Get online and get integrated with Web Ninja

One, Easy Way to Manage your Site, Processes & People

Web Ninja CMS User Manual
Specialists in Integrated E-Commerce Solutions

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WEB NINJA

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LOGIN

You can login to Web Ninja's Content Management System (CMS) to:

- Edit your online content
- Add pages with images, tables, text and links to your pages
- View customers, orders, reports and export customer data for use in other items such as marketing campaigns
- Create and edit discount and promotional coupons
- Add SEO content including page names, keywords and key phrases to help your website be found by search engines
- Upload new banners to sideshow areas
- Edit your footer content and contact details

HOW TO LOGIN

Go to your domain and add /admin to the end.

For example www.mydomain.com.au/admin

On the login page enter the user-name and password supplied by Web Ninja to enter the CMS.
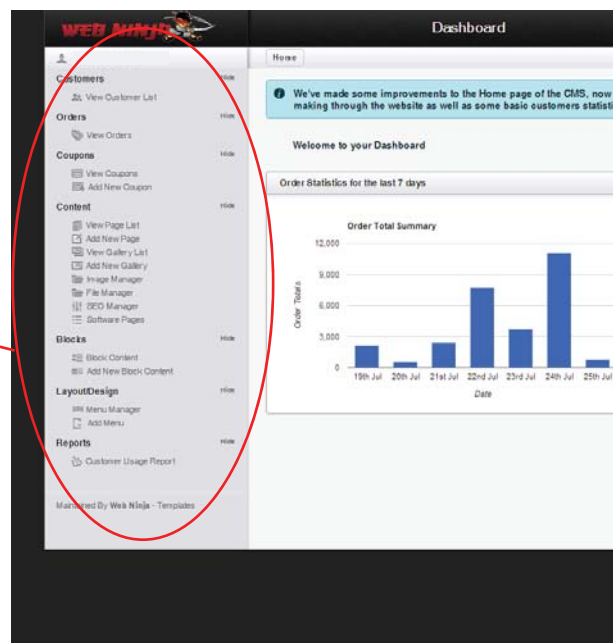
CMS LAYOUT

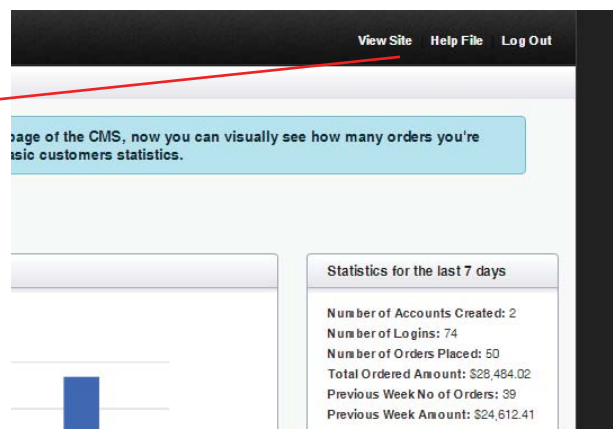Once logged in you will see the dashboard.

Down the left hand side you will see links to various areas within the CMS including:

- Customers
- Orders
- Coupons
- Content
- Content pages
- Software Controlled Pages
- Reports
- SEO Manager
- Blocks
- Layout/ Design

On the top right hand side you will see links to:

- View your site online
- Help files
- Logout of the CMS editor

HINT

More help is available online by clicking the **Help File** link here

In the centre of the page you will see statistics / order overview in graph format for 7 day and to the right of this a breakdown of:

- Accounts Created
- Number of Logins
- Number of Orders Placed
- Total Ordered Amount
- Previous Week No of Orders
- Previous Week Amount

