

Getting Started

Hey! We are excited that you want to start selling online! This guide will help you through the basic steps to set up your new Therapysites E-store. If you already have product images and descriptions, you can easily start selling within a day! Okay, Let's get started!

Step 1: Sign In

1. Go to the **Therapysites Store Control Panel** login page.
(<https://my.shopsettings.com/p/therapysites>)

Step 2: Add and organize products

Adding a new product to your store is simple and only takes a few minutes.

To add a product to your store via desktop

1. Go to the E-store Control Panel → Catalog → Products.
2. Click +Add New Product
3. Enter the name, descriptions, and other product details
4. Click Save.
5. Click Preview Product to see how this product will look in your online store.

To add a product to your store via the iOS app

1. From the [My e-Shop app](#), go to Products.
2. Tap + in the right upper corner to add a product.
3. Add images, enter the name, and price. Then tap Add product.
4. Enter other product details.

To add a product to your store via the Android app

1. From the [My e-Shop app](#), go to Products.
2. Tap + in the right bottom corner to add a product.
3. Enter the name and price. Then tap Add product.
4. Add images and enter other product details.

That's it. You have successfully added a product to your store!

Setting Up Your New E-Store

Next, you can create product categories to organize your products, making it easier for your customers to navigate and search. For example, you can create the following types of categories:

- Brands
- Treatment
- Type of Skin
- Type of Product
- Featured Products
- Seasonal items

Depending on how many products you plan to offer, adding and organizing your product listings can be the most time-consuming step in setting up your store. So grab some tacos and give yourself enough time to do the work.

Step 3: Add business information

In the General settings section, add your business information, such as your store name and work email, then enter your currency, language, legal information, etc.

Go to Therapysites Store Control Panel → Settings → General

Entering all of this information is critical for both you and your customers. For example, your name and email will automatically be shown in customer email notifications. Setting up a timezone allows you to receive orders correctly if you offer in-store pickup. You will need to give your customers access to your policies for refunds, privacy, and terms of service before they buy a product.

Go to Therapysites Store Control Panel → Settings → General → Store Profile

Make sure to review/update:

- Company's name, web address, and email
 - The official name of your business. If you don't have a registered business yet, specify your store name as the company name.
- Company's physical address
 - The physical address of your store or place of business. If you don't have a business address, enter the address from which you ship orders.
- Social Media Accounts
 - Specify your social media accounts to encourage customers to connect with you. These accounts will be displayed in email notifications sent by your store.

Setting Up Your New E-Store

Go to Therapysites Store Control Panel → Settings → General → Regional Settings

Make sure to review/update:

- Currency
- Weight & Size
- Date & Time

Go to Therapysites Store Control Panel → Settings → General → Cart & Check Out

Make sure to review/update:

- Review Cart Options

Go to Therapysites Store Control Panel → Settings → Taxes

Make sure to review/update:

- Tax Settings
 - Therapysites Store Automatically calculates tax rates for you based on your store and customer locations. Your store automatically charges a proper tax rate at checkout according to country and regional tax regulations, which means you don't need to worry about setting anything up.

Go to Therapysites Store Control Panel → Settings → Mail

Make sure to review/update:

- Email Notifications

Go to Therapysites Store Control Panel → Settings → Invoice

Make sure to review/update:

- Invoice Settings
 - Your invoice
 - i. Invoices serve as a printable record of an order made in your store and detail the parties involved, items ordered, shipping & billing information, taxes, and costs
 - Personalize your invoices
 - i. Upload a logo and specify your tax identification number displayed on your invoices.
 - Invoice delivery settings
 - i. Choose how your invoices are delivered to customers. If you use a third-party app to generate and send invoices to customers, disable invoices in Therapysites Store .

Setting Up Your New E-Store

Step 5. Personalize store design

Go to Therapysites Store Control Panel → Design

The Design page of your Control Panel has a default set of settings to customize the look of your store.

