



WebStore by Amazon: Quick Start Guide

Introduction to WebStore by Amazon

WebStore by Amazon is a powerful tool that allows you to create a complete e-commerce site. The WebStore by Amazon setup wizard takes you through a series of pages that allow you to create, customize, and then publish your WebStore.

As you work through the steps to create your store, you will be asked for company information, and to select a category structure and assign products to your categories. You will then select a website design and color scheme with the option to customize the design you select. At the end of the process you are given the option to publish your store to a temporary URL or save your work for publishing later.

After you have worked your way through the steps to set up your WebStore, you have access to the full set of Amazon's online WebStore management tools that help you change your domain name, drive traffic to your site, and create more WebStores.

Login to Amazon Services

Log in to [Amazon Seller Central](#) using your user ID and password.

Welcome to Amazon Services!

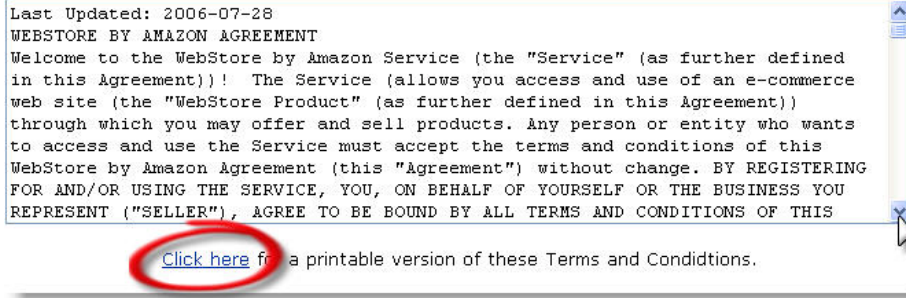
Please enter your login and password to access your Seller Central or Vendor Tools account. [Need help](#)

My e-mail address is:

My password is:

Log In

After you have logged in to Seller Central, a page is displayed with the WebStore by Amazon agreement. You can view the entire agreement by using the scroll bar. You can also print the agreement by clicking on the link below the text box.



After you have reviewed the WebStore by Amazon agreement, enter your company information in the form provided. This information is used to automatically fill in fields related to your WebStore. **All fields are required.**

Enter Required Information

Your Full Name:	Owner O. Store
E-mail Address: <small>(This will serve as your username for your Instant Website account)</small>	mystore@amazon.com
Address:	123 Main Street
City:	Seattle
State:	WA
Zip:	98101
Country:	USA
Contact Telephone Number:	1234567899
Participation Agreement	<input checked="" type="checkbox"/> have read, understand and accept the above terms and conditions.

Submit

Make sure you click in the checkbox to indicate you have reviewed the WebStore by Amazon agreement and then click the **Submit** button.

The Setup Wizard

After you have accepted the WebStore agreement and completed the signup form, the WebStore by Amazon setup wizard launches. The start page lists the steps you will go through to complete the setup of your new WebStore.

WebStore by Amazon Setup Wizard

Welcome Babystyle to the WebStore by Amazon setup wizard.



This process will take you through the following four simple steps to create your online store: Click the 'Next' button to get started.

- Step 1. Enter Company Information**
- Step 2. Category Structure**
- Step 3. Review/Edit Category Structure**
- Step 4. Choose a Theme**
- Step 5. Review/Edit Theme**
- Step 6. Preview/Publish**

Click the 'Next' button to get started.



As you are working through the wizard, the top of each page allows you to track your progress. The steps you have completed are displayed in colored text, steps not yet completed are gray. Your current page is highlighted.




Click the **Next** button when you are ready to get started.

Step 1: Enter Company Information

The first page of the wizard allows you to enter information about your company. This page automatically fills in the fields you have just completed on the WebStore by Amazon agreement page. All information you enter on this form will be visible to your customers. Additionally, the company name you enter is used in the copyright information displayed in the footer on the bottom of each page in your store. Enter the exact name you want displayed in the footer.

You may also upload an image of your company logo on the company information page. This image is visible to your customers on checkout. Click the **Browse** button to search for the image you wish to display in your WebStore. The recommended maximum size of your graphic is 560 x 96 pixels. You can always upload a different logo file later if it doesn't look the way you would like.

Checkout Image: 

Please upload your company logo to create a co-branded checkout image. The recommended maximum image size for your company logo is 560 x 96 pixels.

