

E-Commerce

Activating the E-Commerce Package:

1. Go to the Marketplace and select "**E-Commerce**".
2. Select the plan time period: Monthly, Quarterly, Bi-Annually, Annually. Costs are deducted automatically, and low balance disables the package.
3. Type the client or company's email and subdomain.
4. Click **Activate Service**. Provisioning occurs within minutes. Check status under "**Subscriptions**" in your Dashboard.
5. Use the **Edit** icon next to the subdomain to update passwords, upgrade, or disable.

Features of E-Commerce:

- A modern and responsive E-Commerce shop.
- Customize shipping, attributes, and products.
- Add your brand logo to the backend.
- Stripe & PayPal payment methods for checkout.
- [Set up and configure E-Commerce](#)
- [Online Store Management](#)

Set up and configure E-Commerce

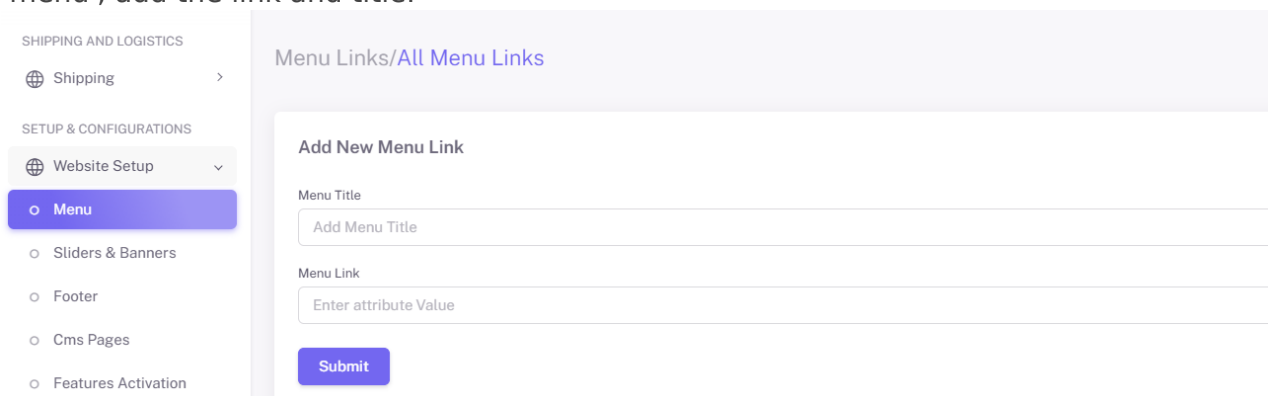
Welcome to **ResellPortal**, providing the ultimate e-commerce platform for resellers. Whether you're launching a new store or migrating an existing one, ResellPortal provides all the tools you need to create, manage, and grow a successful online business. This documentation will guide you through setup, configuration, and advanced features to maximize your store's potential.

1. Setup and Configuration

Creating a Compelling Landing Page

A strong landing page is the cornerstone of your online store. Follow these steps to create a page that engages visitors and drives conversions:

1. **Start with setting the menu:** Navigate to the "Website Setup" section and choose a 'menu', add the link and title.



The screenshot shows the 'Add New Menu Link' form in the ResellPortal interface. On the left is a sidebar menu with two main sections: 'SHIPPING AND LOGISTICS' containing 'Shipping' with a right-pointing arrow, and 'SETUP & CONFIGURATIONS' containing 'Website Setup' with a dropdown arrow, 'Menu' (highlighted in blue), 'Sliders & Banners', 'Footer', 'Cms Pages', and 'Features Activation'. The main content area has a header 'Menu Links/All Menu Links' and a form titled 'Add New Menu Link'. The form contains two input fields: 'Menu Title' with the placeholder text 'Add Menu Title' and 'Menu Link' with the placeholder text 'Enter attribute Value'. A blue 'Submit' button is located at the bottom of the form.

2. **Sliders and Banners:**
 - Upload high-quality images and videos.
 - Include a clear call-to-action (e.g., "Shop Now" or "Learn More").

- Can also add middle page banners.

