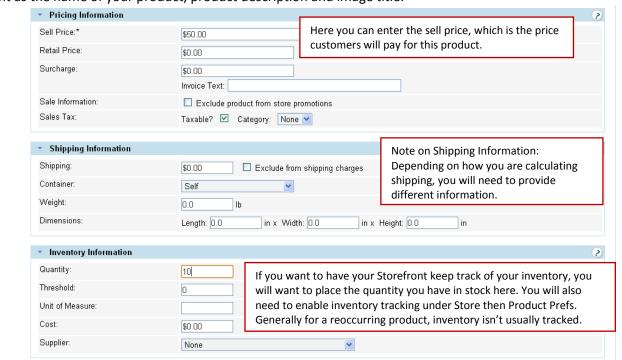


Your detailed product description carries a lot of weight with the search engines. The information that you provide gives the search engines a detailed description of the specifics about this product. The detailed description is where search engines will look for keywords that describe this product.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



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).

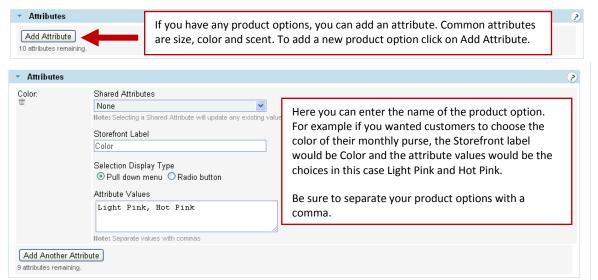
When you are adding an image you will also have the ability to give the image a title and tags. The title is used to provide additional information about the image. An ideal image title is short, relevant and to the point. Depending on which browsers your customers use when they are viewing your store,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



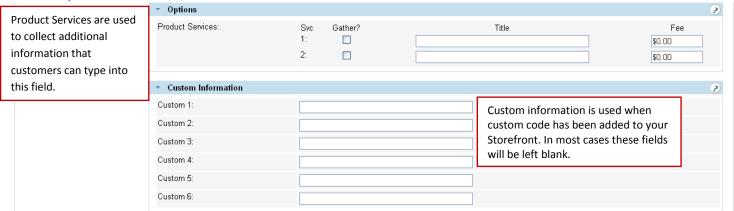
If you are selling discounted items, you may choose to include a retail price, will provide customer an easy way to see how much they are saving by purchasing on your store. If you aren't seeing discounted items, then you will want to leave the retail price field blank because including a retail price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

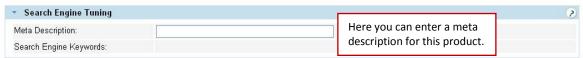
Depending how you are calculating shipping, you will need to provide different shipping information. For example if you are using UPS, you have the ability to calculate based soloing on the weight of an item (in pounds). When you are using USPS, shipping is calculated based on a packing algorithm. USPS 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.



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.



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.



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

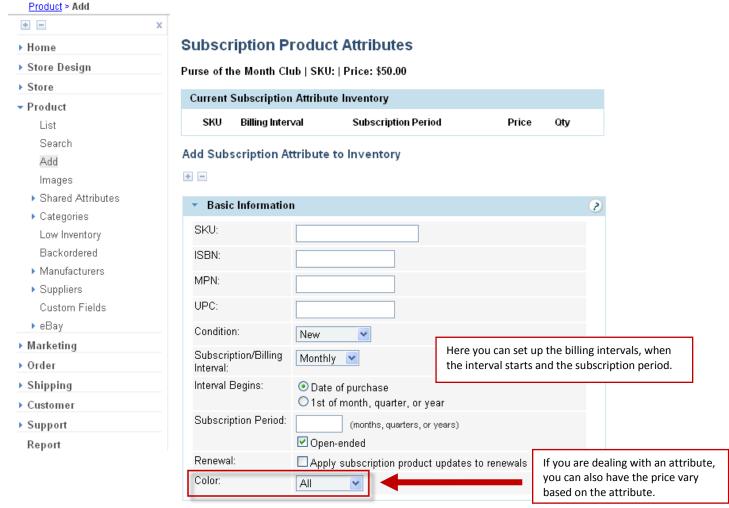
Note: Any product belonging to the following Google categories must set the **Product > Google Product Search Feed > Google Category** value as shown below.

