

# Pagecloud e-commerce

Pagecloud e-commerce gives you the power to easily sell your products and services through your Pagecloud site. Effortlessly assemble your online store for desktop and mobile. Design your store with Pagecloud's fully integrated e-commerce platform!

## Managing your store in the Dashboard

Setting up your online store with Pagecloud begins with the Dashboard. Through the Dashboard you will be able to manage your store's content, create sales channels and configure the appearance of your store. The work you do in the Dashboard will create a widget that will display your store on an automatically generated new page in your site named "/store". For example: [examplesite.com/store](#) would be created.

In the Dashboard you will see there are 3 main menus: Store Management, Sales Channel and Configuration. Here is a break down of what each of these menus controls.

### Store Management

Once your store is up and running this will likely be the menu that you use most often. The Store Management includes the following options:

**Dashboard** - Quick view of your setup checklist, reports and sales.

**My Sales** - Track your orders, [abandoned carts](#) and [manage customers](#).

**Catalog** - Add products to your store and setup [product categories](#) and [gift cards](#).

**Marketing** - Get your store seen with these tools and the [e-commerce marketing checklist](#).

**Reports** - Analyze your store's performance with [these free applications](#).

### Sales Channels

**Overview** - Learn more about all the ways to sell online.

**Website** - Control where and how your store is seen.

**Facebook** - [Connect your store to your Facebook Business page](#).

**Mobile** - Get the app and [run your store from anywhere](#) with a phone or a tablet.

**Other Channels** - Sell your product on [Instagram](#), [Amazon](#) and more!

## Configuration

**Design** - Customize your store's appearance to fit your business needs. Give your store the exact look and feel that reflects your brand.

**Payment** - Setup a [variety of payment gateways](#) so you can get paid!

**Shipping and Pickup** - Choose the right [shipping strategy](#) and [in-store pickup options](#) for your store.

**Settings** - Name your store, link to your social media platforms, [organize your taxes](#) and set your notification up.

## Adding Products to your Store

Can't have a store without something to sell! The video above goes into the details on how to add products to your store. There are two ways to add content to your store: add individual objects or bulk add product. For more information on adding products to your store [click here](#).

### Add individual product

1. From your store admin, go to **Catalog → Products**.
2. Click **+Add New Product**.
3. Enter the name, descriptions, and other product details.
4. Click **Save**.
5. Click **Preview Product** to see how this product will look in your online store.

When creating a new product the first time you click save, your product will be added to your store, whether its ready or not. We recommend that you disable your product while you are creating it so that you can continue to save as you go and then enable to product when you are ready to display it in your store.

# Add products in bulk

1. From your store admin, go to **Catalog → Products**.
2. Click **Import Products**.
3. Click **Choose file** and select the CSV file from your computer.
4. Select the delimiter used in your file (comma, semicolon, or tabulation).
5. Select the character encoding used in your file.
6. Arrange columns (drag and drop) to mimic your file.
7. Uncheck the columns that are not used in the file.
8. Use the **Skip column** option to exclude up to three columns.
9. Check the option *Delete all products* and categories before import if you want to clear the catalog before import. **NOTE: This will delete all the products that are in your store. They will be replaced with the products from the CSV file you import.**

Some features require 'Advanced' or higher e-commerce subscriptions. To learn more about what is included with your e-commerce subscription visit our [pricing page](#).

# Designing your store in the Editor

Once you've built your store in the Dashboard you can style and customize the store's appearance from within the Pagecloud Editor. Changes in the Editor are made by clicking on the store widget and using either the 'Style' or 'E-commerce' tabs.

You will be able to see the changes you make to your store front but not the product pages themselves.

## Style tab controls

Through the 'Style' tab you have the ability to customize the headings, text and links that appear in your store.

### Edit store headings

1. Click on your store widget.
2. Select the 'Style' tab.

3. Open the 'Headings' option.
4. Edit the font style, weight and color. Changes made here will be applied to all store headings.

#### **Edit store text**

1. Click on your store widget.
2. Select the 'Style' tab.
3. Open the 'Text' option.
4. Edit the font style, weight and color. Changes made here will be applied to all text in the store besides headings.

## **E-commerce tab controls**

Through the 'E-commerce' tab you have the ability to enable or disable features and control the appearance of your storefront.

#### **Edit storefront options**

Control what options are displayed for your store front.

1. Click on your store widget.
2. Select the 'E-commerce' tab.
3. Open 'Storefront options'
4. Toggle features on or off to decide what is

#### **Edit image options**

1. Click on your store widget.
2. Select the 'E-commerce' tab.
3. Open 'Image options'.
4. Control the size and aspect ratio for how your products will be displayed. You can also toggle on 'Darken Image Background' to help your products stand out against the background.

#### **Edit product card**

The product cards are the cards that make up your store front. Customize their appearance with this feature.

1. Click on your store widget.
2. Select the 'E-commerce' tab.
3. Open 'Product card'.

4. Choose the alignment for how the content appears on your product with the 'Product alignment'
5. Toggle the frame option to choose if you want to have your product cards displayed with a border.
6. Set all the important product details as either 'Show', 'Hide' or 'Show on hover' to have your product cards display the information you want them to.

### **Edit product details**

The product details are displayed on the product page that a customer is brought to after selecting a product card.

1. Click on your store widget.
2. Select the 'E-commerce' tab.
3. Open 'Product details'.
4. Organize how your product page will appear by adjusting the layout, gallery thumbnails and sidebar. To change the order of the sidebar details you can click on the detail and drag and drop it to a different place in the list.

The changes to the product page will not be visible within the editor. When editing with 'Design' from the E-commerce tab in the dashboard you will see these changes.