SETUP & CONFIGURATIONS

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Settings







Team Members

You Can Manage The Main Home Banner Sliders Here.

10

Search..

+ Add New Banner

#	TITLE	IMAGE	SHOW CONTENT	STATUS	ACTION
1	SHOP FASHION TRENDS		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 
2	SHOP ARAMNI CLASSES		<input type="checkbox"/>	<input checked="" type="checkbox"/>	 

Showing 1 to 2 of 2 entries

Previous

1

Next

3. Footer:

- Add the footer title, and description.
- Add Social media accounts.
- You can add up to three widget links.

Shipping

SETUP & CONFIGURATIONS

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Settings

Team Members

Apps

Top Footer Area

Title


"Unlock the door to endless possibilities. Shop, experience, and embrace a world of convenience at your fingertips."

Description

Stay ahead of the curve. Join our newsletter for a daily dose of inspiration, insider tips, and exclusive offers that will elevate your shopping experience.

Submit

Social Media

 #

4. CMS Pages :

- Manage and Add pages.

Shipping

SETUP & CONFIGURATIONS

Website Setup

Menu

Sliders & Banners

Footer

Cms Pages

Features Activation

Settings

Team Members




Cms Pages /All Pages

10

Search..

Export

+ Add New Page

ID	TITLE	SHARED URL	STATUS	ACTION
1	About Us	https://demo92.shoptoday.live/pages/about-us	<input checked="" type="checkbox"/>	
2	Terms and Conditions	https://demo92.shoptoday.live/pages/terms-conditions	<input checked="" type="checkbox"/>	
3	Privacy Policy	https://demo92.shoptoday.live/pages/privacy-policy	<input checked="" type="checkbox"/>	

Showing 1 to 3 of 3 entries

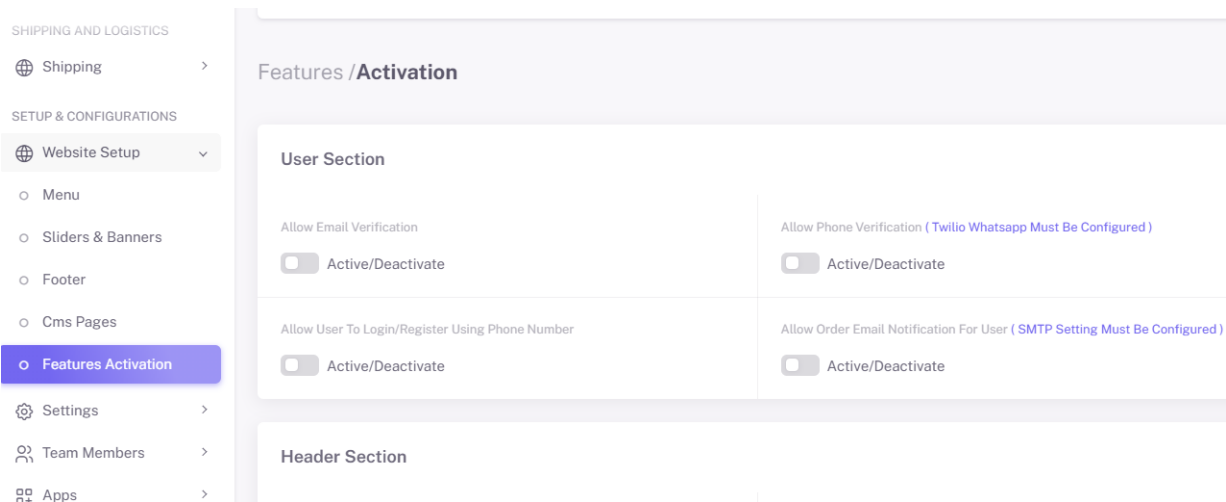
Previous

1

Next

5. Features Activation:

select which features you want to activate for the user section , header section and landing page section.



