

Basic eCommerce Store Setup Guide



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Objective

This guide is designed to help new business users seamlessly configure and launch their online store using the ecommerce platform.

It provides a structured, step-by-step reference to complete all fundamental configurations necessary to establish a fully functional storefront — covering essential areas such as basic account setup, branding, catalog (product, collections) creation, payment configuration, and order fulfillment settings.

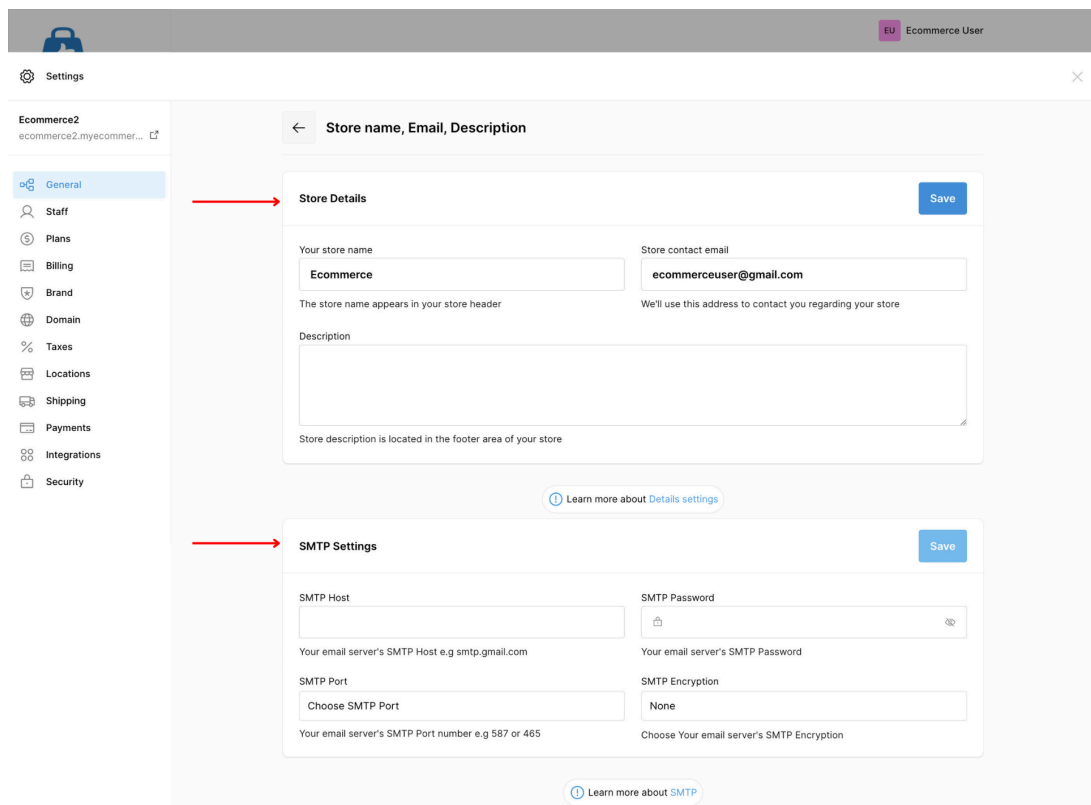
This document focuses exclusively on the **core setup components** required for efficient operations and a professional customer experience at launch. It forms the foundation upon which users can later enhance their operations with advanced capabilities such as analytics optimization, email SMTP configuration, automation, and multi-channel integrations once the basic store setup is complete.

Configuring your store settings

Navigate from **Admin Panel** → **Settings** to define key business configurations.

Setting up your store name, email, description

- 1) Navigate from **Settings**→**General**→**Store name, email, description** to enter the store name and store’s official email address, that will be used for communicating with your customers.
- 2) Configure your SMTP settings by mapping your email address to the google console for sending and receiving emails in your official email address.



Setting up your store address

Navigate from **Settings**→**General**→**Address** to enter your complete store address. This will help your customers to find your store based on the geographic location.

The screenshot shows the 'Address' settings page in Ecommerce2. The page has a sidebar with navigation options: General, Staff, Plans, Billing, Brand, Domain, Taxes, Locations, Shipping, Payments, Integrations, and Security. The 'General' option is selected. The main content area is titled 'Address' and contains a form for entering the store address. The 'Store Address' section is highlighted with a red box. The form includes the following fields:

- Legal name of company (mandatory) * (Text input): ABC Retail Solutions LLC.
- Country (Dropdown): United States
- Address (Text input): 123 Madison Avenue
- Apartment, suite, etc. (Text input): Suite 405
- City (Text input): Manhattan
- State (Dropdown): New York
- ZIP code (Text input): 10016
- VAT Number (Text input): US112233445

The 'Save' button is located in the top right corner of the form and is highlighted with a red box.

