

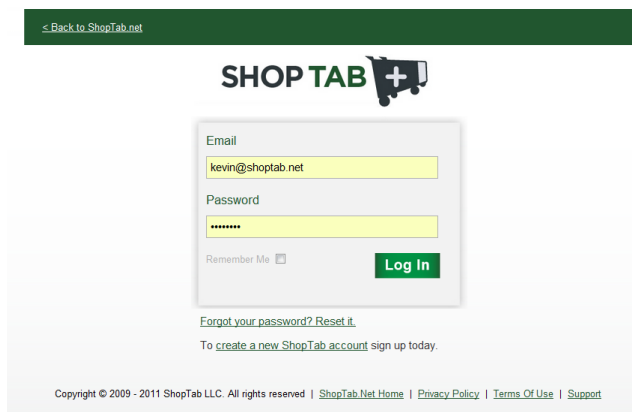
Start your ShopTab Store

Welcome to ShopTab

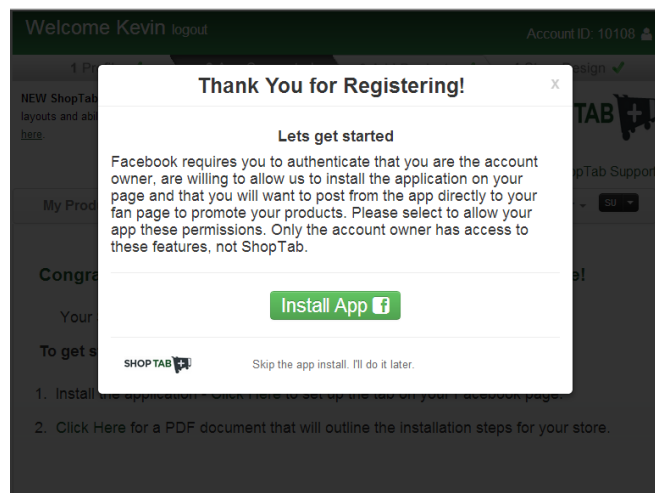
Selling on Social Networks like Facebook may be one of the biggest advances in e-commerce in the last decade. We're excited that you'll be using ShopTab for your Facebook store experience. Leverage our social tools, store design features, product management options in the ShopTab store to develop new clients and drive incremental revenues for your business.

Step 1 – Create your Account and Store Set-Up

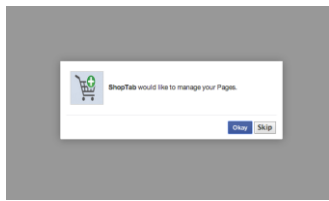
- A. **Login:** Login to [ShopTab Admin](#) with your email address and password.



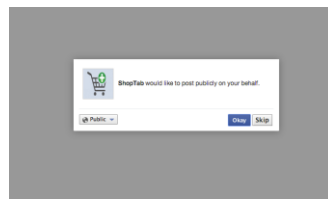
- B. **Connect the Application to Facebook:** Upon successful registration you'll be offered the opportunity to place the app on your Facebook page. We suggest you complete that now but you can always come back and complete it later.



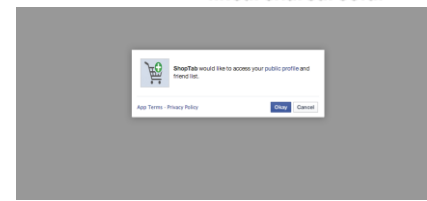
You will be promoted to provide ShopTab permission to place the app on your page. You should click **okay** to allow on each of the 2 to 3 dialog boxes that they provide, noted below.



(manage your pages)



(post on your page)



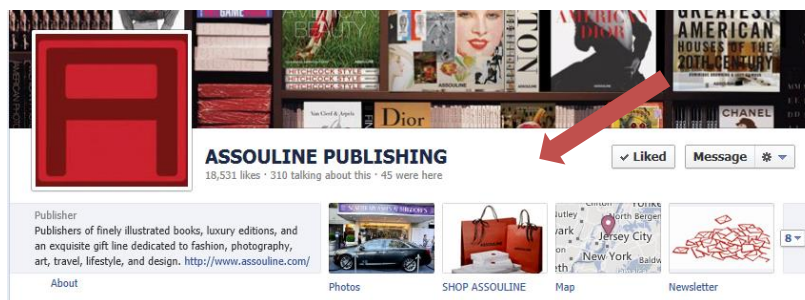
(access to your profile)

A full detail on the Facebook permissions and our usage is noted in the [Permissions FAQ](#).

