Store Template Setup
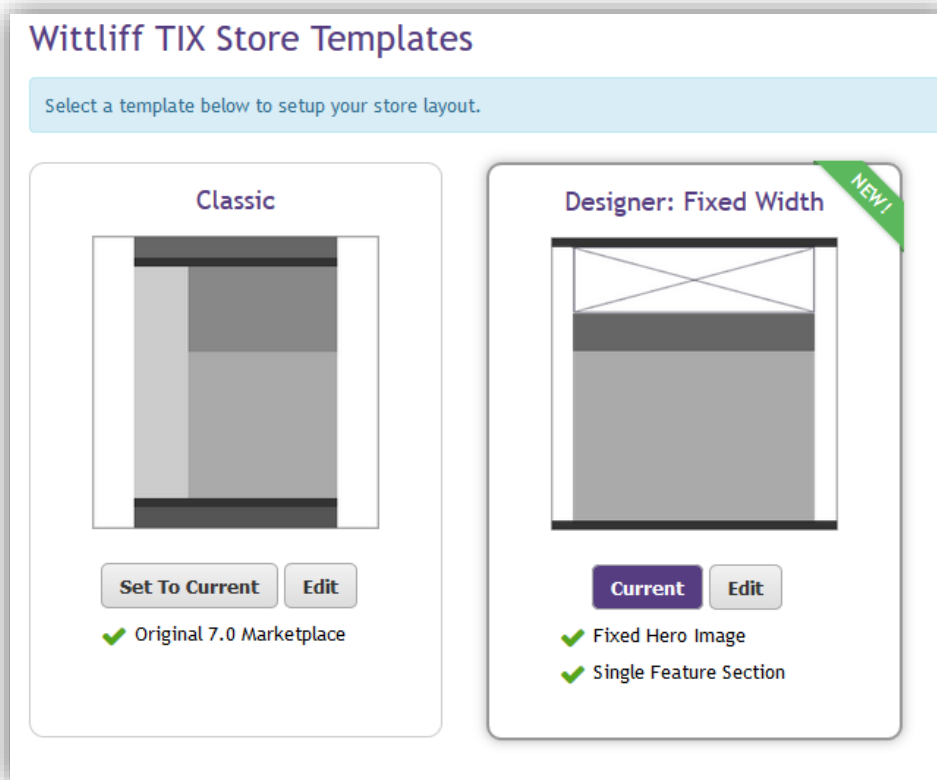
Always choose **Designer: Fixed Width** by clicking on Edit. It should default to this. *Never* use Mall Settings. *Always* click on **SAVE** at the bottom of each page to save your changes.


The template is set up as a series of **TABS** and **SECTIONS**. Each tab has different sections that will format the Home Page, the store headers, footers, format the look of the store (colors & fonts), and house pictures used in the store. Begin with General Layout and work your way through the tabs.
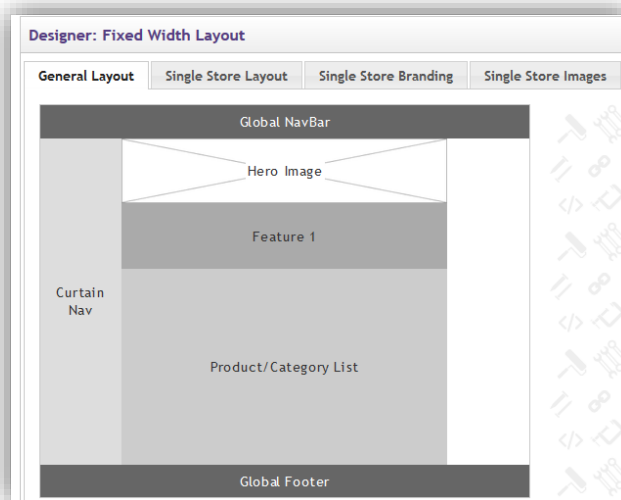
General Layout Tab:

Hero Image Section: This is the banner that appears on the home page at the top. This is the only place the Hero Image appears. If you want an image on each page, you can use the "Single Store Layout Tab" and "Header Section."
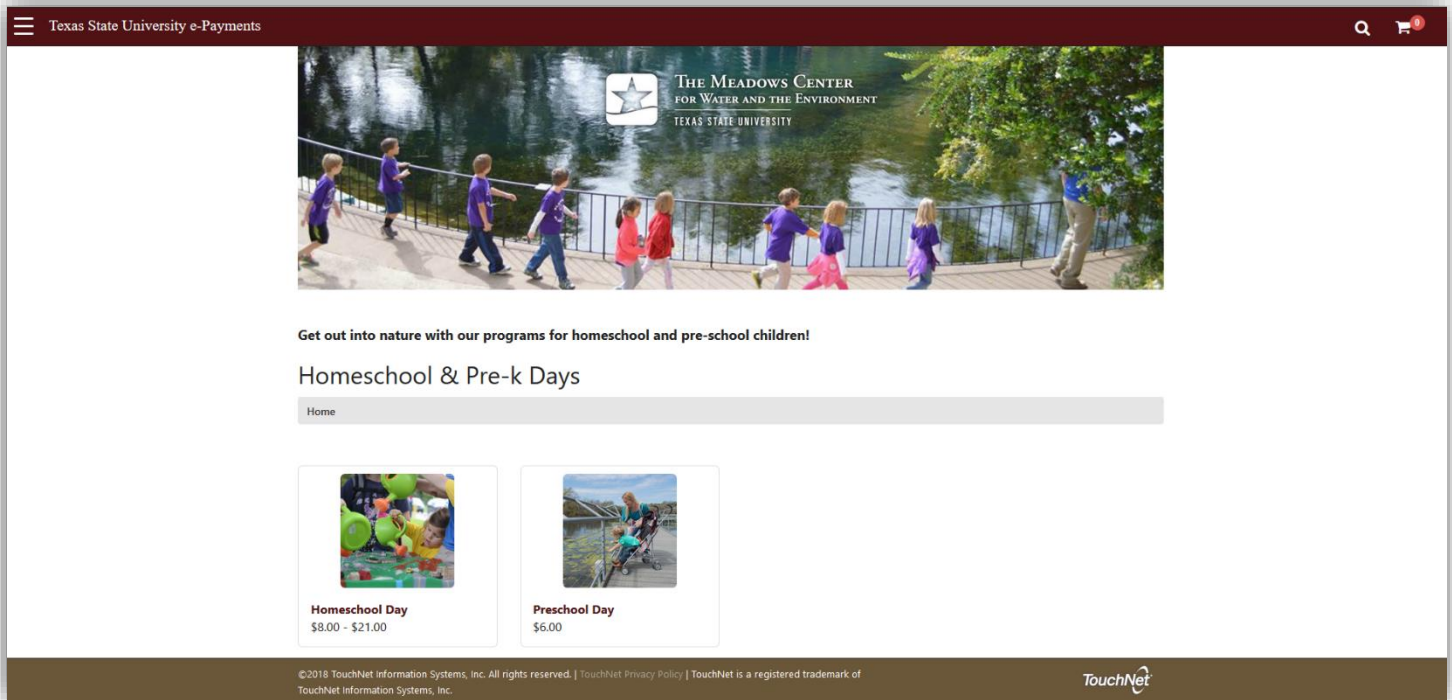
Feature 1 Section: This is the homepage text. This only appears on the