Click the **Next** button to continue with the creation of your WebStore.

Step 2: Choose a Category Structure

The Category Manager section of the wizard automatically detects how many products you currently have and then allows you to determine how to set up your WebStore category structure. **Consider this step carefully**, if you change your mind later, you will lose the category structure that was created. You have three options for building a category structure:

This option forwards you to [Step 3](#) :

- **Build Your Own:** Use our interface to design a category structure from scratch and then manually add products to each category.

These two options forward you to [Step 4](#):

- **Auto Categorize:** WebStore by Amazon automatically creates a category structure that mirrors the way your ASINs are currently categorized on Amazon.com.
- **Use Excel:** Use Microsoft Excel to create your categories and map products to them. An Excel template and instructions on how to upload the template are provided.

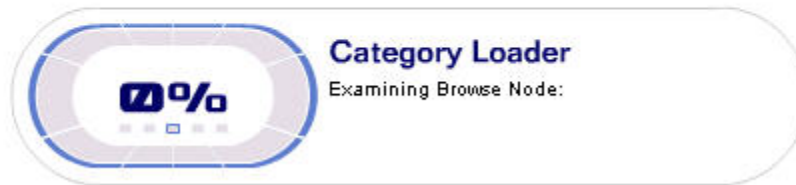
Click the radio button next to the type of category structure you would like to use and then click the **Next** button.

The Auto Categorize Option

The auto-categorize option creates your WebStore categories automatically. The progress bar displays where you are in the process. Creating categories may take several minutes depending on how many categories and products you have. Once category creation is complete, you are forwarded to [Step 4: Choose a Theme](#).

Auto Categorize

Below are status bars on the progress of your navigation creation process. The first status bar shows the overall category-loading progress. The second status bar shows the product-loading progress. After all of your categories are loaded, you will be forwarded to step 4.



The Use Excel Option

The use Excel option creates an Excel template that you save to your computer. When prompted, save and then open the Excel template to create your categories and map products to each category. Once you are finished with the Excel template, upload it using the form illustrated below. After successfully uploading, you are forwarded to [Step 4: Choose a Theme](#).

1. Edit Template

Once you have saved the Excel template to your computer, you may begin to edit the file.

Step 1: Open the saved Excel template and start adding your categories and products.

2. Upload Excel Template

Save your edited Excel template. Use the Browse button below to locate your edited file so we can upload it to your WebStore.

Step 2:

Step 3: Review/Edit Category Structure

The **Build Your Own** option allows you to create a category structure and add products using an interface in the WebStore by Amazon setup wizard. The interface is divided into two steps, each with a separate tab. Step-by-step instructions are provided on the left side of the screen to guide you through creating categories and adding products.

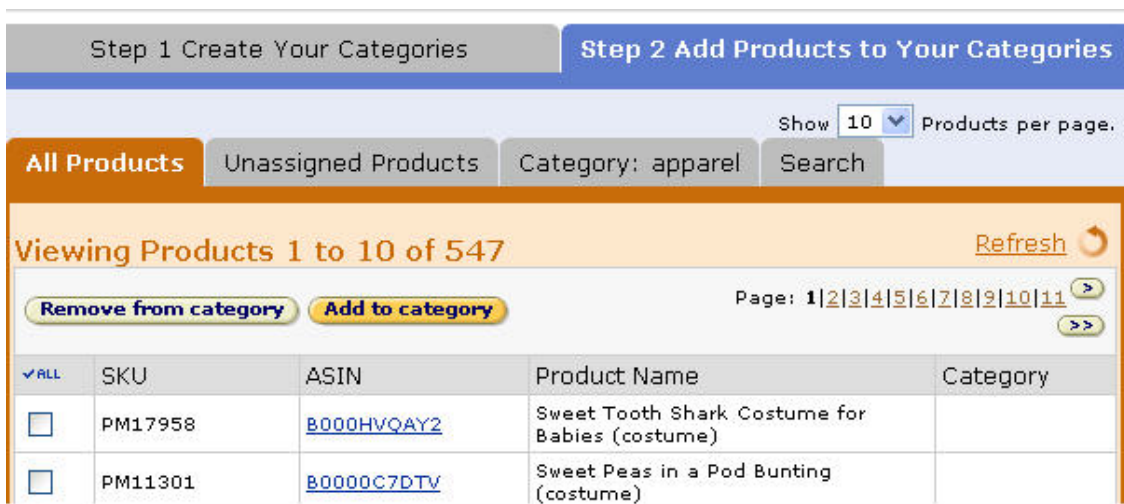
Create Your Categories

Step one of the category manager allows you to create, rename, move, or delete categories. You must create at least one category before you can add products in step two.



