

SeIBUK™

Your Business in your hands. Any time!



WebStore



User Guide

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We believe and trust strongly in the potential of companies like yours and therefore continue the search and the development of new tools that will allow us to continue with our mission to be the best partner for the growth of your business.

The internet is a basic element of your marketing strategy:

Therefore, we identified the need to establish better communication with your customers and the way so they can learn more about your products and services. We want to facilitate the work of promotion and brand positioning putting innovative tools that also influence the final decision of your customer's purchase.

For this reason, we respectfully present to you our WebStore service. A tool that lets you quickly and efficiently, position your business within the global Internet market.

We believe that it is the right solution to complement your sales strategy and direct communication with your customers, working as an integral part of system solutions SelBuk.

Your own website where customers can find:

- The catalog of your products
- The news of your business
- The discounts and promotions
- Also they can make purchase orders directly

Very easy to set up:

When you purchase this new service, your new website is automatically loaded with the contents of your cloud server products, then you can easily customize it according to your corporate image creating remembrance and loyalty in your customers, in addition that can attract many more.

Edition of the website in real time:

You can edit the information in your WebStore when login as an administrator with your registered email and password. You do not need another program to manage it. You can do this directly on your website and changes are applied immediately.

Visitor Reports:

For monitoring and verification of actual figures delivering to the account administrator a page showing the daily visits with the following information:

Visit: Number of visitor in the chosen date range

User: If you are registered customer and enter with your user data, it displays the name of the company or person.

Location: IP and country where the person is who visits.

Referred to: website from where came to the page.

Home Page: The first page where the visitor login.

Duration: Time in which was within the meeting before leave.

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ACCESS

You can edit your WebStore information accessed as administrator with your registered email and password. You do not need another program to manage it. You can do this directly on your website and changes are applied immediately.

When you enter will activate all editable and modifiable options with which you can customize and configure your own WebStore according to the needs of your business and / or your clients.



Themes

The WebStore offers you the possibility of having two different design themes for your website, which can be used to decorate special occasions, seasons of the year etc.

Option A: Design menu with categories and subcategories within the body of the web page with the options to set the color of the bar and order of the categories.

Option B: Design menu with categories and subcategories within the main menu top bar so the layout of the page is narrower.



Theme A



Theme B

3

DESIGN - CUSTOMIZING

When you purchase this new service, your new website is automatically loaded with the contents of your cloud server products, then you can replace the own pictures on the page, change background colors, texts and much more.

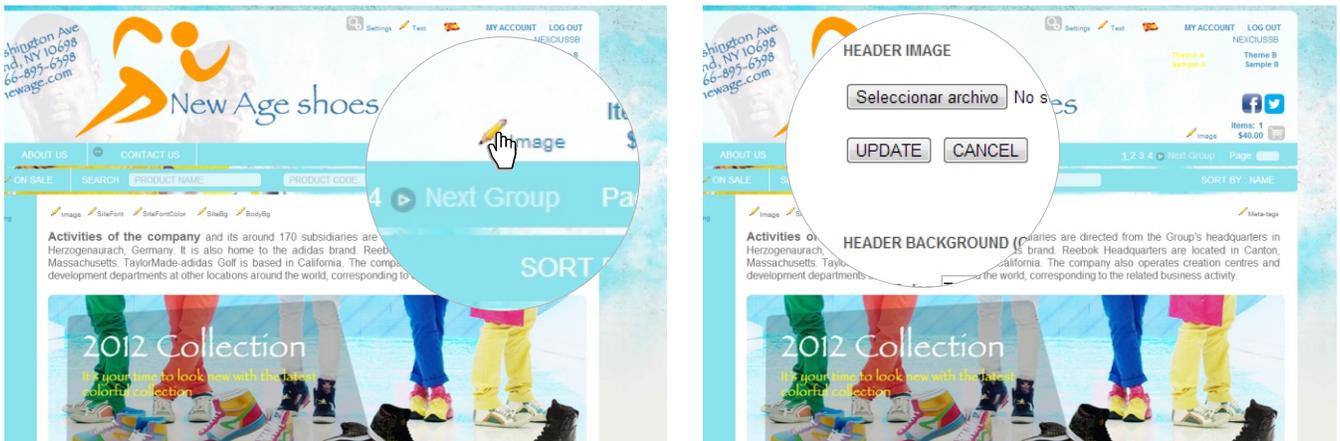
Header

Edit the font color of the header and the image to display.

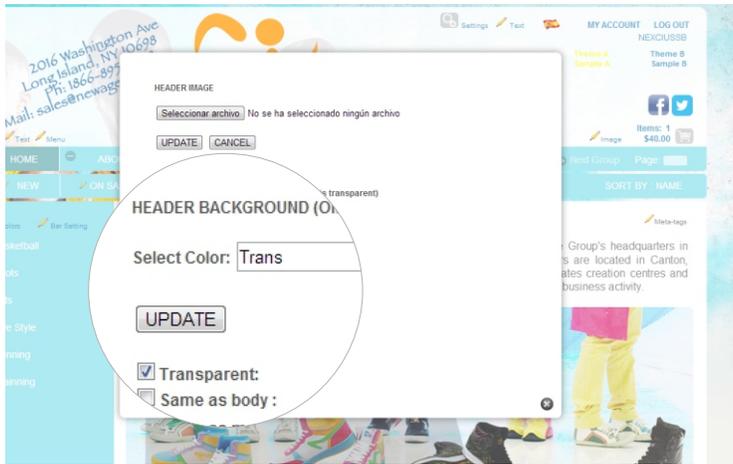


Header Image:

You can choose an image previously designed to upload as header with background transparent or not.

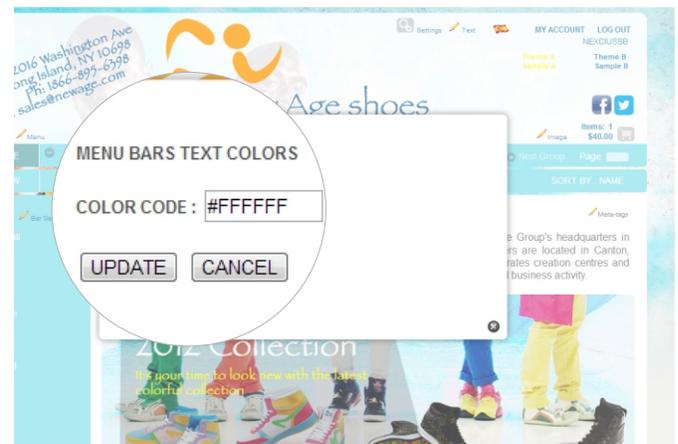


Also you can choose a transparent or a solid color that can be equal to the background of your WebStore or the menu bar.



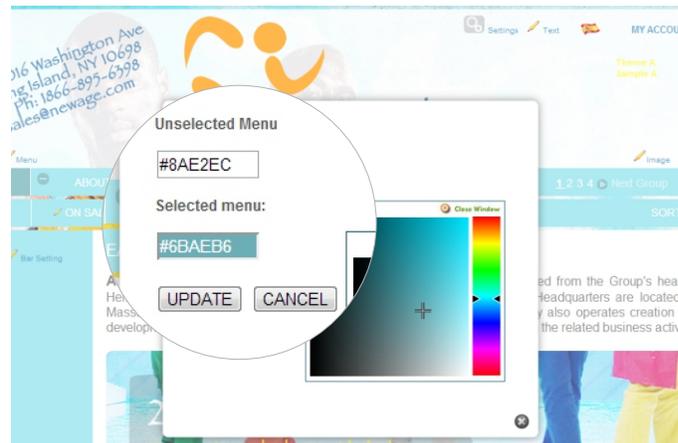
Main Menu Bar

Select the font color of the menu bar.



