

gallereo

User Manual

Introduction

Welcome to the Gallereo user manual. This document covers all of the functions of your Gallereo site, so if there is ever anything that you need a bit of help with, check here first and see if the answer lies within.

We developed Gallereo as a fully comprehensive platform that offers everything from an integrated shopping cart to blogging capabilities, so no matter what approach you take, Gallereo has the flexibility to help you make the most of your site.

While we have covered everything on the Gallereo system as it stands, we are always looking to develop the system to add new features and to improve the existing ones, so keep an eye out for news updates on your Dashboard (more on this later!) and we'll be in touch.

Emma McMillan, Founder

Gallereo

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Part I: Getting Started

1. How to log in to your admin

To access the admin area of your new site, add **/admin** to the end of your URL, which will look like this:
`www.domain.com/admin`.

You will be directed to a login page, like this, where you can enter your username and password.

If you forget your password, click 'Forgotten Password?' at the bottom of the login box and then enter your email address. We will then send out a password reminder.



2. Your dashboard

When you do log in, the first thing you will see is your site dashboard - this gives you a quick overview of what is happening with your site.

Here you can see a brief overview of how many new orders and new customers you have had if you choose to sell your work. You can see how many artworks are in your database too. We also give you a range of quick stats such as how many pages and artworks have been viewed on your site.

The stats are then given for 'today', 'yesterday', 'this week', 'this month', 'this year' and a 'total' so that you can see how well your site is doing right now, and how you are progressing over time.

At the left hand side, there are boxes where you will be updated with all of the latest Gallereo News - if there is something new happening with Gallereo such as updates, new features and improvements to the existing features, this is where we will let you know about it.

You can also keep a check on your account here. You will be able to see how many days are left on your account, and you can click the upgrade or renew button to keep your account active.

From your dashboard you can access all of the parts of the site admin by clicking on the menu items along the top of the screen.

Part II: Setting Up Your Site (Configuration)

1. Taking payments

Each Gallereo site comes with the ability to sell the work that you show, and if you choose to do this, you need to be able to take payment. Taking payments through your new site is simple. We have already integrated a selection of payment gateways for you to use to allow your customers to make payments.

To add a new method of payment go to the 'Configuration' menu, then 'Payment Gateways' and click 'Add Payment Gateway'. Simply select your chosen methods of payment from the list. Set whether you want the payment gateway to be live, and whether that should be the default method of payment.

Once you have done this you can configure the methods that you have chosen, with the details that are asked for. So for Paypal for example, all you will need is your Paypal email address, whereas for Google Checkout, you will need your Merchant ID and Merchant Key.

Don't forget to set the payment method live, and click save at the bottom of the screen. You can also tick the box if you want this to be your default method of payment.

For more information on how to set up accounts with the likes of Paypal, and Google Checkout, and how to find the details that you need to activate a payment gateway, please visit their prospective websites, which are listed in the appendix.

2. Contact Information

Contact information is a very basic part of the admin system, but it is very vital that it is filled in.

Go to 'Contact Information' in the 'Configuration' settings menu and enter your details. This information will then appear in the relevant places on the website.

Beneath this information is another form, although this form filters information into the invoices and packing slips that the Gallereo system automatically generates for you. You can tick the box above the form to keep the information the same as the above form, or you can choose to have a different details if your trading address differs from your registered address, and so on.

At the bottom of this page there is also the option to add in three images, one for printed documents, one for templates (front end of your website) and one for the admin logo. You can upload images here so that your site, admin area and printable documents are fully branded.

The first image will appear on your invoices and packing slips, the second will appear in the upper left hand corner of your site as your site logo and the third will appear in the upper left hand corner in admin, as well as on the admin log in page.

You can also change the name of your website here, but updating the details in the Site Title field.

3. Shipping & handling

Setting up shipping is a vital part of getting your site up and running, but also, given the nature of shipping itself, is very complex. Take our advice and keep it simple.

3a. Initial set up

Go to the 'Configuration' menu and then 'Shipping Settings'. You will see a screen that lists the basic settings that are necessary for you to configure your shipping. First of all you will see your country of origin displayed and your postcode. You will have filled in your postcode on the Contact Information section of the site and this information will be pulled in to shipping settings to give you a starting point.

Here you can also select what you would like your default shipping unit to be, either kilograms (kgs) or pounds (lbs).

Your default currency will be displayed, and this is something that you configure in 'Currency Settings' [see Part II, 5], followed by your free shipping level, if you have one.

You are then able to select your zone-based shipping options. In terms of this initial set up you just need to tick the first box if you would like to group countries into geographical zones for shipping and tick the second box if you would like to exclude countries that you do not set up in zone shipping from having your works delivered to them.

The next checkbox on this screen allows you to give your customers shipping options. You can either set an option yourself that becomes the default for your site, or you can give your customers the option to choose between things such as 'next day delivery', and 'standard delivery' which will each have different price settings.

The final checkbox lets you choose to activate 'Special Code' shipping, alongside your other shipping methods. Special codes must be set on an individual artwork, or category basis and they will take priority over your other shipping methods.

3b. Shipping Methods

Once you have saved this, you can then move onto the next tab which is 'Shipping Methods'. Currently, all shipping is zone-based, therefore the zone-based shipping box must be ticked on the first page, then this is where you start to set up your zones. We have already set up some basic zones for you, which you can edit, or get rid of to start again.

To create your own, start by clicking 'Add Shipping Zone'. This will take you to a page where you can title your shipping zone, choose whether to set that zone as your default, and where you can add countries for that zone.

For example, you may wish to ship goods to Europe, and you may have a set price for doing this. If so you would 'Add Shipping Zone', then call the zone 'Europe' - if you are shipping from the UK, and do most of your trading in the UK, you may want to have the UK as your default but if you deal primarily on the Continent, you may want to set Europe as your default zone. This means that all shipping will automatically be calculated for this zone, unless details are entered to the contrary during checkout.

