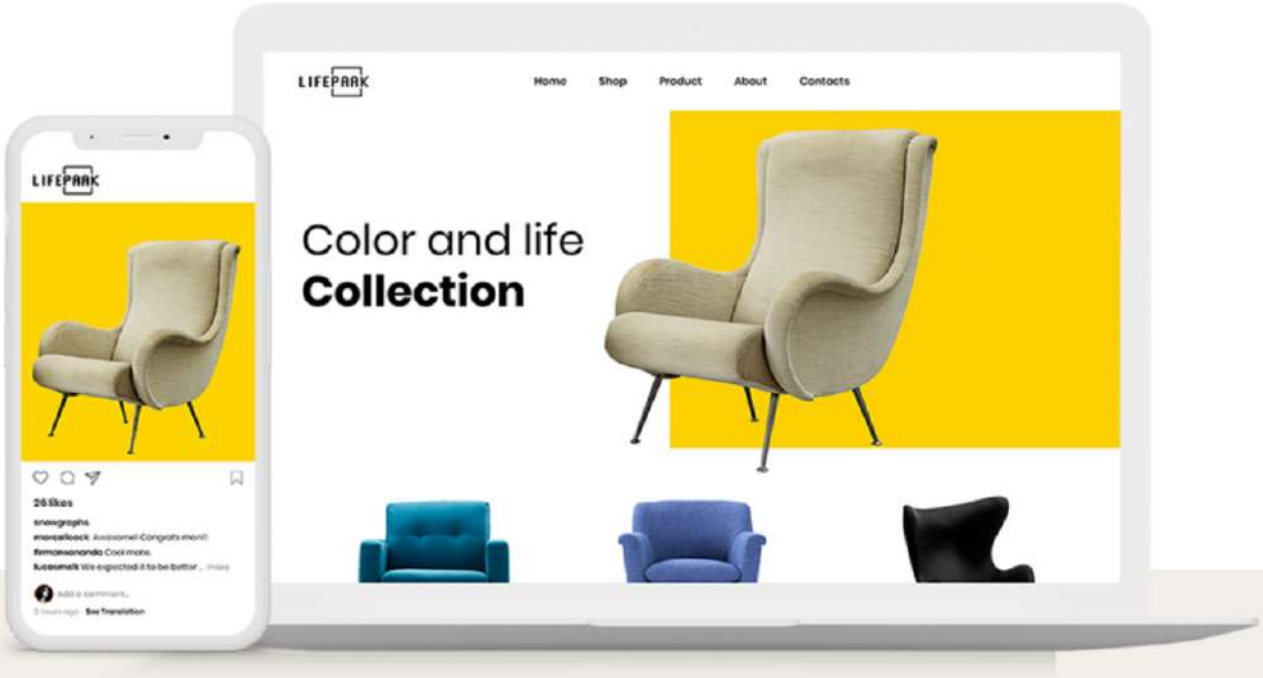
Builderfly



USER MANUAL GUIDE

Start Selling Online with Builderfly

www.builderfly.com/

Version 2.0 | July 2021

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Builderfly All-in-One Ecommerce Platform for Your Online Business Needs

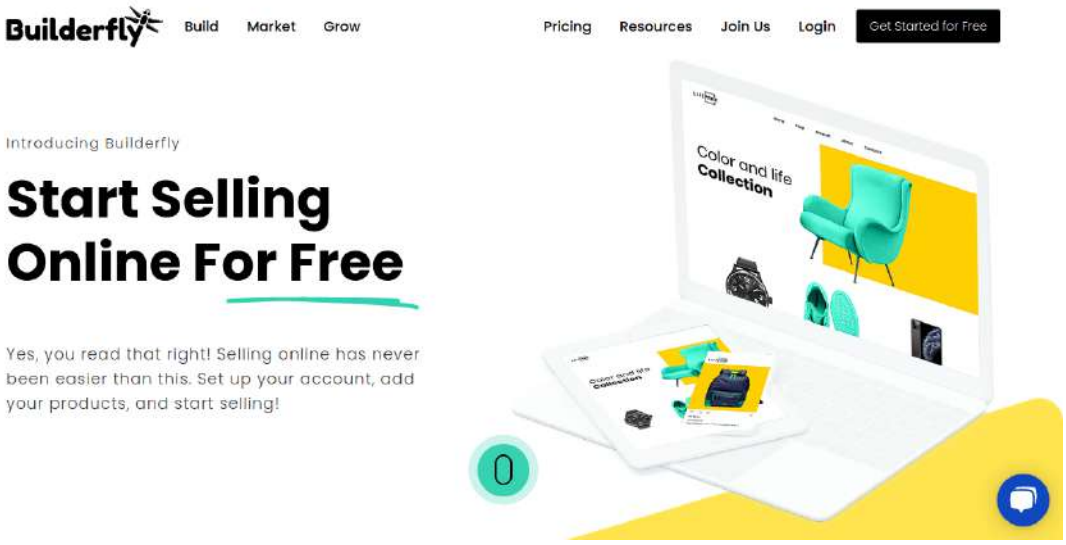
A Comprehensive User Guide

INTRODUCTION

Builderfly is India's first go-online platform dedicated to everyone out there who wants to start an online business.

It is a DIY ecommerce platform that supports your dream of owning a business. You can use its potentiality to build, market, & grow your online business without any hassles. Start your entrepreneurial journey for FREE with Builderfly & transform your living.

The users can create their online store, design and launch a mobile app of their own, promote their business to get better market exposure, and link their sales channels to diversify growth opportunities. Moreover, users can start a reselling business & generate a new source of income. Most importantly, using our powerful tools, users can manage and grow their ecommerce business beyond imagination.



GETTING STARTED

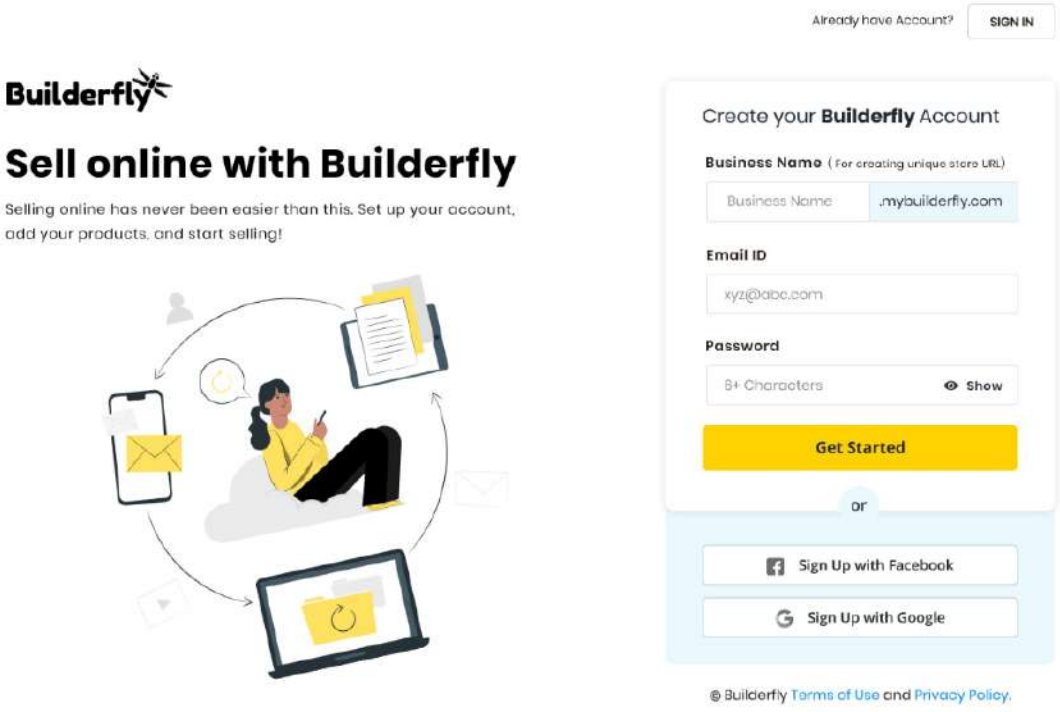
To kick start this journey of online business, the user needs to register oneself on Builderfly.

It’s quick and easy.

REGISTRATION

1. Click on ‘Get Started for Free’ on the top right corner of the website.
2. On the ‘Sign Up’ page, provide the following details:
    a. Business Name/Store Name
    b. Valid email address
    c. Set a strong password

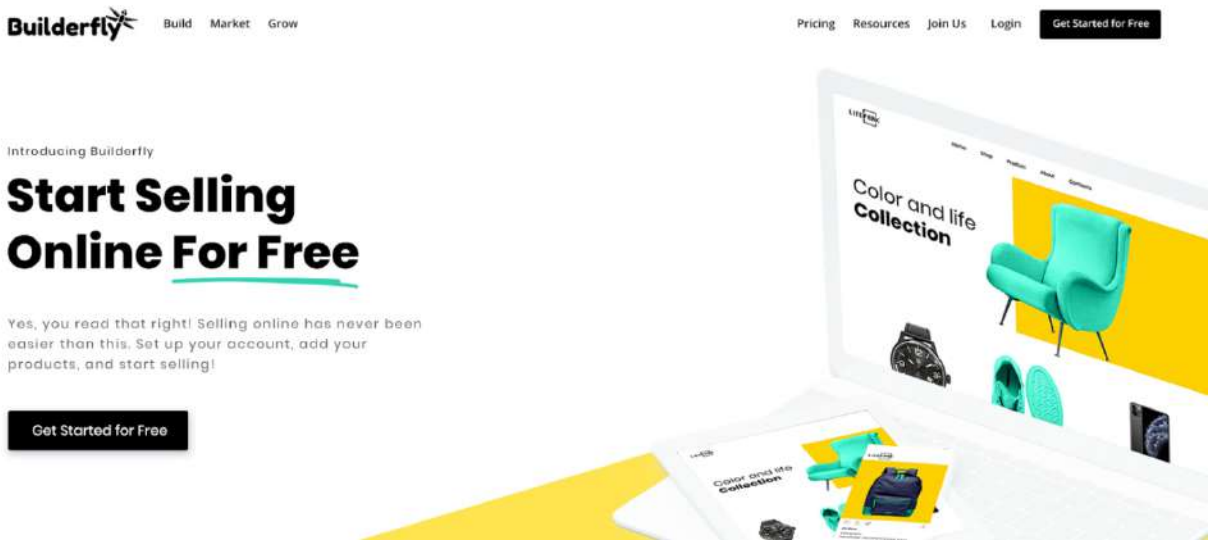
    Note: Your store name or business name can be alphabetical or alphanumeric. You can not add any special characters or space to it. The name you will use here will be the link to your online store. Once assigned, you won’t be able to change it later unless you link your personal domain to your store.
3. You can skip the manual process of registration and create your store in a single click by opting for:
    a. **Sign Up with Facebook** to create an account through your Facebook profile.
    b. **Sign Up with Google** to login via Gmail directly.