Menu Color:

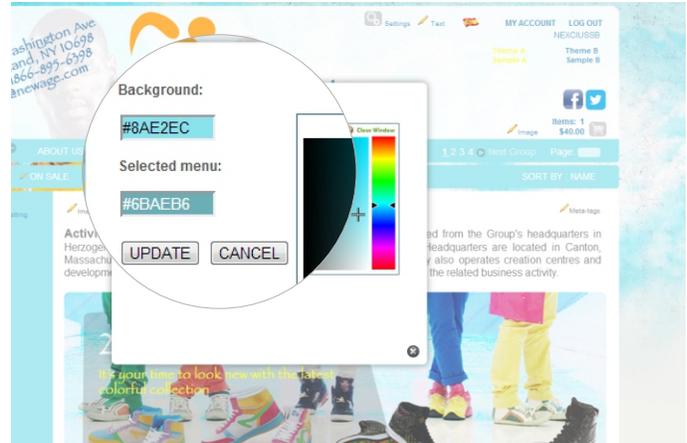
Choose the color of the bar by default and when is selected or pass over with the mouse cursor.



Menu Bar Categories

Menu Color:

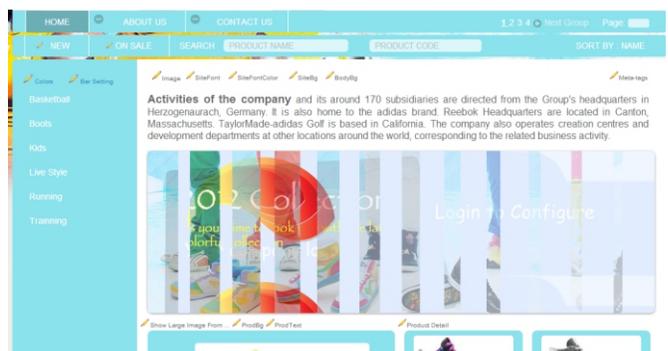
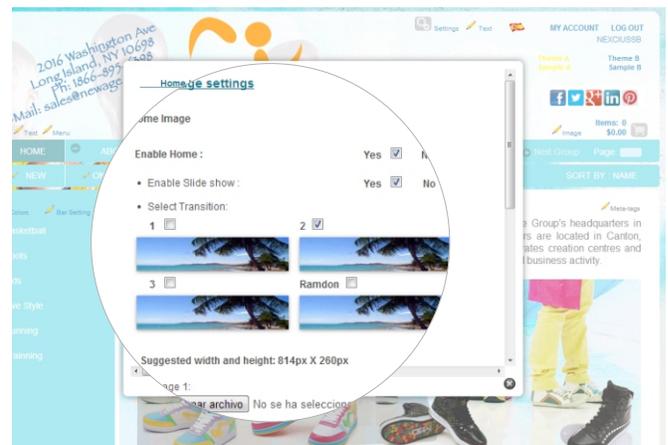
Choose the color of the bar by default and when is selected or pass over with the mouse cursor.



Home Image

Edit the text that you want to present to your clients in the Home window of your WebStore, also you can place a custom image regarding your business image. You may upload up to 5 images in the main home banner and choose from three different transition effects.

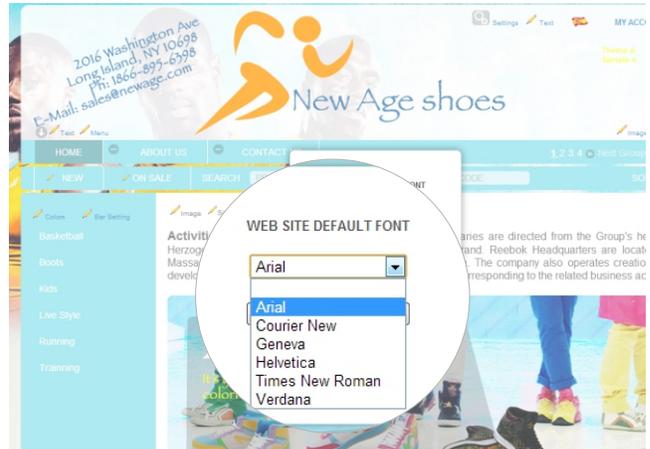
- Go to home image settings > Home Image > Enable Slide show > select yes
- Select one type of transition
- Select up to five different images to show



Font Type

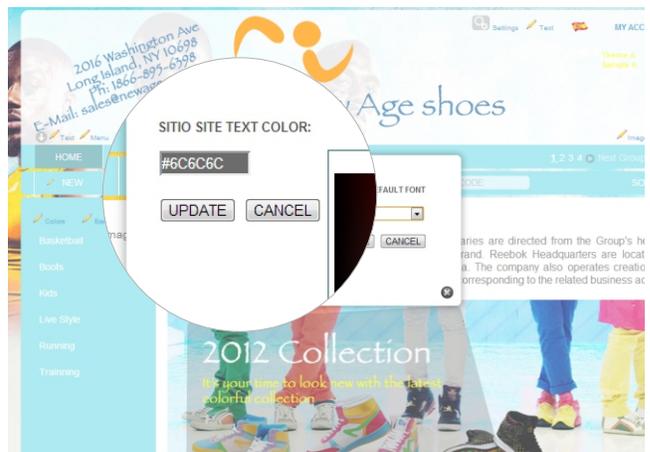
Choose the font type to display on your WebStore between:

- Arial
- Courier new
- Geneva
- Helvetica
- Times New Roman
- Verdana



Font color

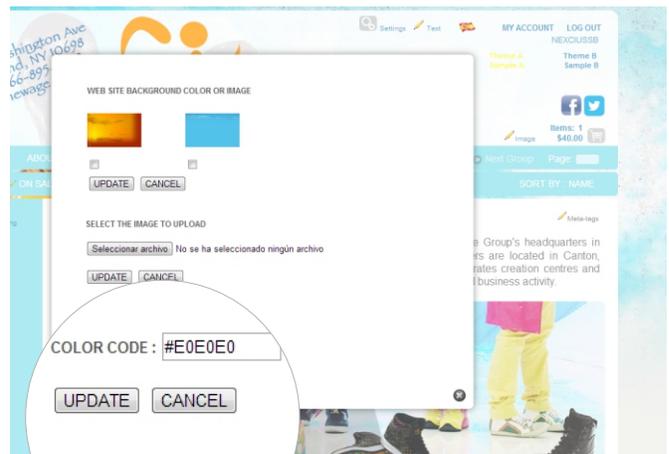
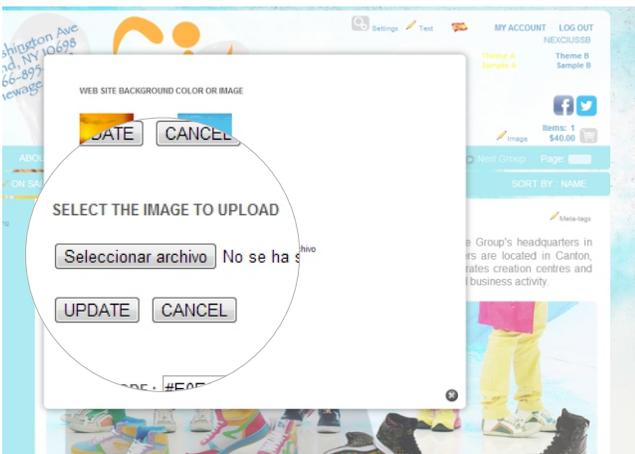
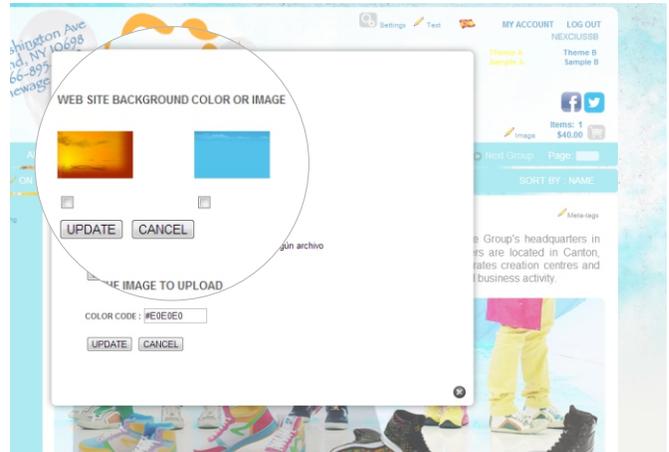
Select the text color for the body of your web page.



