


Managing Your Store – Website Management



Tip: Click on the help buttons, located towards the top of the admin area, for help on any process→ 

1. To make changes to your site, log into the administration area by clicking on the "admin" link. The link is located in the upper right hand corner of your store's homepage. (see below) Type in your username and password to log in.

A screenshot of an Amazon Store Builder homepage. The top navigation bar includes links for Home, Cart, Wish List, About Us, Contact Us, FAQ, and Help. Below this is a banner for Amazon.com with an "Admin" link circled in red. A category menu includes Beauty, DVD, Electronics, Gourmet Food, Health & Personal Care, and More Categories. A search bar is labeled "Amazon Store Builder" and "Browse All Categories". Below the search bar are two promotional banners: one for "Hosting - Domain Names & More.. 99.9% Uptime - Windows / Linux" and another for "Promote Your Business! FOR SALE".

ore Builder

affiliate website builder ever. Build your online site in minutes, with no
at knowledge. Just click and add text, it's that easy!

Designing Your Store

Once you are logged into the admin area of your store you can make any necessary changes. See the list below for instructions on changing the look of your store.

Changing the Existing Logo

Select the Site Logo Images: Upload a new logo or provide an http source (remote server). Both width and height requirements are indicated below each image. The format of your images may be JPEG or GIF.

Choosing Your Store Colors

Select the Store colors from the options provided. When selecting a new site color, you will need to open the changed page in a new browser window. Choose the store colors, which will resemble in your web store logo and images.

Choosing your Store Font

Select the style font to be used in your store.

Selecting Font colors

Select a Footer Color, Header (Top) Background Color, Header (Top) Font Color.

Turning the Amazon Logo on or off

Amazon Logo: Turns the Amazon logo image "On" or "Off".

Selecting NEXT button will save your settings and take to personalizemystore.php page where you can select the Categories and Sub-Categories to place in your Store.

Note: The changes selected will automatically be changed in your Web Store. You may change your color scheme or text options at any time, live.

Personalizing Your Store

Initially the web store owner will need an Amazon Affiliate ID, to receive commissions for the Amazon products sold on your site. Please click the link [Get an Amazon Associate ID](#). You must also sign into your affiliate account on Amazon to view your product sales and statistics.

Store Description/Footer Text

Enter the name for your Store. The Title you have entered will be shown in the title bar of the browser home page and sub-pages and the Description for the search engine indexed pages. Changes in footer text will appear at the bottom of each page.

Homepage Automation

Select whether you would like the homepage product list to be automated or not. The automated product list will show the first three selected categories product list in the homepage. By turning the automation "Off", you can enter the Amazon ASIN (product) number and your own product descriptions in the row heading. Use this feature if your store will require specialized product views on the home page.

Homepage – Featured Items

Enter the Amazon ASIN (product) number under "Homepage – Featured Items", which you would like to show as featured items in the homepage. If you would not like to show the featured items menu in the homepage then do not enter any ASIN number in the box.

Changing Product Categories

By default, AmazonEasy comes with all of the main categories selected. Click the checkbox to the left of the category to remove it from your store. If you have selected only a single category to target your store, then the subcategories that you have entered will be shown in the store menu as main categories. Enter the subcategory names with minimum letters if you have selected only a single category to target your store, as lengthy names will not show the category navigation button images properly in the store.

Select the Categories that you would like to sell in your Store. To select or deselect a category click the checkbox to the left of the Main Category name. All products in the selected categories will be entered into your store automatically. Pages with products will appear and be cached on your site when a surfer selects a product link. You may select as few main categories as needed. As an example, if your store will be a "Book Store", you may select the "Books" category thus your store will only target Books.

Editing or Deleting Subcategories

The store will be automatically updated with a list of subcategories under each category by default. You can Add a subcategory or Edit/Delete a subcategory whenever you want. To edit/delete or add subcategories, select the corresponding link under the main category view.

Choosing Featured Products for a Category

Enter the Amazon ASIN (product) number under each category selected for Featured Items, which you would like to show as featured items under that category. If you would not like to show the featured items menu under a particular category then do not enter any ASIN number in the box under the "Featured Items" menu.

Affiliate Program

Your new web store has a built-in affiliate module, where affiliate members may earn commissions from you for delivering sales via clicks to your website. Select this option to turn this feature "On" or "Off".

Advertiser Control Module

When selected, this option installs the Amazon Easy Advertiser module on your site. Potential advertisers would be presented with a registration page and options for placing banner advertising on your website. You will also have the option to select the payment method advertisers will use to pay for ads on your website. In addition, you may also create and launch your own website ads that will be rotated automatically throughout the site.