home page below the Hero Image, if you have a hero image. This is easily formatted using the WYSISYG (What You See Is What You Get). You can insert pictures, insert links, and use the format option for text/heading sizes (except heading 2). To view the HTML, click on **<>Source.**
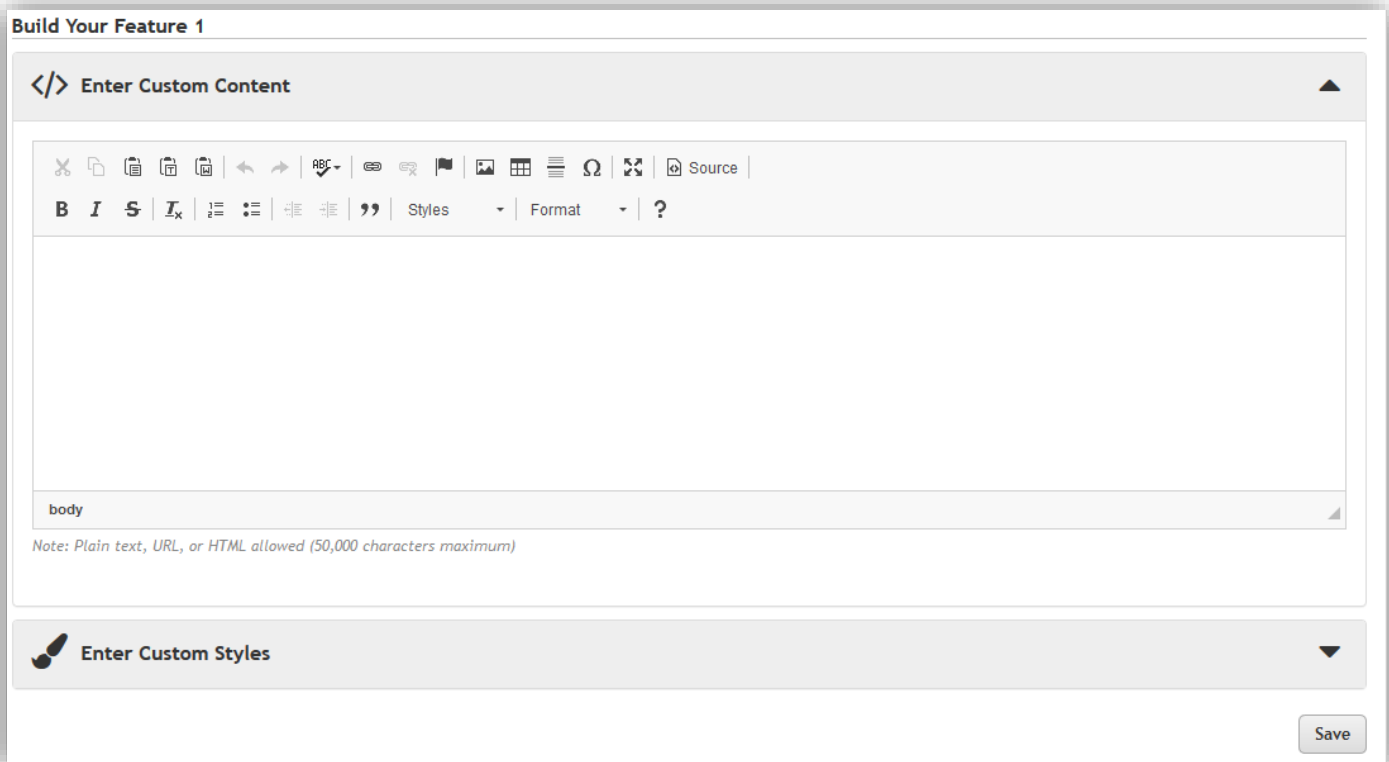