Web Site background

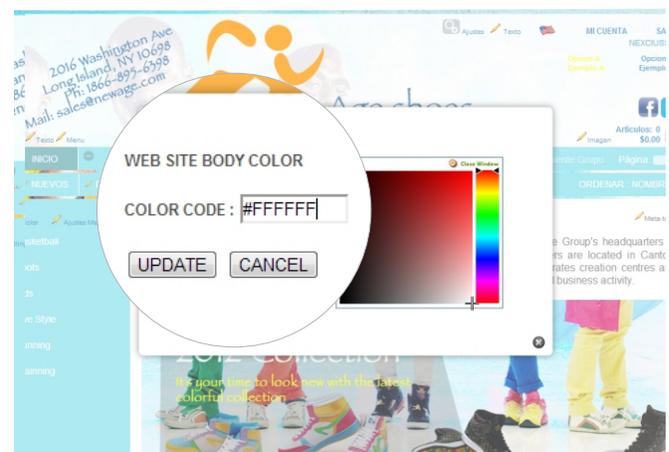
You have several options to set the background for your website.

- You can choose between two default images that has the WebStore.
- You can select and upload an image of your choice according to your business's image. That fits as the background of your website.
- If you do not want to use an image, you can choose a color for your background.



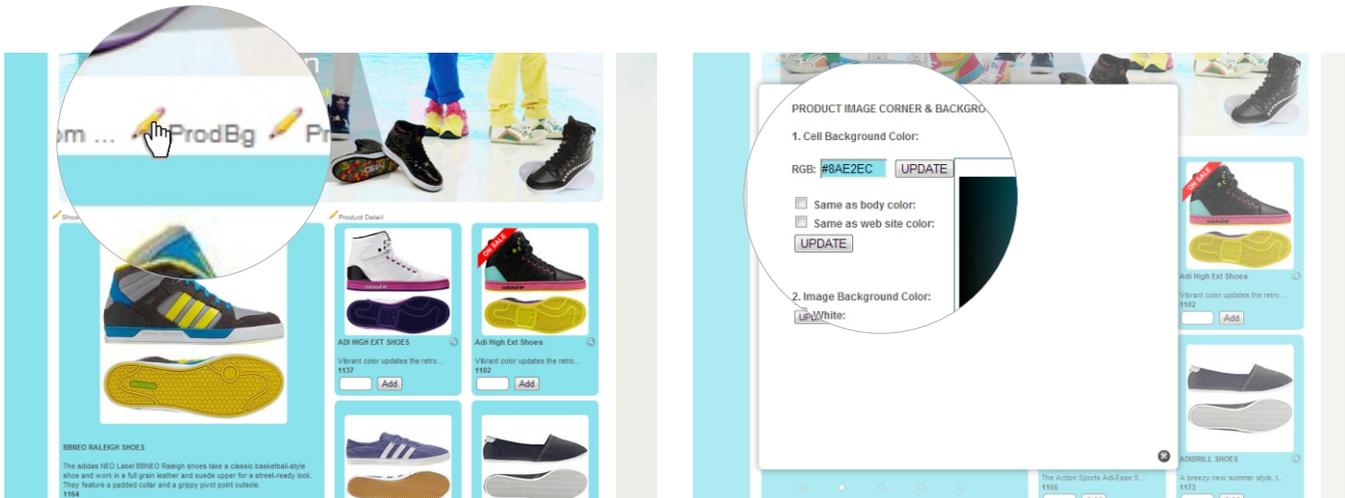
Web Site body color

Choose the color you want for the body of your web page, this allows you to configure the layout you prefer according to the colors chosen in the main menu and / or the categories bars.



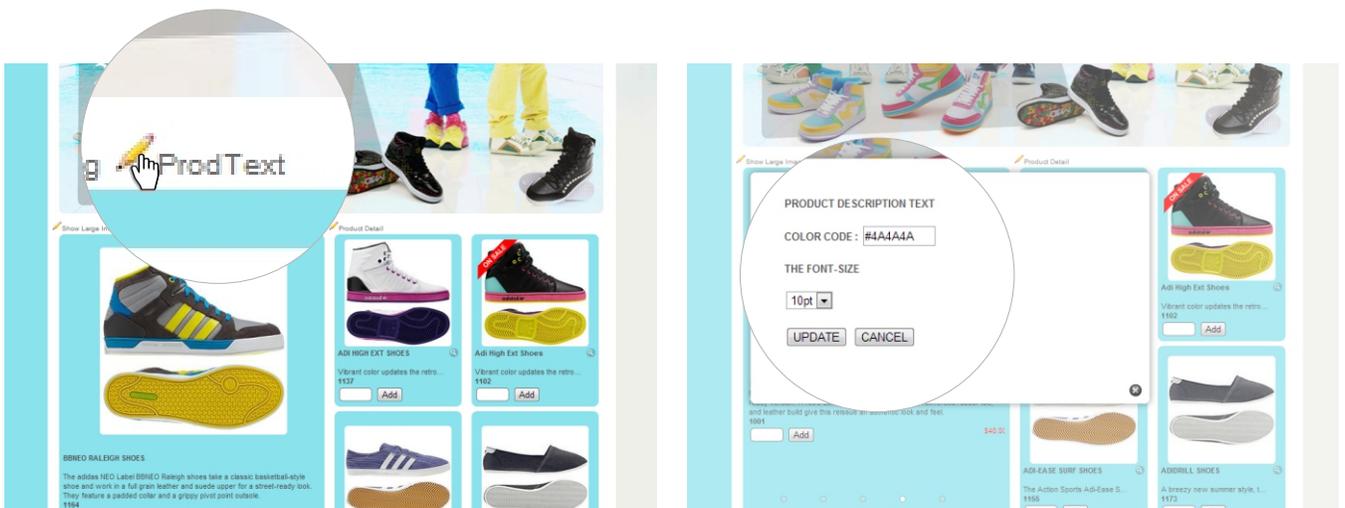
Product Images

Select the color you want to show in the products' cells. You can choose the color that could be equal to the body of the page or equal to the color you chose for the background of the website.



Product description text

Select the color and the font size of the product's descriptive text as the name, code etc. which is shown below each image.