Once the app is successfully placed on your Facebook page the app icon should appear in the examples below. Note: it may show on the 2nd or 3rd apps line on your fan page. Move it to the top row for the best placement.



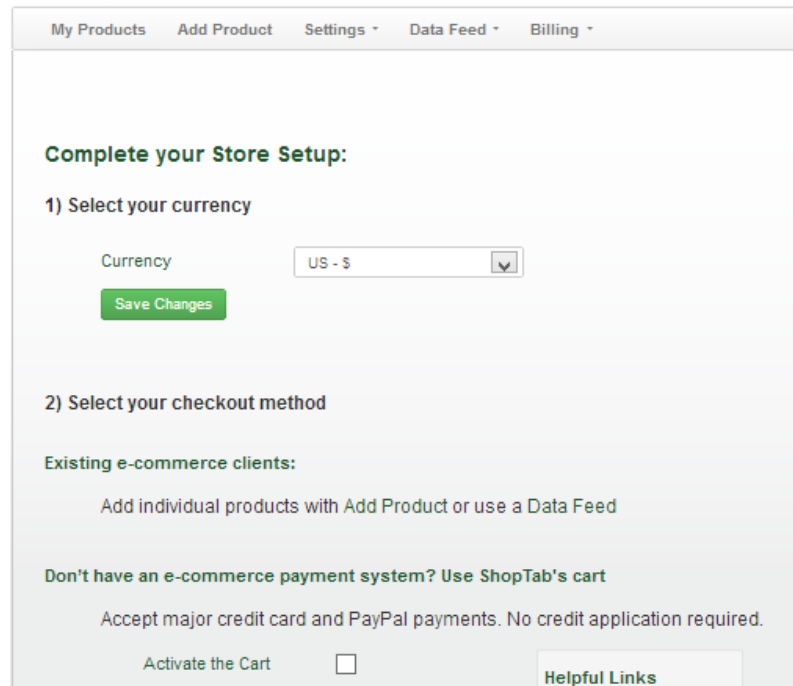
(Above it the standard store app icon)



Or you can customize the [name](#) and [image icon](#) to fit your brand and Timeline images.

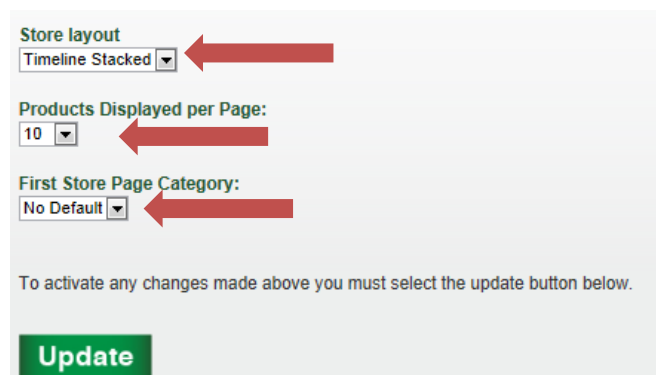
- C. **Choose your App Currency & Payment Method:** All clients (e-commerce integrations, PayPal or COD) should designate their app store currency and hit **Save Changes**.

Designate your desired customer payment method: If you are connecting to an existing e-commerce website, you can move on to Step 2. If you desire to use the PayPal cart for your payment system, choose that option on this page, enter your PayPal email address, designate your PayPal currency and click **Update**. If you desire to use our COD option you can make that designation under **Settings** and then **Advanced Options** to work by itself or with your e-commerce option or PayPal cart.



Step 2 – Customize your Shopping Page

- A. **Layout design:** In the **Settings/Store Design** tab, choose your layout design from a grid or horizontal stacked option. Also choose the number of products on your store pages and if you want the store to default to a certain category for your first page. Click on **Update**.