Wish List

The option will allow surfers on your site to create and save a "Wish List" of products they would like to purchase.

Selecting NEXT button will save your settings and take to securemystore.php page where you can make pages secure

Note: These changes will be resembled in the Web store you are creating.

Securing Your Store

Securing your storefront is fast and easy, giving users the confidence to purchase products from your site while in a secure environment. To use this feature, you must first purchase an SSL certificate from an SSL provider. We recommend www.ZeusRegistry.com SSL certificates.

Please Note: If you do not have an SSL certificate installed, you should not select any of the checkboxes, as your site will work incorrectly.

- Select the pages that are to be set as the secured pages (Secure Sockets Layer).
- These pages will be automatically secured provided you have an SSL installed on your website server.
- Select "NEXT" to save your settings.

Note: These changes are automatically updated on your site. You may return at any time to modify this page.

Activating Your Store

You may add and change text at any time. In addition, you can also insert images, hyperlinks, email-Ids and manipulate fonts, colors, and formatting.

Tip: You can view the source code of the content by clicking the "view source" checkbox at the bottom of the content editor. Also you can click on view source and paste code into the editor as you wish.

Main page description: Content is displayed in the Home page of the web store.

Sub page description: You can select the option "Apply Same" to reflect the same main page description for all subsequent pages of the web store or enter a new description for sub pages.

About Us: Content to be displayed in the About us page of the web store.

Contact Us: Content to be displayed in the Contact us page of the web store. You may also place your contact email-Ids which when clicked opens Microsoft Outlook automatically in the Storefront.

FAQ: Content to be displayed in the FAQ page of the web store.

Help Text: Content to be displayed in the Help page of the web store

The "View Source" checkbox under each content editor when checked will display the HTML code for the content you have entered. You can modify the HTML text properties like providing alignments inside the table and others with the help of this option.

When selecting "Submit", your new store is modified with the changes you have selected. You will be returned to the Amazon Easy Store Builder start page, where you may "Sign Out" and close the page.

Note: You may need to open a fresh browser window to view your page changes. Browsers often hold the latest page in memory; therefore using "Refresh" in the browser may not display the recent changes.

Affiliate Management

Affiliate Link Details

Referral Fee - Affiliate programs are a great way to draw low cost referrals to your website, increasing your traffic and sales. Select an amount to be paid for each website referral from an affiliate. This is the amount you will pay to affiliates for incoming referrals.

Text Links - The store builder provides Text links and Image banners which can be used by the Affiliates to paste in their code. Banner images can be uploaded to the server or can be taken from remote server. Codes will be entered automatically when a new affiliate copies the banner or text images.

Text Banners - The code for Text Banners is per-loaded in this module. You will not be able to change the code for Text and Image Banners.

Image Banner Types - There are three types of image banners available for your affiliates to use on their website pages. You may change the image of the banner to be pasted by your Affiliates by simply uploading a new image, or changing the source. Image banners can be various pixel sizes such as buttons (60 X 90), block ads (120 X 120), Tower ads (360 X 120 or page Banners (468 X 60).

Note: The affiliate code is updated automatically.

Activate Banner - Each image banner is provided with a check box to activate the banner. If the box is checked, the banner will be displayed for your affiliates to access.

Uploading a New Banner Image - To upload a new image banner, locate the banner image to be uploaded on your PC, or enter the image source. Selecting the "Update" button will update the page with the new banner selection. Affiliates will now have the ability to copy the new banner for use on their website.

Managing Your Affiliates

Affiliate Listing - This page indicates all the affiliates who have registered in your web store.

Editing Records - The Admin has the ability to edit or delete an affiliate record.

Edit Link - If the "Edit" link is clicked, the details of that affiliate will be displayed in Affiliate Details page. There you will be able to edit the details of the affiliate. The Referral-Id, Username, and password fields are not editable.

Delete Link - If the "Delete" link is clicked, the details of that affiliate including his referral details will be deleted. Initially if you click on this link, you will be asked for a confirmation and if you are sure to delete the record corresponding to that affiliate, select "OK" otherwise select "cancel".

Affiliate Content Management

Affiliate Home Content - You may place new content, edit or modify the existing content that is displayed in the home page for affiliates. Edits to this page will be automatically updated and may be modified at any time. You may enter text, images, links and format the look and feel for users.

FAQ Section - Similarly, the FAQ section content can also be placed newly, edited or modified by the admin.

The "View Source" checkbox under each content editor when checked will display the HTML code for the content you have entered. You can modify the HTML text properties like providing alignments inside the table and others with the help of this option.

Note: Content changes will be reflected automatically on your live site.