- 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. The first time you set up a subscription based product, you will automatically been taken to set up the attribute (which is used for your subscription billing).



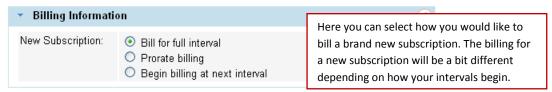
The subscription/billing interval determines how often the customer is billed. You can have billing occur on a monthly, quarterly or yearly basis.

Next you will want to select when the customer will be billed. If you choose to have the billing occur on the date of purchase the customer will always be billed on that day of the month, quarter, or year. For example if the customer purchases a monthly product on March 13<sup>th</sup> their next bill date would be April 13<sup>th</sup>. You can also choose to have billing always occur on the 1<sup>st</sup>.

When you are dealing with the timeframe of a subscription, you can either have a set number of billing intervals or you have the subscription open ended. If a subscription is open end, the reoccurring billing will keep going until it is manually canceled.

You can choose to have any updates to a subscription applied to a customer when their purchase is renewed. For example, if the price for this subscription increases you can have the price increase applied to renewals.

If you are dealing with an attribute, you can also have the price vary based on the attribute. In this example, the color of the monthly purse does not affect the price of the subscription, so the option for color should be left as ALL. This means the subscription settings and price are the same for all the color options.



Bill for the full interval is generally used if you have the billing interval start on the date of purchase in which case you can go ahead and bill the customer for the full interval. You could also choose to bill the customer for the full interval if you want them to pay for the full period even if their next bill date is on the first. This is very uncommon.

Prorated billing is generally used if your billing interval starts on the first. This way if a customer signs up half way through the month that customer would only be billed for half of the month and then start paying for a full month at the start of their first full period.

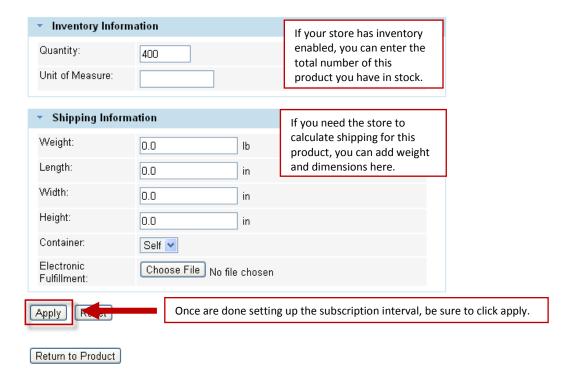
Begin billing at the next interval is also used when the billing interval starts on the first and the customer signs up in the middle of the month. In this case the customer would not be billed anything if they signed up on the 15<sup>th</sup>, instead their first bill would be on the 1<sup>st</sup>.

The biggest difference between prorated billing and begin billing at the next interval usually comes down to the item or service that is being sold. Generally if a customer is signing up for a service they will pay a prorated amount for their first month because they are starting to receive the service they purchase. If a customer is buying a product, it is more common for the billing to begin at the start of a new billing interval or be billed for the full interval. In the example above, the customer will be billed for the full interval period because they will receive their first purse of the month regardless of when they signed for the monthly purse club.



Under pricing information you can enter the price for the set interval. If you choose to give customers the option to pay monthly or annually it is common for the price to vary. You can also have the price vary based on attribute.

You also have the ability to charge customers a onetime start up fee. This fee would be paid on the customer's first bill.



