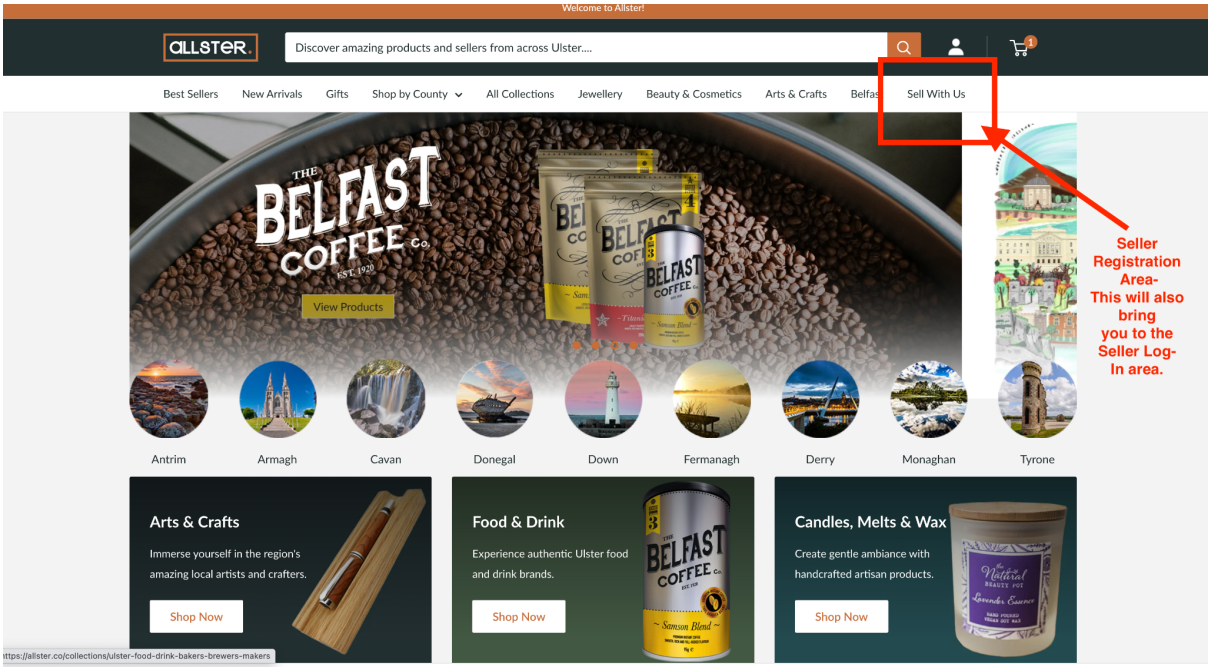
Signing Up Document

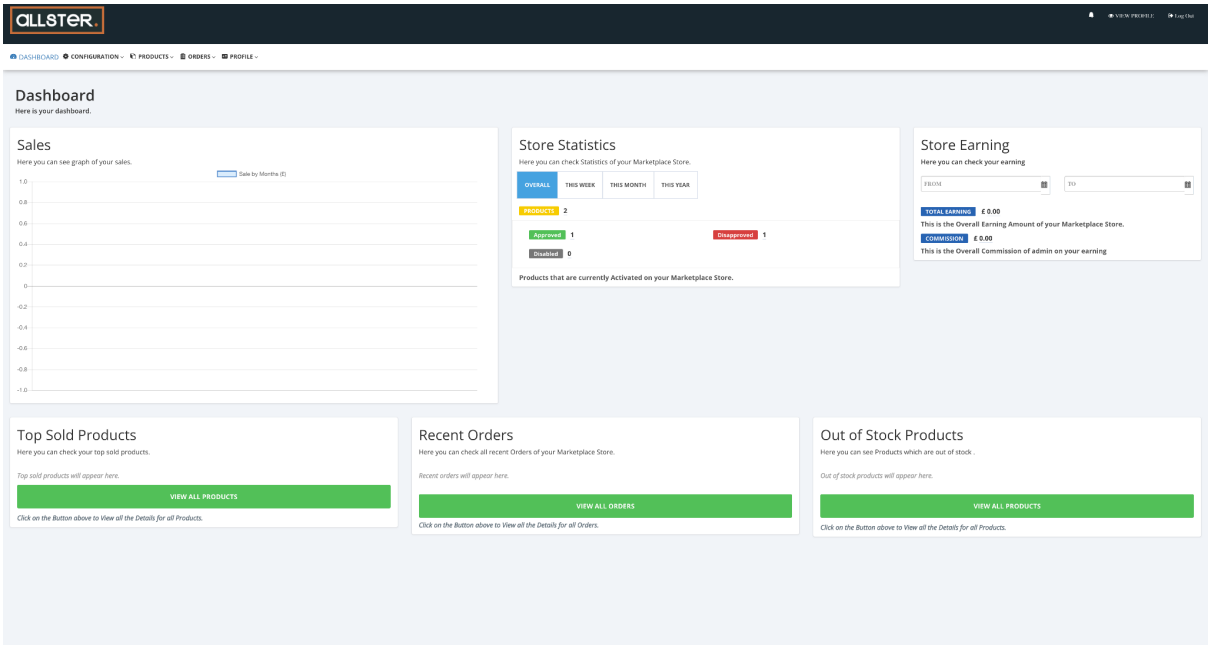
Signing Up & Signing In

How do I sign up?

Through the “Sell With Us” link on the front of the website.



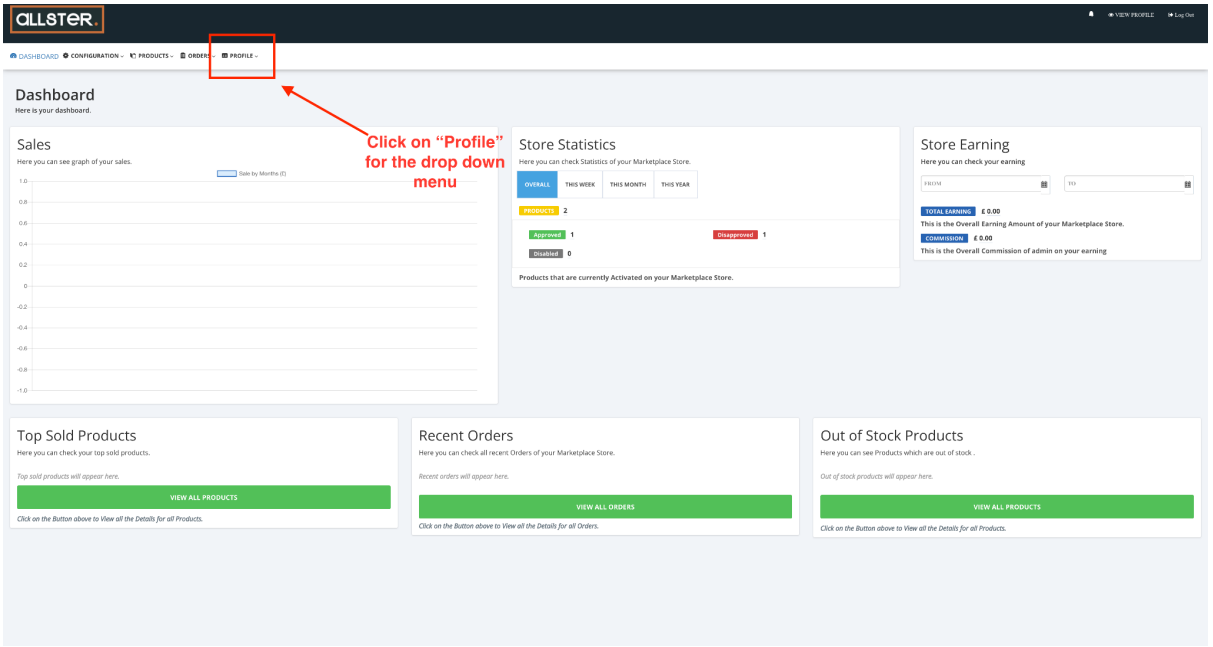
After you sign in you will be directed to the “Dashboard” as seen Below:



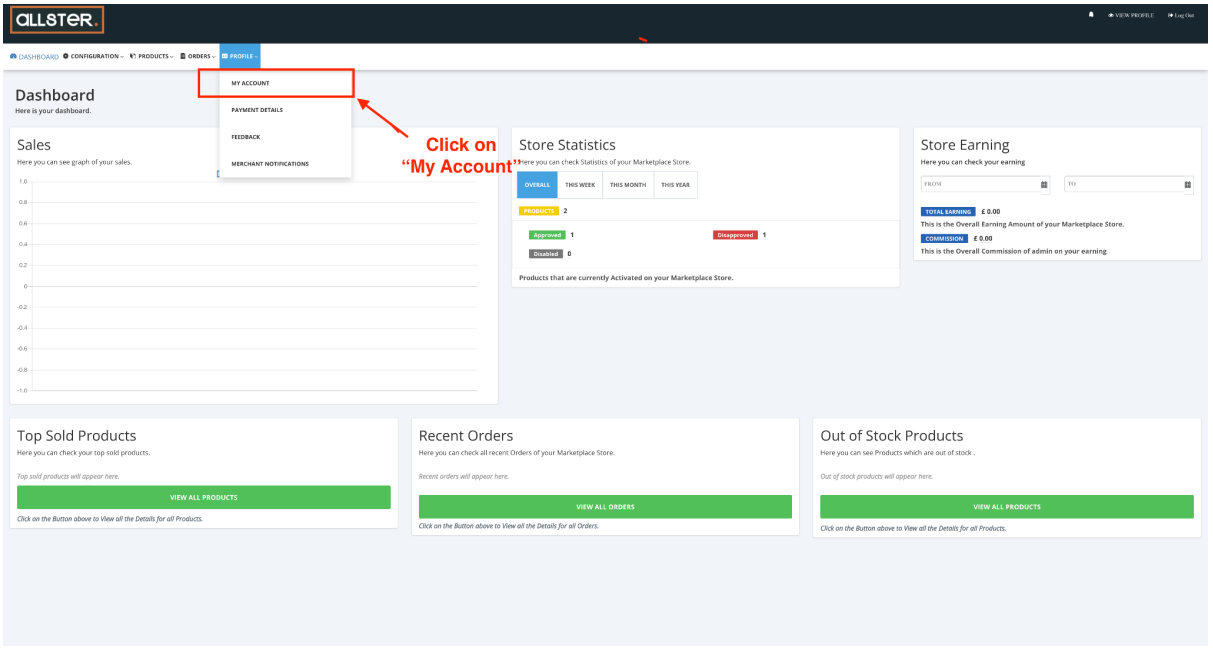
Note that all explainer videos begin on this page.

There are three main areas that need to be addressed, Profile, Products and Configuration which this guide will now break down and explain.

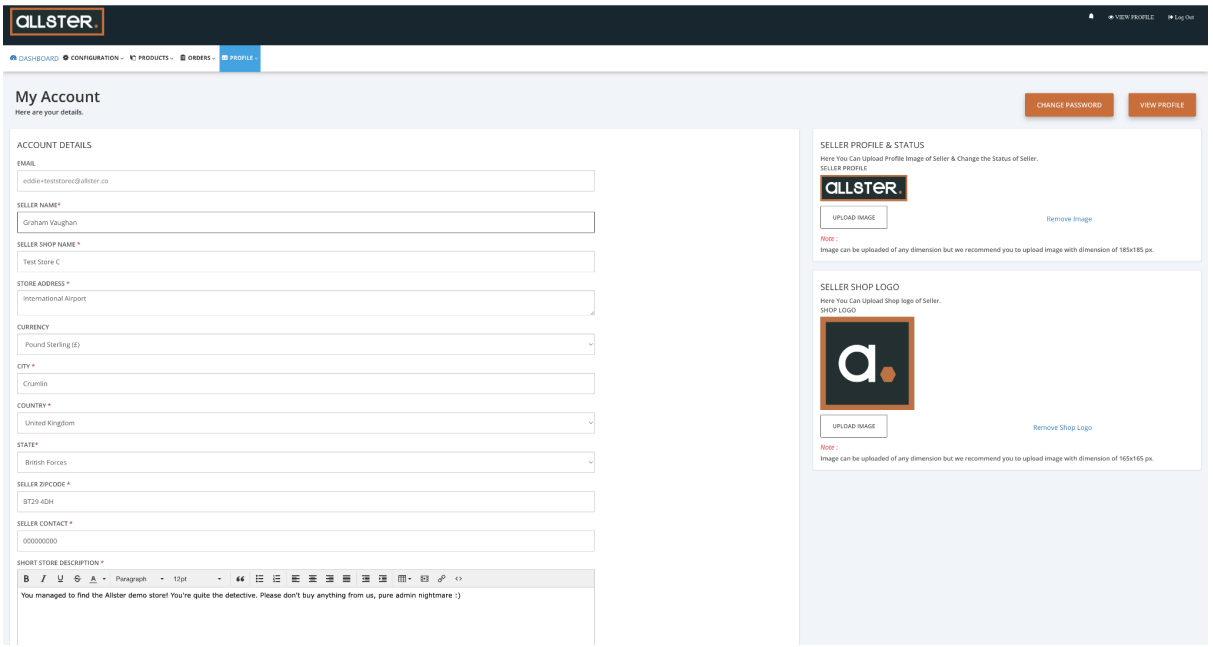
The first area is the “Profile” as seen below, click the “Profile” for the drop down menu to appear.



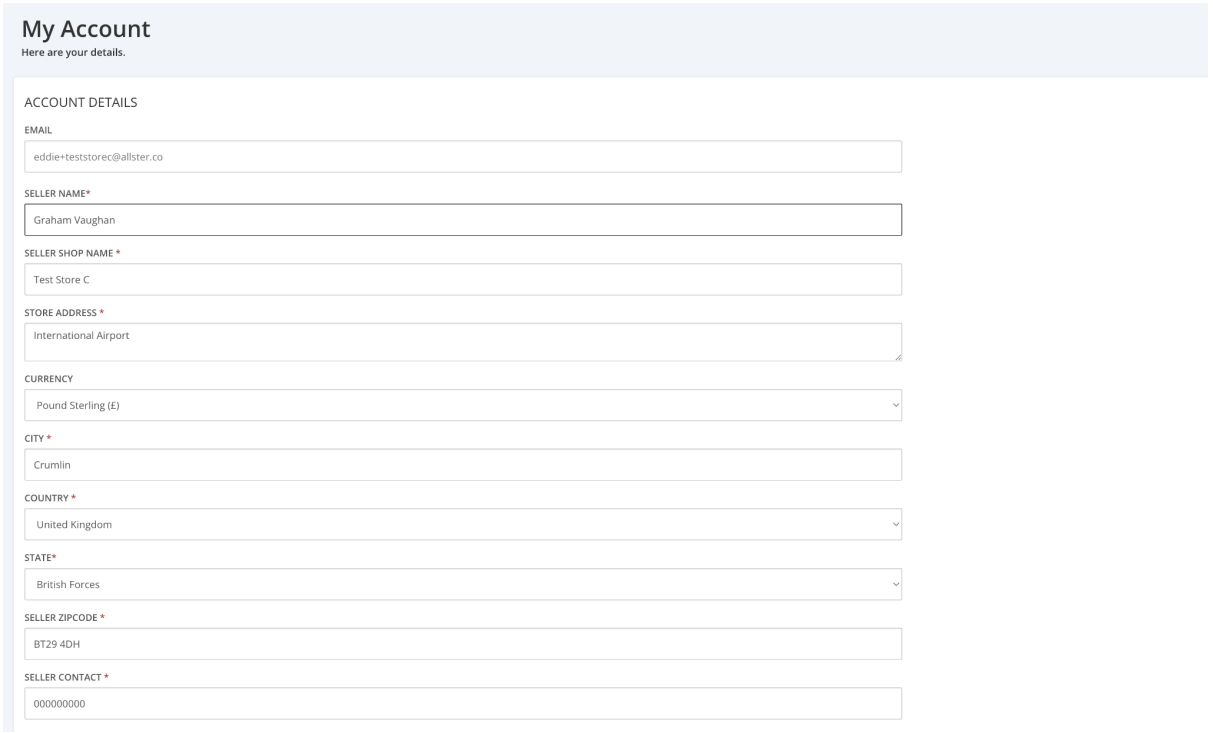
After clicking on “Profile” the drop down menu will appear, from this click “My Account”



Once you have clicked “My Account” you will be directed to page below:

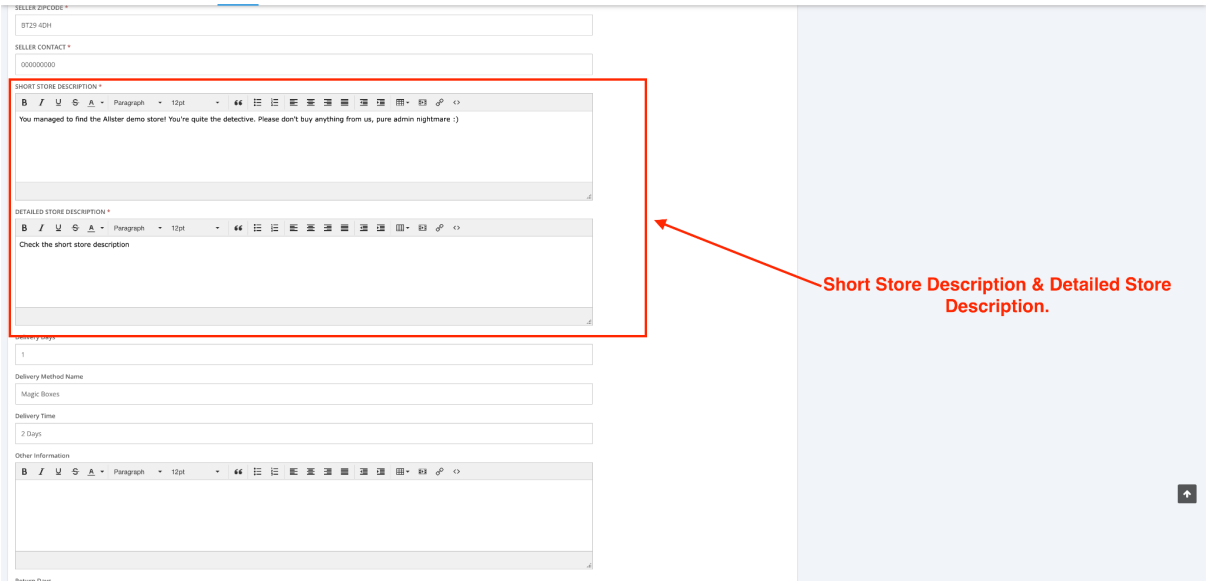


Step 1: The first field that needs to be filled in is you general information as seen below:



Each of these fields on this page has this symbol ‘ * ‘ next to them. This is to let suppliers know that these fields need to be filled in. If they are not ALL filled in then the page will not save any of the fields that are filled in will return to being blank. If you do not wish to add certain details we ask that you fill in the area with an “X”.

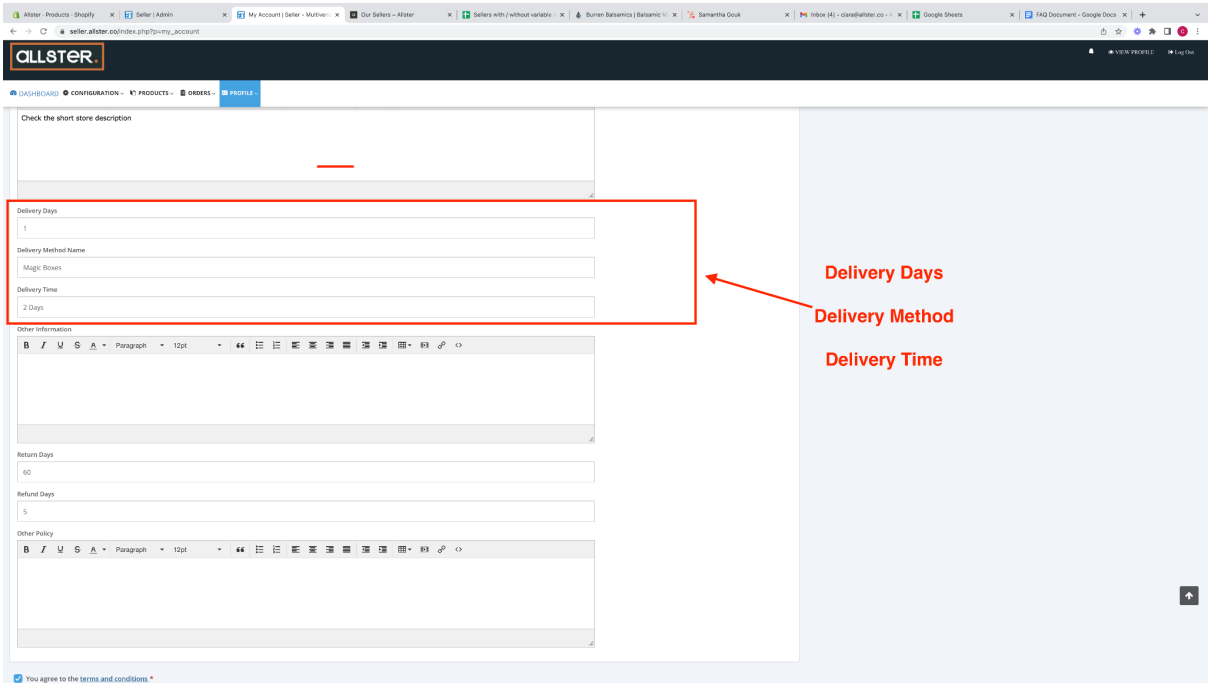
The next area of this page is the ‘Short Store Description” & “Detailed Store Description” as seen below.



Short Store Description- This should be a brief paragraph or sentence giving general information as to what you sell and where it's from.

Detailed Store Description- This description should be far more informative than the short store description. This is your chance to gloat about your business and its products, think of it as the “About us” area and give customers a story to read.

Step 2: You need to fill in your “Delivery Days”, Delivery Method” & “Delivery Time”.

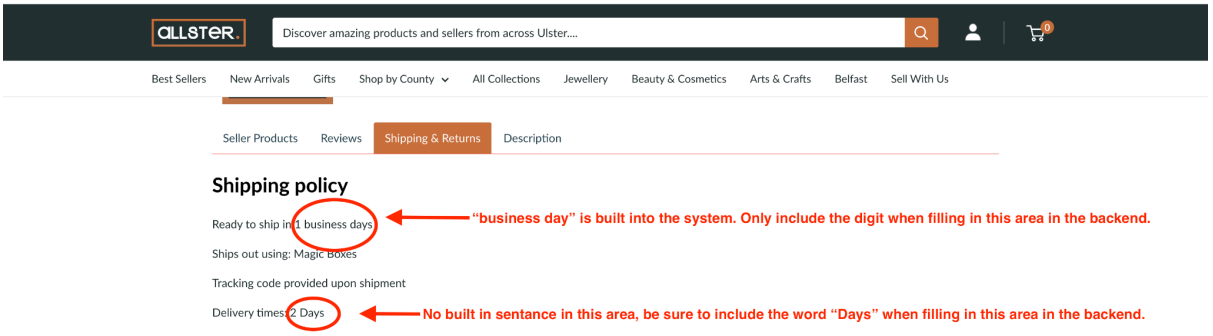


Delivery Days: This can also be referred to at the “lead time” and simply means how long it takes to post the product once it has been purchased on the website.

Delivery Method: This is how your products will reach their destination for example: Royal Mail, Hermes, Parcel Force, Delivered By Supplier etc. You can list multiple methods of delivery.

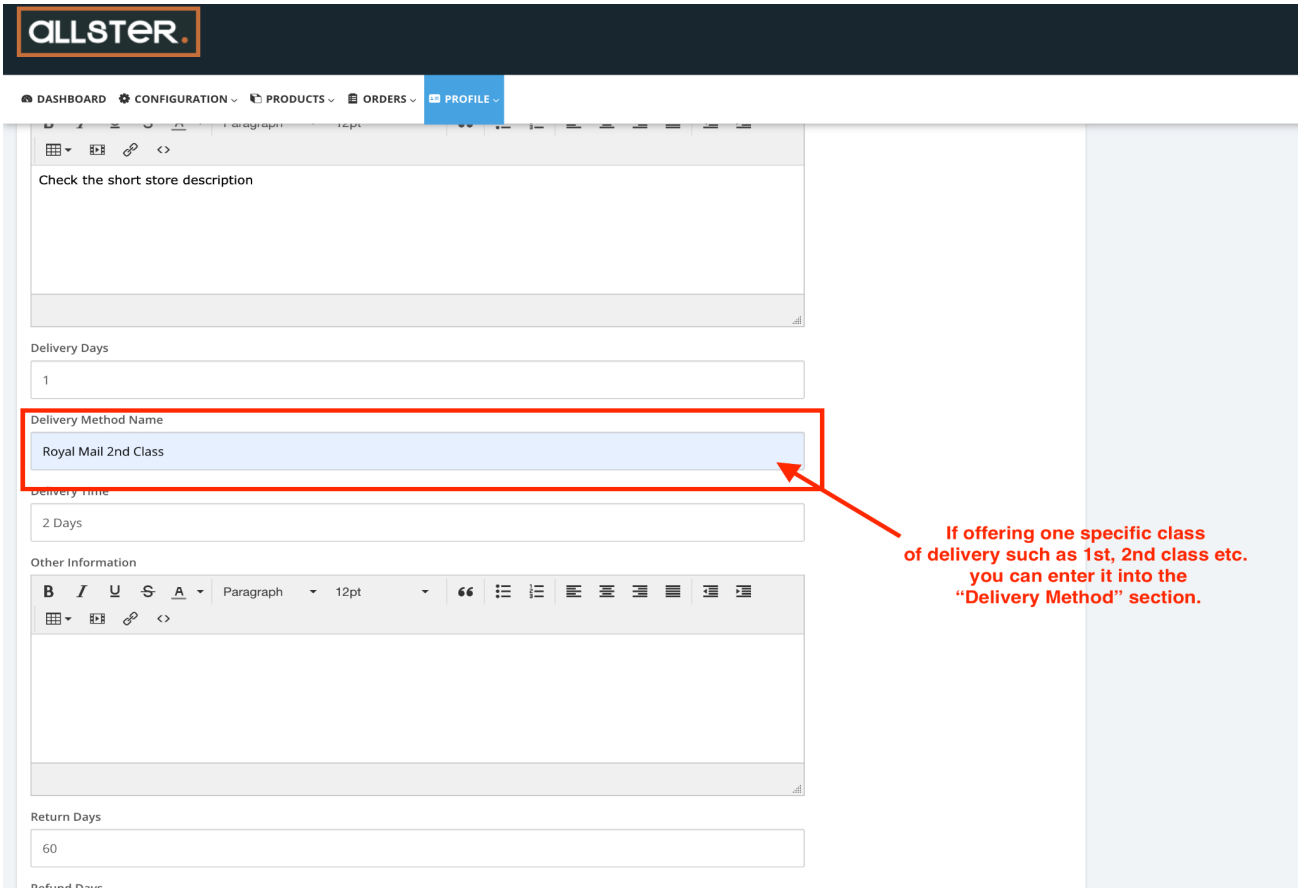
Delivery Time: This is how long a product generally takes to get to a customer once it has been shipped.

NOTE: WHEN ADDING THE DIGITS TO EACH OF THE SECTIONS FOUND IN THE IMAGE DISPLAYED IN STEP 2 THE ONLY AREA THAT NEEDS THE WORD “DAY” ENTERED AFTER THE DIGIT IS THE “DELIVERY TIME” SECTION. ALL OTHER AREAS ONLY NEED THE DIGIT SUCH AS “2-5” OR “5” ETC. THIS IS BECAUSE THERE IS A SHORT SENTENCE BUILT INTO THE SITE TO FOLLOW THESE DIGITS AS SEEN BELOW:

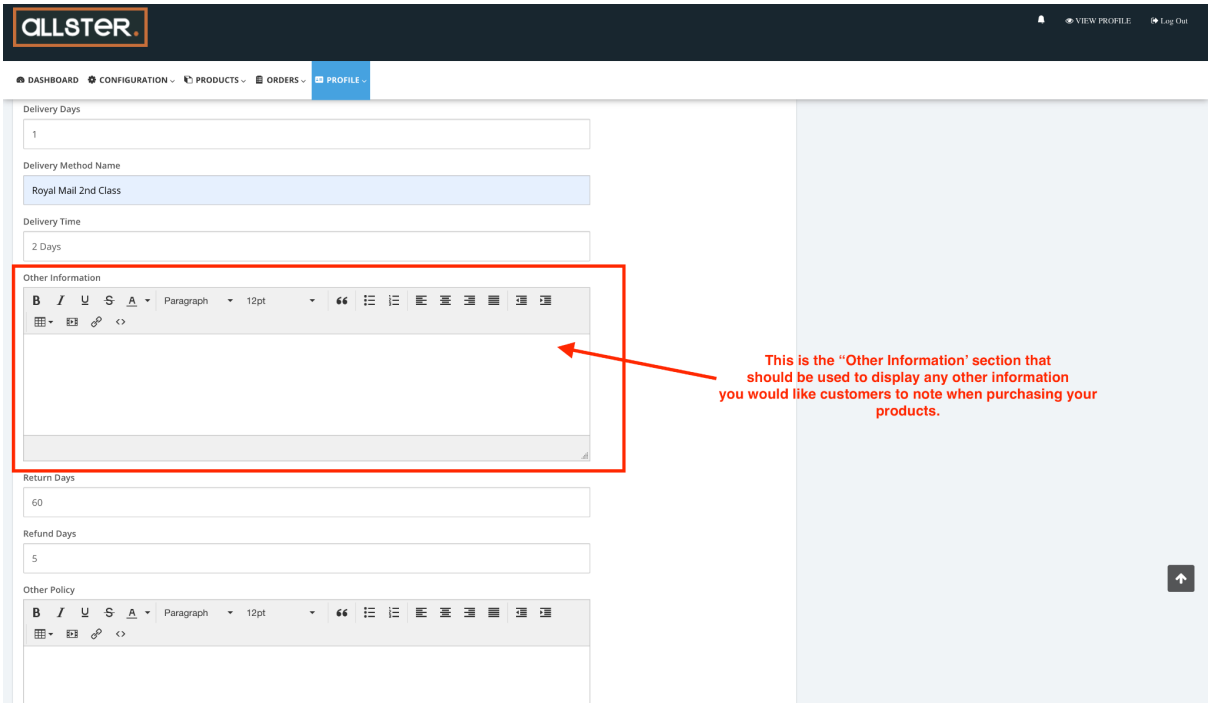


Things to note:

- **You cannot offer the customer the choice of different delivery class, for example:**
  1st Class, 2nd Class, Next Day etc.
  If you wish to offer one of these methods on all purchases please state this in the "Delivery Method" section. For an example please see below:



Step 3: Filling in “Other Information:

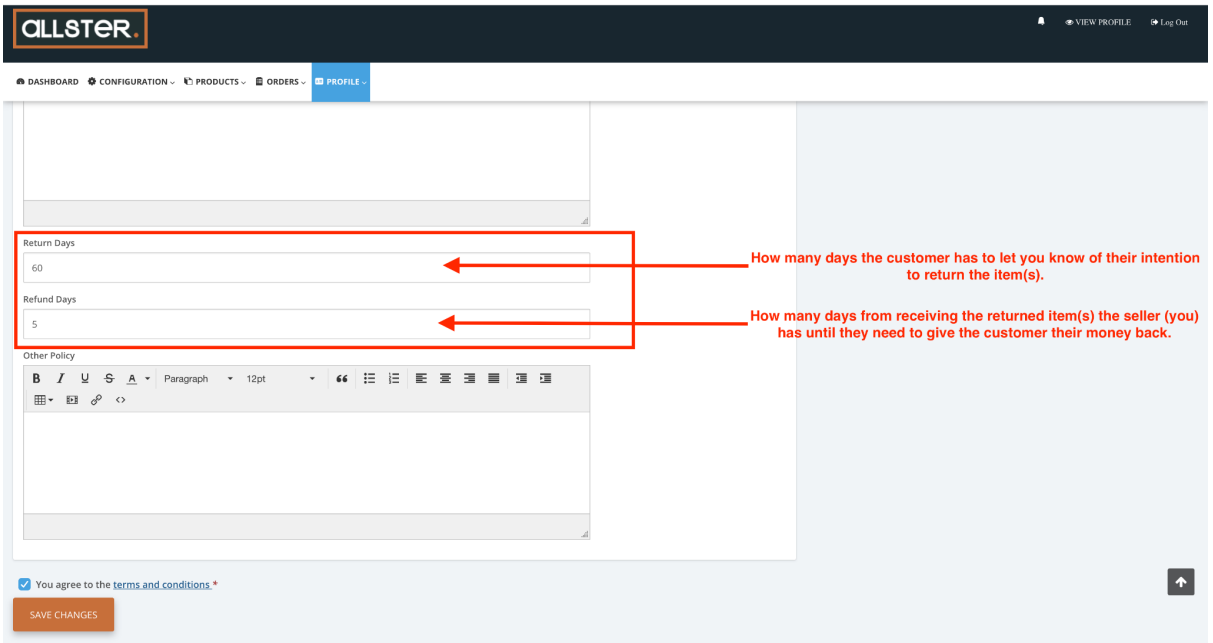


If there is any other information you would like customers to note when or before purchasing your products this is the area to display this information.

