



annualSubscriptions

Setting Up Your Storefront



As soon your subscription has been approved by our team, you can start to make your Storefront your own.

This document provides you with detailed help through setting up your Storefront with the **Classified** - Your Local Online Marketplace. We will take you through the seven simple steps to getting your Storefront up and running, so your local community can start to find you online straight away.

If you experience any problems or have any questions please visit our [Help](#) page.

Want some help designing your Storefront?

If you are unsure about setting up and designing your Storefront yourself, we can do it for you! You have two options:

Basic (£25.00 + VAT)

We will design a simple Storefront for you, including uploading your logo, creating categories and pages for you (max. 5 pages including your 'contact us' page). We will upload your text and add formatting to this text. We will also upload your first two listings.

Pro (£100.00 + VAT)

Our HTML designers will create a HTML Storefront for you with all the bells and whistles! This will include all of the above plus adding links and integration of images into your pages (max. 2 images per page), plus a social media page, should you wish.

- 🔗 **Please Note:** In order to design your storefront you will need to provide us with the text for your pages and listings; describing your services/products. You will also need to provide us with your logo and, if you are going for the 'Pro' service, you will also need to provide any images (or links to images) that you wish to be used.

We reserve the right to charge additional fees should you decide to substantially change your design part way through the process, you will be informed of this before we proceed with the work.

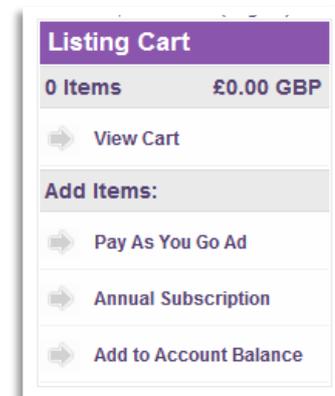
If you wish to take us up on either of these design services please contact us, using our contact us page.

STEP ONE: Log In

If you haven't already you will need to register and choose a subscription package. We also strongly suggest that you complete your profile before continuing. See our PDF guide [How To Subscribe](#), for more information.

Skip this step if you have just registered as you will have been logged in during the registration process.

- 1) If you are returning to the site after registering, click **myAccount** and enter your Username and Password

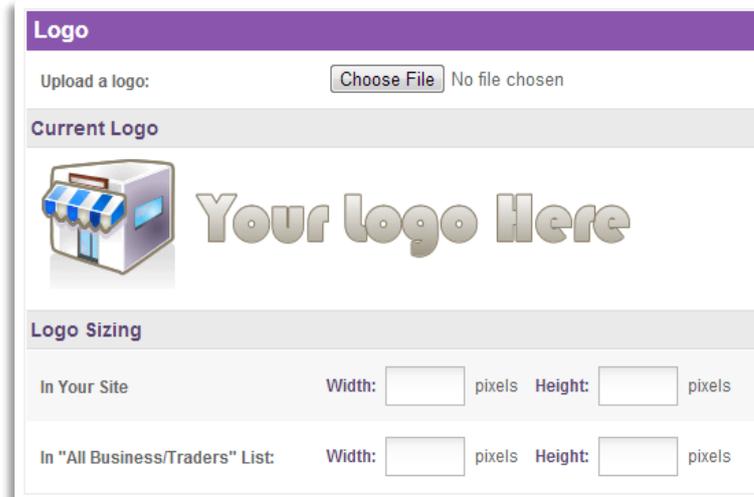


STEP TWO: Customise

- 1) Click **My Site (Design)** on the menu on the left

2) Click **Customise** from the **Control Menu** on the left

3) Under the **Logo** menu click **Choose File** to upload an image of your choice to be displayed at the top of each of your pages. If you are a business you may have a logo that you wish to display, however this can also be an image of your signature product, a photograph of yourself or your team, or perhaps a photograph of work you have undertaken. Select any image from your computer that you have the rights to, and that represents your unique brand or style