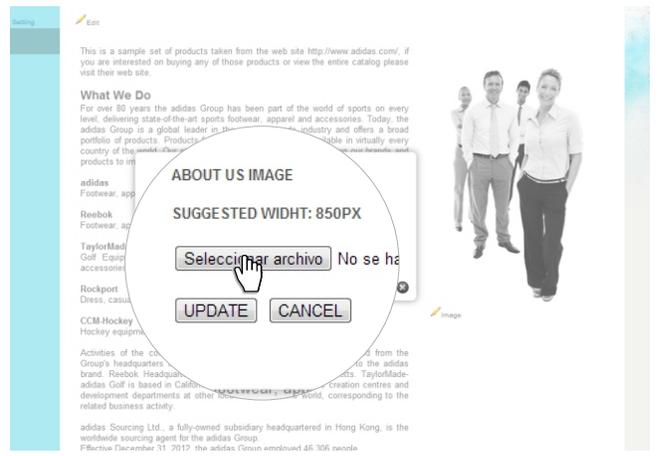
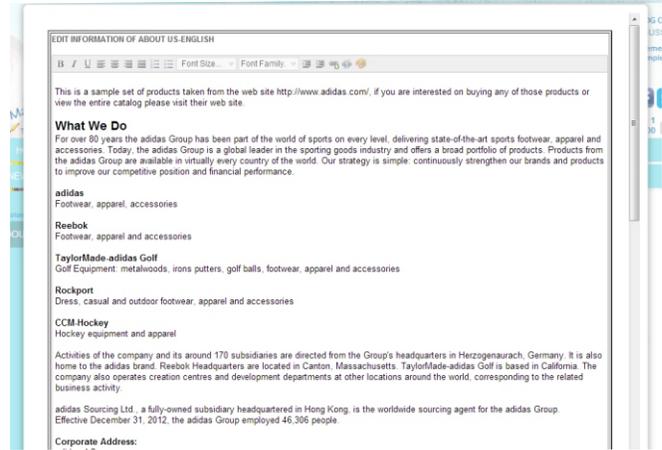


About us Information

Edit the text you want to show about the information of your company, such as history, mission, vision, recognition or other information, as desired.

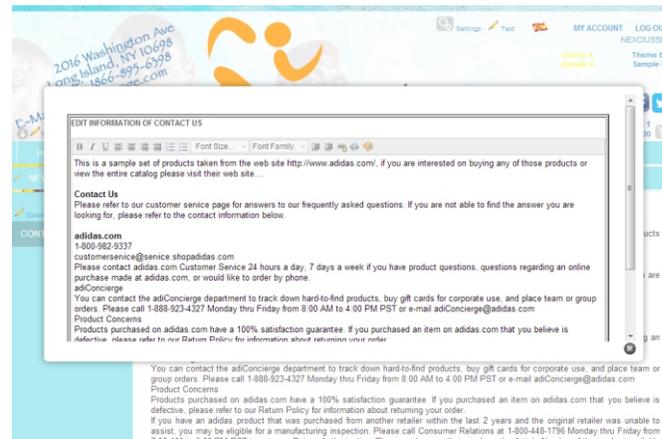
You have the option to edit the text in Spanish and English with preferences of font, color, size, etc

You can also change the image to show in this section of your WebStore.



Contact us Information

Edit the text you want to show on the contact information for your company, you can edit the text font, color, size, etc. You can also change the image to show in this section of your WebStore.



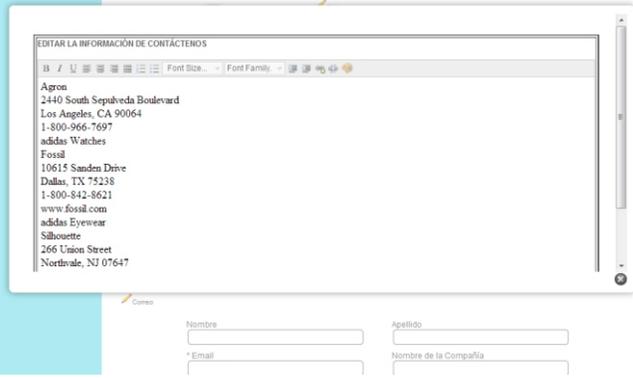
Products purchased on adidas.com have a 100% satisfaction guarantee. If you purchased an item on adidas.com that you believe is defective, please refer to our Return Policy for information about returning your order.

If you have an adidas product that was purchased from another retailer within the last 2 years and the original retailer was unable to assist, you may be eligible for a manufacturing inspection. Please call Consumer Relations at 1-800-448-1796 Monday thru Friday from 7:00 AM to 5:00 PM PST to set up a Return Authorization. Please make sure that you have the Article Number of the product available when calling, which can often be found on the side-seam tag of apparel items and under the tongue of footwear.



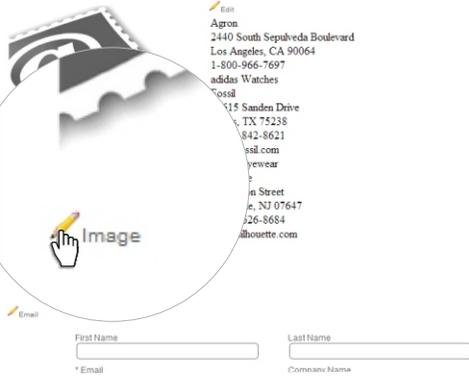
Products purchased on adidas.com have a 100% satisfaction guarantee. If you purchased an item on adidas.com that you believe is defective, please refer to our Return Policy for information about returning your order.

If you have an adidas product that was purchased from another retailer within the last 2 years and the original retailer was unable to assist, you may be eligible for a manufacturing inspection. Please call Consumer Relations at 1-800-448-1796 Monday thru Friday from 7:00 AM to 5:00 PM PST to set up a Return Authorization. Please make sure that you have the Article Number of the product available when calling, which can often be found on the side-seam tag of apparel items and under the tongue of footwear.