Once you have named your zone and decided whether it should be the default, you then have to add the countries that you ship to. When you click 'Add Country' you will get a drop down list from which you can choose the countries that you will ship to.

Once you have chosen all of the countries for that zone, click save. From there, go back out to the 'Shipping Methods' page, where you can then manage the shipping settings for that zone. You can click the 'edit' button on the right to change the countries in the zone if need be, but click 'manage' in order to set the type of shipping that you would like to apply to this zone. Your options are:

1. Free Shipping - you set a level at which orders qualify for free shipping, and when the order reaches this threshold, shipping charges will automatically be withheld.
2. Flat Rate - you specify one shipping price for all orders
3. Per Item - specify shipping per item - you can make the shipping on the first item more than subsequent ones etc.
4. By Price (Percentage of Total) - allows you to set the percentage of the total order that you will charge as shipping
5. By Price (Price Range) - allows you to set fixed fees for artworks that fall into different price ranges
6. Special Codes - this is a great way to have flexible pricing for shipping. Create a code with a price assigned and then assign that code to which ever artworks you like. Create as many codes as you need.

You can see which of these methods are live at any given time, as there will be a green tick in the column to the right.

1. To set up free shipping, you simply select 'edit' on the right and tick the box to activate.
2. To set a flat rate, click 'edit' and simply type in the shipping price that would like to have across the entire site for this zone. You can also set your free shipping level here. Tick the box at the end to set this live.
3. To set a price per item, click 'edit' then enter an initial price per item, then a price for each additional item added to the basket if you wish to offer a slightly discounted rate. Again, set your free shipping level here and tick to set it live.

4. To set by price, based on a percentage of the total, click 'edit'. Set the percentage that you desire by typing the number into the top field. Underneath that is the base charge, where you should set the minimum level of shipping. Click the tick box to set this method live.

5. To set the shipping price by range, first enter your base charge (the minimum you will charge for shipping) and then enter your free shipping level. Then click 'Add a New Price Range'. Beneath that, a row of boxes will appear - enter the low end of the price range, followed by the top end of the price range, followed by the price at which you will ship items that fall within that range. Click save. You can continue to add ranges in this manner until you have all of the items in your site covered.

4. Tax settings

In tax settings you are able to tick to say whether you are VAT registered and set up taxes applicable to where you are trading from.

First of all you must tick to say whether or not your company is VAT registered. Then choose which country you will be running the site from so that the applicable tax can be calculated.

The final settings let you tick to say whether you want VAT to be calculated on the price of the artwork + shipping charges, or just on the price of the artwork, and you can also tick to indicate whether EU laws apply.

The next tab along deals with 'Tax Rates'. In here we have already set the UK VAT tax rate. If there are changes to this number you will need to change it here. To edit an existing tax rate, click 'edit' on the right hand side, where you will be able to see the name of the tax rate, the rate and any notes about that tax. Simply change the relevant details and press save. Alternatively, to add a new tax rate, click 'Add New Tax Rate' where you will be able to input a new tax rate title, a rate, and any notes about the new tax that you have added. This will be useful for sites that are not trading in the UK and need to apply their own local tax rates.

5. Currency settings

In currency settings you are able to select the currency that your site trades in.

As a standard we have listed GBP (£), Euro (€), USD (\$) and Yen (¥). You can select one of these from the pull down menu if they are applicable to your site. If you require another currency, simply type in the name of the currency in the top field and enter the currency symbol in the box provided. You can then also set the symbol position, having it either to the left or the right of the price.

6. Email templates

The Gallereo system has been build to automate many of the processes involved in running an online site. One of these processes is the sending out of certain generic emails to your customers when they sign up to your site, make an order, forget their password or you change their order status.

When you go to the 'Configuration' menu and then 'Email Templates', you will see that we have set up generic emails for you already. We have set up:

- Registration email for the customer, which they receive when they register on your site
- Email to customer about placing an order. The customer will automatically get an email summerising their order
- Email to admin about placement of an order. An email will be sent to you admin address letting you know that someone has placed and order, and the details of the order.
- Email to notify customers about their order status - customers will receive an email when you change the status of their order in admin. This lets them know when their order is being processed, or if the order has been shipped.
- Customer password reminder email - if a customer has forgotten their log in password, they can request for it to automatically sent out again.
- Admin password reminder email - in the event of you or someone else with admin privileges forgetting the log in password, you too can have an email reminder sent out
- Contact form - customer. Emails the customer to thank them for their feedback and to summerise what they submitted
- Contact form - admin. Email to let you know that a customer has contacted you, and the details of their submission

These generic emails should be fine to send as they are, however the personal touch always makes emails that much nicer. You can easily go in and edit the emails so that they are signed with your personal or company name, or you can go in there and edit them completely so that they are 100% your own voice.

We supply a number of tags in the email template system. These tags pull information from other parts of the system in order to personalise each email for the customer. We supply the following tags as standard:

%%customer_firstname%% - first name of a customer
%%customer_lastname%% - last name of a customer
%%customer_email%% - email address of a customer
%%customer_address1%% - address of a customer
%%customer_address2%% - address2 of a customer
%%customer_telephone%% - telephone number of a customer
%%customer_mobile%% - mobile number of a customer
%%customer_town%% - town of a customer

%%customer_county%% - county of a customer
%%customer_postcode%% - postcode of a customer
%%customer_country%% - country of a customer
%%customer_password%% - password of a customer

So, for example - if an automatic email was sent out to John Doe, of 183 Albert Street, Newcastle upon Tyne, NE2 3RT and you had the email set up like this:

'Dear %%customer_firstname%%,

Thank you for placing an order with us.

Your order will be dispatched to:

%%customer_address1%%

%%customer_town%%

%%customer_postcode%%'

When it reached the customer, it would read:

Dear John,

Thank you for placing an order with us.

