USER MANUAL

GUIDE

How To Build An E-commerce Website With Builderfly

www.buildefly.in
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Builderfly All-In-One Platform to Build a Beautiful Online Store

A Comprehensive User Guide

INTRODUCTION

Builderfly is a complete e-commerce platform that allows its user to create, manage, and publish their business using its online store builder and mobile app builder features. The user need not specialize in web designing skills or HTML (HyperText Markup Language) to use Builderfly. It allows the user to do everything by themselves including creating an online store, adding products, choosing from a range of templates, uploading pictures, processing orders, creating pages, offering discount coupons, building powerful mobile applications, selling everything online at one platform, getting tips to grow business, and managing the online store.
GETTING STARTED

The user needs to register with Builderfly-it's quick, easy, and smooth.

REGISTRATION

Stage 1

1. Click on 'Get Started' tab on the right side top corner of the website.

2. In the 'Sign Up' page, provide the following details:

   - Valid email address
   - Set a password
   - Set a Store name
   - Choose the industry
   - Click on the submit button

3. Enter the verification code received on the registered phone number

You need to verify your phone number by verification code
GETTING STARTED

Stage 2

1. Provide the first name and last name in the respective columns
2. Provide the store address
3. Select the country
4. Choose the state
5. Select the state
6. Provide the zip code
7. Provide the telephone number

We just need a few details to configure your store

First name  Last name
Address
Country   State
City   Zipcode

Subscribe for newsletter

By providing your details, you are agreeing to our privacy policy and terms of service.

Submit


**LOGIN**

Once registered, the user can log out and log in anytime using their email ID/ store name and password.

![Login interface](image)

**Restore Password**

1. Click on the 'Forgot Password' button below the password column
2. Enter the registered email address in the 'Retrieve your Password' page
3. Type the letters shown on the column
4. The user can reset the letters if he/she finds it difficult to type
5. Once submitted, the user will receive a link to reset the password on the registered email address
6. Click on the 'Reset Password' link
7. Enter the new password
8. For confirmation, enter the new password for the second time
9. Once the new password is entered, click on the 'Reset a Password' button
Retrieve your password

Please enter your email address below.
You will receive a link to reset your password.

Enter your email address

Please type the letters

Submit

← Back to Login

Reset a Password

New Password

Confirm Password

Reset a Password
DASHBOARD

The dashboard is an organized, attractive, and easy-to-read display of the activities in the online store.

FUNCTIONS OF DASHBOARD

1. View snapshots of the recent account activity
2. Get quick links to view/edit information
3. Update account information
4. Compare Builderfly’s subscription plans
5. Upgrade plans
6. Ask queries regarding Builderfly in the Builderfly Help Center
MANAGE STORE

In the 'Manage Store' section, the user is directed to another page with a wide range of options to manage their store - choose, click, and create!

Home
There are three options available under the 'Home' tab:

- Customize Themes
- Add Product
- Add Domain

Customize Theme
Depending on the type of the chosen plan, the list of themes offered may vary.

The features of this option are:
- Choose one theme and click on the 'Manage and Edit Site'
- option to customize
- Check the lifetime sale opportunity based on the plan
- Manage and view the total customers
- View and manage the total orders
- Get a glance at the total products
- Get interesting tips for enhancing the site
Theme

There are two options under the 'Theme' section:

1. Color Selection

The user needs to choose a theme color and the custom color that includes headings, button background, button border, button hover background, menu drop-down background, menu background color, link, body text, button text, menu text color, menu divider color, link hover, button hover text, drop-down link color, header top color, and header background color.
2. Display/ Hide Background
The user has the option to display or hide the background. The user can also upload an image or video as a background.

3. Select Background
The user is provided with the option to select a background from the variety of images provided.

Header
The user has the following options under the 'Header' section:

1. Select the Header Template
The user needs to choose one header template and click on the 'Apply' button.

2. Choose a Logo
The user can choose a logo for his/her business from the logo gallery. He/she can upload the images of the logo to the logo gallery.

3. Resize Logo Image
The user can resize the logo image as per the preference.
4. **Favicon Logo**
The user can upload the favicon logo from their system.