- B. **Manage your Product Area:** On the **Store Design** page, ShopTab provides options for your page layout in terms of a search bar (product and pricing), social marks and additional text calls to action. Select the options that fit best for your store and click on Update.

Main Product Area Options:

Display Search Bar:
 Select this option to activate the category, price, and search bar at the top.

Remove Buy Now Link:
 Select this option to eliminate the small 'Buy Now' button under the product title.

Display the Like Button:
 Select this option to add the Facebook Like button to each product listing.

Get Advice from Friends.
 Select to allow users to share products on their Facebook wall.

Display the Twitter Button:
 Select to add the Twitter button to each product listing.

To activate any changes made above you must select the update button below.

Update

- C. **Add a Store Banner or Header:** On the **Store Design** page, upload a custom banner image sized at 810 pixels wide by up to 500 pixels high.

Custom ShopTab Banner Image:



Upload Custom ShopTab Header Image :

Click "Browse..." to choose the business logo from your computer.

Note: The file image (jpg, png or gif file format) you upload will be featured on the top part of your Facebook Store as your header image. The maximum size supported is 810 width by 500 height in pixels and 100kb in file size. We recommend a 810 px width x 110 px height dimension.

- D. **Customize your Page Colors:** Use the color options to stylize your page to fit your brand or to set off areas of the page that will help you to promote your products more effectively and press Update.

Color Theme Options:
 Click inside each color bar to make your color selections

Primary Color: (Buy Now button)

Secondary Color: (Price and text callouts)

Tertiary Color: (Background Price bar)

Update

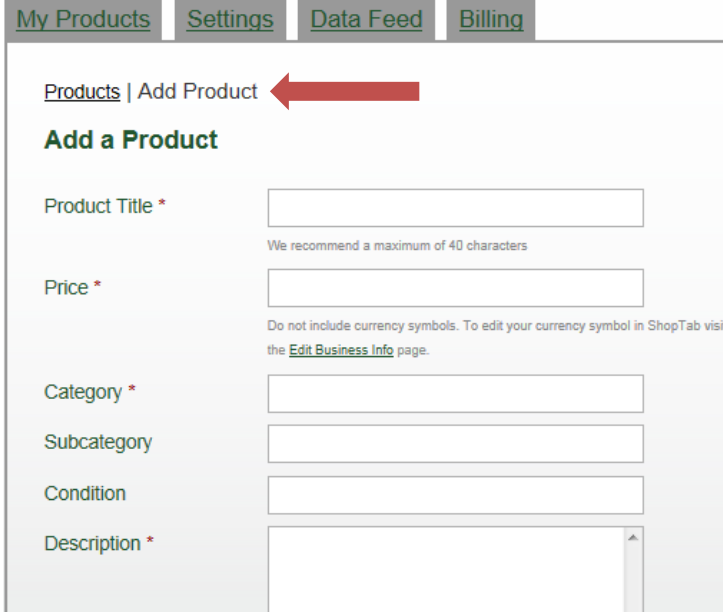
- E. **Language and Text Changes:** On the **Settings** page, click the **Translate** option. This will allow you to customize all text on the shopping page. Choose to translate English text into a new language or just change certain words (ex: "Buy Now" to "Buy!"). No changes are required and you may skip this step.

Step 3 – Load Products into your ShopTab Store

Stock the Shelves: Your store is ready for products. We provide a number of options for you to add products. We have two distinct update processes for e-commerce integrations and for the PayPal Checkout (move to that option below on page 7).

E-Commerce Integrations

- **Manual Individual Product Uploads:** Perfect for stores with a few products or when you just want to add a product or two to your existing store. Click on **Add Product**.



My Products Settings Data Feed Billing

[Products](#) | Add Product ←

Add a Product

Product Title *
We recommend a maximum of 40 characters

Price *
Do not include currency symbols. To edit your currency symbol in ShopTab visit the [Edit Business Info](#) page.

Category *

Subcategory

Condition

Description *

- Enter the Product name, price, category of product, new or used condition (optional), description and URL for the product on your website.
- The URL to Product is the location page for your product on your website. Once you put that in use the “Select Image” arrows to pick the product picture from that page that best shows your product. This will place the URL to Product Image link into the product listing for you. Click “Update” to add the listing.