Setting up your standards & formats

Navigate from **Settings**→**General**→**Standards and Formats** to enter your

1. Timezone, that defines your operational geographic location.
2. Weight standards for your products - This will define the shipping rates during fulfilment.
3. Order ID format to define your orders as you start receiving your orders from your customers.

The screenshot shows the 'Standards and Formats' settings page in Ecommerce2. The page has a sidebar with navigation options: General, Staff, Plans, Billing, Brand, Domain, Taxes, Locations, Shipping, Payments, Integrations, and Security. The 'General' option is selected. The main content area is titled 'Standards and Formats' and contains a form for entering standards and formats. The 'Timezone, units of measurement' section is highlighted with a red box. The form includes the following fields:

- Timezone (Dropdown): America/New_York
- Currency (Dropdown): USD
- Weight (Dropdown): lb

The 'Customize order ID format (optional)' section is also highlighted with a red box. The form includes the following fields:

- Order ID example (Text input): 1000
- Prefix (Text input): #
- Order number starts (Text input): 1000
- Suffix (Text input):

The 'Save' button is located in the top right corner of the form and is highlighted with a red box.

Setting up your ecommerce store account settings

Navigate from **Settings**→**General**→**Standards and Formats** to display as your store's profile details on the top right corner of the admin panel.

1. Upload your store's profile image.
2. Enter your Store Contact Information and click **Save**.

The screenshot shows the 'Account Settings' page. On the left is a sidebar with 'General' selected. The main area has a 'Contact Information' section. A red arrow labeled '1' points to the 'Profile Email' upload area. A second red arrow labeled '2' points to the 'Name' and 'Surname' input fields. A third red arrow labeled '3' points to the 'Save' button in the top right corner. The 'Name' field contains 'Ecommerce' and the 'Surname' field contains 'User'. The 'email' field contains 'ecommerceuser@gmail.com' and has a 'Change Email' link below it.

Tip: You can change your Account Settings as required. The store Email ID, however, cannot be modified after you have set it up while creating the account.

Setting up your social profiles in your ecommerce store

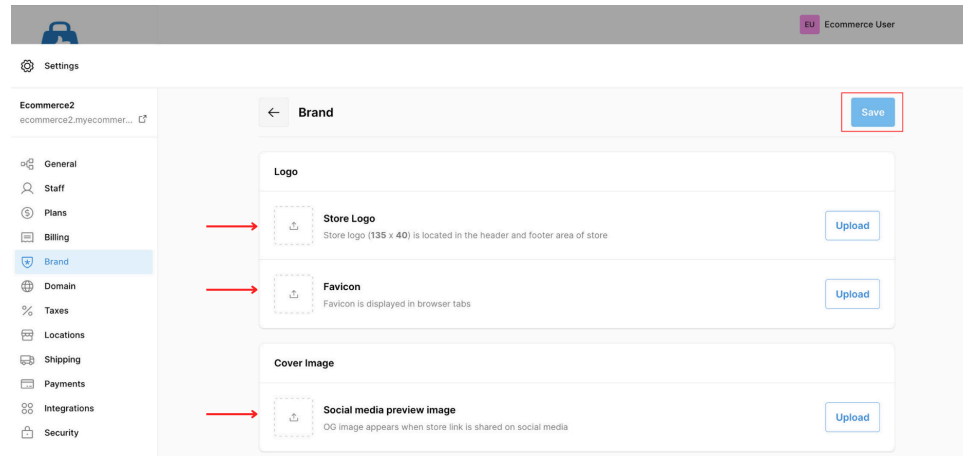
Navigate from **Settings**→**General**→**Social Profiles** to update your ecommerce business social profile (Facebook, Instagram, Twitter, TikTok, Youtube, etc) handles.

The screenshot shows the 'Social Profiles' page. On the left is a sidebar with 'General' selected. The main area has a 'Social Profiles' section. A red box highlights the 'Save' button in the top right corner. The 'Social Profiles' section includes input fields for Facebook, Instagram, Twitter, TikTok, YouTube, and LinkedIn, each with a URL. The WhatsApp section includes a dropdown for the country code (set to +1) and an input field for the phone number.

Uploading your brand logo & favicon icon across your ecommerce store & social media

Branding is what sets your store apart from others for your customers. Navigate from **Settings**→**Brand** to

1. Upload your Store Logo, and Favicon, which will be displayed when your customers access their account with your store.
2. Upload the Social media preview cover image, that will be displayed when the store link is shared across the social platforms.