Add Products to Your Categories

Step two allows you to add products to the categories you created and organized in step one. You can also search for products, run a report that locates products not yet assigned to a category, and view the products in each category.

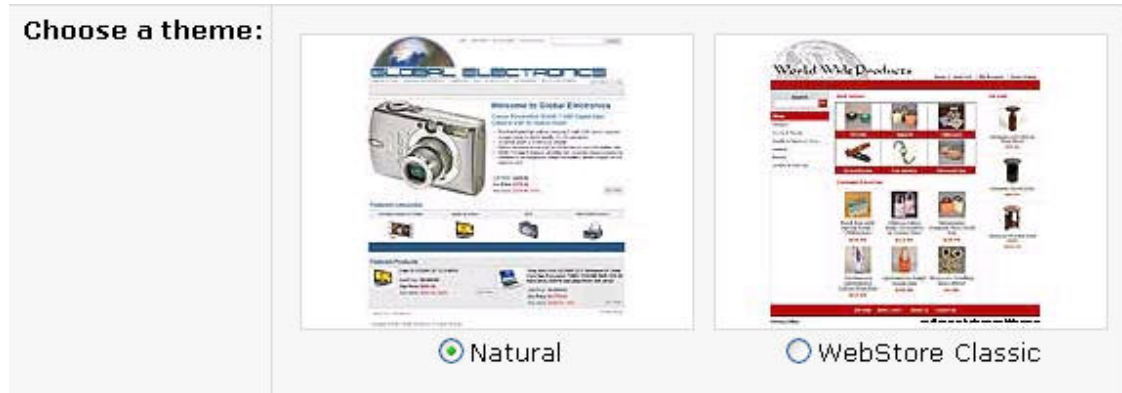


When you have finished creating categories and assigned your products to them, click the **Next** button.

Step 4: Choose a Theme

WebStore by Amazon allows you to choose between two website designs, Natural and WebStore Classic. Each design offers slightly different layouts for

products, images, and product information. Click on the image to see a larger view of each layout.



The Natural Theme

Natural theme offers the following features:

- More white space on the home page.
- A home page element that spans the entire width of the page. This page element may either be a product image or Flash.
- Product information may be placed below the image or Flash elements.
- The menu bar appears horizontally at the top of the home page. (A left menu bar is used on other pages.)
- Search box in the header.

The WebStore Classic Theme

The WebStore Classic theme offers the following features:

- A three-column design that allows you to display multiple images of your products on your home page.
- Left column category menu bar that includes a search box.
- Space in the menu bar for additional customized elements.
- Center column to highlight the main attractions of the store.
- Right column that can accommodate a variety of page elements.

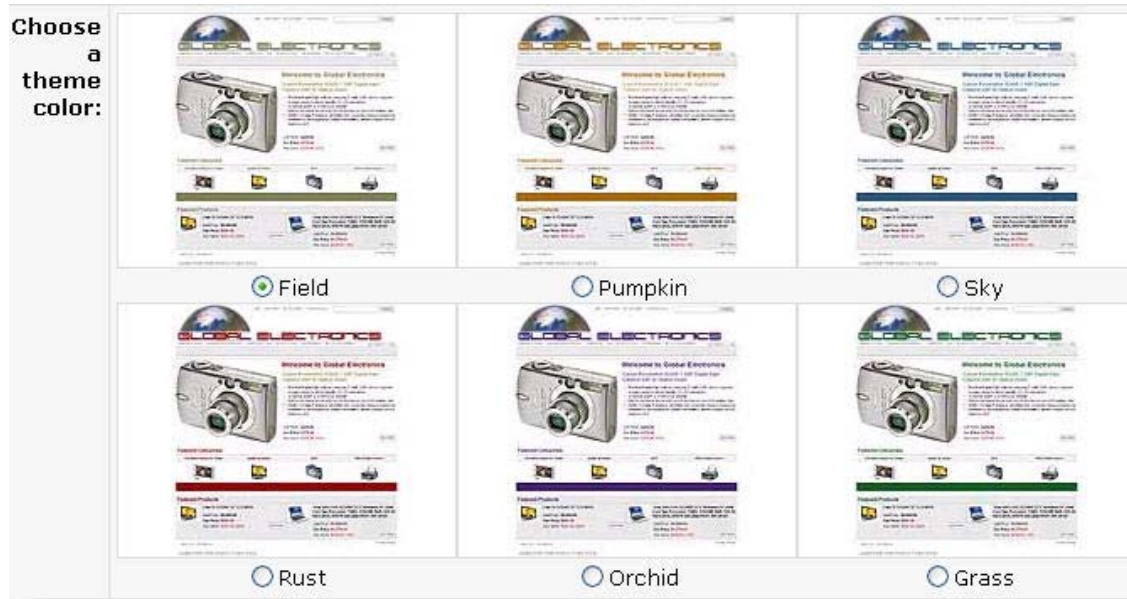
Click the **Next** button after you have selected a theme.

