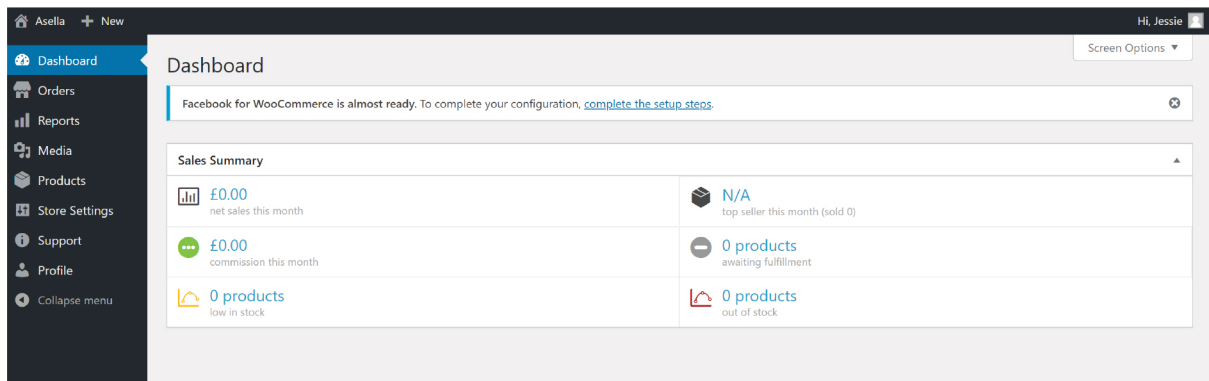




Building your Store:

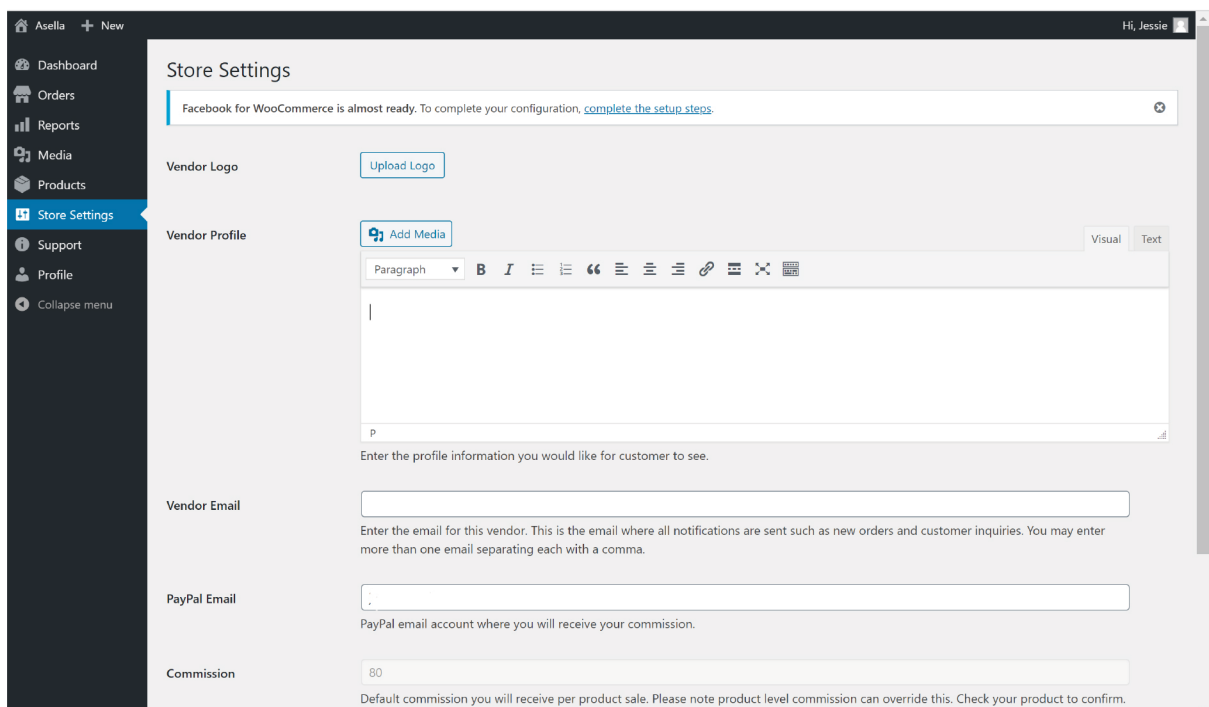
Below is what your back of house store will look like.
This is where you upload your products, keep track of orders and manage your store.