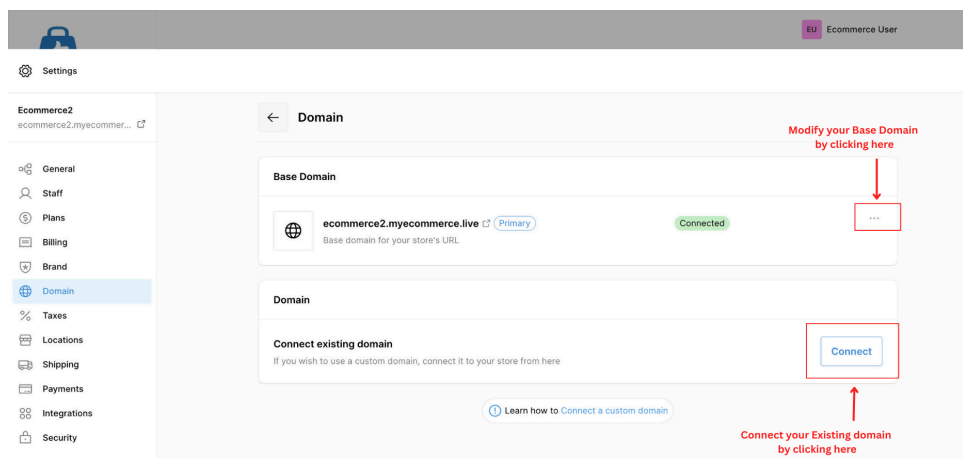


Tip: Upload best quality images for your **social media preview** and quality image (135*40 pixel ratio) for the **Store Logo and Favicon** to have an optimum display across your store and browser tab.

Connecting your custom / own domain or connecting to the demo store

Navigate from **Settings**→**Brand** to modify your base domain name, the core part of your website address.

If you have an existing domain then you can connect your domain by clicking the “Connect” across the Connect your Domain.

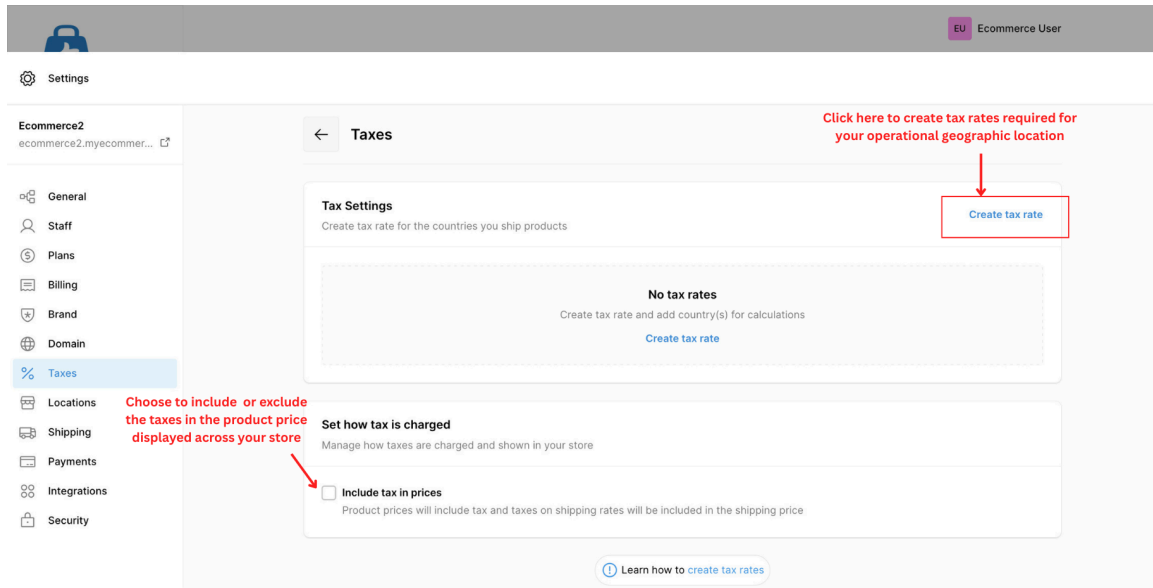


Note: To connect your domain, you have to opt for any upgraded plan.

