

# ShopFactory v12 boiler plate

[www.HiFiveSTUDIO.eu](http://www.HiFiveSTUDIO.eu)

This documents shows the base text you need to have handy to start your first e-Shop with ShopFactory. For this project, you don't need to develop all the text yourself for the Navigation 1 pages, you could copy it from an existing website. For the Navigation 2 and the Home page you will need to personalise it for your e-Shop or use an existing brand.

## Landing page

**Home:** This is your home page or default landing page.

**Title:** a short title for your home page (think about SEO! This is a <h1> tag).

**Introduction:** short intro about your company and your portfolio, 1 sentence.

**Description:** 2-3 sentences explaining in detail what your company does.

**Picture:** a picture representing your company.

**Navigation 1:** This series of pages are all marked red, so don't delete them. The system needs them to build a valuable e-Shop.

**About:** On this page you should give your visitor some background about yourself or your company.

**Title:** a short title for this page.

**Introduction:** 1 sentence.

**Description:** 2-3 sentences.

**Picture:** a picture representing your company.

**Privacy:** On this page you should give your visitors information on how you deal with any information they may provide to you while visiting your website.

**Title:** a short title for this page.

**Introduction:** 1 sentence.

**Description:** 2-3 sentences.

**Picture:** a picture about privacy.

**Terms:** On this page you should give your visitors information about terms and conditions, return/warranty, shipping charges, ....

**Title:** a short title for this page.

**Introduction:** 1 sentence.

**Description:** 2-3 sentences.

**Picture:** a picture about terms & conditions.

**Checkout:** This page is an example of a checkout page, what you see is an example generated by SF11.

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture about shopping cart.

**Contact:** Your contact information will already be populated based on your initial settings, if you want to change this, go to the SF central, My Store, Contact Details. We will add Google Map data later.

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture about contact, like picture of your shop, or your sales people.

**Favorites:** This page will show an example, when your customer wants to build a list of their favorite products this page will be populated. You may make this page invisible, don't delete it though.

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture about favorites, like a series of your products.

**Navigation 2:** These are the pages you can build yourself, first create a navigation flowchart to know the structure of your website. You could have one page per product family. Subpages are possible, but don't make it too complex.

**Page 1:** On this page you should show your first product family (e.g. iPad). Create a subpage if needed, if the number of products is too high to have on one page, create subfamilies.

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture representing this product family.

You will need to create product information for this page, have text ready for each product in this family as following. Wait until we talk about how to add products to add this information in your e-Shop:

- Product Name
- Price

- Option: e.g. color, size, packaging, ...
- Weight
- Catalog Number: you may create your own product numbers (e.g. CVW-TECH-01, CVW-TECH-02).
- Have an image ready, or more than one image if you have the product available in different shapes or colors.
- Headline: 1 sentence intro about your product.
- Description: 2-3 sentences description.
- Additional info: a link to a video, white paper, data sheet, ...

**Page 2:** On this page you should show your second product family (e.g. iPod).

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture representing product family.

You will need to create product information for this page, have text ready for each product in this family as following. Wait until we talk about how to add products to add this information in your e-Shop: refer to Page 1 above.

**Page 3:** On this page you should show your accessories/options product family (e.g. batteries, sleeves, memory, ...).

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture representing this product family.

You will need to create product information for this page, have text ready for each product in this family as following. Wait until we talk about how to add products to add this information in your e-Shop: refer to Page 1 above.

**Page 4 ...**

Refer to Page 1 ...

**Unlisted pages:** These are all red pages, so don't delete them, the system needs them to work properly. You can add pages, these pages will not be visible through the navigation menus but only accessible with the direct url. Used to add data sheet, white papers, ...

**Thank you:** This page will be shown when a customer ordered and the order process was successful. You can explain to the customer what will happen next, how the order will be processed.

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture representing the ordering process, a happy customer, a truck delivering, a video about customer services...

**Transaction failed:** This page will be shown when a customer ordered and the order process was NOT successful. You can explain to the customer what should happen next, how to repair or how to contact you.

Title: a short title for this page.

Introduction: 1 sentence.

Description: 2-3 sentences.

Picture: a picture about customer services for instance.

**Product templates:** Don't use!

**List of content:** Represents your product database. It will show the products from the template you can remove that content by clicking "Remove sample contents" in your SF Central. Do that when your e-Shop is almost ready.

**Recycle bin:** Empty it from time to time.