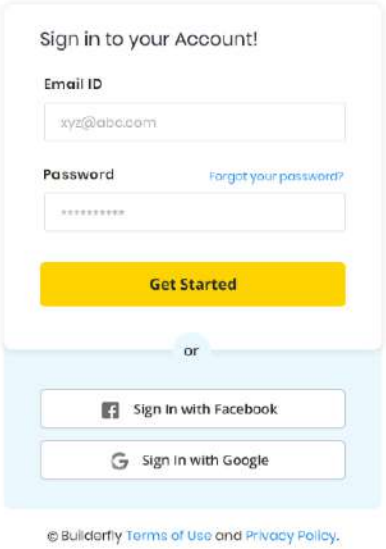
Congratulations! Your Builderfly account is ready. You can start filling in details or come back later. If you choose to come later, you need to Sign In to your store.

LOGIN/SIGN IN

To sign in your Builderfly account, click on ‘Login’ on our website.

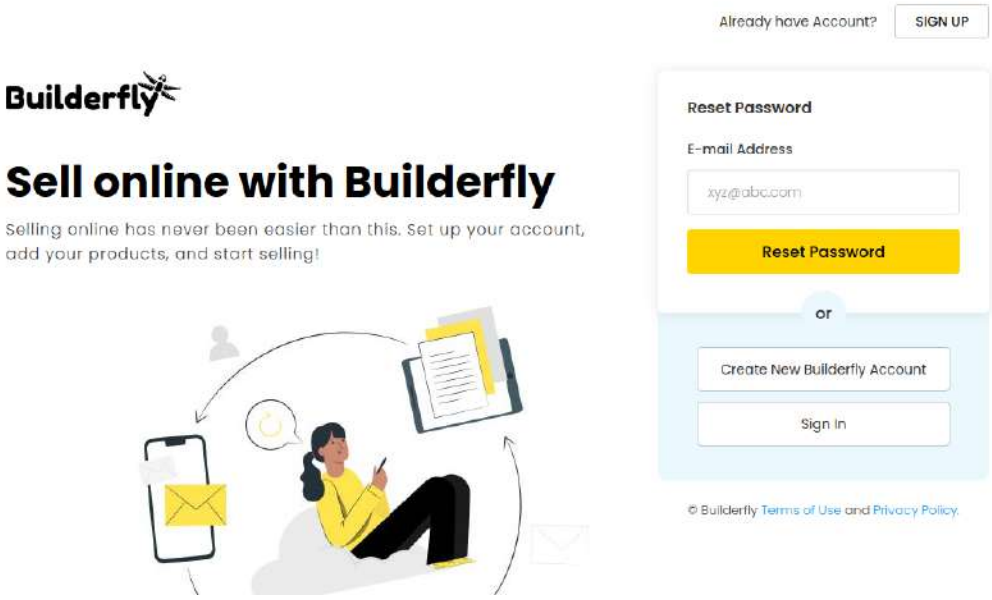


You can login to your account using your store’s registered mail address and password. If you’ve registered via your Facebook/ Google account, you can login by choosing the options just in a click.



RESTORE PASSWORD

1. Click the link ‘Forgot Password’ button below the password column.
2. Enter the registered email address on the ‘Reset Password’ page.



3. Click on ‘Reset Password.’
4. Once submitted, you will receive a link to set a password on your registered email address.
5. Follow the link to reset the password.
6. Enter your new password.
7. Re-enter the password.
8. Once the new password is entered, click on the ‘Reset a Password’ button to get access.

Note: Keep your password at least eight digits long. It must be a combination of alphabets, numbers, and special characters to keep it strong.

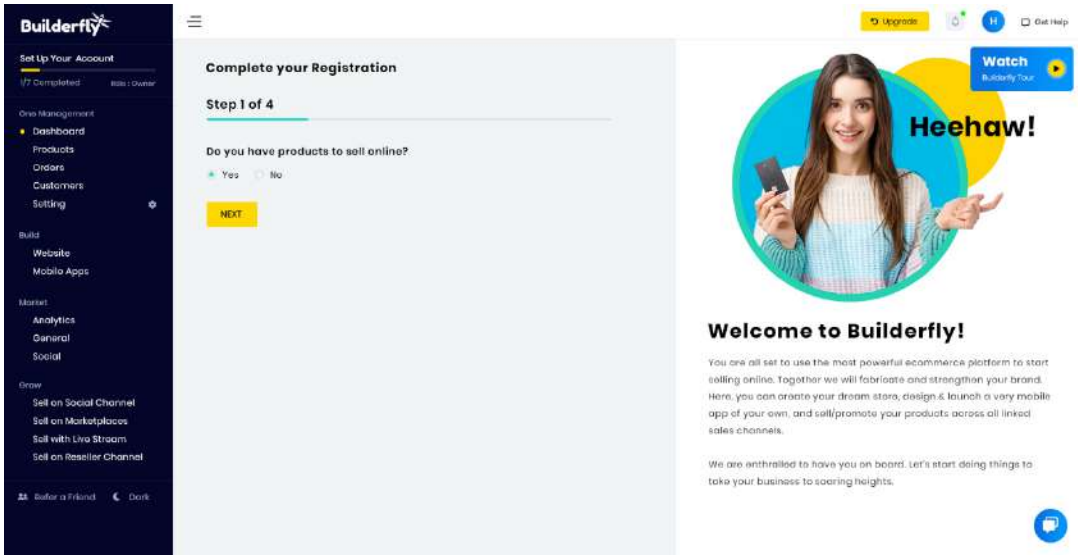
DASHBOARD

After completing the first stage of registration, we will take you to your Builderfly dashboard. Complete your remaining stages of registration to unlock all the powerful features of the Builderfly ecommerce platform.

Step: 1

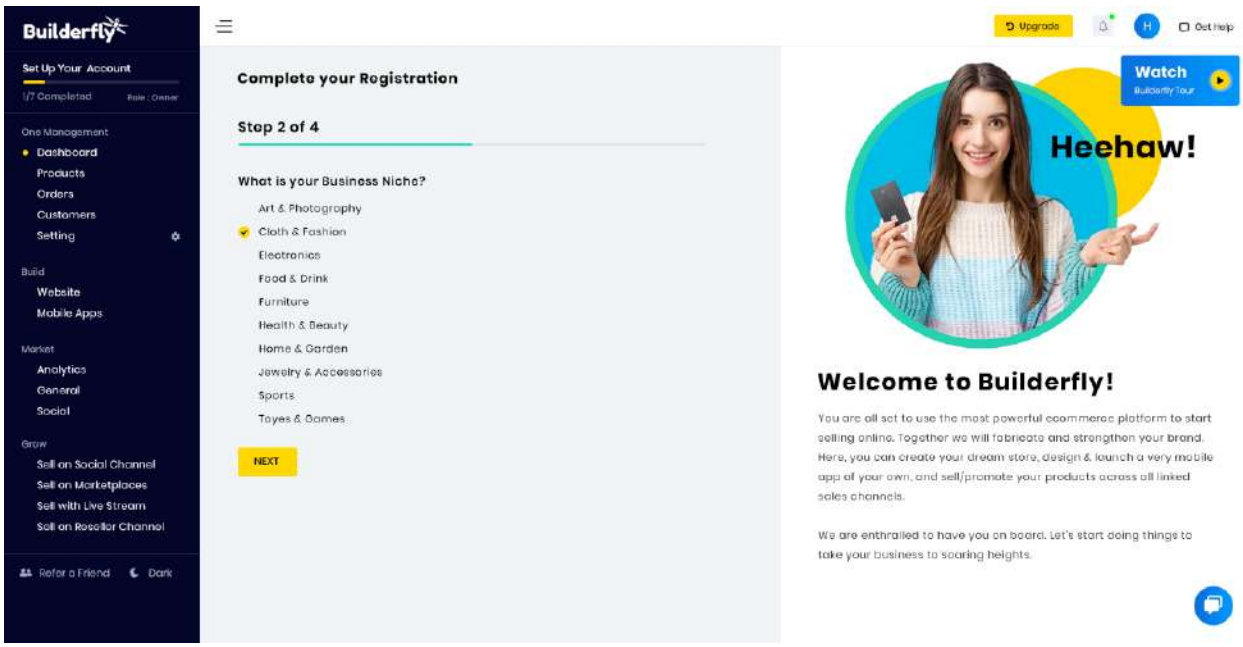
If you have products to sell online, select ‘Yes'. If you don’t have any products, still like to start an online business, select ‘No’. We will get you access to the Builderfly Product catalog, from where you can choose the products that you can add to your catalog to sell online.

Here, we will be talking about the sellers already having physical products available to start an online business.