Creating tax rates for your products

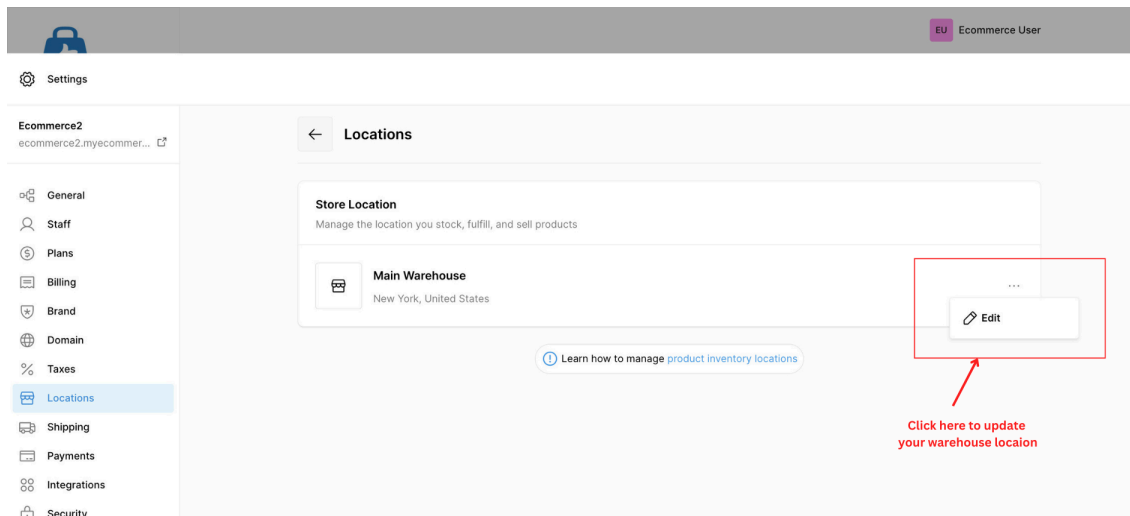
Create tax rates which will be used to calculate the taxes on the product at order checkout. Navigate from **Settings**→**%Taxes** to

1. Create a tax rate by clicking on “Create Tax Rate”. Fill in the tax percentage based on your country’s tax structure. Ex: India has a tax rate of 18% on all Standard goods and services. Also, select the option to include this tax on either “Products” or “Products and Shipping”.
2. Choose to include the taxes on all your store’s products price by selecting the “Include tax in prices” option.



Setting up your warehouse location

Navigate from **Settings**→**Locations** and click on the Main Warehouse to update your warehouse address from where you will manage your stock, fulfill and sell your products.



Note: This location will appear in all the products and orders customers place from your store.

Setting up your shipping rules

Navigate from **Settings**→**Shipping** to

1. Create a shipping rule that provides you to select your shipping zones where you will be able to ship your products.
2. Enable local pickup from your warehouse location if you offer local pickups at the location.
3. Add the available shipping methods by configuring your API key with your shipping partner. Ex: MyParcel, etc.

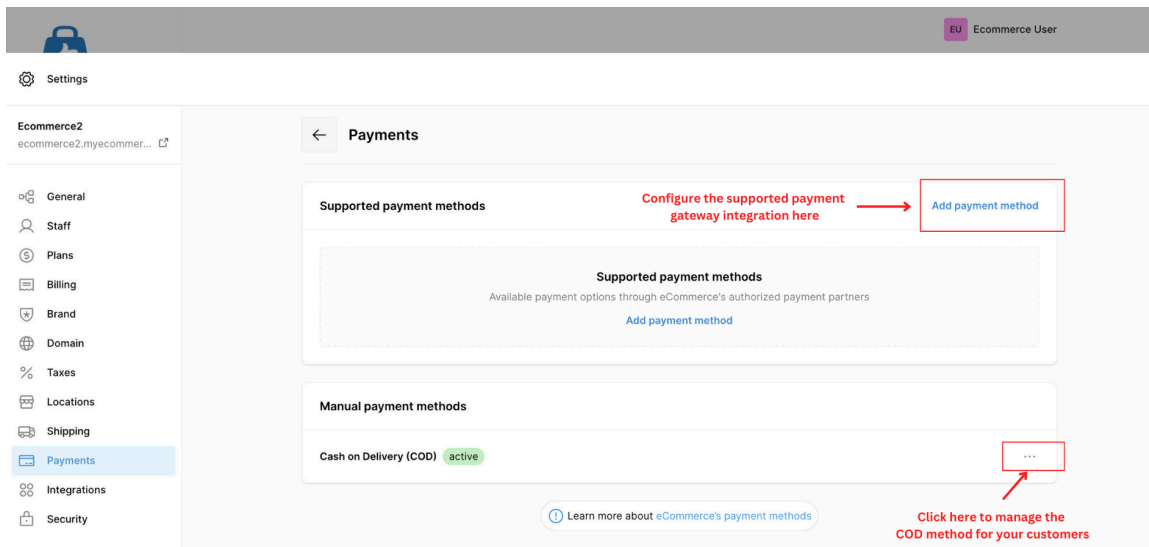
The screenshot shows the 'Shipping' settings page in the eCommerce2 dashboard. The page is divided into several sections: 'Shipping From', 'Shipping To', 'Local pickup', and 'Supported shipping methods'. The 'Shipping From' section shows 'Main warehouse' in New York, United States. The 'Shipping To' section shows 'Home country - United States' and 'Worldwide'. The 'Local pickup' section shows 'Main warehouse' with 'No pickup available'. The 'Supported shipping methods' section shows a list of shipping methods with an 'Add shipping method' button. Red annotations with arrows point to specific buttons: 'Click here to add new shipping rules' points to the 'Create shipping rule' button; 'Click here to modify your existing shipping rule' points to the three-dot menu icon; 'Click here to add your preferred shipping method to ship your goods' points to the 'Add shipping method' button. A 'Learn how to set up shipping and create rules' link is visible at the bottom.