Instead of hero images, which have to be a specific size, you may use tables and pictures to create a "mock" hero image. Tables allow you to align pictures and text without using HTML. See the table below, with one row and 2 columns, and how it renders on the home page.
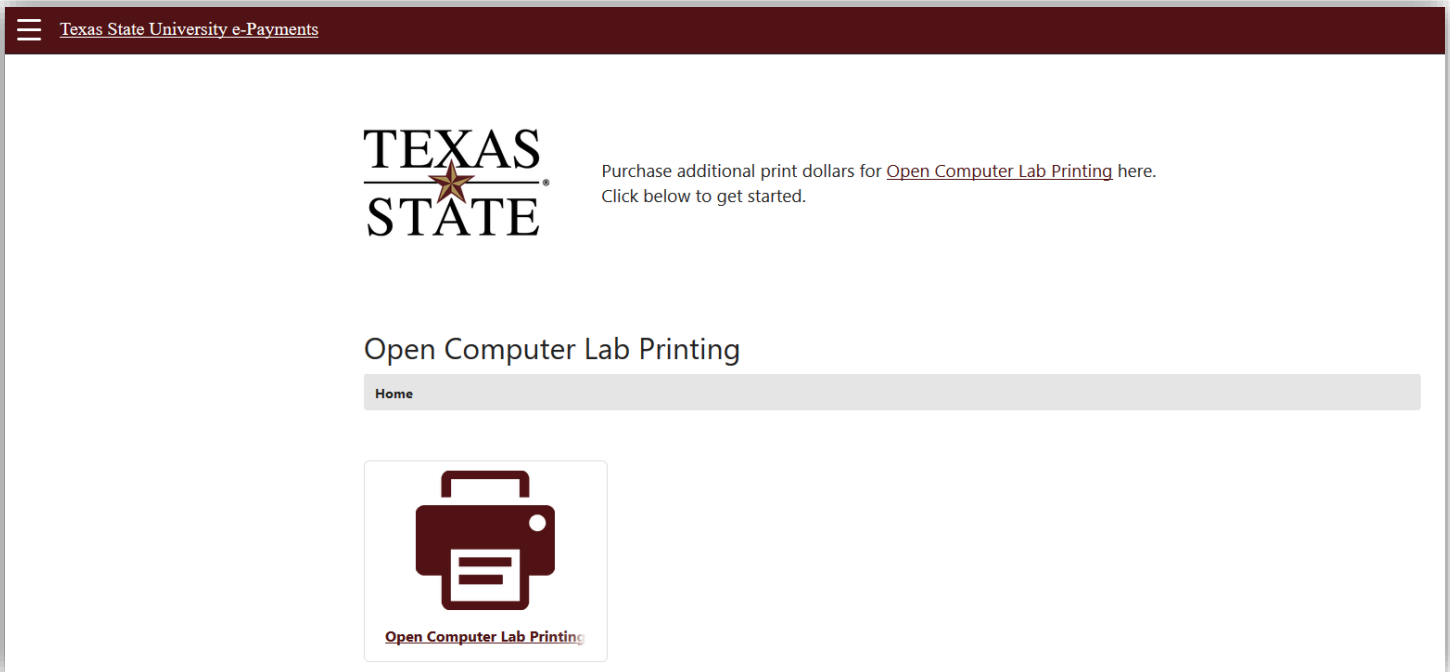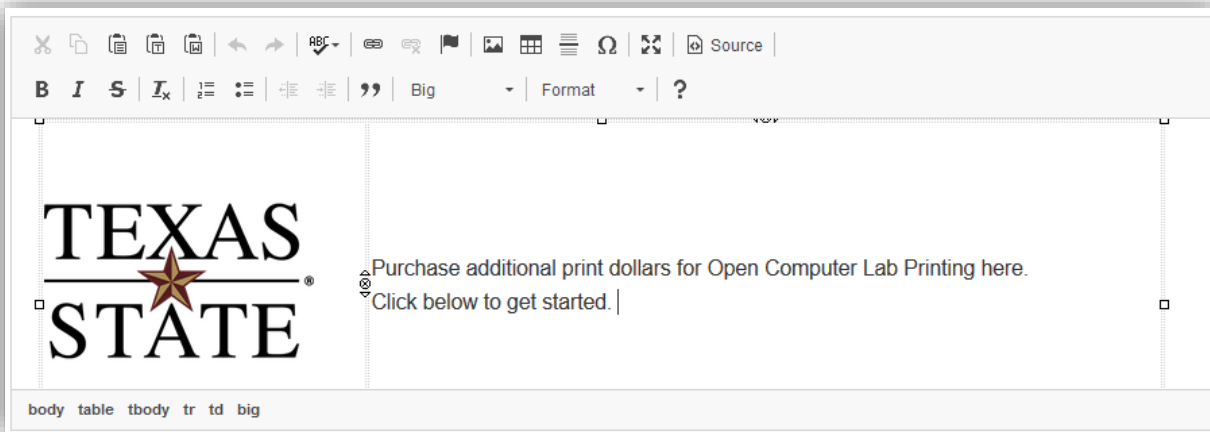