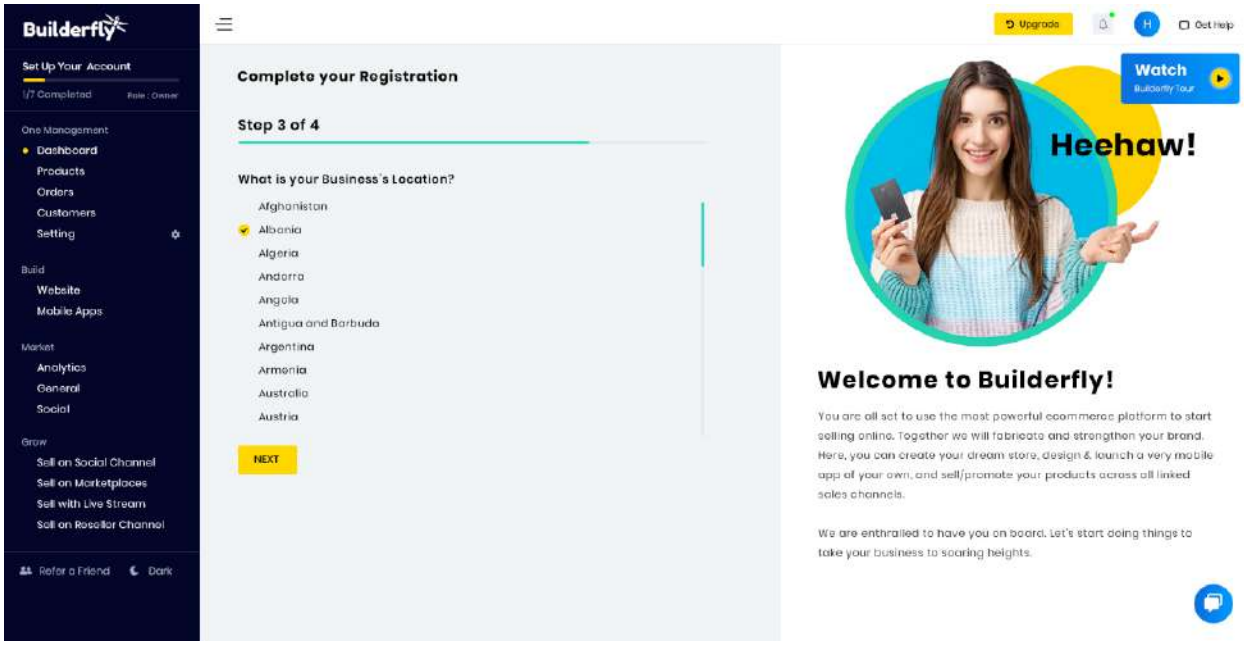
Step: 2

Select a suitable niche that defines your business. We will get you a befitting theme for your store as per your chosen business niche. If you are using any of Builderfly's paid plans, you can change the layout of your store completely by getting a different theme for your store.



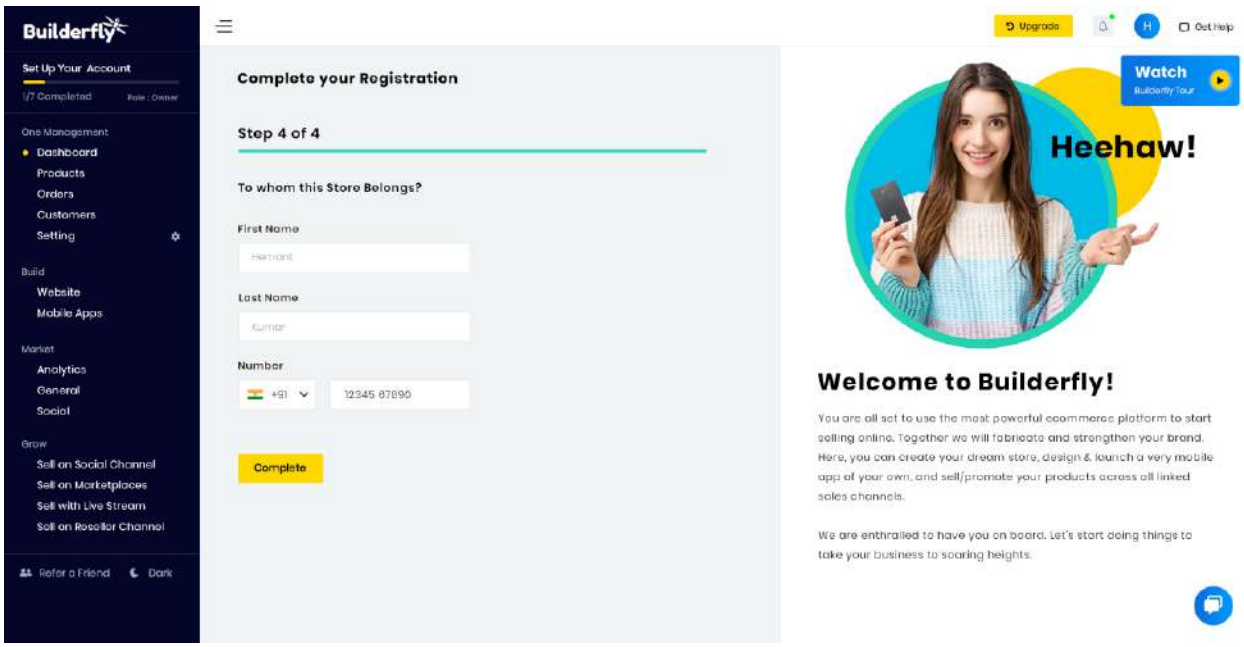
Step: 3

Update the geographic location of your business.



Step: 4

Update your personal details and contact number to finish registration.

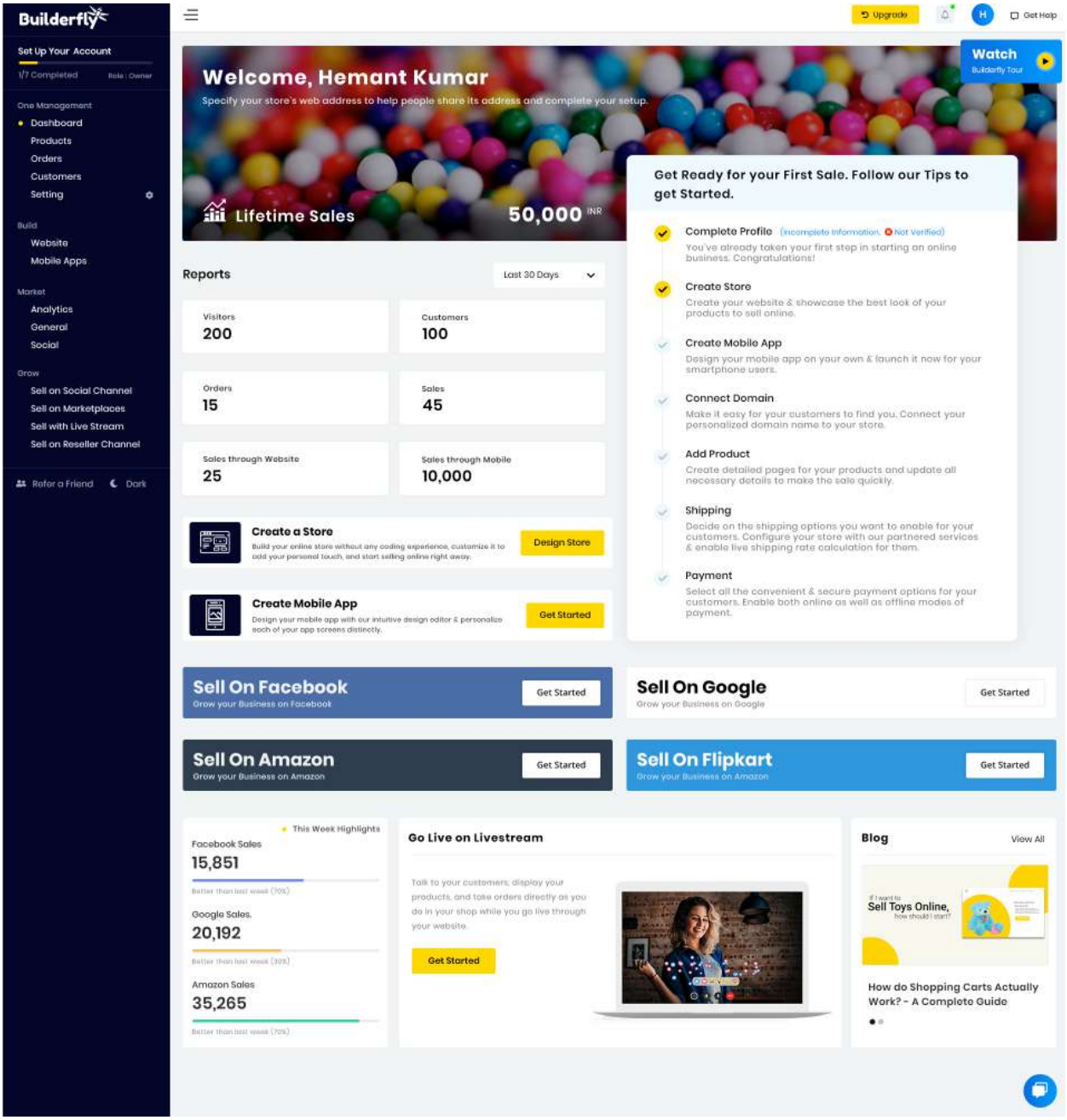


And here you go!

You are now a registered seller on Builderfly. This is your dashboard, and from here, you can set up your business. You can update your catalog, manage your inventory, process your orders, and manage your customers. Also, you will get all the analytical information about your orders, net sales, and count of customers. You can manage the business you have received through other sales channels.

What are you waiting for?

Navigate through your dashboard, experiment with the features, and get hands-on experience with all the functionalities coming in handy with your store.



To get your account verified, you can navigate to ‘Dashboard’ and verify the email address with which you’ve created your account. Once you verify your account, your business profile will be verified to start your online business.

However, you can sell online even if you haven’t completed profile verification. We recommend profile verification for your personal benefit.