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CUSTOMERS

The very first heading on the left hand side is Customers - with the link under this heading being 'View Customer List'. Upon clicking this link you will be able to view your full customer list. The top search boxes allow you to search by account number or customer. This will search company name, customer name and email.
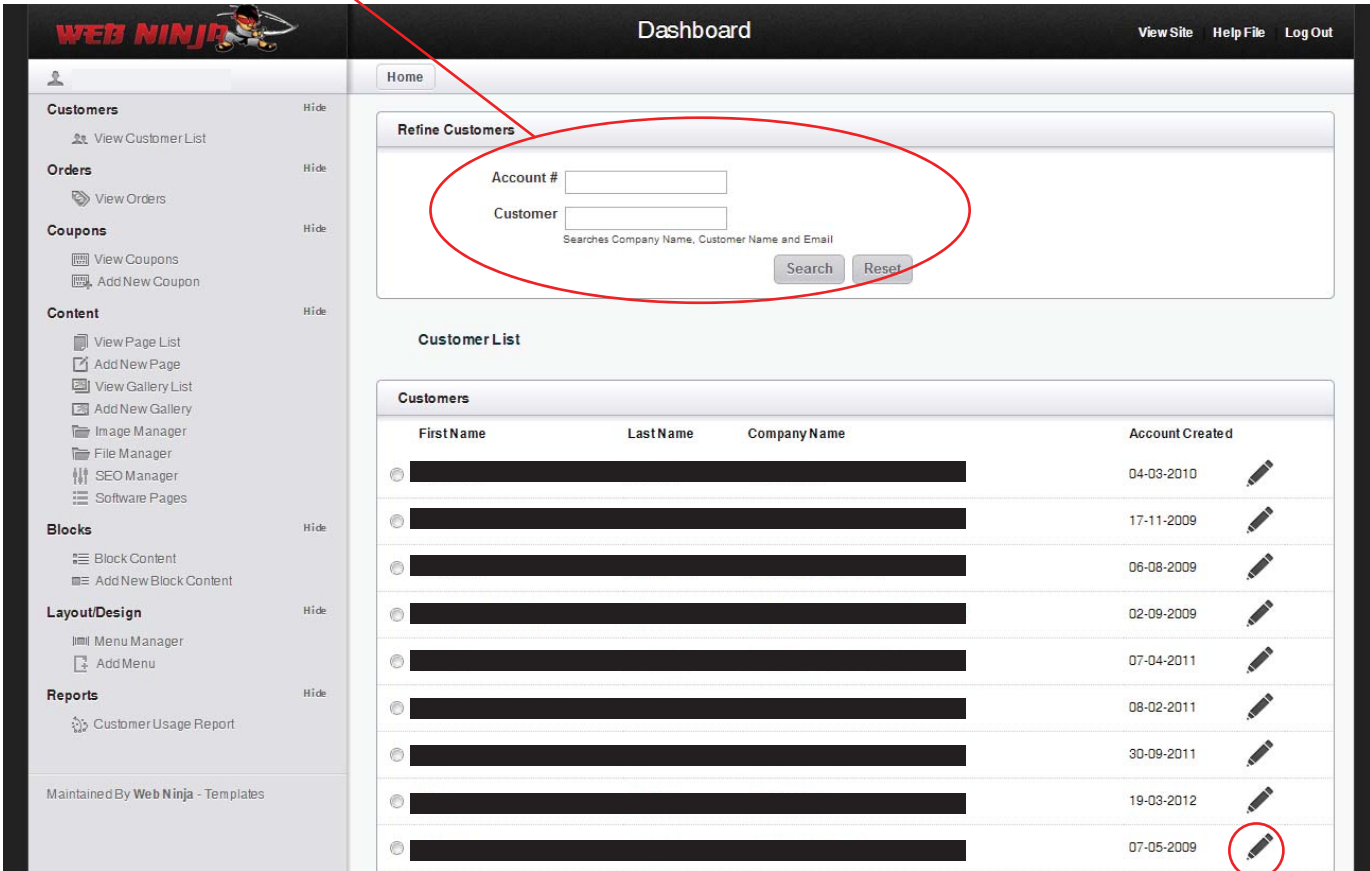
To edit a customer details in here you can easily access full details by clicking the pencil icon. You can also delete a customer by clicking the recycle bin to the right of the pencil icon. These icons are used throughout page lists, menu views, image manager and perform the same function throughout.

Once in the editing area you can see and edit the full details of the customer. Here is a great place to enter an account number so as this online customer will be linked to the account details in your accounting package. Customers can also update their details in here when they login.
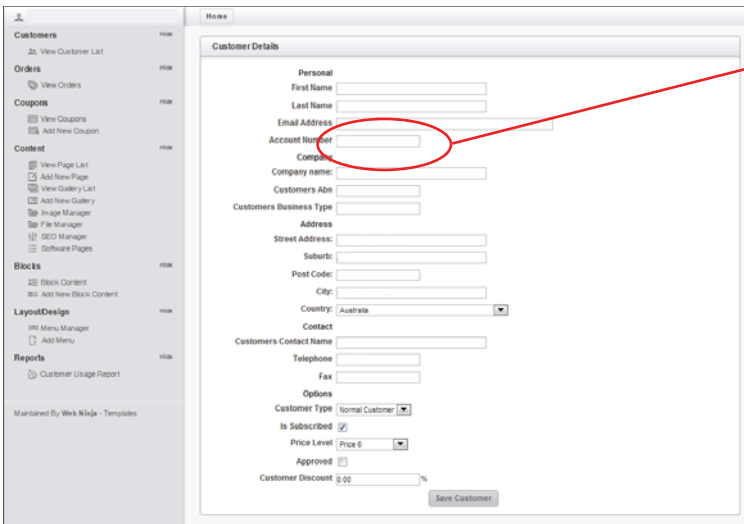
You can export a list of all customers current details by clicking 'Export Customer Data' at the bottom of the page for marketing purposes or to report specific customers past orders and history.

HINT

ORDERS

The next area in the left hand menu in the CMS is the orders area. In here we can search by order number or customer and date range. We can also view orders by status giving you a throughout overview of any currently pending, processed or shipped orders.

Other things you can do within the 'Orders Area' include:

Customer Usage Reporting which includes number of logins, sign-up date, last login date and total orders value.

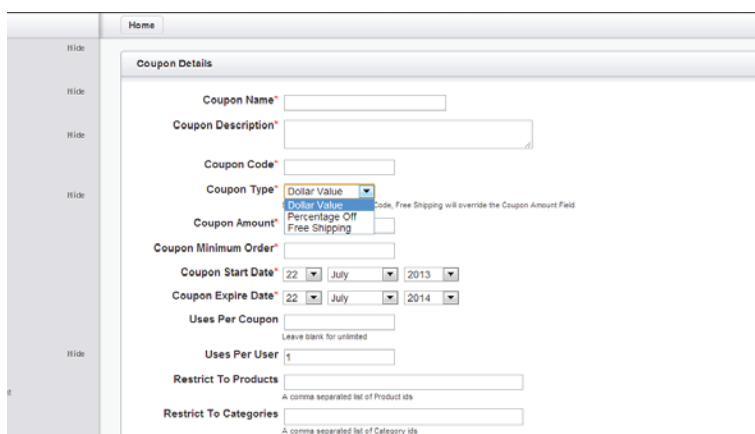You also have the ability to view/print order details, as well as see order history and change/override order status:

COUPON/PROMO CODES:

Coupons and promotional codes are a great way to offer discounts and keep your customers interested and stock moving. You can set up different coupons with start and end dates to run seasonal promotions. You can assign a dollar value, percentage off or free shipping.

To add a coupon:

Click the 'Add New Coupon' link in the left hand menu under the 'Coupons' Title.

Give the coupon a name, description and code. For example:

Name: Easter Promo

Description: 25% Off Store-wide for Easter

Code: EASTER25

Then specify the coupon type - as this is a percentage off we would specify percentage from the drop down menu here. In the coupon amount I would specify 25.

There are other options to limit the products and or categories the coupon can be used on, number of coupons customers can use, dollar values and more.

MENUS

To edit or add an item to a menu click on menu manager on the left hand side under the 'Design / Layout' heading. In here you will see a list of the different menus used throughout your site.
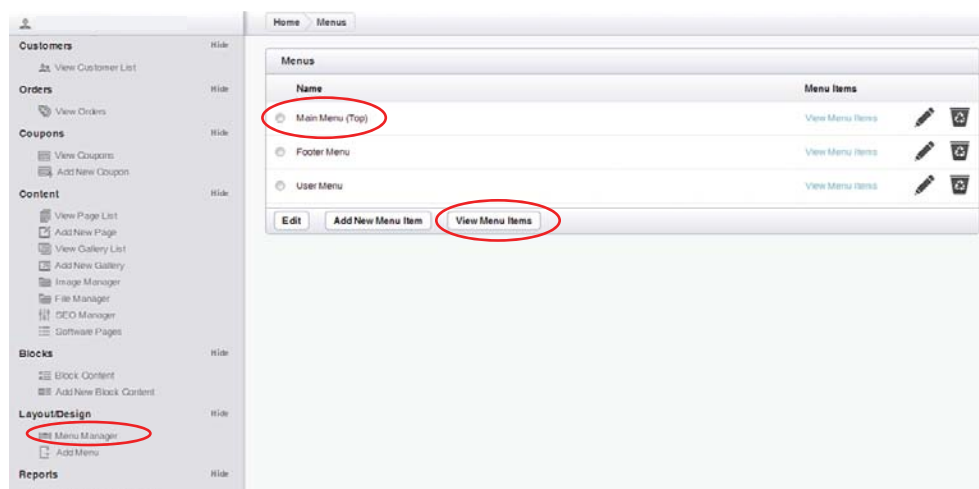
To add another item to an existing menu you select the menu and click 'View Menu Items'. Now you will see a list of the links in the menu you selected. To add a menu item click 'Add Another Menu Item' at the bottom of this page.

Adding new menus will not show on your website unless they have been built into the template. To add a new menu please contact development to update your template. Then you can add menu items and edit through the menu manager.

You can change the order of items in the menu simply by dragging them to a different position. To edit an existing menu item click the pencil icon and to remove the recycle bin icon.

Once you have added another menu item. You can specify if it is to be on the first tier or have a parent item (drop-down). This also allows you to specify where the menu item links to (a page within your site/ an external website etc), who can see this menu item (for example if it is restricted to people that can login only) and how it is to open (i.e.. in a new window, within the same window etc).

ADDING/ EDITING PAGES WITHIN YOUR WEBSITE

Add and edit web pages on your website. To add a page simply click on the 'View Page List' directly under the Content heading on the left hand side. Using the easy online editor you can easily add content pages to your site. To enter the editing area of a page you click 'view page list in the left hand menu and then the pencil icon next to the page you wish to edit. You will then be presented with the below editor which allows you to give the page a name, title and add content, images and tables.

There are a couple of hints when using the editor you should keep in mind:

When adding a page name and title make sure it is specific to make it easier for search engines to find you. For instance instead of calling the 'About Us' page - simply 'About Us' give it a more specific name such as 'About Web Ninja - Building Integrated Ecommerce Websites'.

Another hint is to be sure to use the Heading 1, Heading 2 and Paragraph styles from the drop down 'Styles' list. These are styles that have been built into a linked CSS (Cascading Style Sheet) to suit your website template and theme. Not only does this mean your website will look consistent throughout but also it is much better for search engines - which read and rate page content in this order. For example the most important content will be included in the H1 (heading 1) tag the second most important in the H2 (heading 2) tag which is created in the HTML code by using these styles.

- Using the table tool you can create and format pages with images next to text giving you more control over the layout of your page.

- You can also link to different pages, files and sites by highlighting the text or image you want to build a link to and clicking the link tool.

- A great way to get used to using the editor is to create a page that is not linked through the menu and test out the editor tools. You can preview the page without it being linked to the site so whist you are learning a 'dummy' page is a great space to do this.

- There are 2 types of pages within the site software pages and content pages. Software pages include your home page, checkout, login and as a general rule are a page that has some sort of functionality on it. Content pages are pages such as your about us, frequently asked questions etc. Software pages may have some editable areas but functionality you cannot edit within them also.

- Remember there are 2 stages to creating a page on your website. The first is creating and editing the page as outlined above. The second is to link it in a menu which we will look at later. Without linking the page through the menu it will not be visible on your website.

SLIDE SHOWS AND BANNERS

If your website has a banner or slide show on pages you can also easily upload images and manage these galleries within the CMS. You will see be able to access these areas on the site by clicking 'View Gallery List' on the left hand side under the 'Content' heading.

To change the images within an existing gallery firstly make the images locally on your PC. Insure they are the same size as your images in the slide show. Within your gallery list select the gallery you want to change the images within using the check-box on the left hand side of the gallery name. Then click view items in gallery directly underneath.
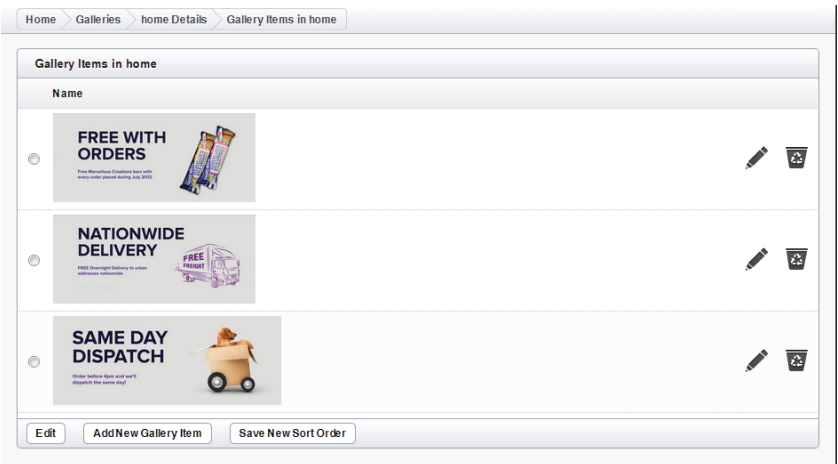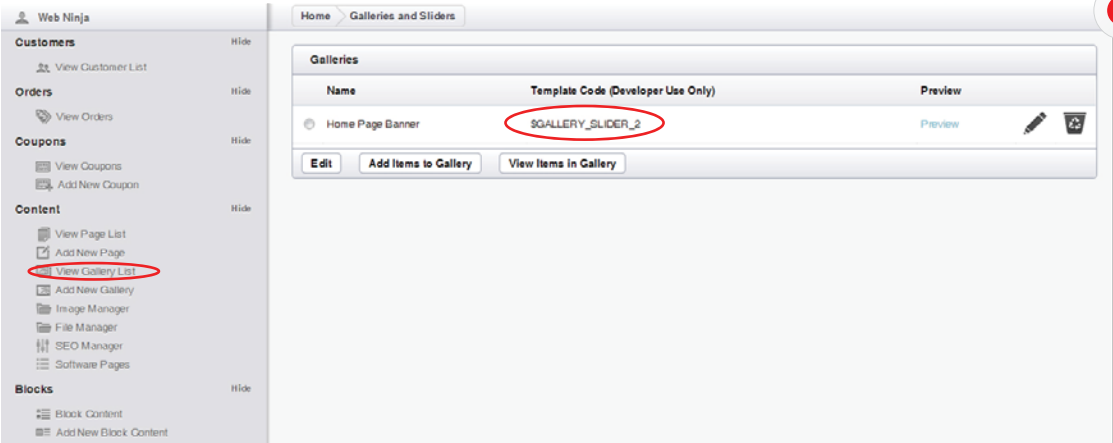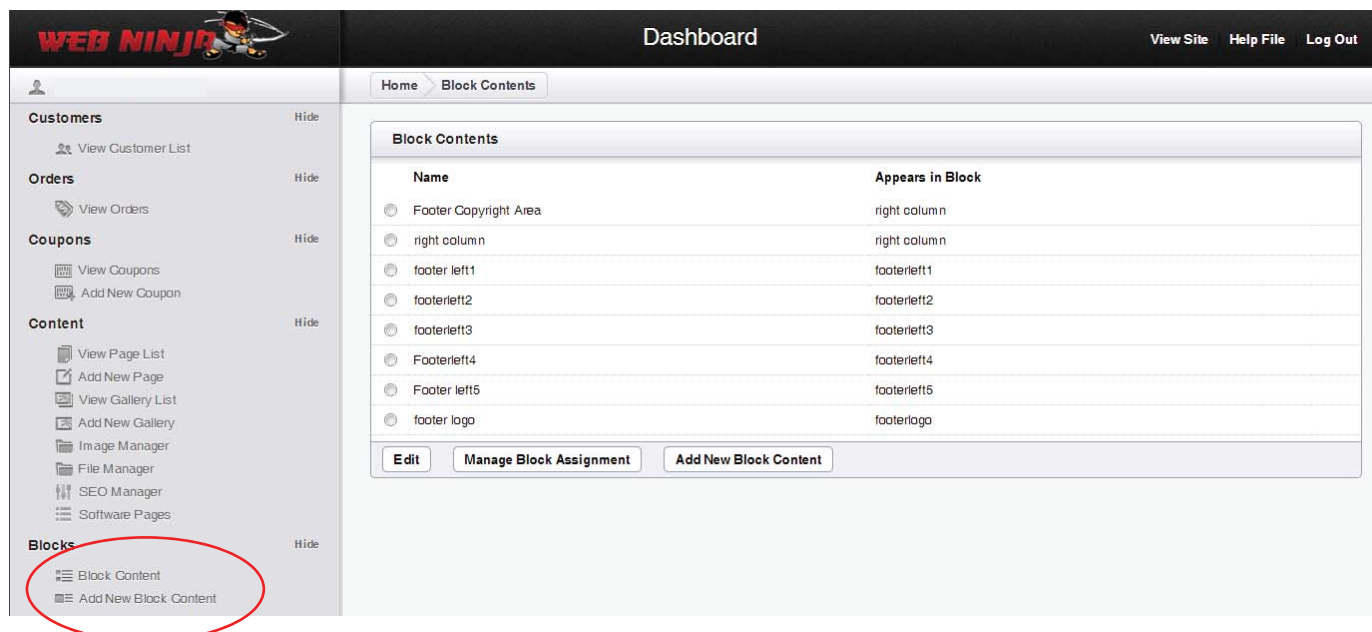

