



# iScripts MultiCart 2.4

Quick Start Guide

# Getting Started

- ▶ Your iScripts MultiCart 2.4 is feature-rich software with an administrative area which allows the owner to manage products, buyers, sellers, and payments, as well as adjust the look of the site. While the administrator controls the main site, each individual seller also has his or her own administrative area to manage his or her products, orders, and shipments. Customers have the option to buy from multiple sellers all in one transaction, which makes shopping easy!
- ▶ We have included many new features within this version for you to have the freedom to fully customize your own marketplace. These features will also allow you to provide your sellers and users with more options and ease of use. Additionally, we have added a few more tools so the site owner can generate more revenue from the site by charging listing fees, membership fees, or general commission.
- ▶ This guide is intended to help you get your site up and running utilizing the main features. If you would like additional help, you can refer to the “Require Additional Support” section of this guide for support options. As with all of our software, MultiCart is an open source standalone solution. You do not need any extras to have a functional and appealing site but open source allows the code to be altered in the future for any needs that may arise within your new business.
- ▶ If you would like to extend your site and add your own features to fit specific business needs, we also offer affordable customizations. You may contact our sales department by telephone: 1-800-569-5538 or email: [sales@iscrpts.com](mailto:sales@iscrpts.com) to discuss project possibilities and receive a personal quote.

Thank you for your purchase and please enjoy your copy of iScripts MultiCart 2.4!

# First Things First...

## Installation and Your First Transactions

- ▶ After your purchase is complete, you will be sent a link to download the software via email. You may install the software yourself following the simple instructions included in the “Read Me” file.
- ▶ If you have difficulties or would like to avoid installing yourself, we can install the software for you for an additional \$49.95. The process will takes approximately 1-2 business days with all communication exchanged via email.
- ▶ After you complete the setup for your site, we suggest allowing time for a brief beta period before transferring to live clients. All server environments are different and the quality of hosting accounts also varies. Conduct a smooth transition to transacting with real customers by allowing this time to ensure the optimal performance of your site.

# Deciding on Your Business Plan

In order to continue to the following steps, you must first consider some important factors of your site:

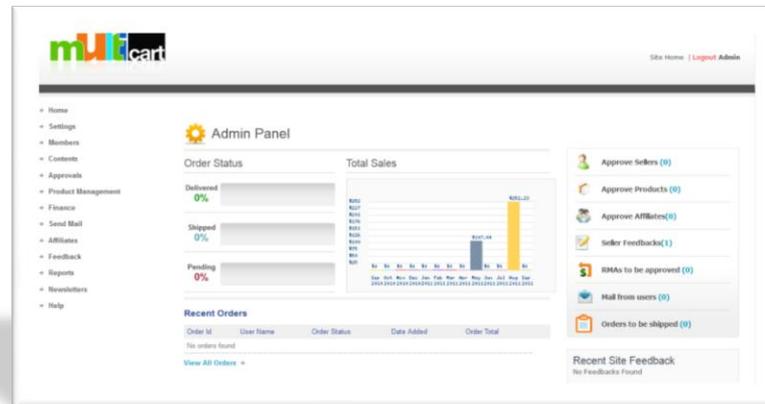
- ▶ How will you make money from your site? (You may use one or all of these methods)
  - Charge sellers a monthly or yearly membership fee (automated)
  - Receive a commission from seller sales
  - Charge sellers a flat fee per item listed on the site
  
- ▶ How will you process transactions? (You must choose ONE method)
  - Split Payments – Payments automatically split between you and the seller.
    - PayPal must be enabled and all sellers must have an account.
    - All split payments are handled through PayPal only
  - Direct Admin – 100% of sales to Admin
    - You as the admin would be responsible for settling all payment transactions outside of the site.
    - This method is typically used when international orders are common and Authorize.net is enabled for credit card processing.

These are important decisions to settle before you begin the creation of your site.

Once you have a specific plan in mind, you may begin setting up your new website!

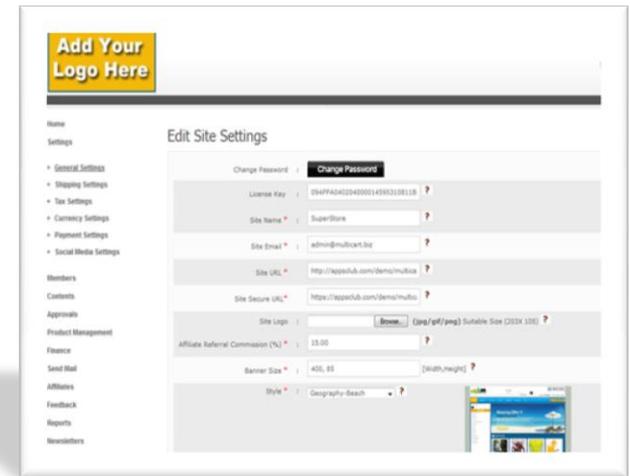
# The Home Screen

- ▶ This dashboard will help you identify the needs of your site instantly. It provides a snapshot of new and recent orders, total sales, recent feedback and approvals needed. This is the fastest way to identify the needs and activity of the site.
- ▶ This panel also allows you to supervise and compare change in total orders, vendors and products – daily, weekly and monthly.



# Editing Site Settings

- ▶ **Go to Home > Settings > General Settings**
- ▶ Many of the important settings can be located and edited on this page.



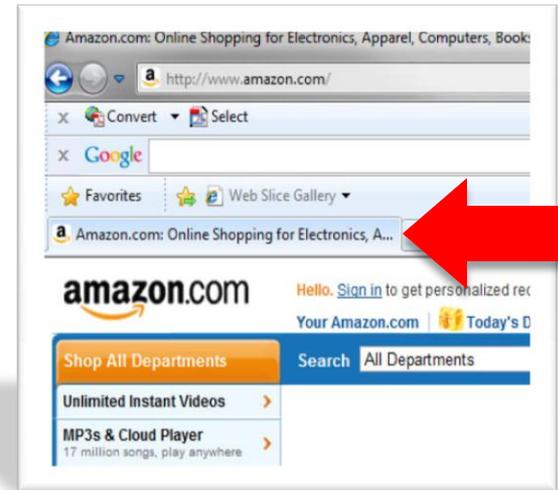
## Administrator Password

- ▶ Upon purchase, you are supplied with a password. You may change this password within the “General Settings” page when beginning to set up your site. Only numbers and letters are allowed.
- ▶ Be sure to record your password for later reference. If you forget this administrator password, it will be very difficult to reset or retrieve it. If you would like to change your password, click on “Change Password.”

# Editing Site Settings (cont.)

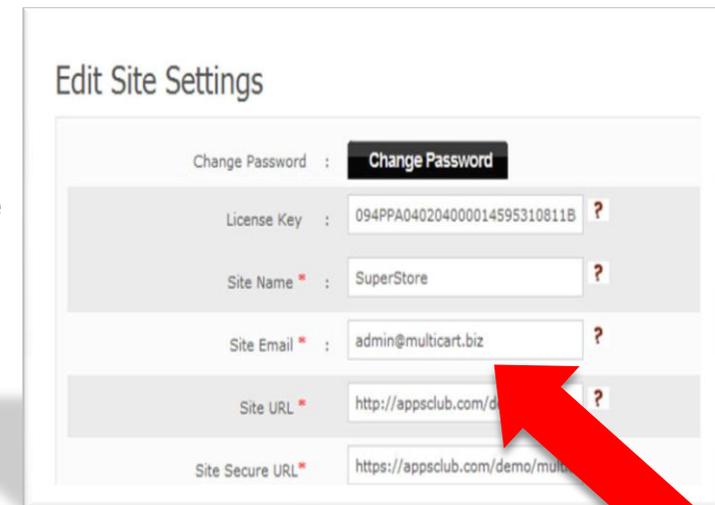
## Site Name

- ▶ Name your site. This name is the website title. This will be visible to users within the browser tab. Try to use keywords describing your site to help visitors understand your page quickly.
- ▶ In this example, Amazon.com's site name is displayed.
- ▶ This is where users will see your text appear:



## Email Notification

- ▶ What admin email address would you like notifications sent to? These emails will be very frequent as the entire website functions are sent to the Admin email automatically.



# Adding Your Logo

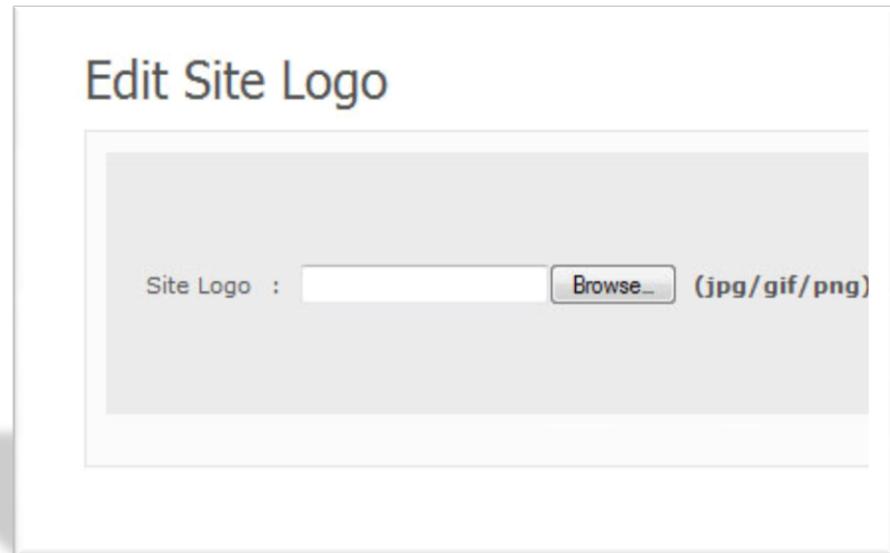
For best results and image quality, your logo should be 203 pixels x 105pixels. After you have your logo saved on your computer, you may upload your own logo to your site.

**There are two ways to accomplish this:**

- ▶ **Home > Settings > General Settings**
- ▶ Under “Edit Site Settings” find “Site Logo”
- ▶ Click “Browse” and select the logo saved on your computer.

**OR**

- ▶ *Contents > Site Logo*
- ▶ Click “Browse.” Select the logo saved on your computer and click “Save Changes.”



- ▶ If you choose to change your logo at any time, the file name must not be identical to the previous logo file name or you will receive this error message: “Please correct the following errors to continue!” \* Logo file with the same name exists! Please rename the logo file and upload!
- ▶ In this case, the upload will be unsuccessful until you change the name of your logo on your computer and attempt the upload again.

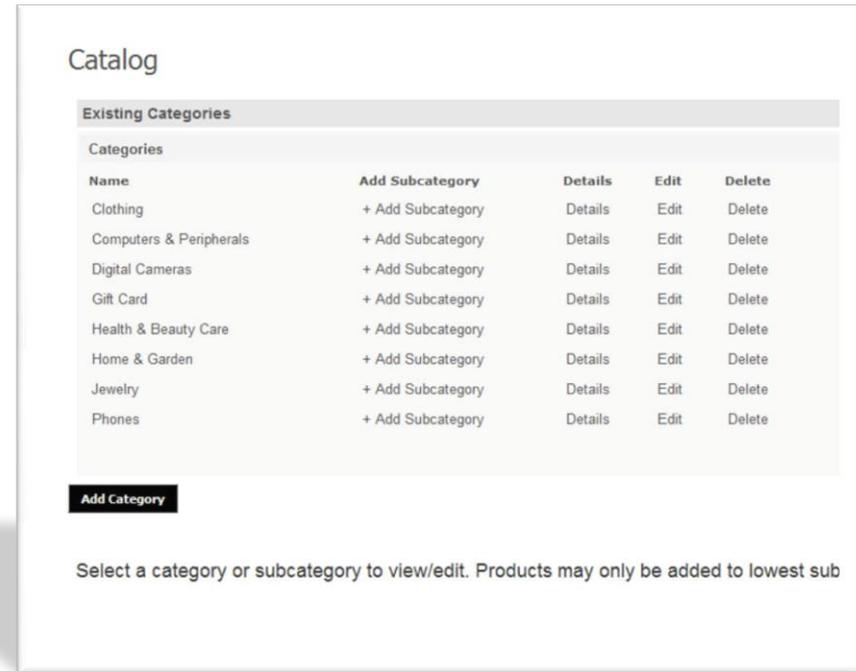
# Selecting Your Site Design

- ▶ The styles are also located within the “Edit Site Settings” menu (Home > Settings > General Settings).
- ▶ Your software is equipped with over 30 site themes to choose from. Select your style and be sure to save and refresh your website page to see the new style take effect.
- ▶ If you wish to have a customized template made specifically for your site, iScripts can create one for you.
- ▶ See our [“Customization”](#) page on iScripts.com for more information.
- ▶ To experiment with and see all changes as you make them, open a new browser window and bring up your site as how a user or seller would view it. As you are making selections and decisions within the admin panel, you can view them in effect by refreshing the actual website page after saving (refresh quick key: “F5”).

The screenshot shows the 'Edit Site Settings' interface. A red arrow points to the 'Style' dropdown menu, which is open and displaying a list of 20 different site themes. The 'Feelings-Love' theme is highlighted in blue. Other settings visible in the form include 'License Key', 'Site Name' (SuperStore), 'Site Email' (admin@multicart.biz), 'Site URL', 'Affiliate Referral Commission', and 'Number of Records'. A small preview of the website design is visible on the right side of the form.

# Adding Product Categories

- ▶ **Home > Product Management > Categories**
- ▶ This page displays all current Categories. Select “Add Category” to add a category.
- ▶ **You will now be able to name your category and select an image of your own to represent that category.**
- ▶ **This image will show up in the central area on the home page for your visitors.**
- ▶ Category Example: “Clothing”
- ▶ Category Image Example: A Clothes Rack
- ▶ Once you are finished, your catalog table will be filled with the Categories you have selected.



The screenshot shows a web interface titled "Catalog". Below the title is a section labeled "Existing Categories" which contains a table. The table has five columns: "Name", "Add Subcategory", "Details", "Edit", and "Delete". The rows list various categories such as "Clothing", "Computers & Peripherals", "Digital Cameras", "Gift Card", "Health & Beauty Care", "Home & Garden", "Jewelry", and "Phones". Each row has a "+ Add Subcategory" link, a "Details" link, an "Edit" link, and a "Delete" link. Below the table is a black button with the text "Add Category". At the bottom of the screenshot, there is a note: "Select a category or subcategory to view/edit. Products may only be added to lowest sub".

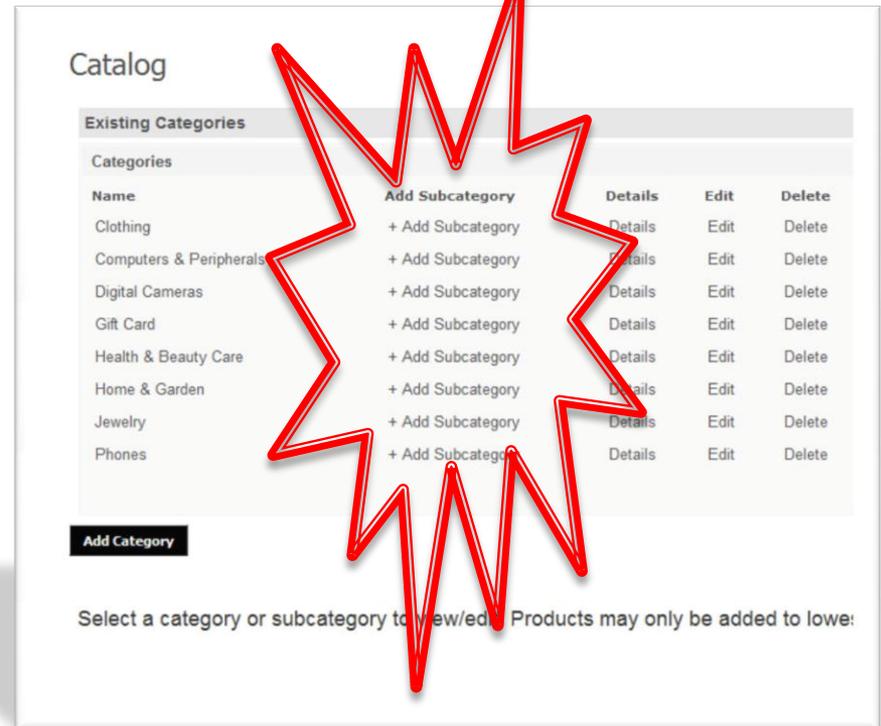
Name	Add Subcategory	Details	Edit	Delete
Clothing	+ Add Subcategory	Details	Edit	Delete
Computers & Peripherals	+ Add Subcategory	Details	Edit	Delete
Digital Cameras	+ Add Subcategory	Details	Edit	Delete
Gift Card	+ Add Subcategory	Details	Edit	Delete
Health & Beauty Care	+ Add Subcategory	Details	Edit	Delete
Home & Garden	+ Add Subcategory	Details	Edit	Delete
Jewelry	+ Add Subcategory	Details	Edit	Delete
Phones	+ Add Subcategory	Details	Edit	Delete

**Add Category**

Select a category or subcategory to view/edit. Products may only be added to lowest sub

# Adding Product Categories (cont.)

- ▶ To add Subcategories, go to **Home > Product Management > Categories**
- ▶ Within this menu, you will select **“+ Add Subcategory”** and enter the subcategory name, an image and click **“Add Category”** just as you did for the main category.
- ▶ Subcategory Example: **“Men’s”**
- ▶ Image Example: **Men’s Clothes**
- ▶ 2<sup>nd</sup> Subcategory Example: **“Women’s”**
- ▶ Image Example: **Women’s Clothes**
- ▶ You can move throughout the Category and Subcategory tiers of your site to view and edit by clicking **“Details.”**
- ▶ You can add an unlimited number of subcategories, but it may make it difficult for visitors to find your products!



Catalog

Existing Categories

Categories	Add Subcategory	Details	Edit	Delete
Clothing	+ Add Subcategory	Details	Edit	Delete
Computers & Peripherals	+ Add Subcategory	Details	Edit	Delete
Digital Cameras	+ Add Subcategory	Details	Edit	Delete
Gift Card	+ Add Subcategory	Details	Edit	Delete
Health & Beauty Care	+ Add Subcategory	Details	Edit	Delete
Home & Garden	+ Add Subcategory	Details	Edit	Delete
Jewelry	+ Add Subcategory	Details	Edit	Delete
Phones	+ Add Subcategory	Details	Edit	Delete

**Add Category**

Select a category or subcategory to view/edit. Products may only be added to lower:

# Editing the Website Content

## Page Contents

- ▶ To edit the site text, content and pages (*Home Page, Terms and Conditions, About Us, Contact Us, and FAQ*):
  - **Home > Contents > Page Contents**
  - **Click the “Edit” link that corresponds with the page and text you wish to modify.**
- ▶ Be sure to click “Update” when finished. If ‘Update’ is not clicked after editing the text no changes will be saved to the website. If too much text is added for the area allowed, it will create errors on the page. If you think you may have too much text, be sure to refresh your page and check your changes after every update.

## Home Page Banners

- ▶ You may select your own banners to be displayed on the home page.
  - **Home > Contents > Home Page Banners > Add New** (right-hand side above banner box)
  - **Click “Choose File” to upload.**
- ▶ The banner/file size should be 988px(w) x 337px(h) for optimal display. JPG, PNG or GIF are acceptable types. There are no limits to how many banners you may display. After all banners are uploaded, you may adjust the “Slide Show Speed”. This speed applies to ALL banners. This speed is in seconds.
- ▶ If you would like to run banners at different times, you can click the “Disable” link and this will stop your banner from being visible until you choose to enable it again.

# Payment Gateways

iScripts MultiCart supports a variety of the most popular and reliable payment gateways:

PayPal, Google Checkout, WorldPay, Authorize.net, First Data Global Gateway and Blue Pay.

To choose and enable your payment settings, go to **Home > Settings > Payment Settings**.

- ▶ If you would like all payments sent to you, you may choose “*Direct Admin*.”
  - Under this setting, you will be responsible for settling all transactions outside of the site.
  - This is the most secure way to handle revenue from your site.
  
- ▶ If you would like PayPal to automatically settle the admin and seller payment amounts, choose “*Split-Payment between Admin and Seller*.” Under this setting, all sellers MUST have a PayPal account to receive funds.
  - Please note, all seller funds will be transferred immediately upon visitor purchase. An “identity token” is not necessary when setting up your PayPal payments, but it will provide added security.

If you would like to charge sellers per listing, you may enter this amount within the “Product Listing Fee” box located at the bottom of the “Edit Site Settings” page (Settings > General Settings).



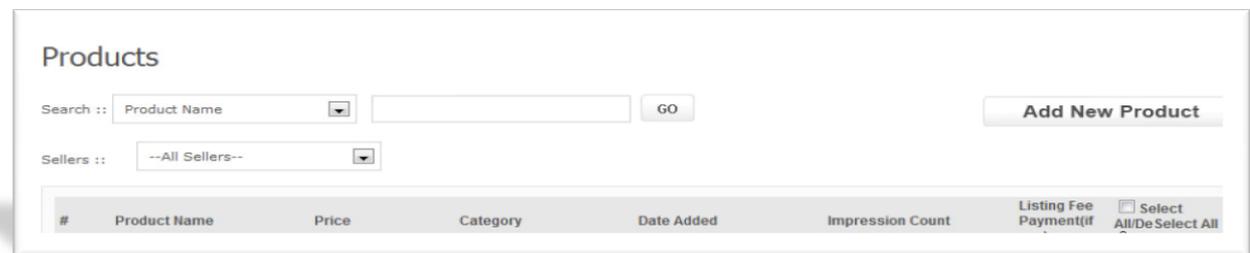
# Adding Sellers

- ▶ Sellers cannot be added manually. A seller can only be added after he/she voluntarily signs up and enters their information into the database of the site.
- ▶ As the Admin, you may choose if sellers need your approval before becoming active. Sellers may be approved automatically, by email confirmation, or by manual confirmation by the administrator.
- ▶ To choose how you would like your site to approve sellers in the Admin panel: **Home > Settings > General Settings > Approve Sellers.**
- ▶ Unless you chose the automatic option, after a seller signs up, they will become a pending seller until approved.



# Adding Products

- ▶ **Go to Home > Product Management > Products**
- ▶ Both the sellers and the admin can add products to the site. The admin can manage all products through the Products page.
- ▶ Once there, click “Add New Product” within the upper left portion of the screen.
- ▶ After clicking this tab, you will choose the correct category to place this product under. To select the category, click on the category name directly. If subcategories are present under the selected category, also choose the appropriate subcategory by clicking directly on the subcategory name. Products can only be placed on the lowest level subcategory.
- ▶ You will now be able to fill out the details, price, images, discount options and full description of the product. You will have to include the product weight, height, length, and width or the shipping calculator to determine the shipping cost. Be sure to click “Save Changes” after all of your updates!



The screenshot displays the 'Products' management page. At the top, there is a search bar with a dropdown menu set to 'Product Name', a text input field, and a 'GO' button. To the right of the search bar is a button labeled 'Add New Product'. Below the search bar, there is a 'Sellers' dropdown menu currently set to '--All Sellers--'. At the bottom of the page, a table header is visible with the following columns: '#', 'Product Name', 'Price', 'Category', 'Date Added', 'Impression Count', 'Listing Fee Payment(if)', and 'Select All/DeSelect All'. There is also a small checkbox next to the 'Select All/DeSelect All' label.

# Approving Seller Products

- ▶ Sellers may also add products using the same method as the admin. Products added by sellers can be approved **automatically or by manual administrator approval**. These options are located and can be edited to fit your preference within the **“Edit Site Settings” page (Home > Settings > General Settings)**.
- ▶ You can also set limits for product images and apply Seller Listing Fees within this area.
- ▶ **You may approve products on the “Edit Site Settings” page (as you did for sellers) OR Home > Approvals > Approve Products and then click on “Pending” to approve.**



# Shipping Options

- ▶ There are several options for shipping goods from sellers to customers:
  - Flat rate settings will apply as the default for all products featured on the site. This is the most simple way to ship items to customers without complications.
  - iScripts MultiCart also has several automated tools to calculate the shipping costs. Available services are FedEx, USPS, UPS as well as Canadian and Australian shipping services.
- ▶ To change the settings and setup these services, go to **Home > Settings > Shipping Settings**
- ▶ By clicking the top tabs for these services, you can access the specific settings for each of these options.

Display Name	First Item Rate	Additional Item Rate
Ground	\$ 10.00	\$ 5.00

# Additional Topics

## Bottom Banners/Ads

- ▶ **Home > Contents > Bottom Banners > “Add New”** (right-hand side above banner box)
- ▶ Name the banner, define the banner destination URL, and click “Choose File” to upload banner image. Bottom Banner Size: You may adjust the area to fit your banner size.
- ▶ To edit the height and width to match to your file size and select “Save Changes” at the bottom of the screen, go to **Home > Settings > General Settings**

## Affiliate / Referral Program

- ▶ You can choose if you would like to offer these programs. The affiliate program allows other users to promote items from sellers to other sites on the internet and collect a commission (specified in the settings screen) for every sale. This is an advanced and powerful feature that can help to drive sales when utilized correctly.
- ▶ The referral program allows sellers to earn a bonus for signing up other sellers to the site. Like the affiliate program, this is also an advanced feature that can help to get your site off the ground quickly.
- ▶ To edit these settings, you would **select or deselect the “Enable Affiliate” checkbox** or the Referral Program settings within the **“Edit Site Settings” page (Home > Settings > General Settings)**. There is also a box to alter the Affiliate Referral Commission percentage if you wish to do so.

# Additional Topics (cont.)

## Social Media Settings

- ▶ The social media buttons linking customers to your Facebook and/or Twitter page are present within the menu bar and are therefore accessible on every page of your store. You may direct customers to the correct pages social media sites by setting this information correctly.
- ▶ Go to **Home > Settings > Social Media Settings**
- ▶ Enter the social media URLs for your business/website and click “Update.”



## Discounting a Product

- ▶ Go to **Home > Product Management > Products**
- ▶ You may discount a products by any percentage.
- ▶ Select the product you would like to discount. Within the “Price” area, locate “Discount %”. Within this area, you may enter an number from 1 to 100 to apply as a discount. Users will see the original price as well as the new discounted price. A “Discount Description” is optional. This description will also be visible to customers.
- ▶ Discounts do not expire and must be manually changed to become inactive.

# Additional Topics (cont.)

## Adding Product Options

- ▶ (Example: A product available in multiple colors)
- ▶ To set product options such as sizes available, colors, shapes and more, first name a new product variation.
- ▶ Once the product variation is selected, it must be assigned to a category.
- ▶ Either create a new category by clicking “Add Category” under the category screen or click “edit” under an existing category.
- ▶ The following screen will allow you to click a check box to enable that product variation for the category.
- ▶ **NOTE:** This will only work for the bottom-most sub-category. It will not work on higher category levels.
- ▶ Once assigned, that product variation will be available for all items within the assigned category. Enter the options in the box associated with your variation. In the example below, it is marked “color”. Additional pricing and stock is assigned to all variations available to help with accurate inventory. Also, independent images for each option will help to improve sales. Click “Add More Options” to add more variation to this item!

The screenshot shows a form for configuring product variations. The form is divided into several sections with input fields and buttons. A red starburst callout highlights the 'color' input field. Another red starburst callout highlights the 'Add More Options' button at the bottom of the form.

Default ?	Additional Price (USD) ?	Product Stock * ?	Reorder Level * ?
color			
Small Image * ?	Big Image * ?	Discount (%) ?	Discount Description ?
<input type="text"/> Browse...	<input type="text"/> Browse...	<input type="text"/>	<input type="text"/>
Shipping Weight (LBS) * ?	Length *(cm) ?	Width *(cm) ?	Height *(cm) ?
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Add More Options"/>			

# Additional Topics (cont.)

## Featured Products

- ▶ Sellers can request for you to select certain products as “featured”. There is no limit to Featured Products on the home page.
- ▶ To choose products as featured *without a request*: **Home > Approvals > Approve Products**
- ▶ Within the right hand column, select the clickable “No” link and choose “Yes” (same process for removing products from the featured screen).

## Enabling Coupon Codes

- ▶ Coupon codes are applicable to the entire store on any product purchased from any seller. Coupon codes may be edited after creation and set-up if needed.
- ▶ To add a new coupon code: **Home > Product Management > Coupon Codes > Add New** (to the right and above coupon description box).
- ▶ Add coupon code (the actual code to be used by your customers upon checkout), start and end dates for coupon validity, discount amount and description (optional). Select “Add”.

## Deleting a Product

- ▶ **Go to Home > Product Management > Products.** Then select the checkbox belonging to product to be deleted and click the trash can icon.
- ▶ You may also delete products on individual product pages. When a product is deleted, it will no longer be visible in the catalog, but will still be present in the database for reference under “Reports”. This will ensure a stable and reliable platform that will allow your records to remain intact.

# Require Additional Support?

- ▶ As a valued customer of iScripts, we provide you with many resources and avenues for support. If you have a question or an issue, there are many options within our support community available to you. Have questions answered, problems fixed, connect with programmers as well as other users, make suggestions and grow your business utilizing the following routes:

- ▶ **Technical Questions & Issues**

- **Check the FAQs** – Frequently Asked Questions. It's very likely that others have asked your question before! All FAQ's are updated frequently for your convenience. Please check this area first.
- You may also use the **Live Chat** to speak to an operator who may be able to answer your questions. Depending upon the issue you are experiencing, we may require more information.
- To reach the qualified programmers, iScripts has a **24 Hour Help Desk** where you can submit all technical issues. We respond to every ticket in the order it was received within 1 business day.
  - Please be clear and specific in your request for help. Entries like "Help! It doesn't work!" do not give much information and tend to take longer to fix. Explain everything that led up to your problem. Try to explain what your current problem is. Be clear about your concern and how we may be able to meet your expectations.
  - Email the Help Desk directly at [support@iscripts.com](mailto:support@iscripts.com). Within your request, please include: Name, Email, Domain, Software Password, Your Hosting Control Panel Information and a description of your issue.
- Reach out to other software users through our **[HELP FORUM](#)**. Chat with other users, ask questions, give advice and connect.

- ▶ **Sales & Customizations**

- For purchasing decisions, business inquiries, customizations, quotes and sales information; contact [\(312\)423-6728](tel:3124236728) or [\(800\)-569-5538](tel:8005695538).

- ▶ **Make Suggestions & Connect**

- **SUGGESTION FORUM** – Include your great idea! [iScripts Idealab](#)
- 'Like' our social network pages! <https://www.facebook.com/iscripts>
- **Gain free exposure!** Submit your website so it can be featured on the iScripts website Customer Showcase! <http://www.iscripts.com/listshowcases.php>