FUNCTIONS OF DASHBOARD

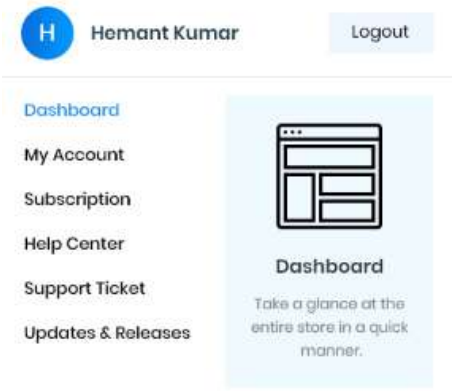
1. Build your online store & mobile app
2. Link your sales channel, and start selling
3. Manage your sales channels
4. Promote your business to grow sales
5. Compare & upgrade business plan
6. View & manage orders and sales
7. Update account information
8. Ask queries regarding Builderfly in the Builderfly Help Center

Now that you have laid the first brick in the foundation of your store. It's time to start working on your business. You have a lot to do, and the first thing is to get started:

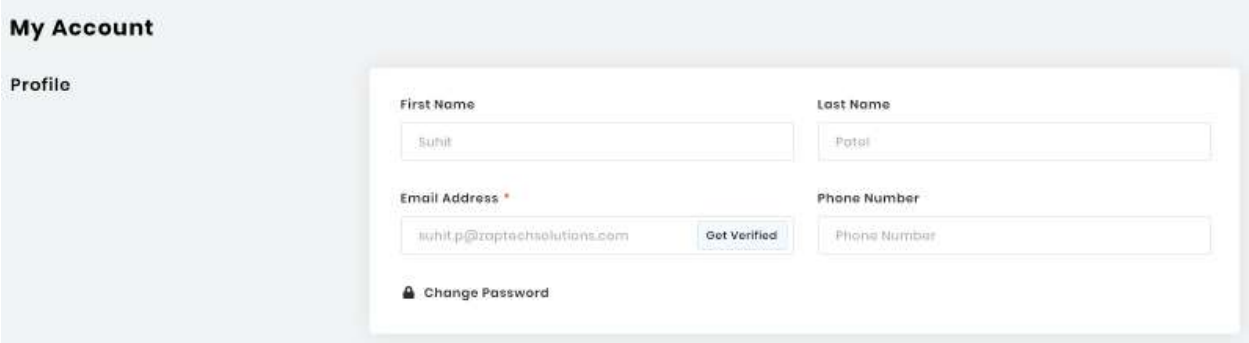
SETTING UP STORE

UPDATE YOUR PROFILE

- Click on your user name and get more options enlisted here.
- Select 'Profile' to update your user profile.

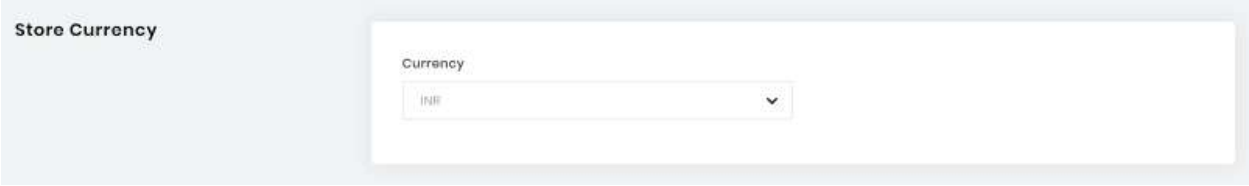


- Update your basic info.

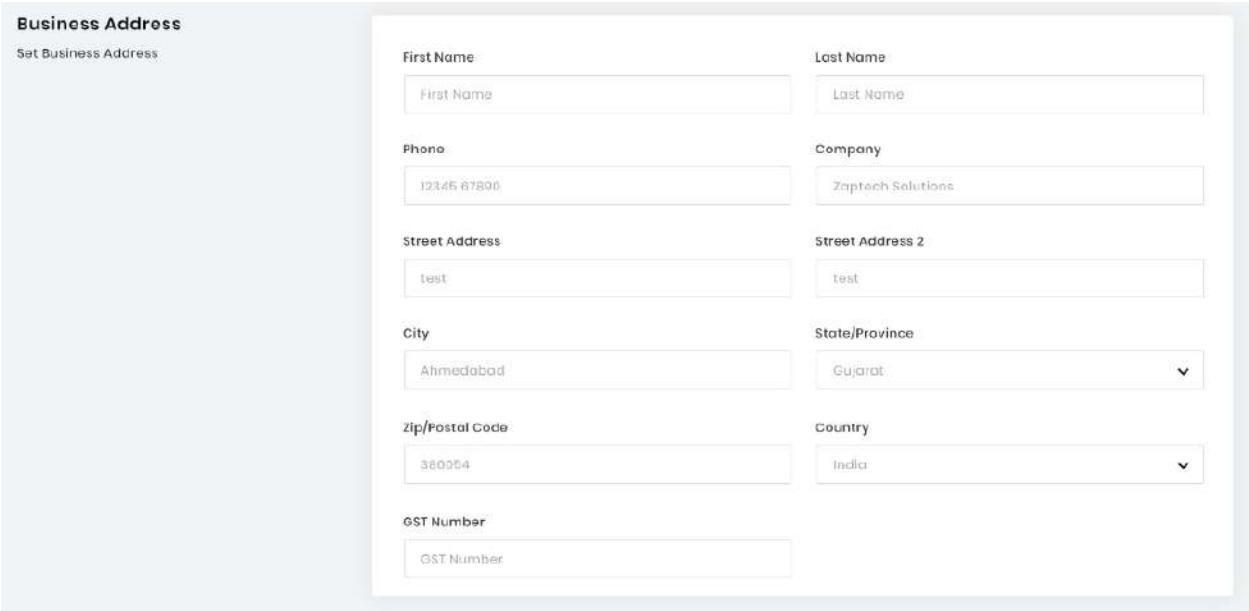


- Manage/ update password from here. Click ‘Change Password’ to update the new password and confirm it to verify.

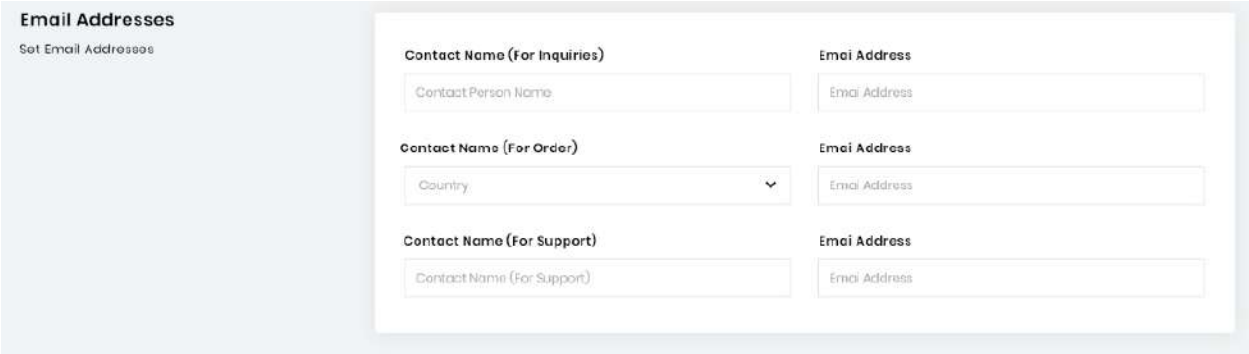
- Update the currency of your store.



- Add your business address & GST number. The address that you update here will be the default shipping address for your orders.



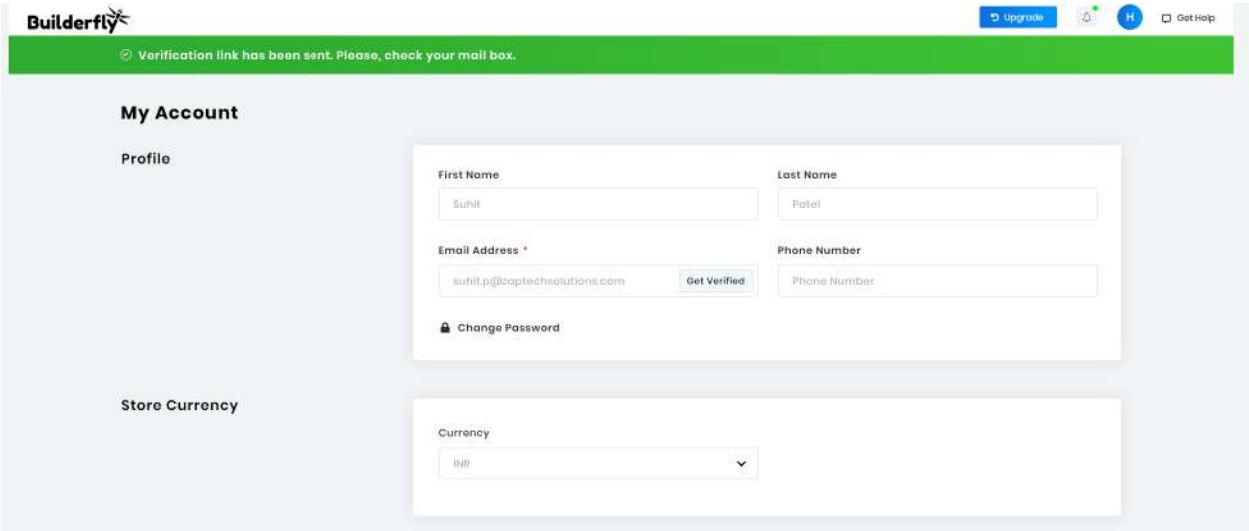
- Configure the email addresses that you want to manage your business and communicate with customers.



- If your account is yet to be verified, you will see a notification bar like this.

- If you haven't received the verification link, click on the dialog box appearing above the profile.

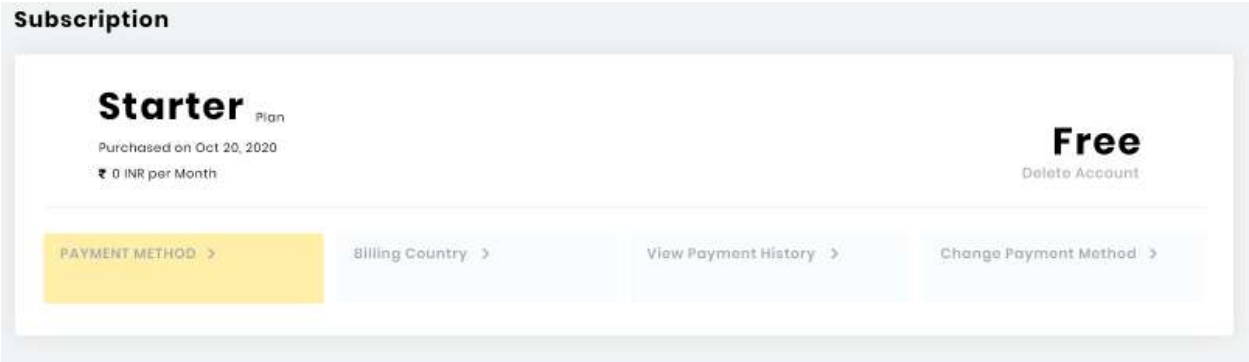
- Once your account is verified, you will get a notification as shown below.



