



HOW TO

**Customize Your Store:
An Introduction**

Revision 1.1



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HOW TO Customize Your Store

Introduction

Miva Merchant is a browser-based Storefront Development and Management System. It integrates cataloging, product, fulfillment, maintenance, category management, inventory, affiliates, and shopping basket, order and credit card processing. Multiple stores can be maintained by one central administrator or specific store functions can be delegated to sub-administrators.

About the Customizing Guides

These customizing guides show the relationship between the “runtime” store (or store front) and the Administration Interface screen(s). Throughout these guides, an image of the store is shown first, followed, usually on the following page, by the associated Administration Interface screen.

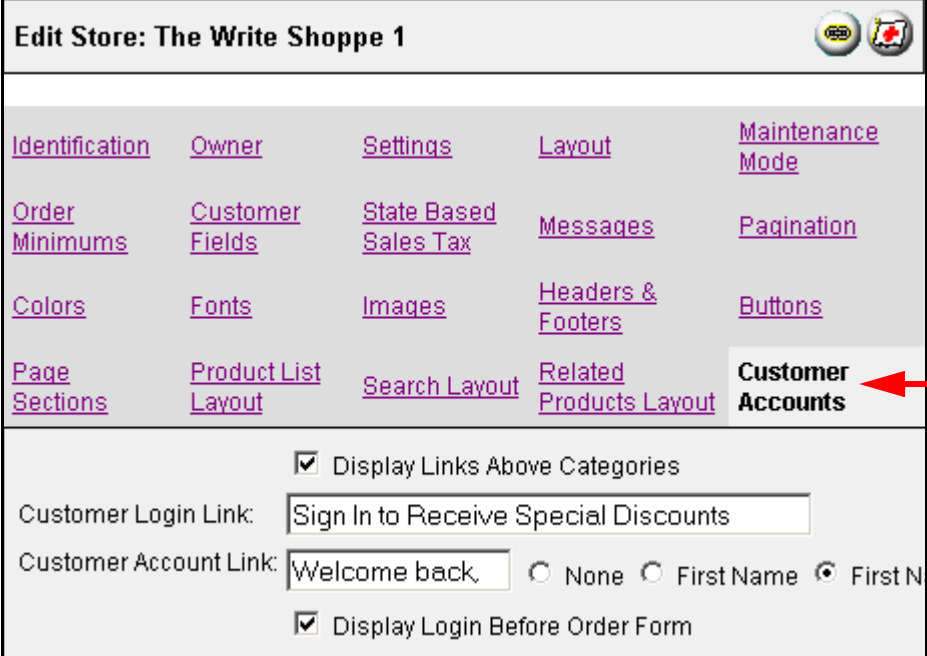
Specific areas, text, and images in your store are identified by **red callouts**, which are links to an image of the corresponding area in your Administration Interface where you would make changes.

- **Click the red callout below to see the corresponding Administration Interface area.**

The screenshot shows a store front for 'The Write Shoppe'. At the top, there is a dark blue navigation bar with white text: 'Select Store', 'Store Front', 'Account', 'Search', 'Product List', and 'Basket Center'. Below the navigation bar, the main content area has a light blue background. On the left side, there is a vertical list of links: 'Welcome back, Mary' (highlighted with a red callout and an arrow), 'Affiliate Login', 'Click a category, or Search in the menu above', 'Desktop Items', 'Office Furniture', 'Office Accessories', and 'Personal Accessories'. On the right side, there is a large image of a fountain pen with the text 'The Write Shoppe' written in a cursive font above it. Below the image, there is a paragraph of text: 'We have rare office & writing tools and other office items. New a kind. From porcelain Limoges inkwells to silver Monblanc p selection of products for you.' At the bottom of the page, there is a footer with the text: 'Have fun browsing!', '- Categories and Sign-In links are on the left.', '- To view all products, click "Product List" in the top menu bar', '- Contact us at someone@somewhere.com to locate that un looking for.', and 'Thanks for visiting The Write Shoppe!'.

The Administration Interface

The administrative screen that corresponds to the store selection displays, with an explanation of how the administrative screen is used to perform the task. (See the steps below.)