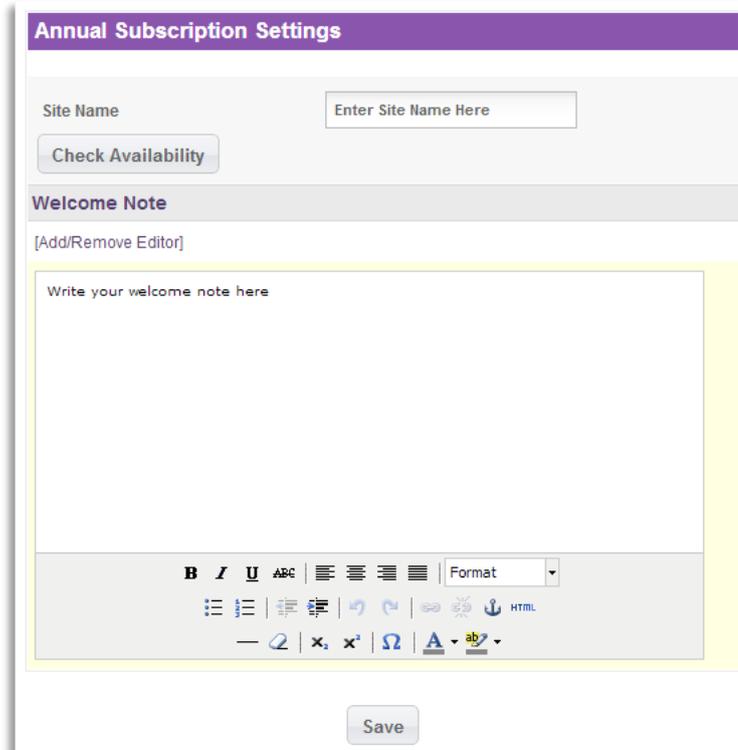


4) Click **Open** and then **Save**. Do NOT change the **Logo Sizing** numbers, as they are automatically generated for optimal viewing

 **Tip:** We recommend that your images should be in PNG, GIF or JPG format and no larger than 400 pixels on the largest side. For more information on resizing images, see our [FAQ](#).

5) Under **Annual Subscription Settings**, choose your **Site Name**. If you have a company or organisation name, use this. Otherwise you can use your own name, or any name that you would like to give your site

 **Tip:** Choose carefully – this name will form your unique URL for your Storefront that you can give to customers, and will also be used by search engines!



6) A message will indicate if the name is still available for use. If it has already been used you will need choose a different name. When you have found an available name, click **Save**

7) Now create your **Welcome Note** – a snappy description of your Storefront to welcome your customers, this could be your company’s slogan if you have one. Keep this part brief as it will

appear on all pages (there is an 'About' page ready-made for more information)

- You can type text into this box and use the various buttons at the bottom to format the text i.e. size(using the drop-down), colour, bold, italic

Please Note: DO NOT copy text directly from your website. If you want to use text from your website, paste it into a word document, highlight the text and select Clear Formatting from the top toolbar and then copy and paste into the text box. This avoids any interference from your website coding.

- If you are familiar with HTML coding, you can use the HTML button  to format this text, for example to suit your company branding

Please Note: Any issues which you may encounter in relation to HTML coding are not supported by our support team. If you wish to have a media rich Storefront but do not possess HTML experience, we can design your Storefront for you. See our [Pro Storefront Design](#) service above.

- Click **Save**

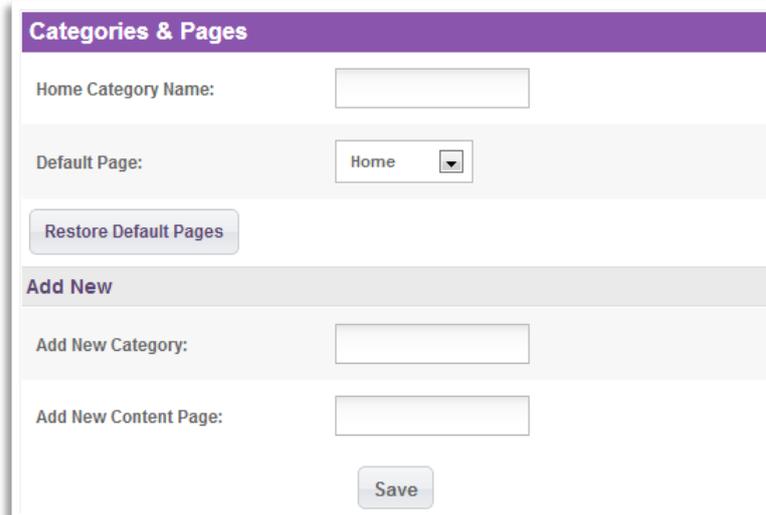
STEP THREE: Edit Your Categories And Pages