This will then show you a list of the images in your gallery. You can add new banners/ images by clicking the 'Add New Gallery Item' underneath the items in the gallery or remove items in the gallery from here. To remove an image click the recycle bin icon. You can also edit items in the gallery and add a link to a banner by clicking the pencil icon - this also allows you to add links to banners.

BLOCK CONTENT

Block content is another area you will be able to edit certain items within. Block content refers to items such as footers, promotional blocks, copyright areas etc. and varies from site to site depending on your template design. To edit an existing block area click the first link directly under the 'Block Content' heading. This will show you the block areas within your site. When opened they can be edited the same way as a content page is using the built in editor.
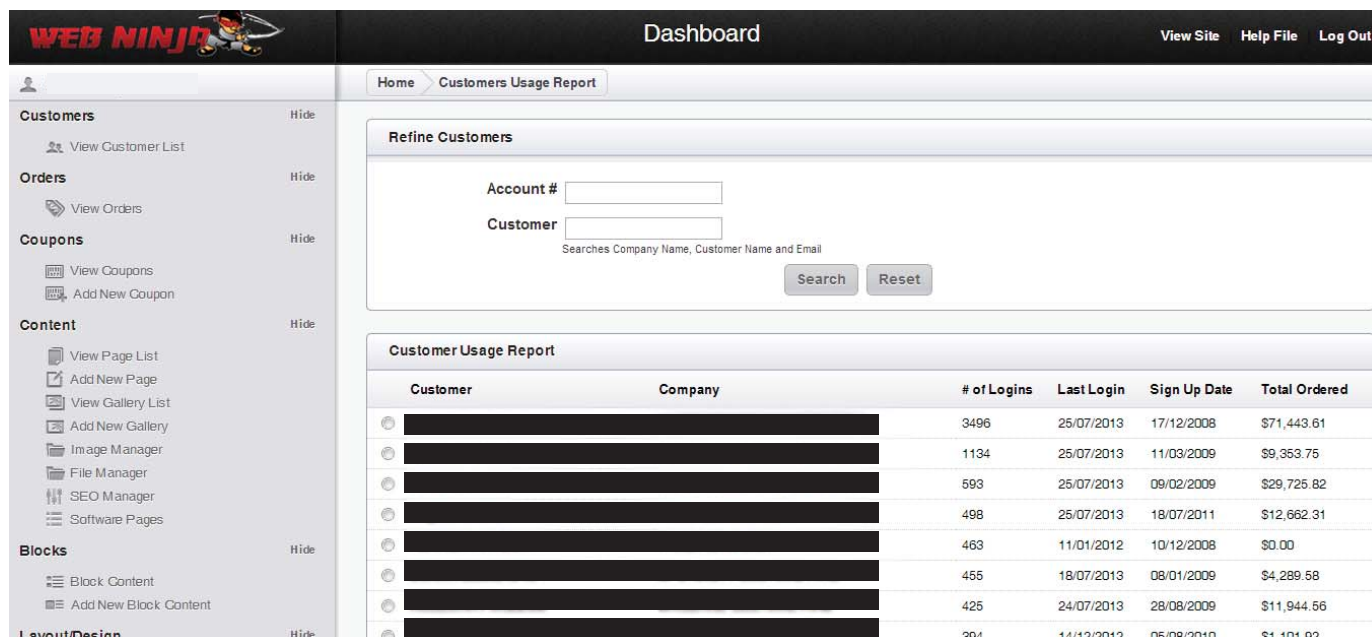
REPORTS