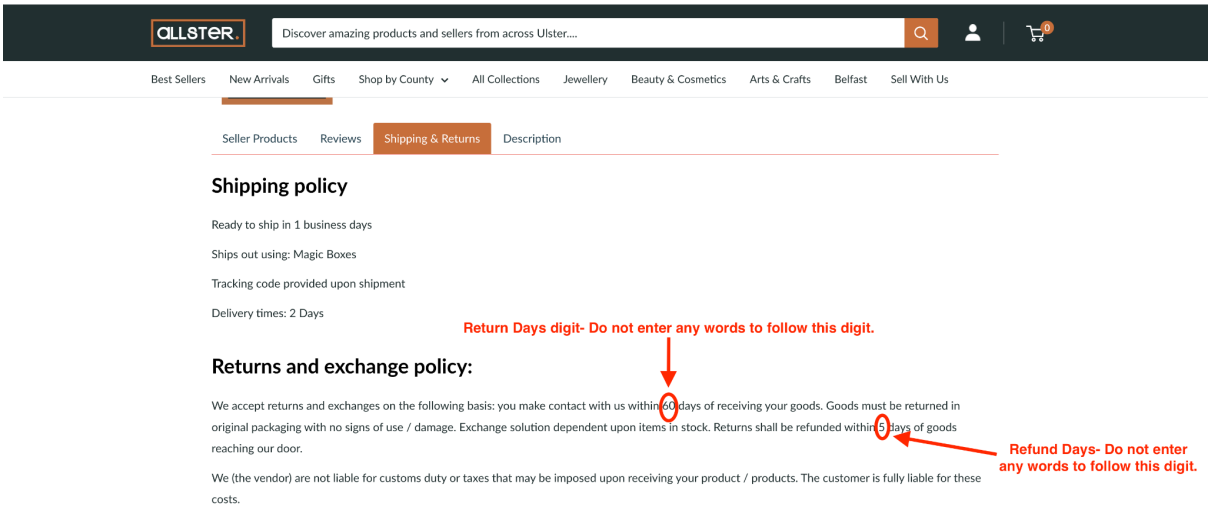
This could be to let customers know the following:

- **Some products take longer to ship because they are personalised.**
- **Delivery method can change based on who is the most appropriate courier at the time.**
- **You offer free shipping to the UK, UK & Ireland or offer free postage on orders over a certain amount.**
- **That your displayed “Delivery Days” & Delivery Times” are an estimate and postage could take less time or sometimes more time.**

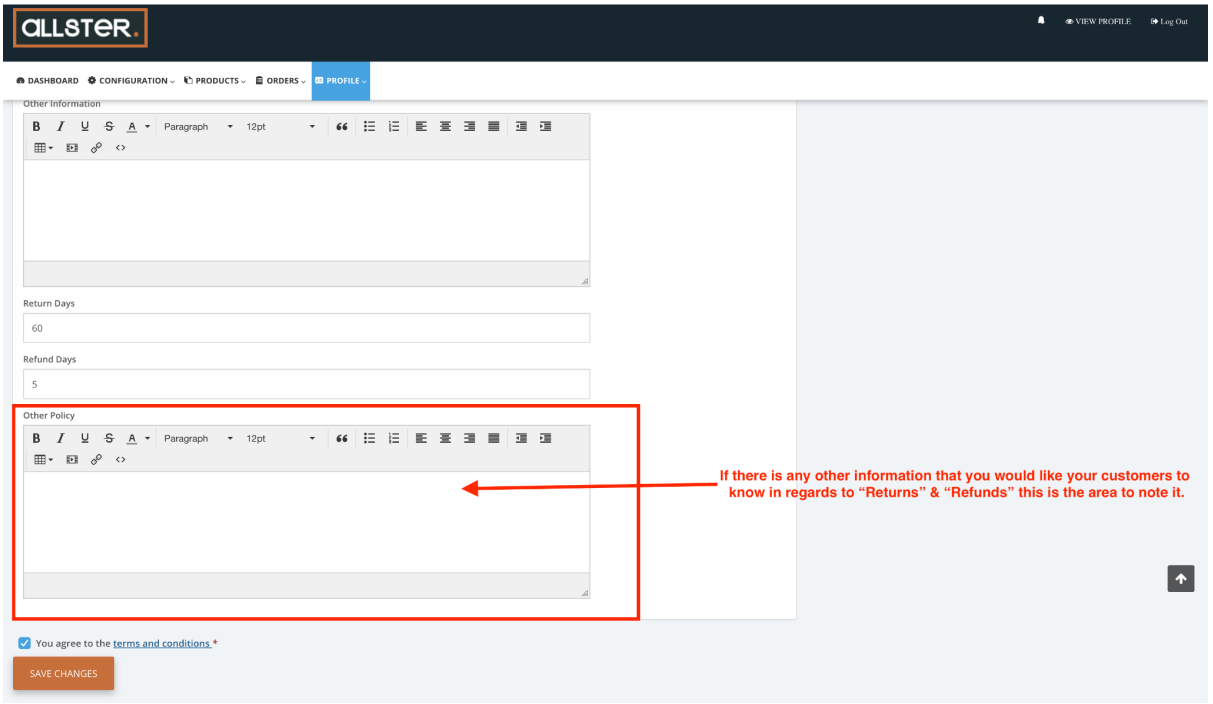
Step 4: Returns & Refunds:



NOTE: WHEN ADDING THE DIGITS TO EACH OF THE SECTIONS FOUND IN THE IMAGE DISPLAYED IN STEP 4 NEITHER OF THE AREAS "RETURN DAYS" OR "REFUND DAYS" NEEDS THE WORD "DAYS" OR ANY OTHER FORM OF SENTENCE TO FOLLOW. ONLY INCLUDE DIGITS SUCH AS "10-14" OR "5" ETC. THIS IS BECAUSE THERE IS A SHORT SENTENCE BUILT INTO THE SITE TO FOLLOW THESE DIGITS AS SEEN BELOW:



Step 5: Other Policy



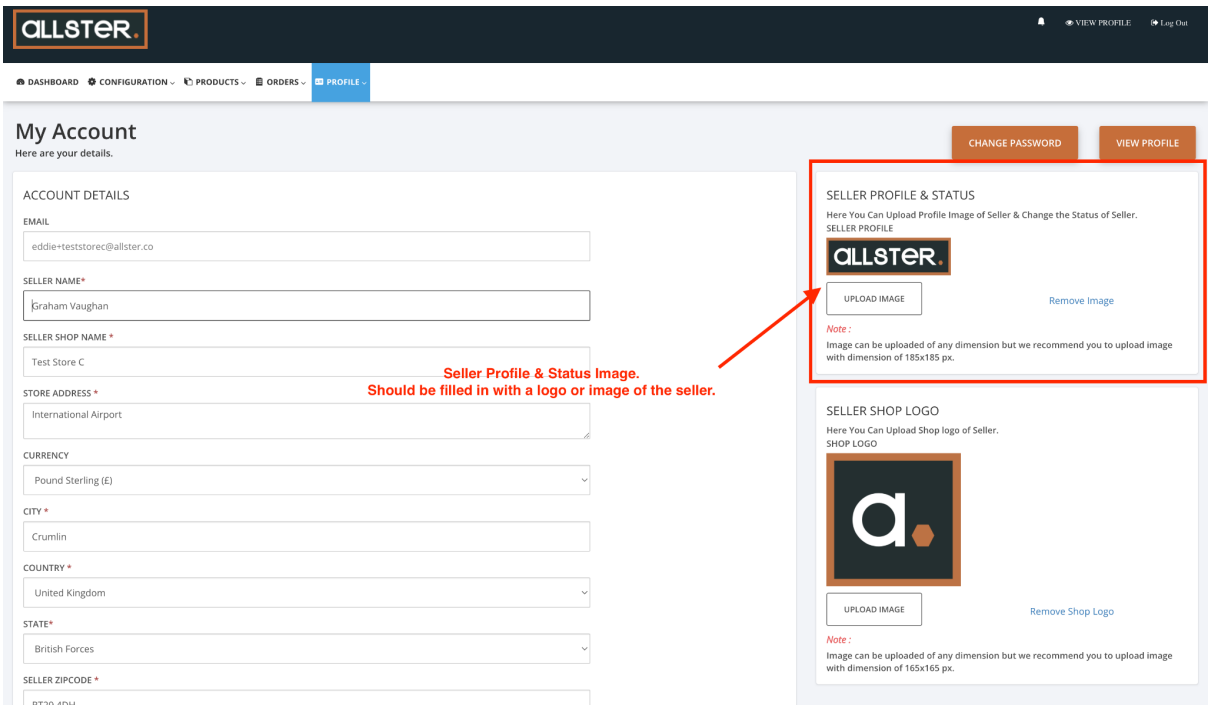
If there is any other information you would like your customers to know in regards to "Returns" & "Refunds" when purchasing a product this is the area to note this.

This could be to let customers know:

-You do not offer "Returns" or "Refunds". In this case you leave the "Return" & "Refund" fields blank or fill them with an "X".
- To contact you directly if there is an issue with the product and include your email address.
-That you only accept exchanges.
-That you do not accept "Returns" & "Refunds" because of hygiene reasons.
-That you only accept "Returns" & "Refunds" under certain conditions, be sure to list these conditions.

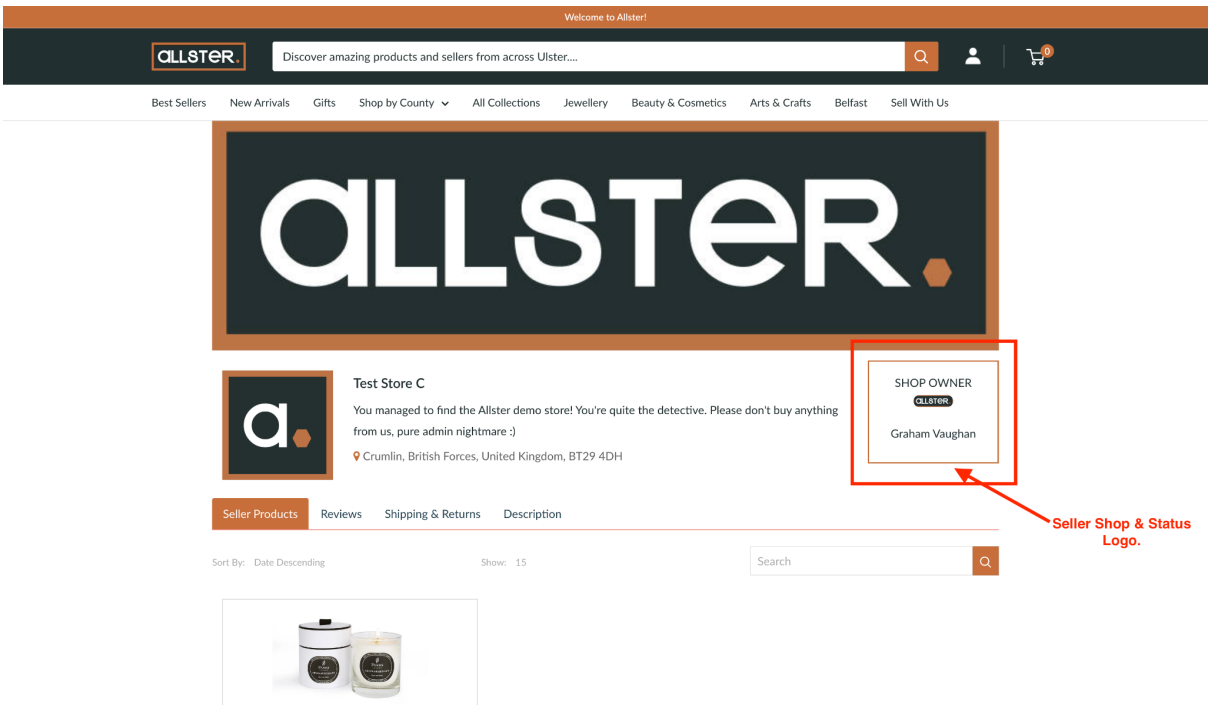
Step 6:

Uploading your “Seller Profile & Status Logo”.

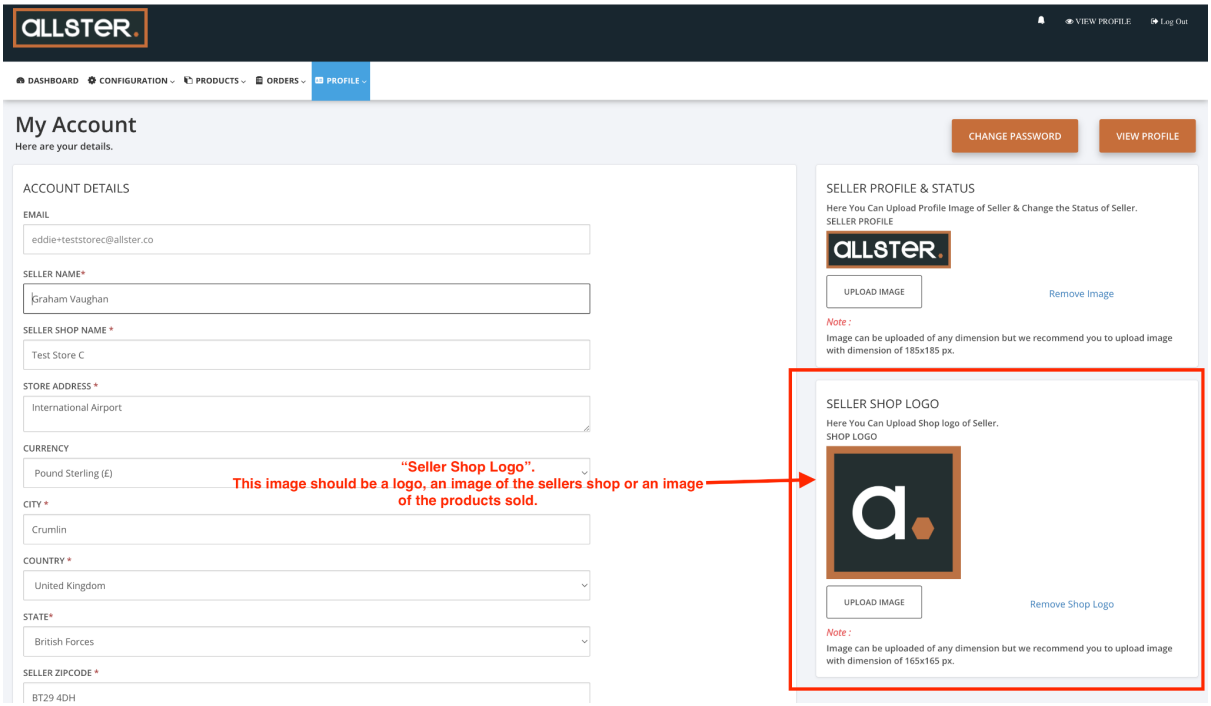


The “Seller Profile & Status Logo” is the first of the three images that needs to be added to this page.

Once this image is uploaded it will fill the below area on the front end of the website.

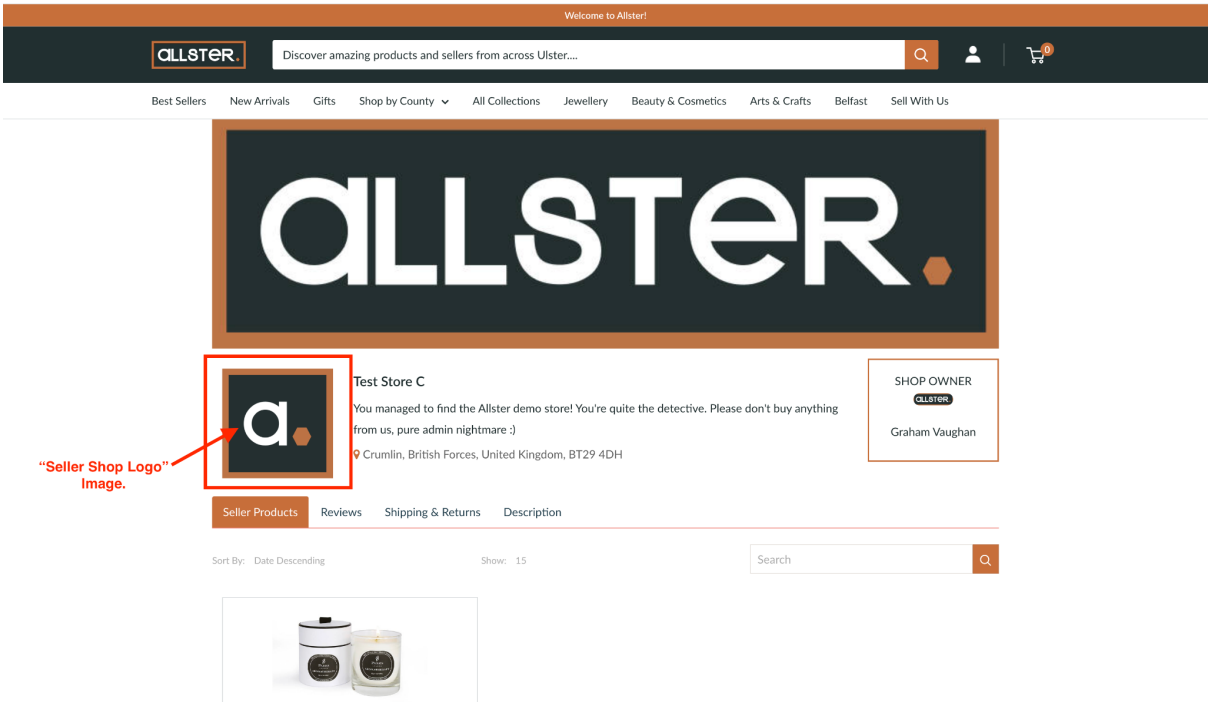


Step 7: “Shop Logo”.

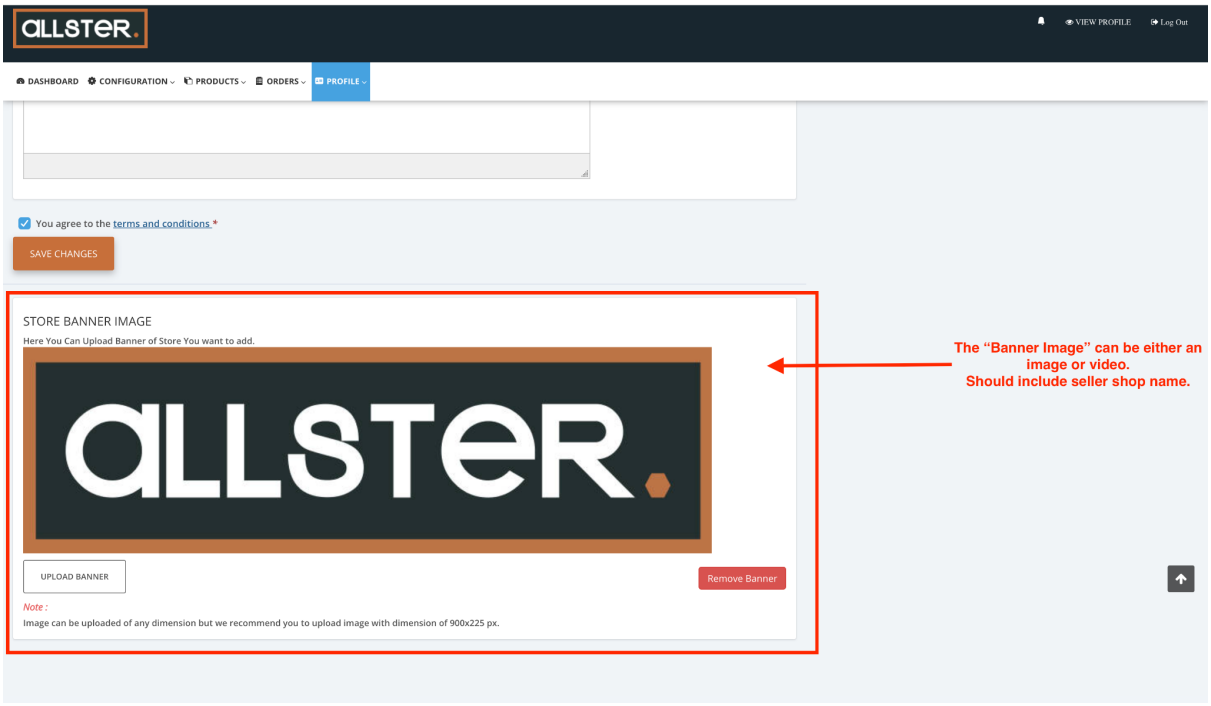


The “Seller Shop Logo” is the second of the three images that need to be added to this page.

Once this image is uploaded it will fill the below area on the front end of the website.

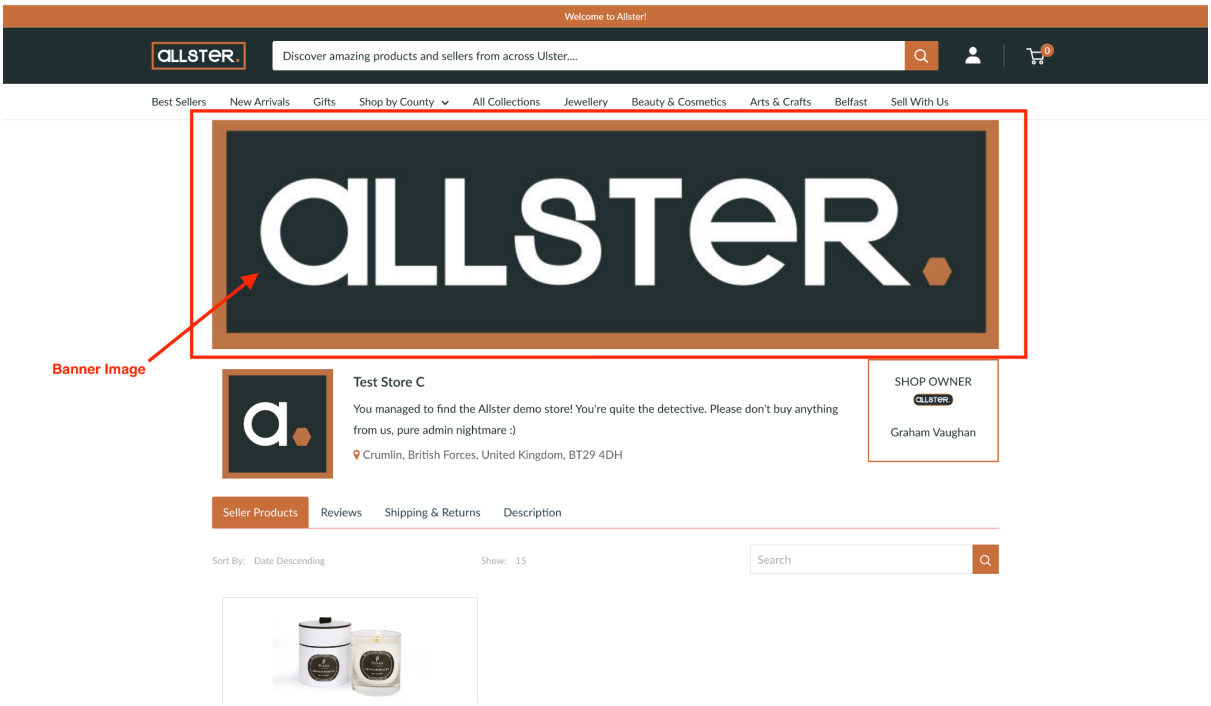


Step 8: “Banner Image”.

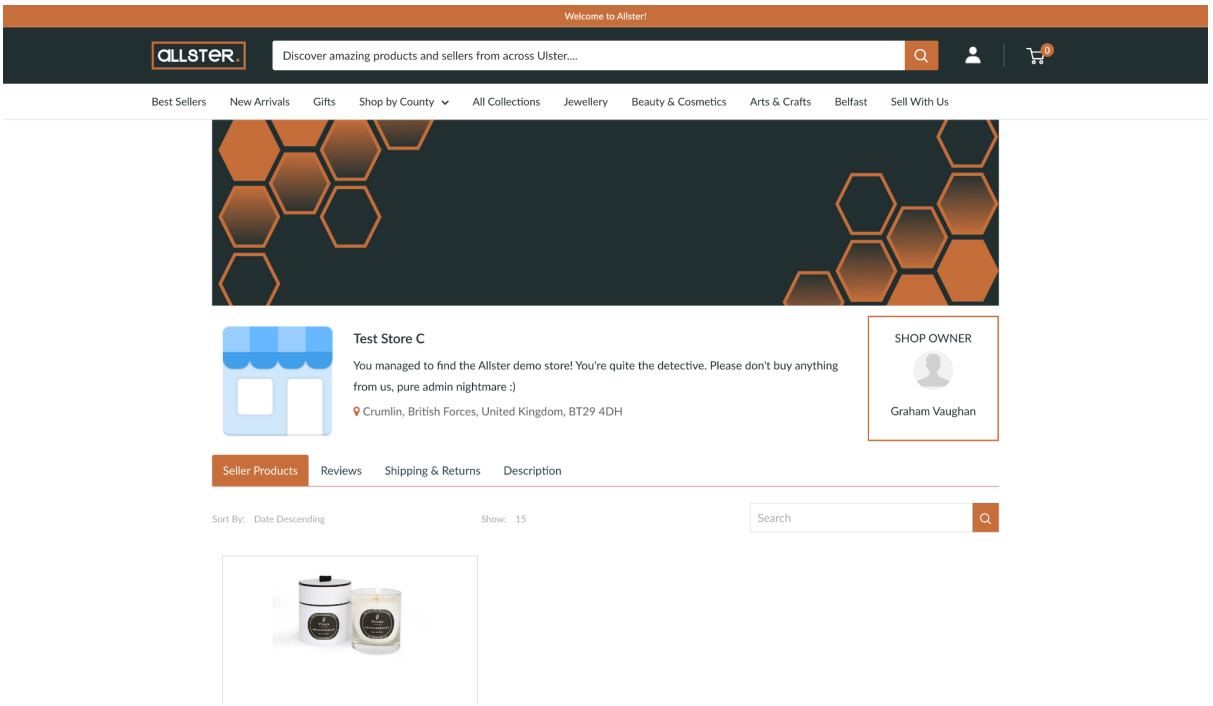


Located at the very bottom of the ‘My Account” page right below the “Other Policy” field.
This is the last of the three images that needs to be uploaded onto this page.

Once this image is uploaded it will fill the below area on the front end of the website.



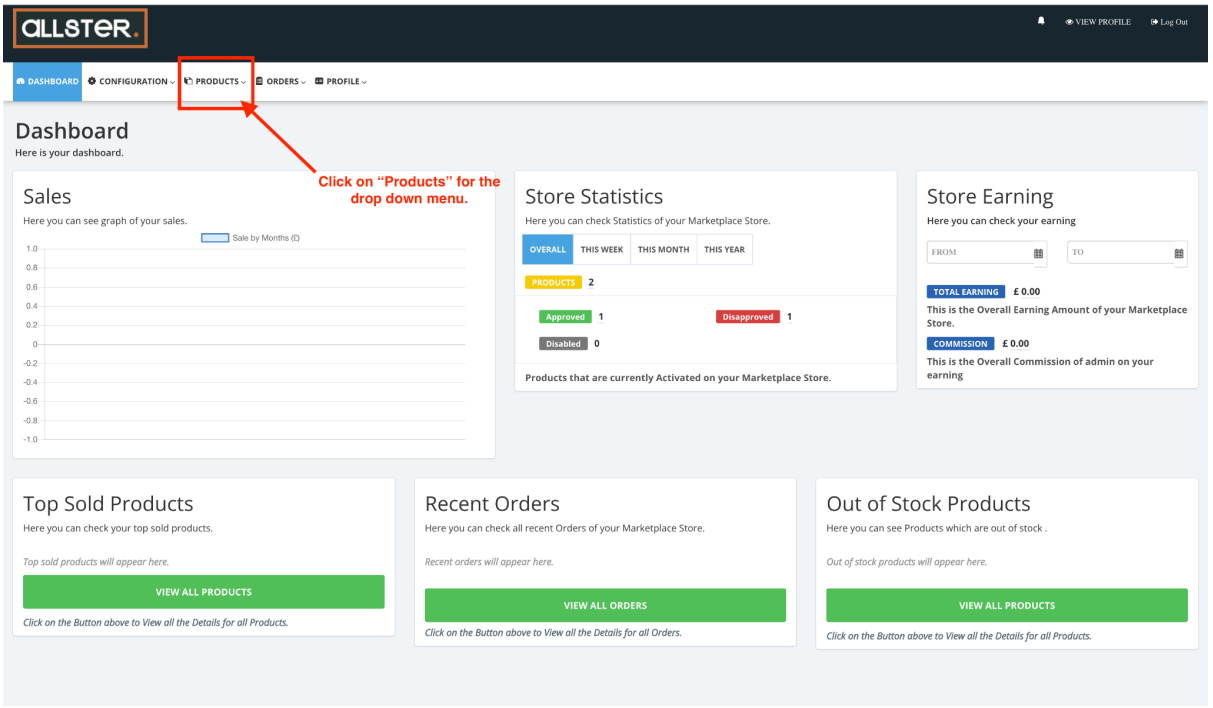
Note: Without filling in these images your profile will look like the image below and this will be what customers will see when brought to your area of the site .