Step 5: Review/Edit Theme

Choose a Color Scheme

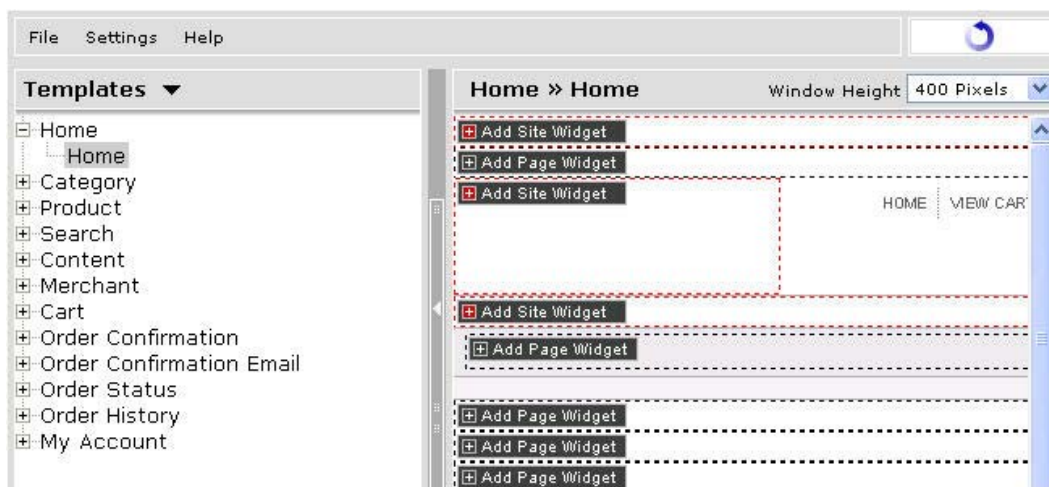
You can choose a color scheme for your store. There are a variety of available colors. Each color scheme includes a thumbnail of the home page so you can

preview how the design would look. You can always change your color scheme later, this selection is just to get you started.



Using the Template Manager

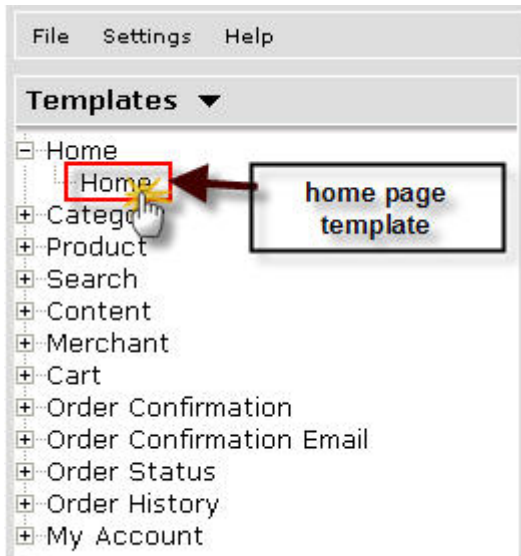
After you have selected a theme and a color scheme, you can customize the layout of the pages in your WebStore using the Template Manager. Template manager allows you to customize each page of your WebStore by adding HTML, Flash, images, or text.