Your order will be dispatched to:

183 Albert Street

Newcastle upon Tyne

NE2 3RT

You can customise each of the email templates this way so that your customers feel that little bit closer to you.

7. Google Analytics

On occasion, you may require to add some java script to your site, specifically into the <body> tag of your site.

Instances when this is likely is if you have, for example, a Google Analytics campaign running through Google Adwords. For this you would place your tracking code in the box provided in the 'Configuration' menu and then 'Google Analytics'. Please visit adwords.google.com for more information on setting up Google Analytics.

8. Managing image sizes

In the 'Configuration' menu there is an option for 'image Management'. There are two styles of image management on the site. In the first instance, when you upload images into your site, the system automatically resizes them so that they look great in your gallery. This first option is the default, but you can also set your images to be fixed sizes so that they look uniform across your gallery.

8a. Image resizing

Firstly, you can manage the automatic resizing of the images. Sizes here are based on pixels, which is something that you have to remember if you change these figures. We also suggest that you only resize either the width or the height, but not both. If you try to change both then you are likely to end up with distorted images. When you alter either the height or the width, the other will automatically follow to keep the image the same shape.

If you upload your images and find that they are not displaying properly, come back to your image settings and tweak them slightly until you see an improvement.

NOTE: to see changes with these settings you must re-upload your images

8b. Fixed thumbnail sizes

If your works are all different sizes and orientations, you may find that your gallery pages look a little messy, but you can alter this using the fixed thumbnails settings. This will make your gallery images the same size by resizing and slightly cropping the images to be uniform.

To use this feature, tick the box to apply this for new uploads. You can then set your dimensions below. Again this is in pixels. Once you have set your sizes for the artworks in the gallery, and also any artist images that you may upload if you have more than one artist on the site, tick the apply now box, and press save.

The change will be applied automatically here without having to re-upload the images.

Note: this only affects images in the gallery view. The entire image will be shown in the form that you upload it on the individual artwork page.

9. General Settings

In general settings you are able to control a number of aspects of your site, and the admin.

9a. Artwork codes

You can choose whether or not the system automatically generates an artwork ID for you when you add a new artwork to the site. The default setting will be for the system to do this if you leave the artwork code box empty when adding a new artwork. If you have your own artwork ID system that would like to use, deselect this check box.

9b. Categories and artists

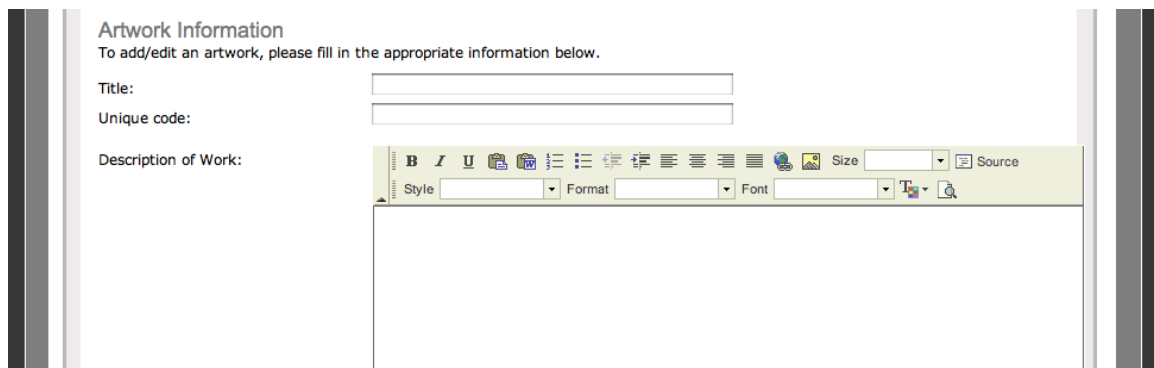
You can change how many categories and how many artists are listed on the menus on your site. The default setting is 9 of each, but you can change this to accommodate your individual needs.

9c. Artworks in categories

You can change how many artworks show per category on your site. You may want each page to have just a few, or each page to have a lot, whatever you think works best for your artworks.

9d. WYSIWYG editor

The WYSIWYG editor is functional on the boxes in admin which allow you to add textual content to the site, such as the boxes on the individual artwork admin pages as you can see below:



The screenshot shows a web form titled "Artwork Information" with the instruction "To add/edit an artwork, please fill in the appropriate information below." The form contains three input fields: "Title:", "Unique code:", and "Description of Work:". The "Description of Work:" field is a large text area with a WYSIWYG editor toolbar above it. The toolbar includes icons for bold, italic, underline, bulleted list, numbered list, link, unlink, image, and source, as well as dropdown menus for style, format, font, and size.

The basic WYSIWYG editors allows you to change the text to **bold** or *italics* and to add numbering or bulletpoints. You can also add internal or external links to the text and images in the box.

With the full WYSIWYG editor you can:

- **bold**, *italicise*, and underline text
- paste text that you have copied
- paste text from Microsoft Word
- add bulletpoints and numbering
- increase / decrease indents in the text
- left / right align, centre and justify text
- add hyperlinks to the text and images
- add images
- change the style, format, font and size of the text
- change the colour of the text
- preview the contents of the box
- view the HTML source code for the text

As a default, the advanced WYSIWYG editor is switched on.

9e. Ecommerce functionality?

On your site, you can choose whether or not you want to be able to sell your works. If you do, tick the ecommerce functionality box and all of the features necessary to sell works on the site, such as pricing and the shopping cart, will be come active. If you just want a site that displays your work as a portfolio, you can deselect the box and all sales related information will be hidden.

9f. Social media linking

Social media has really grown in the last few years, to the point where places like Facebook can be great for promoting your work. We have built in a few social media linking icons so that you can let people know that you are on Facebook, Twitter, or Linked In.

All you need to do is tick the box on the left if you want the icon to show on your site, and add in the specific Facebook / Twitter / Linked In URL that you would like the icon to take people to.