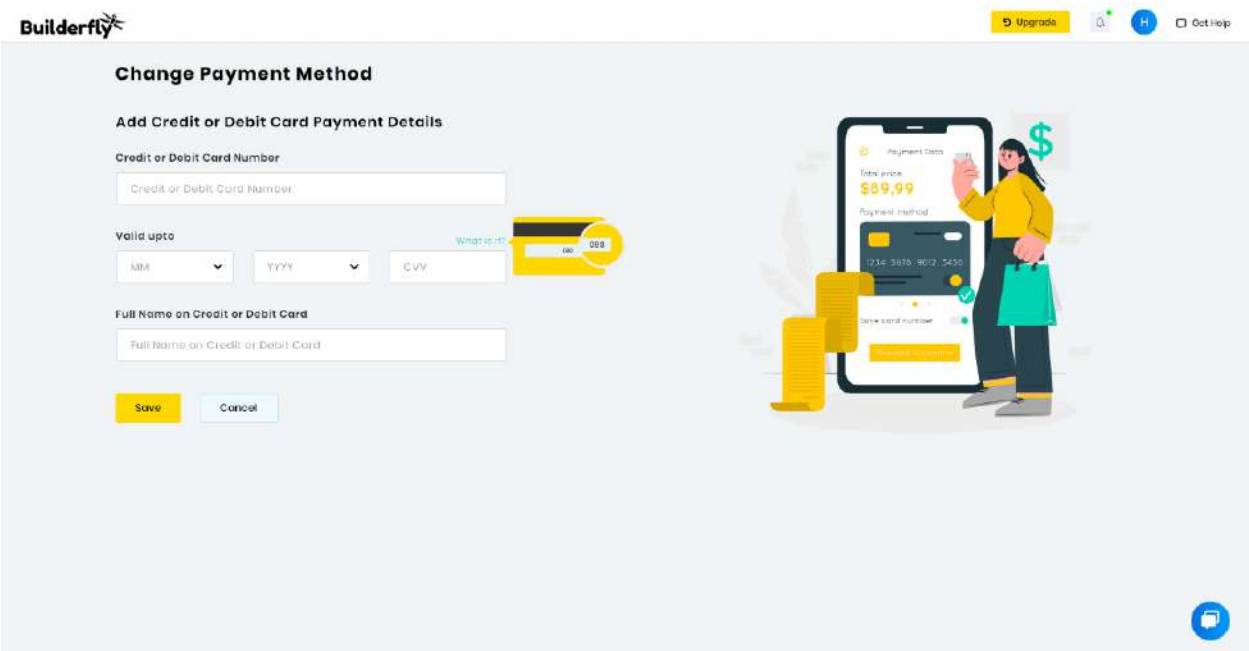
- Click ‘Save’ to update all the changes and cancel to revert to the previous store settings.

Choose & Subscribe To Your Pricing Plan

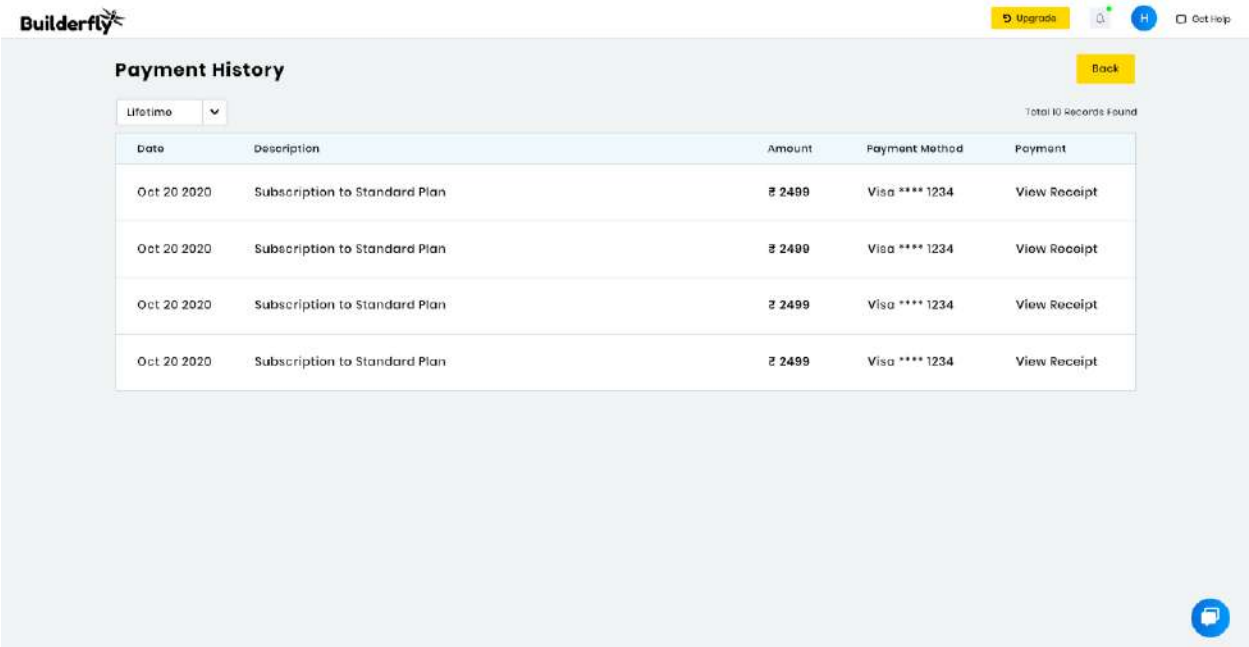
- Click on the Account tab in the left-right corner of your dashboard and select ‘Subscriptions.’
- If you signed up for ‘Free,’ your account will show that you are a user of ‘Free Plan.’



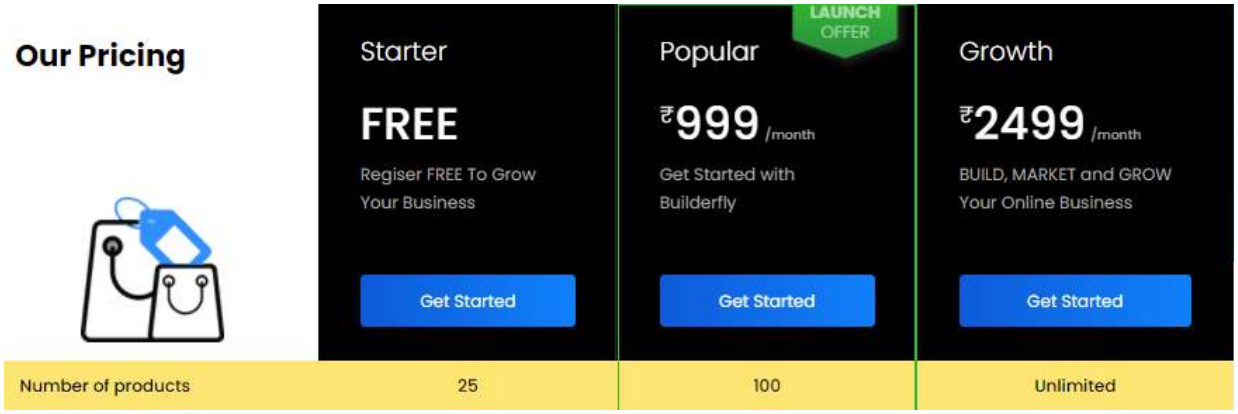
- From the subscription section, you can choose and set up the payment method, upgrade/change it by clicking on the ‘Change Payment Method.’ You can view your payment history and billing country.



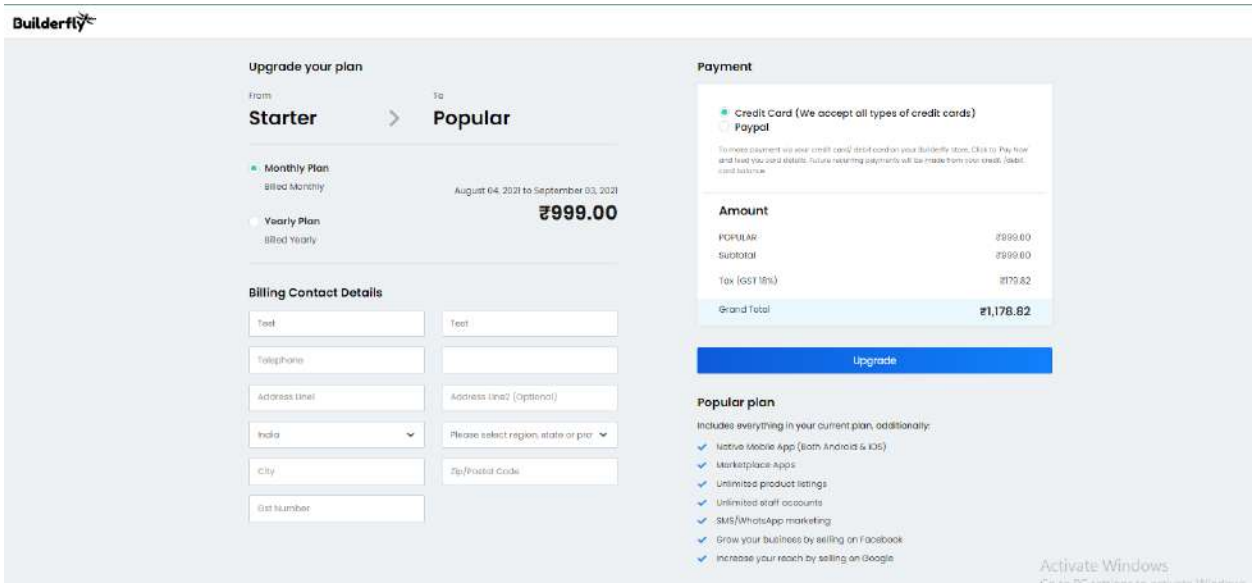
Under the ‘Payment History’ tab, you will get the list of the transactions made between your business and Builderfly.