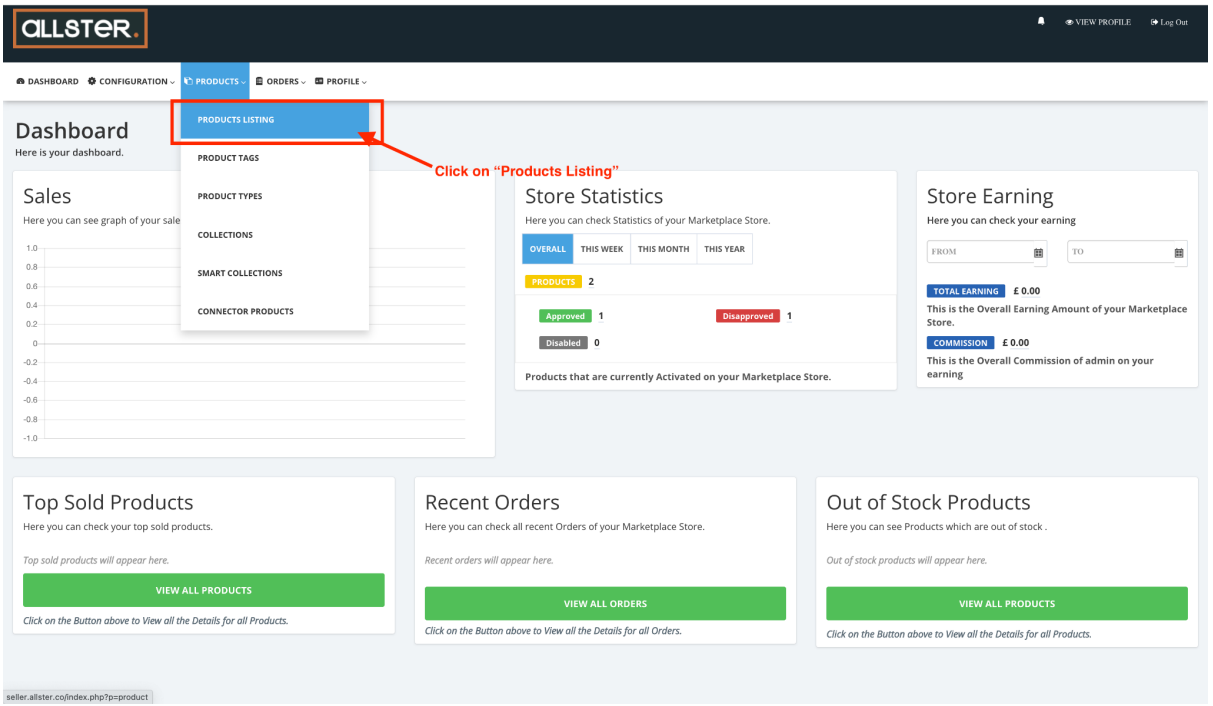
Be careful not to add images that are pixelated and hard to see.

The first area of your profile should now be set up.

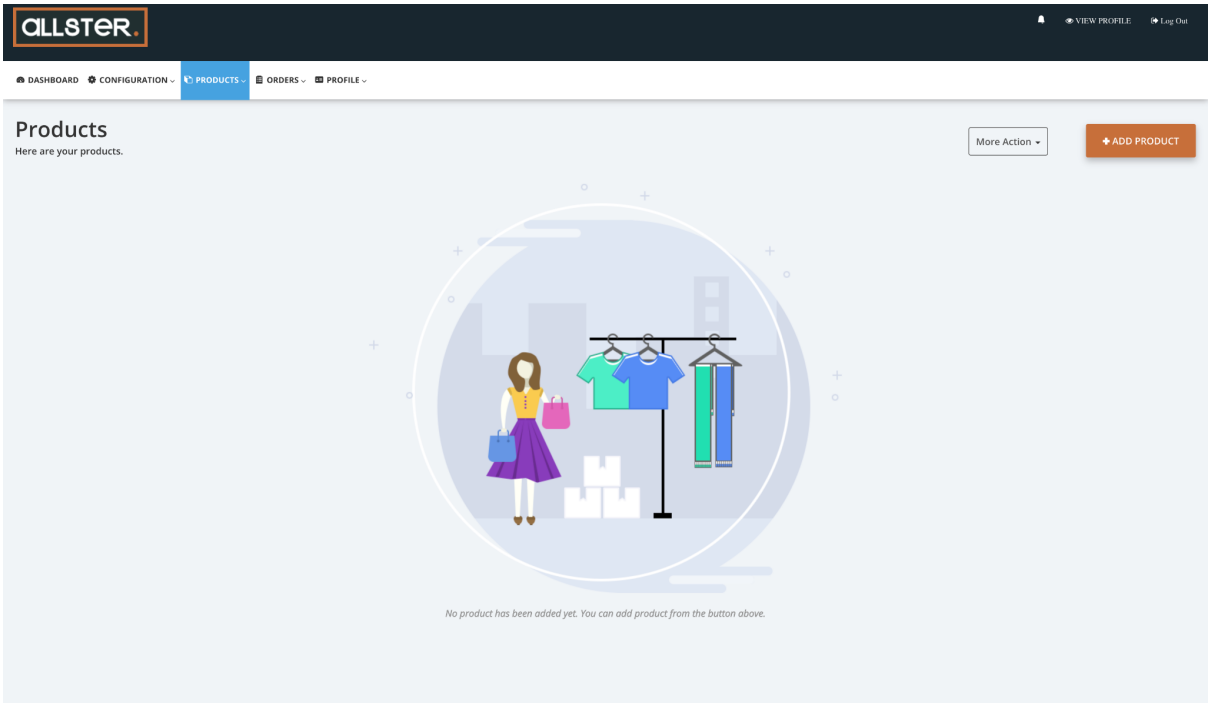
The second area is the “Product” as seen below, click on the “Product” area for the drop down menu to appear.



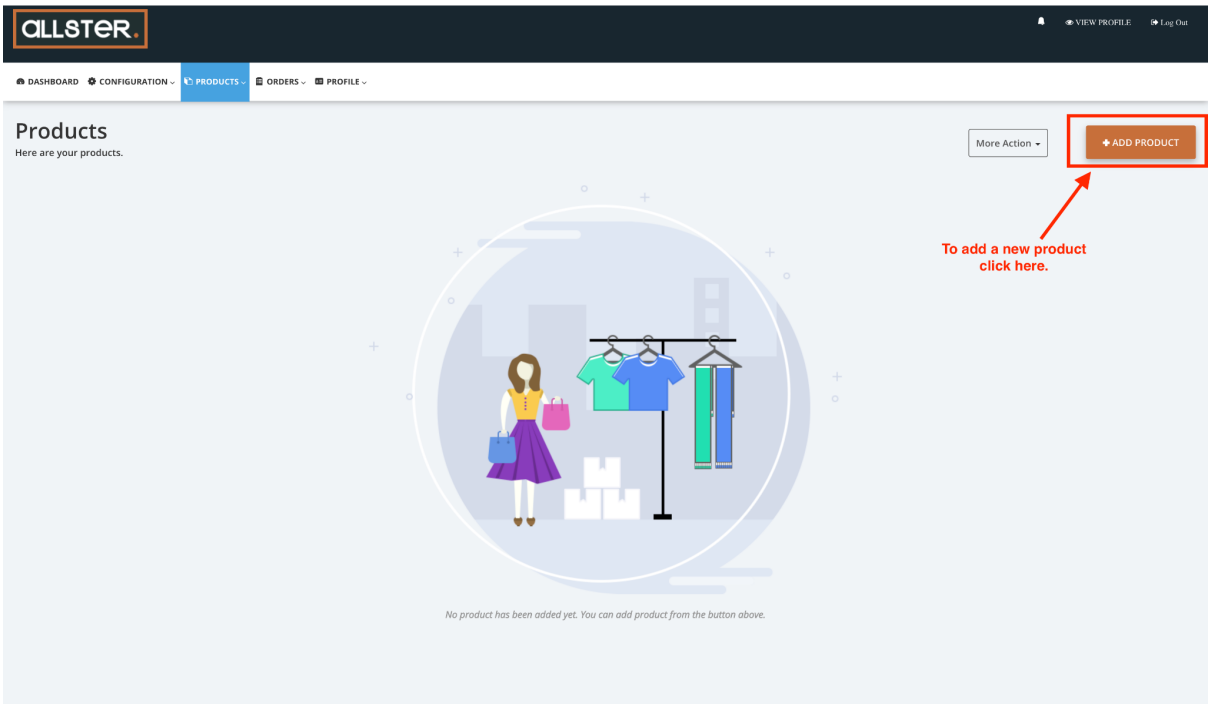
After clicking on “Products” the drop down menu will appear, from this click “Products Listingt”



Once you click “Products Listing” you will be directed to the page below:

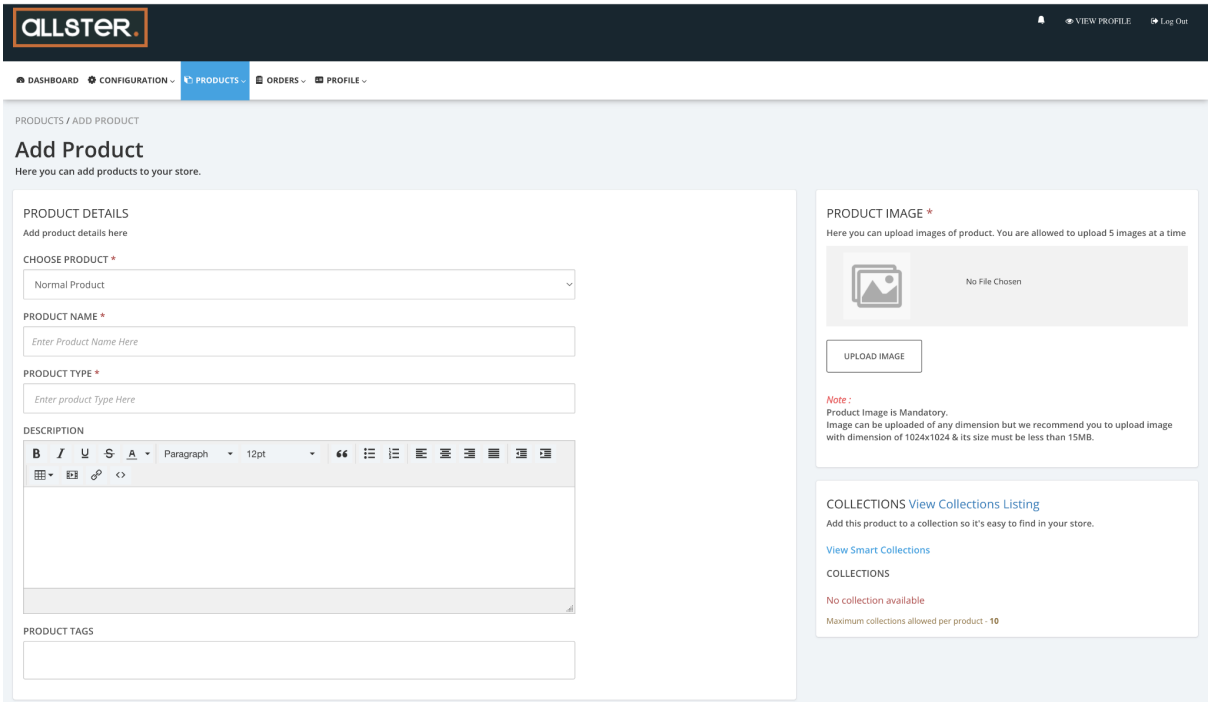


To add a product simply click on the orange “Add Product” button found in the upper right hand corner of the page as seen below:

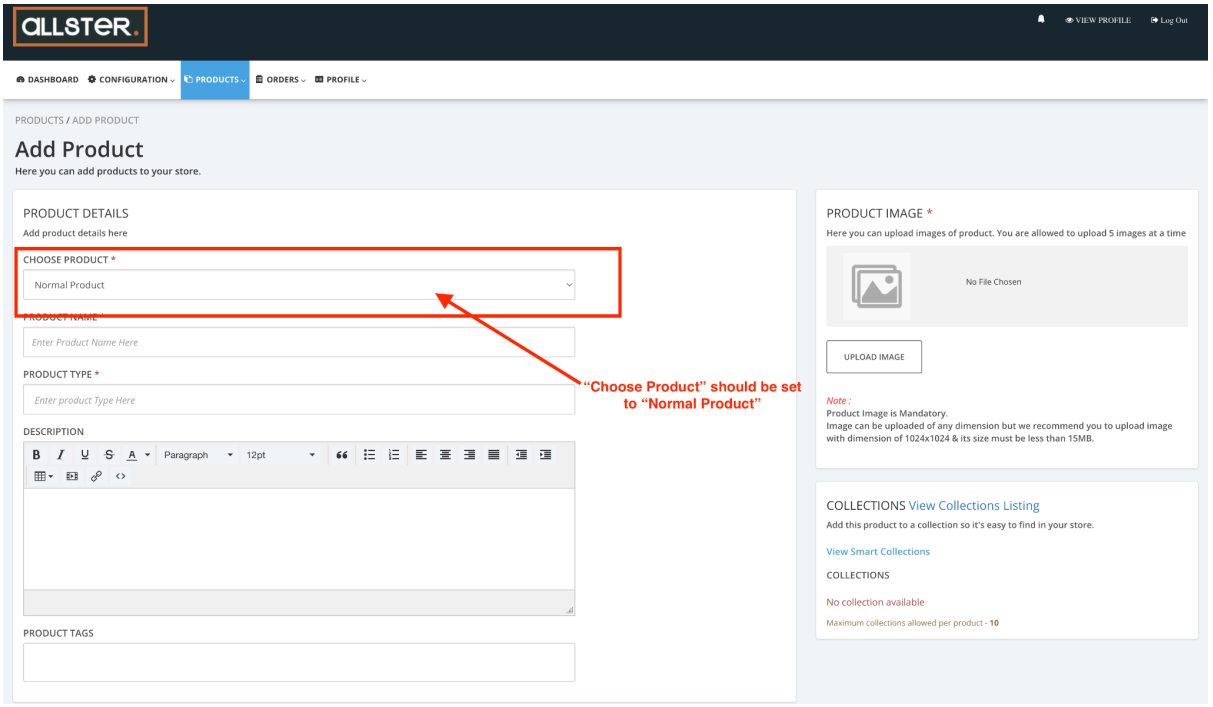


If you cannot see this orange button you may need to set up your shipping first please see Step 22.

Once you have clicked “Add Product” you will be directed to the page below:



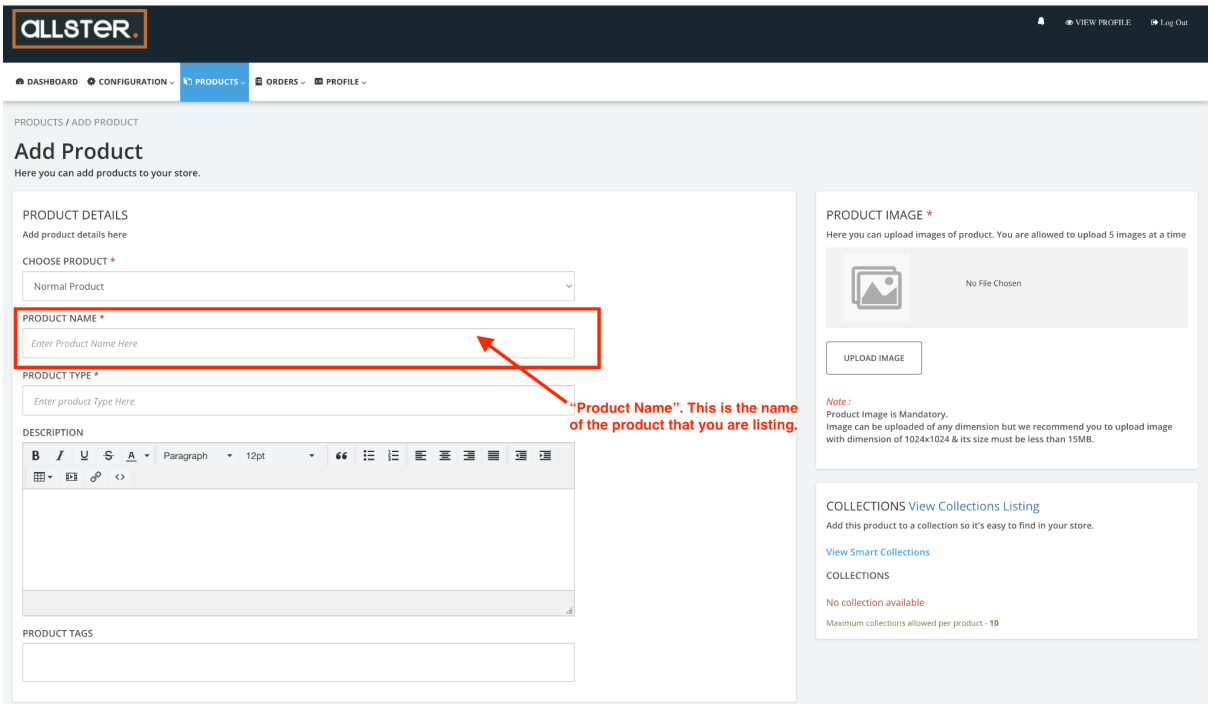
Step 1: Choose Product.



"Normal Product" should be automatically selected. If this is not the case click on the area for the drop down menu to appear and simply select "Normal Product".

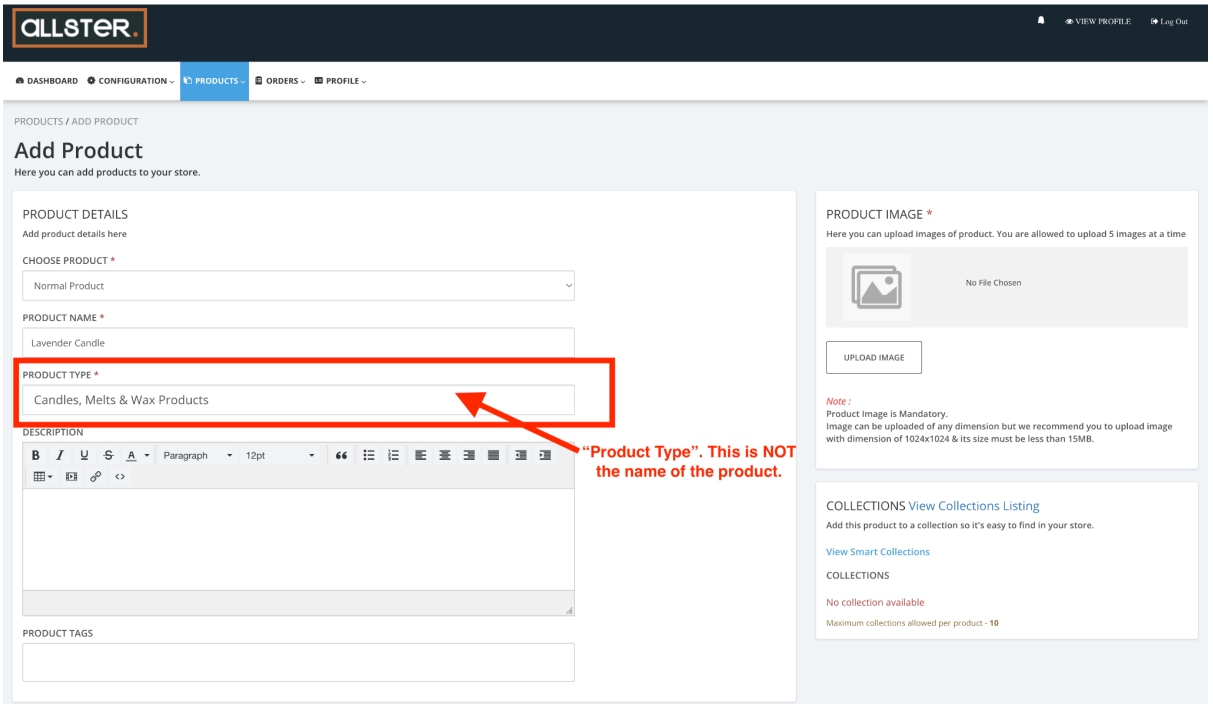
If you would like to add a "Digital Product" simply state this in the "Product Name" field that is displayed in the next step. Then be sure to state in the "Description" that the product is in fact a "Digital Product".

Step 2:



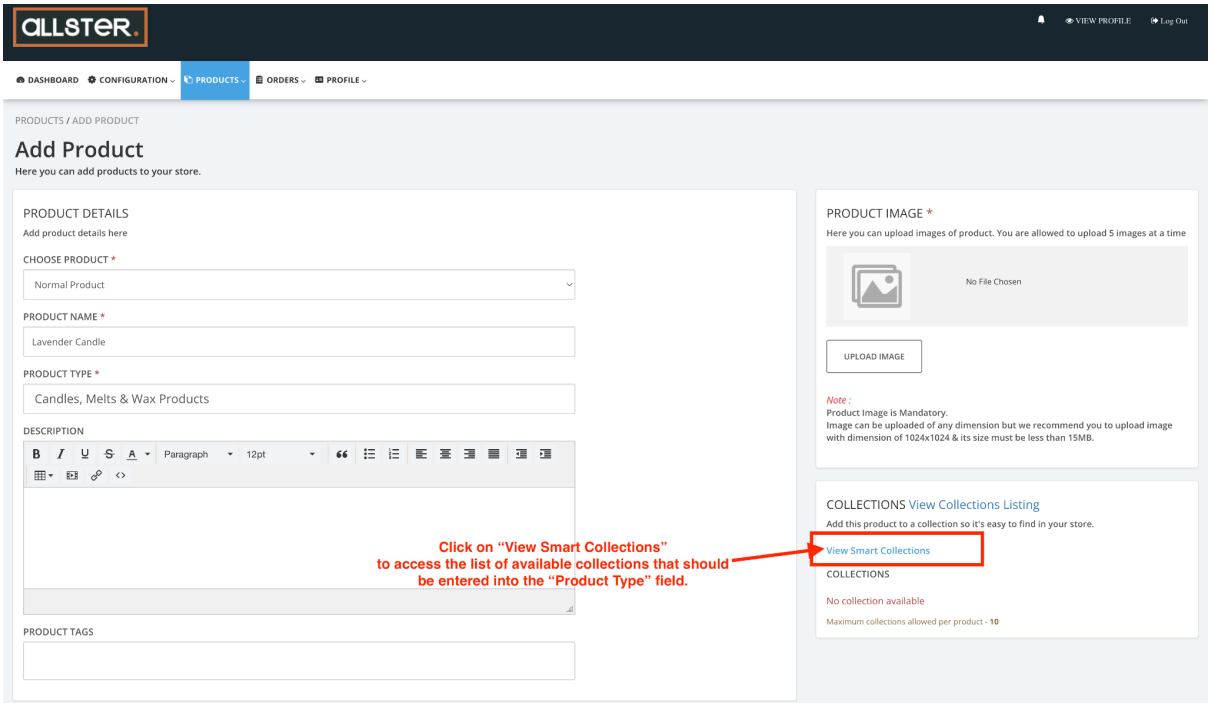
"Product Name" is the name of the product that the seller is listing for example "Lavender Candle"

Step 3: Product Type



"Product Type" is NOT the name of the product. This is a field for collection that the product should fall into. A list of collections can be found on a separate page. See step 4 to find out how to access the list of collections.

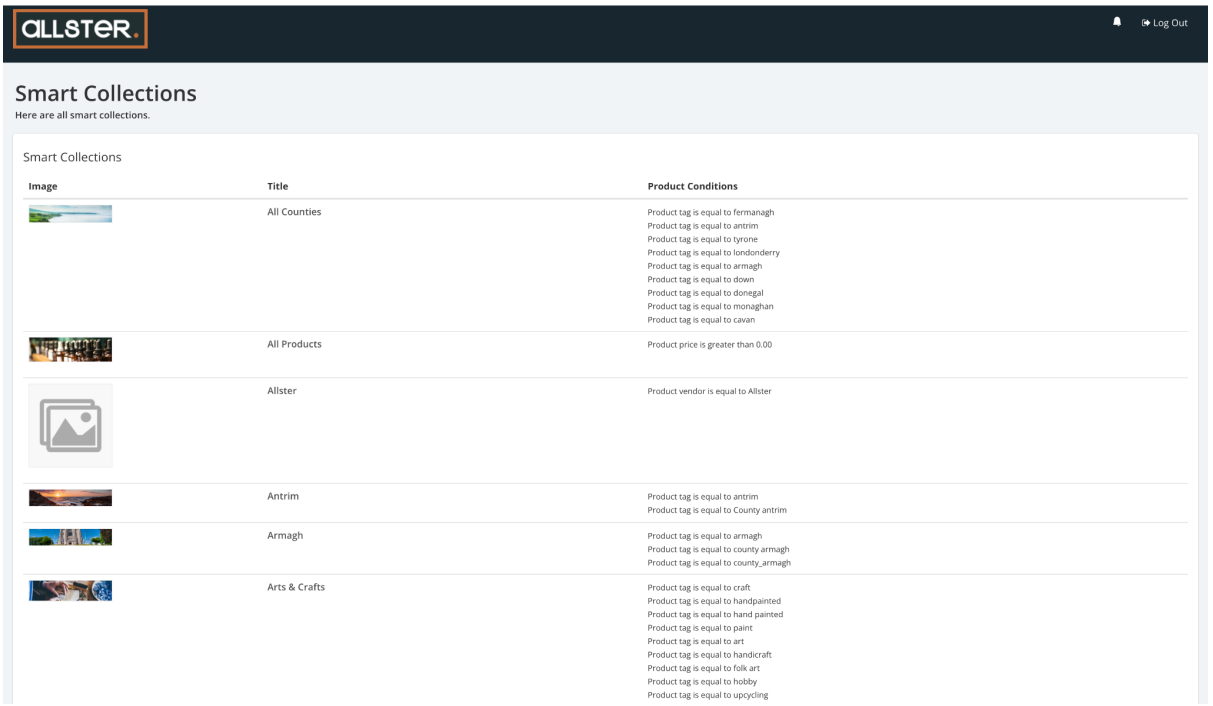
Step 4: Collections for “Product Type”



To access the collections that should be used in the field “Product Type” click on the “View Smart Collections” link as seen in the image above.

Step 5:

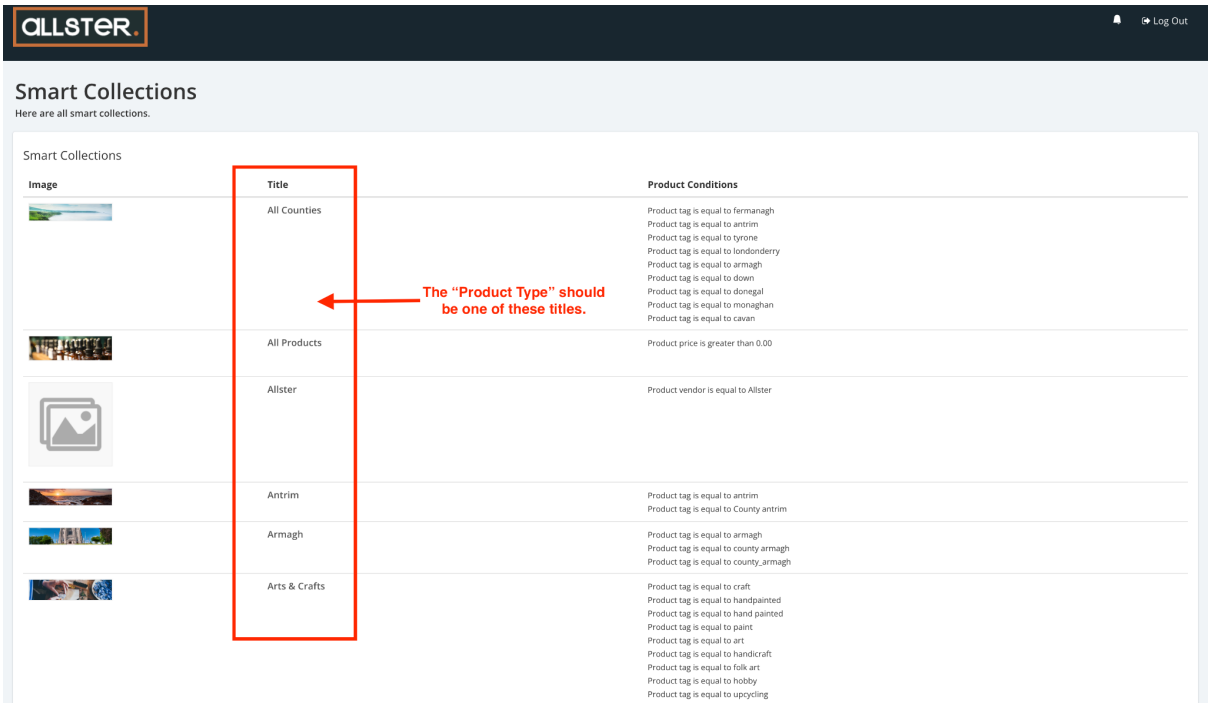
After clicking “View Smart Collections” you will be directed to the below page:



Step 6:

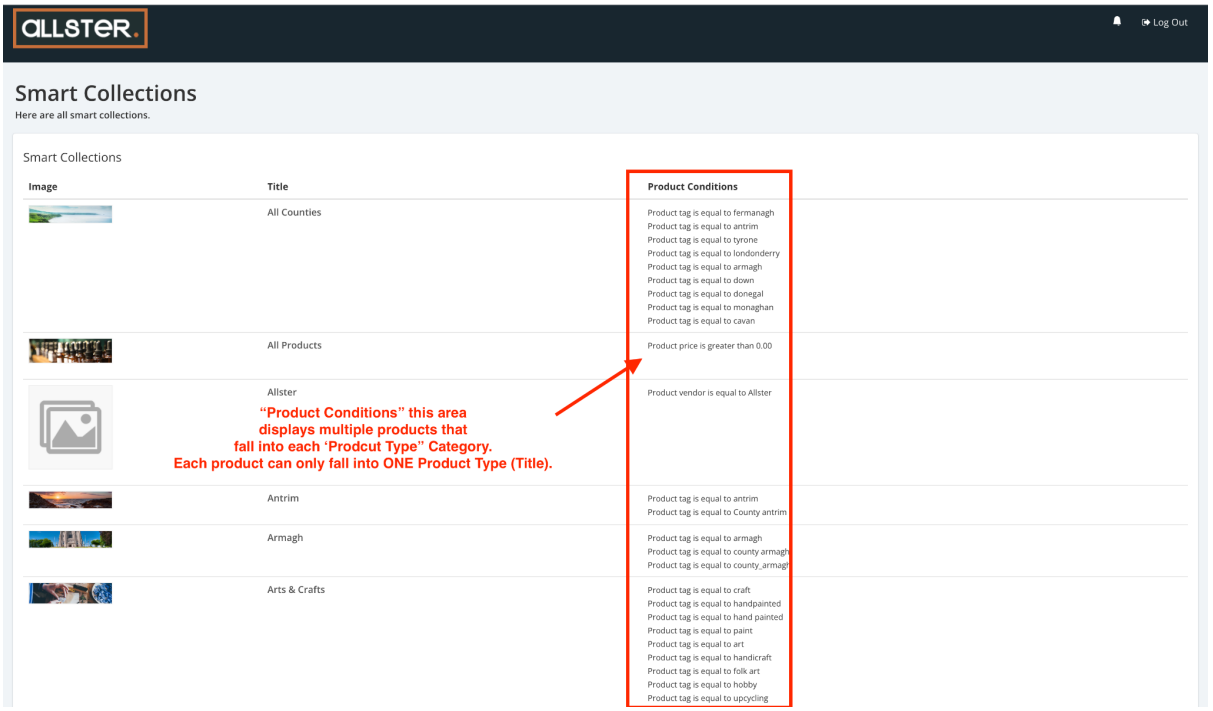
The left hand area as seen above with the heading “Title” displays a list of collections which should be entered into the “Product Type” area.

