

Step 2 – Choosing Your Site Name, Design, and Image

Introduction

As you logged into your account for the first time, you were required to go through an initial account setup (see Step 1). You chose a “Base Account,” entered company information, and selected a new password. After you did this and clicked the **Begin** button, the information populated other areas of your account files.

In most cases, the name of your site will be the “company name” entered within the initial account setup. The site name is prominently displayed in most designs and could give your visitors a good idea about the content of your site.

Your site name is part of the site header. Specifically, the site header is a combination of your site name, byline, and graphics that appear on every page of your site, creating a sense of continuity and professionalism.

This step will walk you through the process of creating your site header, including uploading your site images and creating your initial header design.

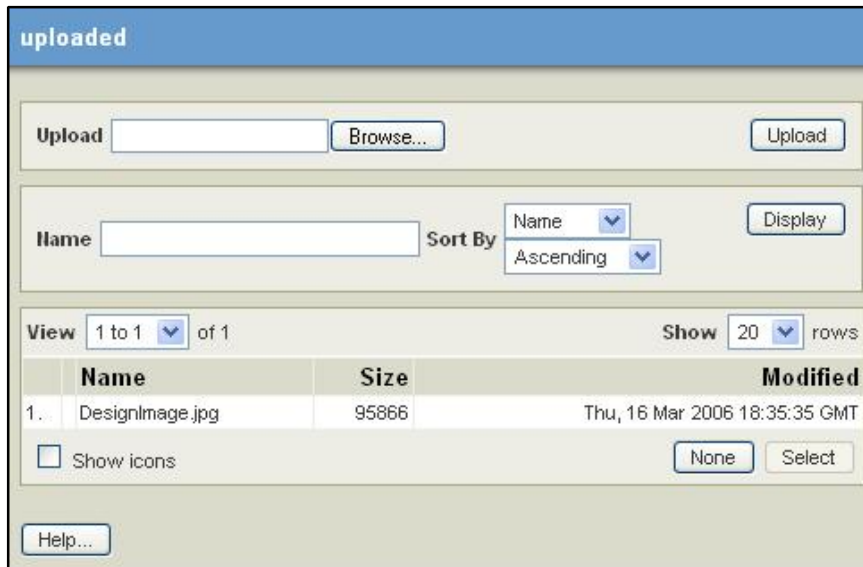
Activity 1: Uploading Images

Before you can begin designing your StoresOnline site, you will need to upload the images that you plan to use. While your store has a submenu dedicated to managing your files (**Account** menu, **Files** submenu), you can upload your files from any field on your site that features an **Ellipsis** button (...). Use the following process to upload your image files:

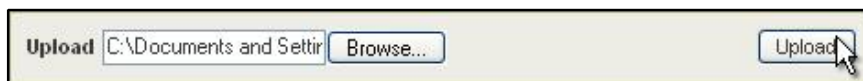
1. Click the Image Ellipsis button (see below).



2. As you click the Image **Ellipsis** button, a new window will open.



3. Click the **Browse** button. This will pull up the browsing tools of your computer.
4. Using these tools, find and select from your computer the file you would like to upload. The path of the image file should now appear in the **Upload** field (see below).
5. Click the **Upload** button.



6. If you would like to see icons of the images, check the **Show Icons** box.

Activity 2: Company/Site Name

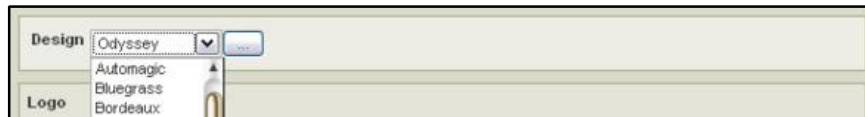
1. After logging into your account, select the **Site** menu.
2. When you completed the initial setup of your account, your site automatically completed some of the fields within the **Logo** section (see below).
3. You can edit the following information within the fields of the **Logo** section:
 - Type the name of your store into the **Name** field.
 - If you would like to include additional text with your logo, enter it in the **Byline** field.
 - Click the **Ellipsis** button (...) to select an image from your Uploaded menu for the **Logo** field.
 - Select a level from the **Masking** drop down menu to blend your image's background color with your site's color scheme.
 - By default, your logo serves as a link to your homepage. To disable this function, click the **Disable logo link** checkbox.
 - To use this Logo for your site image, click the **Replace site image** checkbox
4. Click the **Preview** button to see how the site name, byline, and graphics appear in your header. When you have finished previewing your site, click the **Done** button to return to this menu. Click the **Done** button from this menu to save all of your changes.

If you need any assistance with the options in the **Logo** section, click the **Help** button.

Activity 3: Storefront Page Design

In the **Design** submenu of the **Site** menu, you will choose a design for your website. This will determine your site's overall look and feel. When you chose a base account within the initial account setup, a default design was given to your site. Now you have the opportunity to select the design of your choosing.

You can select a design in one of two ways—by selecting a theme from the pull-down menu or by clicking the Design Gallery's **Ellipsis** button (see below). The Design Gallery is the best option if you are a first-time user, because it allows you to see the various designs before choosing one.

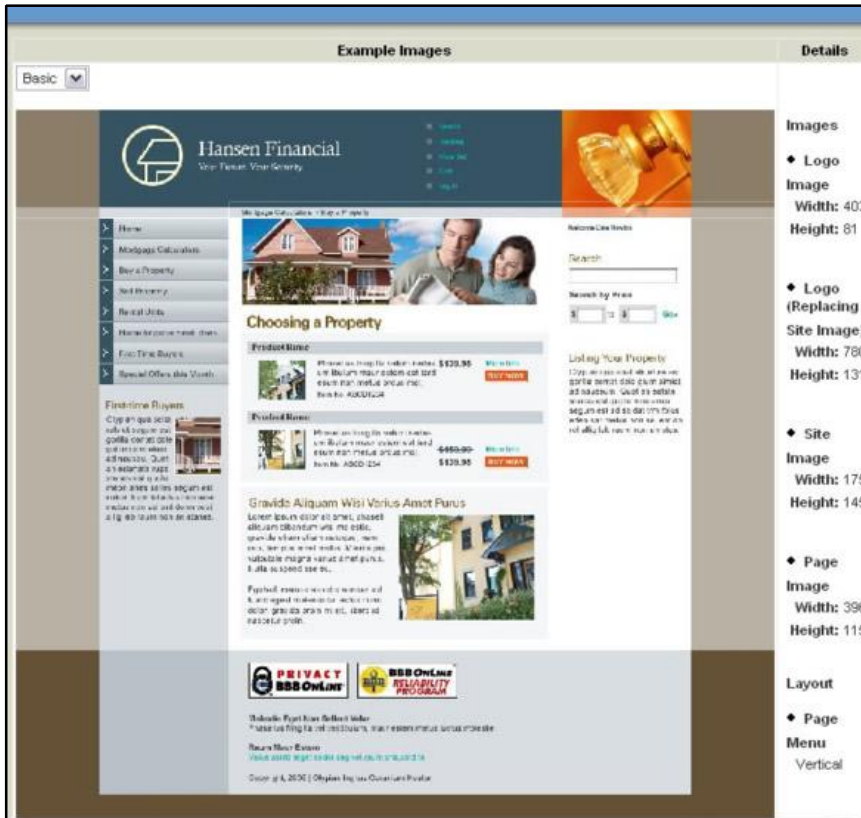


1. Ensure you are within the **Design** submenu of the **Site** menu.
2. Click the Design **Ellipsis** button. A new window will appear (see below).



3. Click on the tabs at the top of the screen to review thumbnail images of designs from the following categories:
 - **All** - displays all site designs
 - **Browser Width** - displays designs which automatically resize to fit your browser window
 - **Fixed Width** - displays designs which have a fixed width
 - **Three Columns** - displays designs that feature Left, Right, and Center content columns, with more space for content at the bottom
 - **Two Columns Left** - displays designs that only recognize Left, Center, and Bottom content locations
 - **Two Columns Right** - displays designs that only recognize Right, Center, and Bottom content locations

- To view a larger image of the site design, click on a thumbnail image and then click the **View** button at the bottom of the screen. The page will display a larger image of the design, along with the dimensions of the images that design uses. These dimensions will help you in creating your own site images.