9g. Watermarking your images

On your site you can add a watermark to your images so that people are deterred from copying them from your site, or so that if they do, it will be obvious where the images came from.

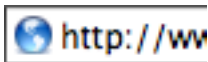
Set the text for your watermark in the given field, then set the font size for the watermark.

Then set the position for the watermark, E.G. the centre of the image, top of the image, or the bottom of the image.

Press save at the bottom of the screen and then upload your images for the watermark to become active.

9h. Favicon files

In 'General Settings' there is the ability to add a Favicon. A Favicon is the little icon that sits to the left of the URL in the web browser's URL bar.



This little icon can be good for further customising your site and creating a total brand. As well as appearing in the web browser, this little icon will also be associated with your site if it is bookmarked by anyone, giving them another way to recognise you.

Favicons have to be a special size (either 16x16, 32x32 or 64x64 pixel square, depending on the detail you want to get) and they have to be a special type of file - a *favicon.ico* file. There are a number of sites online where you can download favicons, or even create your own and then easily upload them to your site here.

10. Managing your template

In 'Configuration' you can manage the template that your site is on. This a great feature that means if you get bored of your template months down the line, you can come here and click to change to a new design or new colour!

The available templates are listed in Template Management. You can choose to preview the templates here or select the template for your site. All of your information will be transferred to the new template instantly, so you won't be starting again from scratch!

Note: Some templates differ in what content is shown. Nothing will be deleted from your admin, but not everything may show at the front end.

If you are proficient in HTML/CSS, you can also download the templates here and make your own changes to them. You will be able to upload your template again so have a fully personalised site.

11. Managing your domain

When you first create your site, your domain name will look something like this: www.mygallery.gallereo.com. However we recommend that you change this to be a more personalised domain, like www.mygallery.com.

If you have registered a domain already for your site, you need to go to 'Domain Management' on the 'Configuration' menu and enter your domain in the space provided.

Once you have entered your domain here, you or your hosting provider need to change your name server settings to match ours. The settings need to be:

ns10.dnsmadeeasy.com
ns11.dnsmadeeasy.com
ns12.dnsmadeeasy.com
ns13.dnsmadeeasy.com

Once these are set and have had time to be registered, your site will then sit at your new domain. From then on you can access your correct admin at www.yournewdomain.com/admin.

Part III: Let the World Know What You're About

In the content management section of admin you are able to control the text and content that appear as the main body of the site.

1. Menus & pages

In the menus and pages section of the site, you are able to control what pages are contained on the menus of your site.

In the Menus and Pages section of the content manager, there are specified menus for your templates, along with standalone pages. The standard menus tend to be 'top menu' and 'bottom links'. We'll come to standalone pages in a moment.

Top Menu

Your top menu (regardless of it's placement on your site) is your main menu where items such as your gallery, contact and blog links will sit.

There are a number of different pages or modules that you can have on your top menu, those are:

- Freeform page – simple text page
- Link – direct link to any URL
- Artwork / catalogue module – your gallery of images
- Artists module – page to list your artists if you are a collective
- Blog / news module – list your latest news and events
- Contact us module – offers a contact form and your contact information

While we are looking to constantly add new features, these first few basic pages should give you the freedom to do just about anything with your site.

On the top menu page, we have set up a range of pages for you already, which are a mix of text pages and the various modules. On this page you can see if they are live as there will be a green tick in the live column.

You can change the order that the pages sit in on the menu by using the up and down arrows – this will instantly be reflected on the front end of your site.

If you want to delete any page, click the delete button on the right, or if you want to edit the page settings click the edit button.

Note: If you have chosen a text page or a link, you edit the content of that here. If you have chosen a module, you can change the page settings here, but the content of the module will be editable elsewhere.

To add a new link / page to your menu, click Add new menu item or page. Here you can give your page a name or title – this is what will show on the menu. Next you can select where the page goes – top menu, bottom menu or stand alone.

Select the type of page that you would like. If you choose freeform, you can edit the text on that page in the Page Content box below. You must also give the page a unique code – this will be appended to the URL for the page, so if you are creating an about me page, you might put 'about me' as the unique code. Your URL would then read www.mygallery.com/about_me.

If you choose Link/URL, you can fill in the field that is shown with the relevant information. If you choose Link to module, you will get a drop down menu for the available modules.

Once you have set up the page, tick the box to set the page live, and press save. This will now be active on your site menu.

Bottom Links

Your bottom links will usually be your secondary menu which has links such as your terms and conditions or delivery and shipping. You can add any pages or links to this menu in just the same way as the top menu.

You can also manage the pages, edit and delete them in the same way as the top menu.

Standalone Pages

Standalone pages are content pages that are not tied to any menu on your site. You can create an unlimited amount of pages here and link to them from within your site.

When creating a page, you are required to create a unique code which individualises the URL for that page. When you have saved the page, if you go back into the page admin, you will find two URLs next to Current Code. You can use these URLs to link back to these stand alone pages.

2. Your Homepage

You can manage the content, and the look of your homepage here in the 'Content Manager' section.

2a. Content – your welcome message

On the initial homepage page, if it is available in your template, you can add in a welcome message for your site. Use the WYSIWYG editor to add any text and images that you like to the designated welcome section of your site.

Note: not all templates come with a welcome message space – please see main image upload for more information on what you can do about that.

2b. Banner Images

Some of the templates come with banner images on the homepage, the Serra Template is an example of this. You can upload banners on the Banner Images tab, within the homepage item on the content management menu.

NOTE: Banners uploaded here must be 909 pixels wide by 191 pixels in height.

On the Banner Images tab click add new image to upload a new banner. Simply choose your banner file here and click save to upload it.

On the main banner images page you will see a list of the banner that you have in that spot on your site. The top will be the first to show, and the only one to show if you have rotation turned off.

Use the up and down arrows to move the order of the banners.

Your banners will be set to rotate automatically, so once you have added more than one, they will cycle through at regular intervals. To stop this, click the do not rotate images button and press save.