Step 7:



There are several collections listed on this page so please scroll though and find the most applicable one to your products.

Step 8: Product Conditions



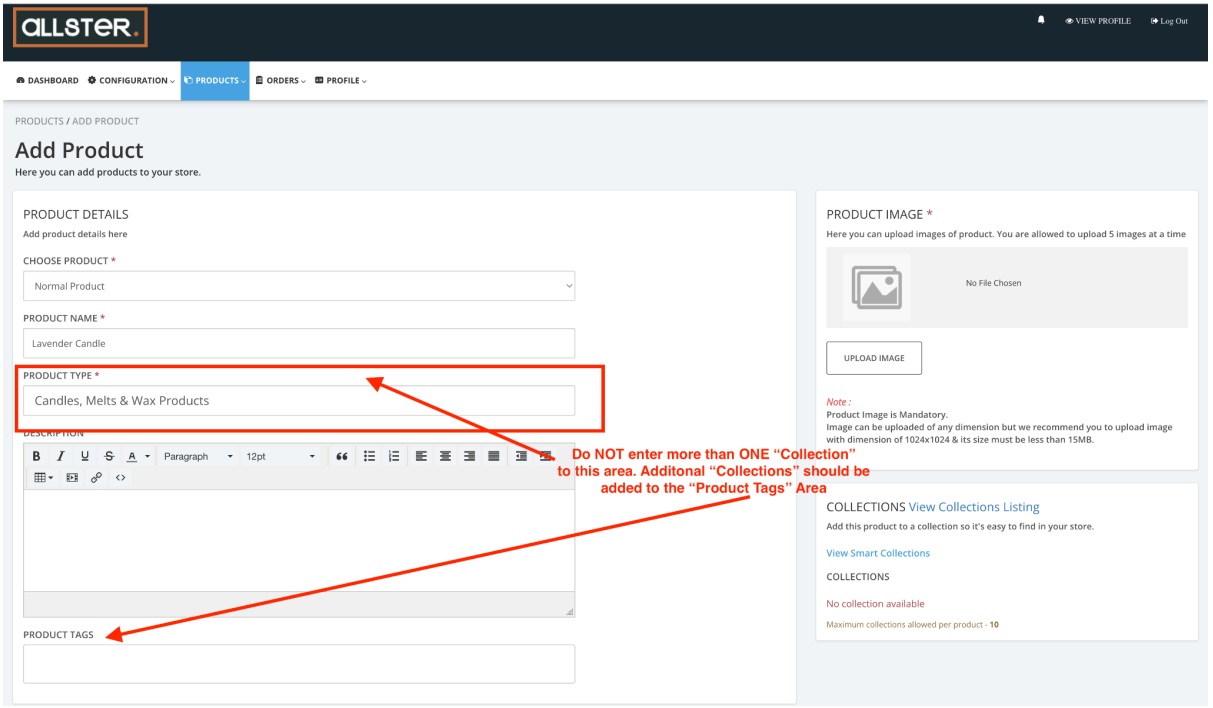
This area displays product tags that fall into each "Product Type" for example as seen above "Arts and Crafts" would be the "Product Type" for any products that are an 'Illustration Print", "Upcycling work", "Wooden Box" etc.

If you cannot find your product on the right hand side under "Product Conditions" please use the 'Collection" that is most applicable to your product.

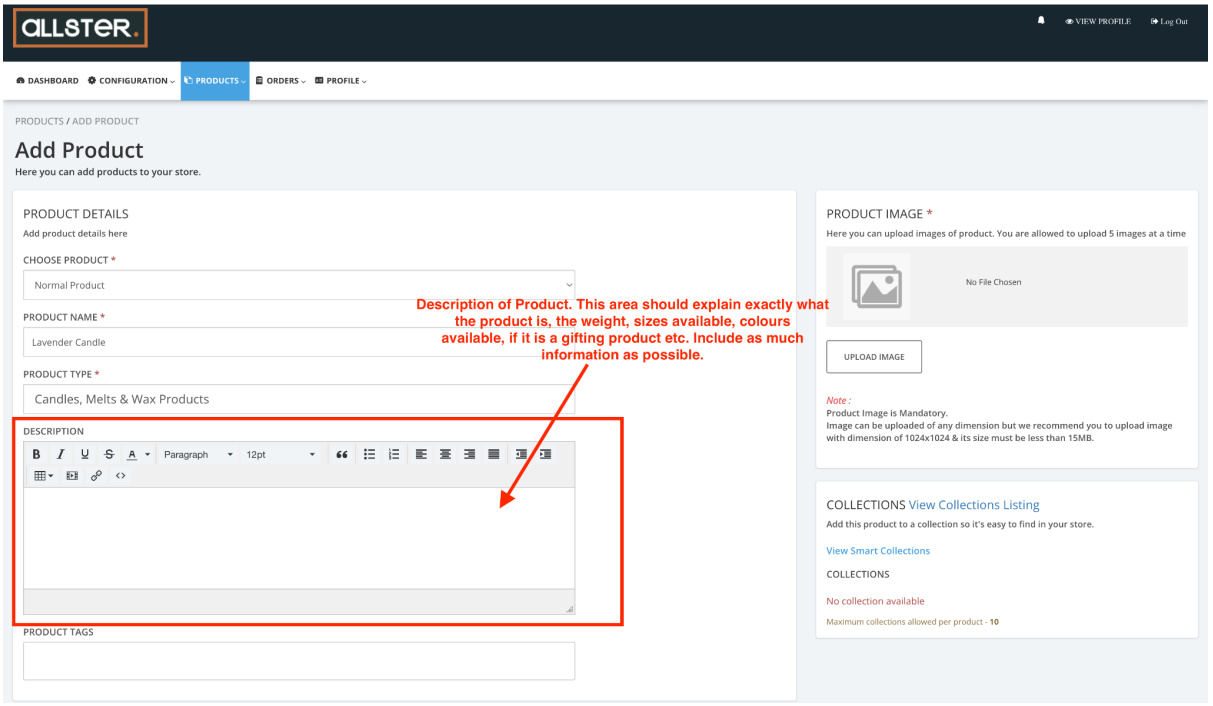
WHEN ENTERING PRODUCT TYPE ENSURE THAT IT IS IN THE EXACT SAME FORMAT AS SEEN ON THE ABOVE PAGE FOR EXAMPLE "ARTS & CRAFTS" IS NOT THE SAME AS "ARTS AND CRAFTS".

Things to note:

You cannot list more than one collection in the “Product Type” area. If you find that your product falls into more than one “Collection” simply add the additional “Collection” in the “Product Tags” area as seen below. “Product Tags” is explored in Step 10.

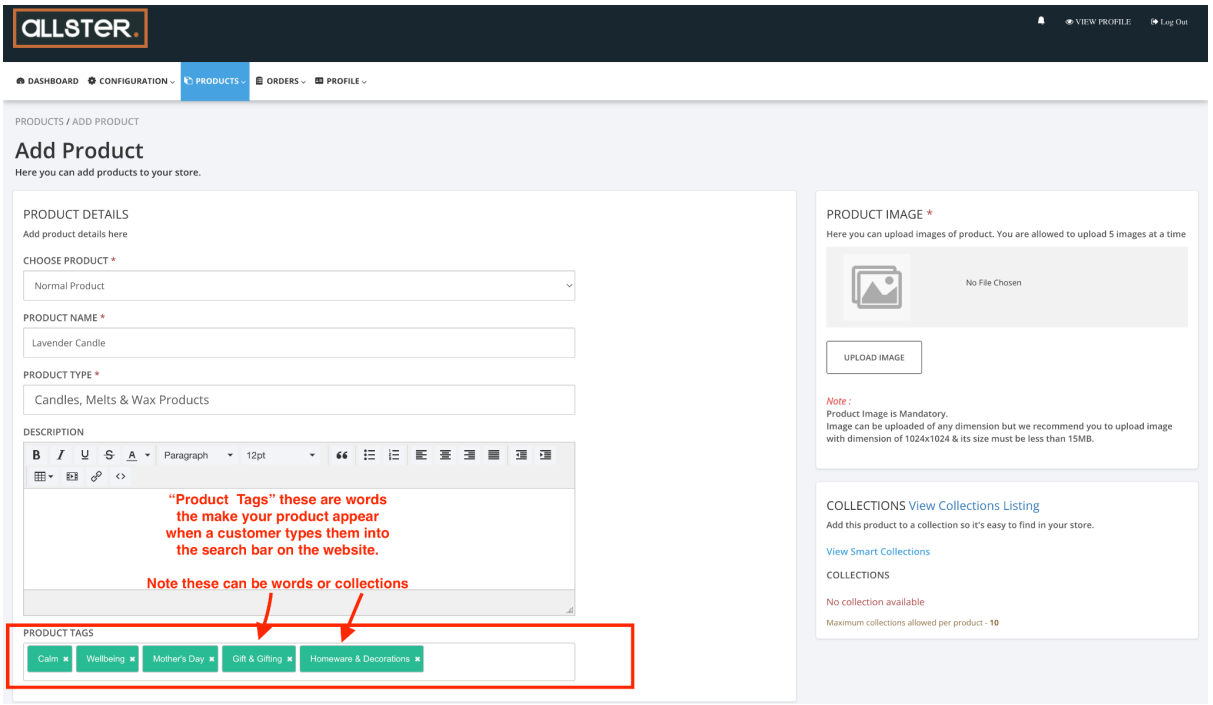


Step 9: Description



This area is where the seller needs to include a detailed description of the product. Think about including:
-Size of the product.
-Colour of product.
-Weight of product.
-If the customer needs to add any details in the “notes” section when checking out.
-History behind the product.
-Ingredients in the product.
-Why it would be a good gift.
-The kind of person it would be a good gift for.
- If you offer free shipping on all orders or orders over a certain amount.

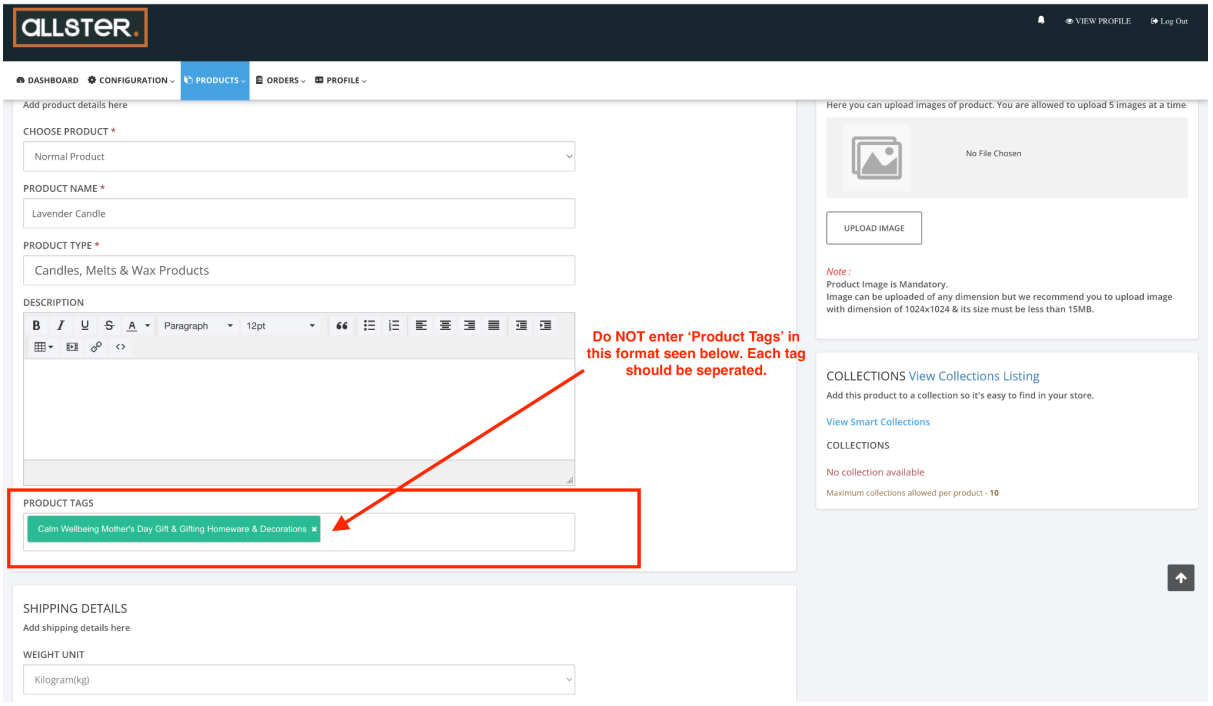
Step 10: Product Tags.



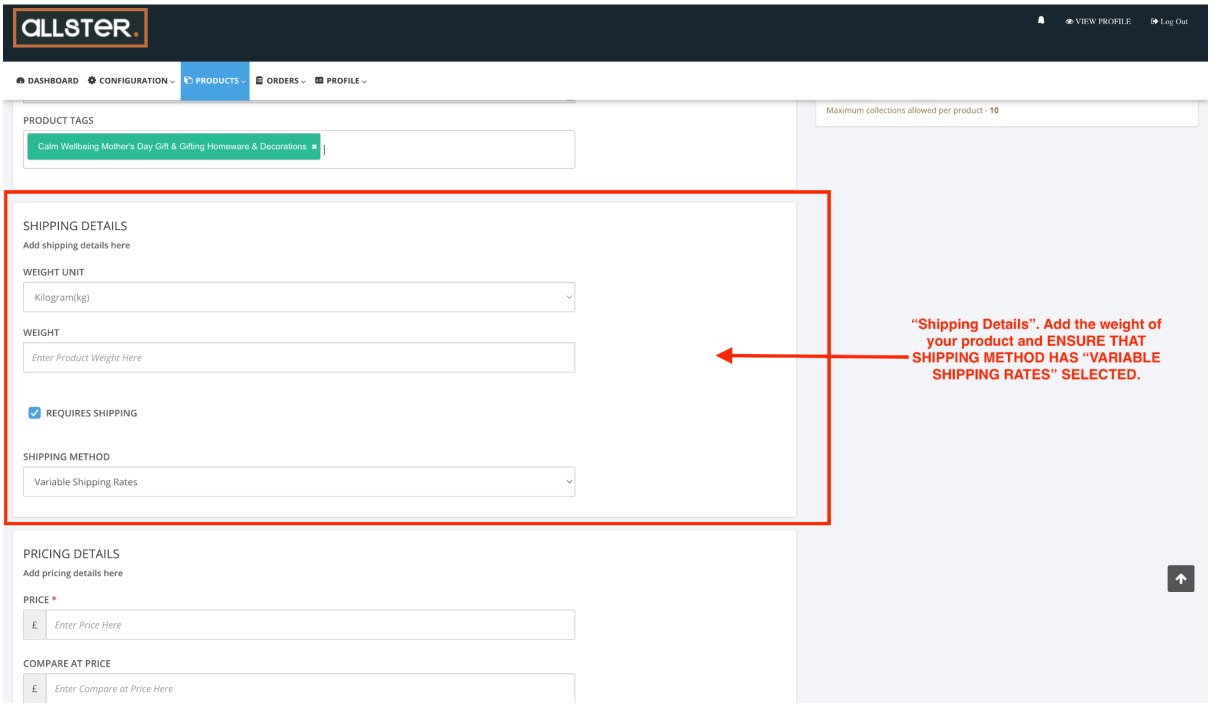
"Product Type"- These are words that make your product appear when a customer types the word into the search bar of the website.

These can be general descriptive words or phrases that describe your product or can be a "Collection" as seen in step 8.

To enter a tag simply type the word, phrase or collection into the area and hit "Enter". Enter should be hit after each individual word, phrase or collection.
Do not enter tags as seen in the image below:



Step 11: Shipping Details.



"Shipping details" is where you can enter the weight of your product. This is especially important if you have chosen to set up your shipping ranges using the unit of weight. See step 27 for more information on shipping ranges. If your product has multiple variants with multiple weights please see step 17

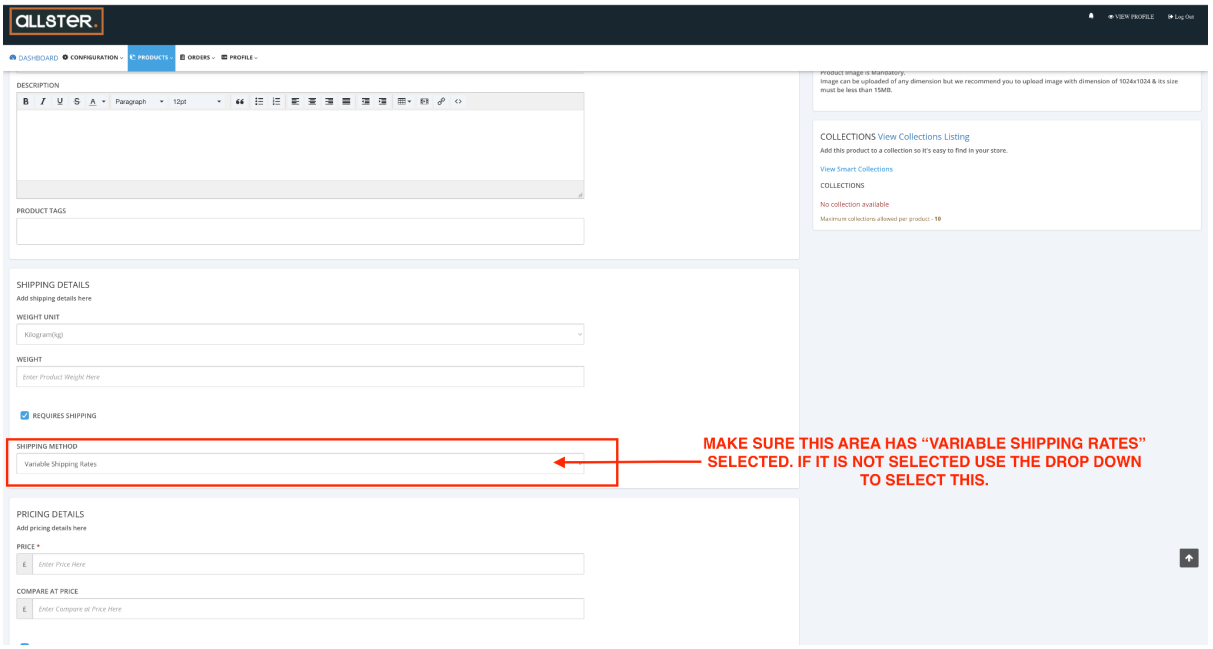
Be sure to note that weight is in KG not grams! Therefore if your product weighs 200grams this will need to be entered as 0.2KG

There is no need to enter "Kg" after the digits.

Please ensure that the field titled "Shipping Method' has "Variable Shipping Rates" Selected. This is one of the most important steps when setting up. If this field is not selected this will stop all customers from being able to purchase your products on the website.

If you cannot select "Variable Shipping Rates" it is most likely you need to set up your shipping (see steps 22) and need to return to this area once this is done. You also need to make sure you have set your Variable Shipping Rates to "Default" on the shipping page (see steps 22)

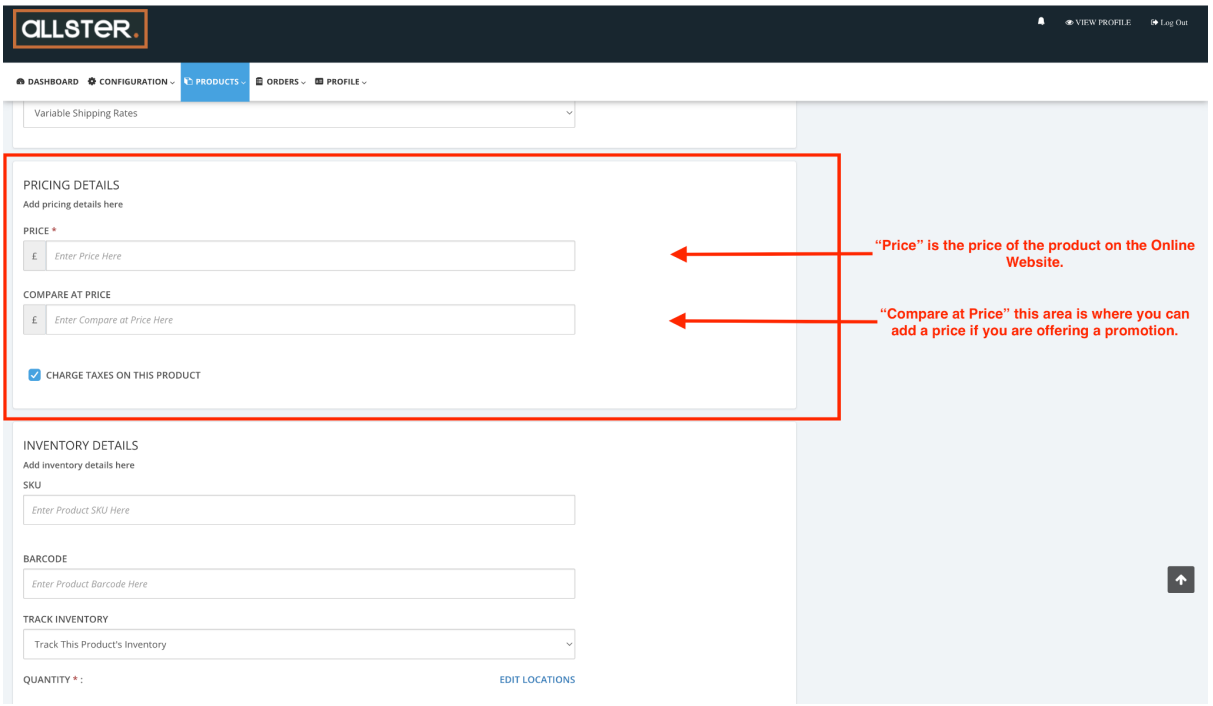
Step 12: IMPORTANT: Variable Shipping Rates



BE SURE THAT THIS AREA HAS "VARIABLE SHIPPING RATES" SELECTED. IF THIS IS NOT SELECTED YOU NEED TO CLICK WHERE THE ARROW IS POINTING AND SELECT VARIABLE SHIPPING RATES.

IF THIS IS NOT SELECTED YOUR PRODUCT WILL NOT BE ABLE TO SHIP.

Step 13: Pricing Details



"Pricing Details" this is where you add the price of your product and where you can add promotion prices for example.
If you usually charge £20 for your product and are offering 10% off simply put £18 into the "Price" field
And
£20 into the "Compare at price" this will then display your product on the site as seen below:

Welcome to Allster!

ALLSTER.

Discover amazing products and sellers from across Ulster....

Best Sellers | New Arrivals | Gifts | Shop by County | All Collections | Jewellery | Beauty & Cosmetics | Arts & Crafts | Belfast | Sell With Us

Home › All products › Candle

Roll over image to zoom in

Description

Candle Lavender

Shipping and Returns +

Candle

Save £2.00

How the discount is displayed when you do a "Compare At Price"

Test Store C

Price: £18.00 ~~£20.00~~

Size: Small

Small | Medium | Large | X-Large

Color: Pink

Stock: Re-stocking soon

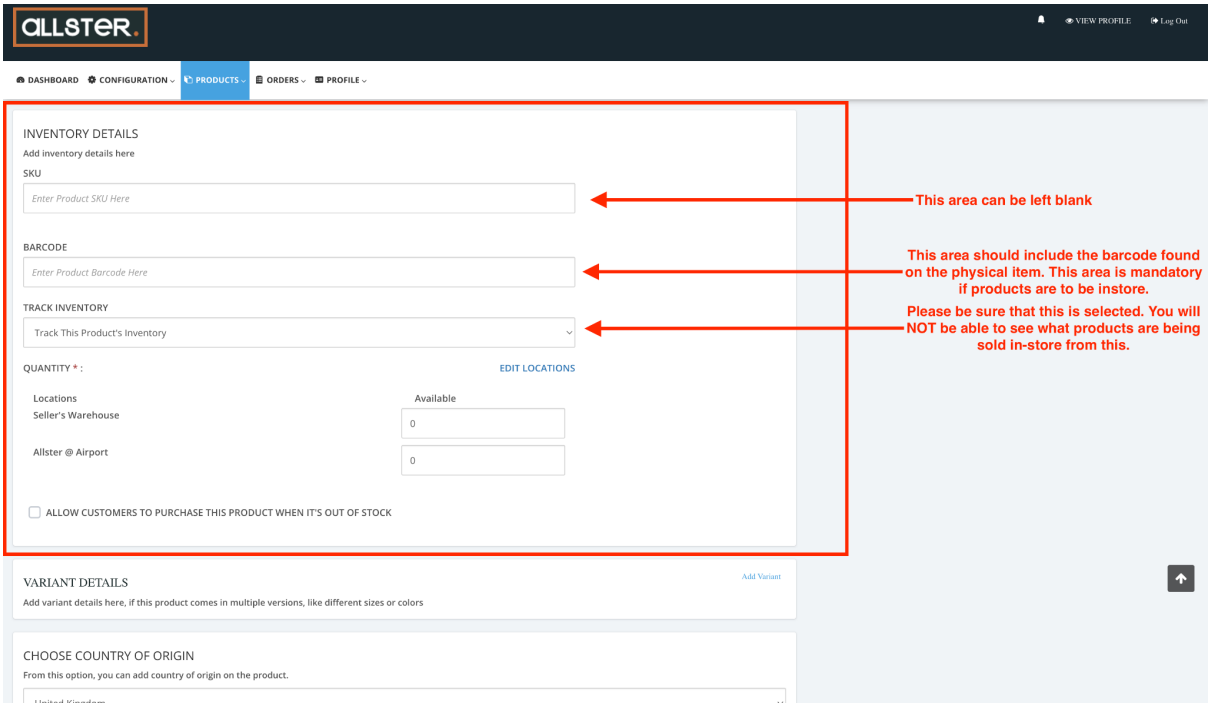
Quantity: − 1 +

Add to Basket

Buy with shop Pay

More payment options

Step 14: Inventory Details: SKU, Barcodes, Track Inventory.



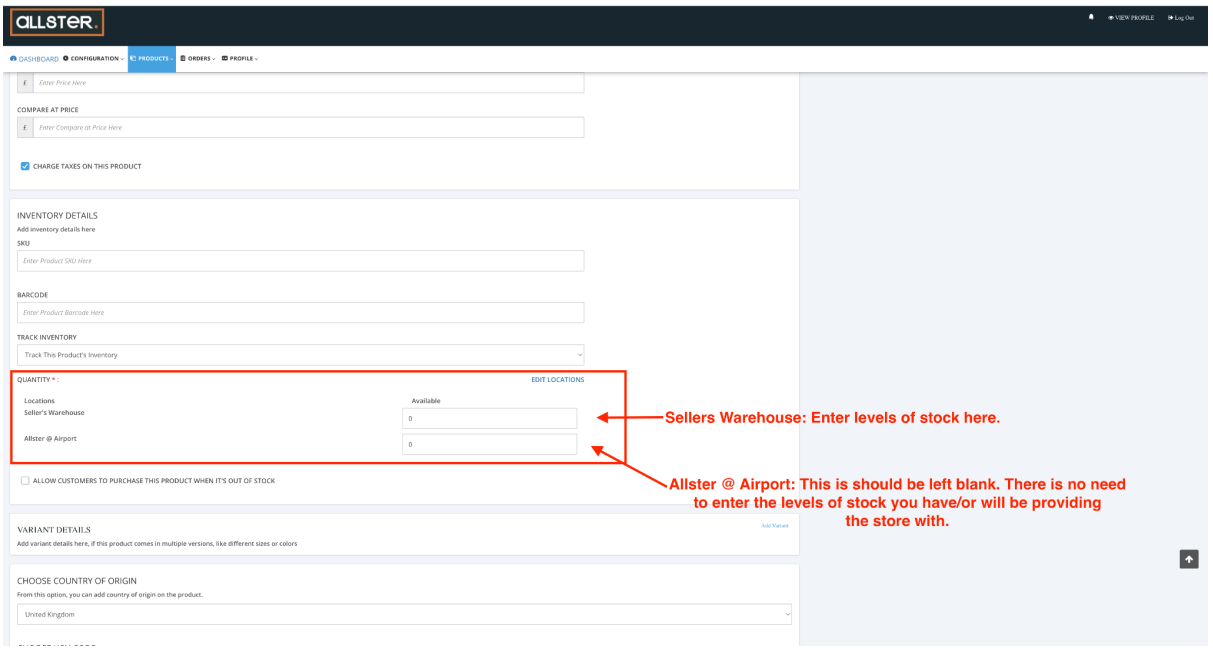
This area is where you can enter your barcodes and add how much stock you have of your product.