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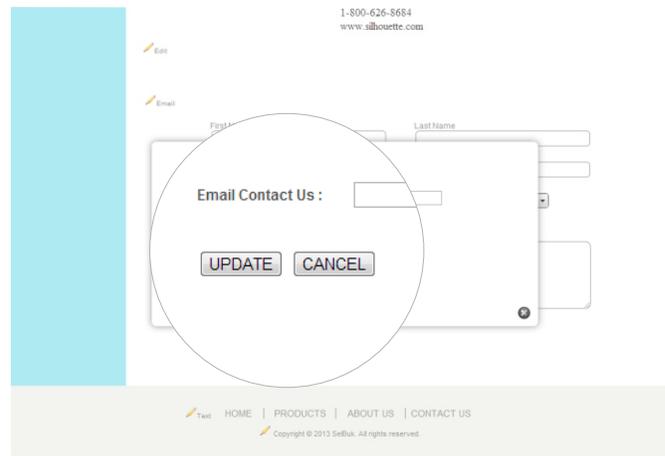
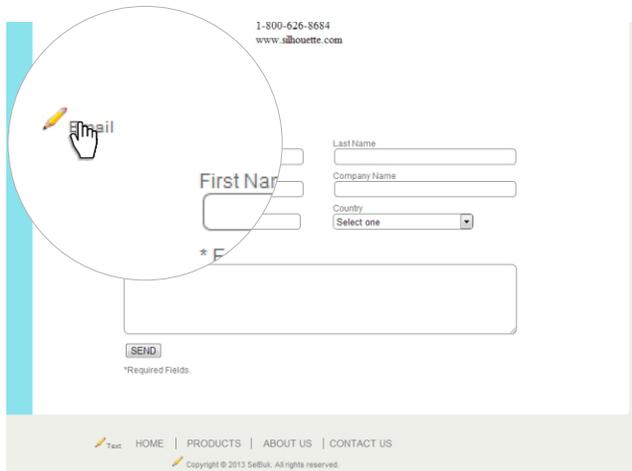
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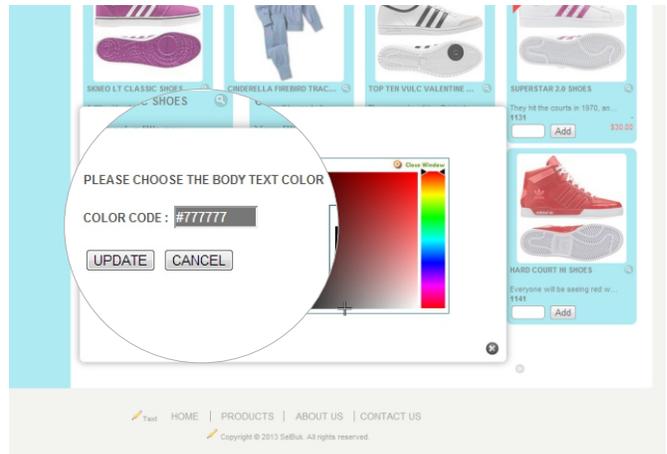
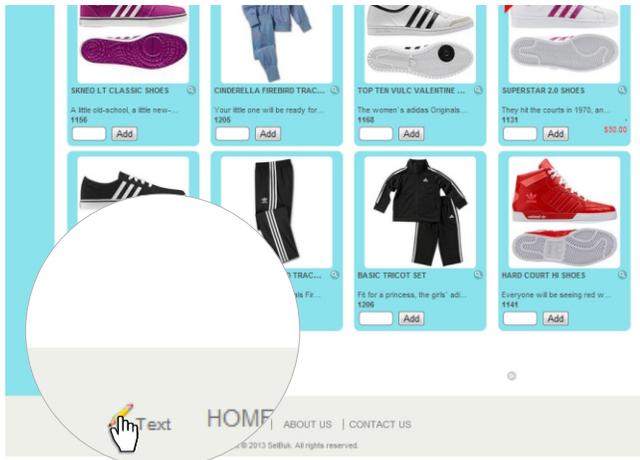
Contact us email:

Enter the email address where you will receive the information of your customers through the contact us form.



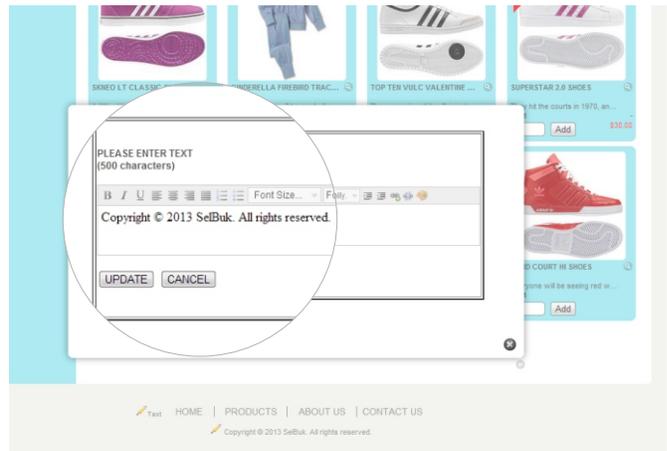
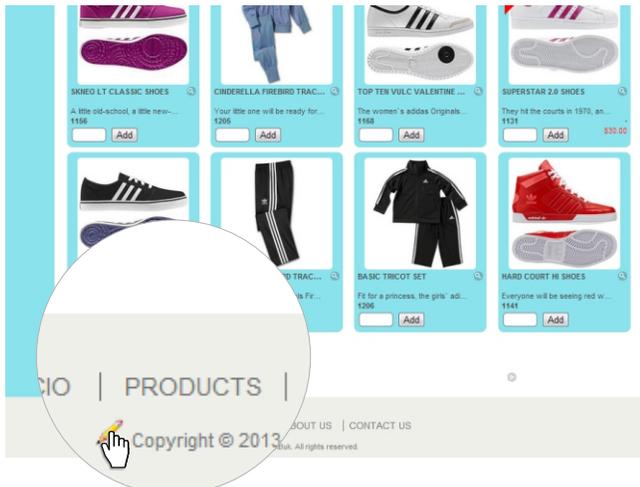
Text Color Bottom Menu

Select the text color of the menu that appears at the bottom of the page.



Footer Text

Edit the text you want to have as footnotes either copyright or other choice



4

SETTINGS

When you purchase this new service, your new website is automatically loaded with the contents of your cloud server products. Then you can replace the pictures page, change the background colors, texts and much more.

When you access your account is activated all the configurable options for your WebStore and are represented by pencils which open modal windows where you can find the configuration options.

General Settings

This option allows you to configure some general settings of your WebStore:

General Display:

Here you can choose that the unregistered users on your page be able to see the products and prices, the products but not prices or that they cannot see the products until they are registered.

You can also choose the language in which you want to show your page between English or Spanish and allow or disallow your customers to change the language when they want.

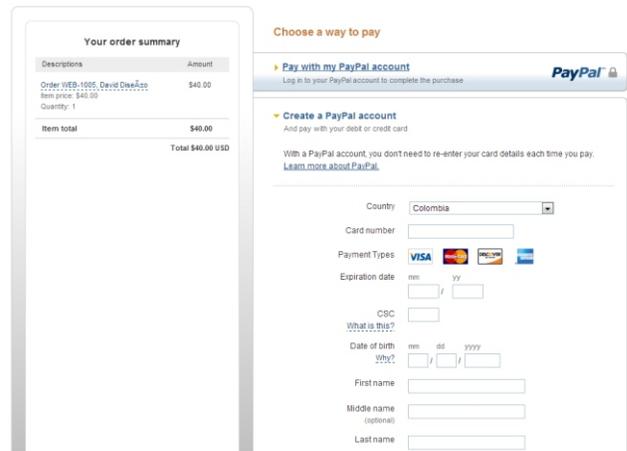
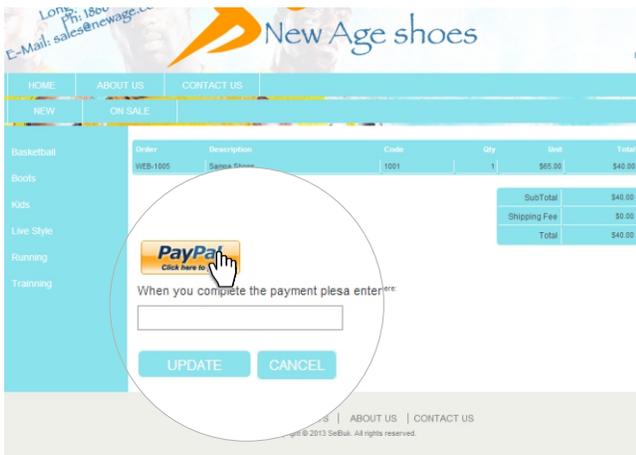
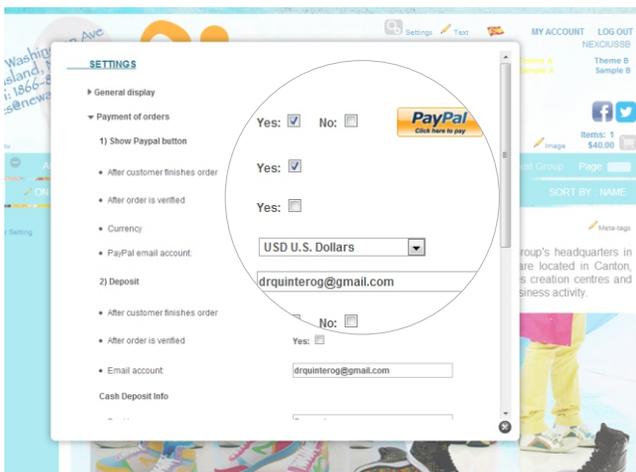