URL to Product ←

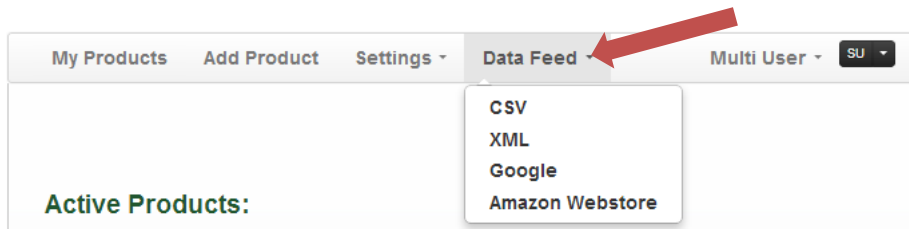
←

This is the website address Facebook will send your customer to complete the purchase. Make sure it is a full website address such as
 http://www.domainexample.com/productpage.html
 Don't have a website URL for product payment? Turn on Paypal in [Settings](#)

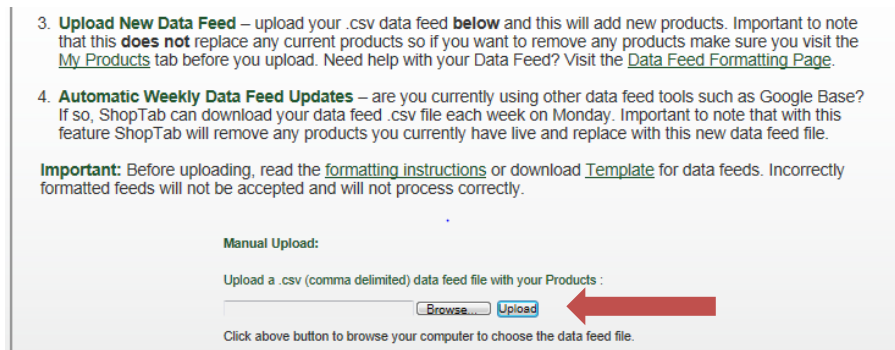
←  →

URL to Product Image *

- **Manual upload of a .CSV, XML, Google or Amazon file formats:** We support manual uploads of these file types for your Facebook store.
 - Click on **Data Feed**



- Chose the file type you want to upload, click the Browse button to find the file that you want to upload



- Press Upload
- Full details for the Data Feed upload options can be found on each page in the admin panel or the Support FAQ's.
- **Automated .CSV or XML file format:**
 - Reference our [Data Feed Instructions](#) for complete detail on an automated CSV file upload.
 - Reference our [XML File Instructions](#) for complete detail on the XML file upload.
 - Reference our [Google Base or Product Search Instructions](#) for detail on this file upload.
- **Special Integration details can be found for:**
 - [Amazon's Webstore](#) commerce engine
 - [ProStores](#) Integration
 - [CCNow](#) Integration

PayPal Checkout

Manual Individual Product Uploads: This is the only option currently available for PayPal clients. Under the **My Product** tab, click on **Add Product**.

My Products | Settings | Data Feed | Multi User

Products | Add Product | PayPal Store Set - Up | Shipping and Taxes

Add a Product

Is active

Product Title *
We recommend a maximum of 40 characters

Price *
Do not include a currency symbol. Set your currency on the Store Design page.

Category *

Subcategory

Condition

Description *

Shipping charges

Weight

or

Cost to ship first item

Cost to ship each additional item
Do not include symbols in your weight or cost figures

Initial Quantity

Show Quantity

Product Variables
(Used to provide for options such as colors or sizes)

Upload a new image from your computer No file chosen

You have three options for shipping:

- Fixed cost set in ShopTab. You will designate your shipping cost for one product in the first field. A different cost for any additional products may be entered in the second field.
- You will designate a weight for the product and set the cost for the total weight in PayPal under My Selling Tools.
- You can leave all ShopTab fields blank and designate your shipping charges in PayPal.

Inventory:

You have the option to have a single inventory amount or to break it into more detailed counts by colors, sizes or other variations. Check the "Show Quantity if you want users to see your stock count amounts on the app page.

