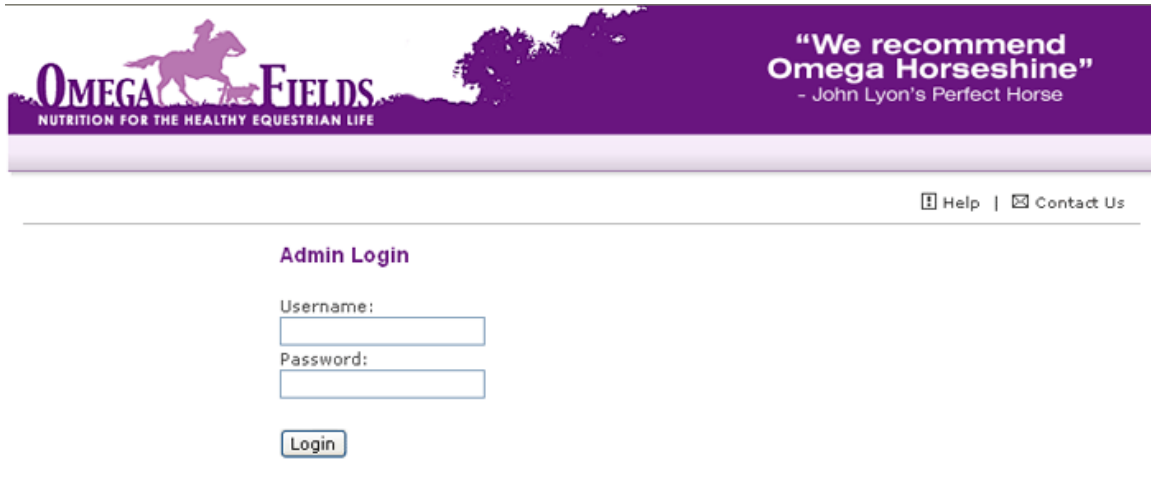


## E-Commerce Instructions

Enter URL (e.g. companyname.com/admin) in your browser  
Enter your username/password then click the Login button



The screenshot shows the top navigation bar with the Omega Fields logo on the left and a testimonial on the right: "We recommend Omega Horseshine" - John Lyon's Perfect Horse. Below the navigation bar is a horizontal line with "Help" and "Contact Us" links. The main content area is titled "Admin Login" and contains a form with "Username:" and "Password:" labels, two input fields, and a "Login" button.

Once you've logged in you will come to a screen shown below, the left side is the navigation that you'll be using to manage your cart.



The screenshot shows the top navigation bar with the Omega Fields logo on the left and a testimonial on the right: "We recommend Omega Horseshine" - John Lyon's Perfect Horse. Below the navigation bar is a horizontal line with "Help" and "Contact Us" links. The main content area is a navigation menu with the following items: View Orders, FedEx Export, Order Totals, Product Catalog, Maintain Home Page Merch, Promo Tracking, Referer Tracking, View Stats, and View BFP Info.

Below is an overview of what the main screen will look like in your browser.

The screenshot shows the Omega Fields website main screen. At the top is a purple header with the Omega Fields logo and the text "Product of the Year" & "Best in Nutrition" -Horse Journal. Below the header is a navigation bar with links: About Us | Benefits of Flax | Product Details | FAQ | Corral of Fame | Accolades | Find a Retailer | Newsletters | Specials. The main content area is divided into several sections:

- Product Quick Search:** A search bar with a "GO" button.
- Welcome To Our New Site !:** A central section featuring four product cards: Omega Horesshine, Omega Nibblers, Omega Canine Shine, and Omega Nuggets. Each card includes a product image, a title, a brief description, and a "Read More" button.
- Shopping Cart:** A purple box on the right side showing "(0) Items in your shopping cart." and a message: "Please choose a category at the left to begin your order." Below this are links for Login, Rapid Reorder, View Cart, and Checkout.
- Testimonials:** A section with a testimonial from Collette Walker, Willow Springs, IL, and a "Read More" button.
- Don't miss these Special Offers!:** A banner at the bottom left.
- Need Help? Check out the Frequently Asked Questions:** A banner at the bottom right.