Payment of Orders:

This option allows you to display the options available to customers to pay orders:

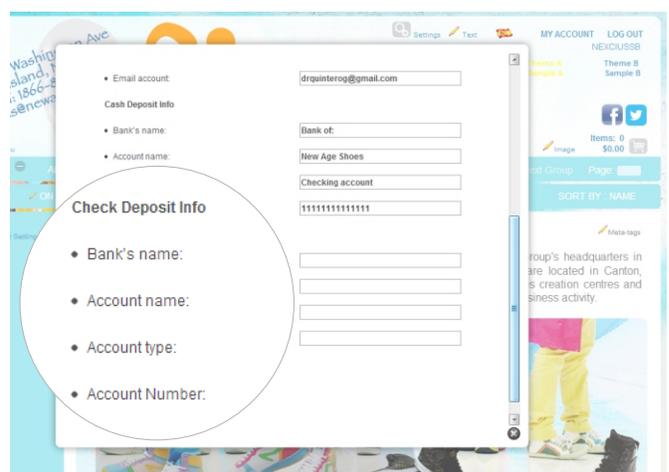
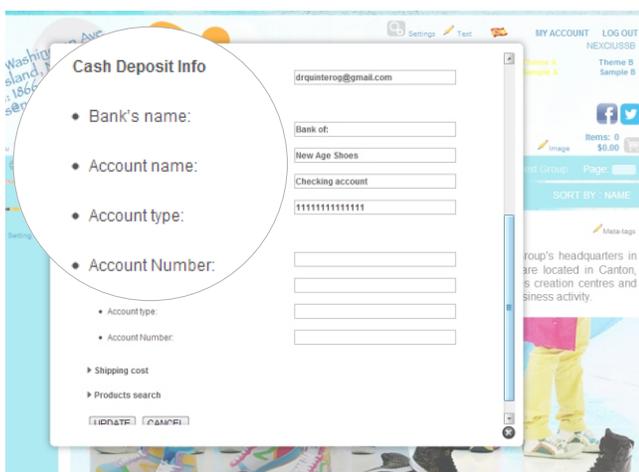
- **Activate PayPal payment:** Option to activate or not the button and pay through PayPal, choose where you want to show the button when finished or to verify the order and introduce the email address you have registered with PayPal payments.

Upon completion of an order the customer will see the PayPal button to get you to the payment platform, and then you must include the ID of the transaction in the history of the order so that it reaches you payment confirmation.



- **Activate deposit payment:** Option to activate or not the deposit payment, show the button to terminate or to verify the order and introduce the email where the customer can send the receipt of the deposit.

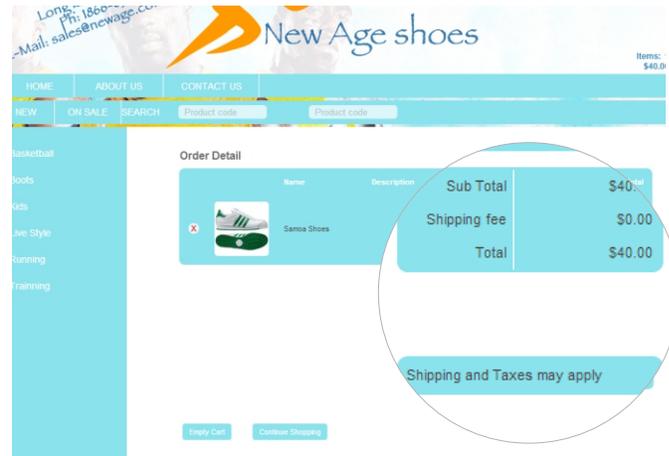
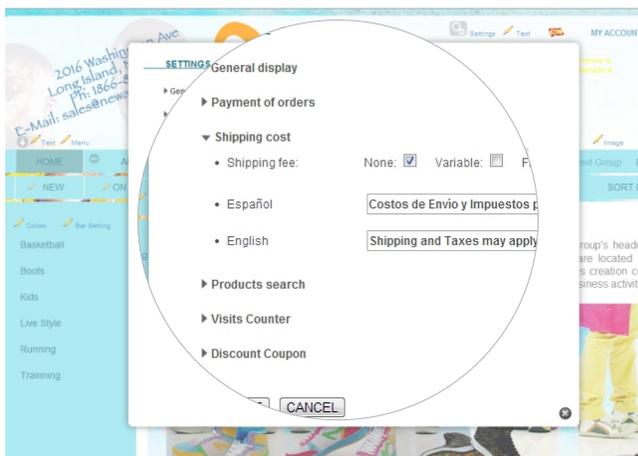
Upon completion of an order the customer will appear the deposit button where you can see the data that you have placed so one can do it and the option to upload an image of the receipt to send it by e-mail.





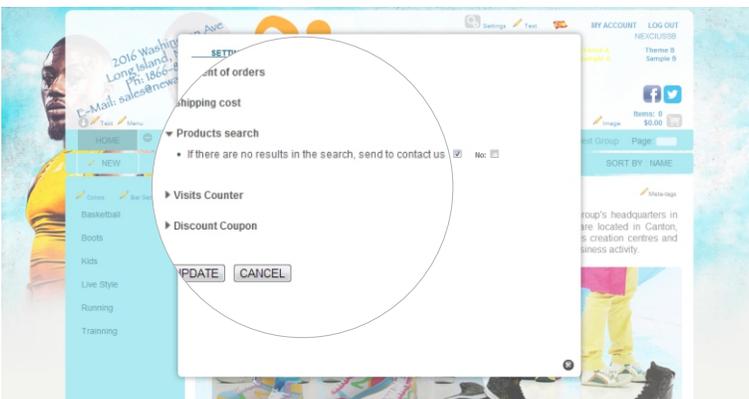
Shipping costs:

This option allows you to select the value of the cost of shipping of your products, including a value, a variable value that can be defined depending on each order according to your preference or set a fixed value for all orders. You can also place a text in Spanish and English describing the shipping costs may apply, and that your customers can see at the end of an order.



Product Search:

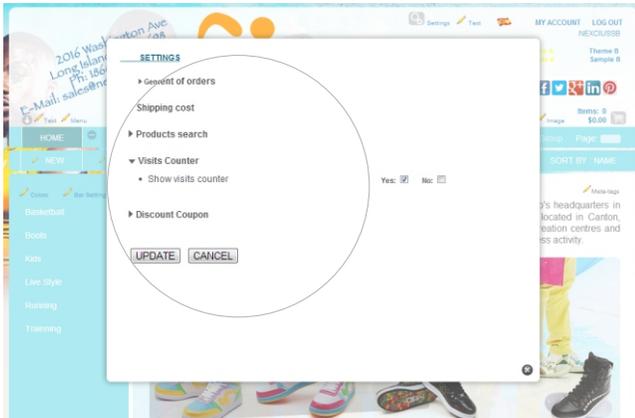
Select if you want or not that when a customer makes a search and didn't find any results, will be directed to the Section contact us, to contact you directly.