2c. Homepage Images

Every template will contain a homepage image, this is generally the central image on the homepage. You can manage what is shown here in the homepage images tab.

You can be quite flexible in what you show here. You can have an image of your work showing, or you can upload information about exhibitions or what you are up to.

The Homepage Images tab works in the exact same way as the Banner Images; click add new image to upload a new image. Simply choose your image file here and click save to upload it. Again, this image can rotate if more than one image is uploaded.

3. Your blog

The Gallereo admin system comes with inbuilt blog functionality. You will find the blog section in Content Management.

The first screen in the blog admin is where your posts will be listed. Once you have a few posts in there you will be able to see when they were posted and the title of the post, as well as being able to edit and delete them.

Along the top here you will see that there are tabs to your blog comments, blog settings, links and SEO settings.

People are able to leave comments on your blog posts, but you can choose to manage these comments. On this tab you will see a list of your posts, and how many comments

have been left. If you click to read the comments you can select which ones you want to accept and show, and which ones you want to decline.

On the settings tab you can set a name and description for your blog. If you chose to have a profile, you can add a photograph and text here also. (Note: your template must be set up with space for a profile before this will be shown)

Further down the settings page, you can select what is shown or allowed on the blog. Tick the boxes to set things live on your blog.

If you choose to show the links box, you can use the links tab to add your links. These can be to other places on the web that you are a fan of, or links to pages elsewhere on your site, whatever you like!

To add a new post to your blog, click 'Add New Post' and you will be taken to an editing page. Here you can add a post title and the content of your blog. Adding content is straightforward, just type and format as you would in Word. See our section on using the WYSIWYG editor for tips on how to insert links and images into your blog posts.

Beneath the central content of the blog post you can add labels so that visitors can browse topics in your blog more easily. You can also alter the date and time of the blog post if you would like to back date it for any reason. Once you press save, your post will be visible on the blog section of your site.

4. Page Areas

The banner areas on your site, or those where you can place advertisements or images with links through to sections of your own site. Here we have a way for you to add your own banners, although there **must** be a banner area already specified in your design template for this to work. At the moment, there is only a banner area specified on the Serra Template, and this banner area sits to the right of the homescreen, between the Mailing List Sign-up box and the top banner.

Generally, you can't curren't add a new banner area, because they have to be built into the template that you are using, but if you have the Serra Template, then you can assign the correct tag. The tag that you need is **home_right_banner**.

When you 'Add New Item', use this tag as the title to assign the content that you add here to the right space on the Serra Template. You now have a WYSIWYG editor where you can add in text and images. That banner column is around 200 pixels wide if you are using images in this section.

See Part VIII, section 1 on how to use the WYSIWYG editor.

Part IV: Setting Up Your Artworks

You are able to manage all aspects of your catalogue and how your artworks appear on the site in the 'Manage Art' section of admin.

1. Your Artworks

In 'Artworks' you are able to add, delete and edit all of the artworks that will appear in your site, as well as export, and upload information for your site.

We have added a few default artworks in to the site for you so that you can see how the information is created in admin, and then how that shows on the site. Once you have had a look at these you should delete them, and start adding your own artworks.

1a. Adding artworks

1. Firstly, go to Manage Art, then Artworks, and click 'Add New Artwork'. This will bring up a page where you can then fill in the artwork details.

2. Start by adding the 'Title' of the work, followed by a unique code for this artwork. The unique code is very important as the whole system is based on recognising works by this code. When updating or adding images in bulk, this will be very important. It will help you identify the correct artwork when someone orders one.

3. Then add a description of the artwork. Any information that you want your customer to know about the artwork should go in this box. Important information that should go in here includes:

- Medium
- Size
- A comprehensive description of the item, making note of any particular attributes
- Any special remarks in regards to condition e.g. 'framed', 'slightly damaged'

4. Next you type in the price that you want to sell the artwork for. The tax class of the artwork can also be selected at this point, we have UK VAT tax set up as a default, however you have to configure and further tax settings in the 'Configuration' section of admin. See our section on 'Tax Settings' for information on how to do this.

Note: When adding prices to the Gallereo system, you must add them as numbers only. If you include a currency symbol the information will not be accepted by the site. The currency for the site is set separately on the Configuration menu.

5. You then have the ability to select options for the given artwork. Options can include size, colour, type etc. Again, before you are able to select an option here you will have to have set the 'Options', which is further down the 'Manage Art' menu.

6. Now you need to save the artwork. When you save, you are given the option to:

- set the artwork live so that people can purchase it
- set it as not live so that the artwork is in the database but it does not show on the site yet
- set it as live but catalogue only which means that people can view the artwork but they cannot purchase it yet

When you have saved the Artwork Information page, the rest of the artwork management tabs will appear at the top, there are as follows:

'Images' Tab

The next tab along is 'Images'. Here you can add the images of this particular artwork. On this screen, simply click 'Choose File' which will let you search your computer for the right image. Pick the image that you want, then beneath that you can add some hidden keywords for your image. These keywords help search engines to know what the image on the page is for searches.

Once you have chosen the image, and added some keywords, click save and the image will be displayed along side your description on your site. You can add multiple images here, which is great if you have some close ups or have multiple views.

'Categories' Tab

You can choose how you want to list your artworks on your site. To give you as many options as possible we have created a 'Categories' section. This means that you can either just upload works without any categorisation, and they will just appear all together in your gallery on the site, or you can create categories and assign your artworks to them. We go over how to create and manage categories in the next section of the guide, but once you have created your categories, you would come to this tab and simply click the tick box (or boxes if you want it to appear in multiple categories) for which categories you want the artworks to be assigned to.

'Artists' Tab

Like categories, you need to set up your artists in a separate part of admin (we go over this one after categories). Once you have added your artists to the system, you would then come here to assign the artwork to a certain artist. All you do is find the right artist in the list, tick the box next to it, and press save.