Annotations on the screenshot include:

- A bracket on the left side of the "Choose Your Category" dropdown menu with the text: "These are the categories you created that have products & SKUs entered".
- Four arrows pointing from the text "Each of these are individual merchandising holes" to the four product cards in the "Welcome To Our New Site !" section.
- An arrow pointing from the text "These are the merchandising banners" to the "Don't miss these Special Offers!" and "Need Help?" banners.

*NOTE: The Category (categories) you create should show up on the left side of the main page (please see screen shot above). If they don't, make sure you have products and SKUs defined in each – if there aren't any products/SKUs for a particular category that category will **not** show on the left side navigation.*

### **To Create Categories and Subcategories:**

Click on the Product Catalog (located on the left side of screen)

Categories (see screen shots below):

Click on Add New Category (located on the right side of screen – see image below, highlighted)

- Enter an Image
- Enter an Image ALT tag (this will show as you hover over the image)
- Enter a Category Name
- Enter a Title Metatag (this will show at the top of your browser window)
- Enter Description Metatags (if you have them; these will show up in the source code and are used for search engine rankings)
- Enter Keyword Metatags (if you have them; these will show up in the source code and are use for search engine rankings)
- Enter Search Engine URL helper (these could be words or short sentence to aid in the rankings on search engines)

Once above is completed, click on the Add button located at the bottom of the screen

You have now successfully added a category.

Repeat above steps to create as many categories as needed.

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

### Product Catalog

#### Choose a Category

[Add New Category](#)

[Change Category Order](#)



**Horse Health  
Products**

[View Category](#)



**Dog Health Products**

[View Category](#)



**Cat Health Products**

[View Category](#)



**Human Health  
Products**

[View Category](#)

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Product Catalog

### Add Category

[Back To Categories](#)

\* Image:

Image ALT Tag: (255 characters max)

\* Category Name: (255 characters max)

Title Metatag: (255 characters max)

Description Metatag: (3000 characters max)

Keyword Metatag: (5000 characters max)  
(Multiple keywords separated by commas)

Search Engine URL Helper: (255 characters max)

Subcategories (see screen shots below):

If you have subcategories, follow steps below –

- Click on main Product Category
- Click on View Subcategories (located on the right side of screen)
- Click Add New Subcategory (located on the right side of screen – see image below, highlighted)
  
- Enter an Image
- Enter an Image ALT tag (this will show as you hover over the image)
- Enter a Subcategory Name
- Enter a Description (if you have one)
- Enter a Title Metatag (this will show at the top of your browser window)
- Enter Description Metatags (if you have them, these will show up in the source code and are used for search engine rankings)
- Enter Keyword Metatags (if you have them, these will show up in the source code and are use for search engine rankings)
- Enter Search Engine URL helper (these could be words or short sentence to aid in the rankings on search engines)

Once above is completed, click on the Add button located at the bottom of the screen

You have now successfully added a subcategory.

Repeat above steps to create as many subcategories as needed.

Once finished adding categories and subcategories, follow the steps below:

Click Back to Subcategories (located on the right side of screen)

Click Back to Categories (located on the right side of screen)

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

### Product Catalog

#### Horse Health Products: Choose a Sub Category

[Back To Categories](#)

[Add New Subcategory](#)



[Equine Subcategory](#)

[View Subcategory](#)

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Product Catalog

### Add Subcategory

[Back To Subcategories](#)

\* Image:

Image ALT Tag:

\* Subcategory Name:

Description:

Title Metatag:

Description Metatag:

Keyword Metatag: (5000 characters max)  
(Multiple keywords separated by commas)

Search Engine URL Helper:



**To add Products** (see screen shots below)

- Click on View Category (located underneath the Category) or click the name of the category
- Click on View Subcategories (located on the right side of screen)
- Click on View Subcategory (located underneath the Category) or click the name of the category
- Click on View Products (located on the right side of screen)
- Click Add New Product
  
- Enter an Image
- Enter an Image ALT tag (this will show as you hover over the image)
- Enter a Product Name
- Select subcategory it should go under if the correct one is not already selected
- Click the Add, Edit or Delete Manufacturer (if you have one)
- Enter a Description (long version which will show up on the actual individual product page)
- Enter a Short Description (short version which will show up on the products page that lists the multiple products being offered)
- Enter a Description Supplement (if you have one, this could include things such as special shipping instructions or discounts)
- Enter Features (this could be a bulleted list of highlighted features)
- Enter Search Engine URL helper (these could be words or short sentence to aid in the rankings on search engines)
- Enter Keyword Tag (if you have one)
- Enter Search Cross Reference (if you have one)
- Enter URL Link 1 (if you have one; this could be a link to a particular manufacturers website)
- Enter URL Link 2 (if you have one; this could be a link to a particular manufacturers website)
- Check the checkboxes for showing the product on the Topseller or Specials page (only use if it applies)

Once above is completed, click on the Add button located at the bottom of the screen

You have now successfully added a product.  
Repeat above steps to add additional products.

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Product Catalog

### Horse Health Products: Equine Subcategory Choose a Product

[Back To Subcategories](#)

[Add New Product](#)

[Change Product Order](#)



#### Omega Horseshine

The Omega-3 stabilized flax supplement to help maintain a shiny healthy coat, strong solid hooves, and top performance - for horses in all life stages.

[View Product](#)



#### Omega Nibblers

Tasty and nutritious Omega-3 stabilized flax treats / supplement - for horses in all life stages.

[View Product](#)



#### Omega Antioxidant

The Omega-3 stabilized flax and antioxidant equine supplement for more life to years and more years to life - for horses in all life stages

[View Product](#)

[View Orders](#)

[FedEx Export](#)

[Order Totals](#)

[Product Catalog](#)

[Maintain Home Page Merch](#)

[Promo Tracking](#)

[Referer Tracking](#)

[View Stats](#)

[View BFP Info](#)

## Product Catalog

### Add Product

[Back To Products](#)

\* Image:

[Browse...](#)

Image ALT Tag:

\* Product Name:

\* Subcategories:

- Subcategory
- Equine Subcategory

Manufacturer:

 [Click to Add, Edit, or Delete Manufacturers](#)

\* Description:

\* Short Description:

Description Supplement:

**To add SKUs** (see screen shots below)

- Click on the View Product button (located under the name of the product)
- Click on View SKUs (located on the right side of screen)
- Click on Add New Sku
  
- Enter Swatch image (if it applies)
- Enter Swatch ALT tag (if it applies)
- Click to Add, Edit or Delete Manufacturers
- Enter a Product Code
- Enter a UPC Code
- Enter information in Sold In
- Enter Minimum Quantity
- Enter Weight (Please note that this must be the actual total shipping weight, packaging included)
- Enter Freight Charge Buffer
- Enter Shipping Oversize Class
- Click the checkbox to Show on the Website
- Enter Pricing information (without dollar signs)

Once above is completed, click on the Add button located at bottom of the screen

You have now successfully added a SKU.  
Repeat above steps to add additional SKUs.

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Product Catalog

### Horse Health Products: Equine Subcategory Choose a Sku

[Back To Products](#)

[Add New Sku](#)

Sold In: 20 lb bag

[View Sku](#)

Sold In: 50 lb bag

[View Sku](#)

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Product Catalog

### Add Sku

[Back To Skus](#)

Swatch:

Swatch ALT Tag:

Manufacturer:

[Click to Add, Edit, or Delete Manufacturers](#)

Product Code:

UPC Code:

Sold In:

Minimum Quantity:

\* Weight:

Freight Charge Buffer:

Shipping Oversize Class:

Requires Hazardous Shipping.