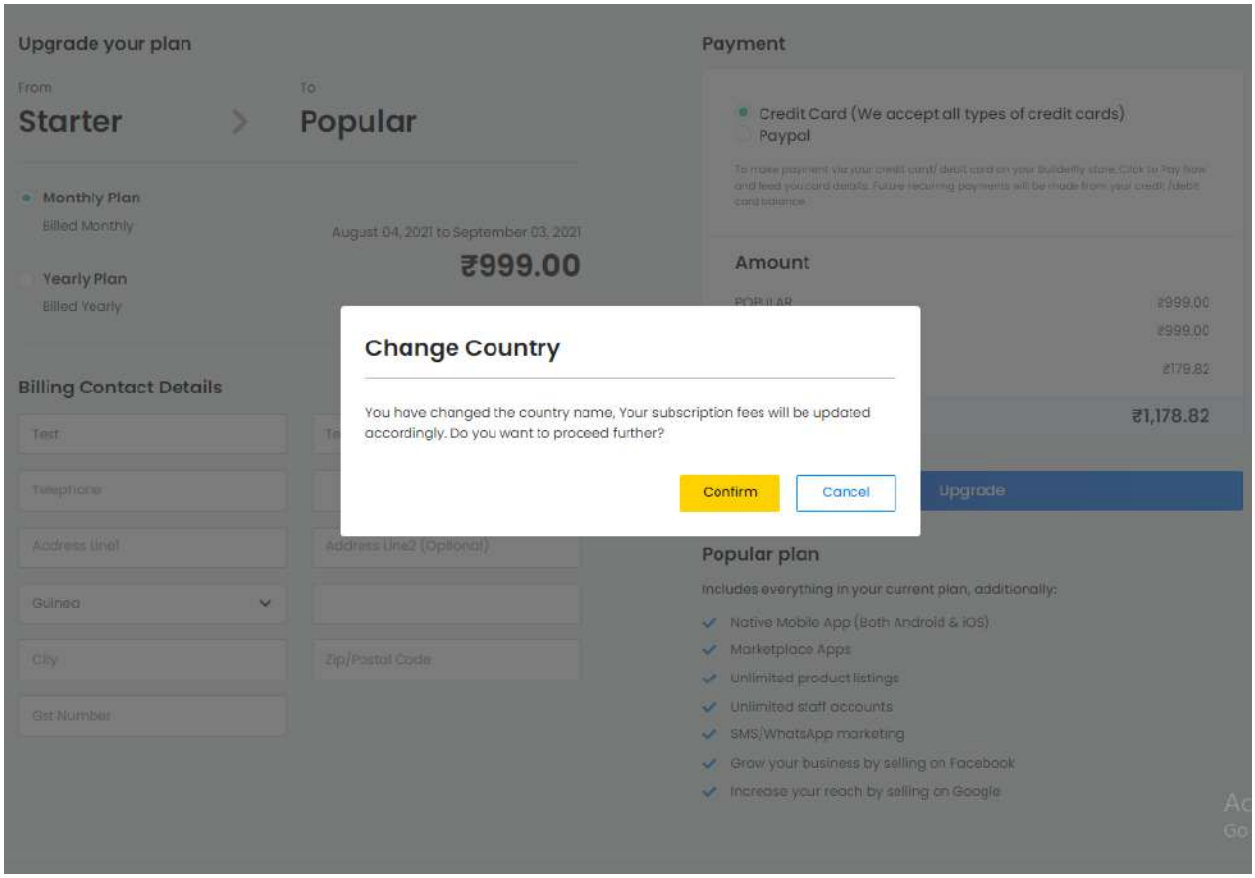
- You can see all the pricing plans offered by Builderfly listed here. You can compare them, choose one that fits your business, and subscribe to the one you like.



- Choosing any of the listed pricing plans, once you click on ‘Subscribe,’ you will be taken to the checkout page. The billing address and primary details will be fetched from the database. Choose the payment option and click ‘Pay’ to complete the transaction.

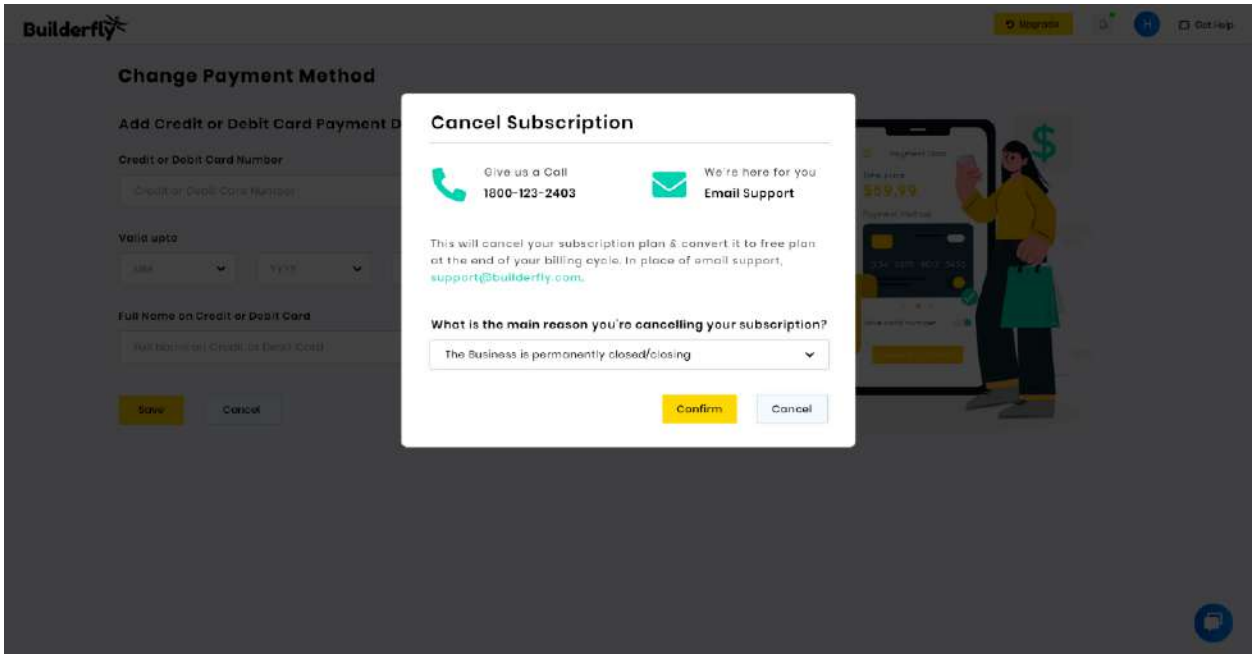


- If you change the country of your business location during checkout, you will get a pop-up inquiring you to continue.



Cancel Your Subscription Plan

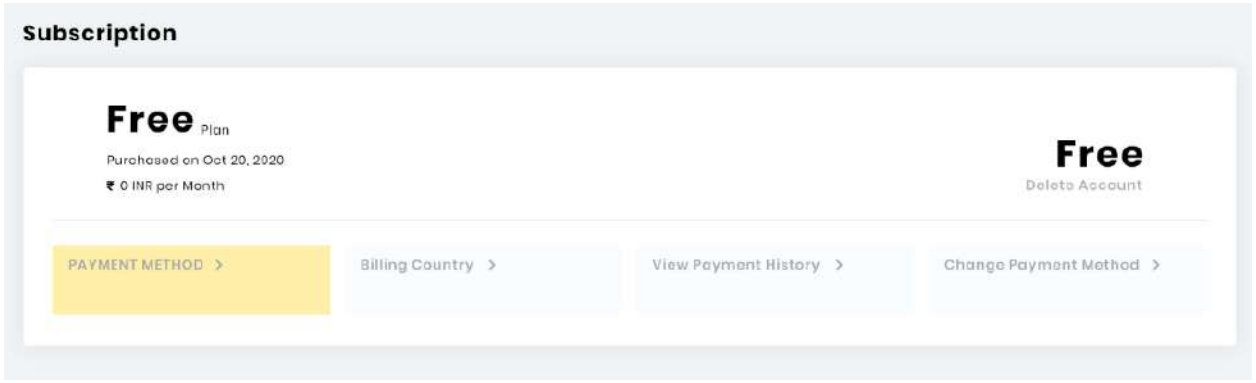
You are free to upgrade or downgrade your Builderfly account. You need to cancel your current plan to resume the free plan or move from this user plan.



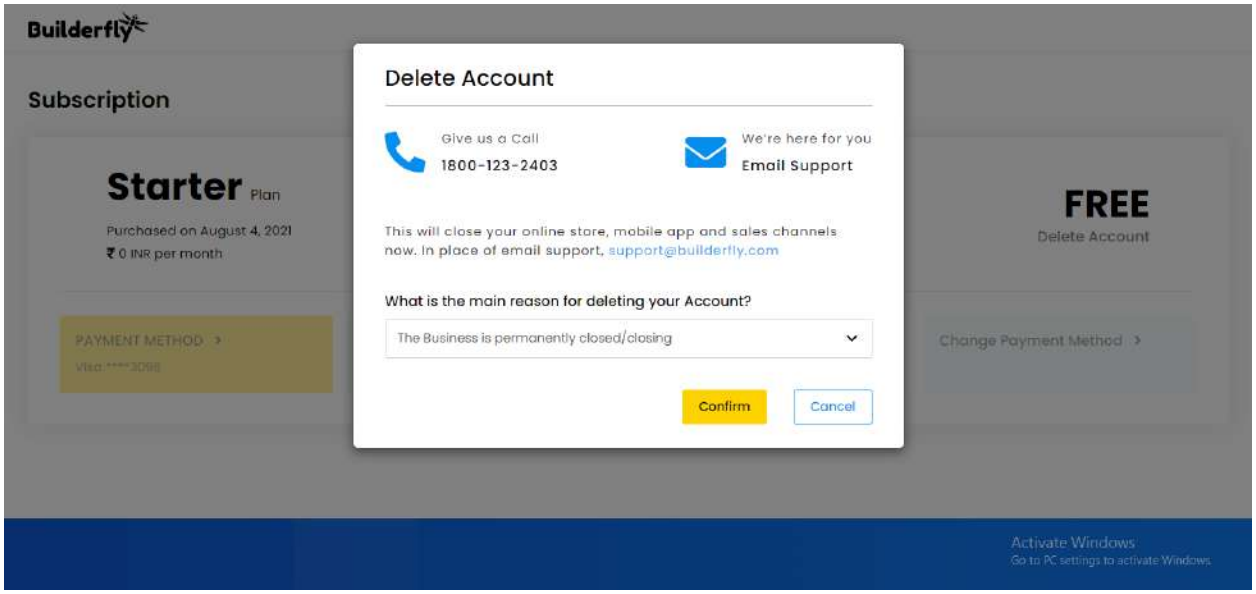
Delete Your Account

If you don't want to continue selling on Builderfly, you can delete your account.