'Other Settings' Tab

In other settings we have a number of settings to help you give your artworks maximum exposure on the site.

The box shown is for Similar Artworks, which is a useful aspect for up-selling / cross-selling to your customers. Here you can add the unique artwork codes of any other artworks in your site, and those artworks will appear underneath this artwork in the front-

end, after the description. This is a great way to let people know what else they might like.

'SEO Settings' Tab

SEO stands for Search Engine Optimisation, and these tabs will feature across the site for every artist, category, artwork and page that appears as part of your site. SEO is an integral part of the success of your website as it can, if done right, push your website up to the top of the search engine rankings for your target area. SEO, while not all that difficult, it is time consuming and rather an art unto itself so we have created a section further on called 'Gallereo and Search Engine Optimisation' which will give you a brief run down of how to fill in these sections on your site, and why it is useful to do so.

1b. Exporting artwork information

Once your site is full of artworks, you can download all of the information into a CSV file again but clicking 'Export Artwork Info'. You can choose whether you want the file to contain HTML (this is formatting tags), category names and images. If you download the file with categories in it and you have a artwork that appears in 4 categories, that artwork will be listed 4 times, once for each category it appears in, in the CSV. Also, if you click to include images, these will all be downloaded to a separate folder and will take more time to download.

Being able to export the information is very useful for being able to quickly see what you have listed on the site, and how it is organised.

1c. Uploading images

With the image uploader you are able to upload multiple images files to the database in one go, which is very effective if you have a large number of artworks in the site. In order for the image uploader to assign the images to the right artworks, you must label the images with the same unique artwork code. So if your item has the unique artwork code TS-223344-2009, your image file needs to be named TS-223344-2009. Do this prior to upload.

2. Categorising your artworks

With lots of artworks on your site you want your customers to be able to find what they're looking for easily. To help you do this, we have built in a category system that is both easy to set up and easy to navigate.

You can start adding categories manually by selecting the 'Categories' option in the 'Manage Art' pull down menu.

From there, click 'Add New Category', which will take you to a screen where you can enter the relevant information. You have to add the category name, and then you can add a category description and a picture if you choose. Before saving, make sure that the 'visible on site' check box is highlighted, then press save to create the category.

Note: The category will not show on the site until at least 1 artwork is assigned to it.

Once you have saved the category you can then follow the process to create other 'top' categories, or you can now create sub categories. In order to create a sub category, click on the name of the top category and you will be presented with another screen that allows you to add further categories in the same manner that you added the top one. This process can continue down as far as you need to, and you can add as many top categories as you like.

Note: The site is set to only show 9 top categories as the default. If you have want to have more than 9 top categories go to the 'Configuration' menu, then 'General Settings' and type in the number of categories that you would like to show in the relevant field.

When you have added your categories and sub categories, you are then able to manage them. On the 'Categories' page you are told how many sub categories there are in that category, and how many artworks there are in that category. You can see what the status of the category is, ie if it is live, or if it is not live and you are able to move the categories up or down, depending on how you would them to be ordered at the front end of the site. Finally you are able to edit the category information or you can delete the category altogether.

Note: If you choose to delete a top category, all of the sub categories will also be deleted.

When you click to edit a category there are 2 tabs; 'Edit Category' and 'SEO Settings'.

On the 'Edit Category' tab, you can change the name of the category, add a brief explanation of what is contained in the category and add a picture. See Part VIII, section 2 of the manual for more information on SEO Settings.

Note: See our 'Artworks' section if you are unsure how to add artworks to your categories.

3. Artists

If you work as an artive collective or gallery, you can also create a list of artist on the site, and assign the correct artworks to them. We have built in a artist listing system that is easy to set up and easy to navigate, just like the categories.

You can start adding artists by selecting 'Artists' in the 'Manage Art' pull down menu.

From there, click 'Add New Artist', which will take you to a screen where you can enter the relevant information. You have to add the artist name, and then you can add a description about the artist and their photograph. Make sure that the 'visible on site' check box is highlighted and press save to create the artist listing.

Note: The artist will not show on the site until at least 1 artwork is assigned to them.

When you have added your artists, you are then able to manage them. On the artists page you are told the status of the artist is, ie if it is live, or if it is not live. You are able to move the artists up or down, depending on how you would them to be ordered at the front end of the site. Finally you are able to edit the artist information or you can delete the artist altogether.

When you click to edit an artist there are 2 tabs; 'Edit Artist' and 'SEO Settings'.

On the 'Edit Artist' tab, you can change the name of the artist, add text about that artist and add a picture. See Part VIII, section 2 of the manual for more information on SEO Settings.

Note: See our 'Artworks' section if you are unsure how to add artworks to your artists.

4. Setting artwork options

Artwork options allow you to create exactly that; options for your artworks. This is useful if you sell artworks that come in different sizes, edition, if they are framed or not etc. When you click on 'Options' in the 'Manage Art' pull down menu you have a screen where you can add your various artwork options. Click on 'Add New Option Group', you are then able to add a name for that option and the name that will be displayed on the site in relation to that option. So for example, if you sell prints, your option name might be 'Print Sizes' and the display name on the site, that will sit next to where the customer makes their selection, would be 'Size'.

When you press 'save' you will be taken back out to the main list of option groups. From here you can 'edit' the group that you've just created, which allows you to change the group name and edit the display name. You can also delete the option group completely, or view the options associated with this group. Click on 'options' on the far right to get started adding your options to your group.

Once there, click 'Add New Option'. Then you can add what the option is, so for print sizes you might have '10cm x 30cm' as your first option. Beneath the option name you can account for the price difference, if for example you wish to charge slightly more for the larger sizes, you simply add in the price difference here.

Tick the box to assign that size to the default if you wish. It is recommended to make the most commonly bought option the default, which means that when the options are shown on the site, this option will always be pre-selected, with the customer having to select another size if they wish.