Show this sku on the Website.

**To Add a Merchandising Hole:** (a merchandising hole is located on the main page of the cart and links to the product for more information – basically this is an area to put products you'd like to highlight; see screen shots below)

- Click on Maintain Home Page Merch (located on the left side of screen)
- Click Add a New Merchandising Hole (located on the right side of screen)
  
- Insert an Image
- Create a Title
- Create a Description (just use a short description for this)
- Copy and paste actual product link in it's entirety and place into Link URL field

Once above is completed, click the Add button located at bottom of screen

You have now successfully added a Merchandising Hole.  
Repeat above steps to add additional Merchandising Holes.

**To edit a Merchandising Hole:**

- Click on Maintain Home Page Merch (located on left side of screen)
- Click on the Edit button below the product you wish to edit
- Edit what you need to, then click the Edit button (located at bottom of screen)
- It should then show above image “The Merchandising Hole was successfully updated”

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Home Page Merchandising Holes

### Choose a Merchandising Hole

[Add a New Merchandising Hole](#)



#### Omega Horseshine

The Omega-3 stabilized flax supplement to help maintain a shiny healthy coat, strong solid hooves, and top performance - for horses in all life stages.

[Edit](#)



#### Omega Nibblers

Tasty and nutritious Omega-3 stabilized flax treats / supplement - for horses in all life stages.

[Edit](#)



#### Omega Canine Shine

The Omega-3 stabilized flax, antioxidant and fish oil supplement to help maintain healthy skin and coat, agility and top performance - for dogs in all life stages.

[Edit](#)



#### Omega Nuggets

Tasty and nutritious Omega-3 stabilized flax treats - for dogs in all life stages.

[Edit](#)



- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

### Home Page Merchandising Holes

#### Add Merchandising Hole

[Back To Merchandising Holes](#)

[Add a New Merchandising Hole](#)

Image:

Title:

Description:

Link URL:

**To Add User Defined Fields:** (These are used when you have things such as different sizes, different lengths or different colors for the same product.)

- Click on Product Catalog (located on the right)
- Click on View Category (located below the name of the category)
- Click on View Subcategories (located on right side of screen)
- Click on View Subcategory (located below name of the subcategory)
- Click on View Products (located on right side of screen)
- Click View Product for the product you wish to add a User Defined Field
- Click on View User Defined Fields (located on right side of screen)
- Click on Maintain User Defined Fields (located on right side of screen)  
(See Screen Shot below)

The screenshot shows the Omega Fields website header with the logo and a quote: "Product of the Year" & "Best in Nutrition" -Horse Journal. Below the header is a navigation bar with "Help" and "Contact Us" links. The main content area is titled "Assign User Defined Fields To Product" and features a sidebar menu on the left with items like "View Orders", "FedEx Export", "Order Totals", "Product Catalog", "Maintain Home Page Merch", "Promo Tracking", "Referer Tracking", "View Stats", and "View BFP Info". The main content area contains a table with 15 rows, each with a number and the text "Need to Add More Fields". A yellow button labeled "Maintain User Defined Fields" is visible on the right side of the table. The footer contains copyright information: "© 2005 Distant Horizon. All rights reserved. Links | [ Website by Distant Horizon ]" and a "Contact Us" link.