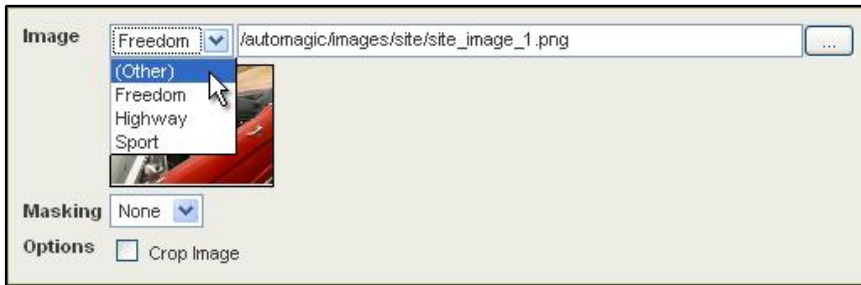
- To view a larger image of the site design, click on a thumbnail image and then click the **View** button at the bottom of the screen. The page will display a larger image of the design, along with the dimensions of the images that design uses. These dimensions will help you in creating your own site images.
- Click the **Preview** button to see how your website looks with its new design.

Activity 4: Design Image

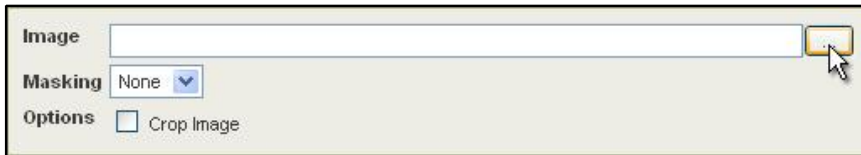
You are now ready to add a design image. You may provide an image of your choice, or you may choose from several prestocked images that come with some designs. These prestocked images have been created to fit well with the design and to match with the original theme the design was created for (for instance, a design created with a candle store in mind would have a prestocked image of a candle). The illustration below gives an example of a prestocked image in the site header.

- Ensure you are within the **Design** submenu of the **Site** menu.
- Ensure you have selected an appropriate design (as instructed above in Step 2).

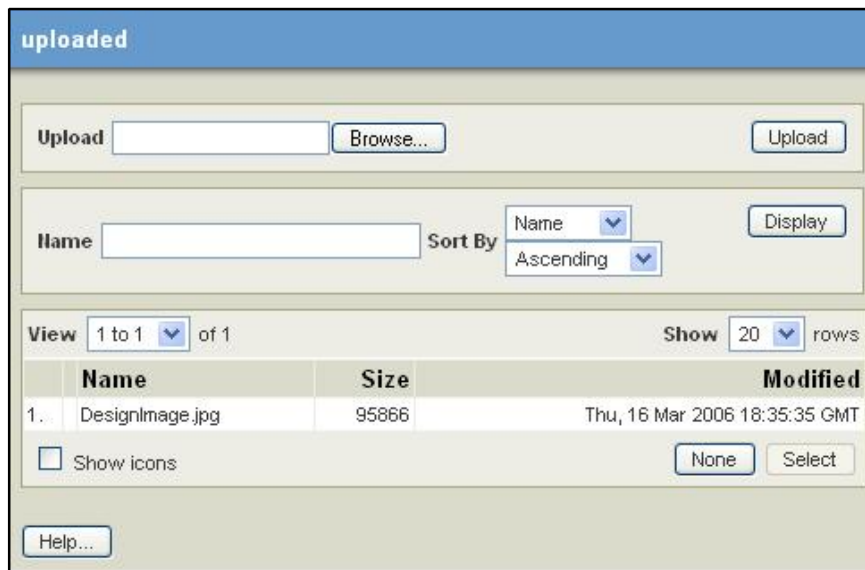
3. If your selected design comes with prestocked images, you will see an **Image** pull-down menu (see below).



4. If your selected design does not come with prestocked images, click the Image **Ellipsis** button (see below).



Selecting a Previously Uploaded Image



1. From the popup window, view the images you have already uploaded to your account files.
2. Double-click your chosen image or single-click the image and then click the **Select** button.

You have successfully added a site image to your header. Click **Preview** to see how your site image looks.

Step 2 Completed!

Please complete and submit the online submission forms.