Image size

Large images help represent products in detail. Small images let you display more products in the Product List.

- Large
- Medium
- Small

Image aspect ratio

Landscape orientation is best for products with horizontal images. Portrait orientation is meant for vertical images. Square is for images of equal proportions, which is ideal for small merchandise.

- Square 1:1
- Landscape 4:3
- Landscape 3:2
- Portrait 3:4
- Portrait 2:3

Product Card details and layout

Choose which product details to display on the Product List and how they are positioned in the Product Card.

- Center content
- Align content to the left
- Align content to the right
- Justify content
 - Product name is on the left and the price is on the right.

Product Card frame

When enabled, show a border around Product Cards.

- Options: Enable or Disable

Product name

- Options: Show, Do Not Show, or Show on Mouse Over

Setting Up Your New E-Store

Product price

- Options: Show, Do Not Show, or Show on Mouse Over

Product SKU

- Options: Show, Do Not Show, or Show on Mouse Over

“Buy Now” button

- Options: Show, Do Not Show, or Show on Mouse Over

Product Page layout

Choose the layout for the information displayed on the product's page.

- 2 columns, product's description is on the right
 - Default layout for products with high quality images and brief description.
- 2 columns, product's description is below the image
 - Classic layout for products with content-rich and lengthy descriptions.
- 2 columns, product's description is on the left
 - Mirrored layout for products and services that are better represented by their description rather than the graphical image.
- 3 columns
 - Content-rich layout aimed to fit in as much information on a single screen without scrolling as possible. Works best when viewed on a wide screen.

Image Gallery thumbnails

Choose the layout for thumbnails of images uploaded into the products' Image Gallery.

- Horizontal
 - Thumbnails are displayed horizontally below the main product image.
- Vertical
 - Thumbnails are displayed vertically to the left of the main product image.
- Full-size images
 - Replace thumbnails with full-sized images displayed right below the main product image.

Setting Up Your New E-Store

Step 6. Enable payments

Next, you will need to add a payment gateway to collect sales revenue. Therapysites Store supports a variety of offline and online payment methods including PayPal, Stripe, Square, and many more.

Set up at least one payment method in your store by going to **Therapysites Store Control Panel → Payment**.

Current payment methods

These are the payment methods that you have set up in your store. If enabled they are available for your customers to choose from at checkout.

Add Payment methods

Choose a payment provider from our list or set up your own manual payment methods to get paid for your online orders.

- PayPal
 - Accept PayPal and card payments on your website
 - To start accepting payments, enter the email address where your payments should be sent. This email address should be the same one associated with your PayPal account. If you don't have a PayPal account, you can set it up later using the same email address that you've provided here.
- Stripe
 - Connect with Stripe to accept payments
 - Stripe is the easiest way to accept credit cards. Process major international debit or credit cards, including Visa, MasterCard and American Express. You don't need a merchant account, so you can start accepting payments today.
- Manual payment methods
 - Not ready to accept online payments yet? Add cash on delivery, phone orders, or check to receive payments outside of your store's online checkout.
- Other ways to get paid
 - Choose a payment processor from our list of 50+ providers to accept credit cards, PayPal, and other online payment options.

Setting Up Your New E-Store

Step 7. Set up shipping and/or pickup

If you sell physical products that require shipping, you must decide how to distribute your products to your customers. There are three methods for distribution: in-store pickup, shipment via postal or delivery service, and third-party fulfillment services.

To set up shipping, you will need to:

1. Define your shipping strategy.
2. Calculate the rates.
3. Set up the shipping rates in the **Therapysites Store Control Panel** → **Shipping & Pickup** so that you charge your customers the appropriate amount based on your products and the customers' location.

Follow our [in-depth instructions to set up shipping](#) for your business →

Next Steps

- [Promote your store](#)
- [Learn how to manage orders](#)
- [Expand by adding your store on Facebook and Instagram](#)