Visit Counter:

This option allows you to display or not the visit counters of your WebStore

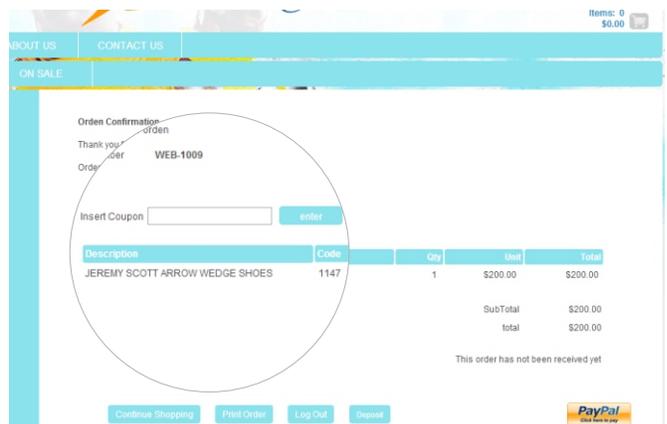
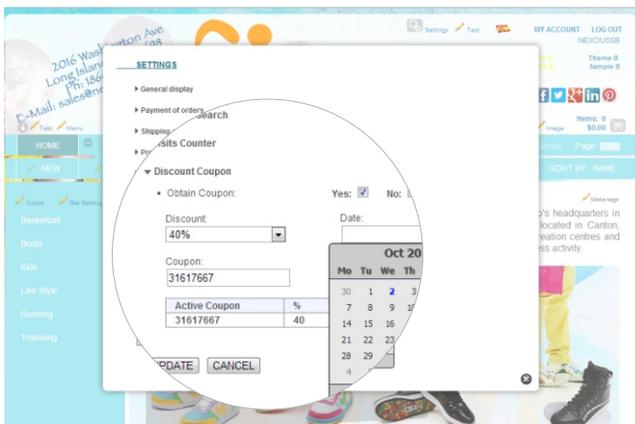
- Go to Settings > visit counter > Show visit counter > select yes
- Immediately displays the visit counter in the header of your Website



Discount Coupon:

To enable promotions to your customers now you have the option of generating coupons valid only once and for a specific date.

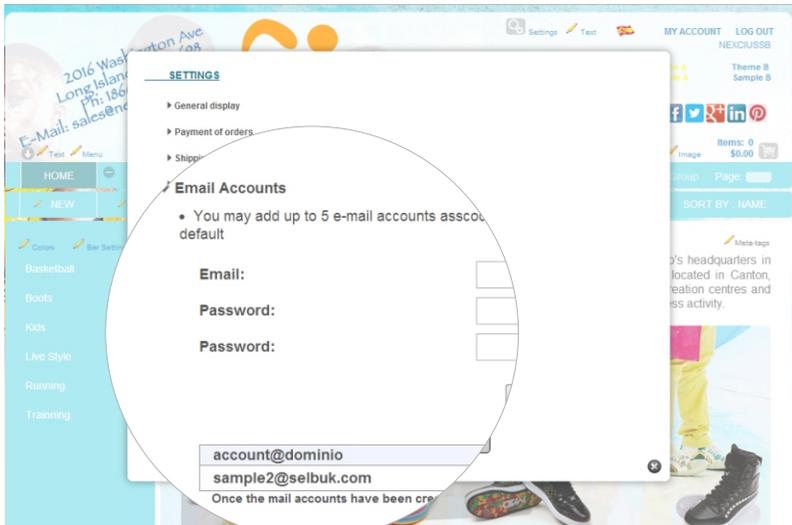
- Go to Settings > Discount Coupon > select Yes
- Choose the discount percentage and the date for which it is valid to use the coupon.
- Your customers will be able to validate and confirm after making a purchase order.



Email accounts:

You can create up to 5 corporate email for your business if your WebStore Account has an own domain.

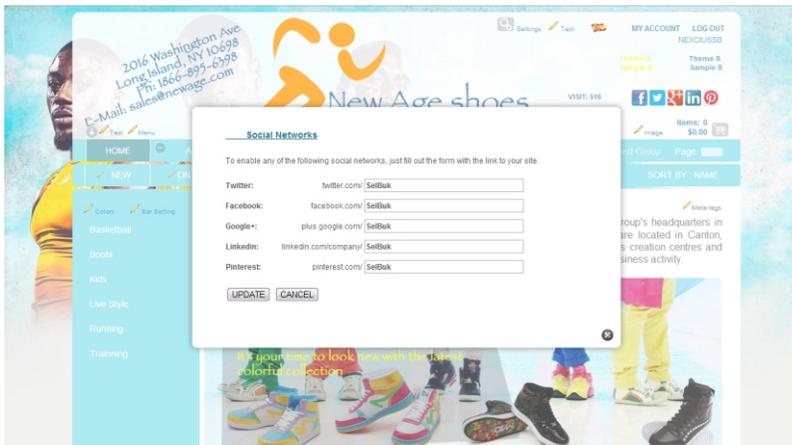
- Go to Settings > Mail Accounts
- Add up to 5 email accounts for your business, by entering the email and password you want to create.



Social Networks:

You are able to display the icon and link to your of business profile in 5 social networks: Facebook, Twitter, Linked, Pinterest and Google+.

- Go to Social Networks settings
- Activate the social networks account you want to show

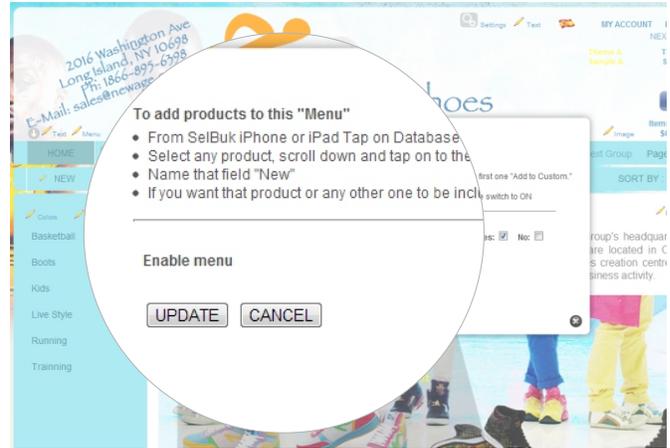


Adjustments New Products

This option tells you how to add products from your mobile devices iPhone / iPad to be viewed in this menu of your WebStore:

- From SelBuk iPhone or iPad, Tap on Data Base > Products
- Select any product and scroll down, tap the "Custom Field 6." Could be the first of "Add to Cust."
- Name that field "New"
- If you want this product or any other will be included in this group "New" Activate ON

You can also activate or deactivate this menu so that your customers will see it or not.



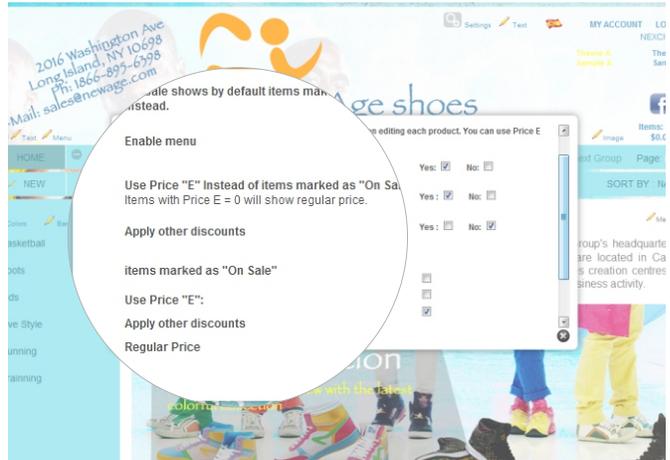
Adjustment Products on Discount

In this section are displayed by default the selected items "In Discount" of your products. You can use this option to use Price "E" instead of the regular price.