5. **Top Links**
The user can choose whether to display or hide the top links from their storefront. Additionally, he/she can select to display, edit, or hide the chosen top links.

The user can choose to freeze/ unfreeze the header as per their choice.

6. **Enable/ Disable Search**
The user has the option to enable or disable the search.
Menu
The menu setting offers you with various customization options such as:

1. Home
2. Dress Occasion
3. Brands
4. Terms and Conditions
5. About Us
6. Contact Us
7. Privacy Policy
8. Returns

In all the options available, you have further options to customize and personalize your store. The options include:

Page Info
Under this option, update your page information, enter a category to that page, and add your product to the same. Also, delete the page, if not required.

Rename
Rename your page name by clicking on this tab.
Once, renamed, you need to click on the ‘Done’ button next to it.

Hide in Navigation
Choose to show your hide your page in the navigation with this option.
**Duplicate**

With this option, create a duplicate page of an already existing page.

**SEO Settings**

This option allows you to focus on SEO aspects to scale the searchability of your online store.

**Mega Menu**

You have an option to display or hide the mega menu.

**Advance Settings**

If you have chosen to display the mega menu, view the option of advanced settings. Under this option, choose the sub-categories that have to be included in your page. Click on the cross mark against the subcategories if you do not require any.
**Settings**

Choose whether you want to display a classic menu or a mega menu. Under the ‘Classic Menu’ option, you get the following features:

- Change the menu patterns
- Change the menu color
- Change the menu background color
- Change the menu drop-down background
- Change the drop-down link color
Under the ‘Mega Menu’ option, you can avail the following features:

- Choose the menu patterns
- Choose the mega menu templates (Click on the enlarge tab next to the templates to get a larger view of the templates)
- Choose the menu text color
- Choose the menu background color
- Choose the menu drop-down background
- Choose the drop-down link color
User can select any template and change the template design.

User can choose colors from the 'Default Theme Pallet' as well as choose color from 'Custom Colors'.
**Slides**

Under this option, choose the Slider Templates from the provided variants. Choose to add a slide and delete slide as per your preference. If you click on the ‘Advance Settings’ option, choose to enable or disable ‘Auto Play Slides’, choose the slider effect, the duration of the display of each slide, adjust the sequence of the electronic pages and the control. Once you finalized the slide settings, you need to click on the ‘Apply’ button.
User can change slider effect
User can select the duration of the slide display
User can change pagination of the slider
You can change slider controls from here
**Footer**

In the footer section, select the template, enable/disable social media icons, enable/disable the ‘Contact Info’ section, make necessary text settings, enable/disable the display of your address, enable/disable the display of your contact number, enable/disable the display of your email address, enable/disable the display of the ‘Copyright’ section.
**Add Page**

In the ‘Add Page’ section, choose to add any page of your choice. Here, enter the page title, Meta description, Meta keywords, and choose whether to show the link in the header or the footer. Once done, you need to click on the ‘Apply’ button.

Some other features of the Static Page Settings include:
• Choosing the template for the ‘About Us’ page

• Selecting the template for the ‘Contact Us’ page
- Applying a template for the '404' page

![404 page template]

- Applying the template for the 'Terms and Conditions' page

![Terms and Conditions template]
• Settings the template for the 'Privacy Policy'

Note: You cannot change the template of the CSS page once a page is added.
**Settings**

It is a website setting feature wherein perform the following activities:

- Layout
- Social Media
- Performance
- Default Robots
- Google Analytics
- Google AdWords
- Facebook Pixel
- Custom CSS
- Custom JS
- Choose the layout of your website
• Select the social media accounts which you wish to link to your Builderfly account

You can select any icon and its will be reflected in footer and also change the customized color of the social media icon

• Use the performance booster to improve the visibility of your storefront
• Use the index and rank booster to improve the indexing of your storefront

• Use Google Analytics to track the user behavior of the people visiting your online storefront
• Use Google Adwords to rank in the top list of Google search

• Create ad campaigns using Facebook Pixel to find new customers
• Add your custom CSS to change the default website design excluding the style tag

• Add your custom Javascript excluding script tag
Add Product

In the ‘Add Product’ section, there is a facility to add an unlimited number of products and categories. Add other product attributes such as weight description, color, product catalog, etc. Check the lifetime sales, total customers, total orders, and total products in this section. Get tips to enhance your site.