Selecting a Template

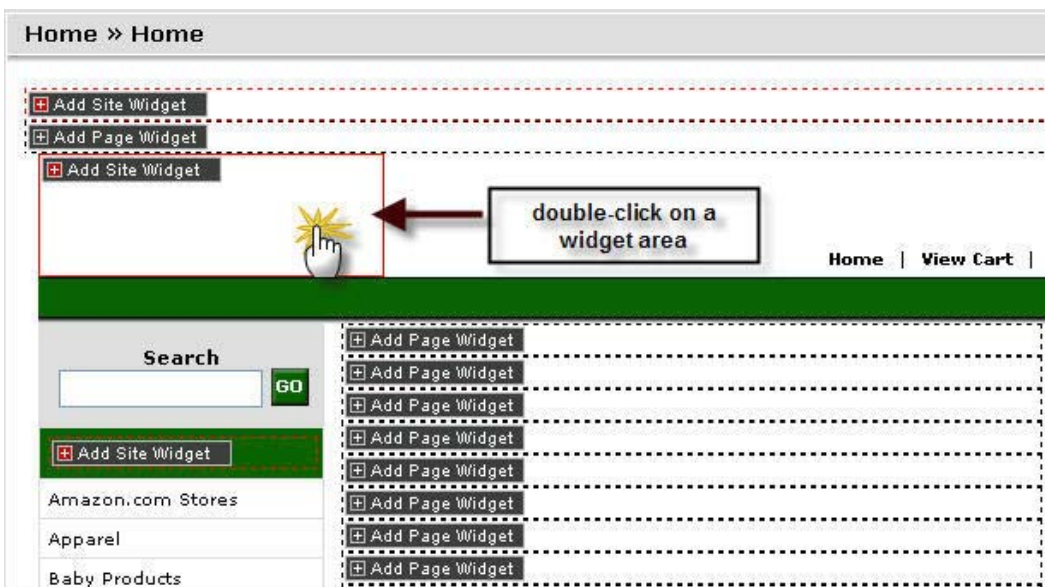
On the left side of the Template Manager window, the site navigation is displayed. WebStore by Amazon automatically creates templates for almost any

page you would like to have on your WebStore. You can also add custom pages of your own. Click on the “+” sign next to the page name and then click on the template name to view the template for the page type. For example, click the “+” sign next to Home, the Home page template is displayed. To view the template details, click on the word “Home”.



Working with Templates

On the template, each page is broken down into page elements called “widgets”. There are several types of widgets and each type allows you to customize it to present your products.

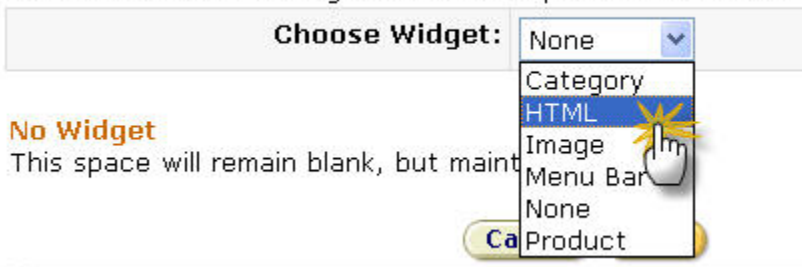


Choosing the Widget Type

After you have selected a page element or “widget” to customize, the Widget Configuration window opens. This window allows you to select the type of widget you want to display. Click the Choose Widget drop-down and select the widget type. For some widgets, not every widget type is available.

Available Widgets

Choose an available widget from the drop down list below.



The Widget Configuration window updates according to the type of widget you select. For example, if you select HTML as your widget type, the window displays an HTML editor with options to cut and paste HTML directly into the window, or have HTML created for you from a script.

For more information on how to customize widgets, please see

Example of Widget Configuration Window: HTML

HTML Widget

Paste your custom HTML into the Custom Script Editor or use the WYSIWYG editor to create the HTML for you. JavaScript is not allowed in the WYSIWYG editor so use the Custom Script editor for adding JavaScript.



After you have finished customizing your WebStore layout using the Template Manager, click the **Next** button.

Step 6: Publish Your Site

Once you have completed work on your WebStore and Configured Your Domain Name, you can publish your store to the internet. As you have been creating your site, WebStore by Amazon has created a temporary URL so you can preview your site. Once you have completed work on your WebStore and Configured Your Domain Name, you can publish your store to the internet.

Publish Your Site

Click the "Publish" button make your changes viewable to the public at **alisondelana.com**. Click "Finished" to save your changes without publishing.

