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GETTING STARTED

Premier Hosting Company would like to thank you for signing up and taking that next step in accomplishing your dreams!

We have put together this 8 page document in order to get you started in building your store the right way, the first time, BUT in order for this to happen, YOU MUST read this document and follow the steps as outlined.

Before starting, please go through this ENTIRE Document before doing any changes to your New Web Site, this will get you familiar with the Contents of this GETTING STARTED MANUAL and will make it a more pleasurable experience.

Content

Although we do not provide written content (about us, privacy, FAQ's, etc...) you can look at any of our custom websites to get some ideas. Also if you need help coming up with certain things please follow this link: www.phinc.biz/content. Content is an important part of any website. It allows you to communicate to your customer's important information about your business and also help protect you with policies in place. So take your time with it and if you have questions regarding certain things, be sure to ask.

Please review <http://www.phinc.biz/content>

Choose Your Drop Shippers

Decide which drop shippers you would like added to your web site. Please go to www.DropshipSupport.com and POST a ticket asking for the LATEST DROPSHIPPERS LIST. You will also get a FREE account to TrueDropshippers.com; this website will show you the type of products you can sell on your web site.

Next, you will upload these products by a click of a button.

- To do so, go to #24 Import/Export Inventory Data. Scroll down to Update Drop Shipper Data.
- You will see a list of all of the drop shippers that we provide to you.
- You may add any drop shipper by clicking the radio button next to the drop shipper you wish to add. Once you select the drop shipper, click the UPDATE DROP SHIPPER DATA button.

Future Updates

- We will keep this updated for you so that you may update your products as often as you would like. We recommend that you update the drop shippers once a week or every other week.
- You will follow the same procedure as stated above.
- You can move products around, change prices, or whatever you want and not have to worry about running the update and having things get reverted back to its original state. The updater will only add, remove products (if they are out of stock or discontinued) and will NOT adjust prices, images and other information. So if you think that a product is marked wrong on a price then you can delete that product, then re-run the updater.
- If you are planning on deleting specific categories, products, etc. from a drop shipper – make sure to HIDE the product and not delete it. If you delete the product and re-upload the drop shippers feed, this product will re-appear. If you HIDE the product and re-upload the drop shippers feed, this product will continue to be hidden.
- IT IS VERY IMPORTANT THAT YOU MAKE A BACKUP OF YOUR STORE BEFORE YOU USE THIS FEATURE!

Contact the Drop Shippers

You must contact all the drop shippers that you intend to resell for. You will need a resellers permit to become a member of a few of the drop shippers. This can be obtained through your County's Dept. of Revenue. They may even have a website in which you can sign up through.

Setup Merchant Account

Since you signed up with us you get your choice of 2 FREE MERCHANTACCOUNTS! We have two companies that we currently work with for merchant account options. We work with ProPay.com and BankCardAmerica.com. You can read about both companies with the information below:

NOTE: The MOST economical way to start accepting payment is by getting a PayPal Account. Our Stores has PayPal Integration Built In – and It's REAL TIME

BCA: http://www.tms-wi.com/promo_pricing.htm

ProPay: <https://epay.propay.com/phinc6578/>

A basic overview of the 2 companies' differences is this: ProPay charges \$29.95 for the year (reimbursement) and with no monthly charges. But you pay higher fees than a standard merchant account (a la BankCardAmerica.com) and you cannot do real time credit card processing. With BCA you can do real time credit card processing and you pay much lower rates than ProPay.com charges. But you have monthly fees that are associated with that account. The more sales you do with BCA the lower your monthly fee gets. But if you don't do any sales you will be charged that monthly service fee.

Please take a look at http://www.tms-wi.com/promo_pricing.htm

What is the difference between real time and non-real time? Real time means the processor will be integrated into your website and your customer will be charged as soon as they place their order. Non-real time means that when your customer places their order, their credit card information will be given to you and you will manually run their credit card through your ProPay account.

What most customers do is when they are starting they go with ProPay.com, because you only pay them when you are using their service. Once the orders start coming in and then normally that customer will switch over to BCA, for the lower rates and real time credit card processing feature.

There are other merchant account services out there. If you decide to go with a different real time gateway, they must use one of these to process: -Total Merchant Services V4.5- AuthorizeNet V3.1-SECPay-2Checkout-WorldPay-iTransact-VeriSign Payflow Link -Fast Transact -LinkPoint Basic

But we have worked with Bank Card America for all of our needs, as well as a lot of customers too. But ProPay.com is a reputable company and many of our customers use their service as well.

Once you figure out which one you would like to use let us know. With ProPay there isn't really anything you have to setup. We want to make sure that you get your one month free hosting!