Configuring System Settings

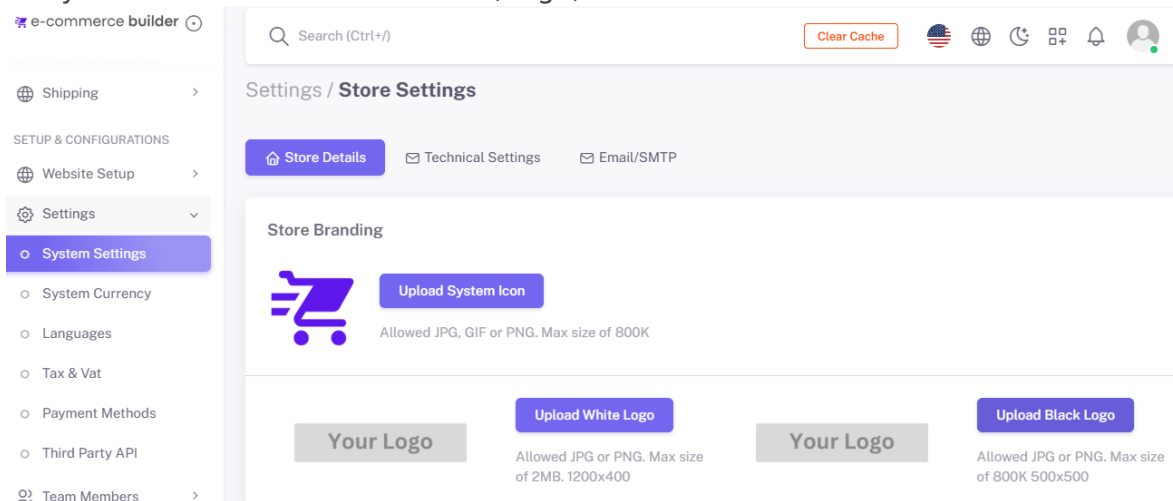
Proper system settings ensure your store operates smoothly. Here's how to configure them:

1. Access System Settings:

- Go to the "Settings" menu from the dashboard under 'Set up and configuration'.

2. System Settings:

- Set your store details - store name, logo, and favicon.



- Define your business email and contact information under 'System Settings -> System Details'.

System Details

Important Note: Changing the website name will trigger a server restart. Please be patient and simply log in again once the process completes.

Store Name

My Store

Phone

+(123) 456-7890

App Slogan

The best E-Commerce store!

Store contact email

contact@mystore.com

3. Regional Settings:

- Configure the default language and time zone under 'System Settings -> App Timezone'.

App Timezone

Used to seamless user
Experience, Product availability, Order
processing, Delivery Estimates, analytics
and reporting.

Time zone

(GMT-12:00) International Date Line ✓

4. Billing Settings: Set up Your billing information under the system settings tab.

Billing information

Legal business name

Business name

Country/region

United States

Address

Address

office, Apartment, etc.

office, Apartment, etc.

City

City

State

State

Postal Code

PIN Code

5. Tax Settings:

- Go to 'Tax & Vat' tab under 'Setup and configuration' section.
- Enable tax calculations and define regional tax rates.

Taxes/All Taxes/

Add New Tax Or Vat

Name:

Country: Type:

Rate Type: Value:

Start Date: End Date:

Pro Tip: Regularly review and update settings to ensure they reflect current business needs.

Setting Up System Currencies

Offering multi-currency options can expand your global reach. Here's how to set up system currencies:

- Navigate to Currencies:**
 - Go to 'Setup and Configuration' -> "Settings" then select the 'System Currencies' tab.
- Add Currencies:**
 - Select from a list of supported currencies.
 - Set the exchange rate manually or enable automatic updates.
- Define a Default Currency:**
 - Choose the primary currency for your store.
- Display Options:**
 - Select whether to show currency symbols and separators (e.g., \$1,000 vs. 1000 USD).

Currencies /All Currencies

10

#	NAME	CODE	SYMBOL	EXCHANGE RATE - USD	STATUS	ACTION
1	US Dollar	USD	\$	1	<input checked="" type="checkbox"/>	Edit Delete

Showing 1 to 1 of 1 entries Previous 1 Next

Add New Currency

Currency Name

Eg. United States USD

Currency Code

Eg. USD

Currency Symbol

Eg. \$

Exchange Rate In USD

exchange rate in USD

Close

Save changes

Pro Tip: Use a reliable currency API for real-time exchange rate updates.