Tip: Set shipping rates based on the **product price** or **product weight** accurately to avoid excess charges from your shipping partner.

Setting up your payment gateway integration

Navigate from **Settings**→**Payments** to enable payment methods for receiving your payments from customers once you start receiving and fulfilling the orders.

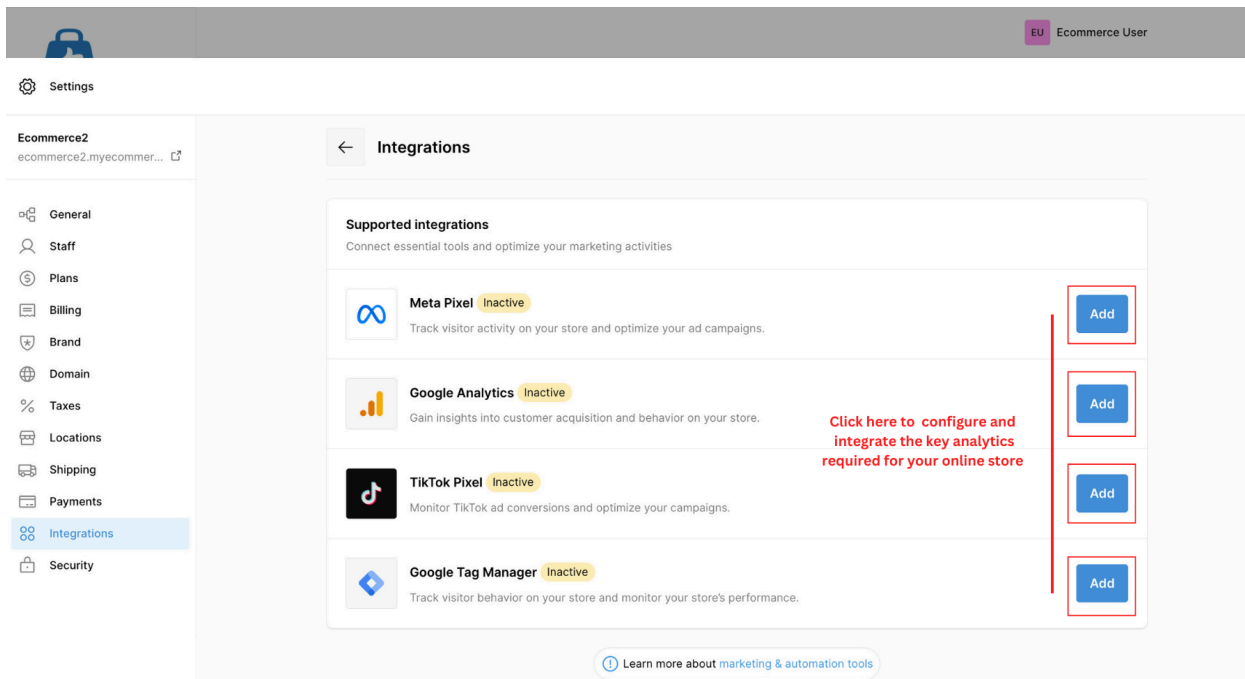
1. Select “Add Payment method” from Supported payment methods to configure your support payment gateways. Ex: Stripe payment gateway is supported only for US customers.
2. Enable “Cash on Delivery” if you choose to receive payments outside of your online store.



Tip: If any payment gateway is not available for your region, you may need to change your store's currency to enable it.

Setting up your analytics integrations

Navigate from **Settings**→**Integrations** to integrate the analytics tools that will provide you with insights on the activities happening though in your store via different marketing channels. Ex: Google Analytics, Meta Pixel, etc.



Tip: Integrate the required analytics tool to optimize your marketing activities through that channel.

