SuiteTraining™

KEY TASKS

How do I:

- · Create and display items in my Web Store?
- Set special prices for preferred customers?
- Customize the Web Store to match our corporate look-and-feel?
- Customize the checkout process flow?
- Show shoppers real-time shipping rates?
- Set up various payment methods?
- · Redirect existing domain names to my new site?
- Apply SEO methods to drive traffic to my Web Store?

RELATED COURSES

- NetSuite Essentials
- Marketing Automation Workshop
- SuiteAnalytics
- SuiteScript

RELATED SELF-PACED TRAINING

- Ecommerce Edition Overview
- Customized Template Sites
- Google Checkout Integration

Ecommerce Workshop: Building a Custom Web Store

Course Description

With NetSuite Ecommerce, you have the tools you need to build a dynamic, database-driven Web Store from the ground up. Moreover, NetSuite Ecommerce synchronizes your Web operations with the rest of your business so you can run your business more effectively and efficiently.

In this introductory two-day workshop, you examine Ecommerce key features, capabilities and best practices while building a customized, NetSuite-generated Web Store in a provided Ecommerce Edition demo account.

Through interactive teaching and hands-on exercises, you learn how to define Web store navigation; set up items and prices; customize the Web Store appearance, shopping cart and checkout process; set up shipping and payment methods; market the Web Store; and use Web site reports and searches to analyze shoppers' browsing and buying behaviors.

This course does not address specific design considerations for your Web Store.

Who Should Attend

NetSuite administrators, web content managers, web designers and marketing managers responsible for creating or managing NetSuite-generated Web Stores.

Requirements

- Course participants should be familiar with NetSuite navigation and features:
 - To learn how to navigate NetSuite and perform common tasks, take the Getting Started training videos available in SuiteAnswers.
- Course participants do not need to know HTML or JavaScript, but basic knowledge of these is needed for advanced Web site customization.

Course Objectives and Topics

This course introduces the features and functions of NetSuite Ecommerce Edition while walking you through the process for creating a customized, NetSuite-generated Web Store. By the end of this course, you will have created a basic, customized Web Store.

Ecommerce Workshop: Building a Custom Web Store

Day 1 Agenda

Set Up the Web Store

- **Create the Web Store:** Describe the NetSuite Web site options and considerations; enable Web Presence features; define Web Store preferences and appearance
- **Create Tabs and Categories:** Create and modify tabs; define access to tabs; identify how to use tag substitutions; create item categories and subcategories; apply SEO methods to tabs and categories

Set Up the Items and Prices

- Define Web Store Items: Create items; organize items by categories and Web sites; apply SEO methods to items; display featured items; set back-order and out-of-stock preferences; create related items
- **Set Up Item and Web Store Pricing:** Enable pricing options; create item pricing, price levels, quantity pricing and variable amounts; define customer and Web site-specific pricing

Day 2 Agenda

Design the Web Store

- Customize the Web Store Look and Feel: Use templates, layouts, themes and colors to
 customize the Web Store; create website tags; upload and resize images and logos; attach
 images to categories and items
- **Use the Ecommerce Edition Bundle:** Examine the Ecommerce Edition Bundle features: Product Reviews, Wish Lists, Image Zoom, Image Rollover

Set Up Checkout

- Customize the Shopping Cart and Checkout Process: Add images, descriptions and related items to the shopping cart; customize the checkout process; set up the Customer Center (My Account)
- Set Up Shipping Methods: Create shipping items and register shipping carriers; set
 default shipping carriers and methods; enable real-time shipping rates and the shipping
 estimator; set up free shipping
- **Enable Online Payments:** Connect merchant accounts and gateways; set up credit card payment methods and other payment processes: PayPal Express Checkout, online invoice payments, and alternate payment methods

Fine Tune the Web Store

- Improve Site Ranking with SEO: Create domain names and redirect existing domain names
- Product Merchandising and Promotions: Set up Web Store search options; generate HTML and XML sitemaps; set up product feeds; create coupons and discounts
- Analyze the Web Store: Use Web site reports, searches and Ecommerce Dashboard;
 modify Web site reports and searches; use Key Word Marketing and other third-party analytics

NetSuite reserves the right to adjust the stated course content to reflect changes to the NetSuite application and to meet the expressed needs of course attendees.

Features and functions covered in this course might not reflect those in your purchased NetSuite account.

🍘 To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com/training