

Welcome to Wicked Plum!

Greetings, and congratulations on opening your new Wicked Plum shop! This guide contains the basics you'll need to get started, like how to add items, edit your basic pages, and more. Additional tutorials are [available online](#), and we're adding more every day. If you get stuck, or have questions, just [let us know](#) - we're here to provide whatever guidance you may need to get, and stay, up and running.

When you're ready to add your first product, or edit your first page, grab yourself a tasty beverage and this handy dandy guide, and follow the instructions step by step. If you're more of a visual learner, we do have some video tutorials posted on our [ScreenCast-O-Matic channel](#); anytime a set of instructions has a corresponding video, we'll link to it below.

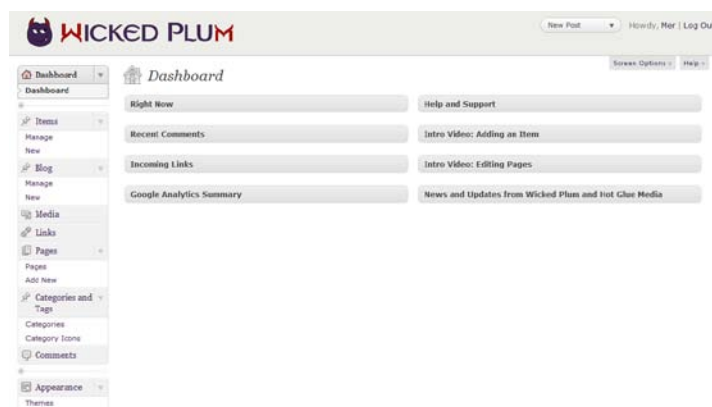
Ready to get started? Rock on!

Admin Console and Dashboard

To get started, you need to log in to your admin console. The link, as well as your username and password, will be in your welcome email.

The first screen you'll see is your Dashboard, and it will look a little bit like this -->

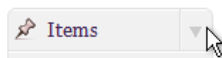
The column on the left is your admin navigation menu. This will appear no matter where you are in the navigation menu. The center dashboard area contains some nifty little tools (click each one to expand/close):



- **Right Now:** provides some basic statistics, such as what theme your shop is using, and how much storage space you have left on your account.
- **Recent Comments:** an area to view, approve, or discard the five most recent comments on your blog.
- **Incoming Links:** a look at who's linking to your shop.
- **Google Analytics Summary:** Once you've [added your Google Analytics account](#), a basic summary of the traffic to your site, and where it's coming from, will appear here.
- **Help and Support:** links to helpful tutorials and a quick way to contact us for help if you're stuck.
- **Intro Video: Adding an Item:** a video walkthrough of the "adding an item" section of this guide.
- **Intro Video: Editing Pages:** a video walkthrough of the "editing pages" section of this guide.
- **News and Updates:** As we add new features and themes, make announcements about shop launches, and add new tips and tricks for shop owners, you'll see it here.

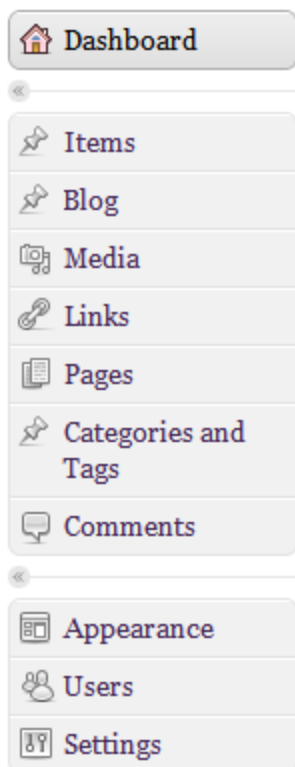
Everything you'll need to manage your shop is located in the left navigation menu, so let's take a closer look at that.

The navigation menu is collapsible - that is, all of the headers you see above are tiny little containers hiding additional options. To expand a "closed" menu, or collapse an "open" menu, hover over the right edge of the item until you see the triangle appear, like this:



Click the triangle to expand or collapse the menu. A few items, such as Comments, don't have any sub-menus, so you won't see a triangle for those. In that case, click the title of the menu item to access its features or settings.