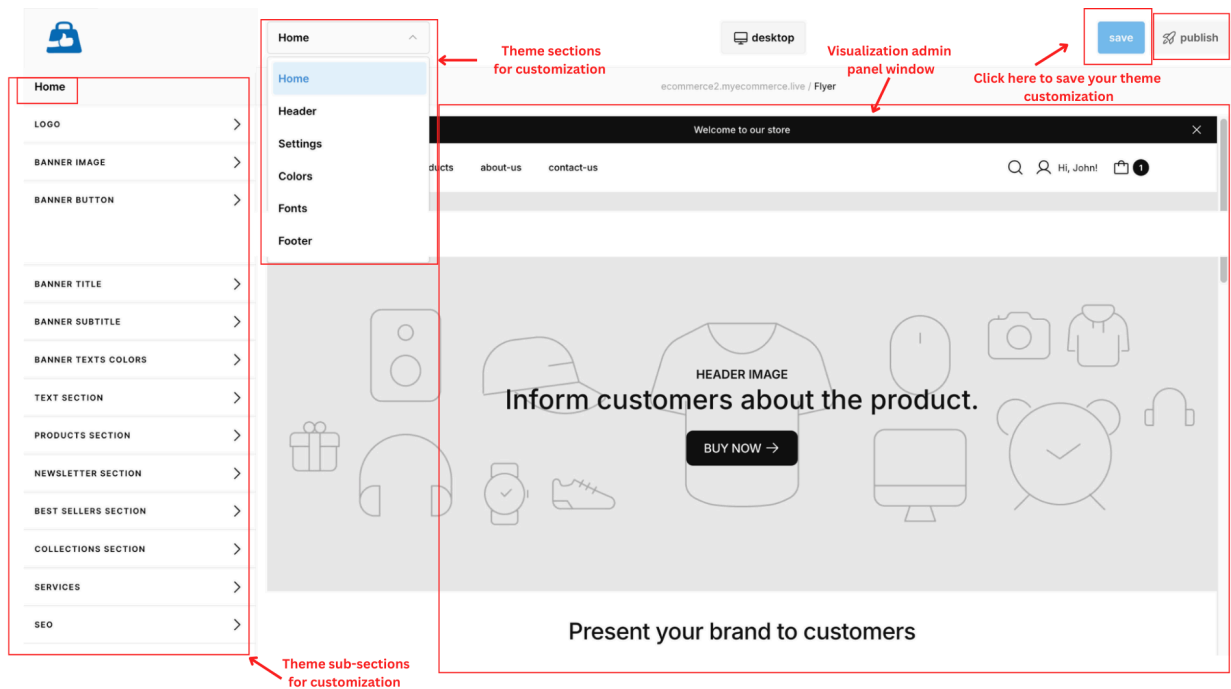
Configuring your store theme

Navigate from **Admin Panel** → **Online Store** to define your Theme's key configurations for your online store.

Setting up your store theme

Your customized theme will play a predominant role in providing an unique online store experience for your customers. Navigate from **Online Store** → **Themes** to customize your store's homepage, settings, colors, fonts, header, product page, etc.

- **Logo** - Define the width and height of your store logo.
- **Banner image** - Upload the banner image, which will appear in your storefront. The **recommended image size is 1000x720px** with a maximum image size of 2 MB.
- **Banner title, subtitle** - Define your banner title to communicate a key message, and direct customers to take action.
- **Product section** - Define your products section title to highlight the key features about your products. Ex: Meet our New Arrivals, etc.



Tips:

1. The admin panel's Theme section enables users to **save** their customizations and visualize it before publishing it to their store. The **publish** button enables users to publish the customized storefront's theme for the customer's view.
2. Show or hide any sections that you want to display in your storefront by toggling the visibility for the corresponding sections.

Configuring your catalog - products & collections

Navigate from **Admin Panel** → **Catalog** to define key catalog configurations.

Building your online store catalog - Products

Your product catalog forms the foundation of your online store. It defines what your customers can browse, evaluate, and purchase. Our ecommerce platform allows you to create products individually or upload them in bulk, depending on the size of your inventory.

Creating products individually

To add products one at a time navigate from **Catalog** → **Products** and click on “Create Product”. Provide a clear and descriptive title, product description, variants (if applicable) and SEO title & description/ Also, upload images for the product and its variants.

Click **Save** to save your product to the catalog.

The screenshot displays the 'Products' management page. The sidebar on the left contains navigation links: Home, Catalog, Finances, Customers, Discount, Report, Online Store, Sell via Link, and Settings. The main area is titled 'Products 3' and includes a search bar, a 'Bulk Import' button (with a red box and arrow pointing to it, accompanied by the text 'Bulk upload your product catalog using our excel template'), an 'Export' button, and a '+ Create Product' button (with a red box and arrow pointing to it, accompanied by the text 'Create your product catalog manually by clicking here'). Below these are filters for 'Showing: 15 of 15 Items', 'Price', and 'Inventory'. A table lists three products: 'White Button Girls Jacquard New South Indian Traditional Pattu PavadaI Jacquard Readymade...', 'Urban Jungle by Safari travel Bag', and 'Traveling Bag & Suitcase A fashionable grey cover that adds style'. A red box highlights the 'Edit Product', 'Hide Product', and 'Delete Product' options for each product row. At the bottom, there is a 'Learn more about Products' link.