If you go with BCA and get the real time credit card processing with the account and need help setting that up with your store be sure to contact us and we will help you with that.

Meta Tags

Now you're going to need roughly 25 -30 keywords and a line or two for a description of your site so I can generate your meta tags. When you compile your meta tags make sure they are specific. Using the word "gifts" isn't very good because anything can be a gift, a car can be, a house can be, and those things you aren't selling on your site. The more specific you are the better.

Also the description should be a good overview of your site and include some of the keywords in it as well. Go to #2 and look for **Global Search Engine Meta Tags** here you can add your Meta Tags to your store.

```
<meta name="description" content="Welcome to ABC Mall. We sell only the finest books, toys, and electronic equipment.">
<meta name="keywords" content="books, toys, electronics, radio, tv, playstation, games, dolls, videos, stereos">
<meta name="robots" content="all,index,follow">
<meta name="distribution" content="Global">
<meta name="rating" content="General">
<meta name="revisit after" content="30days">
```

For more information on this please take a look at:
http://www.YOURDOMAINNAME.com/Qmanual/meta_tags_help.htm

If you purchase an **EXTREME PACKAGE**, then we will do it for you. After you choose your keywords, go to the online help desk and submit a ticket!

Marketing Information

You have to find your niche and focus your marketing efforts on that. It takes time to get into search engines and the longer your site is up, the more affiliates you will have and how many links to your website are on other sites, the better you are going to do!

We do have a web site we developed just for SEO purposes, please go to www.SEOsiteAdmin.com and read through carefully. We have spent a lot of time to give you the best information and SEO Services.

Starting your own business is an INVESTMENT and a lot of people don't see it that way. They think that if they just put up a store on line that people will magically find it, not true! So they bury themselves into the information that is out there they can make this work for them.

Take a look at our Knowledge base to find additional marketing tools! You can sign up for a monthly membership with a great Search Engine Submission tool at www.SESTools.com for Only \$14.99 a month!

You can also visit www.SearchEngineForums.com for information on search engines. There is no better way to get listed than actually knowing how they work. Don't be intimidated by the verbiage, as some of it could be over your head, but checkout their Marketing 101 section and I am sure there will be things you will pick up on.

For the quickest traffic read about Google Adword Campaigns:
[http://www.dropshippingsupport.com/index.php?
_m=knowledgebase&_a=viewarticle&kbarticleid=32](http://www.dropshippingsupport.com/index.php?_m=knowledgebase&_a=viewarticle&kbarticleid=32)

Basic Run Through The Store Manager

After you login to the store manager, you will see the Store Main Menu. On this menu you will see some text and several department links. This may seem like a lot of information, but there isn't a lot you even have to use.

It is important to read the description on each field and even use the gray "HELP" icons on each page. This will assist you the most.

It is VERY IMPORTANT to make plenty of Store Backups through #37 Backup Data Files for Store.

If any areas are not covered, it means that you do not have any need for it. The most important areas of the store for you to take a look at are #2 Basic Store Administration and #3 Advanced Store Administration.

#2 Basic Store Administration

You will find areas to change your welcome text on the front page, change the featured products on the front page (here you have to use the specific record number found in the store manager under #22 Setup Products – if the exact record number is not used the products will not show up), change the company information on the about us page, and much more! You will see a lot of pre-filled information in certain areas. Make sure to read it and change it. For example, in the Email Header Text it will read “Please change this information to whatever...”. If you don’t change this information, your customer will see exactly that.

#3 Advanced Store Administration

Your SSL certificate is setup correctly and this area should not be touched as it can disrupt your shopping cart. In this section you will see many options that can choose or not choose. This area is up to you to decide what you want done with.

#4 Members Only Store Access

This allows you to make your store only available to members. This is not recommended, because customers may be drawn away that they have to be a member to purchase.

#5 Credit/Debit Cards Accepted

This area is already set up for you!

#6 Real-time Credit Card Processing

Your store may malfunction if this is not done correctly. If you decide to go with a real time credit card processor you will use this section. You can set it up yourself or contact us through our on line help desk for assistance.

#7-9 Payment Methods Accepted

If you read this section, it states that this is for non-credit card payment methods. You can add whether or not you would like to add check or money order as a payment method and even include special instructions on where to ship it. If you scroll down to the bottom you will see the area on how to activate PayPal payments. This is pretty self explanatory, but if you have questions, let us know! Remember, we did set up an email for paypal@yourdomainname.com and this would be the most professional way to set up your account.

#10 Maintain Store Coupons

The store will allow your website to accept coupons from your customers. A coupon code is required to receive the discount. You can set up a discount coupon or a percentage coupon. This is a great way to start advertising!