Product Variables

Description	Quantity	Remaining	
Red/Small	<input type="text" value="3"/>	3	X
Red/Large	<input type="text" value="2"/>	2	X
Blue/Medium	<input type="text" value="5"/>	0	
<input type="button" value="add another"/>			

Upload your image and select **Update** to load the product.

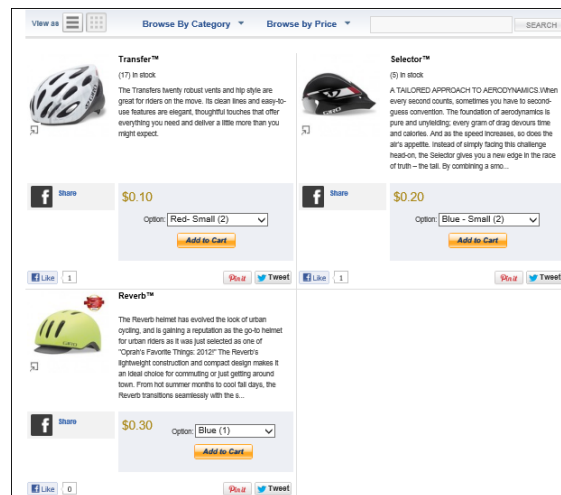
Set up your Taxes and Shipping Charges in PayPal

You will want to set up any taxes for local and federal online sales, if applicable. This set-up is done inside of your PayPal account under your Profile and My Selling Tools section. PayPal will provide the options available in your country of origin.

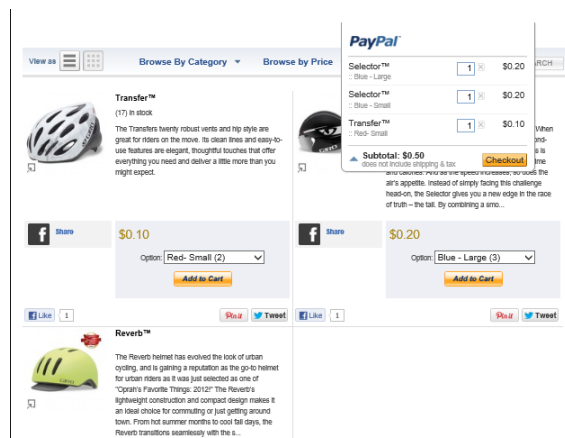
My business setup		Cool tools to help boost my business.	Get started
eBay ID	Link my eBay ID to my PayPal account.		Update
Selling online			
PayPal buttons	Manage my payment buttons.		Update
Credit card statement name	Name of my business as it appears on customer card statements: SHOPTAB		Update
Sales tax	Set up sales taxes for multiple regions.		Update

Validate your Store Listings and Checkout

Go to your Facebook fan page and your products will be active with the PayPal “Add to Cart” buttons.



Select the “Add to Cart” button for a few products. The cart will continue to add products to the basket until you choose the “Checkout” button. Click on the Checkout button.



You should land on a secure PayPal payments page. Check the selections to make sure the basket reflects what you selected. Input any location/postal code information to make sure your shipping or tax settings are working correctly. Your clients will input their email address and PayPal password if they want to pay using PayPal. The user also has an option to pay with a debit or credit card (#3).

Watershed Software LLC, dba ShopTab

Your order summary

Descriptions	Amount
Transfer Item price: \$0.10 Options: :: Red- Small Quantity: 1	\$0.10
Selector Item price: \$0.20 Options: :: Blue - Small Quantity: 1	\$0.20
Selector Item price: \$0.20	\$0.20
Item total	\$0.50
Shipping and handling:	\$3.00
Total \$3.50 USD	

Choose a way to pay

Pay with my PayPal account
Log in to your account to complete the purchase

Email

PayPal password

Log In

[Forgot your email address or password?](#)

Don't have a PayPal account? #3

(Optional) Join PayPal for faster future checkout

Good luck and good selling!

For full information on PayPal Website Payments options go to this link -

https://cms.paypal.com/us/cgi-bin/?cmd=render-content&content_ID=merchant/wp_standard.

You are all set to go. Please provide feedback to us at support@shoptab.net if you have any questions.