## **Subscription Product Attributes**

Purse of the Month Club | SKU: | Price: \$50.00



Once you have added your subscription information, you will see a summary of the subscription you just created. If you need to make changes you can click on the blue number next to the sku to make changes to this subscription.

Once a customer has purchased a subscription, you will be able to manage all of your subscriptions in your Storefront Administrator.

Note: When a customer purchases a subscription, your Storefront will automatically generate invoices.

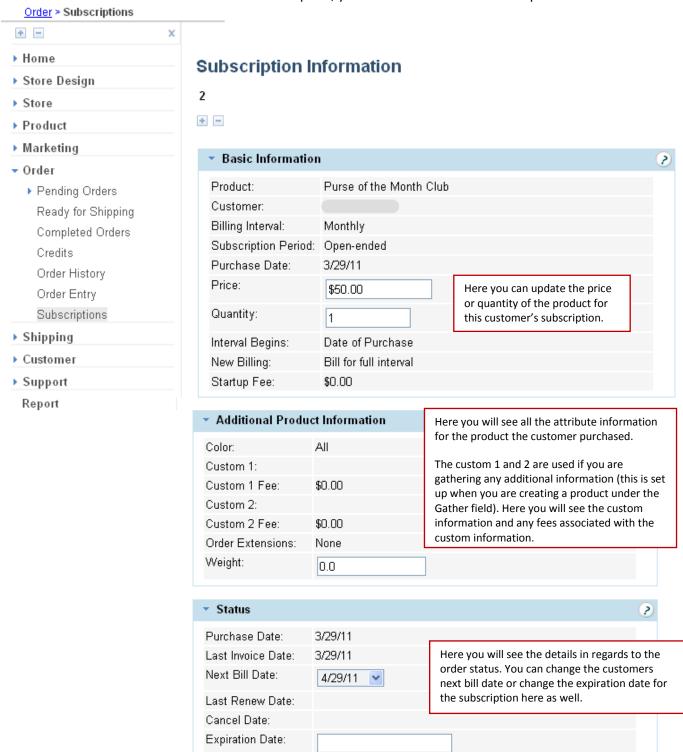


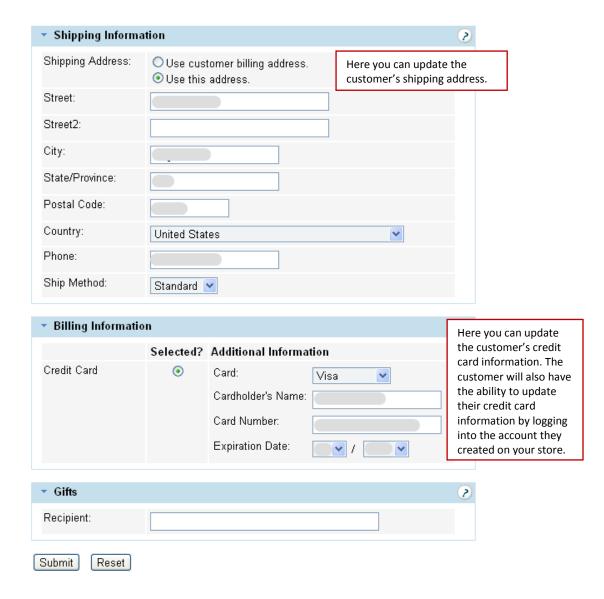
When you are looking at your subscription list, you will be able to view the subscription number, the name of the customer, the product, the billing interval, the subscription period, the date purchased, the expiration date (if applicable), the date cancelled and the product amount.

You can manually cancel a subscription by checking the box next to the subscription and clicking on cancel. This will stop the reoccurring billing.