At this moment in time you can leave the SKU area blank.

The barcode area should be filled in with the barcode that is attached to the physical product. This is especially important if you are supplying the store with products. If you do not have barcodes for your products please contact us for recommendations on how to obtain these.

“Track Inventory” should be selected. Unfortunately this does not mean you will be able to track the inventory of any of the products you have sent in store. The only way to know this is by receiving your monthly sales report.

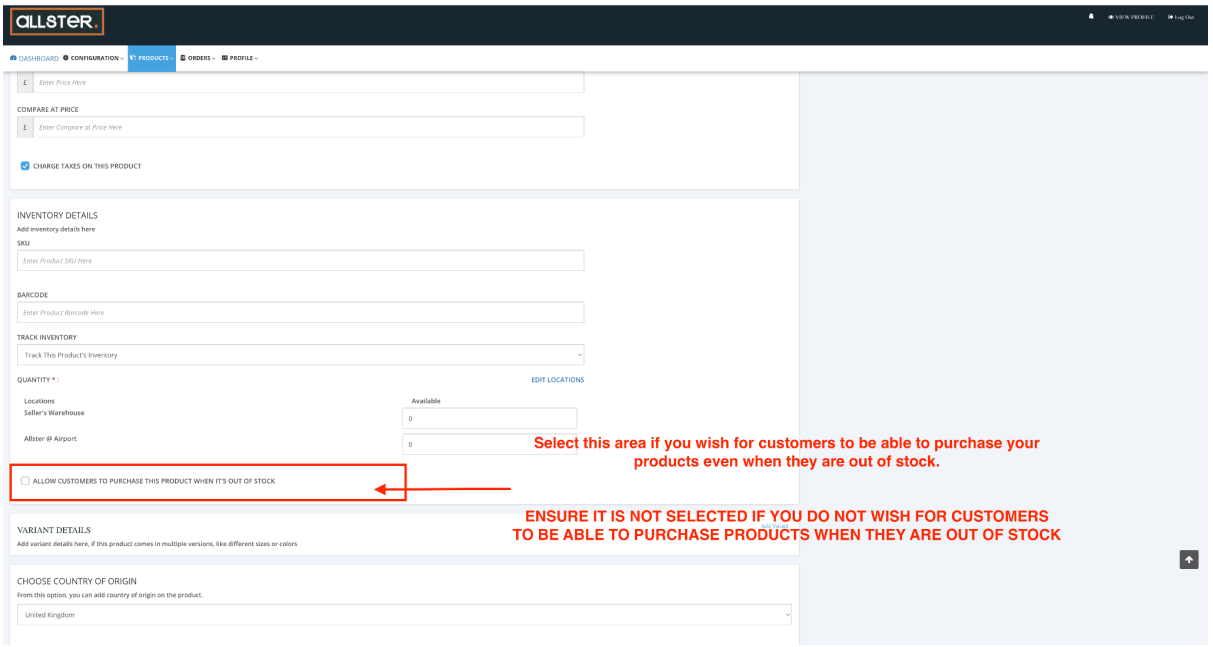
Step 15: Quantity



Sellers Warehouse: This is the amount of stock the seller has in their own possession.

Allster @ Airport: This area should be left blank. If you do fill it in with the stock levels you have sent in store please know that it will NOT change as your products are sold. The only way of knowing how many of your products are sold is by the sales sheet you will get monthly.
Also note that we can NOT fulfil an order made online for a product that is out of stock but has stock in the store.

Step 16: Allow for customers to purchase a product when it's out of stock.



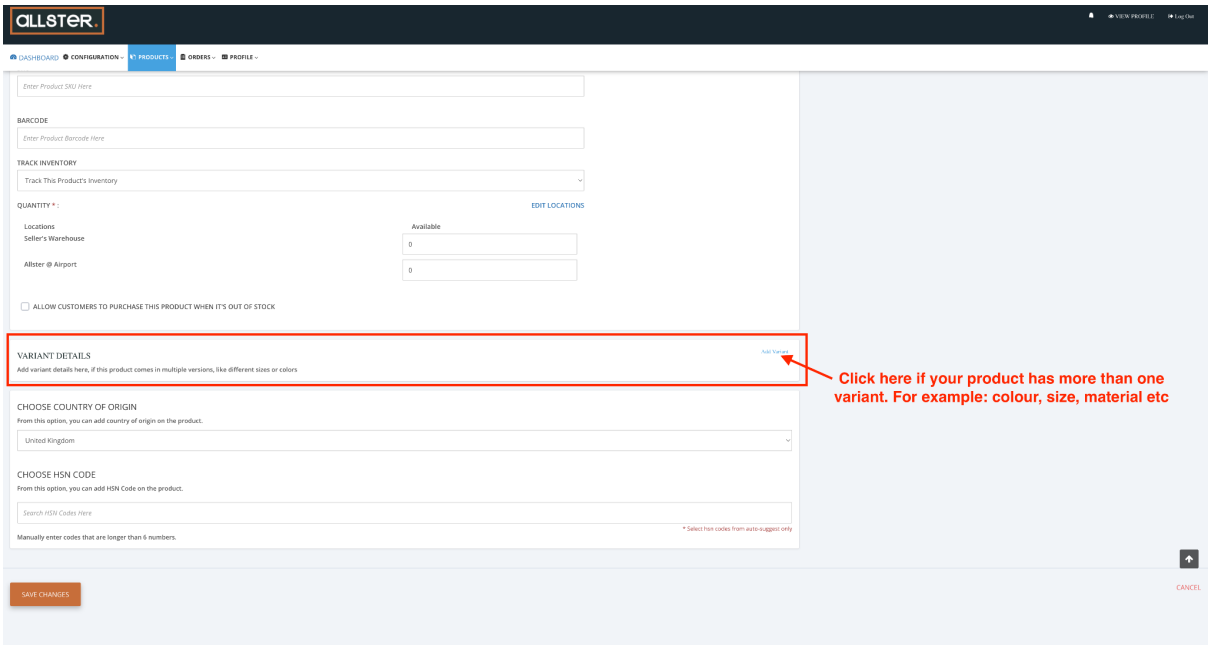
If you wish for customers to be able to purchase your products when they are out of stock be sure to select this box.

If you do NOT wish for customers to be able to purchase your items when they are out of stock be sure that this area is not selected.

Reasons you may wish for customers to be able to purchase products when they are out of stock are:

-You can build up stock quickly.
-If you know that you will be getting a replenishment of stock again very soon.

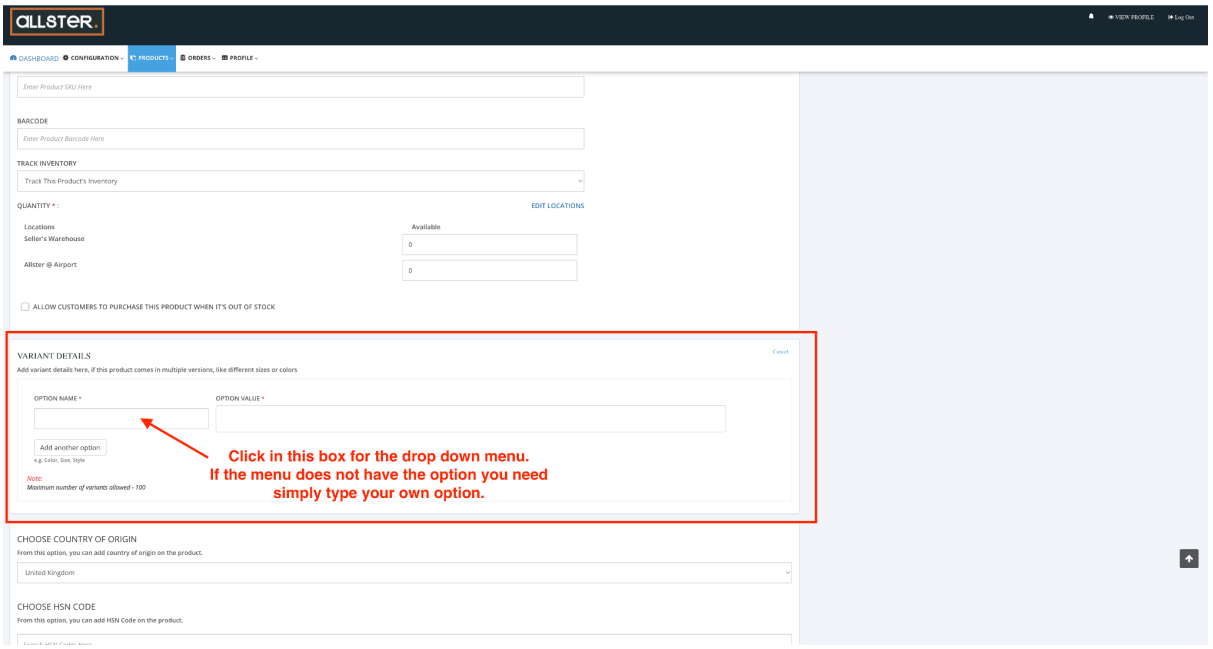
Step 17: Adding Variants[1]



To add a variant click on the small blue “Add Variant” button that the arrow in the image is pointing to.

Step 18: Option Name.

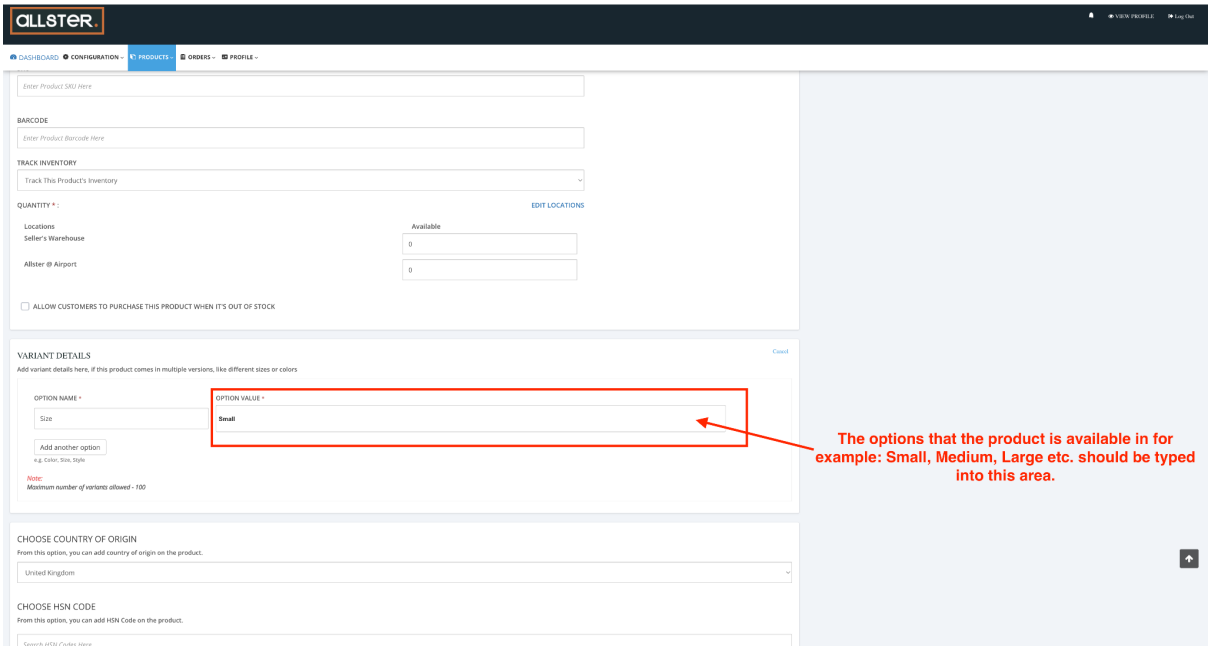
Once you have done this the page will look like the image below:



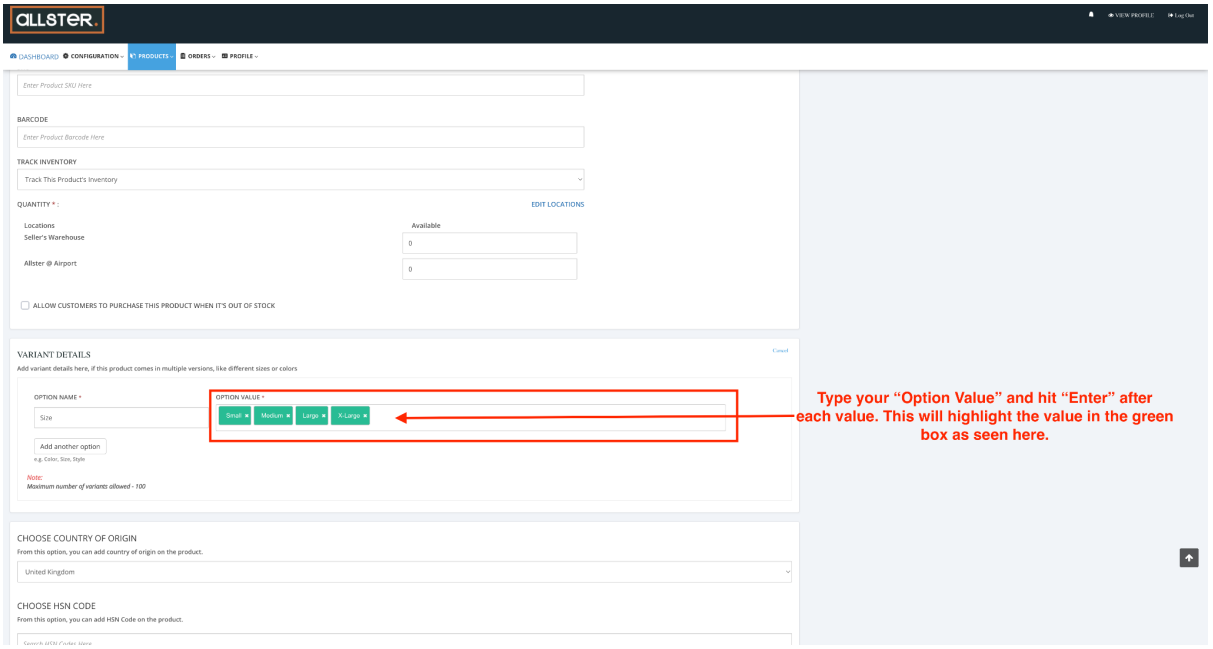
Click in the “Option Name” box for the drop down menu to appear. Select the option from the drop down menu that is most applicable to your product. If you do not feel that any options are applicable you can type your own option.

1

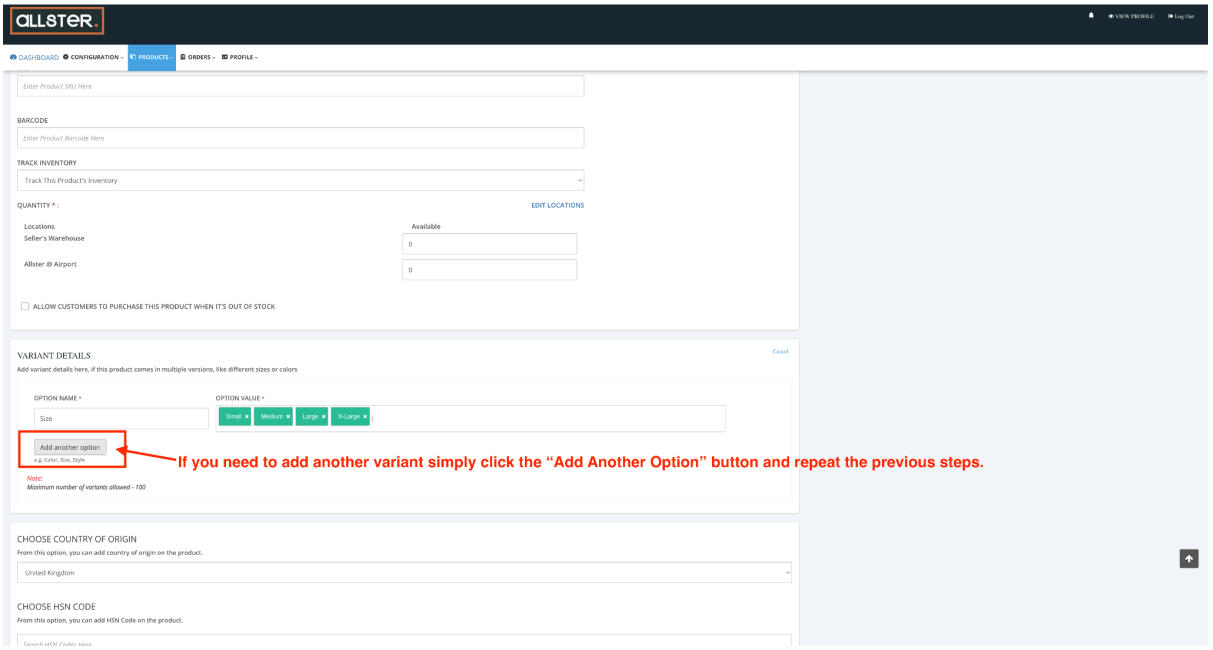
Step 19: Option Value.
The “Option Value” area is for the options that the product is available in for example if the “Product Name” is “Size” then the “Product Value” should be “Small, Medium, Large etc.



To enter your “Option Value” simply type the values in which you would like to separate your options for example; small, medium, large. After you have entered each individual value, hit enter.
For example; type “Small” then hit “Enter” on your keyboard. Type “Medium” then hit “Enter” on your keyboard etc. Doing this will highlight the word in a green rectangle and separate your values.

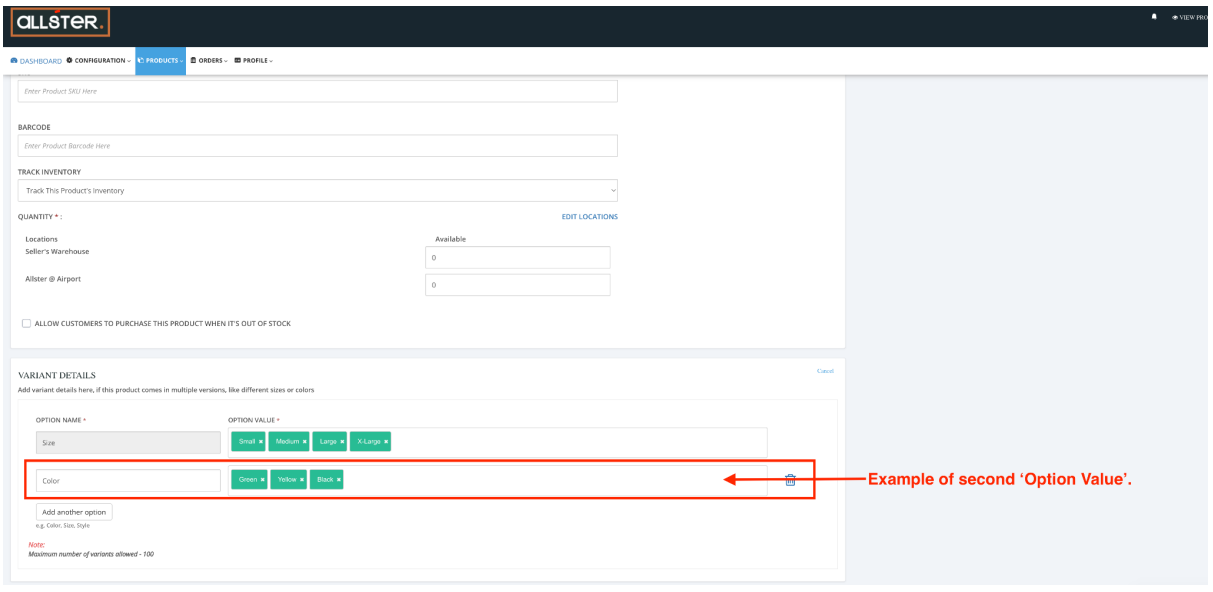


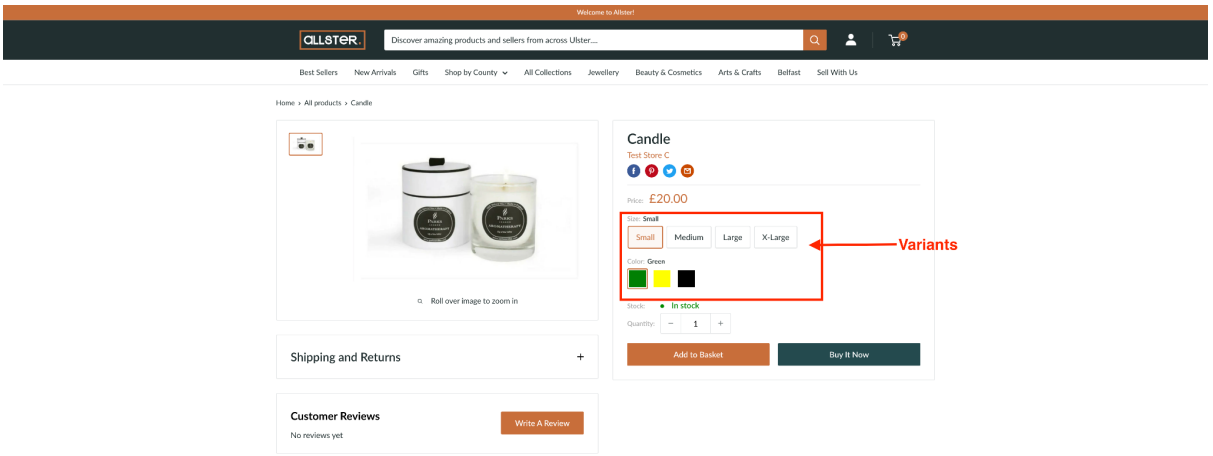
Step 20: Add Another Option



If you need to add another variant option click the button that the arrow is pointing to in the image above titled 'Add another option" then repeat the previous steps.

Type your values and hit "Enter" on your keyboard after each value to separate them into individual values. They will then highlight green as seen below. This is when you know they have been separated.

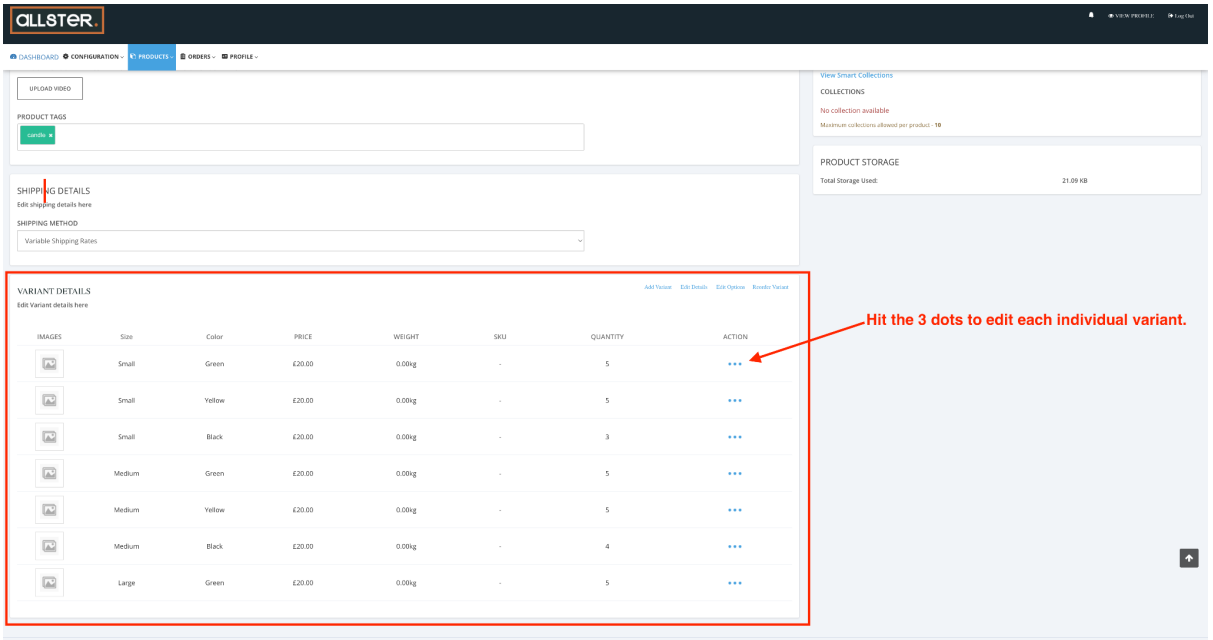




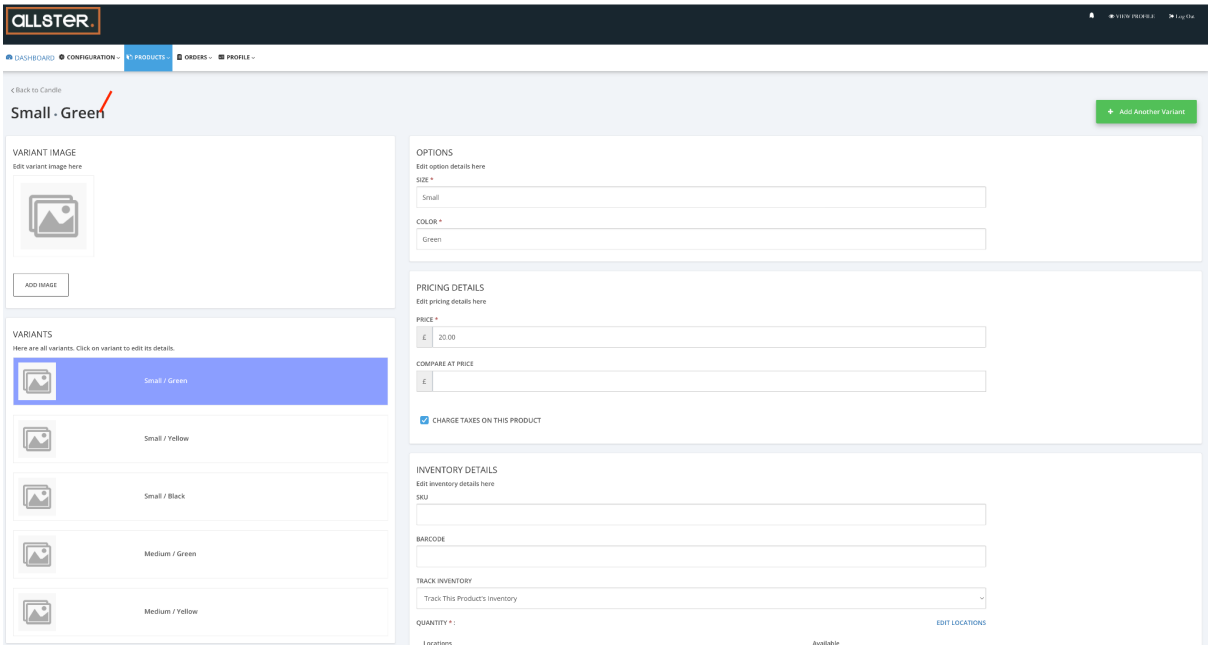
This is where the variants will be displayed on the front end of the website once you have entered all relevant data.

Step 21: Editing Variants

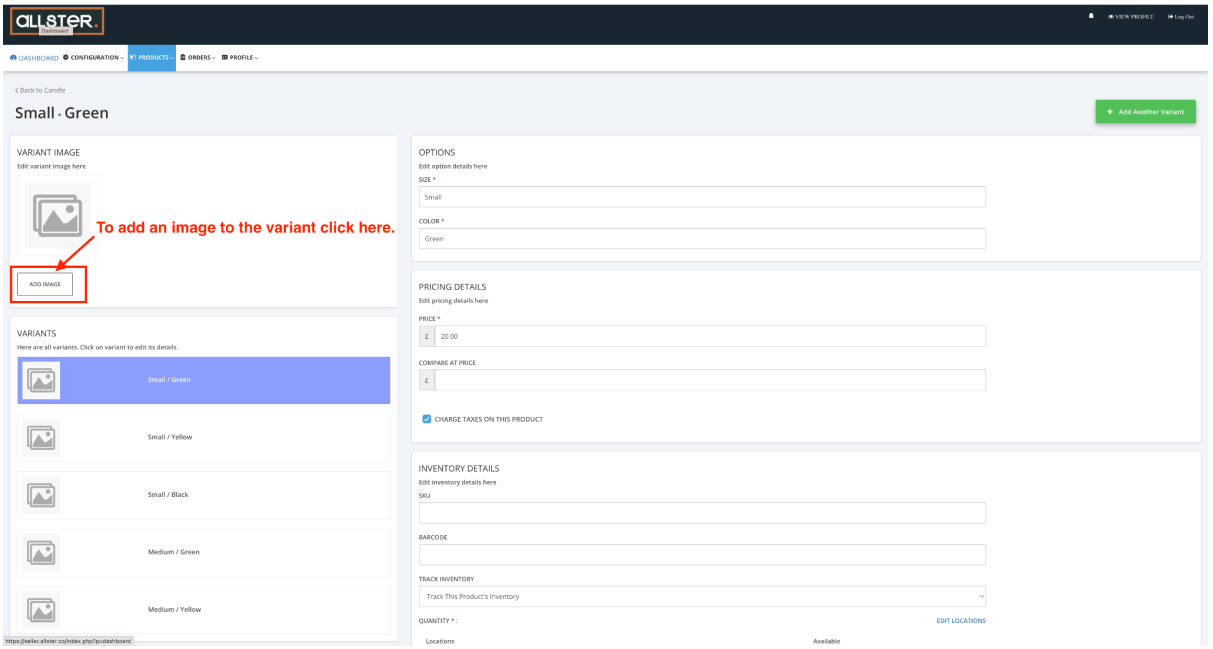
Once you have set up all your variants and save the page they will be displayed as shown in the image below. To edit each variant simply click on the 3 dots located on the right hand side of the variant and click “Edit”.



Once you have clicked the “Edit” button as discussed in the above step you will be directed to the below page where you can change prices of items, add individual barcodes, individual inventory and weight etc.