Catalog

Under the ‘Catalog’ option, the following features are provided:

1. Product
2. Categories
3. Attributes Settings
4. Gift Card
5. Review and Ratings
6. Product Export/Import
**Products**

Under this section, you can add product as well as edit and manage your product list. Sort the order in which the products need to be displayed in your store.
Categories

Create a new category under this section. Enter details such as the name of the category, page title, Meta keywords, Meta description, upload image, upload category icon, choose category banner, and add product categories/ subcategories. Some other features include:

- Option to state whether the category is active or not active
- Option to include/ exclude the navigation menu
- The choice to display/ hide footer menu
  (Only applicable for 1st level category)
- Option to set the category as new
- Option to show the category as featured
- Option to enter the sorting order of the footer menu
  (Only applicable for 1st level category)
- Option to enter the type of menu (Only applicable for 1st level category)
You can add product categories and add the description of product

You can add product icon, navigate the menu and also add the product banner.
Attribute Setting

Attributes

Add and manage the attributes of your website by sorting the attribute code, attribute label, requirement, system, visibility, scope, search ability, layered navigation, and comparability.

![Image of New Product Attribute interface](image-url)
It can be used only with the catalog input type drop-down, multiple select and price

User can change the visibility of product
Attribute Sets

Manage your website's attribute sets under this section. Add new set as well as sort the list as per your preference.
**Gift Card**

The gift card option includes the following features:

**Gift Card Templates**

Add new templates as well as manage your gift template under this section.
Gift Card Series

Add new gift cards and manage them under this option.
**Gift Card Products**

Add new gift card products, sort them as per your preferences, and manage them accordingly.

**Gift Card Codes**

Provide gift card codes for the respective products. Edit the page or delete it if you do not require the same.
**Gift Card Settings**
Add gift card settings such as general settings, mail settings, cart settings, and checkout settings.

**Reviews and Ratings**
View the customer reviews and manage the pending reviews under this section. Also, manage the ratings in your online store for better customer conversion.
**Product Export/ Import**

Get a list of the product export/ import under this section.

---

**Sales**

Avail the following features under the sales option:

1. Abandoned Carts
2. Orders
3. Invoice
4. Shipments
5. Credit Memos
6. Transaction
7. Tax
1. Abandoned Carts

Manage the following features in the ‘Abandoned Cart’ section:

**Configuration**

Manage the layout of the abandoned carts under this feature. Click on the drop-down menu in the general setting and fill the necessary details required. Manage the details per your convenience. Create a coupon in order to boost your customers to purchase from your store.

**Orders from Abandoned Carts**

View the orders from the abandoned carts and manage them accordingly.

**Emails Sent from Abandoned Carts**

View and manage the emails sent to customers who left abandoned carts to convert them back into your loyal customers.
Orders
View and manage all the orders from your online storefront at one place.

Invoices
View and manage the invoices of all the orders placed at one place.

Shipments
View and manage the shipment of each product for which your customers placed their order so that you do not miss any deliverables.
Credit Memos

View and manage the credit memos in one place for your convenience.

Transactions

View and manage all the transactions made for your ease.
Tax
Avail the following features under this section:

**Tax Rules**
Add and manage the tax rules with this option.

Tax Zones and Rates
Based on the tax zones and rates, add and manage the tax rates accordingly.

**Import/ Export Tax Rates**
Import/ export and manage the tax rules with this option.
**Customer Tax Classes**

Add and manage the customer tax class using this option.

**Product Tax Classes**

Add and manage the product tax class with this option.
**Customers**

The following options are available under this option:

**Customers**

View and manage the list of your customers, their email address, contact number, country, state, and the action required.

![Customers screenshot]

**Customer Groups**

View and manage your customers by classifying them into various groups for your convenience.

![Customer Groups screenshot]
**Newsletter**

The following options are available under the newsletter:

**Newsletter Templates**

Choose from the range of newsletter templates as per your preference.

**Newsletter Queue**

Queue the newsletters for a predetermined time to engage your customers by sending periodic newsletters.
Newsletter Subscribers
View and manage your newsletter subscribers easily with this option.