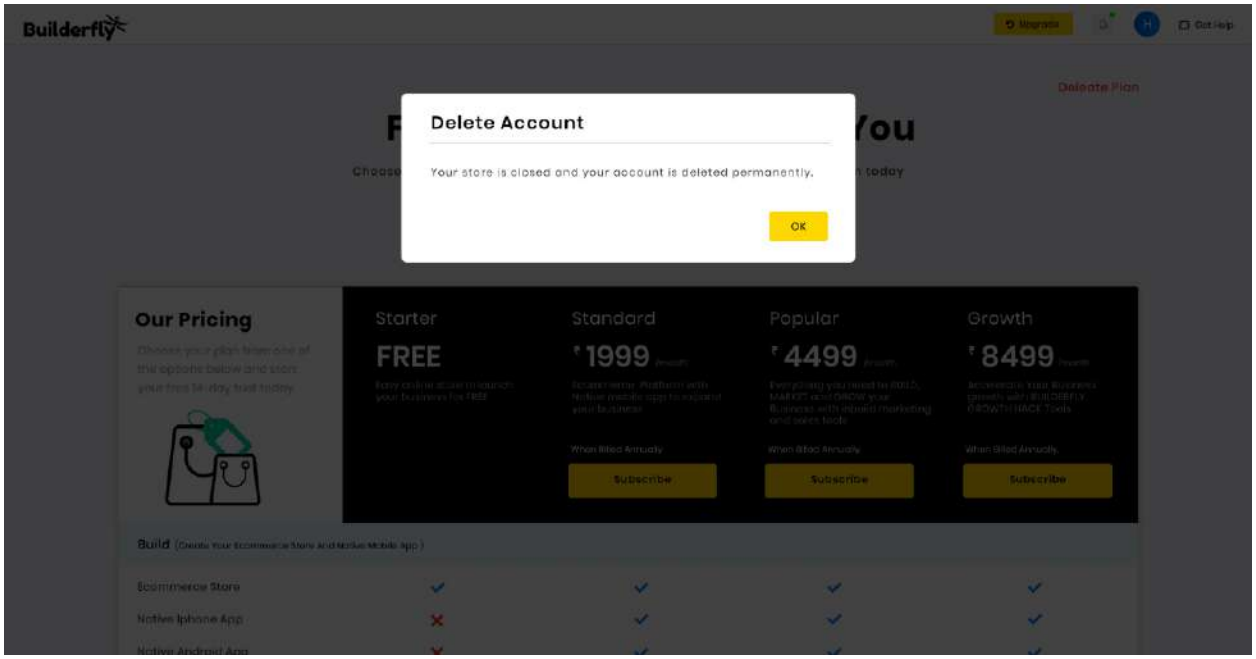
- Click on the Account tab in the left-right corner of your dashboard.
- Select 'Subscriptions'.
- Click on 'Delete Account' below your pricing.



- Select the reason for deleting your Builderfly account. You can opt for temporary or permanently deleting the account.



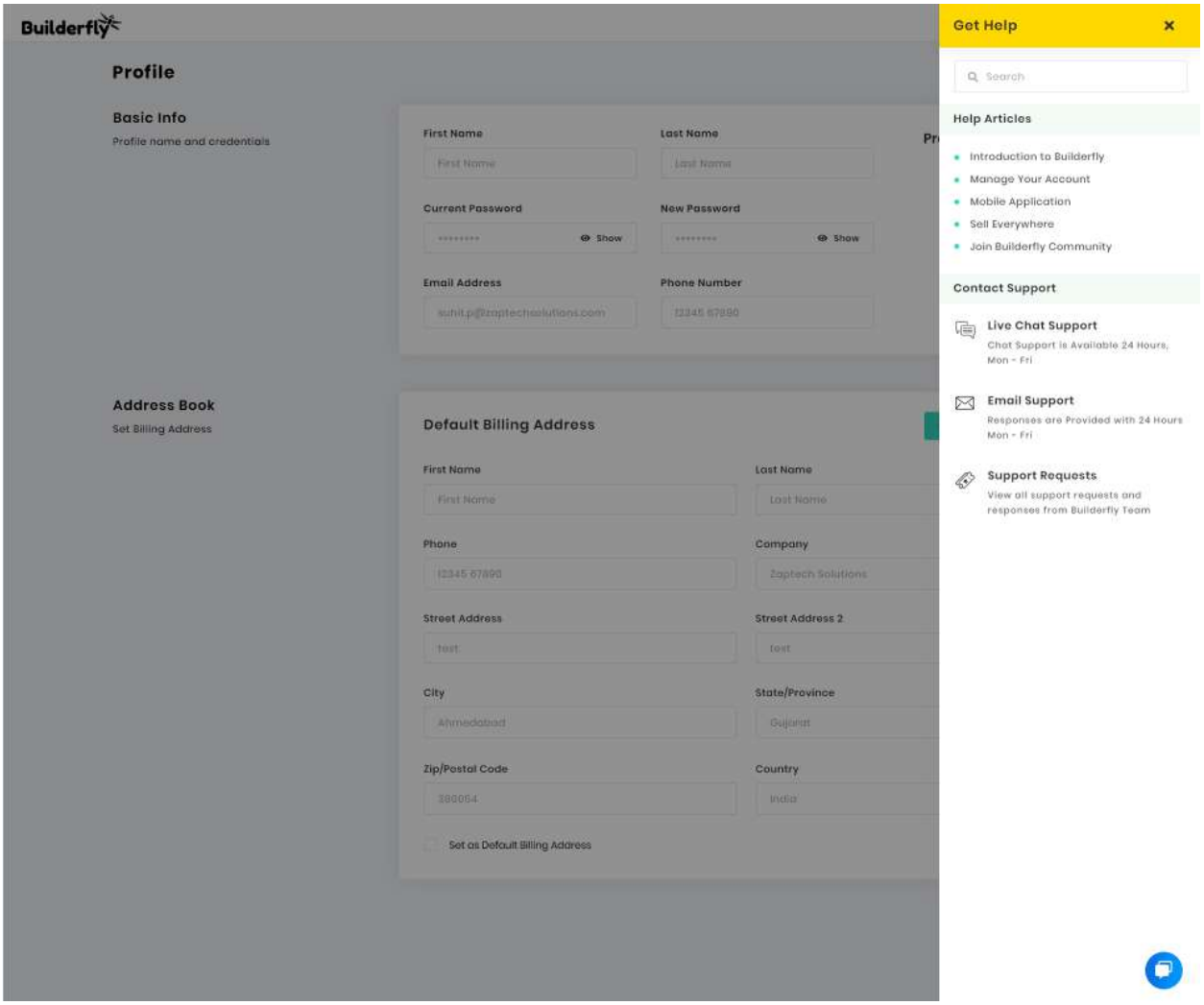
- Select ‘Confirm’ to take action on deleting your account.



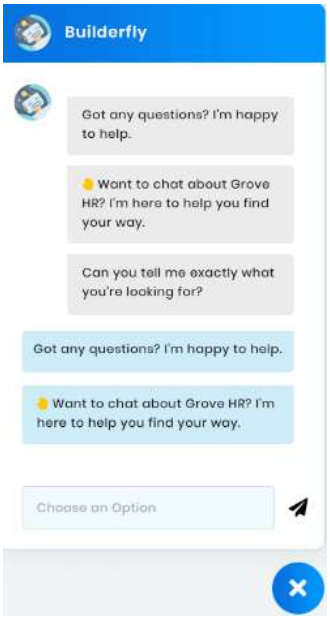
Help Center

When you need help digging in more details to manage and design your store, you may need help from our professionals. Click on ‘Get Help’ on the top right corner to get answers linked to

your major e-commerce concerns or to connect with our Builderfly support team.