Step 1: Build Your Store Profile

Upload your LOGO, and fill out information on your store. This will be visible to customers so please ensure you cover your brand values and relevant information on your products.

Make sure to fill out PAYPAL email in order to receive the money from your sales!





Step 2: Upload your products

It is optional to manage your store. If you do not wish to, email us at Info@asella.co.uk and we can do this for you.

If you wish to have full control of your store, please follow the instructions on uploading your products below.

Select 'Add new' Product

The screenshot shows the Asella dashboard interface. On the left is a dark sidebar with a menu containing: Asella, New, Dashboard, Orders, Reports, Media, Products (highlighted), All Products, Add New, Store Settings, Support, Profile, and Collapse menu. The main content area is titled 'Products' and features an 'Add New' button, which is pointed to by a red arrow from the text 'Select 'Add new' Product'. Below the button is a notification bar stating 'Facebook for WooCommerce is almost ready. To complete your configuration, [complete the setup steps](#)'. Further down, there are filters for 'All', 'Published', 'Draft', and 'Cornerstone content', along with dropdowns for 'All SEO Scores', 'All Readability Scores', and 'Show all product types', followed by a 'Filter' button. A table with columns 'Name', 'SKU', 'Stock', 'Price', 'Categories', 'Tags', and 'Date' is shown, but it contains no data, displaying 'No products found'.

Name your Product

Long Description box

This is where you write the FULL description of your product. Make sure to contain all the relevant information.

Product Data

Navigate through the buttons. You do not need to fill out every box. Only change the following

General:

-Set the price of your product

Inventory:

- 'SKU' is optional.
- Tick the box 'Manage Stock'
- Enter in your stock quantity for this product.

Shipping:

- Select 'Insert Row'
- Under country code enter 'GB'
- Enter the shipping price under 'Line Cost'.

Attributes

If you have a variation of sizes and colours of the same product. This is important to fill in.

- From the drop down menu 'Custom Product Attribute'
- Add in the variations. E.G. Colour/Size
- Save.

Short Description

This section is the short description that the customer will see first.

Upload Product Image

- Image must be square, 800 x 800 px
- If your images are different sizes, Please let us know, we are happy to adjust these for you.

The screenshot shows the 'Add new product' page in WordPress. Red arrows point from the text instructions to specific parts of the interface:

- Name your Product:** Points to the 'Product name' text field.
- Long Description box:** Points to the large text area for the product description.
- Product Data:** Points to the 'Product data' section, specifically the 'General' tab where price and inventory settings are located.
- Short Description:** Points to the 'Product short description' text field.
- Upload Product Image:** Points to the 'Product image' section on the right sidebar, specifically the 'Set product image' link.

The page includes various tabs and sections:

- Product name:** Text field for the product name.
- Product data:** Section with tabs for General, Inventory, Shipping, Linked Products, Attributes, Advanced, and Get more options.
- Product categories:** List of categories with checkboxes for selection.
- Product tags:** Text field for adding tags.
- Product image:** Section for setting the product image.
- Product gallery:** Section for adding product gallery images.
- Yeast SEO:** Section for SEO settings, including focus keyword, SEO title, meta description, and slug.
- Fusion Page Options:** Section for page layout options, including page content padding and 100% width page settings.

ASella

Submit for review in the top right hand corner.

We make sure to check every product and fix any issues before it is published to the site.

**If you have any questions, or issues at all, send us an email and we will get back to you
ASAP.**