Click save, your option will be created and you will be taken back out to the list of options within this option group. Continue to add options in this way as necessary.

To then assign an option to a artwork, you have to go into the individual artwork admin, and on the artwork information page, click 'Add Option' and a list of your option groups

will appear. Note: Option groups must have first been created in 'Artwork Options' before they can be selected in individual artwork admin.

Once you have completed this, if a customers wishes to buy a print from your site, they can come along and select the desired print, then they will click a pull down menu on the page that will list all of the options that you just created within that given option group.

Part V: Your Orders and Customers

1. Receiving and managing orders

Click on the 'Orders' tab on the top menu, here you will find a list of all of your orders showing the date of the order, the order reference, the name of the person who made the order, the status of the order, the total amount paid and whether or not a voucher was used.

You will also see a column here relating to the payment status of an order. An order is registered in admin as soon as a customer moves to the payment page in the shopping cart. The reason for this is so that you capture their information and can then see if they are having any trouble paying. The payment status icons will display one of three symbols:

Blue tick – this means payment has been made successfully

Red cross – this means that payment has been unsuccessful or was not attempted by the customer

Green question mark – this means that the outcome of the payment is unknown. This applies to payment gateways such as Invoicing as it is impossible for the system to know whether payment has been sent, or Google Checkout as this payment gateway does not provide a payment call back. Either way, a question mark indicates that further investigation is needed.

To see more detail about any of the orders, you can then click on the order date, the order reference or the view icon at the right of the item you want to look.

Once you have clicked through to an individual order there are a number of functions that you can perform for that order:

1. Print a packing slip to include with the order when you ship it
2. Print an invoice for your records
3. Delete the order
4. Change the status of the order
5. Make notes about the order/customer for future reference

If you wish to change the status of the order (ie. processing order, order shipped etc), simply select the relevant status from a pull down list on the order page. We have set this up with default status setting in the 'Status Management' section on the 'configuration' menu, you can change them here if you wish. Beneath the pull down menu is a tick box which allows you to decide whether or not to let the customer know about the change of status. If you tick the box, an email will automatically be sent out to the customer.

The log at the bottom of this screen keeps a record of status changed and order activity when you make a change. Beneath this there is also a box for you to make any private notes about the order for future reference.

Back out in the main orders page, you can click [here](#) to download a .csv file with information about all of your orders. The file opens in Microsoft Excel so you can store or print the information if you wish.

2. Managing your customers

Under 'Customers' you are able to manage the people who have purchased items on your site, as well as people who have signed up for an account with you. When you click on the 'Customers' tab you will have a list of customers in date order from when they first used your site. You can click any of the letters along to top, or use the search field and pull down menu to search through to find particular customers.

Information that is displayed about your customers at this point is their name, email address, registration date, number of orders that they have made, and their status on your site. From here you are also able to delete customers from your site or edit their details if necessary.

If you click 'edit' on the right hand side of the screen you will be taken to another screen that has further information about the customer that you can then add to or edit where necessary. The first part of this screen gives you the basic name, address, telephone number information about the customer, as well as what type of business they have if applicable. Following this there is 'Manage Password' where the customers current password for your site is encrypted, but still available so that you can change it for them if necessary. You aren't able to find out what the current password is, but to change the password just enter the new details into the fields on the right hand side.

The further information on this page gives various details about how they have used the site - these include, when they registered, how many orders they have made, whether they accepted the terms and conditions and what their IP address is.

Beneath this you can also enter private notes about the customer which can help you in dealing with the customer in future - you can note down if they have had any comments about the site, or have any preferences when purchasing, and so on.

The next tab along takes you to their delivery address. You can alter the address here or add a new one manually if need be.

The final tab contains a list of the orders that the customer has made on the site, giving information such as the invoice number, the amount of the order and the status of the order.

Part VI: Reporting

The Gallereo system offers a number of reports to help you monitor how well your site is doing.

We offer 2 types of report:

1. Artwork views

This tells you which artworks have been viewed, and how many times they have been viewed. The results are also given as a percentage so that you know what proportion of your visitors looked at any given artwork. This is helpful for letting you know which of your artworks are the most popular.

2. Visitors per day

This gives you some idea of how many people are coming to your site on a daily basis. You can change the dates from which you view results so that you can compare the results of each day and monitor whether your visitor numbers are going up or down.

For the first report you are able to filter the results to show them for 'today', 'yesterday', 'this week', and 'this month' in order to get a distinct snapshot over a given amount of time.

You can export all of the results as a .csv file so that you can keep records over a given period of time.

Part VII: Marketing

1. Email marketing

In email marketing you have the ability to send out mass emails to your customer and subscriber base. When you click on 'Send to Mailing List' you will enter step one of the process where you will start to specify which customers or subscribers you want to send an email out to. Here you will have a number of options to choose from. You can email to your entire list of subscribers (we will talk more about your mailing list in the next section). You can decide to email your account holders, by choosing either all accounts, accounts that have purchase, or accounts that haven't purchased. You can then define this further by entering the dates between which the purchase will have taken place. Alternatively you can email based on the type of business that the subscriber has. This is obviously more useful for some sites than others. Finally you can filter your mailing list by entering a keyword. This is useful if you want to email, say, all of your customers that are from Manchester. You would simply enter 'Manchester' into the field at the bottom of the page. Once you have selected the relevant option, click 'Next'.

Step 2 lets you know how many email addresses were found based on your search criteria and gives you the option to go back and edit, or to move onto the next step. The addresses that have been selected will be listed below, and you can use the tick box on the right to deselect anyone that you don't want to send an email to.

Clicking 'Next' takes you to step three, which is to create the email that you wish to send out. The screen is set out in the usual email format, so you can fill in the 'from email address' which will let your customers know where the email is coming from and where to reply to if necessary, the 'from name' again to let them know who the email is from. Then fill in the email subject and content as necessary.