Edit Store: The Write Shoppe 1

Identification	Owner	Settings	Layout	Maintenance Mode
Order Minimums	Customer Fields	State Based Sales Tax	Messages	Pagination
Colors	Fonts	Images	Headers & Footers	Buttons
Page Sections	Product List Layout	Search Layout	Related Products Layout	Customer Accounts

Display Links Above Categories
 Customer Login Link:
 Customer Account Link:
 None
 First Name
 First N
 Display Login Before Order Form

Changing the Login text that displays on your store front:

1. To display links above categories, check the option "Display Links Above Categories," otherwise your greeting (the Customer Login/Account link) for new and returning customers will not display.
2. To change the Customer Login Link, which greets your unregistered customers, delete any the undesired text then, type your greeting in the appropriate text box.
3. To change Customer Account Link, which greets your returning customers, enter the text that recognizes your customer.
4. If you want the Account page to display when an unregistered shopper starts to checkout, check the option "Display Login Before Order Form."
5. Click the Update button.

Other Guides

If you need more information for a specific function, go to <http://www.miva.com/docs/merchant/> and select the appropriate version link for the Miva Merchant User Guides. (The focus of the Customizing Guides is your store's Look & Feel.)

Where We Start

For use as an example, a store has been created using the Look and Feel Configuration Wizard (see *HOW TO Change the Look & Feel Using the Look & Feel Wizard*). The wizard offers you five color schemes for the general look of the store. They are:

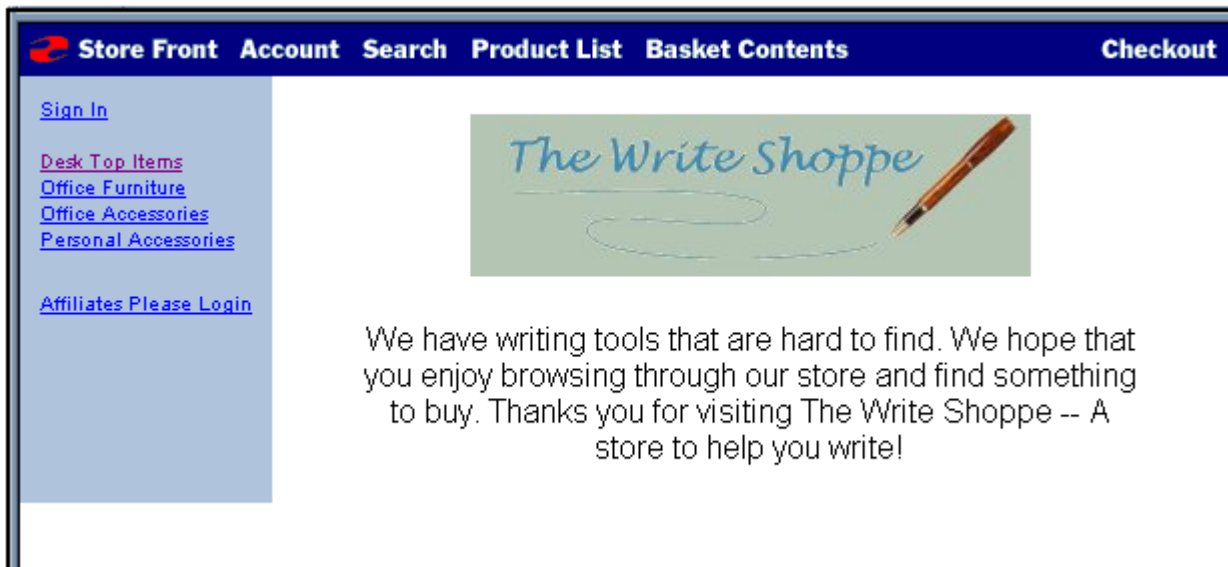
- Current Settings (used after you have set your color scheme and do not wish to change it)
- Miva Merchant Defaults
- Olive
- Steel
- Hot Dog

You could choose one of these for your store's look, or you might change the color scheme, buttons, and/or images later. In this series of documents we will start with one or more of these color schemes.

The following images show stores that were created using the Miva Merchant Create Store and Look & Feel Configuration wizards. This is the starting point of this guide. We will show you how to start with this basic store and build it into a custom storefront that best showcases your product line.