**Omega Fields**  
NUTRITION FOR THE HEALTHY EQUESTRIAN LIFE

**"Product of the Year" & "Best in Nutrition"**  
-Horse Journal

Help | Contact Us

### Assign User Defined Fields To Product

[Back To Products](#)

[Maintain User Defined Fields](#)

1	Need to Add More Fields
2	Need to Add More Fields
3	Need to Add More Fields
4	Need to Add More Fields
5	Need to Add More Fields
6	Need to Add More Fields
7	Need to Add More Fields
8	Need to Add More Fields
9	Need to Add More Fields
10	Need to Add More Fields
11	Need to Add More Fields
12	Need to Add More Fields
13	Need to Add More Fields
14	Need to Add More Fields
15	Need to Add More Fields

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Links | [ Website by Distant Horizon ]

Contact Us

- Enter a Label (such as Size, Length, Color, etc.) (See screen shot below)
- Click on Add Label button – it will alert you that it was successfully added and will appear on the left with an option to Edit or Delete
- Click Back to User Defined Fields (located on right side of screen)

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Links | [ Website by Distant Horizon ]

Contact Us

- Then on the Drop Down box labeled Add User Defined Field, pull down the menu using the arrow to the right and select the name of the field you created from the list.
- It will then populate to the left of the words “Need to Add More Fields” – you have created a User Definable Field for that product
- The field will now show under the UPC Code portion of the Product SKU – enter in the information & click the Edit button – this will update your product information. (See screen shot below)

- [View Orders](#)
- [FedEx Export](#)
- [Order Totals](#)
- [Product Catalog](#)
- [Maintain Home Page Merch](#)
- [Promo Tracking](#)
- [Referer Tracking](#)
- [View Stats](#)
- [View BFP Info](#)

## Product Catalog

### Edit or Delete Sku

[Back To Merchandising Holes](#)

[Add a New Merchandising Hole](#)

Swatch:

Check here to delete this Swatch without replacing it.

Swatch ALT Tag:

Manufacturer:

(Move this sku to a different Manufacturer)

Manufacturer

[Click to Add, Edit, or Delete Manufacturers](#)

Product Code:

UPC Code:

Size:

See screen shot below (this is what it will look like on the actual cart):

The screenshot shows the Omega Fields website interface. At the top, there is a purple banner with the Omega Fields logo and the text "Product of the Year" & "Best in Nutrition" -Horse Journal. Below the banner is a navigation menu with links: About Us, Benefits of Flax, Product Details, FAQ, Corral of Fame, Accolades, Find a Retailer, Newsletters, and Specials. The main content area is titled "Spring Separator" and features a "Temp Image" placeholder, a description of the product, and a price of \$0.46. A table lists five product codes and their sizes, each with a "View Details" button. On the left side, there is a "Product Quick Search" box and a "Choose Your Category" menu with options for Horse Health Products, Dog Health Products, Cat Health Products, and Human Health Products. On the right side, there is a "Shopping Cart" section showing 0 items and a "Testimonials" section with a quote from Collette Walker.

**Product Quick Search**

**Choose Your Category**

- Horse Health Products
- Dog Health Products
- Cat Health Products
- Human Health Products**

**Spring Separator**

Temp Image

Roland 900 Parts and Consumables Spring Separators available in 11MM X 40MM, 11MM X 39MM, 11MM X 38MM, 11MM X 37MM, and 11MM X 41MM

**Our Price:** \$0.46  
 (As Low As)

Product Code	Size	
82.21F30-0120	11MM X 40MM	<input type="button" value="View Details"/>
83.21F30-0120	11MM X 39MM	<input type="button" value="View Details"/>
84.21F30-0120	11MM X 38MM	<input type="button" value="View Details"/>
85.21F30-0120	11MM X 37MM	<input type="button" value="View Details"/>
81.21F30-0120	11MM X 41MM	<input type="button" value="View Details"/>

**Shopping Cart**

(0) Items in your shopping cart.

**Please choose a category at the left to begin your order.**

- 
- 
- 
- 

**Testimonials**

Hi! I bought some Omega Horseshine for my mare Abigail, and it seems to have helped with her allergies and general health.  
 - Collette Walker, Willow Springs, IL

[Read More](#)

*NOTE: The Category (categories) you've created should now show up on the left side of the main page now. If they don't, make sure you have products and SKUs defined in each – if there aren't any products/skus for a particular category that category will not show on the left side navigation.*

Last Updated: 10/18/2005