Creating products in bulk - Bulk Import

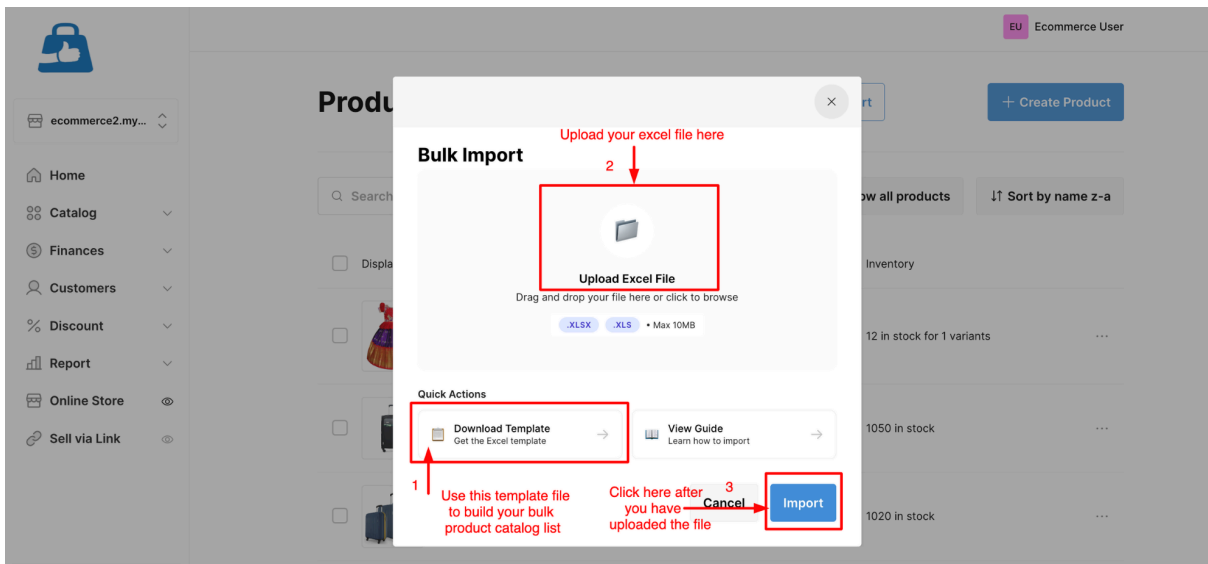
To add multiple products at once, navigate to **Catalog** → **Products** and click **Bulk Import**. Download the provided .XLSX bulk import template and populate it with your product details.

Ensure all mandatory fields highlighted in **red** — product title, description, collection, status, price, and SKU — are completed before uploading the file. Upload the completed .XLSX file to start the import process.

If errors occur, download the “Error Log”, correct the identified issues in the file, and re-upload it.

Note: If some products were imported successfully before the error, remove those rows and retry the upload starting from the first failed row.

This approach ensures that your product catalog can be uploaded efficiently without duplicating records.