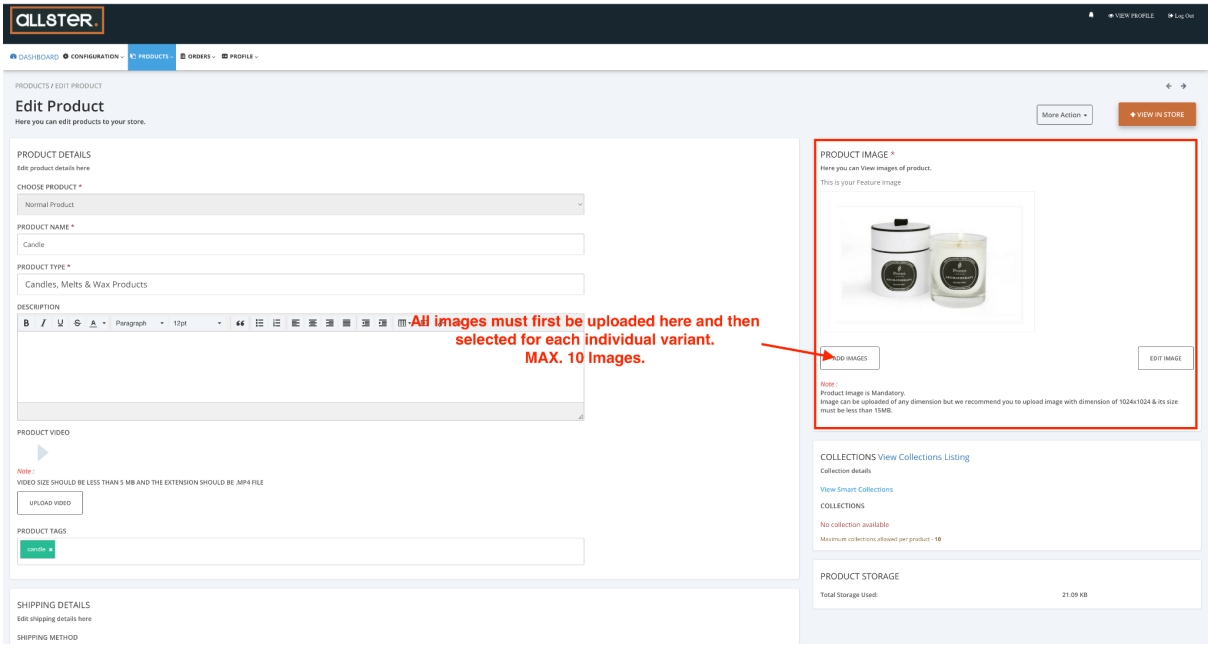


Step 22: Adding an image to each variant.

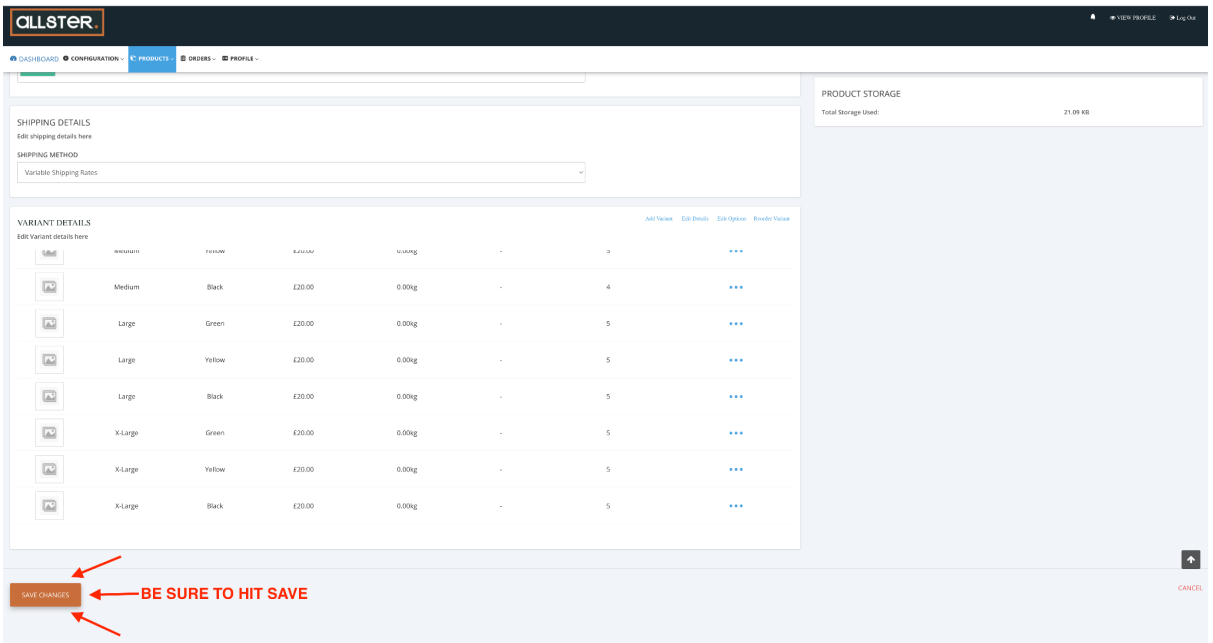


To add an image to each individual variant click on the “Add Image” button highlighted above.

Note all images must be uploaded in the below area first in order to be selected for each individual variant. There is a limit of 10 images that are allowed to be uploaded.



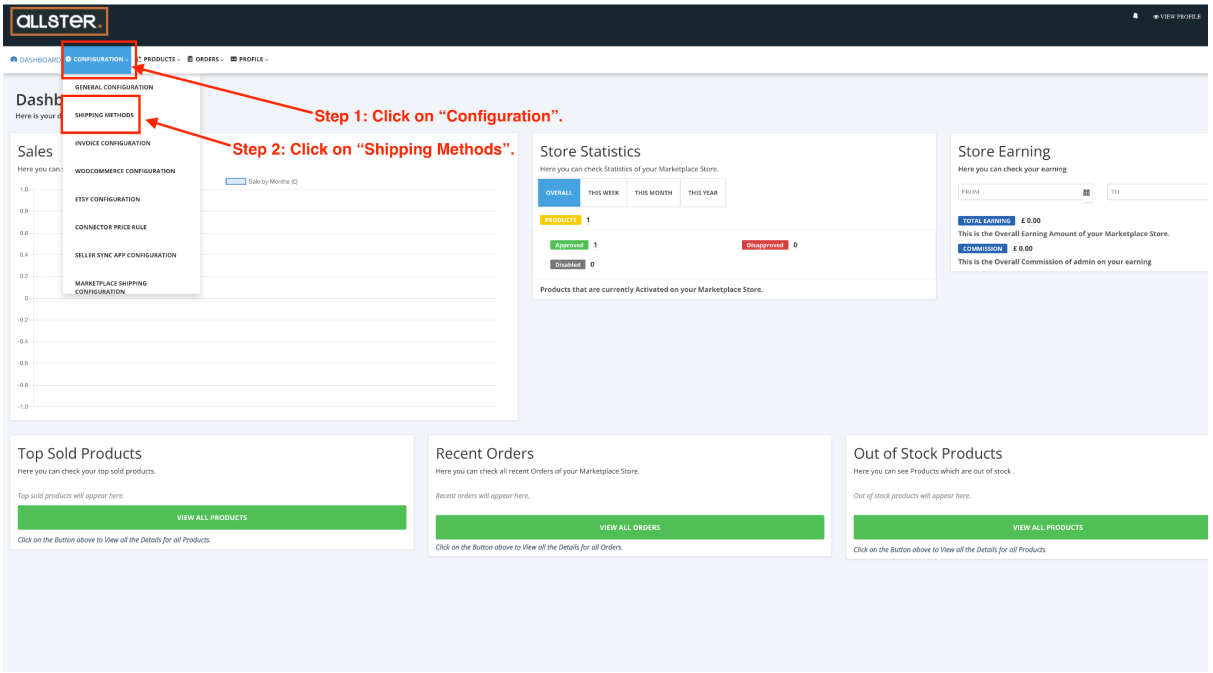
Once you have filled everything in, be sure to HIT SAVE!



You should now have a fully set up product uploaded.

Until someone from the team has checked it your products will all hold the below status:

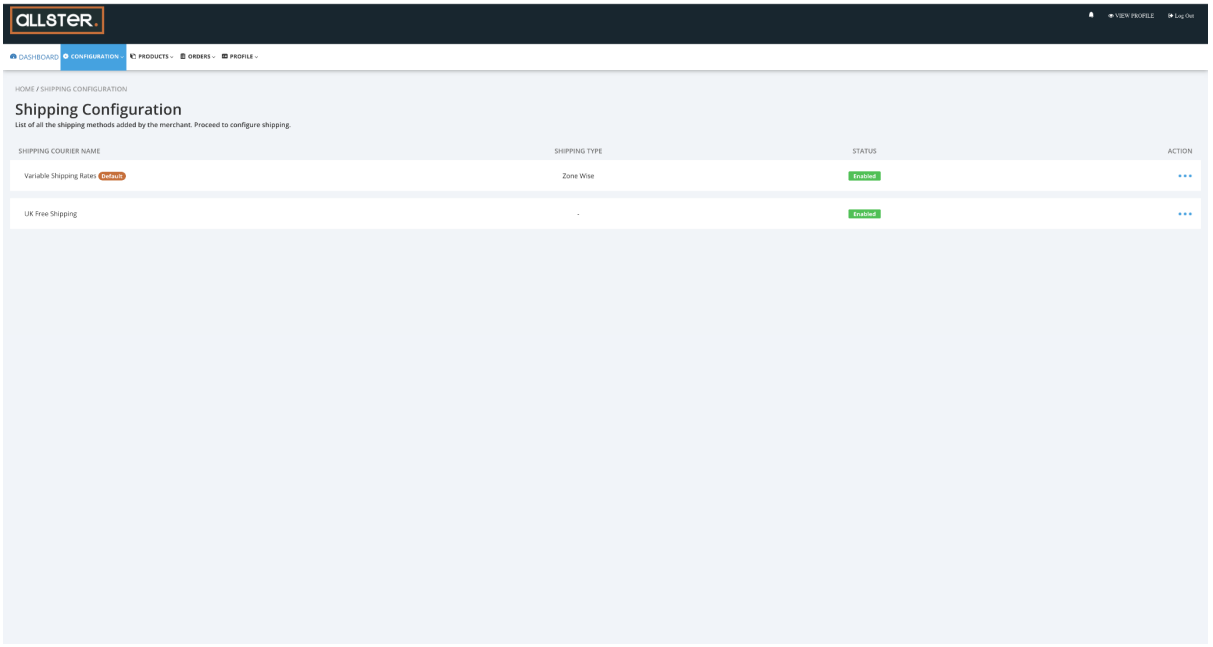
Step 22: The third and final area of setting up your profile is setting up your shipping.



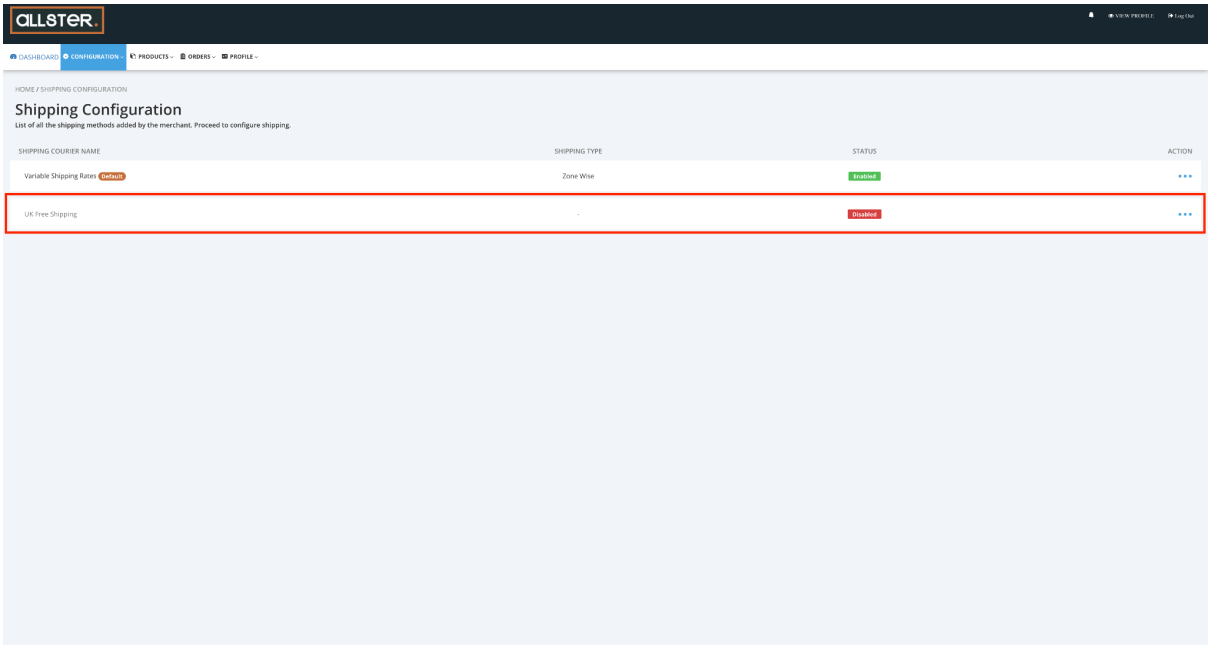
On the dashboard click on "Configuration" as seen in "Step 1" highlighted on the image above.

Then click on "Shipping Methods" as seen in 'Step 2" highlighted on the image above.

After clicking on "Shipping Methods" you will be directed to the below page.

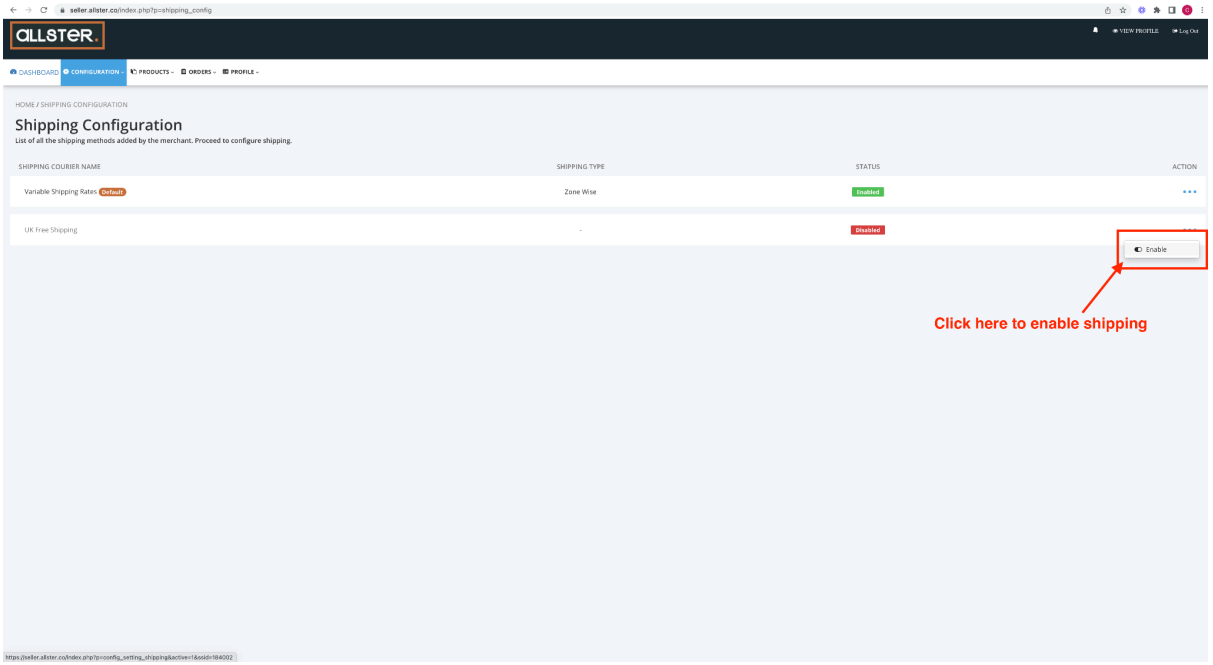


The page may also look like this where the ‘UK Free Shipping’ is disabled. If this is not the case please skip to step 24.

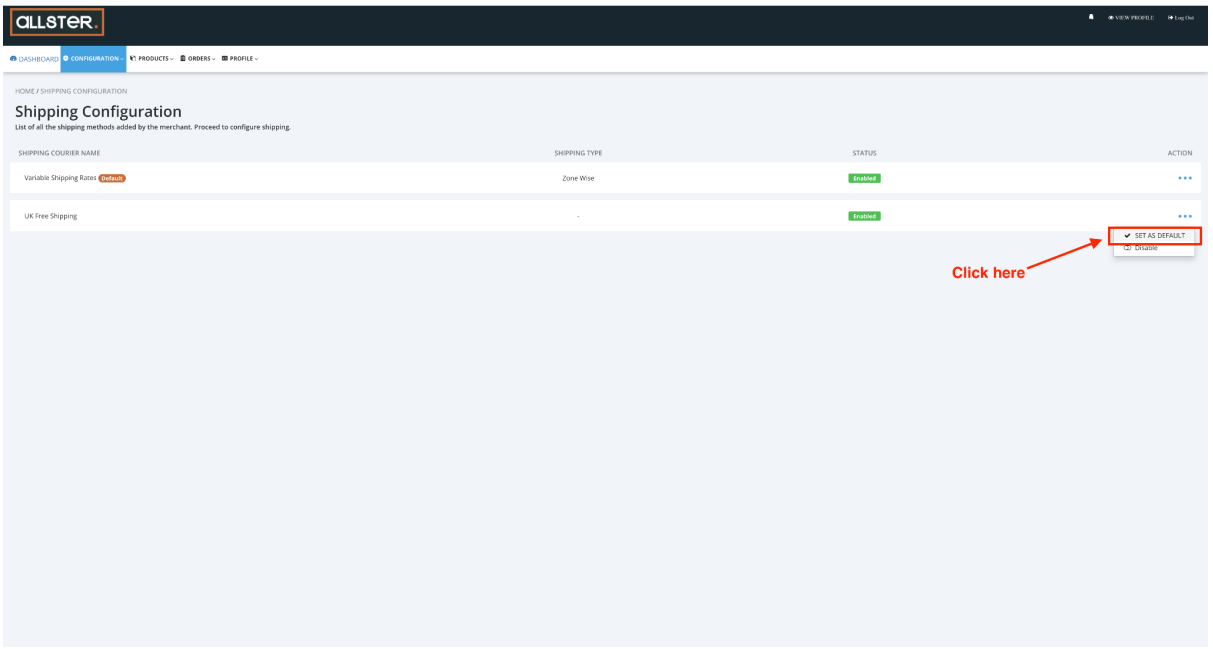


Step 23: Enable the “UK Free Shipping”. This step needs to be done even if you are not offering free shipping. You will see in the next steps why this is so important.

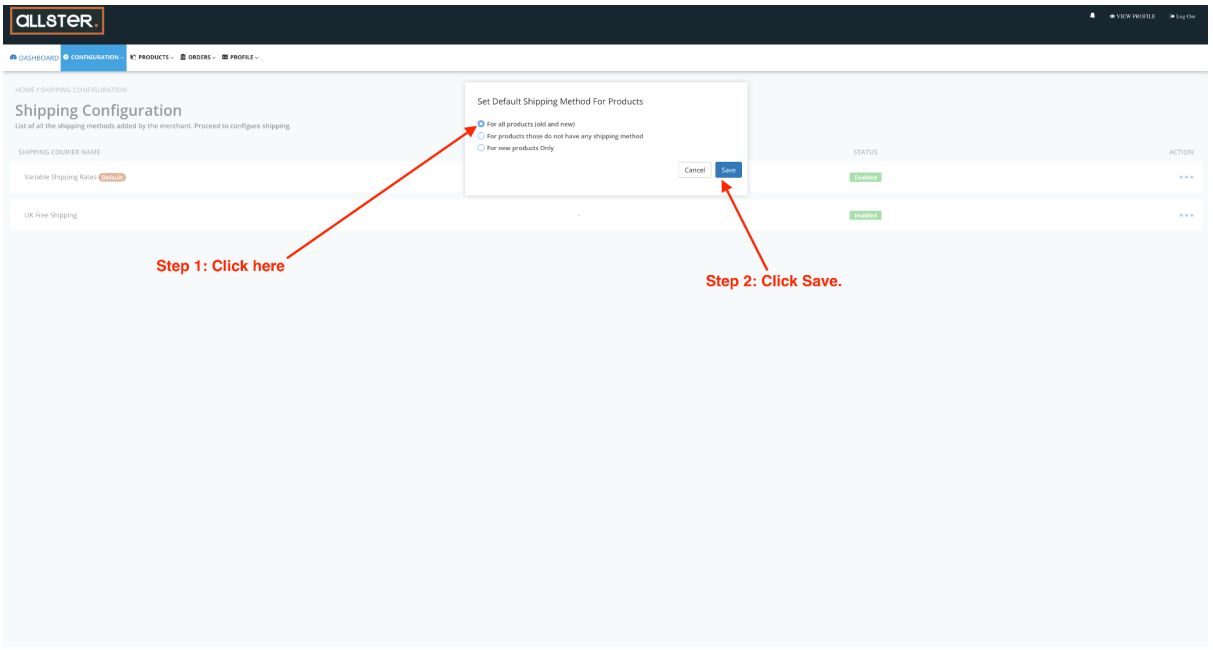
To enable the free shipping click the 3 dots on the right hand side and click “Enable”.



Step 24: Both shipping channels should now be “Enabled”. The next step is to set the uk free shipping to default. To do this click on the 3 buttons on the “UK free shipping” as seen below and click “SET TO DEFAULT”.



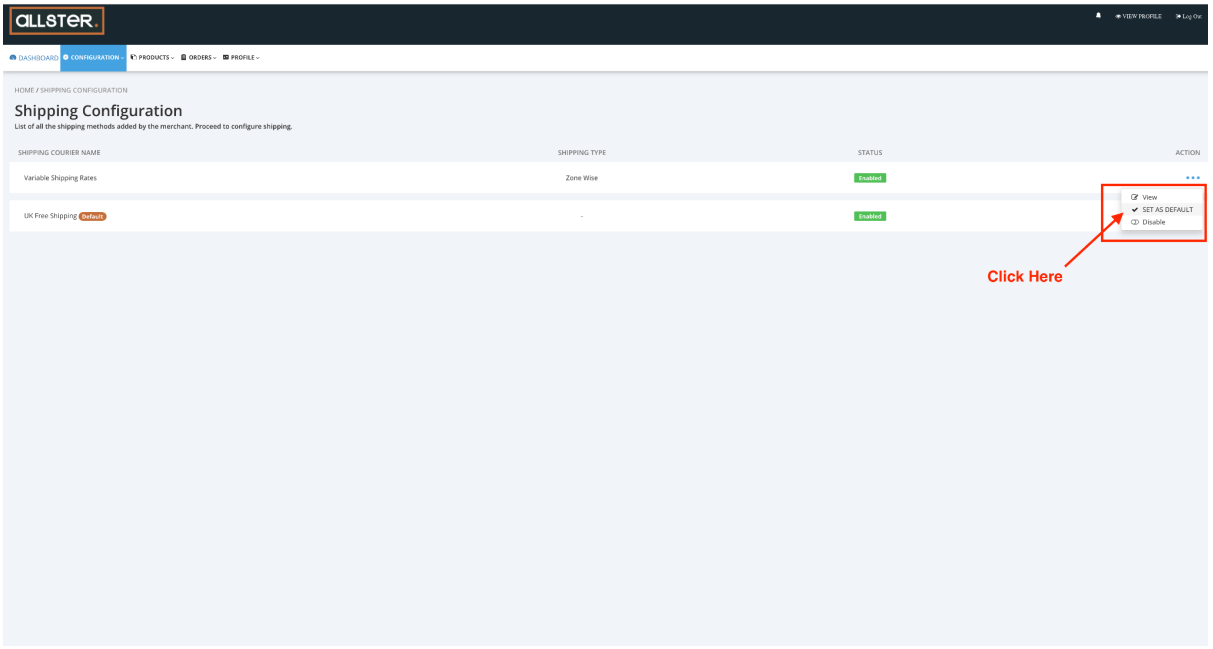
Once you have clicked this the below message board will appear.



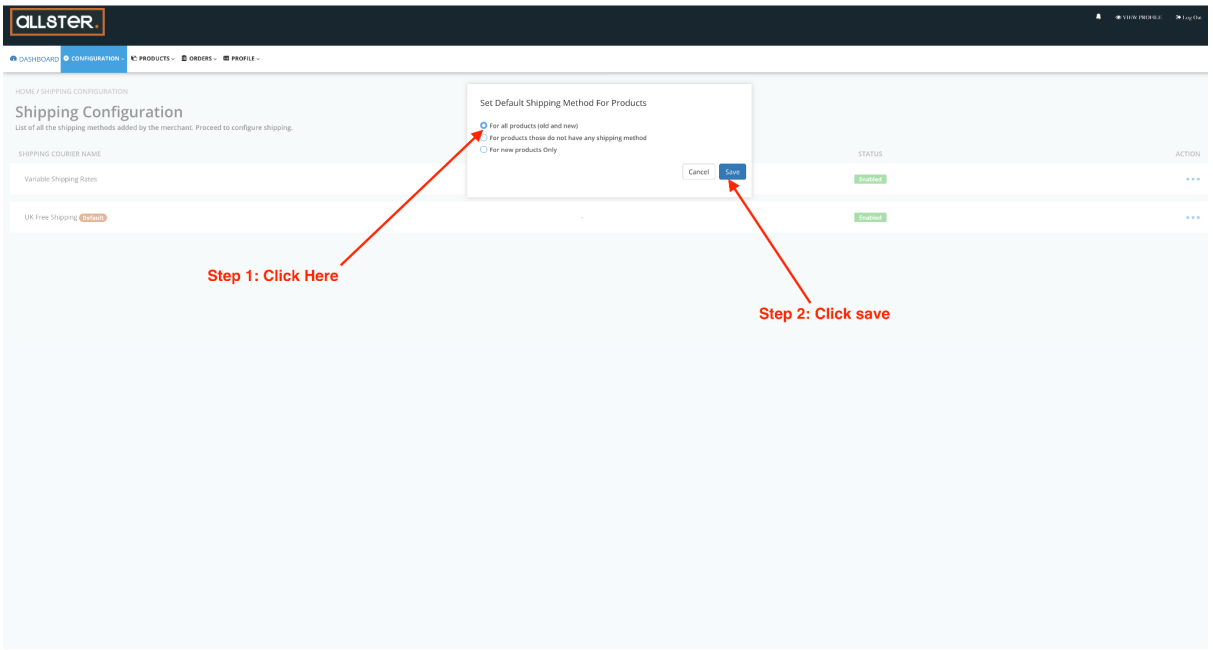
When this board appears step 1 is to select “for all products old and new” step 2 is to click save. UK FREE SHIPPING should now have the default sign next to it.

Step 25: Setting Variable Shipping Rates to Default.

The next step is to click the 3 buttons as seen below on the “Variable Shipping Rates”



Once you have done this click on the “Set To Default’ option that appears after clicking the 3 dots as seen in the image above.

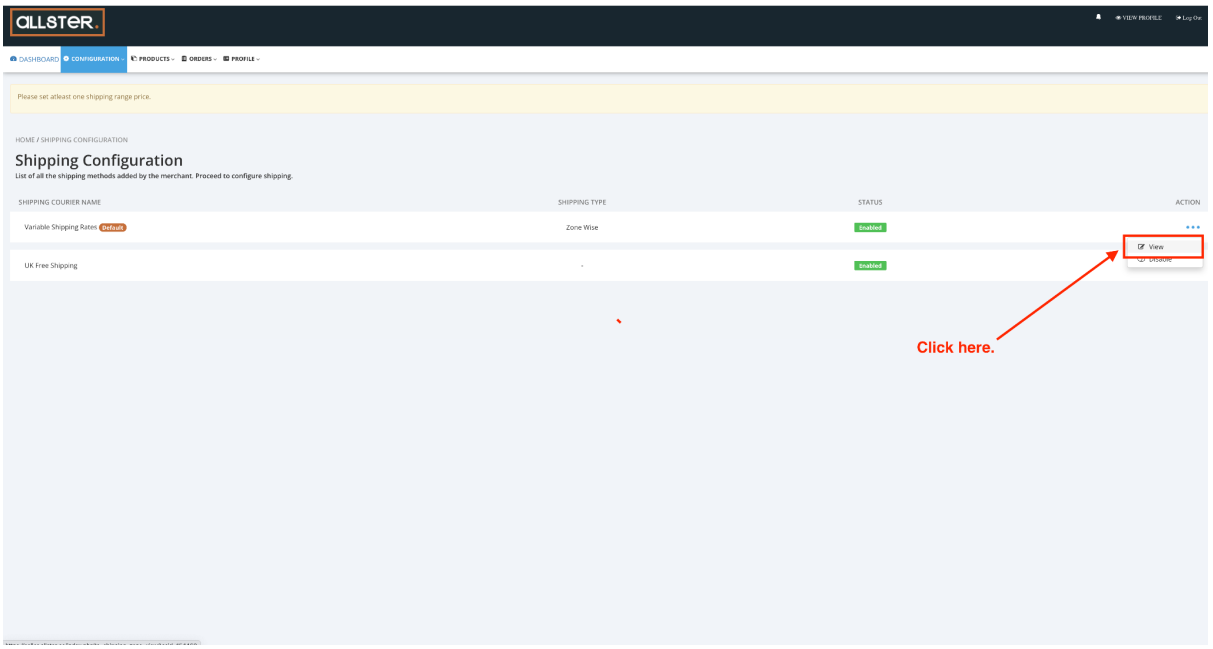


The next step is to select “For all products old and new” and then click save. Once you have done this “Variable Shipping Rates” will be made to default meaning that step 12 should not need done and all products that you upload will automatically sync with your shipping costs and ranges.