Publish your site:	Publish
	Back Finished

When you're ready to preview your site, you will want to publish your store to the temporary domain. Click the **Publish** button to makes you store visible on the Web. You can now see your site on the Web and review it in your Web browser.

If you need to save your work, but are not ready to publish and start the process to make your store visible to the public, click the **Finished** button. Your work is automatically saved and you can come back and publish it later.

After your store is published, you have access to the full suite of Store Design tools on Seller Central. To view your store tools, click the **Store Home** button.

Increase traffic to your store	Traffic Manager
To increase traffic to your store use WebStore's traffic manager tools.	
Change your public domain name	Change Domain Name
Click the "Change Domain Name" button to change your publishing domain name.	
	Store Home

Change Your Public Domain Name

When you are ready to have customers start viewing your store on the Web and buying products, you need to change your public domain name. Click the **Change Domain Name** button. Complete the form by typing a subdomain if you have one, in the yellow box. For example, in the domain name jackets.myapparel.com, the word "jackets" is a subdomain. If you do not have a subdomain or are not sure, leave the yellow box blank. Type your domain name in the text box and then use the drop-down to select the URL extension, for example, .net, .edu, or .com.

<p>Please enter your domain name that you currently own. The domain you enter will be used as the domain for your WebStore.</p>	<p>If publishing, enter your registered public domain name: ?</p> <p>subdomain , mydomain .com</p>
<p>Preview or Publish?</p>	<p><input type="radio"/> Choose this option if you want to preview your WebStore.</p> <p><input checked="" type="radio"/> Choose this option if you want to publish your WebStore.</p>
<p>Cancel Save</p>	

In the Preview or Publish section, select whether you want to preview your WebStore or publish it live to the Web by clicking the button next the option you want. Click the **Save** button.

Store Management

The Store Management page allows you to select among tools to manage your WebStores. You can update, view, and edit settings for your WebStores.

✓	<p>Review/Edit Category Structure - Assign products to your WebStore categories and add, remove, or rename a category.</p>
✓	<p>Review/Edit Theme - Choose the layout template and global color preferences.</p>
✓	<p>Traffic Manager - Manage your traffic driving tools and market your site.</p>
✓	<p>Enter Company Information - Manage your company name, address and cobranded checkout image.</p>
✓	<p>Preview/Publish - Publish a WebStore to your preview or public domain.</p>
	<p>Domain Setup - Edit your DNS records through Ultra DNS. Your DNS records have automatically created by WBA. In most cases, you don't need to edit your DNS records.</p>
	<p>Change Domain Name - Add domain name now.</p>
<p>Your WebStores</p>	

The Store Manager offers the following options:

- **Review/Edit Category Structure:** Takes you to the same page you used to set up your WebStore categories. Allows you to add, remove, or rename a category and add or remove products from categories.
- **Review/Edit Theme:** Takes you to Template Manager, where you can update the layout or color preferences of your site.
- **Traffic Manager:** Manage your traffic driving tools and market your site.

- **Enter Company Information:** You can update company information and upload a logo that will display to your customers on checkout and in e-mail.
- **Preview/Publish:** Publish a WebStore to your preview or public domain.
- **Domain Setup:** Allows you to make customizations to the Domain Name Servers (DNS) settings for your WebStore.
- **Change Domain Name:** Change the domain name (URL) of your live WebStore.

Click the **Your WebStores** button to go to the Manage Storefronts page.

Your WebStores Home

On the WebStores home page, all your web stores are listed. If you have published your store to the Web, the status is listed as 'active'. Unpublished stores are listed as 'inactive'. To update the categories, products, or layout of your site, click the **Manage** button.

Your Stores (47)

Click the domain name of the WebStore that you want to manage. If you want to delete a store, check the box next to the domain name and then click the delete button.

DELETE	Domain Name	Status	Manage	Delete
✓ ALL				
<input type="checkbox"/>	alisondelana.com	active	Manage	Delete
<input type="checkbox"/>	store-214456941.amazonwebstore.com	active	Manage	Delete

To delete a store click the **Delete** button against that store. To delete more than one store, check the box against all such stores and click on the "Delete" button in the first column.

To create a new store, click the **Create a new store** button. The Setup Wizard launches and you are guided through the same series of steps that you initially went through when you set up your first storefront.