Categories enable you to create groups of your different listings, for example you may wish to have *Books, CDs, and DVDs*. This makes it easier for visitors to your site to find what they are looking for. It is not possible to add images or text to these pages; they simply display an inventory of the listings placed within the selected category.

Content Pages are the different pages that make up your Storefront. These can contain both text and images. You will see that we have already given you *Home, About* and *Contact* to start you off. However you can edit, delete or add to these as you wish. For example, you may like to have a *Testimonials* page, a *News* page or a *Special Offers* page to keep your customers connected and engaged with your Storefront.

Add New Categories and Pages

- Click **Categories and Pages** from the **Control Menu** on the left
- Enter a **Home Category Name**. This is an inventory of all of your current listings, which will be displayed in the order of newest to oldest. By default, it will be named the same as your registration name, however you may wish to change this to *All* or *Inventory*. Simply enter the



Categories & Pages

Home Category Name:

Default Page:

Add New

Add New Category:

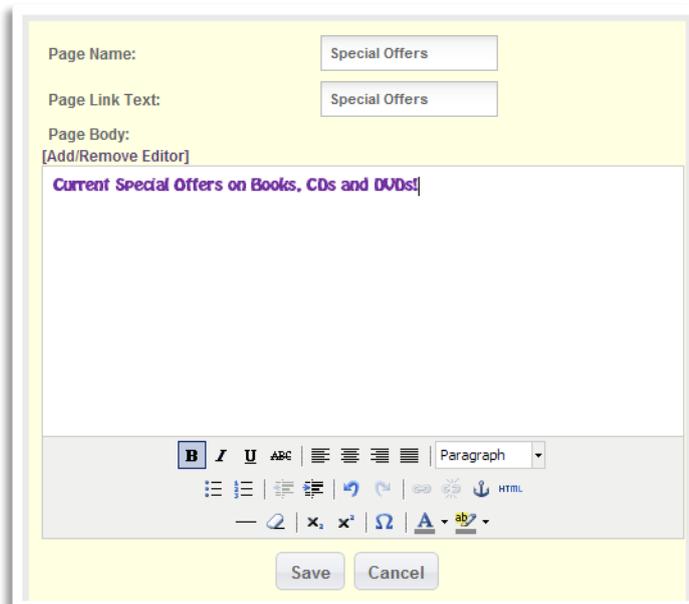
Add New Content Page:

name that you wish to give it, and click **Save**

- 3) Choose your **Default Page**; this is the page that visitors to your Storefront will see first. We recommend you choose your **Home** page from the drop-down menu, however this can be any one of your pages should you wish
- 4) You will see under **Edit Categories** that you have one category already, called *Example - please delete*. This category is purely for example, so click **Delete**. You will then see that you have no categories remaining, and you can then begin to add your own
- 5) Under **Add New**, you can add as many categories and pages as you wish. Simply enter your chosen category or page name in the relevant box and click **Save**

- 6) To add text and to your pages, click **Edit** and enter any text in the box.

 **Please Note:** DO NOT copy text directly from your website. If you want to use text from your website, paste it into a word document, highlight the text and select Clear Formatting from the top toolbar and then copy and paste into the text box. This avoids any interference from your website coding.



- 7) If you are familiar with html coding, you can use the HTML button  to format this text, for example to suit your company branding.

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Add Images To Your Pages

- 1) To add images they must first exist on the internet. If you have your own website this is quite straight-forward, simply right-click on the image on your website and select **Copy Image**. Then paste this image into the text box at the point in the text you wish it to appear. This image will be the same size as the image copied; there is no way to change this.

 **Please Note:** If you are copying images that are not on your own website please make sure that you have the right to use them.