Initial Store Front

The guides at the beginning of this series, Change Color and Fonts, and Change and Add images use simple, basic store fronts, such as the one below which has only the store's logo and a short text message



Basic Store Front with Categories

This basic store has the store's logo, an introductory message, and category images that link to their respective pages. The Look & Feel Configuration wizard guides you through the process of entering categories, products, and images and where you want the links to go.

[Select Store](#) [Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#) [Ch](#)

[Sign In to Receive Special Discounts](#)

[Affiliate Login](#)

Click a category, or
Search in the menu above

[Category](#)
[Desktop Items](#)
[Office Furniture](#)
[Office Accessories](#)
[Personal Accessories](#)

Have fun browsing!

The Write Shoppe

Welcome! We have rare office & writing tools and other office items. New, old, some are 1 or 2 of a kind. From porcelain Limoges inkwells to silver Montblanc pens, we provide a quality selection of products for you.

[Handmade Paper](#)

[Custom Note Paper](#)

[Pen & Pencil Holders](#)

[Vintage Clocks](#)

Customized Store Fronts

The customizing guides from the middle towards the end present more customized store fronts and include Layout and HTML information.

You might want a store that is mostly text, such as this one (and includes additional and hidden category links):

[Customer Comments](#) | [Collectibles](#) | [Antiques Info & Links](#)

[Other Stores](#) | [Store Front](#) | [Account](#) | [Your Basket](#) | [Checkout](#)

[Sign Up for Discounts](#)

[Affiliate Login](#)

[Search](#)

Categories:

[Desktop Items](#)

[Office Furniture](#)

[Office Accessories](#)

[Personal Accessories](#)

[Product Listing](#)

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We have rare office & writing tools and other office items. New, old, some are 1 or 2 of a kind. From porcelain Limoges inkwells to silver Montblanc pens, we provide a quality selection of products for you.

- Sign-In at the top, left.
- To view products, click "Product Listing" or the Category you want from the left menu.
- Click Search to locate a specific item
- Contact us at someone@somewhere.com to locate that unique item you've been looking for.

Featured Specials

- [Montblanc Rollerball Pen](#)
[Add One Montblanc Rollerball Pen to Basket](#)
- [Cut Glass Inkwell](#)
[Add One Cut Glass Inkwell to Basket](#)

Or, you might want to design a store that puts the spotlight on products by assigning them to several categories, as below:

The screenshot shows a Miva Merchant 4 storefront for 'The Write Shoppe'. The header includes the Miva Marketplace and Merchant 4 logos, and a navigation bar with links for 'Select Store', 'Store Front', 'Account', 'Search', 'Product List', 'Basket Contents', and 'Checkout'. The main content area features a 'Register Now! Special Discounts!' banner, an 'Affiliate Login' link, and a list of product categories: 'Desktop Items', 'Office Furniture', 'Office Accessories', and 'Personal Accessories'. A central grid displays four product categories: 'Hand Made Paper' (with a purple-to-green gradient image), 'Customized Note Paper' (with a yellow background and red and green flowers), 'Pen Holders' (with a green pen holder featuring a white daisy), and 'Vintage Clocks' (with a teal octagonal clock face). On the left side, there are two boxes: 'Imported Products! Superior Quality...' featuring flags for France and Germany, and 'In the Spotlight Current Sales...'.

Or, create your own navigation links, several ways to navigate to your products, and wrap it all up inside a table:

	Customer Comments	Collectibles Info	Links
	Store Front	Basket	Checkout
	Login	Set Up Account	Help

<p>Affiliate Login</p> <p>Desktop Items Office Furniture Office Accessories Personal Accessories</p> <hr/> <p>Product List</p> <hr/> <div style="background-color: #4b618c; color: white; padding: 5px; text-align: center;"> <p>New Products click here!</p> </div> <hr/> <p>Search Products</p> <hr/>	<p>The Olde Write Shoppe</p> <p>Enter, & step through time...</p>  <p>Bookends, inkwells & quill pens, rollerball pens, letter openers, and much more!</p>	 <p>Imported Products</p>  <p>Gift Items</p> <div style="background-color: #ffff00; padding: 5px; text-align: center;"> <p>Sale Items click here!</p> </div>
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