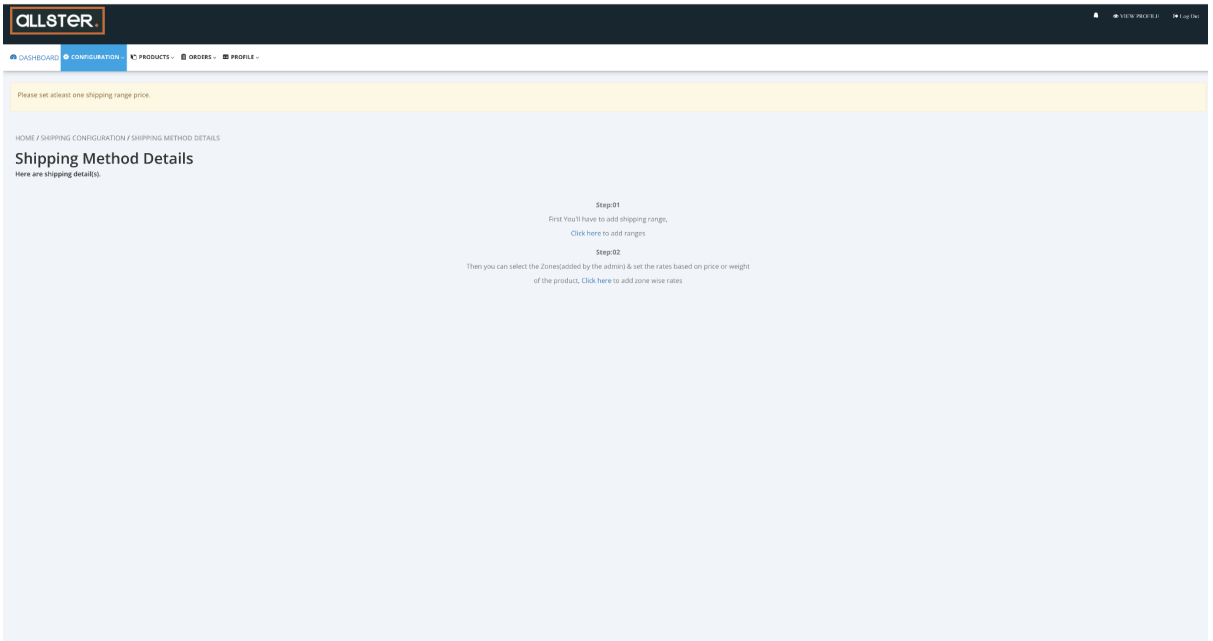
We know this step seems boring but it is just as important so please do it!

Step 26: Viewing Shipping.

Now that you have taken the very important steps of making “Variable Shipping Rates” you default click on the 3 buttons on the right hand side and press “view”

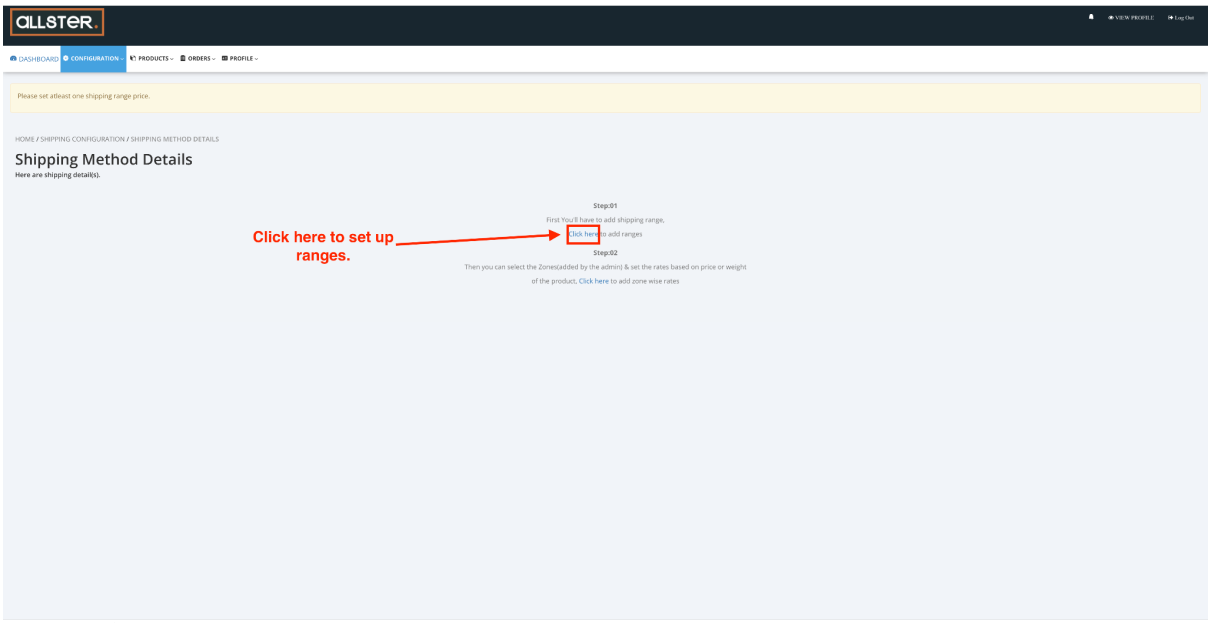


Once you have clicked “View” you will be directed to the area below:

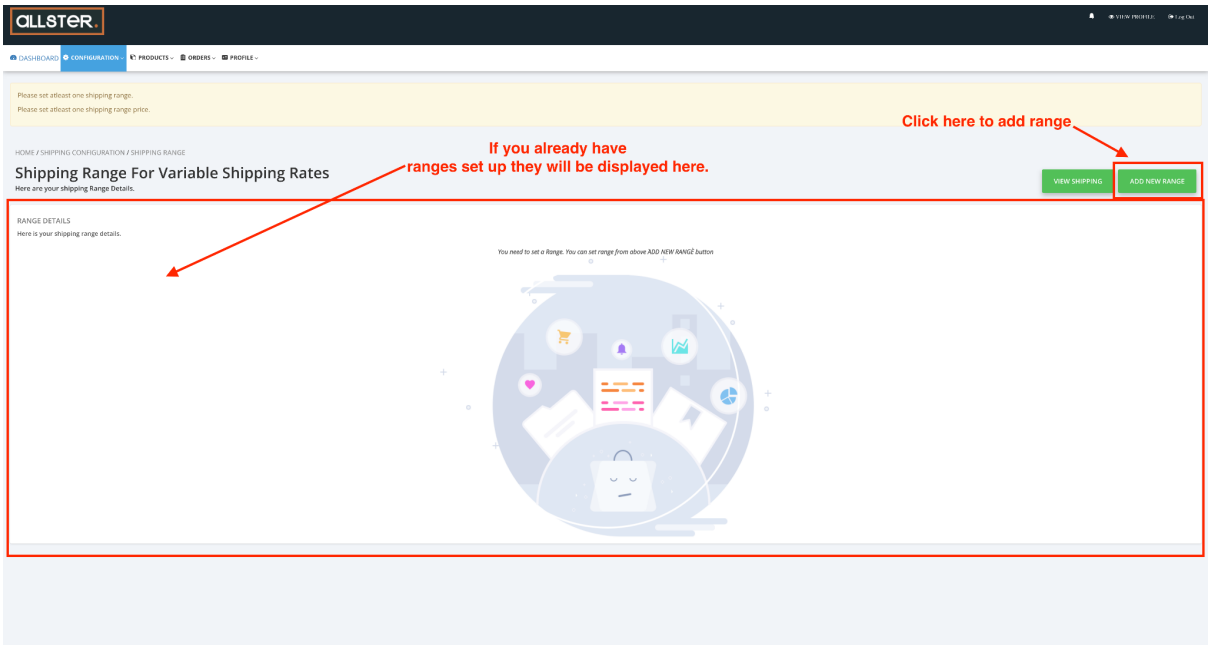


Step 27: Ranges

The first stage of setting up your shipping is to set your ranges. To do this click on the button highlighted in the image below:

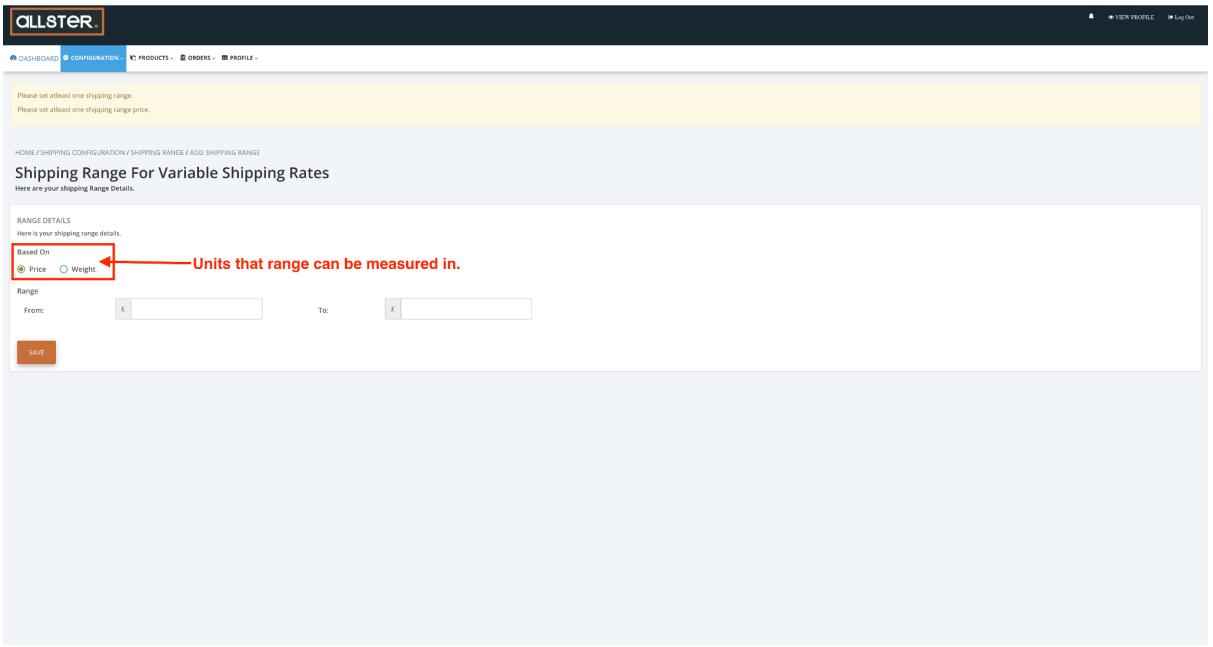


After clicking the “Click Here” button as highlighted in the image above you will be directed to area shown below:



To add a range click on the rectangular button in the top right hand corner labelled “Add New Range”. If you already have ranges set up they will be displayed in the highlighted area.

Step 28: Once you have clicked on “Add New Range” you will be directed to the page below:



You will need to select what unit you want your range to be measured in weight or price.

NOTE WEIGHT IS DONE IN KG NOT GRAMS. IF YOUR PRODUCT WEIGHS 20GRAMS PLEASE ENTER THIS AS 0.2 KG.

ENSURE IF YOU ARE MEASURING IN WEIGHT THAT EACH INDIVIDUAL PRODUCT YOU HAVE UPLOADED/ WILL UPLOAD HAS THE WEIGHT ADDED AS SEEN IN STEP 11.

Things to know when making ranges.

-You can only set a maximum of 8 ranges.

-The first range should always start a 0.00 and the very last range should end on £999999

-Each range should be separated by 0.01 for example:

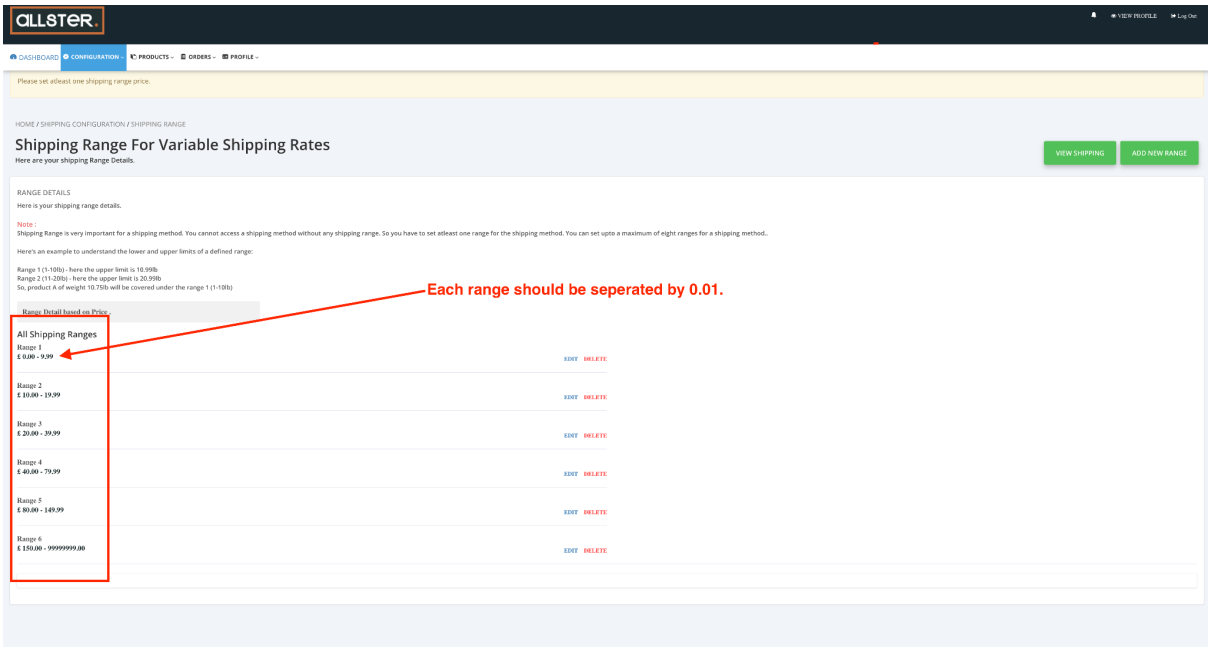
If range 1 is:

£0.00 - £9.99

The next range should start at £10.

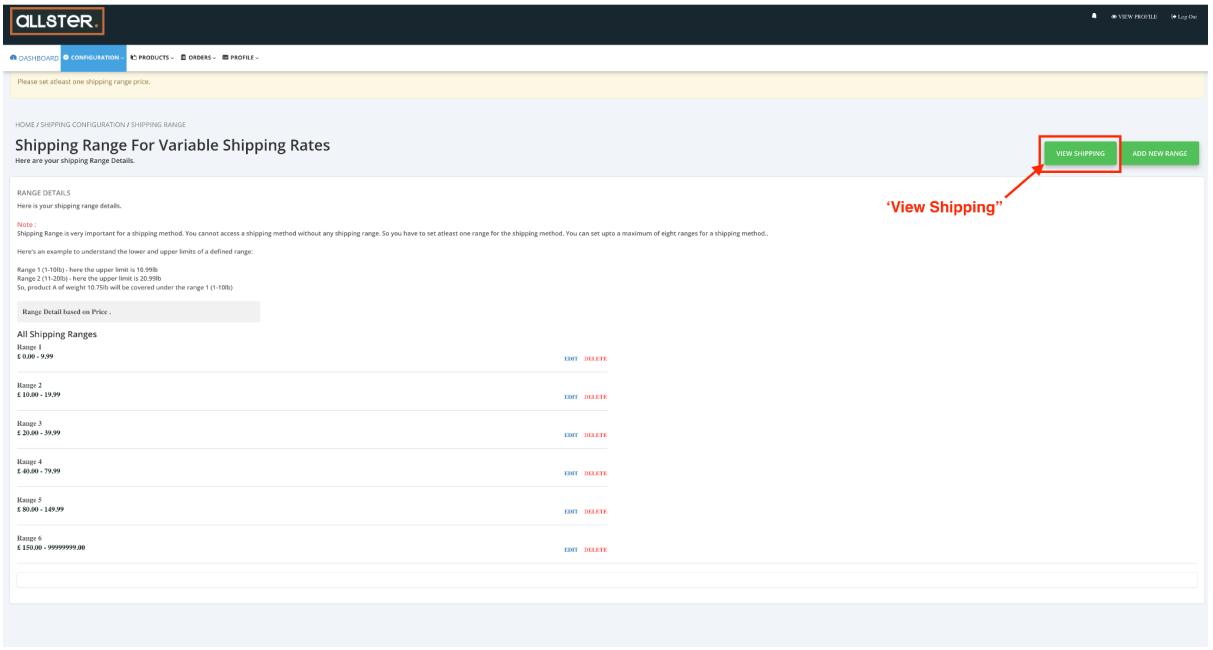
£10.00- £19.99

The next range should start at £20.00 etc. See next page for an example:

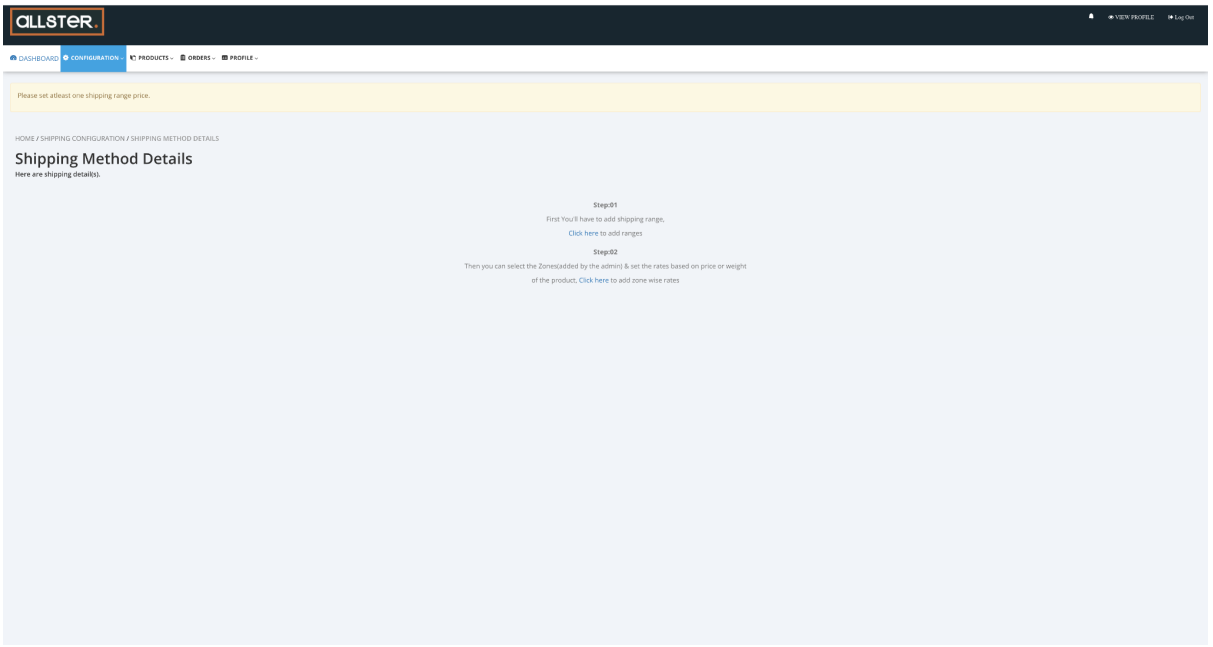


Step 29: Adding Shipping Zones.

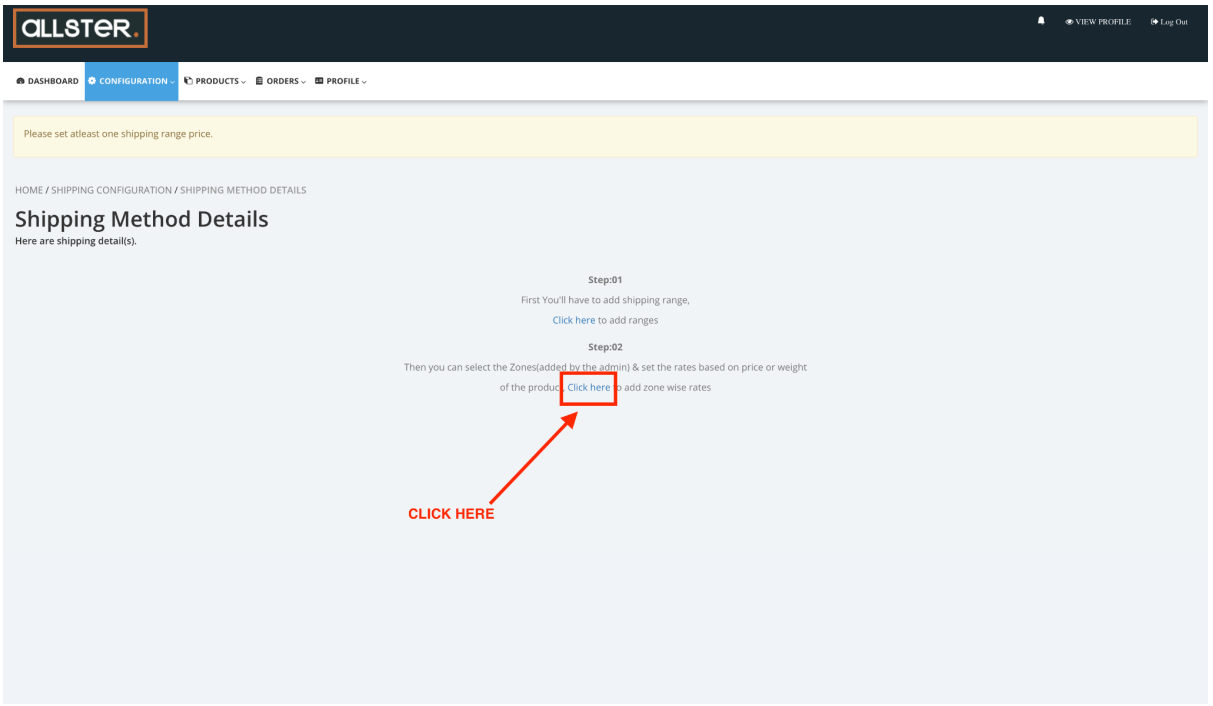
Now that you have set your ranges for shipping click the green rectangle located in the top right hand corner labelled “View Shipping”.



Once you have clicked the “View Shipping” button you will be directed to the page found in the image below:

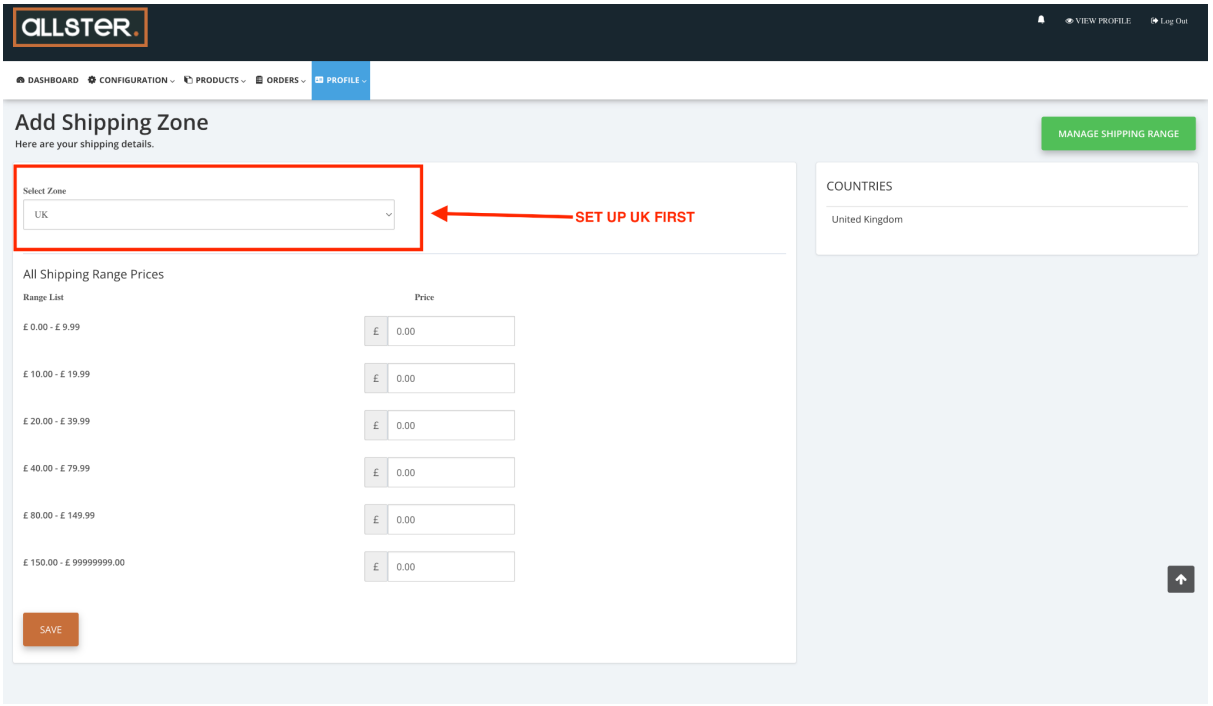


Click on the highlighted area that reads “Click Here”



Step 30: UK Shipping Zone

After clicking the highlighted area in the above image you will be directed to the page below:



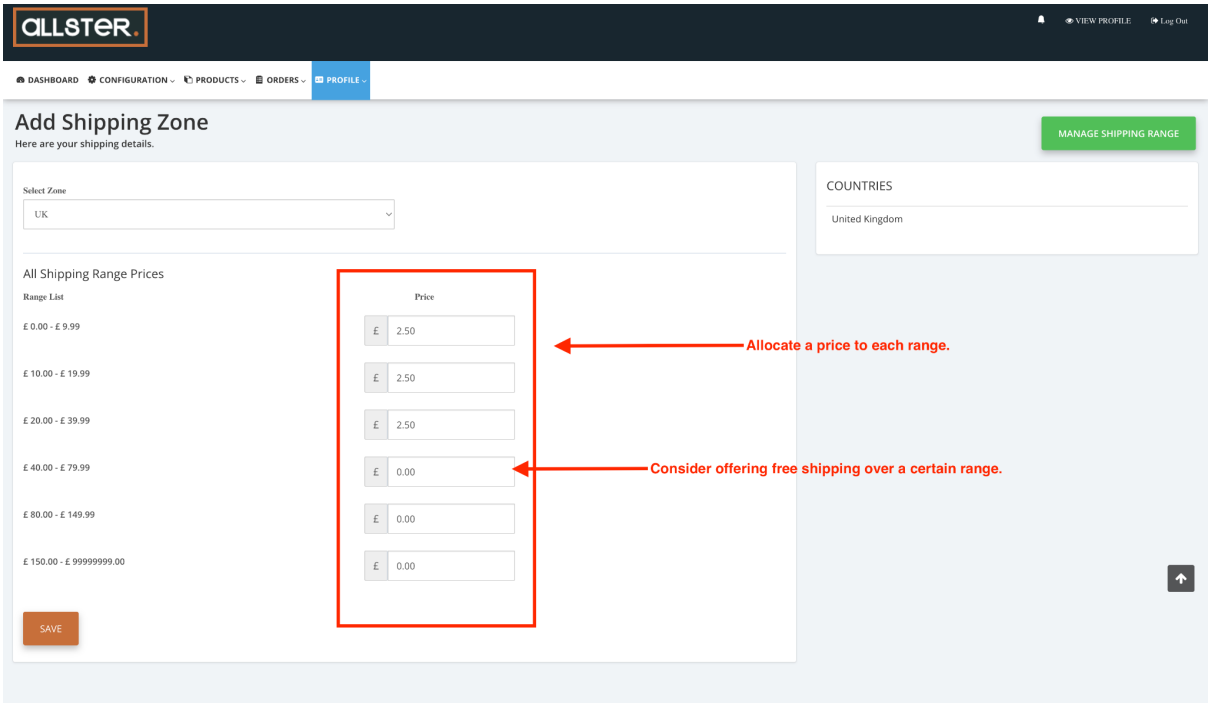
This is where you can enter the cost of shipping for each individual range. For example

-If someone were to purchase products that had a total price of £9.99 they would fall into the first range shipping price.
- If someone were to purchase products that had a total cost of £12.00 they would fall into the second range shipping price.

Note that customers with a cart of products from different sellers will incur each seller's shipping costs. The higher the shipping cost the more likely someone is to abandon their cart. Try to keep shipping costs as low as possible.

Ensure that the highlighted zone in the image is selected onto the “UK” zone. If not, simply click into the highlighted area and the drop down menu will appear.

Step 31: Adding Prices to each range



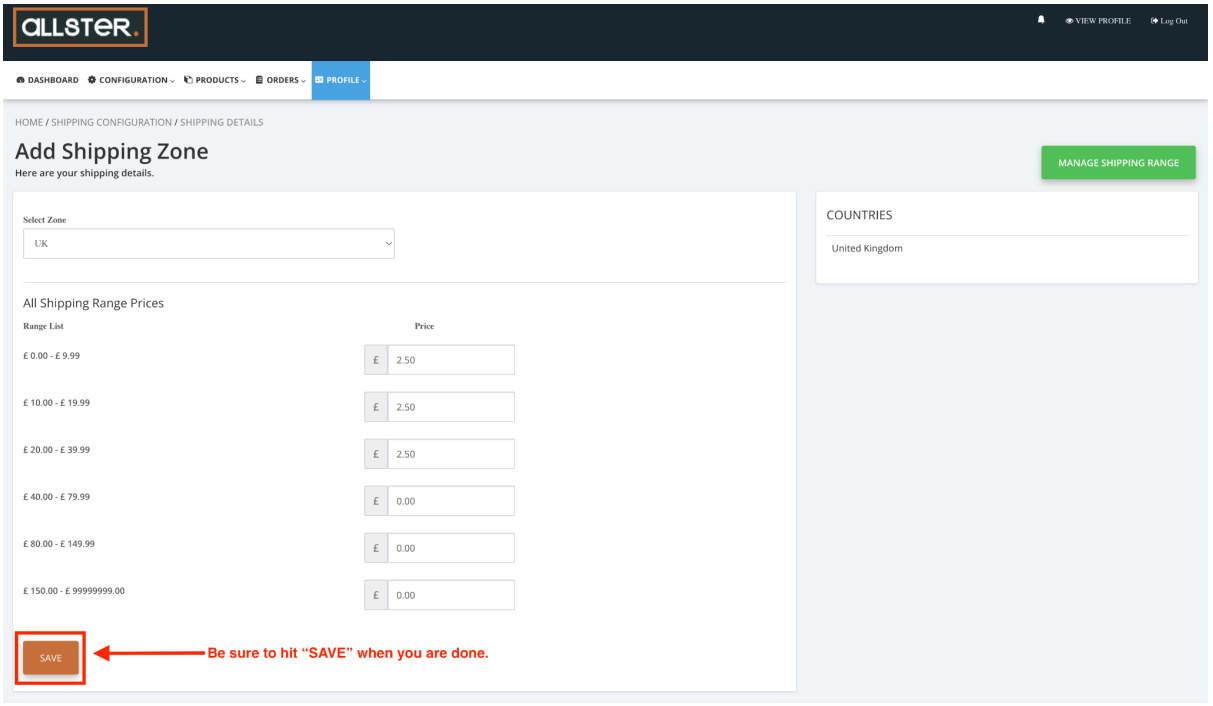
Allocate a price to each range that you intend to charge customer shipping for.
We encourage offering free shipping where possible.
As seen in the image above no price has been allocated to the following ranges

£40.00- £79.99
£80.00-£149.99
£150.00-£999999999

This means any products bought from the seller that amount to any of the prices in these ranges are shipped for free.