Here you can run reports on customers to view their number of logins, last login, the date they signed up and their total order value. Great to run campaigns and market to loyal customers or groups based on sales.

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SEO MANAGER

SEO Manager is located under the content heading on the left hand side. This will allow you to access the pages that make up your site and add page titles, descriptions, keywords - all the things that help your page get indexed by search engines.

In here you will see the pages are divided up into content pages, software pages, website files etc. These are all the different types of pages that make up your site. From the drop down select the page you want to edit. For example if I wanted to edit the home page I would click Software Controlled Pages > and select the Home Page. Rather than calling my page something very generic like 'Home Page' I would update my page title to something more relevant that a search engine would index such as - WEB NINJA | Ecommerce Accounting Software Integrated into Website Design. I would insure to add a specific description and keywords / phrases to this page.

Once finished be sure to hit the 'Save SEO Details' button.

A hint is to make these page specific try not to repeat the same thing over and over on every page. If you can add this for every page in the SEO manager your site will rank much better on search engines.

Please keep in mind that although this will help your site to rank search engines are very competitive and appearing on page one is difficult. A professional SEO package is recommended as it will include important off page SEO such as building back-links, articles and directory submissions, as well as on-page SEO, to rank highly in this competitive environment,

Save SEO Details

WEB NINJA | Ecommerce Accounting Software Integrated into Website Design   show/hide

Page Title* WEB NINJA | Ecommerce Accounting Softwa
Provide a title for the page, it is recommended to use approximately 66 characters.

Template* Use Default Template ▼
Select the Template used for this page.

Description Get your retail store on the web with an ecommerce accounting software solution from Web Ninja. Our online solutions are fully integrated with many accounting packages including MYOB, MYOB EXO,
Provide a description for the page, it is recommended to use approximately 150 characters.

Keywords ecommerce accounting software, ecommerce solutions, shopping cart software, ecommerce web designer, online shop, myob web integration, website design
Provide some keyword phrases for the page. Separate each keyword phrase with a comma (,).
Keyword phrases are made up of 3 - 4 keywords and 4 - 5 keyword phrases is the recommended amount EG 'bad credit laptop finance' is one keyword

WANT TO KNOW MORE ABOUT WEB NINJA CMS?

You can view Web Ninja videos online at **www.youtube.com/webninjaecommerce**
Videos to help you with CMS training include:

1. Logging onto the CMS
2. CMS Layout and Help
3. How do I find a customer?
4. Open and edit customer information
5. How do I approve a customer?
6. How do I view a customer's orders?
7. How do I export customer data?
8. How do I search for an order?
9. How do I view an order?
10. What is the order status?
11. How do I export order information?
12. What is a coupon?
13. How do I create a coupon?
14. How do I use a coupon
15. How do I edit or delete a coupon?

There are additional modules that can be added to the CMS upon request. If you have a website built within our CMS and would like to add additional functionality please contact Web Ninja.

Follow us on Facebook, Twitter, You Tube, Google Plus and LinkedIn for tips, videos and updates.

See www.webninja.com.au for direct links to these pages online.

HINT