#11 Setup Purchase Discounts

This is another way of great advertising. You can again setup an amount saved or a percentage saved discount. This is available to all customers who purchase without a coupon code. You can set it up that they have to spend a certain amount or that they do not have to. A great way to work this, is to place an advertisement on your front page of your "Sale".

#12-14 Edit Sales Tax for USA, States & Foreign

You only need to charge sales tax for your state. This can be done here. Very simple.

#15 Configure Shipping Methods

We have set up a Standard Shipping and Rush Delivery for your store.

#16 Shipping for USA Orders

We set up a basic shipping price for you, but you can determine what you think would work best. Because we do not ship products, we do not know what works the best and I recommend just playing around until you are comfortable with it. You can base the shipping charges on the price amount ordered, the number of products ordered or the weight of the products ordered. We have it set up based upon weight. Just to warn you, you will never be able to have this 100% accurate. You are working with different drop shippers (within different zones) who use different shippers and have different rates.

#17 Shipping for International Orders

Because we do not ship products, we do not know what works the best and I recommend just playing around until you are comfortable with it. Be VERY careful when shipping outside of the USA, Laws & Rules can be very different.

#18 Real-Time Shipping Calcs

This is not recommended because the drop shippers are located all over the country and real-time may not end up working so real.

#19 Setup Departments

The departments that we set up for you, are located here. You can delete or add any departments at any time. You can add departments to be directed to a different website, static page, list of categories or just a list of products. If you add departments, you would have to decide how you want them set up.

#20 Setup Categories

Pretty much the same as departments.

#21 Setup Sub-Categories

Pretty much the same as departments.

#22 Setup Products

This is where all of your products are located. You can edit the products, move the products, add products, etc. When you edit the products, there are a lot of options. I recommend just clicking edit on a product to see what can all be done. It is recommended not to move products around even though you may. When updates are done, this may cause a problem and the moving you did will have to be done all over again.

#23 Power Edit Products

This feature allows you to edit many products all at once.

#24 Import/Export Inventory Data

This is where you can start importing our drop shippers by a click of a button. This also allows you to export the product data feed of the products that are listed in your store. This also allows you to import a data feed of products you want added. The import data feed must be set up EXACTLY as the export data feed looks. For more information contact us!

#27 Build Static Product Pages

This allows you to build a static page to see all of the products you have – some refer to it as a site map. When using, the store will generate a sfeed.txt file, use this file for Google, MSN & Yahoo in their Control Panel within your account respectively.

<http://www.google.com/accounts/>

<http://login.yahoo.com/>

#28-33 Orders/Customers

This is for you to view all of your orders and your customer's information. Everything gets stores here unless you delete everything. Another good reason for a backup of your store – you don't want to lose this information. What I recommend is while you are learning your store to make some test purchases (if you have real time you may want to turn it off so you aren't actually charged though). I recommend several test purchases. You can see the email your customer receives and the information you will receive. You may even want to place a test order through one of the drop shippers so you can see how everything works that way as well.

#34 Email List Control Menu

You can set up an email mailing list and then send out emails with your upcoming specials, etc. Great way for advertising!

#35 Affiliate System Menu

Your store will allow you to set up an affiliate program so you can exchange banners, etc and track where your orders come from. This is a good way to get everything on the market.

#37 Backup Data Files for Store

Very Important! Sometimes if you make an incorrect change within your store, it may malfunction and this is where making a backup beforehand will help. This is a very quick and simple procedure.

#38 Restore Data Files for Store

This is only used if you need to restore your back up.

#39 Store Preferences

Here are just a few more options you have within your store. It isn't necessary to make changes within here, but if you have questions, just let us know.

How To Process Your Orders

- We recommend that you make a few test orders from your website to get familiar with how everything works. You can see how the customer will place their order, what email receipt they will receive, etc. You can also see the steps that need to be taken on your end.
- *If you are using real-time credit card processing, make sure to turn it off so you don't get charged for each test order!
- You may even want to do one test run and actually have the product drop shipped to you or a friend/family member.
- When an order is placed, you will see a green arrow next to #28 View New Orders (Store Manager). Click on this link to see all the orders that are new or that are pending.
- View the order.
- If you have real-time, your customers card has been processed and you will see if it has declined or been approved. You will then place the order with the drop shipper.
- If you have non real-time, your customers card information will be placed in this section, "View New Order". You will then login to your ProPay account and run their credit card.
- You may put notes in the "View New Order" section, such as tracking number, private processing notes (perhaps CC transaction code) or a public note to the customer. You can then choose to mark this order processed or to cancel this order.
- For approved orders, decide which drop shipper the product comes from (this can be determined from which department it came from). Login to the drop shipper's website and place the order to be shipped to your customer.
- The product will be shipped with your return address

This will get you started. GOOD LUCK