Affiliate Payment Management

Affiliate Payments - The site Administrator may select the affiliate for whom payment has to be performed.

Monthly Reports - Administrator can view the monthly report of the any affiliate and make monthly payments through the payment link that is available (only if the incoming clicks are performed from that affiliate). Payments in the affiliate module are performed through PayPal. The site Administrator will require a PayPal account to make Affiliate payments.

The Referrals column in the report shows the number of referrals by an affiliate for that month. If the Referrals column value is 0 then there is no referral by the affiliate for that month.

The Status column in the report displays whether a payment has been made, a payment has to be made, or there is no referral. If the payment has been made then the "Pay" link will not appear else if a payment has not been made and there is a referral from the affiliate for that month then the "Pay" link will appear. Clicking on the "Pay" link will take to the Affiliate payment page where the admin can make a payment to the affiliate for that month.

Creating Email Templates

- Check the checkbox to send an email to an Affiliate after he/she successfully registers in your Store.
- Enter the From mail-Id and the Subject of the mail Template.
- Use the Insert Variable field to insert dynamic text to be sent.
- The content that you provide in the Editor below will be mailed to the Affiliates after every successful registration.

Affiliate Commission Reports

Generating Reports - You may generate activity reports on a particular affiliate on monthly and/or daily basis by selecting the individual affiliate account. To create a report, select the Affiliate from the dropdown menu and then the timeframe to review.

View All Affiliates - As the Administrator, you may even view reports on all affiliates in a particular month and/or daily basis.

Advertisement Management

Banner Management

1. Advertiser banners

Advertiser banners are available in three categories. Advertisers must select and supply banners in the following pixel dimensions.

- a) 468 * 60 Banner
- b) 120 * 120 Block Ads
- c) 120 * 240 Tower Ads

The Administrator may select the banner category and specify the advertiser subscription fee, Guarantee Clicks and Apply Guarantee features.

Setting Fees - The Administrator may set advertiser fees for the three different types of banners and rates for various advertising terms.

Guaranteed Clicks - The Administrator may choose to offer a number of "Guaranteed Clicks" for each new advertiser. If this feature is selected, the advertiser is guaranteed to receive the number of clicks entered, until then their banner will be rotated. This is a great option for high traffic sites to improve the advertiser rate by increasing the comfort level in advertising on your site. This option may be turned On/Off at any time.

2. Site Owner Banners

- Through Site-Owner banners, the site admin can advertise his banners on the store.
- The site admin can add new banner for advertising by clicking the "Add New Banner" link.
- The records show the default banners that come along with this product and the banners the site admin have added. The admin have the ability to Edit or Delete the banners at any time other than the default banners.
- The records are shown 20 per page. If you wish to see the next set of records select the next page number from the Page drop down at the top.
- The Status field shows the current status of that banner. Normally the banners under Site-Owner will always be Active.

3. Advertiser Banners

Through Advertiser Banners, the site admin can view all the current advertisements placed in his store.

An advertisement can be in one of the following Status:

- a) Active
- b) Inactive
- c) Pending

Active – When the banner is within the subscribed period or not met the Guarantee clicks, whichever is applicable, the status will be Active. The banner will be rotated in the advertisement area in your store only when the status is Active.

Inactive – When the banner has met the subscribed period then its status will change to Inactive. The banner will Not be rotated in your store when the status is Inactive.

Pending – The advertisement has been placed but waiting for your confirmation. The admin can change a Pending status banner to Active by clicking the edit icon and change the Status drop down from Pending to Active. The banner will Not be rotated in your store when the status is Inactive.

- You can view the records filtered by the Banner Status. By default all the records will be displayed, if you want to view only the Active banners then select Active from the Banner Status drop down, same applied for the Pending and Inactive filters.
- Search - You can view the records by search criteria. You can search by Advertisement-Id or Banner Name by entering the text for which you want to search for.
- The admin have the ability to Edit or Delete the banners at any time.
- The records are shown 20 per page. If you wish to see the next set of records select the next page number from the Page drop down at the top.

Content Management

Advertiser Home Content - You may place new content, edit or modify the existing content that is displayed in the home page for Advertisers. Edits to this page will be automatically updated and may be modified at any time. You may enter text, images, links and format the look and feel for users.

FAQ Section - Similarly, the FAQ section content can also be placed newly, edited or modified by the admin.

The "View Source" checkbox under each content editor when checked will display the HTML code for the content you have entered. You can modify the HTML text properties like providing alignments inside the table and others with the help of this option.

Managing your Advertisers

Advertiser Listing - This page indicates all the advertisers who have registered in your web store.

Editing Records - The Admin has the ability to edit or delete an advertiser record.

