



Complete E-Commerce Solutions

GUIDE: How to fill out the Excel spreadsheet

Please make sure to read this entire document, otherwise you will not fill out the spreadsheet correctly.

Introduction

The most important aspect of creating any E-commerce store is the correct organization of the information that the customer must provide to the web developer. In this case, the information needed from you is your products' information: Product name, code, description (long & short), tech specs, benefits, features, size, materials, etc. To help you organize your information correctly, we have provided you with an Excel spreadsheet that is easy to fill out and will help you gather all of your products' information into a single document.

There is a total of 31 fields (represented by columns in your Excel Spreadsheet) that you may fill out with your products' information. Only six of them are required (mandatory) the rest are optional, but filling them out will greatly benefit your online store and the chances of appearing in Google, Yahoo & MSN.

Purpose of this guide

The purpose of this Guide is to explain you the steps required to fill out the Excel Spreadsheet that will contain your products information. It is important that you understand what each column within the Excel spreadsheet represents and what values you may write for each column (Text, Numbers, "N" or "Y", etc).

General Notes:

- Depending on the package that you chose you will be given a different Excel Spreadsheet template to fill out, as some packages contain extra features that require more input from you.
- This guide will explain all of the various columns that a customer can fill out, including some columns that may or may not apply to your specific package
- If a column is missing (hidden) in your Excel spreadsheet, it means you don't have to fill it out.
- Within the explanation of each column (found in page 5 and on) there will be specific information on how to fill out that specific column. It will tell you whether you can write text or numbers.
- **Very important:** You must first EDIT all of you information that contains more than ONE LINE OF TEXT (like a paragraph) in a simple text editor (such as "Notepad") before you copy and paste it into the Excel Spreadsheet. Explained in the next page.

How to input text or numbers into the Excel Spreadsheet (Except paragraphs)

First of all, it is important to inform you that in order to have a well formatted Excel Spreadsheet all text (names, descriptions, features, etc) and numbers must be in "Simple Text" before we are able to use the information for use in your online store. Simple text refers to text that has no styling at all (Styling such as bold, italics, specific colors, text sizes, font types, etc).

Making your job as easy as possible

You may copy and paste any *single word, numbers or a single line of text* (except paragraphs from your Word Documents, website, price lists or others into your Excel Spreadsheet WITHOUT converting it into "simple text" first. Yet, it is important that you understand that we will edit your Spreadsheet and convert all stylized (normal) text into "simple text" before we use it in your online store. Which means that if you copied and pasted any text or numbers with any type of styling, the styling (bold, italics, colors, fonts, etc) will be taken off and will not appear in your online store.



Here is an example

Let's pretend that you have the following item description in your Word document:

This is a **beautiful and classic** design of a *white gold* ring with a square **pink sapphire stone**

If you were to select, copy and paste the previous line of text from your Word Document into your Excel Spreadsheet, it will most likely still look the same in Excel, but once you have sent us your Excel Spreadsheet, we will edit your description (and everything else) so that it is in "simple text", and then your description will simply look like this:

This is a beautiful and classic design of a white gold ring with a square pink sapphire stone

The actual font styles, font sizes, font color, etc. will actually be determined by the overall styles, design and settings of your online store. As part of the design process you will be able to tell us what are your preferred font types, colors, sizes, etc. Yet, these general preferences will apply to your entire store, and will not be for a specific product's title, description, or any other text.

Still want to stylize your text? If you prefer to have certain specific text styles in your text you may add simple html codes to your text. We'll explain that further down the document. See page 4.

How to input a paragraph (or more) into the Excel spreadsheet

In your Excel Spreadsheet there are several columns (Marked with a ¶ sign in page 6) that are intended for your products' detailed information. Such as your products' description (long and extended), features, technical specifications, etc.). These columns usually require several lines of information, which may be one or more paragraphs. Yet, Excel only allows you to input a single line of text for everything that you want to write. For this reason, you must edit your paragraphs in a certain way so that they will actually look like paragraphs once they are in your online store.

If you only have one paragraph then there's not much you need to do, but if you have or want to separate your text into more than one paragraph, you'll have to use some simple special techniques.