We have supplied a number of tags in this section so that, even though the email will go out to the entire list of email addresses that you have chosen, you can still personalise each one to some extent. We have given you tags for the name of the member (%%member_name%%) so that the email addresses them personally and the email address of the individual member if this is needed (%%member_email%%)

As with normal email you can attach a file here, and then click to send.

2. Your mailing list

Your mailing list is collated from the information filled in on the forms on your site (contact forms, newsletter subscription, and checkout form) as well as customer email information. Here you can manage your list. First of all you can add subscribers manually if necessary. You may use this function if someone has asked you to add their details, or if you want to add your friends and family to the list without them having to come to your site and fill in their details.

You can also edit or delete the subscribers that are already listed by clicking on either 'edit' or 'delete' on the right of the screen. In 'edit' you can change the name or email address and you can tick to say whether this person is actually a customer on the site i.e. they have bought something from you. This box will be ticked automatically if the details were taken from an order form.

You can search through your mailing list alphabetically, using the letters along the top, or you can search using the search box to the right. You can also split the list by customers and non-customers, depending on who you are searching for.

Your mailing list can be downloaded as a .csv to keep for your records and in case you wish to import the contacts into another system.

Part VIII: A Little Extra Help

1. Using the WYSIWYG editor

The WYSIWYG (What You See Is What You Get) editor is a simple and straightforward tool for adding text and images to your site. Where appropriate, a WYSIWYG editor is included above the individual text boxes in admin.

Many of the basic functions are identical to those that you use in programmes such as Microsoft Word, these include adding bold, italicized or underlined text, indenting, and aligning text and altering the size and font of the text. Additional functions include uploading images and adding links to the text or images.

Copying and pasting images into the WYSIWYG editor is not recommended, instead, you should use the inbuilt image uploader. To use the uploader, click the yellow icon next to the 'size' option. This opens a separate box entitled Image Properties, which has a field for the URL of an image if it is sited on the internet, a field for adding alternative text to the image (these are hidden tags that help search engines when people search for images), image sizing fields and a preview box. To upload an image from your computer, first go along to the 'upload' tab. Here you can click 'Choose File' to browse through the files on your computer and select one to upload. Then click 'Send it to the Server'. You will get a confirmation message letting you know that this has been successful. From here you will be redirected back to the image info page - if your image is now in the preview box you can click ok and it will be added into the WYSIWYG editor. If the image isn't in the preview box, or if you want to add an image that you have uploaded previously, click 'Browse Server'. This will open another window that contains all of the image files that you have uploaded to the server. Simply select the image that you would like and click 'upload'.

Another function that you may use in the image uploader is in the 'Link' tab. If you upload an image that you would like your customers to be able to click on, then you would add the destination URL here, and it will be assigned to the image.

Links can also be added to text when using the WYSIWYG editor. Simply highlight the text that you would like to make into a link, and click the 'world' icon, which is to the left of the image icon. Here, simply add the URL of where you would like the link to go to and click save.

2. Search Engine Optimisation (SEO)

The Gallereo system is already set up so that your site can be fully search engine optimised. You may have noticed on many of the content pages in the admin system, there is a tab for SEO Settings.

SEO in itself is a huge field of internet theory, and although it can be time consuming to implement, the underlying principles are not difficult to get to grips with. Basically SEO

revolves around various mechanisms that try to bring traffic to your site through the search engines. After all, the entire point of having a site at all is that people will visit it.

SEO takes into account the keywords and phrases that people are most likely to use to find your site, and puts them to work in various ways to make sure that when someone searches for those keywords on Google, for example, that your site comes up as high as possible in the search results.

Before you fill in the SEO sections of the Gallereo admin, you should really have done some research into what keywords and key phrases will work best for your site. We have a whole booklet that guides you through the basics of SEO that will go into much more detail about how you can do this. If you would like a copy of the booklet, please email us at seo@gallereo.com.

Once you have your keywords in place, you can start to look at the SEO section of the Gallereo system. In the SEO settings you have a number of fields to fill in, you have:

Browser title

This is what will appear as the title of the page in whichever browser you use and it is important as search engines use this title to work out what your site is all about, and therefore decide whether to bring your site up in a search or not.

Images - Hidden Keywords

These are keywords that will be associated with the images on your sites homepage, but they will not be visible to people who visit the site. The purpose of hidden image tags is so that the search engines know whether or not to include your images from your site in an image search.

Meta Keywords

These are again words that the search engines will read to try and work out what your site is about. The words won't be visible to visitors to the site but they are important to the background make up of your site.

Meta Description

Like meta keywords, the meta description will not appear on your site, but it is very important to the search engines. Where the meta description does differ is that the information you place in this box may come up in the search engines when your site is listed as the description given about your site. Also unlike the other boxes, you should write in complete sentences in this box so that it makes sense for humans who might have to read it too.

When filling in the SEO sections, it is likely that your homepage will be the most general about what your site has to offer. You should really make use of the SEO settings in the artists and categories section on your site to drive traffic for specific areas or specialities on your site.

A final note on SEO for the site. To make your chosen keywords truly effective, you need to include them in the content for your site as well. While you should never stuff your site

with keywords, it is vital that you do use them. If the search engines are to see your site as relevant to people who search for the things that you deal in, then they have to be able to read that in the content of your site.

For more information on SEO, email us at seo@gallereo.com to receive our comprehensive booklet.

Appendix

Payment Gateways

Paypal – www.paypal.com

An account is very easy and quick to set up here. To get started you just need to fill out a simple sign up form and assign an email address. You can add your bank details at a later date

Google Checkout – checkout.google.com

On Google Checkout, make sure you sign up for a seller account. If you use Google Adwords it can be a good thing to keep your accounts under the same log in details. Once you have set up a Google Checkout account, the details you need to put into your Gallereo admin are Google Checkout Merchant ID and Google Checkout Merchant Key. In your Google Checkout account, these are found under Settings, then Integration in the left menu.