Edit Link - If the "Edit" link is clicked, the details of that advertiser will be displayed in Advertiser Details page. There you will be able to edit the details of the advertiser. The Login Id and password fields are not editable.

Delete Link - If the "Delete" link is clicked, the details of that advertiser including the details of the advertisement he has placed, will be deleted. Initially if you click on this link, you will be asked for a confirmation and if you are sure to delete the record corresponding to that advertiser, select "OK" otherwise select "cancel".

Advertiser Payment Modes

The payment modes are shown on this page, which you may select to receive payment from Advertisers at the time of their subscription. You may select any one or all the payment modes. Make sure you have already provided the Paypal email-Id if you have selected Paypal has one of the payment modes and the Login and Key for Authorize.Net if the same has been selected. You can provide this information by clicking the link below.

Email Template

Use this email template to format a uniform message to be sent out automatically after any advertiser successfully registers to your store.

Advertising Reports

Site-Owner Banner Reports

Generating Reports - You may generate activity reports on a particular advertisement on monthly and/or daily basis by selecting the Advertisement Name. To create a report, select the Advertisement Name from the dropdown menu and then the timeframe to review.

View All Advertisements - As the Administrator, you may even view reports on all advertisements in a particular month and/or daily basis.

Advertiser Banner Reports

Generating Reports - You may generate activity reports on a particular advertisement on monthly and/or daily basis by selecting the Advertisement Name. To create a report, select the Advertisement Name from the dropdown menu and then the timeframe to review.

View All Advertisements - As the Administrator, you may even view reports on all advertisements in a particular month and/or daily basis.

Payment Management

Payment Details (Merchant Account)

1. **Paypal:** A Paypal email-Id is required for Advertisers to make a payment to your PayPal account.

2. **Authorize.Net:** Admin must provide the Login and key, if using an Authorize.Net Merchant Account.

Note: For both the payment methods the Admin should have an account or should register for the same.

E-mail Management

You can select the list from the drop down whether to mail to Affiliates or to Advertisers or for both. Once you have selected the list, you can see the email-Ids of the selected list in the left side of the area below the list. You can select the email-Ids for those you are willing to send a mail either one by one or all. The selected email-Ids will be shown in the right side of the area and will be automatically added to the "TO" field above the Mail Editor.

Mail Editor - You can customize the mail that you send with the help of the Editor. The editor has special features to insert table, hyperlink text, color palette etc to make your mail more customized and easy to read.

Mail Templates

- You can make your own Templates for sending mails instantly, thus saving time from typing repeated mails.
- Clicking the "Create New Templates" link above the mail editor will create a new Template. Once the Template has been defined click the "Save Template" button in the Template Page to save the Template. Clicking the "Close" button will close the Template page and will return back to the Mail Page.
- The Templates that have been already created can be viewed or edited at anytime by clicking the "View & Edit" link of that particular Template.
- A particular Template can be selected for sending mail by clicking on the checkbox corresponding to the Template Title. The selected Template's content will be automatically loaded in the Mail Editor.
- The "View Source" checkbox under the mail editor when checked will display the HTML code for the content you have entered. You can modify the HTML text properties like providing alignments inside the table and others with the help of this option.

Cache Management

Your new Amazon Easy Storefront contains a very sophisticated Cache Management system. The Cache management automatically stores recently viewed pages into your system database.

This increases subsequent page load times and provides detailed pages for search engine robots. When a recently viewed page is created, your store creates an actual HTML page and not a dynamic page like most websites. With a website that populates HTML pages this means better search engine recognition.

Cache Management - A cache is a database storage process. Caching is effective because the programs access the same URL over and over. By keeping as much of this information as possible in cache, the computer avoids accessing the web service and speed of the computer is increased.

Deleting Cached Pages – While the cached pages will increase your site page load time and provide detailed pages for search engines, you may eventually need to delete older pages in order to reduce you website's file size. To do this, simply delete older some of the earlier cached files.

Delete All – By clicking "Delete All" button you will be able to clean up (delete) all the cached files.

The records are shown 20 per page. If you wish to see the next set of records select the next page number from the Page drop down at the top.

Please Note: Many hosting plans offer significant file space (usually 500 megabyte and above). To that end, modifying your cache management file will be required infrequently as a larger site is better for both searches and surfing. Need web hosting, we recommend www.ZeusRegistry.com.

Administrator Profile

This page shows your login credentials. It is highly recommended to change the password from "admin" to your desired one for security reasons and to provide a valid Email-Id, as the email-Id will be used to mail your login credentials at times you forget them. To add a new Admin click the "New Admin - Register" link.