Two main things that you'll have to do:

- Convert your paragraph into "simple text" and convert them into only one line of text
- Add basic html code to skip lines (line breaks), or add lines in between paragraphs (2 lines breaks)

How to have a paragraph ready for copying and pasting into Excel:

1. **Open up Microsoft Word or your preferred document editor.**
2. **Write the paragraph you want** if it is not in your document already (or copy & paste it from somewhere else – internet, other Word document, etc)
3. **Select the entire paragraph you want to use.** Selected text looks like this while selected
4. **Copy the selected text** (Right click selected text & select "Copy" in word or EDIT > COPY)
5. **Open a simple text editor (like Notepad).** Notepad is found in Windows computers under: START > PROGRAMS > ACCESSORIES > NOTEPAD
6. **In Notepad, choose from the menu FORMAT > Word Wrap** (if not selected). A check mark (✓) should appear next to the words "Word wrap" to show you that this feature is selected.
7. **In Notepad or your simple text editor select EDIT > PASTE** (or Right click & Paste) to Paste your paragraph into the Notepad text editor.
8. **Once the text is in notepad it will automatically be converted into "simple text"**
9. **You must delete (←back space) all lines or spaces between paragraphs** (if more than 1 paragraph exists). So that one paragraph looks like simply the continuation of the previous

10. **How to “separate paragraphs” (skip a line between paragraphs):**

You for sure don't want to have 2 paragraphs combined into one, because then it would be very hard for your reader to read all of your product's description & information easily). Therefore, to separate your paragraphs (**Note:** WHEN VIEWED in your ONLINE STORE – Not in Notepad) and create one line of space between them write “

” between your paragraphs. Each “
” stands for “line break” which pushes the text to the next line (when in your online store), so if you want to “skip a line” you would need to add 2 of them together. It's just like pressing the “Return or Enter” key twice in Word.

11. **Check to see if you have successfully put your paragraph (or 2 or more paragraphs) into “one line of text”** by unselecting the Word Wrap feature (FORMAT > Word Wrap). If you are successful you should now see only ONE LINE OF TEXT in your Notepad editor that expands to the right (scrollbar on the bottom will allow you to see the rest of your text)

12. **Select your ONE LINE OF TEXT in Notepad and Copy it.** Select your text then press Edit > Copy from the main menu or Right Click & Copy the selected text.

13. **Go to your Excel Spreadsheet and PASTE your text.** Select the cell where you want to copy the text into by pressing on the CELL. Then select EDIT > PASTE from the main menu to copy the text into that cell or “Right-click” the area of the selected cell and choose “Paste”. You are done!

14. **Repeat the process as necessary for all other paragraphs.** Make sure that the text you copied into EXCEL only occupies ONE ROW (Same line in excel), not any additional rows below it. It's OK if you **SEE** the text EXPANDING to the RIGHT of your selected CELL where you copied into.

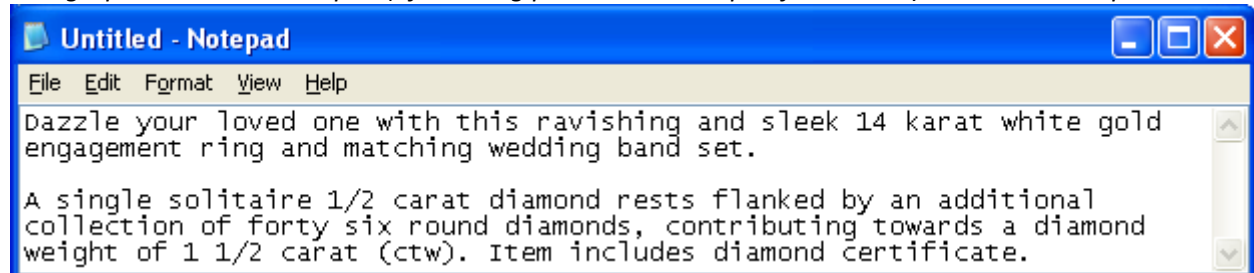
Example of how to separate paragraphs

Paragraphs describing a product - as seen in Microsoft Word:

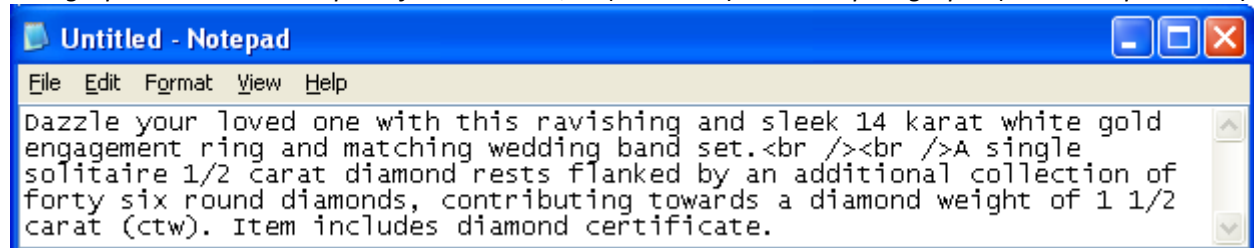
Dazzle your loved one with this ravishing and sleek 14 karat white gold engagement ring and matching wedding band set.

A single solitaire 1/2 carat diamond rests flanked by an additional collection of forty six round diamonds, contributing towards a diamond weight of 1 1/2 carat (ctw). Item includes diamond certificate.

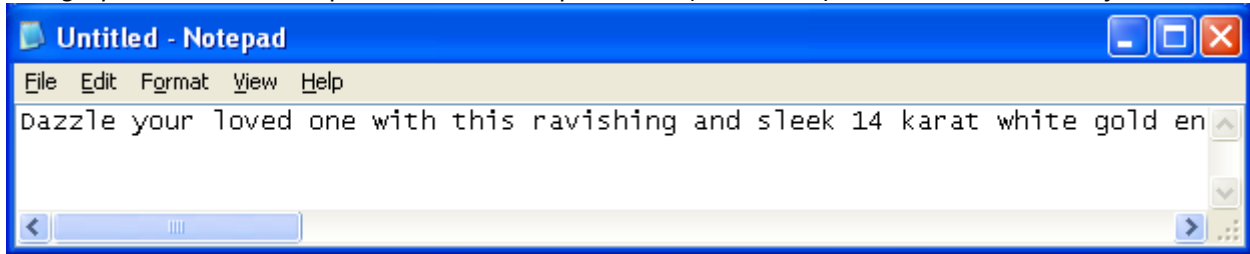
Paragraphs as seen in Notepad (after being pasted into Notepad from Word) with Word Wrap enabled:



*Paragraphs as seen in Notepad after two “
” (See line 2) between paragraphs (Word wrap enabled):*



Paragraphs as seen in Notepad with Word wrap disabled (unselected) to make sure text is in just 1 line:



Simple HTML Code to stylize your text

If you want to add style to your text you may use the following basic html codes. To properly use the codes you must place your text within the opening code (opening bracket) and closing code (closing bracket). We recommend that you open up your text in NOTEPAD (copy & paste to notepad) if you are going to add any types of styling code. Note:

Note: The following “code to use” might appear in one or more lines, but remember you must always just have all of your text in ONE LINE OF TEXT before you copy and paste it into your Excel Spreadsheet.

Selected styles you may use (If you know HTML, you may use it too)	Code to use (HTML code to be used in Notepad to stylize text)	How it will look online
Bold	<code>Bol d text</code>	Bold Text
Italics	<code><i>I tal ic Text</i ></code>	<i>Italic Text</i>
Text Size “14” (You can use any number you want too)	<code> 14 points text</code>	14 points text
Font Type: “Verdana” (You may use other safe “web” fonts)	<code>Verdana Text</code>	Verdana Text
Text color: “blue” (You can use common color names such as green, yellow, red, orange, purple, gray, black)	<code> Bl ue Text</code>	Blue Text
Bullet Points	<code>&bul l ; Text wi th bul let 1
 &bul l ; Text wi th bul let 2</code>	<ul style="list-style-type: none"> • Text with bullet 1 • Text with bullet 2
Combination of red text, size: 18, font: Arial with bullet point.	<code> &bul l ; Combi nati on </code>	<ul style="list-style-type: none"> • Combination

Specials Symbols

To make your job as easy as possible, we will use special symbols next to the name of each column to specify special notes for each specific column.