- 2) If you do not have your own website you will need to upload your images before you can add them to your Storefront. We suggest you only follow this step if you have some familiarity with HTML. To do this go to our [Tools](#) page, here you will find Free Image Hosting with **Photobucket**. Here you can register (if you haven't already) and once logged in, upload images to the site. Once an image is uploaded, you will see the HTML coding below. To place an image on a Storefront, simply copy this HTML coding and paste into the window shown when you click the HTML button

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Add a Social Media Page

To create links to your Facebook and Twitter accounts add a page devoted to social media. For example called *Follow Me* or *Follow Us*.

- 1) Once you have created the page click **Edit** to view the text editor for this page
- 2) Copy the URLs of your own Facebook and Twitter pages, plus links to your own blog or website, and paste them in to the text box, with a bit of description encouraging your customers to Like or Follow you
- 3) You can even add a hyperlink to the social media name. For example type the word 'Facebook', highlight it and right click, selecting 'Hyperlink'. Paste the URL for your Facebook page into the box which appears. You can then copy and paste this directly into your page text!
- 4) Remember to click **Save**

Having a live Twitter or Facebook feed can really get your customers and visitors to your Storefront involved. To do this you can insert some great Twitter and Facebook widgets absolutely free! Again we suggest you only follow this step if you have some familiarity with HTML. Simply click the links below and follow the on-screen instructions to find the HTML code. Once you have copied this code, click the HTML button on your text editor, paste the code in, and click **Save**.

Facebook Widgets: <https://developers.facebook.com/docs/plugins/>

Twitter Widgets: <http://twitter.com/about/resources/widgets>

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Don't have a Social Media account?

Social Media is a powerful up and coming channel, fast becoming essential to any business. Its fun, free, and very easy to become part of Facebook and 'the Twittersphere', take a look at these links and sign up now! It really can help drive customers to your Storefront, and help increase your sales.

Join Twitter: www.twitter.com/signup

Join Facebook: www.facebook.com

STEP FOUR: Preview Your Site

When you have finished customising your Storefront, visit it through your customers' eyes!

- 1) Under **My Account**, click **My Site (Preview)**. This will enable you to see exactly how a customer will browse your Storefront
- 2) If you spot anything you would like to change, simply click **Back to Design** to go back to the **My Site (Design)** page

STEP FIVE: Open Your Storefront To *Your* Local Community

On your Account homepage, you will see **Your Site Is** in the top left-hand corner. To prevent any customers seeing your Storefront before it is ready this is set by default to **Closed to Public**. When you are ready for your Storefront to be shared with your local community online simply select **Open to Public**.



To close it at any time, perhaps if you are majorly updating your content, simply select **Closed to Public** again. Your Storefront can be edited and updated any time you like - your Annual Subscription allows you to provide your local community with up-to-date information on you and your products/services for a whole year.

STEP SIX: Upload Your Ads

Once you have finished customising your Storefront and opened it to the public it will be added to the Marketplace. You will NOT be listed on the Buy page, under the relevant category, until you have created listings. Therefore to ensure visitors to the website can find your Storefront and your products and services it is important to place listings. This enables visitors to find you both through the Directory page and though browsing the Buy page.

For detailed instructions on uploading a listing see our guide to [Uploading your Listings](#).

YOU NOW HAVE A FULLY-FUNCTIONING STOREFRONT!

With a 24/7 presence on the**Classified**, you can now begin to make full use of your Storefront, by connecting with customers and listing you adverts whenever you like. We will send you email notifications when somebody interacts with you, or when somebody makes a purchase of products or services for which you have enabled direct sales.

STEP SEVEN: Share

Spread the word! The more people you share the **Classified** with, the better it will get!

- 1) Share your Storefront address on your social media accounts – it will help people find you, and will push your site up the search rankings!
- 2) Encourage your existing customers to visit your Storefront, by giving them your unique site URL e.g. **www.roystonclassified.co.uk/trade/Your-Storefront-Name.html**

For more information on the fantastic extra features that your subscription provides you with, to help you make the most out of your unique Storefront, and manage your online advertising with ease, see our PDF guide [Managing Your Storefront](#).