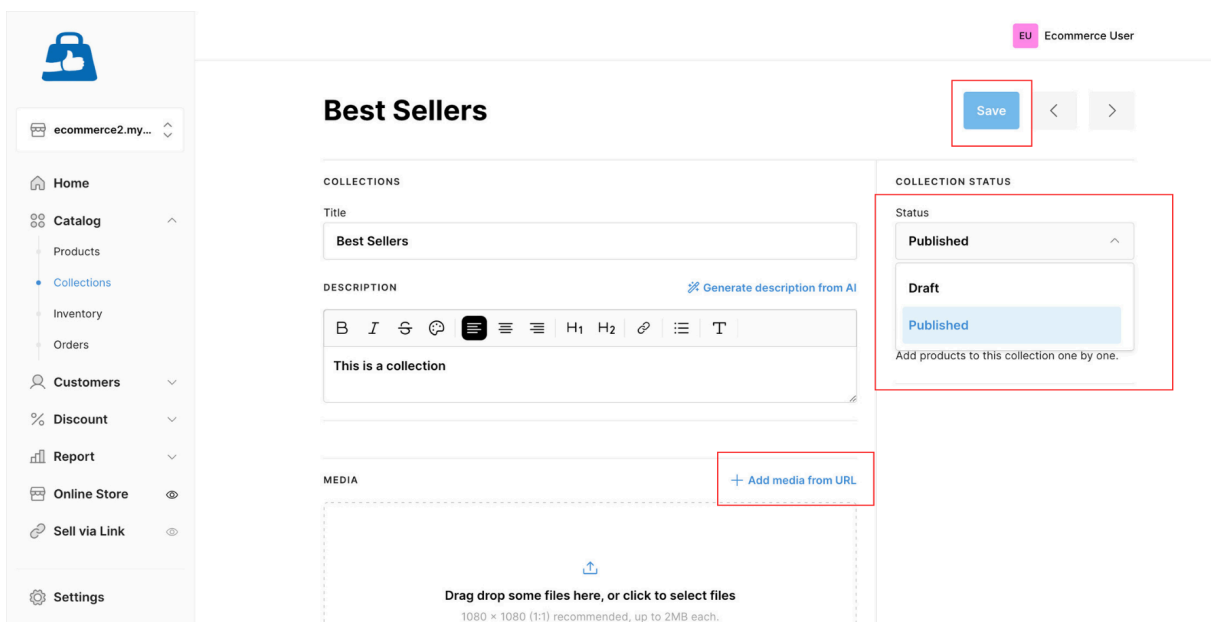


Best practices and Tips

1. Use the **Preview** option available at the top of the product page to review how the product appears on the storefront before publishing.
2. Write clear, keyword-optimized product titles and descriptions to improve search engine visibility.
3. Use the inbuilt AI tool to enhance product descriptions for better SEO and customer engagement.
4. Upload high-quality product images to build trust and improve conversion rates.

Building your online store catalog - Collections

Build your online store products catalog by navigating from **Catalog** → **Collections** and click on “Create Collection”.



Tips:

1. *Business users can keep any of the collection's status in **Draft**, and **Publish** it later when the time is right.*
2. *Add an optimized collection title, and description using AI to build a better SEO for product collections.*

Next steps and store launch readiness

Completing the **basic store setup** marks the first milestone toward launching your online business with your ecommerce store.

Once your initial configuration is complete — including settings, theme, catalog, payment, shipping, and analytics — your store is ready for internal testing and pre-launch review.

Before making your store live, it is recommended to:

- **Review all store settings** – Ensure your store name, contact details, and address are accurate.
- **Validate payment and tax configurations** – Confirm that your payment gateway, tax rates, and shipping rules function as expected.
- **Preview the storefront theme** – Verify that your logo, banners, and layout align with your brand identity.
- **Test the purchase journey** – Simulate an order to confirm that checkout, payment, and fulfillment workflows perform correctly.
- **Set up SEO and analytics** – Ensure Meta Pixel, Google Analytics, or other integrations are active for tracking customer activities.

Once all checks are complete, disable Maintenance Mode, and publish your store. Your online store is ready to welcome customers.

With your ecommerce store, you now have a secure, flexible, and scalable platform to grow your online business.

Store launch readiness checklist

Category	Configuration Task	Description / Verification Point	Status
Store Identity	Store Name, Description, and Email Setup	Confirm store name, contact email, and description are correctly configured under <i>Settings</i> → <i>General</i> → <i>Store Details</i> .	<input type="checkbox"/>
Address & Localization	Store Address and Timezone	Verify store address, timezone, and standards/format settings reflect your operational region.	<input type="checkbox"/>
Branding	Logo, Favicon, and Social Media Preview Image	Ensure all branding assets are uploaded in optimal quality and correctly displayed across the storefront and browser tab.	<input type="checkbox"/>
Domain Configuration	Base Domain / Custom Domain	Confirm your store's base domain is active and connected to an existing domain if applicable.	<input type="checkbox"/>
Business Policies	Tax Configuration	Validate tax rates and inclusion rules are aligned with your regional tax regulations (e.g., GST, VAT).	<input type="checkbox"/>
Warehouse & Fulfillment	Warehouse Location	Ensure your main warehouse address and fulfillment origin are correctly updated in <i>Settings</i> → <i>Locations</i> .	<input type="checkbox"/>
Shipping Setup	Shipping Zones and Methods	Test all shipping rules, partner integrations, and rate calculations for accuracy.	<input type="checkbox"/>
Payments	Payment Gateway Setup	Validate payment gateways (e.g., Stripe, PayPal, etc) are configured, tested, and operational for all active currencies.	<input type="checkbox"/>

Social Media Profiles	Social Handles Integration	Confirm all official social media profiles (Facebook, Instagram, etc.) are linked correctly under <i>Settings</i> → <i>Social Profiles</i> .	<input type="checkbox"/>
Analytics	Analytics Tools Integration	Ensure tools like Google Analytics or Meta Pixel are connected and tracking properly.	<input type="checkbox"/>
Catalog Setup	Product Listings	Verify all product details, descriptions, variants, and images are accurate and published.	<input type="checkbox"/>
Collections Setup	Product Collections	Review and publish relevant collections. Ensure visibility and navigation are functional.	<input type="checkbox"/>
Storefront Customization	Theme, Banner, and Homepage Settings	Review homepage layout, banner messaging, fonts, and colors. Test responsiveness on mobile and desktop.	<input type="checkbox"/>
Functional Testing	Test Transactions	Conduct at least one test order (including checkout, payment, and fulfillment confirmation).	<input type="checkbox"/>
Go-Live Review	Final Validation	Perform a final review of all sections before publishing your store live to customers.	<input type="checkbox"/>