◆ = Required Field

Æ = Text Field (Words – including numbers, sentences, paragraphs, etc)

№ = Number Field (Accepts only numbers, 1 or more digits. Note: Never input any dollar “\$” signs)

¶ = Paragraph(s). In this field you’ll usually write one or more paragraphs. Remember notes from above.

☺ = Optional Field, but we recommend you to fill it out to increase your website SEO (Search Engine Optimization – so that Google & Yahoo can index your product’s page)

☺ = Optional Field, but still recommended

All other fields without any symbols are completely OPTIONAL



Description of Columns in Excel Spreadsheet

Products' Basic Information:

Column Name (Name in Spreadsheet)	Column	Description
Product Code (productcode) ◆ Æ	A	This field will contain the individual ID number that the product will be referenced by within your store. This field can contain letters, numbers, hyphens or periods. Note that this field cannot contain punctuation marks and must be unique for each individual product.
Product Name (productname) ◆ Æ	B	This field will contain the actual name of the product as it will be displayed within the online store.
Product Price (productprice) ◆ №	C	This field will contain the product's price. Do not add a dollar (\$) sign. Just input the number. Example: "25.65" (<i>without the quotation marks, just the number</i>)
Quantity (Stock)	D	
Category (categoryids) ◆ №	E	To decide which categories this product will be part of please write the category number (or numbers). One product may be part of many categories. For multiple categories separate categories numbers with commas – no spaces (i.e "3,6"). Note: Refer to the document "My Store's Information" for the category numbers you may use.
Product Weight (productweight) ◆ №	F	Define the product's weight here. This field must have a value for shipping calculation to occur.
Product Description (productdescriptionshort) ◆ Æ	G	Here you must write a basic description of the product as well as any html to display within the product's description in the storefront. (small description: 1 line)

Search Engine Optimization:

Column Name (Name in Spreadsheet)	Column	Description
Product Name Short (Productnameshort) ☺ Æ	H	This field can contain a shortened version of the product name (shorter than the one defined in the "Product Name" column shown above). This name is VERY important if you want your products to be found by Google.com and Yahoo.com.
Photo_AltText (photo_alttext) ☺ Æ	I	This field will provide alternate text for product images. This text will be displayed if most browsers when a visitor to the site hovers their mouse over the product image. It is also referenced by search engines, so simply REPEAT your products name or short description here.
Meta Tag Title (metatag_title) ☺ Æ	J	The title of your page that appears in your internet browser This field allows you to set a "meta tag" (keyword for search engine) for a product name- allowing search engines to better index the product. This product name defined here will also display in the title bar of any browser window that is viewing the product's page.



Meta Tag Description (metatag_description) ☺ £	K	“Product Description” for Search engines. (Copy from column F) Similar to the "Meta Tag Title" field, this field allows entry of a short description of the product which can be easily indexed by search engines.
Met Tag Keywords (metatag_keywords) ☺ £	L	This column allows entry of key words for the product (such as brand, part number, etc.) that will be indexed by search engines to allow potential customers greater possibility of finding the product through a search engine (e.g. Google, Yahoo!) by searching for the keywords entered here. (Remember all in one line – separate keywords with comma + space). Example: ring, gold, tiffany’s, beautiful ring, ring on sale

Additional Shipping Option:

Column Name (Name in Spreadsheet)	Column	Description
Fixed Shipping Cost (fixed_shippingcost) №	M	This field can contain a currency value that will be added to the overall cost of shipping for a product. If the product's weight is set to zero, this field will be the only shipping cost set for the product. Remember, do not input any dollar sign.

Additional Product Information:

Column Name (Name in Spreadsheet)	Column	Description
Features (productfeatures) £ ¶ ☺	N	This field can be used to describe additional features of the product or provide added information to customers. This text will display just below the short product description on the product's details page. You can use some of the basic HTML codes to stylize your text.
Technical Specs (techspecs) £ ¶	O	This field can contain text or HTML that can be used to list additional features or technical specifications of products. Text here will display in the "Technical Specs" tab within the product's details page, next to the short product description and features tab.
Extended Information (extinfo) £ ¶	P	This field can contain text or HTML that can be used to list additional information on a product. Text will display in the "Extended Information" tab within the product's details page, next to the "Technical Specs" tab.
Product Description Above Pricing (productdescription_abovepricing) £ ☺	Q	Enter text or HTML into this field to add text, HTML or images to the area just above the price in the product's main details page.

