



CONTENT COLLECTION FORM FOR ONLINE SHOP

PRODUCT IMPORT CSV FILE

Download the sample product import csv file (which is zipped for security reasons, so you will need to unzip it). The file can be opened in Excel. Work through each column in the worksheet and complete it with the correct details for each product and keep the entry the same format as in the sample. Basically this will allow us to enter all your products in one go but be warned, whatever columns you miss will be blank on the website and you will need to manually add this in later.

NOTE: *If you are nervous about this part we can arrange a Skype conference so we can step you through it easily and make sure you understand the procedure.*

We only need you to complete the csv file, we will do the import.

IMAGES

We accept images in the following formats ...

- .psd (photoshop file)
- .png (usually an image with a transparent background)
- .jpg (standard image file)
- .gif (this could be a static or animated image file)
- .ai (adobe illustrator file)
- .tiff (some graphic artists use this format)

Name your images so it is obvious what image you are talking about in your notes, product number or sku (barcode number) is best.

Obviously the better the image supplied will give the best result. A product image goes a long way to selling the product so it is important your product images especially are good images.

You will require images for ...

- product images (minimum image size should be 400 x 400 pixels) **the bigger the better*
- extra images of same product (if available)
- brand logos (if you have multiple brands and want to sell by brand as an option)
- your logo (the best way we could get your logo would be on a transparent background, but it doesn't have to be)
- payment gateway logos (such as PayPal etc..)
- credit cards you accept
- security features (ssl padlock etc..)
- freight carrier logos



TEXT CONTENT

We accept your text content in the following formats ...

- Word Documents
- Text Files (as .txt or .rtf)

We will need the following from you ...

- Returns Policy
- Delivery Policy
- *we have your other legal documents such as Privacy Policy and Terms & Conditions etc.. unless you have your own
- any product brochures for downloadable pdf's
- if you are taking payments in your bank then we will need all your Merchant A/C details
- anything else you think you need for your online shop