You can activate or deactivate this menu to be seen whether or not your customers.

You can activate the use of the price "E" as the price to be displayed instead of the regular price.

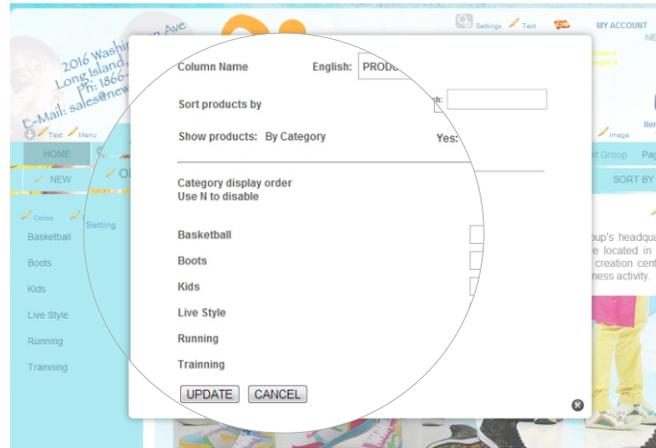
You can activate other discounts and finally activate or not to show a label "On sale" for these products.



Adjustment Menu Products

In this option can be set to want to sort the products in your website and show them or not by category.

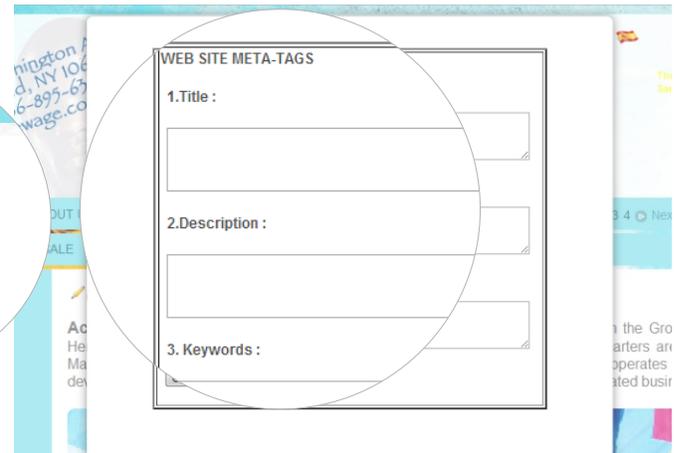
You can organize them according to the order you want them to show up first as the relevance for example for a specific season or the products you want to let your customers know first



Web-Site Meta-tags

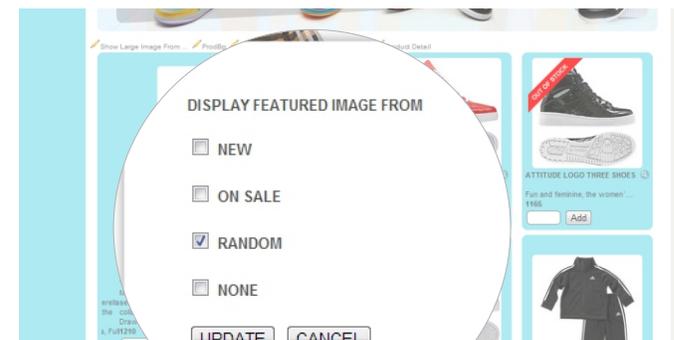
Introduce in this option the keywords referring to the type of products offered by your business, as these are necessary for your website to be properly indexed by the different search engines, robots, etc.. That there on the internet.

In this way all potential customers on the internet who looking for products you offer, they will find them easier to WebStore.



Product Main Image

Choose which or how you want to show the large image of the products that appear in the home of your website. You can choose to not display the large image, to show the new products, or the products in discount or randomly.



Products Configuration

In this option you can choose which fields to show for displaying products:

Discontinued Products and Inventory:

Choose if you want to show or not the discontinued products and the price list for those products.

Please choose whether or not to show the products without inventory and display the products or not unlabeled red "No Inventory".

Activate or deactivate that your customers can see the inventory of products in the baskets while making an order.

General Display:

Select whether to display the name, description, image, code and / or ID products.

Description:

Select if you want to show or not the description of the different fields in the large image of the product, when the mouse is on the product, in the basket or not show some of the description field of 1 to 5 above.

The screenshots illustrate the configuration options for product display:

- Top Left:** Shows the 'Product Detail' view with a circular callout highlighting the product information area.
- Top Right:** Shows the 'Discontinued Products and Inventory' settings panel. The 'Price List' checkbox is checked, and the 'View Inventory in Basket' checkbox is also checked. The 'General display' and 'Description' sections are collapsed.
- Bottom Left:** Shows the 'General display' settings panel. The 'Product name' checkbox is checked, and the 'Product ID' checkbox is also checked. The 'Description' section is collapsed.
- Bottom Right:** Shows the 'Description' settings panel. The 'Description' checkbox is checked, and the 'On mouse over' checkbox is also checked. The 'Custom Field 1' through 'Custom Field 5' checkboxes are all unchecked.

5

HOW TO PROCESS ORDERS

- To create an order, your client or any person should have a WebStore registered account.

The screenshot shows the registration page for New Age shoes. At the top left, there is contact information: "6 Washington Ave, Island, NY 10698, Tel: 1866-895-6998, ies@newage.com". The logo "New Age shoes" is in the center. A navigation bar includes "ABOUT US" and "CONTACT US". The main content area has a heading "If you're registered" and a form with fields for "Email", "Password", and "Confirm Password". A "Send" button is next to the "Confirm Password" field. Below this, there is a "Billing Information" section with a "Continue" button. A circular callout highlights the "Continue" button.

This is a close-up of the "Billing Information" form. It includes fields for "Company Name", "Billing Address", "Telephone 1", "Telephone 2", "Telephone 3", and "City". There are also dropdown menus for "Phone 1", "Phone 2", and "Phone 3". To the right, there are fields for "Full Name", "Address 2", "Telephone 2", "Zip Code", "Country", and "Confirm Email". A "REGISTER" button is at the bottom right. A circular callout highlights the "Billing Information" heading.

- When an order has been confirmed in your WebStore, the server will send you an e-mail informing you about it. That new order comes first in a pending status until it becomes verified by the assigned administrator or the account's owner.

The screenshot shows the "Order Confirmation" page. It says "Thank you for your orden" and "Order Number WEB-1005". Below this is a table with "Description" and "Samoa Shoes". To the right, there is a summary table: "SubTotal \$40.00" and "total \$40.00". A message at the bottom says "This order has not been received yet". A circular callout highlights the "Order Confirmation" heading.

- To verify and process WebStore orders you must login at web.Selbuk.com > Database > Sales Orders, there you can view, edit and process it, to make it part of the regular SelBuk orders with the "Web" prefix.

The screenshot shows the SelBuk database interface. The top navigation bar includes "Database", "Sale", "Clients", "File", "Notes", "Messenger", "About", "Settings", "Sample 2", and "Logout". A sidebar menu on the left lists "Clients", "Estimates", "Sales / Invoices", "Suppliers", "Products", and "Categories". The main content area shows a list of orders with columns for "Unpaid", "Unshipped", and "New from WebStore". A circular callout highlights the "New from WebStore" column.

- If the order comes from a new WebStore customer, you will be able to link that new account to a SelBuk customer already existing in your database or create a new one based on the information filled out from the WebStore.