Managing Shipping Options

Streamlined shipping management ensures timely delivery and a positive customer experience.

First Visit to the Shipping Settings:

- Visit the 'Shipping' tab under 'Shipping and Logistics' section.
- Choose the shipping method (Active methods, Delivery Options, Shipping Countries, Shipping states, Shipping Cities)
- Choose shipping providers and configure flat-rate or weight-based options.

Follow these steps:

1. Set Up Shipping Zones:

- Define regions or countries you'll ship to.
- Assign shipping rates to each zone.

2. Configure Shipping Methods:

- Enable flat-rate, free shipping, or dynamic shipping options based on weight or cart value.
- Integrate with carriers like FedEx, UPS, or DHL for real-time rates.

3. Enable Tracking:

- Provide tracking numbers to customers via automated emails.

SHIPPING AND LOGISTICS

Shipping

Active Methods

Delivery Options

Shipping Countries

Shipping States

Shipping Cities

SETUP & CONFIGURATIONS

Website Setup

Add New Delivery Option

Name

e.g Express

Description

e.g get your products in

Shipping & Handling Fees ⓘ

0

Minimum Delivery Days

0

Max Delivery Days

0

Icon

Select Icon

Submit

Cancel

Pro Tip: Offer free shipping for orders above a specific value to encourage larger purchases.

2. Managing Your Online Store

Product Catalog Management

Manage products under the 'Store Management' section in the dashboard. Go to 'Catalog Management' -> 'Products'.

- **Add Products:**

- Enter product details like name, description, price, and SKU.
- Upload high-resolution images.

STORE MANAGEMENT

Catalog Management ▾

- Sections
- Categories
- Brands
- Colors
- Attributes
- Products**
- Archived Products

Products/ All Product

10 ▾

Search..

Export ▾

+ Add New Product

<input type="checkbox"/>	THUMBNAIL ▾	TITLE ▾	PRICE ▾	STOCK ▾	CATEGORY ▾	PUBLISHED ▾	TRENDING ▾	FEATURED ▾	ACTION
No data available in table									
Showing 0 to 0 of 0 entries <div>PreviousNext</div>									

1Product Details
Setup Product Details >

2Product Price
Price, Return Policy & Stock >

3Product Images
Thumbnail & Gallery >

3SEO & Meta Data
Meta Title, Keywords and I

Product Details

Main information of the product.

Product Title

Enter Product Title

Select Category

Nothing selected ▾

Brand

Nothing selected ▾

Product Unit

Unit (e.g. KG, Pc etc)

What's In the box?

Type and hit enter to add a box Content

Product Tags For Search Purpose

Type and hit enter to add a tag

Product Description

Sans Serif ▾ Normal ▾ B I U S A X₂ X² H₁ H₂ ” ‹ › ≡ ≡ ≡ ≡ ¶ ≡ 🔗 📷 📺 f_x I_x

- **Organize Products:**

- 'Catalog Management' -> 'Categories'

- Create categories and tags to make navigation easier.

Categories/ All Categories

#ID	NAME	PARENT CATEGORY	SECTION	STATUS	SHOW IN MENU	FEATURED	HOME CATEGORY	ACTION
1	Women Fashion	Root	Fashion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Monitors	Root	Computers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Accessories & Supplies	Root	Electronics	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Computer Towers	Root	Computers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

- **Optimize for SEO:**

- **Upon adding a product, the SEO and Meta step is important to help optimize your search engine.**
- **Add meta titles and descriptions.**
- **Use keywords relevant to your niche.**

1 Product Details > 2 Product Price > 3 Product Images > 3 SEO & Meta Data

SEO DATA
Very important for Search Engine

Meta Title:

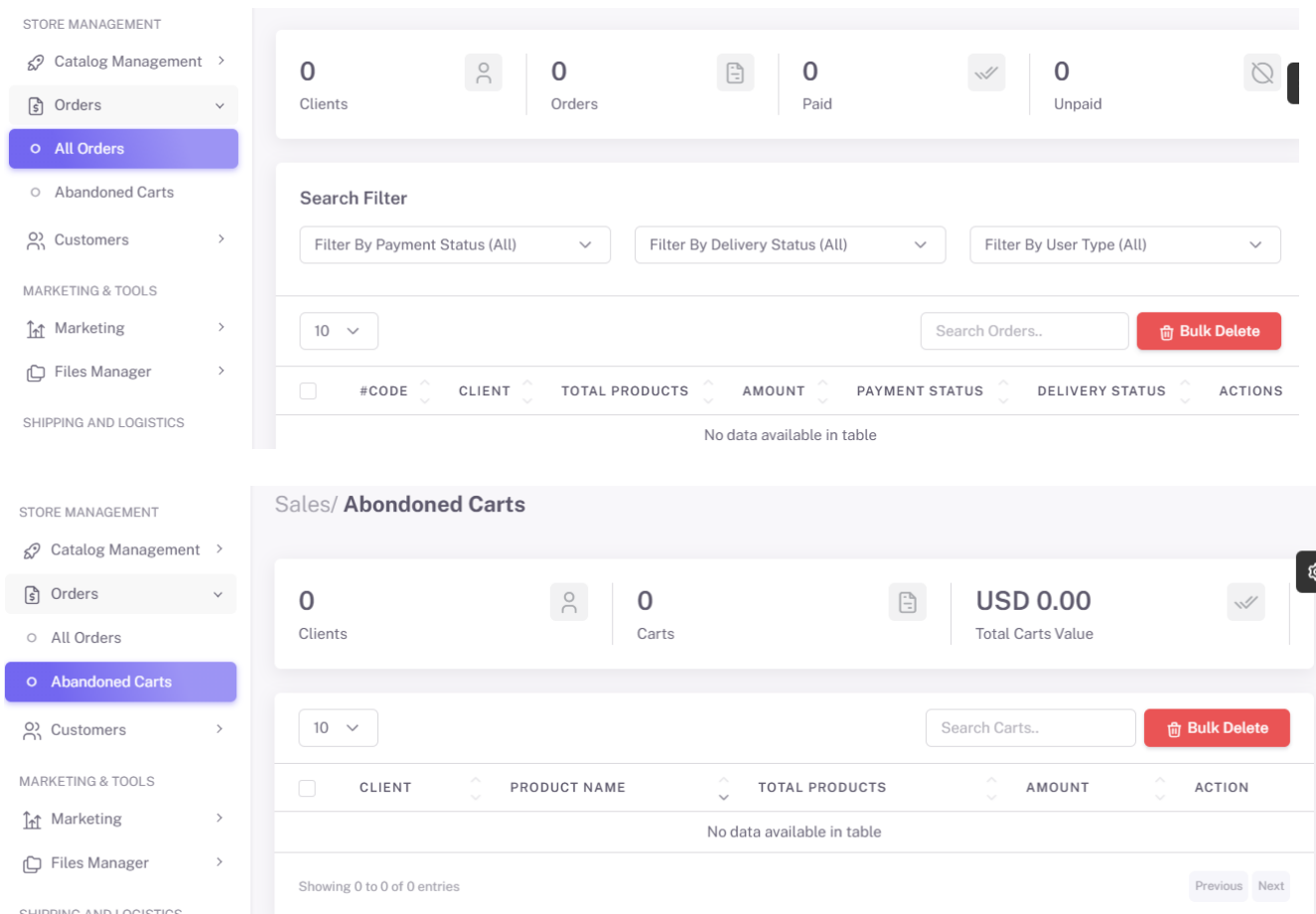
Meta Description:

Meta KeyWords: Type and hit enter to add a tag

Meta Image: No file chosen

Order Processing

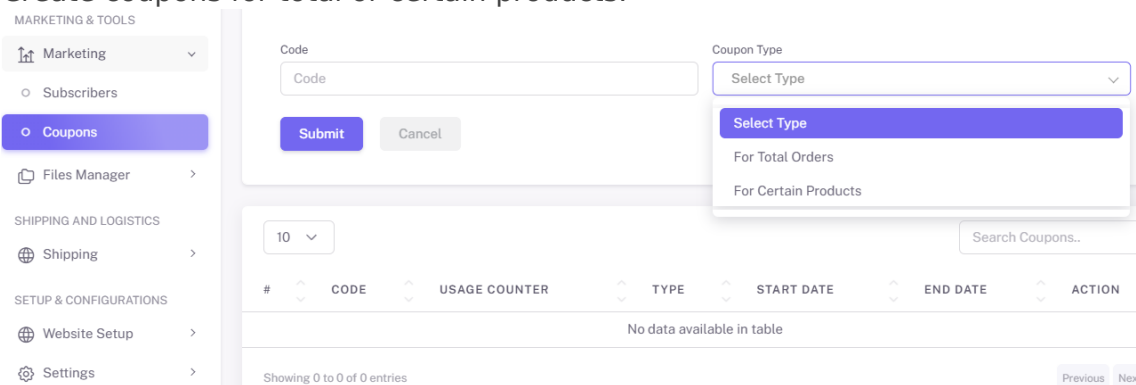
- View and manage orders from the "Orders" dashboard under 'Store Management'.
- Generate invoices and packing slips with one click.
- Update order status (e.g., Processing, Shipped, Completed).
- Manage Abandoned Carts.



3. Advanced Features

Promotions

- Find 'Coupons; under 'Marketing Tools' -> 'Marketing'.
- Create discount codes for seasonal sales or special promotions.
- Set conditions (e.g., minimum order value, applicable categories).
- Create coupons for total or certain products.



Payment Gateway Integration

- Find 'Payment Methods' under 'Setup and Configuration' -> 'Settings'.
- Connect your store with payment processors like Stripe, PayPal, or Square.

- Enable multiple payment methods, including credit cards and digital wallets.

SETUP & CONFIGURATIONS

Website Setup >

Settings >

System Settings

System Currency

Languages

Tax & Vat

Payment Methods

Third Party API

Team Members >

Apps >

Cash On Delivery (C.O.D.)

Activate Cash On Delivery

Stripe Activation API Keys

Stripe Key

pk_test_51OCc1xCFkArxkHtbktnfhp38b2w2HQvUqv70jkm0s

Secret key

sk_test_51OCc1xCFkArxkHtbYIGOV1tTNMJWID0SA7gqz3LRv

Activate Stripe Payment

Save

PayPal Activation Production Mode API Keys

PayPal Client ID

AbPWDwqo18OchIA8rKNMp2vFmprNosbfUnmmjVPu4bcrRU€

PayPal Client Secret Key

EDAcbwKeDYgg7db7D0HbletsqYH5feozYm2jxBPmSvyA6lo

Activate PayPal Payment

Activate PayPal Sandbox - Test Mode

Save

Reporting and Analytics

- under 'Business Performance', Access detailed reports on:
 - Sales performance.
 - Earning reports.
 - Product popularity.
- Use insights to refine your marketing and sales strategies.

e-commerce builder

Business Performance

STORE MANAGEMENT

Catalog Management >

Orders >

Customers >

MARKETING & TOOLS

Marketing >

Files Manager >

SHIPPING AND LOGISTICS

Search (Ctrl+/)

Clear Cache

🇺🇸

🌐

🌙

🛠️

🔔

👤

Hello admin!

Total Sales In Local Currency

USD 0.00

View Sales

0 Orders

0 Customers

0 Products

0 Active Carts

Sales Overview

Sales Performance Over Time

USD 0.00 Last-30-Days

5

4

Weekly Earning Reports

Weekly Earnings Overview

Week 02, 2025

\$ 0.00

0.00%

Current Week vs. Previous Week

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Revenue \$ 0.00

Profit \$ 0.00

Total Cost \$ 0.00

Orders Tracker

Life Time

0

Total Orders

New Orders 0

Unfulfilled Orders 0

Fulfilled Orders 0

Returned Orders 0

Canceled Orders 0

Fulfilled Orders

0%

4. Support and Troubleshooting

- Access a dedicated support portal for technical assistance.
- Browse the FAQ section for solutions to common issues.
- Submit tickets for advanced troubleshooting.

With ResellPortal E-Commerce Software, you have all the tools you need to build and scale your online store. From intuitive setup and configuration to advanced analytics and branding features, ResellPortal empowers sellers to deliver exceptional shopping experiences. Explore the platform and take your e-commerce business to the next level!

Online Store Management

Welcome to ResellPortal! As a reseller, you have access to advanced tools to help your clients manage their online stores efficiently. This guide covers the essential features and processes for managing the product catalog, creating promotions, and utilizing the file manager to enhance the e-commerce experience for your clients.

1. Managing the Product Catalog

Setting Up Your Catalog

A well-organized product catalog is crucial for showcasing products effectively. Here's how to set it up:

- Navigate to the Catalog Setup:**
 - Go to the "Store Management" section of the dashboard and select "Catalog Management."
- Create Categories:**
 - Add categories to organize products by type, season, or any custom grouping.
 - Example: "Men's Apparel," "Electronics," or "Sale Items."
- Add Products:**
 - Click on "Add Product."
 - Fill in essential details such as name, description, price, SKU, and availability.
 - Upload high-resolution product images to enhance visual appeal.
- SEO Optimization:**
 - Add meta titles, descriptions, and keywords to improve search engine rankings for individual products.

Pro Tip: Regularly review the catalog to keep categories and products up-to-date.

Adding and Managing Product Variations

Product variations allow you to offer multiple options for a single product, such as sizes, colors, or styles. Here's how to manage them:

1. **Navigate to Product Variations:**

- Select a product from the catalog and go to the "Variations" tab.

2. **Add Variations:**

- Define attributes such as size, color, or material.
- Enter the unique price, SKU, and inventory for each variation.

3. **Organize Variations:**

- Use filters to organize variations logically.
- Example: Group sizes together and colors as sub-options.

4. **Bulk Editing:**

- Use the bulk editing tool to update multiple variations simultaneously.

Pro Tip: Use high-quality images for each variation to enhance the customer experience.

3. Creating and Managing Coupons

Promotions are key to driving sales and engaging customers. Follow these steps to create and manage coupons:

1. **Access the Coupons Section:**

- Go to "Marketing Tools" in the dashboard and select "Coupons."

2. **Create a New Coupon:**

- Enter a unique coupon code (e.g., "SUMMER20").
- Define discount type (percentage or flat amount).
- Set the expiration date and usage limits (e.g., one-time use).

3. **Assign Conditions:**

- Choose specific products, categories, or cart values where the coupon applies.
- Example: "20% off orders over \$50."

4. **Activate and Track Coupons:**

- Activate the coupon and monitor its performance using the built-in analytics tool.

Pro Tip: Run seasonal campaigns with targeted coupons to attract repeat customers.

4. Using the File Manager

The file manager simplifies the process of uploading and managing media assets for your clients' online stores. Here's how to use it:

1. **Access the File Manager:**

- Navigate to the "File Manager" in the "Store Management" section.

2. **Upload Files:**

- Drag and drop images, videos, and documents into the file manager.
- Organize assets into folders for easy access.

3. **Optimize Media Files:**

- Use the built-in editor to resize or crop images before assigning them to products or banners.

4. **Assign Media to Products:**

- From the product page, link images or videos stored in the file manager to create engaging visuals.

Pro Tip: Regularly audit the file manager to remove unused files and free up storage space.

5. Tips and Best Practices

1. **Maintain Consistency:**

- Ensure uniform formatting for product names, descriptions, and images across the catalog.

2. **Analyze Promotions:**

- Use coupon performance data to refine marketing strategies.

3. **Use Quality Media:**

- High-resolution images and videos improve user engagement and conversion rates.

4. **Stay Organized:**

- Keep categories, product variations, and media assets well-structured to enhance navigation and efficiency.

By mastering these features, you can provide a seamless and professional e-commerce experience for your clients. ResellPortal empowers resellers with the tools needed to manage product catalogs, run effective promotions, and streamline media management. Explore these capabilities to support your clients and grow your business!