Newsletter Popup
Manage the newsletter popup settings for your customers with this option. You can set after how many number of days a popup should display on your store.
Discounts
There are two options offered under the 'Discounts' section, they are:

Catalog Promotions
Make catalog promotions quick with this option.

Cart Promotions
Enable cart promotions using this option.
SEO

Make the necessary SEO settings for your website’s visibility in the Google search index. It allows you to optimize your website to rank above other similar websites. This option provides the following features:

Get Found on Google

Advanced SEO Settings

Add Header Code Meta Tags

Manage 301 redirects

What is 301 Redirect?

How does it work?

SSL Status

To get traffic from search engines to your site, this feature must be set.
**Blog**

The blog option offers two features, they are:

**Posts**

Add, manage, edit, and view your blog posts under this option.

**Categories**

Add new categories, manage them, edit/delete them, and view them under this option.
**Themes**
Manage your site’s theme under this option efficiently. Also, buy new themes as and when required.

**Sell Everywhere**
Manage the selling of your products in multiple platforms such as Facebook, Google, Flipkart, and Amazon availing this option.
**General**
The General option includes the following features:
Contacts
Enable/ disable the ‘Contact Us’ option and add/ update the contacts whenever required.

**Store Email Address**
Add, manage, edit, and delete the email address you wish to share with your customers.

**Store Information**
Add/ update, edit, and manage the store information under this option.
**Customer**
There are two options under the ‘Customer’ section:

**Customer Configuration**
Configure your customers’ information with this option.

Configure your customers’ information with this option. You can also set the custom welcome email template or the confirmation link.
**Newsletter Subscription**

Manage newsletter subscription under this option.
Sales
There are a few features provided under the ‘Sales’ section, they are:

Checkout Options
Add/ update the checkout options for your customers’ convenience.

Sales Email
Manage and view all the sales email at one place under this option including order, invoice, shipment, and credit memo.
**Shipping Settings**
Add, update, view, and manage your shipping settings under this option.

**Shipping**
Add, view, and manage the shipping methods you adapt to deliver your customers with their ordered products.
Payment
Add, view, and manage the payments services you offer to your customers for a quick purchase.

Select the merchant location and see which payment methods are available at the particular location.
**Transactional Emails**

Record, manage, view, and edit the transactional emails for your reference using this option.

**Users**

View, manage and add active users with this option.
Roles
Add, manage, and assign staff for different roles for handling specific duties in your business.

Currency Setup
Add and manage the currency options that you shall provide to your customers based on the location of your clientele.
Analytics
There are two options provided under this section, they are:

Sales
Under the sales option, you can manage your order, view reports, view refundable reports, and manage refunds.

Products
View reports and manage the best selling products, ordered products, most view products, and low stock products efficiently under this option.

1. Products Bestsellers Report:
This report shows the best sellers in particular time frame. You can apply filter and check about particular product with a product name, price and quantity.
2. Products Ordered
In this report, you can see the number of products ordered in specific time frame.

You can apply filters and sort the report as per your requirement. Export the CSV as and when required.

3. Most Viewed
This section will help you in identifying the most viewed products by the customers.

You can fetch the report by applying the filters as per your requirement.

4. Low Stock
This section is the most important section when you’re running an eCommerce store.

Check out your product stock and quantity to predict for future
Account
The account section allows you to manage your account with Builderfly easily. You can make the necessary changes in your account as and when required. This section includes the following options:

Address
Manage, edit, add or update your address books under this option.

Subscriptions
View and purchase Builderfly’s subscription plan to enjoy the latest features and enhance your online storefront under this option.

User can use the toggle button to select monthly or annual subscription plan. Annual subscription plan helps user to save 30% of the total price.
**My Orders**

View and manage the orders you have placed under this section.

**Settings**

Edit and manage your basic details as well as view your active plan under this option.
Upgrade

Click on the ‘Upgrade’ button at the bottom left to upgrade your active plan whenever required.
This User manual was created in view of the most commonly asked questions, and we tried to covered as much as information. Still, if your query isn't replied here, you can drop us a line on support@builderfly.com

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