Allied Arts Online Market Vendor Instructions – New Vendor

v.1.0

We recommend using a desktop or laptop computer using Google Chrome or Firefox for your web browser.

**INITIAL SETUP**

- Go to [market.alliedarts.org](market.alliedarts.org)
- On the bottom right, click "BECOME A VENDOR"
- Under "Register" enter your email address and your chosen password and select "I am a vendor"
- Fill in the rest of the form that appears below
    - For "Shop Name" choose what you'd like to call your store, e.g. "Joe's Garden Art" or simply your name, e.g. "Joe Blow"
    - For "Shop URL" choose a clean URL for your shop, all lowercase, using hyphens if using multiple words, e.g. "joes-garden-art"
    - Click the "REGISTER" button
- Check your email for the verification link and click where it says "To Verify you Email Click Here" at the bottom of the email
- This will take you to the Marketplace setup wizard – click the "Let's Go!" button to begin
- On the next screen, set the "Store Product Per Page" setting to 999, then fill out the address information below, leave "Show email address in store" Unchecked, and click the "Continue" button – none of your address information will be displayed in the market, it is for internal use only
- On the next screen, click the blue "Connect with Stripe" button
- This will begin walking you through setting up your Stripe account so you can get paid
    - If you already have a Stripe account, just use the email address you have registered with Stripe
    - If you're creating your Stripe account for the first time, you will need to go through the setup process to get your account setup and linked with your bank account
    - When it asks for your business website enter your website address – if you don't have a website, just use market.alliedarts.org
- Once the Stripe setup is complete, you will be redirected back to your Store Admin Panel
- Now click the "Back to Dashboard" button in the upper left
- Click on Settings on the left side
- Click on the "Upload Banner" button

- Now you will be asked to select a file from your computer by choosing the "SELECT FILES" button
    - Ideally, you will use an image for your banner that is formatted to 1200x300 pixels. If you don't have an image cropped to these dimensions, don't worry, you will have the option to crop your image. Choose an image from your computer, preferably at least 1200 pixels wide. Once you've click "Open" it will upload your picture to the market.
    - Choose "SELECT AND CROP" in the bottom right, then drag and/or resize the crop window by dragging it or resizing from the edges or corners to crop your picture appropriately and choose "CROP IMAGE" in the bottom left when you are satisfied.
- Click the "Upload Photo" button just below your banner to add a profile picture
    - Ideally, you will use an image for your profile that is formatted to 150x150 pixels but again you will have a chance to crop a picture if you don't have one ready to go.
- Select the "Upload files" tab in the upper left
- Choose an image from your computer and choose "Open" to upload it to the market.
- Choose "SELECT AND CROP" in the bottom right and follow the same steps as with the banner.
- Next, scroll down to the Biography section, where you may enter information about yourself, your business, etc. This will be visible on the market site. Unless you are very familiar with website editors, it is strongly advised to stick to basic text here.
- Click the "Update Settings" button when you've completed this form


**SHIPPING**


By default, all products sold on the Allied Arts Online Market will be made available to the customer via pickup at the Allied Arts Gallery in downtown Bellingham – when an order is placed, you will receive an email listing what has been ordered and you will need to deliver your items to Allied Arts.

If you want to add additional shipping options, such as local delivery, or flat rate shipping, proceed with the following steps. Otherwise, skip to the next section.


- Next, click on "Shipping" at the top left of the page
    - If you want to offer other shipping options, you may do that here by clicking the "Add Shipping Method" link at the right
        - On the next screen, skip the Zone information and just click the "Add Shipping Method" button
        - If you would like to offer free shipping or delivery, choose "Free Shipping" and click the "ADD SHIPPING METHOD" button
            - Now you will see "Free Shipping" as a listed option – if you hover your mouse over it, you'll see an "Edit" link – click this.

- You can change the name that customers will see, for example "Free Local Delivery"
- You can also set a minimum order amount that must be reached for it to qualify for free shipping (or delivery)
- Click the "SAVE SETTINGS" button when done
  - IMPORTANT – YOU WILL BE RESPONSIBLE FOR DELIVERY/SHIPPING COSTS IF YOU CHOOSE TO OFFER THIS OPTION
- If you would like to offer a flat rate shipping price, again click the "Add Shipping Method" button, and this time choose "Flat Rate, then click the "ADD SHIPPING METHOD"
  - Now you will see "Flat Rate" as an option - if you hover your mouse over it, you'll see an "Edit" link – click this.
  - Here again, you can rename the option, so you could call it "Local Delivery" or "Standard US Shipping" – but make sure you name it appropriately so customers understand the option
    - Here, you can either charge a flat fee (ie: $20) or you can get more complicated by using formulas that are described in this window (ie: "10.00 * [qty]" which would charge $10 per item – we don't recommend using any other formulas at this time
    - Leave all other fields as they are and click "SAVE SETTINGS"
- Finally, click the "Save Changes" button in the bottom right

## PRODUCT SETUP

- Click "Back to Dashboard" in the upper left
- Click on Products on the left
- Click the "Add new product" button to begin setting up your first product
  - Name Your Product
  - Enter the price for your product
  - Click "Upload Product Image" to select the featured image for your product
    - Images should be sized no wider than 1500px and no taller than 900px
    - Images should be .jpg files saved at 72dpi
    - Image file size should be no larger than 250kb and ideally, less than 100kb
    - Following the above guidelines will help your store load quickly for shoppers - if you need a simple tool to help optimize your images for your store, you can try using the free image optimizer at https://imagecompressor.com/
    - Click the "SET FEATURED IMAGE" button in the bottom right
  - You may add additional images for your product by clicking the + sign below the featured image and following the above steps
  - You may add a short description and a full description in the fields below

- Be sure to click the "Select product category" field and choose the appropriate category for your product from the dropdown list
- You may want to view your store from the front-end to see how these display. To do this, first click the "Create Product" button in the bottom right to publish it.  Then click the "Visit Store" icon in the bottom left of your menu panel on the left.  It looks like a little square with an arrow coming out of it.  <u>If you hold your CTRL button down when you click this, it will open in a new tab in your web browser and you will be able to switch over to it to view your store and items as seen from the shopper perspective</u>.  You can refresh this page each time you make changes on the back-end in your admin panel to reflect any new changes.
- Once you are satisfied with your basic product settings and you have clicked "Create Product" (or "Save Product" if it's already been created), continue down this page

NOTE: There are two types of products you may wish to choose from; Simple or Variable.  A Simple product is a standard "one-off" product without any variations.  A Variable product is a product that has variations, like size, color, material, etc.  For Simple products please leave the Product Type set to Simple and continue to the next step below.  For Variable products, please continue to the next step below, but note the following section "For Variable Products" and follow the directions.

- In the Inventory section:
    - You will see a field for a SKU – if you use SKUs for your products, you may enter them here but <u>be sure to prefix your SKU with the three initials of your name and a -,</u> ex: EAD-12345
    - Check the box that says "Enable product stock management"
    - For "Stock quantity", choose how many of this item you will bring to the market at one time (ie: how many the market will have "on hand" and ready to sell)
    - For "Low stock threshold", set a number that will trigger an automated email to you when your stock at the market runs low, or leave set to 0 if you don't want to be notified when stock runs low – <u>you will always be notified when you run out of stock on an item</u>
    - Keep "Allow Backorders" set to "Do not allow"
- In the Shipping and Tax section, leave these fields alone unless you are selling a food item that you know for sure is not taxable
- In the Linked Products section, if you would like to display similar suggested products to display on the product page, you can add them in the "Upsells" section by typing their names and choosing them from the dropdown list that appears (the other products need to have been previously added) – <u>this step is entirely optional and it's recommended to skip this initially and come back to it later if desired</u>
- Skip past the next several sections and click "Save Product" at the bottom

For Variable Products:

- In the Attribute and Variation section click the "Add attribute" button.

- Before proceeding please consider the following: You will need to set prices for each product variation, and you may choose to add images for each product variation.  As such, you will need to decide which variable will be best for you.  As an example, if you sell custom photos printed in different formats, you will want to decide if the variable is the picture (in which case, the format, or medium, will be fixed as will, presumably, the price), or if the variable is the format, or medium (in which case, the picture will remain the same but the format, or medium will change, as will the price, per each variation).  This concept should become clear as you begin to setup your variable products.  For the purposes of these directions, we'll set the variable as format, or medium, whereas the picture will be the base product.
- o You will now be presented with a blank line where you will input the name of your variable, for this example we'll enter "Print Size/Medium"
- o Next to that, under "Value(s)", we'll enter "20x30 Canvas | Mouse Pad | 9x12 Glass Cutting Board"  Note that each value is separated with a | (usually located above your Enter key)
- o Be sure to check the box to the left that says "Used for variations", then click the "Save attribute" button
- o Now a dropdown menu will appear that says "Add variation" – drop this down to "Create variations from all attributes" and click "Go", then click the "Ok" button in the popup prompt
- o You have now created all of your variations
  - Note that you can create multi-level variations by adding another Custom Attribute such as "Frame Color", then again following the same process as above.  Doing this however, will add to the number of variations you have exponentially, and you will need to set each of them up
  - For now, we'll continue with the single-level variation described thus far
- o You'll see a small down arrow all the way on the right side of each variation – just to the left of the "Remove" option – click this to expand the settings for this variation
- o Now you will have control over each variation
  - You can add a custom image for this variation by clicking the little thumbnail image in the upper left and following the same procedure as before
  - You can set a SKU for each variation here too, be sure to prefix your SKU with your 3-letter initials and a -, as mentioned above (ex: EAD-12345)
  - Set your variation price using the Regular price field on the left.  Don't worry about the "You Earn" value that's displayed – commissions will be calculated by Allied Arts, not this market system.
  - Leave the Sale price field empty
  - Lastly, you can check the "Manage stock" box next to the variation image if you would like to manage stock at the variation level – you must then enter the stock quantity into the field that appears

- Note that the Low Stock Threshold does not apply to individual variations and cannot be used for variable products
- Once the stock quantities have been set at the variation level, any stock quantities entered for the parent item will be disregarded. Once you save your product, the "Enable Product Stock Management" box will be automatically unchecked for the parent item and the system will defer to the Stock Quantity levels you have entered for each variation. If you notice that your products aren't appearing after you've published the changes, double check that the "Enable Product Stock Management" box is unchecked for the parent product.
- A typical setup would look like this:
  - Parent item:
    - Enable product stock management: UNCHECKED
  - Variation 1:
    - Stock status: In Stock
    - Manage stock?: CHECKED
    - Stock quantity: 10 (or whatever is appropriate – this *will* change when this variation is ordered)
    - "Allow backorders?" set to "Do not allow"
- You have now completed the setup of the first variation and you can proceed to the next variation, following the same procedure
- It is advised to click the "Save Variations" button after you setup each variation
- You can remove variations by clicking the "Remove" option for a specific variation
- You can rearrange the variations as they're presented in the market by clicking and dragging on the little stack of 3 lines, just to the left of the down arrow and "Remove" label and dragging each variation up or down as desired
- When you've completed the setup of all variations, click "Save Variations, then click the "Save Product" button at the bottom
- Note that only variations that are in stock (if stock management is selected at the variation level), and that have a price set will show in the market
- It is advised to open another browser tab and view your product on the front end as you make changes on the back end, refreshing the front-end page each time you make a change on the back end, to see the results of your changes
- Rearranging Products: Unfortunately our system does not allow vendors to manually arrange their products into the order they would like them displayed. However, there is a workaround that may be used if you would like to "push" certain products to the top of your store. To do this, go into your Products list in your vendor admin panel. When you see the list of products, hover your mouse over the name of the product you would like to push into first position. You will see some options appear under the product name, the last of which is "Duplicate". If you click this link, a new product will be created that is an exact duplicate of this product. This new

product will now show in first position in your store.  All attributes will be copied from the old product.  Now <u>be sure to delete the original product so you don't have two of the same product</u>.  And lastly, rename your new product to remove the "(Copy)" from the name.  That's it – your new product is now in first position.  You can do this with as many products as you'd like, but just note that the most recently created (duplicated) product will always go into the first position.

- You can continue adding products in the Products tab on the left side of the screen in the vendor control panel following the same steps as above.

## ORDER PROCESSING

Now that you have setup your store, your products, and optionally, your shipping methods, you will need to manage incoming orders.  You will receive an email every time someone places an order for your products.  You will also be able to access your orders in your Vendor Dashboard in the "Orders" tab on the left.

- Click "Orders" in the left menu and you will see all your orders.  To view the details of an order, click where it lists the order number on the left (alternately, you can click the eye icon on the far right)
- On this screen you will see all the order details, including the shipping method that was chosen at checkout
- IMPORTANT – NEVER COMPLETE AN ORDER UNTIL IT HAS BEEN DROPPED OFF AT ALLIED ARTS, DELIVERED, OR SHIPPED
- If you are shipping your product, you can enter the shipment information in the bottom right by clicking on the "Tracking Number" button – DO THIS BEFORE YOU MARK THE ORDER AS COMPLETE
- Once the order has been dropped off at Allied Arts, delivered to the customer, or shipped, you can mark the order as complete.  This can be done either in this screen by going to the top right and clicking the "Edit" link next to where it says "Order Status: Processing", then choosing "Completed" from the dropdown and clicking the "Update" button, OR in the orders overview screen by clicking the check mark on the right (if you hover your mouse over it you'll see a little "Complete" message pop up).

## REFUNDS

There may be times when you need to issue refunds to your customers.  For a number of reasons, it's best to try and minimize this.  The easiest way to prevent refunds is to be sure that you can actually fulfill your seller obligations of order fulfillment in advance.  The two areas that you should double check are your stock levels, and your delivery/shipping offerings.  Make sure that you are using stock

management so that items that are not available don't show up in the store for purchase.  And be sure that the delivery/shipping options that you provide are actually viable for your business and products.

That said; if you do need to offer a refund, here's the process:

- Go to your orders and mark the order in question as "Complete"
- Once the order is complete, open the order to view the details screen
- Click the "Request Refund" button
- Here you will have the opportunity to refund the items you sold, as well as any shipping fees you may have charged.
- For the item(s), be sure to select the quantity of items you are refunding, as this will put it back in stock and account for tax
- For the shipping charge, choose how much money you will be refunding (probably all of it) and enter that into the Total column in the shipping row
- Next, enter the reason for the refund (ie: out of stock)
- Once you've entered the quantity of each product you are refunding, and the amount of shipping you are refunding, and the reason for the refund, you will see a "Refund Amount" listed – if this looks correct, click "Submit Refund Request $XX.XX)
- This will initiate an automatic refund back from your Stripe account (and the Allied Arts account) to the buyer
- There is no processing fee for refunds, however THE ORIGINAL CREDIT CARD PROCESSING FEE THAT WAS INCURRED WHEN THE ORDER WAS FIRST PLACED WILL NOT BE REFUNDED TO YOU.


**THAT'S IT!**

You will be paid automatically every time an order is placed.  You will receive 70% of the order total (not including tax), minus the credit card processing fee (2.9% of the order total [including tax] + .30c), plus the shipping cost collected.  As an example, if you sell a $10 item, you will receive $10.38:

- $10.00 + .87c tax = $10.87
- 70% of $10 = $7.00
- Credit card fees = $10.87 * 2.9% = .32c plus .30c for a total of .62c
- Shipping cost collected = $4.00
- $7.00 – .62c in credit card fees + $4.00 shipping = $10.38

This money will be directly deposited into your bank account within 7 days after the order is processed.


Feel free to poke around the areas of your admin area to view your orders, reports, additional settings, etc.

Note that all images that you use will be public.  Thus, if you are concerned with copyright issues, you should either watermark your images, or upload images that are just large enough to convey your product well, without being large enough for print or replication.  As suggested, images should be sized no wider than 1500px and no taller than 900px and should be saved at 72dpi.  Feel free to use smaller images if you are concerned with copyright infringement – an image with a long edge of 1000px (or even 800px) is perfectly adequate for most shoppers and is less likely to be reproduced without authorization than a higher resolution image.

You can always view the market from the front-end by going to [market.alliedarts.org](http://market.alliedarts.org) to see what you're customers will see.

If you run into trouble, feel free to submit a support request to [ethan@alliedarts.org](mailto:ethan@alliedarts.org).

Happy selling!