Product Options:

Column Name (Name in Spreadsheet)	Column	Description
OptionID(s) (optionids) № ☺	R	In this field you must specify the product options of your item. Such as size, color, etc. Please refer to the document “My Store’s Information” to see the numbers that represent each of the options available (option IDs) for your products. Assign product options simply by entering the option IDs, separated by commas (e.g. 1,22,25,8). DO NOT ADD ANY SPACES.

Advanced Options:



Column Name (Name in Spreadsheet)	Column	Description
Home Page Section (homepage_section) No ☹	S	Products can be made to display in certain sections of your store's home page. There are 4 groups that can exist in your home page. If you want to make a specific product a part of those areas of your home page, you'll have to write the NUMER that the group represents in your Excel spreadsheet. The groups (and their values) are: <ul style="list-style-type: none"> "Home_Featured" (Write "1" in Excel - without quotation marks) "SuperDeal" (Write "2" in Excel - without quotation marks) "Top Seller" (Write "3" in Excel - without quotation marks) "New" (Write "4" in Excel - without quotation marks) Leave cell blank to not make this product part of any group
Free Shipping Item (FreeShippingItem)	T	With this option enabled (Y), the product will be eligible to have free shipping applied to it. Also note that the products marked as eligible for free shipping will only ship free if all items in the order are also eligible for free shipping. In this column simply input the letter "Y" (no quotes) if you DO want to offer Free shipping or the letter "N" (no quotes) if you don't. UPPERCASE LETTERS
Manufacturer (productmanufacturer) Æ	U	You may use this field to specify the manufacturer of a product.
Product Popularity (productpopularity) No ☹	V	This field can hold a numerical value to specify the "popularity" of a product. Note that this product is simply entered by the merchant - it is not incremented by customer orders. The purpose of this field is to allow merchants to control how products display within a category page if a visitor should select the "Display by Most Popular" category filter option. The greater the number in this field, the more "popular" the product.
GiftWrap Cost (giftwrapcost) No	W	Entering a price into this field will configure the product to offer gift wrapping as an option for customers to purchase with the product. This value will also represent the price customers will be charged if they choose the gift wrap option for the product.
Free Accessory(s) (freeaccessories) Æ	X	For configuring a product that is actually a collection or bundle of products or comes with a free item, the product codes of the included or bundled products can be entered here to automatically add all products to the shopping cart at once. Product codes entered here must be separated by commas, spaces cannot be entered . Also, to offer a free or bundled product of a specific quantity, enter (X) after the product code - where X is the quantity to add to the shopping cart. Example: ABC-123,DEF-456(2),GHI-789
Accessory(s) (accessories) Æ ☹	Y	Enter the product codes of "accessories" or "related products" for this product. These accessories will show up as "related accessories" in the product's information page. If you were selling a necklace that has a set of earrings or bracelet of the same style, you might want to promote these "related products" in the product page of your necklace. How to input the information - Example: ABC-123,DEF-456,GHI-789 (DO NOT USE SPACES)
Additional Product Keywords(s) (productkeywords)	Z	This field can be used to apply additional keywords to a product. These keywords can be used by customers to search for the product from the store front. Use a comma + one space to separate keywords.

Custom Fields:

Column Name (Name in Spreadsheet)	Column	Description
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CustomField1 (customfield1) Æ ☺	AA	You'll be able to have 5 custom fields to provide more information about your products. In each field you can provide additional text or HTML descriptions for products. The field name and the text or HTML will be displayed within the product's details page below the product price. The name of the custom fields will be different for each customer. The 5 custom fields will be the same throughout your store.
CustomField2 (customfield2) Æ ☺	AB	
CustomField3 (customfield3) Æ ☺	AC	
CustomField4 (customfield4) Æ ☺	AD	For example, if you choose your Customfield1 to be "Material Type", then you'll be able to input in Column Y a value like "Silver". In your online store the product page will show " Material Type: Silver".
CustomField5 (customfield5) Æ ☺	AE	Please refer to the document "My Store's Information" to know what each of your custom fields represents.