

inovica:store

Your Product Catalogue

Once you have set up your initial key configuration areas, you need to upload your products to your store. Here are a couple of hints and tips to help you on your way:

- 1) If you're only adding a couple of products, you can add these one at a time in your catalogue, but if you're adding or editing quite a few products, make sure you use the csv upload function.
- 2) Why not upload your images on-mass. Use the image uploader in the product catalogue to do this.
- 3) Make good use of our product options settings. Rather than listing a product numerous times for different sizes or colours, create the product once, upload as many images as you like and assign product options to give your customers a choice.
- 4) If you have created a category for your products, note that the category won't be displayed at the front end of your site until you assign at least one product to it.
- 5) Want more control over your inventory? Use the integrated stock management system to update your inventory and let your customer know when things are out of stock or only available for special order.
- 6) Want to put a range of products on sale? Don't go through and change each price individually. Set up a sale template and assign it to the products you want to reduce. The sale template will do the hard work for you.
- 7) Product codes. Remember that the store system hinges on your product codes so make sure that each of your codes is unique. If you try to upload a csv file and your codes are not unique, your products will not update properly.
- 8) Make use of the Similar and Complimentary Product Settings on your store. These settings can help you up-sell and cross-sell to your customers.
- 9) Need to duplicate a product in your catalogue? Do this quickly by using the product duplication function within the individual product pages.
- 10) All of your products and categories have a search engine optimisation settings tab. Use these settings to really optimise your store and encourage the search engines to list your store and your products as high as possible in their rankings.