From top to bottom, here's a quick look at what each menu item does:



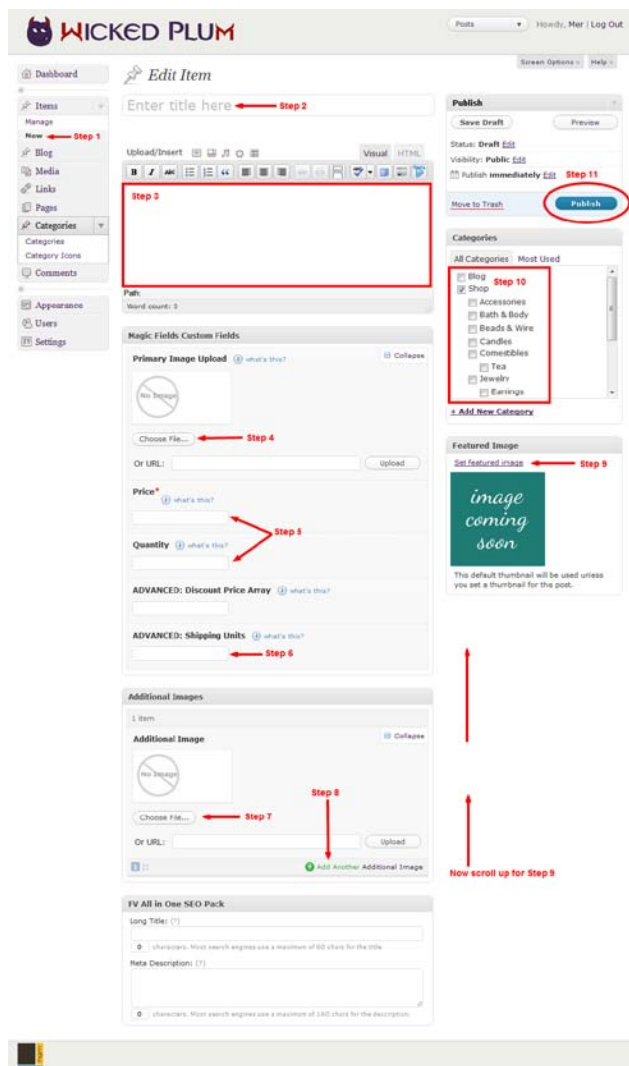
- **Dashboard:** returns you to the dashboard screen from anywhere in the admin console.
- **Items:** add, remove, and manage your shop's items.
- **Blog:** add, remove, and manage posts on your blog.
- **Media:** add and manage images (used primarily for category thumbnails)
- **Links:** add, remove, and manage links (used primarily for adding links to your sidebar)
 - **Pages:** add and edit content pages, such as your front page and "About" page
 - **Categories:** manage the categories that your items appear in, and the icons that appear on your "Shop" page.
 - **Comments:** review, approve, and respond to blog comments, or mark comments as spam.
 - **Appearance:** change your site's theme (how it looks) and manage your widgets (links and lists that appear in your sidebar).
 - **Users:** Home to your Mal's account information and email address, and a few other features (used primarily to change your password or email address)
 - **Settings:** options for changing the way search engines see your site, enabling Google Analytics, and importing your blog.

Now that we know where everything is, let's dive in and add an item!

Adding an Item

Since this is the most important thing for a new shop owner, we're going to cover it in a bit of detail. Want to jump right in? There's a simplified version of this tutorial available [here](#), and there's also a [video version](#).

Here's what it looks like when you start ([click here to view full-size](#)):



1. Expand the Items section on the left side of the screen, and click “New”.
2. In the first line at the top of the screen, enter a title for your item.
3. In the large text area just below the title, enter a description for your item.
4. Immediately below the description is your primary image field. Use this to upload the main image for your item.
5. Next, enter the item's price and quantity in the fields just below the main image.
6. Shipping Units:
 - a. If you chose **per-item shipping** at setup: enter the exact shipping amount for the item in the “shipping units” field, with no dollar sign. Example: if your item’s shipping cost is \$3.99, enter “3.99” in the field. If your item’s shipping cost is \$2.00, you can enter “2.00” or just “2”.
 - b. If you chose **flat-rate shipping** (by item, order, or total) at setup: leave the shipping field blank. (Your shipping rates are set in the shopping cart itself.)
 - c. If you chose **shipping by weight** at setup: enter the weight of the items in the “shipping units” field. Enter a number only. Example: if an item weighs four ounces, just enter “4”.
7. Use the “Browse” button under Additional Images to upload your first additional image if you have one. This will show as a thumbnail image on your item’s listing.
8. If you have additional images, click the “Add Another Additional Image” link to add as many “Additional Image” fields as you need. There is no limit to the number of images you can have for an item.
9. Scroll up a bit, and look just to the right of the primary image uploader, where you’ll find the Featured Image field. Click “Set Featured Image” and browse to your desired thumbnail image. This is the image that will show in individual category listings; it will not show on the item page. If you do not upload an image, a default image will display.
10. Above the Featured Image field is the Categories checklist. Make sure that “Shop” is checked, and check the box for any additional categories you'd like the item to appear in.
11. When you are satisfied with your listing, scroll to the top of the page, and click the blue “Publish” button.

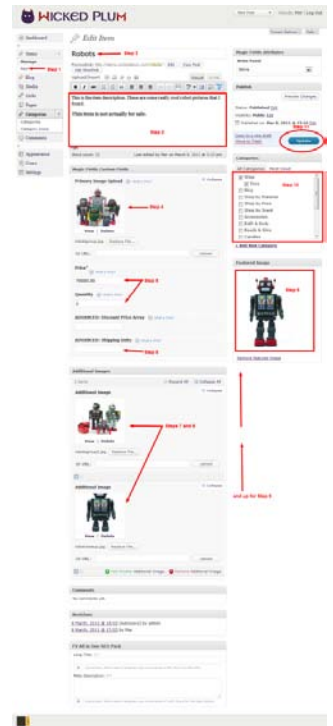
A note about taxes: if you need to collect tax on some items and not others, you will need to manually enter the sales tax for those items on which you need to collect tax. To do so, enter the sales tax amount in the “ADVANCED: Individual Sales Tax” field just below Shipping Units (item 7 above). For example, if you are collecting 7% tax, enter “7” here; for 6.25% tax, enter “6.25” (without quotation marks). Leave this field blank for items that should not be taxed.

Congratulations! You've added an item. Now, let's take a look at what all that does.

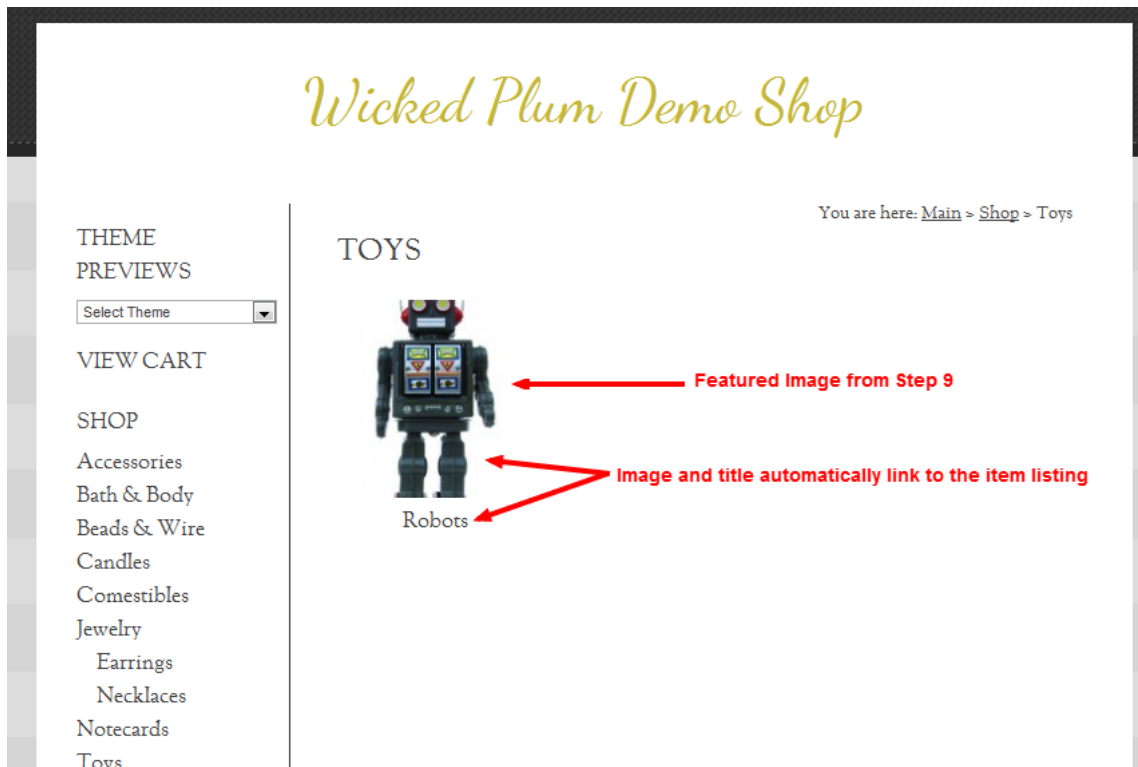
Here's the same screen, after an item has been added ([click here to view full-size](#)):

For this completed item, you can see the title, images, etc. that we have added for this item. The Shipping Units field is blank because this shop uses flat-rate shipping. This robot costs \$70,000.00, we have five of them in stock, and it appears in the “toys” category of our shop.

Now let's take a look at how those items will appear for our customers. First, here's our “Toys” category. Our shop only has one item in this category: our poor lonely robot.



When a shopper clicks on “Toys”, this is what they'll see:



Once they click on the item, they're taken to the item listing. Here you can see how the content you entered above is displayed to your customer.

The screenshot shows a shop page for 'Wicked Plum Demo Shop'. The page layout includes a left sidebar with navigation links, a main content area for the product 'ROBOTS', and a right sidebar with pricing and an 'Add to Cart' button. Red arrows and boxes highlight specific elements and their sources:

- Item description from Step 2:** Points to the breadcrumb 'You are here: [Main](#) > [Shop](#) > Robots' and the main description text: 'This is the item description. These are some really cool robot pictures that I found.'
- Title from Step 1:** Points to the product title 'ROBOTS' and its 'EDIT' link.
- Price and quantity from Step 5:** Points to the price '\$70000.00' and the quantity 'Quantity in Stock: 5'.
- Primary image from Step 4:** Points to the main product image showing several colorful robots.
- Additional Images from Steps 7 and 8 (customer can click to expand):** Points to a row of smaller thumbnail images under the heading 'Additional Images:'.

Other visible text on the page includes the shop name 'Wicked Plum Demo Shop', a navigation menu with categories like 'THEME PREVIEWS', 'VIEW CART', 'SHOP', and 'PAGES', and a 'This item is not actually for sale.' warning box.

Congrats - you're all set! now go back and do it again, just for good measure. No, really - we'll wait. All done?

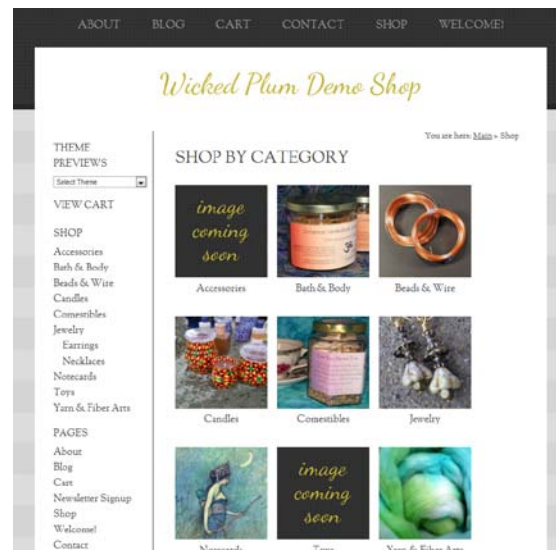
Now you're comfortable adding items to your shop, **and** you have two items available for sale. Awesome!

Let's move on, shall we? Allons-y!

Working with Categories

Your initial shop categories will be set up already when you get your Wicked Plum shop, but there will always be new categories to add. Holiday items...new lines...or perhaps you just want to emphasize a special you've got going. [Click here to learn how to add categories.](#)

Your site also has category icons: the pictures for each category that appear on your main "shop" page (yoursite.com/shop). A default icon that coordinates with your shop's template will appear for each category until you add one. [Click here to learn how to add category icons.](#)



Managing Inventory

When a purchase is made from your shop, the inventory amounts will automatically be adjusted. For example, if you have three green sock monkeys in stock, and Joe Test buys one, the inventory will automatically adjust to show two in stock after the transaction has been completed.

If a purchase results in an in-stock quantity of zero, the item will still display in your shop, however, an "out of stock" notice will appear.

You can manually remove items from your shop, both temporarily (hidden from view) and permanently (removed from your shop); to learn how, [click here.](#)

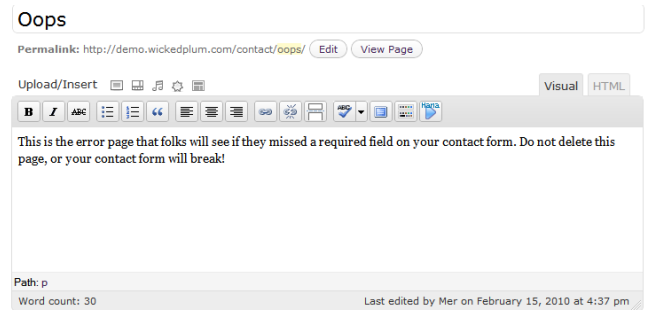
Info Pages

Your shop comes pre-loaded with a few basic pages that you'll want to customize before you launch your shop to the public:

- **Welcome:** this is your home page - a place to talk about your product and show it off. This is most likely the first page visitors to your shop will see - so make sure to make a good first impression. From a search engine happiness perspective, you want this page to contain valuable content about you and your products - make sure it's descriptive (and accurate!), and talks about what you're offering.
- **About:** This is a great place to make a personal connection with your shoppers. Tell them all about you - your story, how you got to where you are today, and why you do the things you do. Add a picture if you'd like - shoppers always like to see that there's a real person behind an online business.
- **Contact:** This page has the all-important contact form - a way for shoppers to get in touch - but there's also an editable area above the form where you can provide your location (if you have a brick and mortar store), add links to your Facebook page, or provide other ways for folks to get in touch.

There are also a few “placeholder” pages in your shop - pages that play important roles in its functionality on the inside, but mostly just hang around on the outside, but they have a friendly little note in them to tell you not to edit them.

To learn how to edit your info pages, [click here](#), or [watch the video](#). You can also [add your own pages](#) whenever you’d like.



Working with your Blog

Blogging is a seriously awesome way to engage potential customers and drive traffic to your site. Yep, I said drive traffic. See, blogging somewhere else, like Blogger? Well, now, that drives traffic to Blogger. Not only is that search engine sadness (the opposite of search engine happiness, you see), it makes it harder to close the sale, ‘cos folks have to go to an entirely different website to buy from you...and if it looks different, they might not be sure they’re in the right place...you see where I’m going here, right?

Plus, who wants to use two different systems, amirite? Your Wicked Plum blog uses exactly the same interface as you use for items and info pages, so it’s all familiar, and all in one place!

So, [start blogging](#), or [import your existing blog](#) (comments and all!) and keep right on blogging.

Exhausted yet?

There’s so much more, like sidebar widgets and analytics and vacation settings. There are ravening hordes to attract, and thinly veiled references to Doctor Who and Joss Whedon to snicker over. When you’re ready, [head on over to the tutorials](#). And if you’re ever stuck, or confused, or uncertain, [contact support](#). That’s what we’re here for.

From all of us at Hot Glue Media, congrats again on your new shop - we’re so excited to help you grow!



Dani



Mer



Kate



Kerilea



Boo



Bob