Enter Custom Styles is for CSS coding. Please do not touch this unless proficient with CSS.

Curtain Nav Section:

- ➤ Contact Us Email Address:
  - Enter the email customers can use to communicate with you. The address is pulled from here to the "Contact Us in the store menu so customers can email you
  - pulls the email into the Order Confirmation email that customers receive
  - shows as the email address to the customer when they receive the Order Confirmation
- ➤ Return Policy:
  - Type in your return/refund policy, which will appear in 2 places automatically:
   - ○ Store Menu
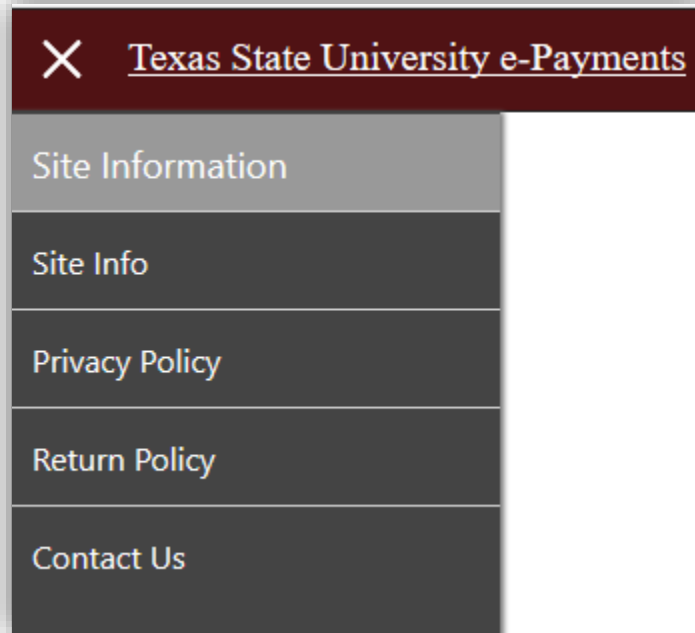
    - ○ The Return Policy is agreed to before the final submission of the transaction

- ➤ Show Shipping Rate Info:
  - Set to **No** if you are not shipping merchandise with separate shipping charges.

Single Store Layout Tab:

All settings will be visible or accessible from every page.

Curtain Navigation Section:

> ➤ Privacy Policy: Always have set to **On**. Use the University Privacy policy, unless you have your own.
>   - o Choose **Link Only**: http://www.tr.txstate.edu/privacy-statement.html
> ➤ Help Link: Can turn **On or Off**. Can relabel and link back to a website, or enter a pop-up message with instructions on obtaining help.
> ➤ Accessibility Link: Can relabel and link back to a website, or enter a pop-up message with accessibility help.
> ➤ Return Policy Label: refers to the return policy you entered on the General Layout Tab. You can rename it to **Refund** Policy. Refund is probably a better term is there is no merchandise to return.

Global NavBar Section: Defaults should remain as they are. We use the University Branding for the Mall Logo and it should be set to Yes. We do not use User Accounts.

Single Store Header Section: It will appear at the top of every page in the store. If you want a banner on the top of every page, this is where you would put it, using the WYSISYG. HTML can be used also.

Single Store Footer Section: It will appear at the bottom of every page in the store. It can be a link or instructions, etc.

Global Footer Section: This is the gold footer at the bottom of every page in the store. This is where you can add links to your social media.

Single Store Branding Tab:

This creates the look and feel of the store. We have a University Branded look for all e-commerce stores in order to create consistency across campus. The school colors, branded logo, and consistent formatting helps patrons and customers know they are using a Texas State University, secure website no matter which store they are viewing. Please talk to me if you need an exception.   To quickly import the University Branding, follow these steps:

- Click on the COPY symbol in the top right hand corner of the page.
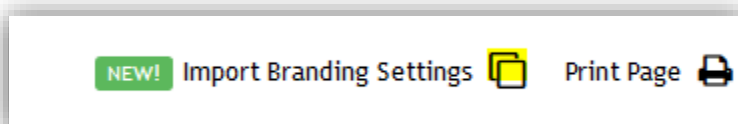
- Click on Save at the bottom of the page.

Single Store Images Tab:

Some images, like the Hero Image and a product image, can be uploaded directly from your computer. If you want to include images in the template WYSIWYGs then follow these instructions:

- Upload images on the Single Store Images Tab.
- Right click on the image and **Copy Image Location**
- In the WYSIWYG – use the picture icon to insert the picture. This window will pop up:

- Paste the copied location into the URL box. You can play around with the size (W x H) of the image and the spacing (HSpace & VSpace)
- The Link tab in this window allows you to make the image clickable to redirect to a URL if you choose.

NOTE:

1. **Heading 2** has been eliminated. Do not use Heading 2 in any of your designs, it will not show in the store. There is a specific reason for this as it eliminates unwanted text on the home page.
2. Product creation is the same with one exception – there is only one location for an image per product. This defaults to the thumbnail picture on the home page as well as the product. You can add images to the body of the product long description using HTML. If you use categories, you can have a category image. If you only use Store Home Page as your category, the thumbnail will be what you upload to your product.

Home Page example:

Product Page example: