

# Ecommerce 101

The Internet is rapidly becoming an indispensable business tool, creating unprecedented opportunity for organizations of all sizes.

At the same time, consumer Internet usage is growing dramatically around the world. A well-designed online store can help you create competitive advantage in the marketplace, develop loyal customers, and most importantly increase your bottom line. With all the advantages e-business offers, can you afford not to be online?

## Be Everywhere Your Customers Are

Today's consumers are savvy and connected. They shop not only in traditional "brick and mortar" retail stores, but also at home on their computers, and even from the road using the latest wireless devices. Don't miss a single opportunity to make a sale, whether in your "real world" retail establishment or your online e-store.

## All the Features You Need in Your Online Store

Your customers are experienced online shoppers, but you can make them feel as comfortable in your store as they are in all the well-known e-stores. Storefront offers a full range of e-commerce functionality, beginning with entry-level catalog, shopping cart and real-time transaction processing and extending to high-end inventory

management and sophisticated supply chain communication. You can build customized online catalogs, run special promotions, offer affiliate programs and frequent buyer clubs, cross-sell and up-sell products, perform detailed tracking of business metrics, and more.

## Make Electronic Commerce an Integral Part of Your Business

Storefront lets you present your best face to the outside world, but it also gives you unparalleled ability to manage the internal workings of your business. It works with the tools you already use, such as Excel and other common applications.

## The Ideal E-Business Solution for QuickBooks® Users

If you're a QuickBooks user, you can continue to manage your business in the same way you always have. Storefront is fully integrated with the QuickBooks family of accounting products, allowing you to manage your accounting, customer and product information in a single, efficient and easy-to-use system. There's no need to enter data twice, saving you time and money.



# Merchant Accounts

A merchant account lets you accept Visa, MasterCard, American Express and other credit and debit cards, and have the funds directly deposited into your own bank account. There are several types of merchant accounts, those for use in “brick & mortar” retail establishments, those for mail and phone order businesses, and those for Internet storefronts. Our recommended merchant account provider, QuickBooks Merchant Services, allows you to use ONE merchant account to accept credit cards everywhere you do business.

## Why do I need a merchant account?

You can increase sales by accepting credit cards. Credit cards are the most popular way to accept payments on the Web. Offering customers the option of paying with credit is no longer a luxury, it's a necessity. Over 95% of Web stores accept credit cards. Make sure your merchant account is open when your Web Store launches.

## You can make it easier for your customers to purchase

Visitors to your Web store want the flexibility and security of using a credit card. By offering credit cards you can streamline the purchasing process and motivate customers to buy now. Businesses who don't accept credit cards may forfeit up to 80% of shopper impulse buys.

## You can present a more professional image to your customers

Credit cards provide a secure, cost-effective, and reliable way to collect payments and process

transactions – and they increase your credibility.

## You can get paid quicker

Why spend time processing checks when you can have proceeds from all your business transactions deposited directly into your personal or business bank account? Approved funds can be deposited within 2-3 business days.

## Why is a merchant account better than PayPal?

### A merchant account gives you complete control of your funds

With a merchant account, **your funds are deposited directly into your bank account** and are available quickly within 2-3 business days. Your bank account is protected by federal banking regulations.

PayPal deposits your funds first into a PayPal account, which is managed by PayPal and not protected by federal banking regulations. PayPal then transfers funds from your PayPal account into your bank account. Funds may be frozen by PayPal.

## A merchant account that integrates with your accounting software will save hours of time and paperwork

You'll save time managing your online store if you choose the right solution from the start. The best solutions integrate your Web store, merchant account for credit card processing and accounting software.

By choosing our recommended merchant service provider, QuickBooks Merchant Services, you can

accept credit card payments in your Homestead Storefront, download them into QuickBooks and update your books with just a few clicks.

## Why should I choose QuickBooks Merchant Services?

**QuickBooks Merchant Services lets you accept credit cards with the small business experts.**

Makers of QuickBooks, Quicken, and TurboTax, Intuit's products are used by more than 25 million customers, and Intuit merchant service customers process more than \$5 billion in sales every year. QuickBooks Merchant Services has integrated with Homestead, giving you a complete Web store solution.



<p><b>Accept all forms of payment</b></p>	<p>Process all major credit and debit cards on your Web store, including Visa, MasterCard, American Express, Discover and JCB.</p>
<p><b>Save Money and Avoid Hidden Fees</b></p>	<p>Rates are affordable with no hidden fees, no application fees, no cancellation fees, and no annual fees.</p>
<p><b>Pricing Special Risk-Free Offer</b></p>	<ul style="list-style-type: none"> <li>• One-time set-up: \$59 --Waived</li> <li>• Monthly Fee: \$17.95 --Waived for the first two months</li> <li>• Discount Rates:</li> <li>• Card-swiped: 1.76%</li> <li>• Key-entered: 2.44%</li> <li>• Non-Qualified: 3.14%</li> <li>• Per Transaction Fee: \$0.23</li> </ul>
<p><b>One Account Does It All</b></p>	<p>Everything from advanced reporting to the ability to take phone orders from phone, email, or fax using a Virtual Terminal. And there is no need for a separate Internet Gateway!</p>
<p><b>Secure</b></p>	<p>Every transaction is protected by Secure Socket Layer (SSL) encryption technology, ensuring that your customer's credit card information is always secure.</p>
<p><b>Use with or without QuickBooks</b></p>	<p>You don't need to use QuickBooks to use QuickBooks Merchant Service—and you get all the benefits.</p>
<p><b>Live, Free, 24/7/365 Support</b></p>	<p>Our merchant experts are happy to answer your questions—and we never charge for calls! Any questions? Please call <b>800-556-9152</b>.</p>

## How to Get Started

1. Choose the right Homestead Storefront for your business.
2. Sign-up for a QuickBooks Merchant Service account so you can start processing credit cards when your Web store opens for business.
3. Build your Homestead Storefront.
4. Connect your QuickBooks Merchant account to your Web store. Follow our step-by-step instructions and click through an online form to connect your merchant account to your Web store.
5. Accept orders online. After you've set up your store and connected it to your merchant account, customers can place orders at your Web store.

If you have QuickBooks, when customers purchase items through your Web store, order information will automatically integrate into your QuickBooks financial software. You can track each transaction, manage your inventory, account for credit card deposits and fees, review customer details and print shipping labels, manage sales tax information, easily update your item information, and more. Questions? Call us at 800-710-1998

## Can I use my existing merchant account?

You should be able to use your existing merchant account if it is compatible with one of the payment processors integrated with Storefront. If your existing merchant account is not an Internet merchant account, you may or may not be able to use the account to complete online credit card transactions through ProStores. Please check with your merchant account provider regarding compatibility and Terms of Service.

## Payment Processors/Gateways currently integrated with ProStores.

Payment Gateway	Company	Website
QuickBooks Merchant Services	Intuit	<a href="http://www.quickbooksmerchantservice.com">www.quickbooksmerchantservice.com</a>
ANZ eGate	ANZ	<a href="http://www.anz.com">www.anz.com</a>
Authorize.net	Authorize.net	<a href="http://www.authorizenet.com">www.authorizenet.com</a>
BluePay Gateway	Online Data Corp	<a href="http://www.onlinedatacorp.com">www.onlinedatacorp.com</a>
Concord EFSNet	Concord EFS, Inc.	<a href="http://www.concordefsnets.com">www.concordefsnets.com</a>
CyberCash	PayPal	<a href="http://www.cybercash.com">www.cybercash.com</a>
CyberSource	CyberSource	<a href="http://www.cybersource.com">www.cybersource.com</a>
Innovative Gateway	Innovative Gateway Solutions	<a href="http://www.innovativegateway.com">www.innovativegateway.com</a>

Payment Gateway	Company	Website
iTransact	iTransact Inc.	<a href="http://www.itransact.com">www.itransact.com</a>
LinkPoint API	LinkPoint International	<a href="http://www.linkpoint.com">www.linkpoint.com</a>
NobelPay	Nobel Electronic Transfer, LLC	<a href="http://www.nobelpay.com">www.nobelpay.com</a>
PayFuse	First National Merchant Solutions	<a href="http://www.fnms.com">www.fnms.com</a>
PayGateway	Paradata Systems Inc	<a href="http://www.paradata.com">www.paradata.com</a>
Paymentech Orbital Gateway	Paymentech	<a href="http://www.paymentech.net">www.paymentech.net</a>
Pay Me Now	PayMeNow Payment Gateway and Virtual Terminal	<a href="http://www.paymenow.com">www.paymenow.com</a>
Verisign Pay Flow Pro	Verisign	<a href="http://www.verisign.com">www.verisign.com</a>
WorldPay	WorldPay	<a href="http://www.worldpay.com">www.worldpay.com</a>
Website Payments Pro	PayPal	<a href="http://www.paypal.com">www.paypal.com</a>
QuickCommerce Pro	E-Commerce Exchange	<a href="http://www.ecx.com">www.ecx.com</a>

### What are some resources for learning more about merchant accounts?

[E-Commerce Guide \(Internet.com\)](http://www.internet.com)



# Payment Processing

## What is payment processing?

Payment processing is the electronic means of exchanging information in a credit card transaction between the shopper at the storefront, the merchant's payment processor and the merchant's financial institution. A payment processor, often called a payment gateway, allows for real-time transactions to be conducted online during the checkout process.

## How does payment processing work?

After a shopper submits a purchase transaction online using a credit card, the data is encrypted for security purposes (SSL or Secure Socket Layers) and then sent to a payment gateway server. The payment gateway then forwards the encrypted data to a financial institution for validation of the requested transaction. The financial institution linked directly to the payment gateway sends an authorization code or a decline message back to the gateway. This information is then forwarded back to the merchant and to the shopper at the storefront. The entire process can take place in a matter of seconds. This is known as "real-time" payment processing. Captured credit card funds are then deposited into your merchant account in accordance with the terms of your payment processor and merchant account agreements.

## Do I really need a payment processor account?

While not everyone needs an real-time payment processor (or gateway) account to accept credit cards, there are many benefits to having one. A payment processor will eliminate the need for you to process credit cards manually, saving you time and

effort while reducing the risk of data entry errors. In many cases, a payment processor service may offer you greater protection against credit card fraud than your offline credit card processing system. Storefront can be configured to accept many other means of payment, including electronic checks, traditional paper checks and money orders. Professional Storefront even includes options for accepting COD, certified checks, department orders and purchase orders. One can also leverage the integrated services offered by PayPal. PayPal will allow you to accept credit cards from your customers without requiring a merchant to have Internet merchant account. None of these other types of payment require credit card processor/gateway.

## Can I add real-time credit card processing to my store later?

Certainly. Even if you start without a real-time processor, it's a quick and easy process to enable the service at a later date (assuming your existing merchant account provider supports one of the payment processors integrated with Storefront).

## What payment gateways are integrated into ProStores?

Storefront is fully integrated with the following popular payment gateways. This means that no additional software is required for you to install. In fact, some of them incorporate online merchant account applications directly into their solution.

## Payment Processors/Gateways currently integrated with ProStores.

Payment Gateway	Company	Website
QuickBooks Merchant Services	Intuit	<a href="http://www.quickbooksmerchantservice.com">www.quickbooksmerchantservice.com</a>
ANZ eGate	ANZ	<a href="http://www.anz.com">www.anz.com</a>
Authorize.net	Authorize.net	<a href="http://www.authorizenet.com">www.authorizenet.com</a>
BluePay Gateway	Online Data Corp	<a href="http://www.onlinedatacorp.com">www.onlinedatacorp.com</a>
Concord EFSNet	Concord EFS, Inc.	<a href="http://www.concordefsnets.com">www.concordefsnets.com</a>
CyberCash	PayPal	<a href="http://www.cybercash.com">www.cybercash.com</a>
CyberSource	CyberSource	<a href="http://www.cybersource.com">www.cybersource.com</a>
Innovative Gateway	Innovative Gateway Solutions	<a href="http://www.innovativegateway.com">www.innovativegateway.com</a>
iTransact	iTransact Inc.	<a href="http://www.itransact.com">www.itransact.com</a>
LinkPoint API	LinkPoint International	<a href="http://www.linkpoint.com">www.linkpoint.com</a>
NobelPay	Nobel Electronic Transfer, LLC	<a href="http://www.nobelpay.com">www.nobelpay.com</a>
PayFuse	First National Merchant Solutions	<a href="http://www.fnms.com">www.fnms.com</a>
PayGateway	Paradata Systems Inc	<a href="http://www.paradata.com">www.paradata.com</a>
Paymentech Orbital Gateway	Paymentech	<a href="http://www.paymentech.net">www.paymentech.net</a>
Pay Me Now	PayMeNow Payment Gateway and Virtual Terminal	<a href="http://www.paymenow.com">www.paymenow.com</a>
Verisign Pay Flow Pro	Verisign	<a href="http://www.verisign.com">www.verisign.com</a>
WorldPay	WorldPay	<a href="http://www.worldpay.com">www.worldpay.com</a>
Website Payments Pro	PayPal	<a href="http://www.paypal.com">www.paypal.com</a>
QuickCommerce Pro	E-Commerce Exchange	<a href="http://www.ecx.com">www.ecx.com</a>

## Electronic Check/ACH Processing

Product Name	Company	Website
Electronic Check/ACH Processing	Electracash	<a href="http://www.electracash.com">www.electracash.com</a>

### Other Payment solutions

Storefront also includes integration for the payment solution services provided by:

PayPal - [www.PayPal.com](http://www.PayPal.com)

WorldPay <http://www.worldpay.com/index.php?c=US>

### Can I use a payment processor other than the ones listed above?

Yes. Storefront is designed to allow third-party payment processors other than those listed above to be integrated into the application. However, using a third-party payment processor may incur additional cost to you.

### How do I know which payment processor is right for me?

Choosing your payment processor is the critical first step toward conducting transactions online in real time. Payment processors conduct transactions differently and are linked to different merchant account providers. If you are just getting started, it's best to choose the Storefront-integrated payment processor that meets the needs of your business, and then choose an associated merchant account provider. If you already have an Internet merchant account, check with your provider to see if any of Storefront's built-in payment processors are compatible. For more information on merchant accounts, see Merchant Accounts.

### How much does payment processing cost?

Payment processing fees can vary widely, depending on the provider. Charges may include application fee, set-up fee, monthly fee, discount rate (percentage of the transaction value) and fee per transaction. Do your research carefully and be cautious of hidden fees.

### What are some resources for learning more about payment processors?

[E-Commerce Guide \(Internet.com\)](http://E-Commerce Guide (Internet.com))

[www.sellitontheweb.com](http://www.sellitontheweb.com)



# Ecommerce 101 FAQ

## Frequently Asked Questions

Welcome to the Homestead Storefront Frequently Asked Questions resource area. Here you'll find answers to Frequently Asked Questions, links to the User and Quick Start Guides, and phone numbers to resources that will help answer any questions not answered here.

## Getting Started

[Registration](#)

[Fees](#)

[Design](#)

## Phone Numbers

Potential customers: Call **800-710-1998** and follow prompts to "Sales".

Current customers: Call **800-710-1998** and follow prompts to "Support"

## Storefront Functionality

[Payments](#)

[PayPal](#)

[Product Catalog](#)

[Inventory Management](#)

[Storage Space](#)

[Security](#)

[Other Storefront Functionality](#)

[eBay Integration](#)

## Other Questions

[Existing Web Domains, Stores and Web Sites](#)

[Customer Support](#)

## Marketing

[Marketing Your Storefront Web Store](#)

# Registration

## What if my needs change after I choose a version of Storefront?

Storefront is designed to grow with your business, so you can upgrade for greater functionality at the touch of a button, without losing your original work or closing your online store for remodeling.

## Is there a demo that shows how Storefront works, i.e., inventory management, control panel, etc.?

No. However, we think this is a great suggestion and are working on how we can create a demonstration store for potential customers to browse. Please stay tuned as we investigate how we might be able to bring this functionality to life.

## After registering for a Homestead Storefront, how long is the wait before I receive an email from Homestead?

You should receive an email from Homestead within a few minutes. In some cases, it may take up to 30 minutes to enable your store account.

## How do I start building my Web store?

Our online wizards make it easy for you to build your Web store. See our Getting Started Page to preview the wizards inside Storefront. Or call us to learn more about Professional Design Services to help you get started at 800-710-1998.

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# Fees

## What is the One Month Free Trial Subscription offer and how would I qualify?

The One Month Free Trial Subscription offer is open to new merchants opening a Homestead Storefront account for the first time and applies to the services described below for the first month. This offer is

non-transferable, may not be combined with other offers and discounts, and may not be exchanged or redeemed for cash. Under the One Month Free Subscription offer, the Monthly Subscription Fee will be waived for the first month for qualified new merchants.

## If I sign up for a free one month trial, what happens to my personalized domain if I cancel?

Domain name registration is included for Enhanced Storefront and above. If you sign up at these tiers, Homestead will purchase your domain for one year. If you cancel, your domain will be held until it expires. If you wish to take control of your domain, please contact our Customer Support to transfer ownership at a nominal fee. Please note that domains cannot be transferred until 60 days after original date of registration.

## Do I have to commit to a long-term contract?

No. You may cancel at any time, for any reason. Please call us at 800-710-1998 to terminate service.

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# Design

## Do I need special software to run my store?

No. You can manage your store from most newer web browsers with Internet access.

## I don't know HTML or web design. Can I use Storefront?

Yes. Storefront uses templates and wizards to help you quickly and easily build an attractive, feature-rich store with no technical or design skills whatsoever.

## How customizable are Web store pages?

For Enhanced package and above, all pages are completely customizable, and you can choose from

200+ templates to create your store design, edit HTML directly from the HTML editor, manipulate design in a graphical design tool inside Storefront, or export your pages to an external web design tool and import the results back into Storefront.

### **How many pictures can I list per item using the templates?**

For the Enhanced, Professional and Enterprise packages, two images per item are supported. If you have more than two photos, you can incorporate HTML links to additional images as part of the product description (see Brief Description and/or Description fields). These images could be stored locally in the Storefront database as part of your product catalog or they could be stored outside of the Storefront hosting environment and dynamically pulled into the product detail template as a shopper navigates to the product.

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## **Payments**

### **Does real time “credit card processing” mean that I do not have to have my own credit card processing system?**

No, if you plan to use the merchant account/gateway service exclusively for Storefront-based transactions. If this is the case, you will need a merchant account with an online gateway or a PayPal account to accept credit cards and you will not need a POS system or keypad. Many gateway services include a web based UI that allows a merchant to process other CC transactions (external order/transactions not processed through PS storefront), some do not and a POS terminal may be required to process external transactions.

### **Which payments can I accept from customers through my Web store?**

All Storefront packages are integrated with payment solutions offered by PayPal. Depending on your merchant account you also may be able to accept credit cards, electronic checks, traditional checks/money orders, certified checks, cash on delivery, purchase orders, and department orders. Configuring the payment options for your store is as simple as selecting your desired payment options from a list.

### **Do I have to use PayPal?**

With Enhanced, Professional and Enterprise, you can choose whether you want to accept PayPal.

### **What payment gateways are integrated into Storefront?**

Enhanced Storefront and above are fully integrated with the following popular payment gateways. This means that no additional software is required for you to install. In fact, some of them incorporate online merchant account applications directly into their solution.

### **Payment Processors/Gateways currently integrated with ProStores.**

<b>Payment Gateway</b>	<b>Company</b>	<b>Website</b>
QuickBooks Merchant Services	Intuit	<a href="http://www.quickbooksmerchantservice.com">www.quickbooksmerchantservice.com</a>

Payment Gateway	Company	Website
ANZ eGate	ANZ	<a href="http://www.anz.com">www.anz.com</a>
Authorize.net	Authorize.net	<a href="http://www.authorizenet.com">www.authorizenet.com</a>
BluePay Gateway	Online Data Corp	<a href="http://www.onlinedatacorp.com">www.onlinedatacorp.com</a>
Concord EFSNet	Concord EFS, Inc.	<a href="http://www.concordefsnets.com">www.concordefsnets.com</a>
CyberCash	PayPal	<a href="http://www.cybercash.com">www.cybercash.com</a>
CyberSource	CyberSource	<a href="http://www.cybersource.com">www.cybersource.com</a>
Innovative Gateway	Innovative Gateway Solutions	<a href="http://www.innovativegateway.com">www.innovativegateway.com</a>
iTransact	iTransact Inc.	<a href="http://www.itransact.com">www.itransact.com</a>
LinkPoint API	LinkPoint International	<a href="http://www.linkpoint.com">www.linkpoint.com</a>
NobelPay	Nobel Electronic Transfer, LLC	<a href="http://www.nobelpay.com">www.nobelpay.com</a>
PayFuse	First National Merchant Solutions	<a href="http://www.fnms.com">www.fnms.com</a>
PayGateway	Paradata Systems Inc	<a href="http://www.paradata.com">www.paradata.com</a>
Paymentech Orbital Gateway	Paymentech	<a href="http://www.paymentech.net">www.paymentech.net</a>
Pay Me Now	PayMeNow Payment Gateway and Virtual Terminal	<a href="http://www.paymenow.com">www.paymenow.com</a>
Verisign Pay Flow Pro	Verisign	<a href="http://www.verisign.com">www.verisign.com</a>
WorldPay	WorldPay	<a href="http://www.worldpay.com">www.worldpay.com</a>
Website Payments Pro	PayPal	<a href="http://www.paypal.com">www.paypal.com</a>
QuickCommerce Pro	E-Commerce Exchange	<a href="http://www.ecx.com">www.ecx.com</a>

### Does Storefront support electronic check/ACH processing?

Yes, Enhanced Storefront and above include integration for electronic check/ACH processing services provided by Electracash.

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# PayPal

## How is PayPal integrated with Storefront?

Storefront integrates with PayPal in the following ways: Use PayPal Website Payments Pro as a payment gateway to manage all credit card transactions, including those from non-PayPal members. PayPal Website Payment Pro is a merchant application that makes it easy for a merchant to establish a merchant account. This is available only at the Business tier and above. Please note that the “apply for a merchant account” button in the Billing and Credit Card interface will not appear unless PayPal has been enabled as a payment method.

## What are the costs of using PayPal with Storefront?

The standard PayPal fees apply. To learn more about the fees associated with using PayPal, please visit <http://www.paypal.com>.

## Do I have to use PayPal?

With Enhanced, Professional and Enterprise, you can choose whether you want to accept PayPal.

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# Product Catalog

## Is it possible to import or convert inventory from my current online storefront?

If the inventory content can be exported from your current storefront into an Excel or CSV file, you can easily import the file into your Web store. To get this format, export a blank spreadsheet from the support area inside Store Administration. This will show you how to arrange the data from your store export into the correct columns for import into your Web store.

## Can I use a “flat file” to upload inventory into my Storefront Web store?

Yes, simply access the import feature from the support area inside Store Administration. To get this format, export a blank spreadsheet from the support area inside Store Administration. This will show you how to arrange the data from your store export into the correct columns for import into your Web store.

## Do I have to enter my products individually?

No. While you can enter products one at a time, Enhanced subscribers and above can also transfer product information in bulk directly from a database or Excel spreadsheet using the import feature. If you are a QuickBooks® user, you can easily upload all your product-related information - description, cost, sale price, quantity in stock - into your online store with just a few mouse clicks.

## I currently have all my products in Turbo Lister. How do I get these items to my Storefront Web Store?

To import products from your eBay account into your Web store:

- From the Store Administration menu within Storefront, expand ‘Product Manager’ from the left navigation bar.
- Within the expanded menu, select ‘eBay Tools’ and then ‘Build Catalog From eBay Listings’.
- Next, select ‘Active Listings’ or ‘Completed Listings’ and identify the period of time for which products should be located.
- You are able to specify products from listings that have ended in the last 24 hours, 7, 14, or 30 days.
- Once the items are retrieved from your eBay postings, you will be given the opportunity to select the products that you would like to copy into your Web store. Alternately, you can export

items you have in Turbo Lister to a CSV file and then import the CSV file directly into your Web store.

- To do this, start by saving a copy of the Storefront product table (available in the Help Panel on the Export page of Storefront) so you can use it as a template.
- Then, edit the CSV file from Turbo Lister so that the column headings match and are in the same order as the Storefront product table template.
- Editing of the products description field may be needed, i.e., you may need to remove html tags from the CSV file before importing because the tags will be imported as text, not as html.

### **I use eBay's Picture Manager to host my product images. How can I transfer my photos to Storefront?**

Currently, there is no direct way to move your images hosted by eBay's Picture Manager directly to your Storefront Web store. However, you can easily upload both single image files, and archived zip files into your Web store.

### **How many pictures can I list per item using the Storefront templates?**

For Enhanced, Professional and Enterprise tiers, two images are supported and are referenced by 2 separate fields in the product configuration screen. If you have more than two photos, you could incorporate HTML links to additional images as part of the product description (see Brief Description and/or Description fields). Those images could be stored locally in the database as part of your product catalog or they could be stored outside of the Storefront hosting environment and dynamically pulled into the product detail template as a shopper navigates to the product.

### **How many products does Storefront support?**

The Enhanced, Professional and Enterprise versions of Storefront can support an unlimited number of products.

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# **Inventory Management**

## **Are products purchased on eBay included in the Storefront shopping cart?**

Yes, you can redirect buyers of your items listed on eBay to check out via your Web store. To enable this functionality, you need to select the "redirect" option from within Store Administration - select Product then eBay to view the redirect option. In addition, this feature applies only if the products were listed on eBay from within your Web store.

## **Does the inventory management function manage eBay inventory?**

Yes. For the Professional and Enterprise Storefront tiers only, the Storefront inventory management function will manage the inventory you choose to list onto eBay through your Web store. This means that if you have quantity of 10 of an item in your Web store, choose to list quantity 2 onto eBay, both eBay items sell, then the inventory available will be decremented by 2 within your Web store.

## **How can I enable the inventory management functionality?**

Inventory tracking functionality needs to be enabled in your Store Administration Panel. To access this, go to Store Administration>Store>Product Preferences, and ensure that inventory tracking features are active. Other "Product Preferences" settings such as Catalog Preferences and Backorder Preferences will also impact storefront operations. For more details on inventory settings and options, please refer to the Field Help: Product Preferences or "Chapter 6: Managing Inventory" in the Storefront Store Administration Complete Reference user guide. This user guide is

available through the "Online Guide" link found in the upper right corner of the Store Administration user interface.

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## Storage Space

### How much storage space and data transfer capacity do I need?

Disk storage quotas, data transfer, and allotted number of email accounts vary by store type. You can always add more services as your needs expand.

- Enhanced Storefront includes 100MB of storage space (enough for approximately 4000 products), 15GB of data transfer, and 5 email accounts.
- Professional Storefront includes 1GB of disk space (enough for approximately 40,000 products or 250 MP3 songs), 50GB of data transfer, and 20 email accounts.
- Enterprise Storefront includes 10GB of disk space (enough for approximately 400,000 products or 2500 MP3 songs), 200GB of data transfer, and 50 email accounts. Package comparison details are available [here](#).

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## Security

### What kind of SSL data encryption security is available?

Storefront includes a shared Secure Socket Layer (SSL) with all tiers of the Storefront offering for merchants. This is a 128-bit encryption shared SSL certificate provided by the Certificate Authority Thawte (a VeriSign company). SSL encryption occurs when accessing the Storefront Control Panel, store administration and storefront pages that contain or collect sensitive data.

### Does Storefront support Secure Socket Layer (SSL) encryption?

Yes. All Storefront transactions are supported by Secure Socket Layer (SSL) encryption, also known as secure order protection, secure certificate or digital certificate. Developed by Netscape, SSL is a protocol for securely encrypting and transmitting electronic information between web servers across the Internet, and is the most popular method for ensuring the secure transmission of credit card data and consumer information. Your customers will see a locked security icon on their browser when making payments, so they will know it is encrypted.

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## Other Storefront Functionality

### How can I charge tax to buyers based on their geographical location?

Storefront allows you to enter a tax table with tax by location so that tax will be calculated automatically upon checkout. This feature can be accessed through the Store/Sales Tax category from within Store Administration. Are Canadian taxes supported?

Yes, Canadian taxes are supported. This includes the ability to include the tax in the listed price (VAT). To access this feature, go to Store/SalesTax section within Store Administration.

### Does Storefront allow for international shipping?

Yes. In addition to the integration with UPS, USPS and Canada Post, you can build your own shipping tables including foreign shipping. To access this feature, go to Store/Shipping within Store Administration.

### I use QuickBooks to manage my business. Is Storefront compatible?

Enhanced Storefront and above are fully integrated with most versions of QuickBooks, so moving your business online is easier than ever. You can use information already in your QuickBooks database to build your store. Once you're up and running online, Storefront's two-way link with QuickBooks allows you to manage your finances, your online store and your customer relationships in a seamless e-business system. Supported Versions of Quickbooks

#### United States

QuickBooks Pro Edition 2002 - 2005

QuickBooks Premier Edition 2002 - 2005

QuickBooks Premier 2002 - 2005: Accountant Edition

QuickBooks Premier 2002 - 2005: Contractor Edition

QuickBooks Premier 2003 - 2005: Healthcare Edition

QuickBooks Premier 2003 - 2005: Nonprofit Edition

QuickBooks Enterprise Solutions 2.0 - 5.0

QuickBooks Enterprise Solutions 2.0 - 5.0: Accountant Edition

QuickBooks Enterprise Solutions 2.0 - 5.0: Contractor Edition

QuickBooks Enterprise Solutions 3.0 - 5.0: Healthcare Edition

QuickBooks Enterprise Solutions 3.0 - 5.0: Nonprofit Edition

QuickBooks Online Edition

#### Canada

QuickBooks Pro Edition 2003 - 2005

QuickBooks Premier Edition 2003 - 2005

QuickBooks Premier 2003 - 2005: Accountant Edition

QuickBooks Premier 2003 - 2005: Contractor Edition

QuickBooks Premier 2003 - 2005: Association & Nonprofit Edition

QuickBooks Premier 2003 - 2005: Property Management Edition

QuickBooks Premier 2003 - 2005: Retail Edition

QuickBooks Premier 2003 - 2005: Professional Services Edition

QuickBooks Enterprise Solutions

### **I have regular customers that like to shop in my physical store or place orders over the phone. Can I manage those orders with Storefront?**

Yes, Professional and Enterprise Storefronts have a built-in virtual POS system. You can enter any phone or other off-line order directly into your customers' existing online accounts, or even create new accounts for them, helping you consolidate all your business operations.

### **How do I know if an order has been placed in my store?**

Your Storefront account can be configured to automatically send an email to both you and your customer once an order has been confirmed. Enhanced Storefront and above include the Store Monitor tool which can be used to create pop-up notifications of new store activity on your desktop computer. There is also a "Quick Stats" screen that is displayed when you log in to the store administration area. This screen summarizes important business activity that may require your attention, such as pending orders.

### **Will Storefront help me manage my suppliers?**

You can configure your Enterprise Storefront to automatically notify suppliers of orders by e-mail, EDI or fax. You can even set up a virtual inventory process that sends orders automatically to a supplier or fulfillment house for drop shipment.

### **Can I generate reports from my Web store?**

Enhanced Storefront and above include all the reporting tools you need to monitor and manage your store. You will have access to detailed tracking and reporting, and you can export to QuickBooks and other applications to integrate your store with your current business tools.

### **How can I access the "create buyer's group" functionality in the Enterprise**

## Storefront product?

Simply select the “create buyer’s group” option under Customers/Groups from within the Store Administration pages. This feature is available only on the Enterprise tier.

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# eBay

## How is eBay integrated with Storefront?

Storefront integrates with the eBay marketplace in the following ways. It allows sellers to:

- List items directly from their Web store to eBay, and also lets them
  - Choose their listing format (Buy It Now, Store Inventory Format or Auction), duration, product type, and description, and save this for future listings.
  - Schedule listings to post to eBay at a specific time and date.
  - View eBay’s category structure within their website.
- Display eBay listings on their Web store
- Manage eBay listings from their Web store, including the ability to
  - Review eBay listing details from within their store administration area.
  - Get an at-a-glance view of their live, closed and completed listings.
  - Manage payment, shipping and inventory for eBay transactions.

## Which eBay selling formats does Storefront support?

Items can be listed from a Web store onto eBay in Auction, Fixed Priced or eBay Stores Inventory formats. If an item is purchased from eBay and the checkout redirected to my Web store and the buyer add items to the shopping cart, does the cart remain fully populated?

Yes. The item purchased from eBay will remain in the shopping cart and the quantity of that item cannot be changed.

## How is Storefront different from eBay Stores?

Storefront offers a fully-featured Web store that can be customized specifically for each online seller. Unlike an eBay Store, Storefront sites are accessed through a URL unique to the seller and have no eBay branding. Storefront sellers are also responsible for driving their own traffic. While items on Storefront sites will sell at fixed prices only, they can also be easily listed onto the eBay marketplace in either the auction or fixed price formats.

## Do sellers pay eBay Insertion and Final Value Fees if they list their item on eBay using Storefront?

Yes, all eBay listing fees apply regardless of where the eBay listing is created. If a buyer commits to buy the item on eBay and then pays for the item through the Storefront checkout, the seller is liable for eBay Final Value Fees.

## Can I drive traffic from eBay to my Storefront Web store?

In your about me page, you can reference your Storefront Web store. The standard eBay links policies apply. A Storefront Web store is considered to be “outside of eBay” as defined in the links policy, therefore, linking to a Storefront Web store from any seller-controlled eBay page other than the About Me or About the Seller page is not allowed. For more information on the eBay links policy, please visit this page.

## Can I have more than one eBay ID in one Storefront Web store?

No. You can only enter one eBay ID in each Storefront Web store.

## How do I do bulk listing from Storefront to eBay?

You can list items - in single quantity or multiple units -- directly onto eBay from your Storefront Web store. To do this, go to Product/eBay from within Store Administration.

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## Existing Web Domains, Stores and Websites

### **Can I use my own domain name for my new Storefront Web store?**

Yes. As part of the Storefront sign-up process, you will have the option to register your own domain name or transfer an existing domain name (applies to Enhanced, Professional and Enterprise tiers).

### **Can I use my existing design with Storefront?**

Yes. You can upload an old design, create completely original content, or choose from 180 design templates (Enhanced, Professional and Enterprise tiers). This will enable you to easily customize the design of your store any way you want. In addition, you can give your own look and feel to everything seen by the shopper, including products, shopping cart, invoices, and shipping notices.

### **Can I keep the rest of my site on my own server and have the store on Storefront?**

Yes, it is easy to have links from your website to Storefront for the purchase process.

### **I already have a hosting company and I don't want to switch, is there a way I can keep my current hosting company and still use Storefront?**

Yes. It's easy to create links from your existing website that directs customers to specified areas of your Storefront Web store. Since your Storefront Web

store is easy to customize, you can mirror the look and feel of your current website so the transition from one website to the other is seamless to your shoppers.

### **Can I choose a "sub" name like <http://stores.homestead.com/myname> and then upgrade later to their full domain?**

Yes, you can select a full domain at any time. When you are an existing Homestead Storefront subscriber, simply call the Hoemstead technical support phone number to select a domain name. For Enhanced tier and above, you are allowed one free domain with each subscription, but you can also purchase additional domain names and have them point to your Storefront Web store. If want more than one domain name, the appropriate additional charges will apply for the domain names beyond the one domain name that is included with the Enhanced tier and above subscription.

### **Does Storefront provide a static IP?**

No. Storefront hosting accounts are not assigned a static IP. Static IPs are only available if an SSL certificate is purchased or transferred to the Storefront hosting account.

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## Customer Support

### **What if I need technical support?**

All Storefront accounts have access to online help and email assistance. Enhanced accounts and above can call toll free for technical support. In addition to contact information for technical and customer support departments, a wide variety of support resources are available to Storefront customers through the "Support Center" of the Storefront Control Panel. This area includes:

- Interactive Resources -- Searchable Knowledgebase for everything from FAQ's to Hot Topics and online support guides.

- Getting Started Resources -- A “Getting Started” section that contains a comprehensive guide to our products and services.
- Frequently Asked Questions -- An extensive FAQ section to help answer your questions.
- System Status - The latest information on current system issues and planned maintenance.

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# Marketing Your Storefront Web Store

## Can Storefront help me get new customers?

Yes. Several features and services designed to drive more customers to your store are available:

List directly onto eBay from your Storefront Web store;

For Enhanced tier and above, easily submit your products to the major shopping engines, including Shopping.com®, Shopzilla.com®, Froogle®, and Yahoo! Shopping®;

Add on Traffic Generation services for a guaranteed minimum of additional site visitors or your money back.

## Can I run promotions in my store?

All Storefronts allow you to put individual products on sale. Professional and Enterprise tiers give you additional promotion options. With Professional and Enterprise, you can set up storewide sales, quantity discounts, or target specific buyer groups with a variety of coded promotions. Reporting capabilities let you easily track and compare the success of the promotions you run.

## What if I want to offer special pricing for certain customers?

Enterprise Storefront allows you to set up customer groups that see special pricing after login, so you can create loyalty pricing programs or offer wholesale pricing.

## Can I set up an affiliate program?

Enterprise Storefront lets you easily set up and manage an affiliates program to drive traffic to your store and help increase sales.

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