If offering free shipping be sure to add it in your product descriptions found in step 9.

Once you have added all the shipping costs be sure to hit “SAVE”

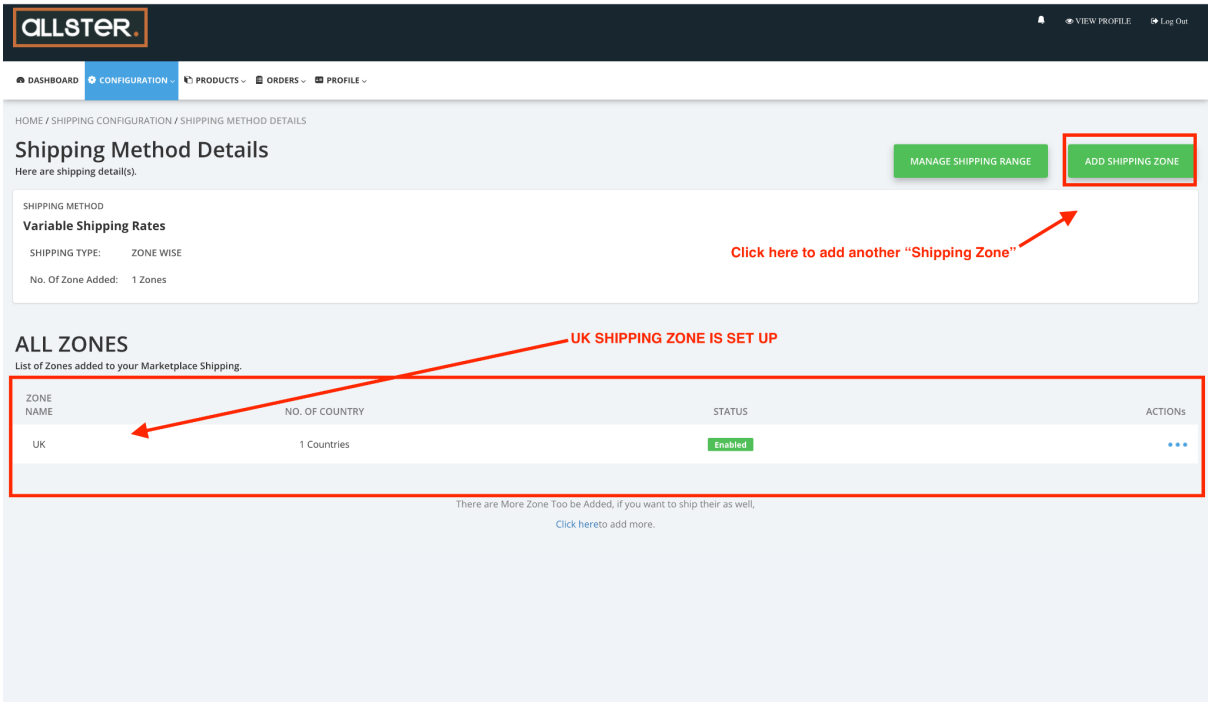


NOTE THE SAME RANGES WILL BE APPLIED TO ALL SHIPPING ZONES BUT YOU EACH SHIPPING ZONE WILL HAVE DIFFERENT PRICES ALLOCATED TO EACH RANGE.

TO CHANGE YOUR RANGES YOU WILL HAVE TO DELETE THE ONES YOU HAVE ENTERED THIS WILL ALSO DELETE ANY SHIPPING ZONES YOU HAVE ALREADY SET UP.

See steps 36 on how to edit your shipping ranges and steps 22 to set up your shipping again.

Step 32: Once you have hit save you will be directed to the below page:

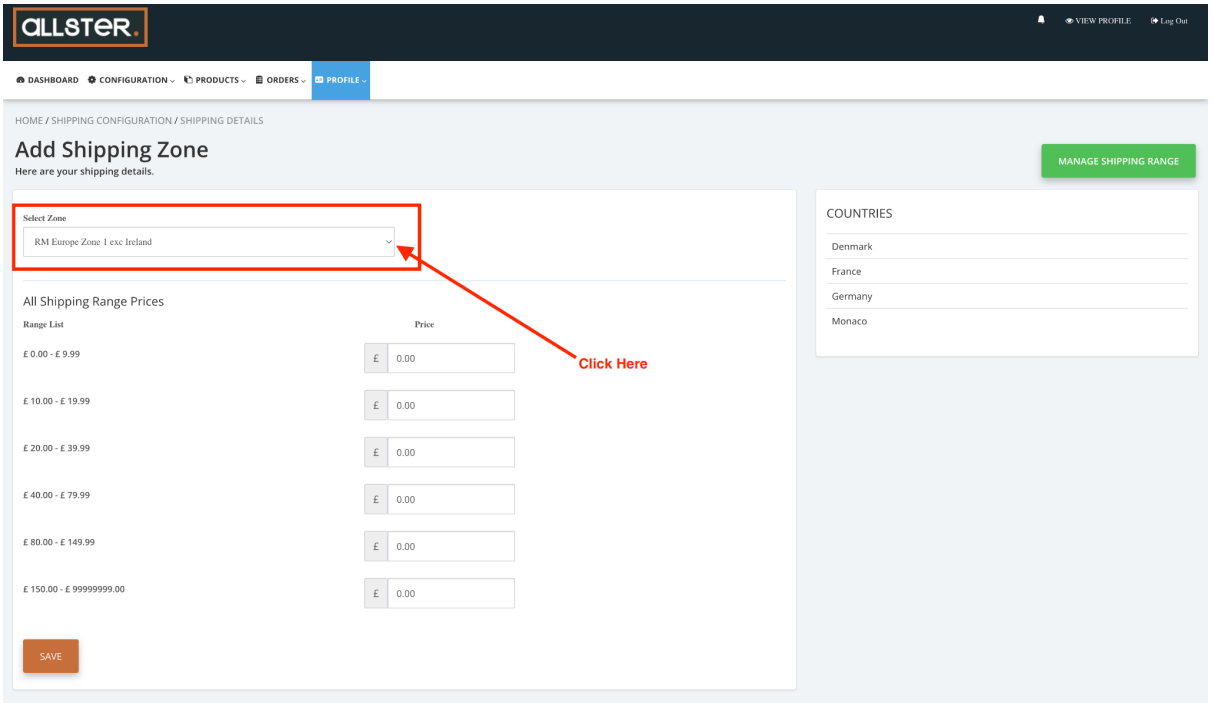


As seen the UK shipping zone is now set up and viewable on the main "Shipping Methods Page"

To add another shipping zone click on the green rectangle located in the top right hand corner that reads "Add Shipping Zone".

NOTE THE MINIMUM REQUIREMENT FOR SHIPPING ZONES IS UK AND IRELAND. ALL OTHER ZONES ARE OPTIONAL. PLEASE BE SURE TO ADD BOTH UK AND IRELAND.

Step 33: Adding Ireland as a shipping zone

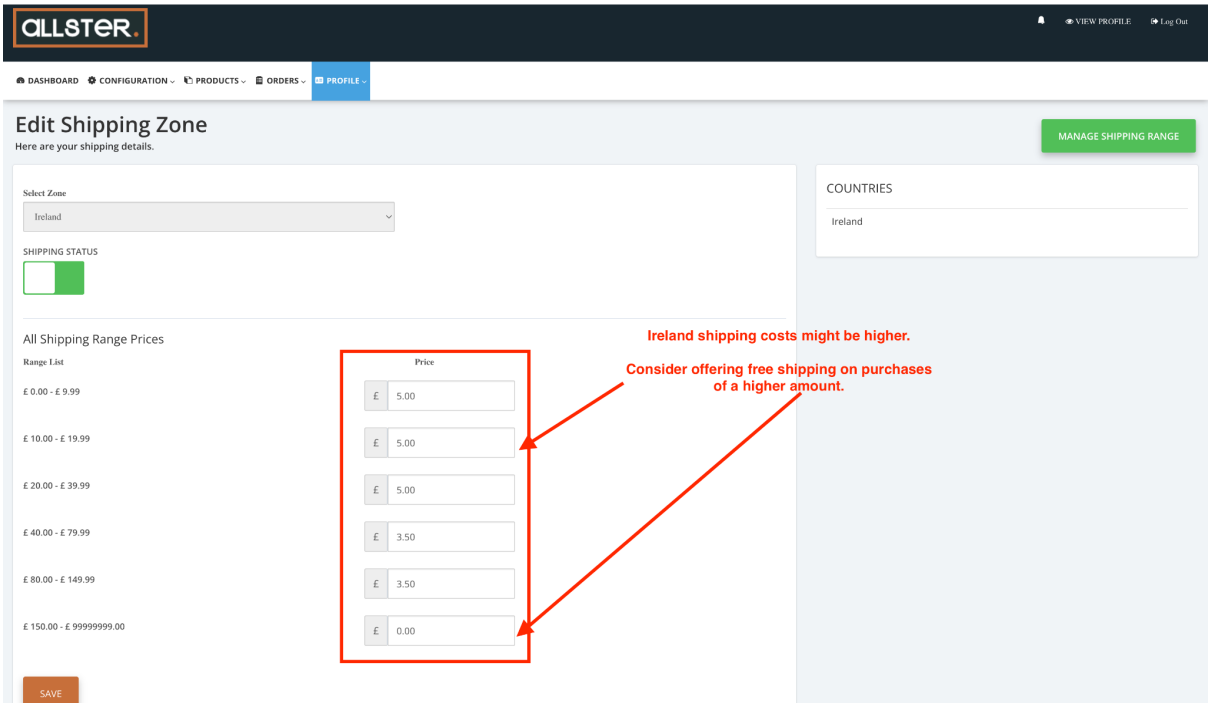


After clicking “Add Shipping Zone” that is highlighted in the previous image you will be directed to this page.

This page will have the zone “RM Europe Zone 1 exc Ireland” automatically selected. To change this simply click the small drop down button that the arrow is pointing to in the image above.

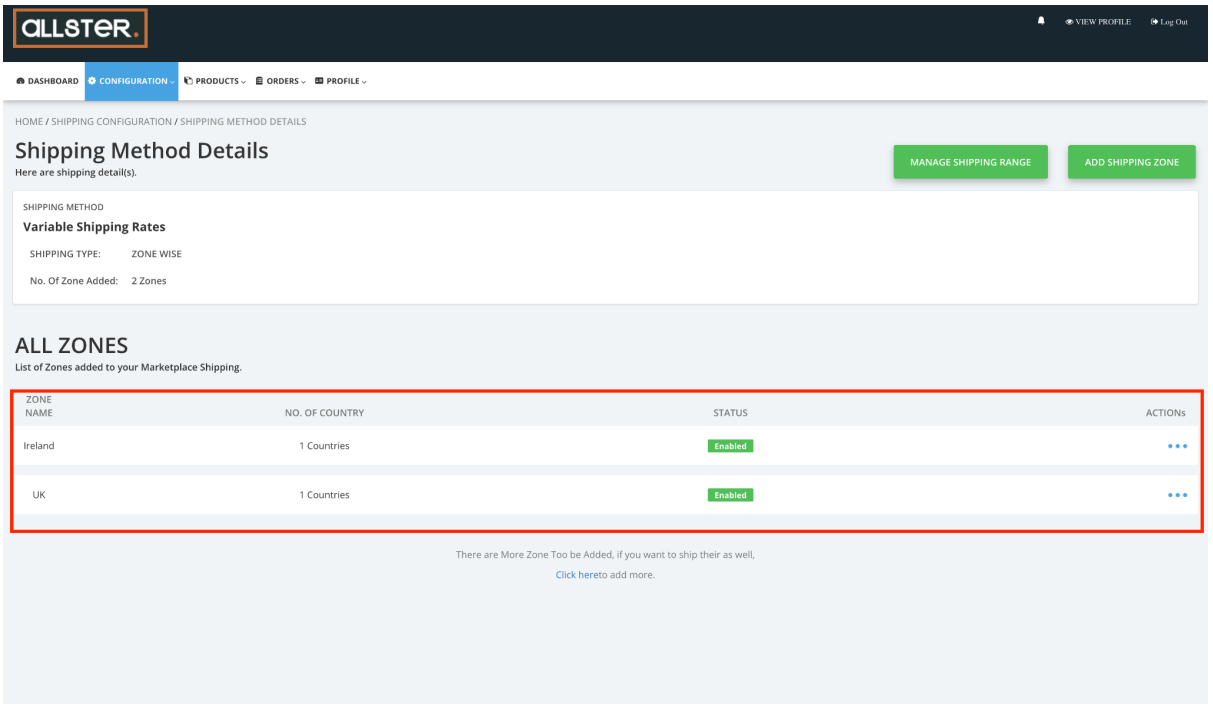
NOTE TO CHECK THIS. A LOT OF MISTAKES ARE MADE WITH THIS ZONE AS IT IS MISREAD AS “INCLUDING IRELAND” THIS ZONE DOES NOT INCLUDE IRELAND.

Step 34: Add Shipping Costs to each range for the Ireland shipping zone.



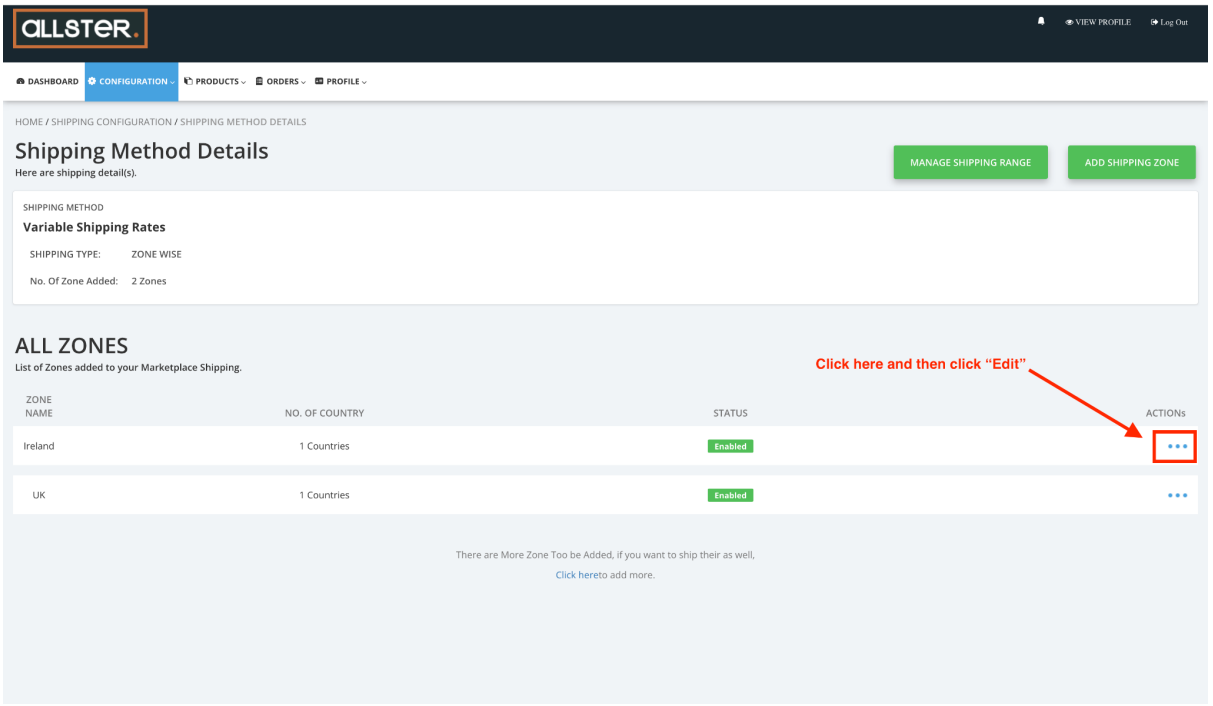
Depending on the location of the seller sometimes Ireland shipping costs can be higher. For this reason we recommend offering free shipping on purchases of a higher amount and increasing the prices of the shipping on all other ranges.

Once you have filled in all of the areas be sure to hit save in the bottom left hand corner. After you do this you will be directed to the below page where we can see both the UK and Ireland shipping zones are now set up.



Step 35: Editing Shipping Zones

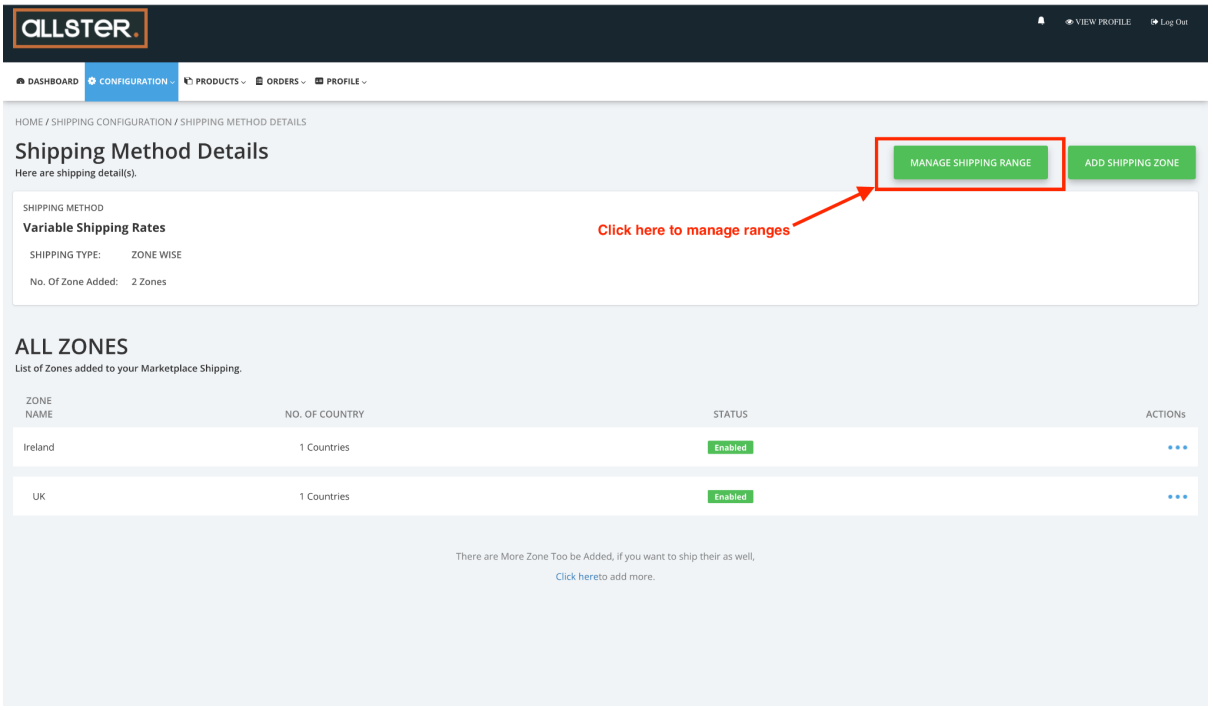
If you wish to edit a zone simply press on the three dots located on the right side of each zone as highlighted below:



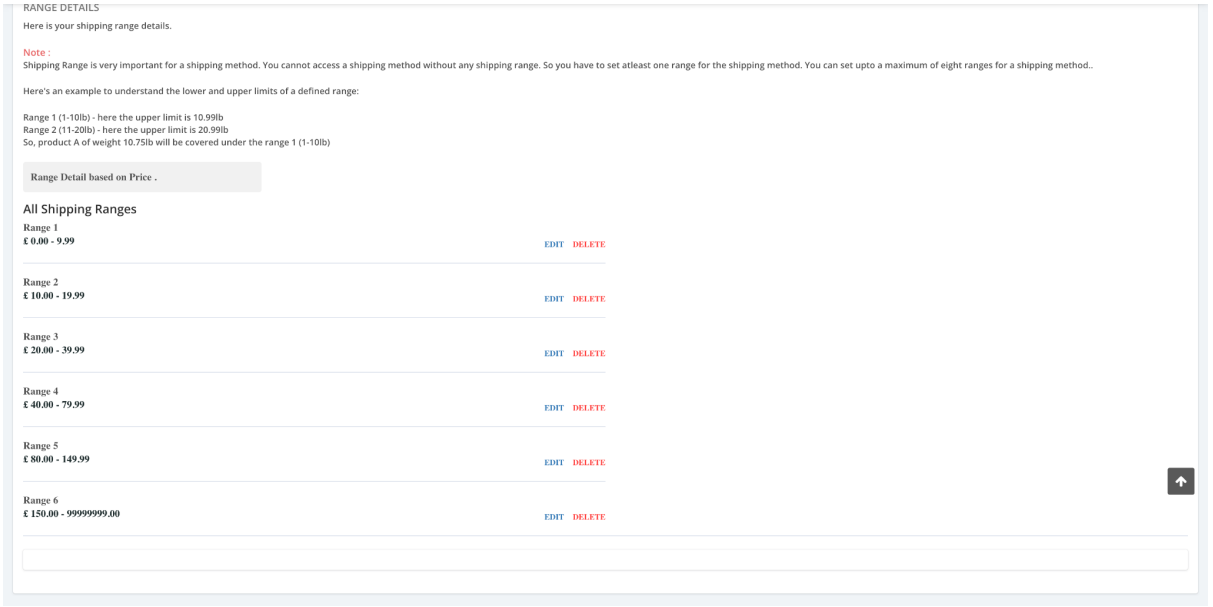
After clicking on the three dots then click "Edit' from the drop down menu.
From this you will be taken back into the shipping zone and can change the prices allocated to each range.

Step 36: Editing Ranges

To edit or delete a range simply click on the “Manage Shipping Range” button located on the top right hand corner of the screen as highlighted below:



After doing this you will then be directed to the page below where you can delete or edit ranges.

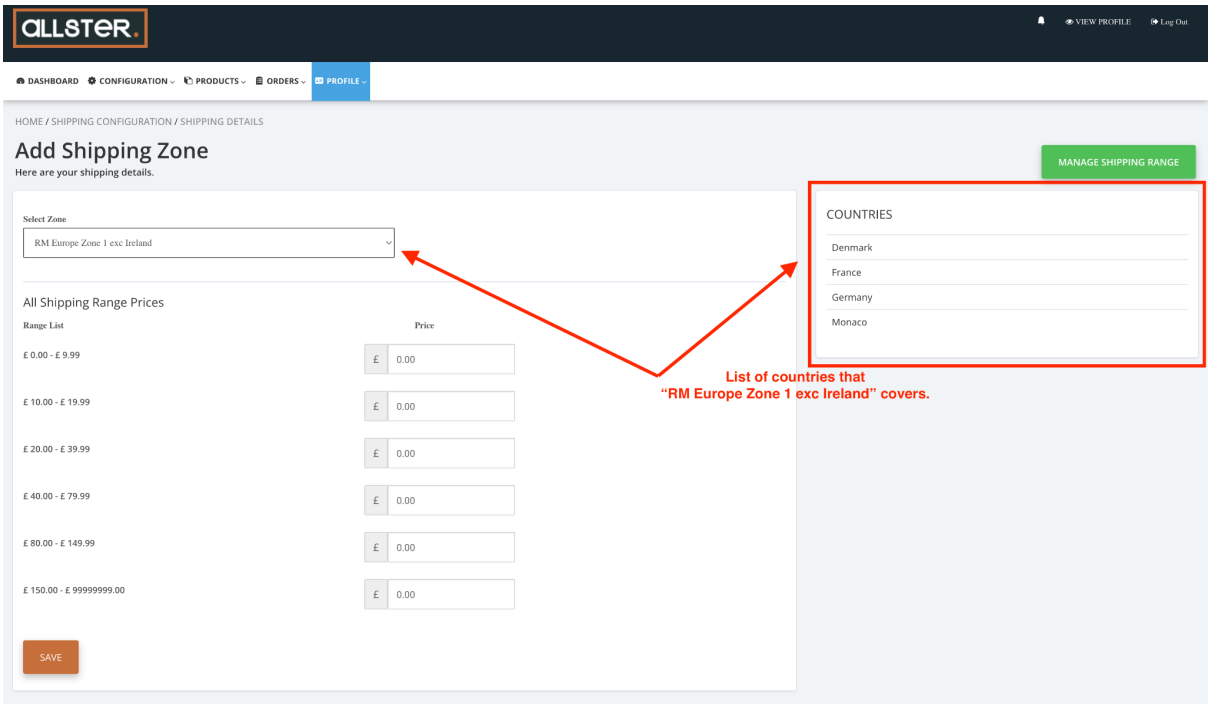


NOTE YOU CANNOT CHANGE A RANGE TO EXCEED THE NEXT RANGE. YOU WILL NEED TO DELETE ALL RANGES IF YOU WISH TO CHANGE THEM ALL AND SET UP YOUR ZONES FROM SCRATCH.

Step 37: Adding International Zones.

To add another zone see step 32.

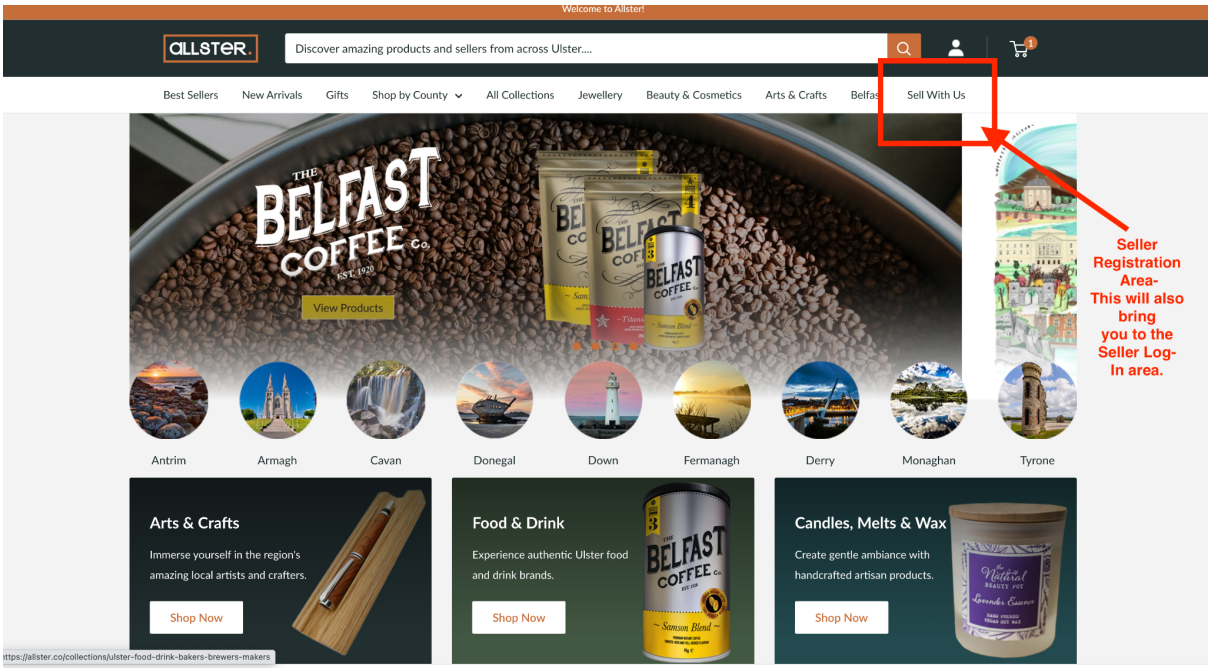
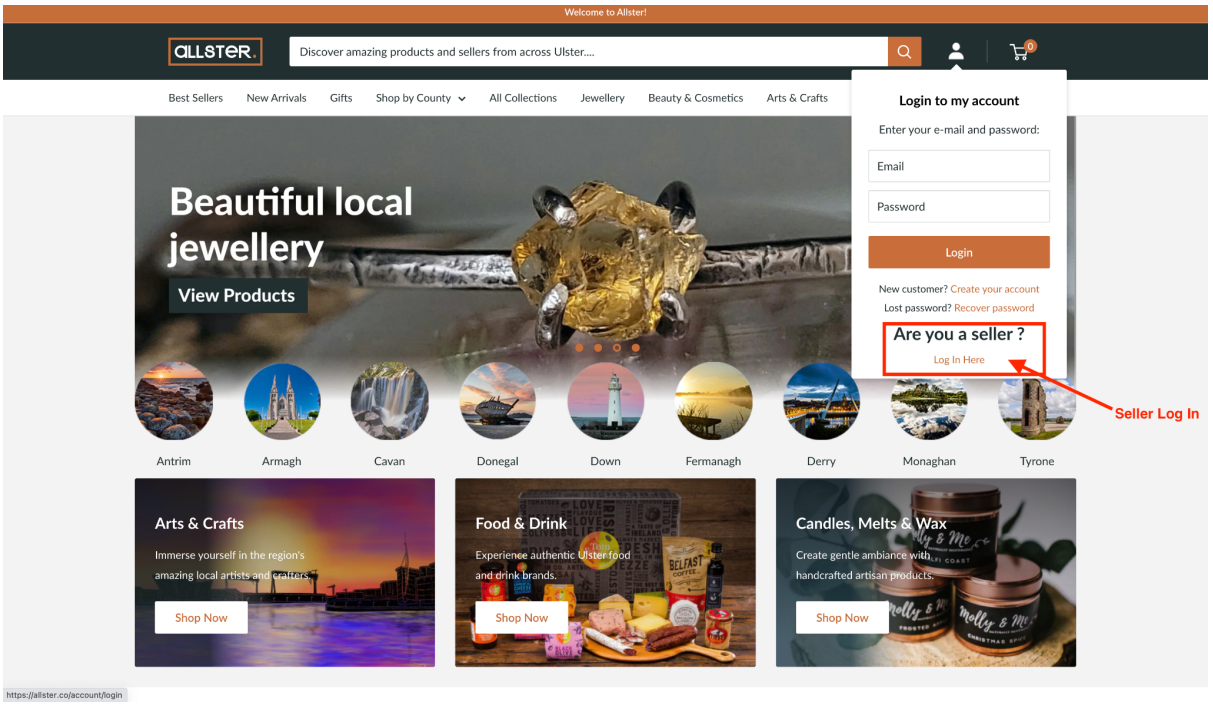
From the drop down menu there are several zones. When each zone is clicked the areas that it covers are presented on the right hand of the screen as seen below:



After you have allocated a price to each range for your decided shipping zone be sure to hit save.

Why Can’t I Sign Into My Seller Account?

Most likely reason is that you are using the wrong seller log in. See below for the link that should be used to sign into your account.



Also look out for the seller log in found in the icon seen below in the image.