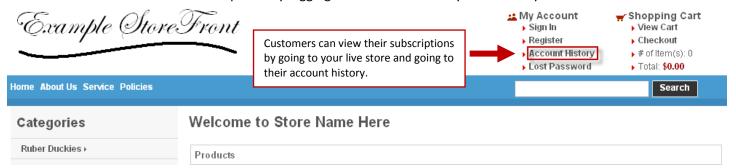
If you would like to remove a subscription from your subscription list, you can delete the subscription. All of the invoices will remain in your store but the subscription will be canceled and no longer appear under Subscriptions.

To view more detailed information about a subscription, you can click on the blue subscription number.

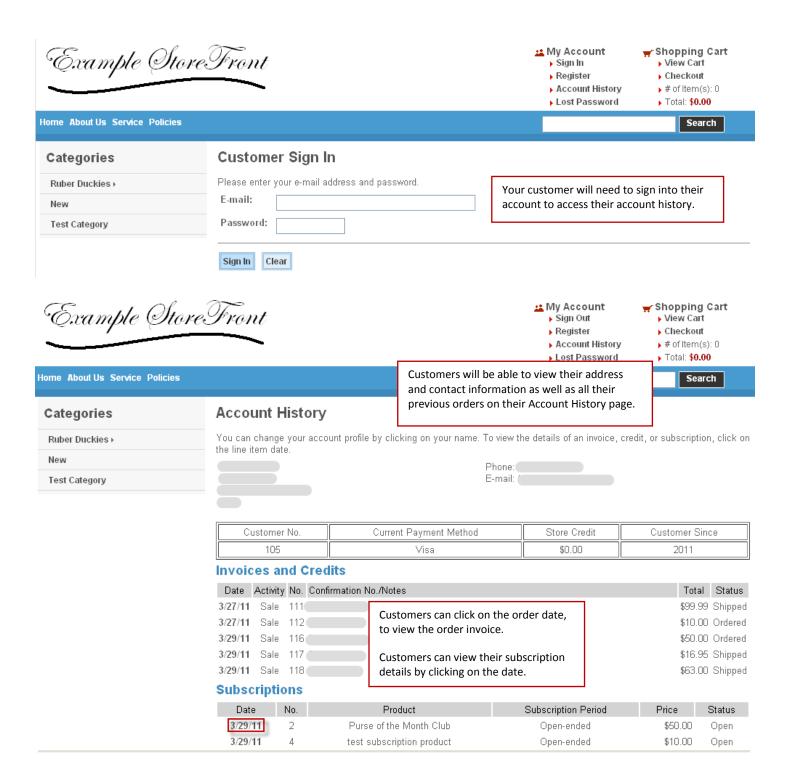




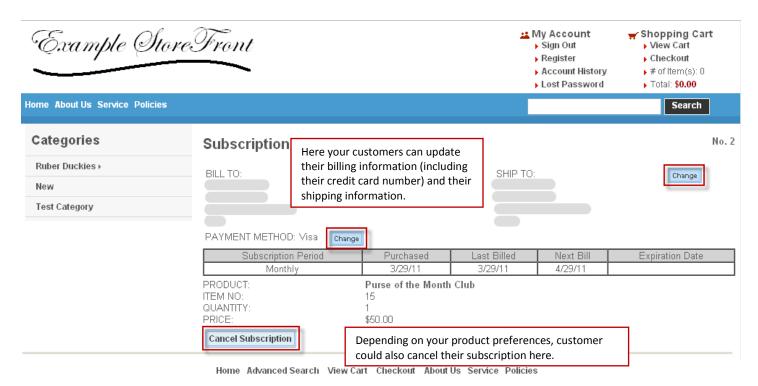
Your customers can view their subscriptions by logging into the account they created on your store.



Note: The link to their account history may vary based on the template used for your store. If your store doesn't have a direct link to account history, this link can also be found your service page.



Home Advanced Search View Cart Checkout About Us Service Policies



By default customers aren't able to cancel or renew their own subscription. If you would like to give customers the option to cancel their own subscription, you would need to update your product preferences. To update your product preferences, you would need to log into your Store Administrator and then go to Store then Product Prefs.

