

1. Getting Started

A. Parts of an ecommerce web page

Let's look at a typical page of an ecommerce website. This page contains these parts.

The screenshot shows a typical ecommerce website layout for 'GIFT SHOP'. The page is divided into several sections:

- 1. Navigation Bar:** Located at the top, it includes links for 'Home', 'About Us', 'Products', 'Announcements', and 'Contact'. A search icon and a shopping cart icon with '(0)' items are also present.
- 2. Left Sidebar:** A yellow sidebar containing a 'GIFTS' menu with categories like 'CHRISTMAS GIFTS', 'VALENTINE'S GIFTS', 'BIRTHDAY GIFTS', 'DOLLS TOY', and 'VIDEO'. Below the menu is a featured product 'Birthday's Gift 03' with a price of \$63.95 and a QR code.
- 3. Footer:** At the bottom, it contains social media icons (Facebook, Twitter, Google+, RSS), a '3' in a circle, and links for 'Faq's', 'Customer Services', and 'Privacy Policy'. It also includes copyright information for 2013 and a 'Powered by' logo.
- 4. Product Grid:** The main content area features a grid of products. On the left, there are three 'Valentine's Gift' items (09, 05, 07) and two 'Birthday's Gift' items (04, 03). Each item has a small image, a title, a price, and an 'ADD TO CART' button. On the right, there is a larger product view for 'VALENTINE'S GIFT 09' with a detailed description and a 'Description' button.

Key text from the product descriptions includes: 'You are wondering what gift do not know choose to store memories as birthdays, Valentine's, Christmas, holiday, wedding anniversary ... these are the moments of love for lovers, relatives of you.' and 'At the Gift Shop will have an answer for your problem. With just a few mouse clicks, you can have just one or more gifts and it's pretty significant. You will have complete peace of mind to bring joy to loved ones, family, friends, lovers. The gifts will be transferred to hand your loved one on the day that you desire.'

1. The Header

Header is the top part of a web page. This part contains some elements that normally exist in all pages of the website. They are:

- **The Logo.** In this example, it is the logo of “Gift Shop Company”.



- **Horizontal Menu or Top Menu.** This type of menu usually appears near the top of the web pages. There are 5 items in this Top Menu: “Home”, “About Us”, “Products”, “Announcements” and “Contact”.



These are the commonly used items. The less used items are normally put in the bottom menu.

- **Banner.** This is an image that tells about your shop or the products that you sell. You may use more than one image and they will appear one after another as in a slide show.



- **Some tools.**

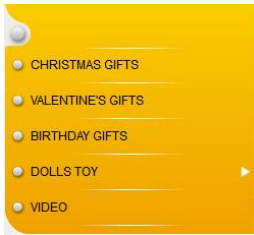


- **Tracking Order.** This button lets a customer find out about the status of his order. The customer can find out if the merchandise was shipped and when it was shipped.
- **Register.** This button is for registration to become a member of your website. A member is entitled to some benefits and saves time in checkout because he doesn't have to fill out a lot of information.
- **Sign In.** This button lets a member view his purchasing history, or change his information.
- **"View Cart" button.** This button looks like a shopping cart. It allows a visitor to view the items he has selected. Next to this button is a number in parentheses. This number shows the number of items that has been selected.
- **Search box.** This box helps the visitor find a product or an article in the website.

2. The left column

The left column of this website doesn't have a general menu, but there is a product menu, instead.

- At top of the left column is the Product menu with groups of products such as Christmas Gifts, Valentine's Gifts, Birthday Gifts, etc. These are the product groups that belong to "Products" on the Top Menu.



- Lower down is the QR code (QR stands for quick response) which provides a quick way to save a website address or a web page address. Visitors may use the camera in an iPhone or a smart phone to scan the code. It will be converted to a website address and can be saved for later viewing.



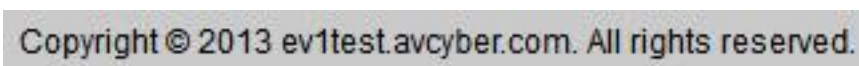
Some pages of the website might have a right column to display advertisements, videos, or special products.

3. The Footer

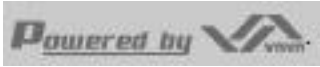
- Footer is the bottom part of a web page. It may have a menu for information that is less used by visitors. In this example, they are "FAQs", "Customer Services", "Privacy Policy".



- Underneath the bottom menu is the copyright notice.



Some websites may display the logo of the web builder company. In this example, you will see the logo of VNVN Company.



- The website might have a "Choose Theme" box to let visitor choose a theme color.



4. The Body

This is the main part of each web page. It displays the main content of the web page. In this example, you are viewing the Home page and it is displaying 2 groups of information:

- Some products.

The image shows a product grid on the left and a detailed view of a product on the right. The grid contains four items:

- Doll Beautiful 08**: Product ID DO00008, price \$40.00, quantity 1, SELECT button.
- Valentine's Gift 03**: Product ID VA00003, price \$71.00, quantity 1, SELECT button.
- Birthday's Gift 07**: Product ID BD00007, price \$30.99, quantity 1, SELECT button.
- Birthday's Gift 03**: Product ID BD00003, price \$63.95, quantity 1, SELECT button.

The detailed view for **DOLL BEAUTYFUL 08** includes:

- A red gift icon.
- Product ID: DO00008
- Our Price: **\$40.00**
- Quantity: 1, SELECT button
- Description: A soft toy doll with a heart shaped candy in her hand and a trendy pink color net frill cap covering...

- A short introduction of the online shop. You will need to replace it with your own text.

You are wondering what gift do not know choose to store memories as birthdays, Valentine's, Christmas, holiday, wedding anniversary ... these are the moments of love for lovers, relatives of you.

At the Gift Shop will have an answer for your problem. With just a few mouse clicks, you can have just one or more gifts and it's pretty significant. You will have complete peace of mind to bring joy to loved ones, family, friends, lovers. The gifts will be transferred to hand your loved one on the day that you desire.

Services Gift Shop is a bridge of love given to people that do not send time-consuming and extremely low cost!!

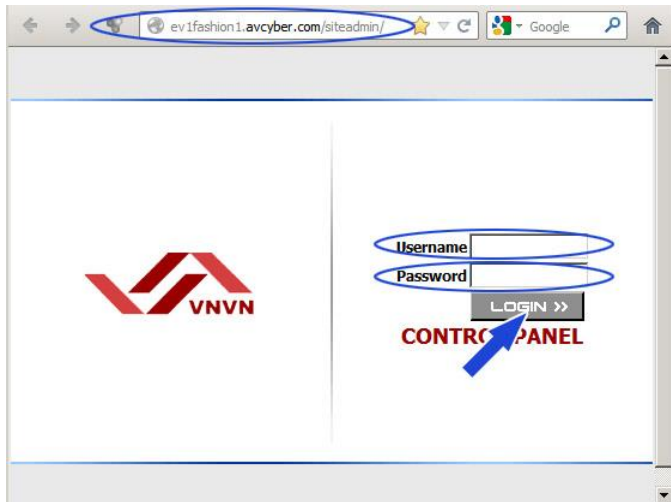


You've just viewed the different parts of the homepage of an ecommerce website. These parts will also exist in all the other pages. The only part that is different is the body of each web page.

B. Login the Control Panel

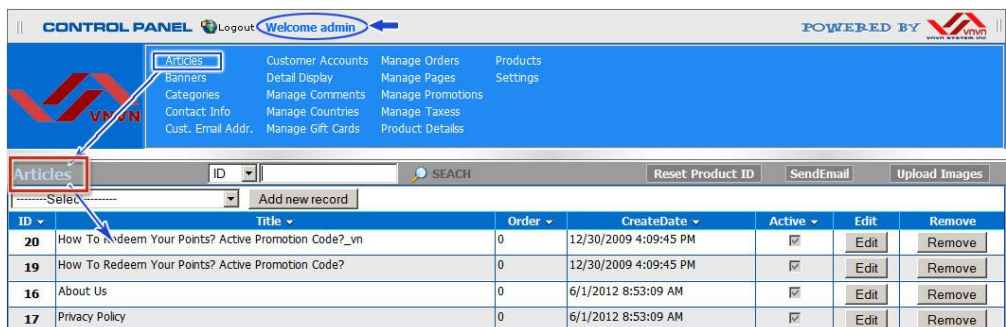
When you want to make changes to the website, you must use a special program to manage the content. The program is called the Control Panel. To access the Control Panel, you must login using a web browser such as Internet Explorer, Firefox, Chrome, etc.

- In the address box of the web browser, type the web address of the Control Panel as instructed by VNVN. Then, hit the "Enter" key. The login screen will appear.



- Fill in your Username as assigned by VNVN.
- Fill in the Password as given to you by VNVN.
- Click the “Login” button.

If everything is correct, you will see the first screen of the Control Panel. The upper part is the menu and the lower part is the list of existing articles.

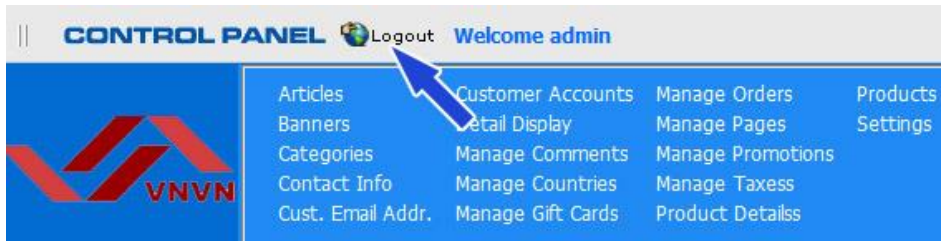


On the right side of the “Logout” button, you will see a greeting, “Welcome admin”, because we’ve just login with the username “admin”.

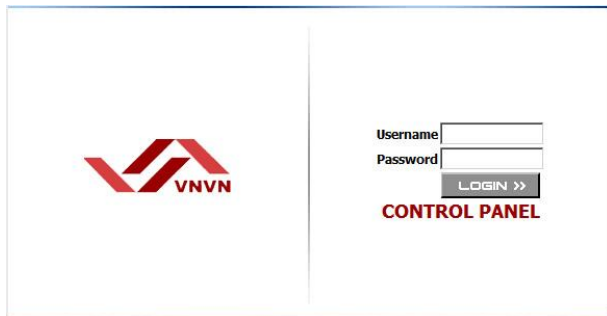
The title bar is showing “Articles” which means you are looking at the list of articles and you ready to manage the articles in the website.

C. Logout

After you are done with managing the website, you will need to logout. Logout is the act of closing the Control Panel.



Click the “Logout” button. The login screen will re-appear.



You have closed the Control Panel and have disconnected from the web server.

You’ve just familiarized yourself with the ecommerce website. You will practice posting an article in the next session.

If you are in a hurry and want to post a product right away, you may skip the next three articles and go to Article 5.

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