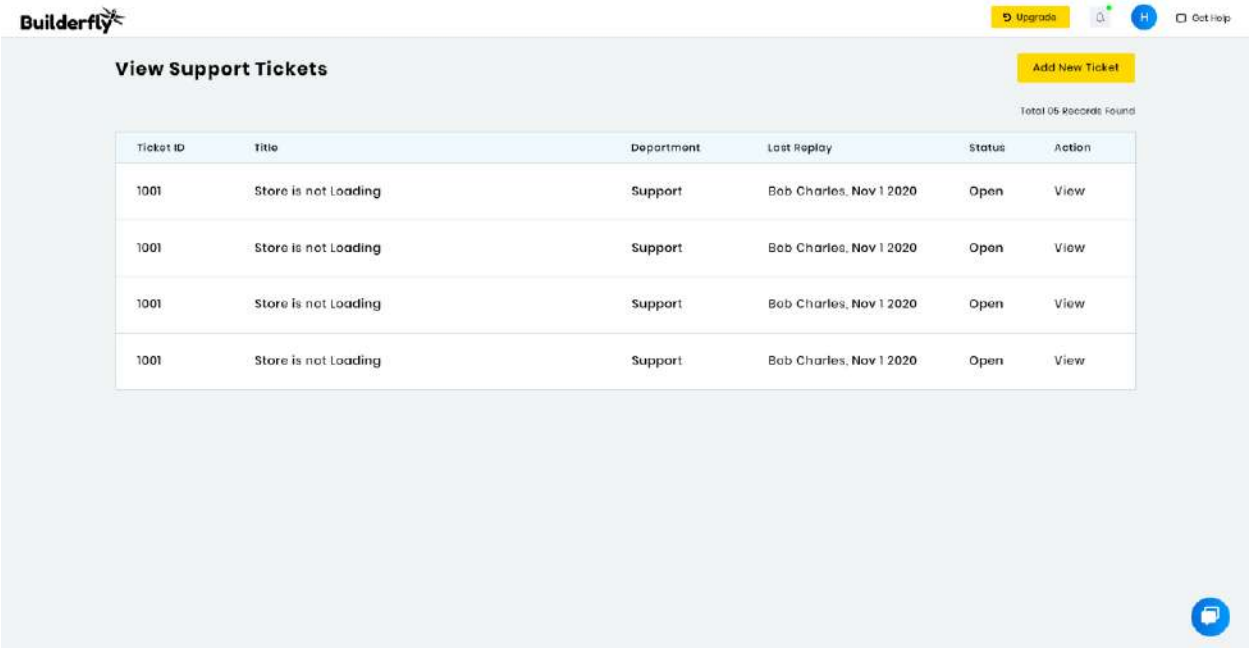
Click on ‘Live Chat Support’ to have one of our Builderfly experts help you resolve your concerns in real-time.



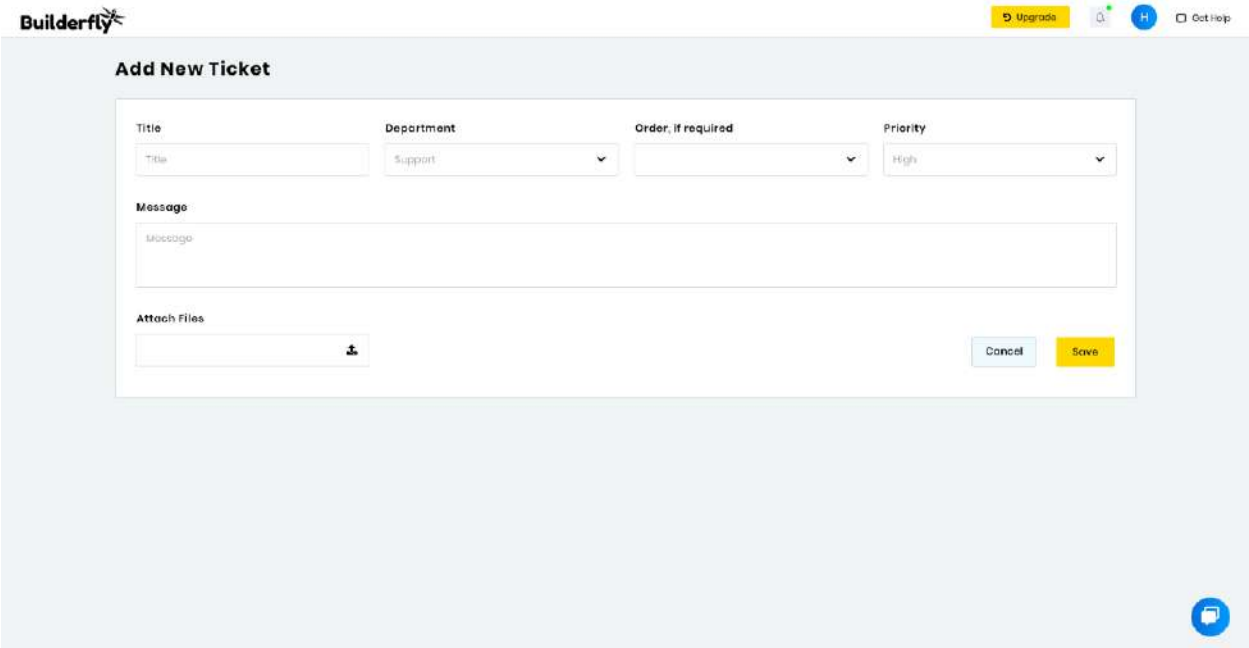
Support Ticket

You may have some questions about building your store or regarding the features; if you want them to be solved, you need to raise a ticket.

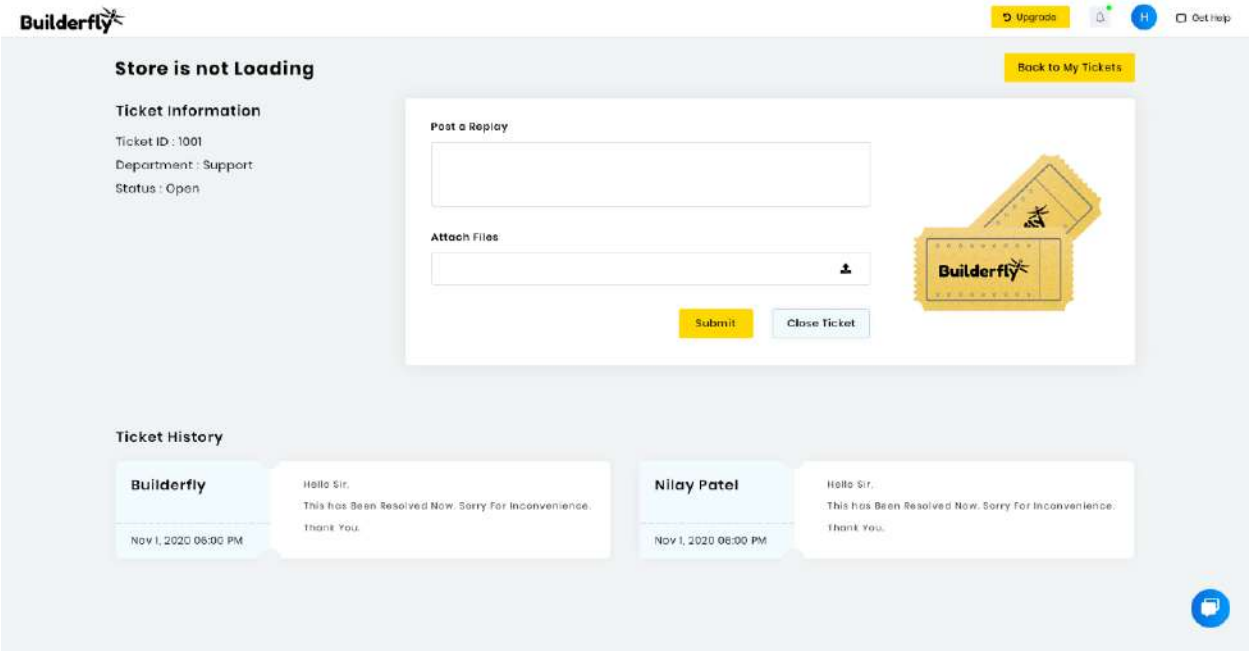
- Follow the 'Account' tab. Select 'Support Ticket.' Here you will get the list of all support tickets you've raised till now. You can check the status of your case and the action taken. Click 'Add New Ticket' to raise another ticket sharing your concern.



- Add a title, select the department to which it must be assigned, set the priority, draft the message about the query, attach required files, and click ‘Save.’



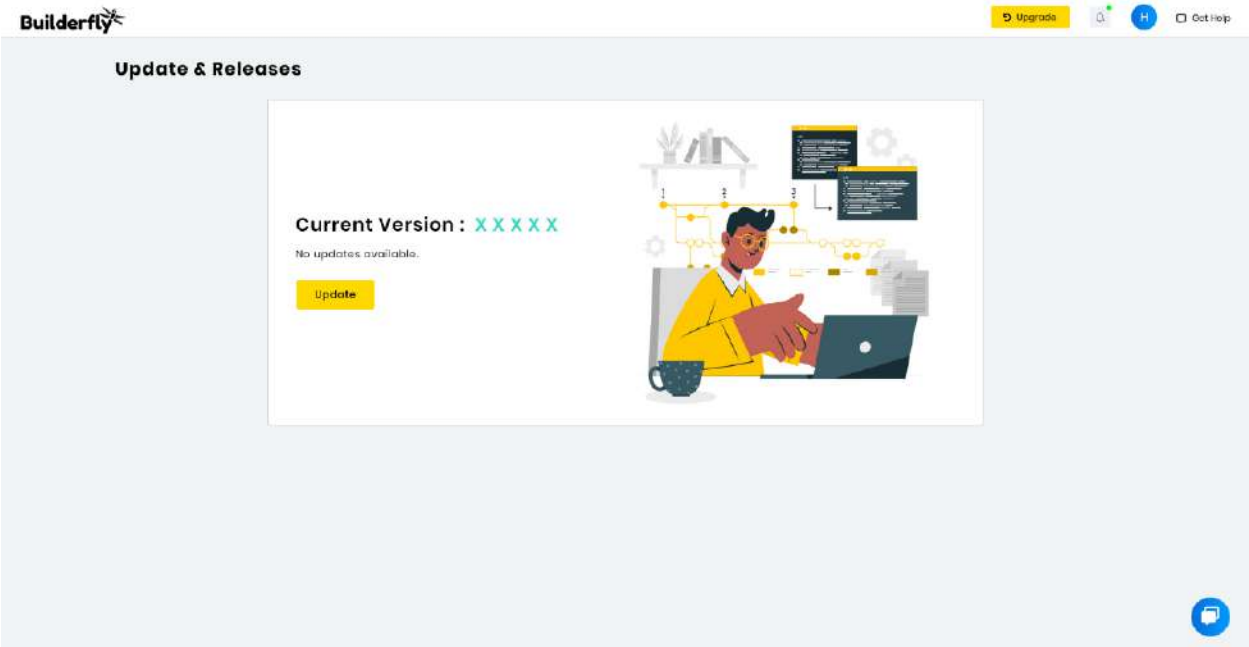
- If you want to reopen any of the existing tickets, click on it, and reply in order to communicate more on the issue to fix it at the earliest.



Once you are done, you can close the ticket and move to other things you want to do at your store.

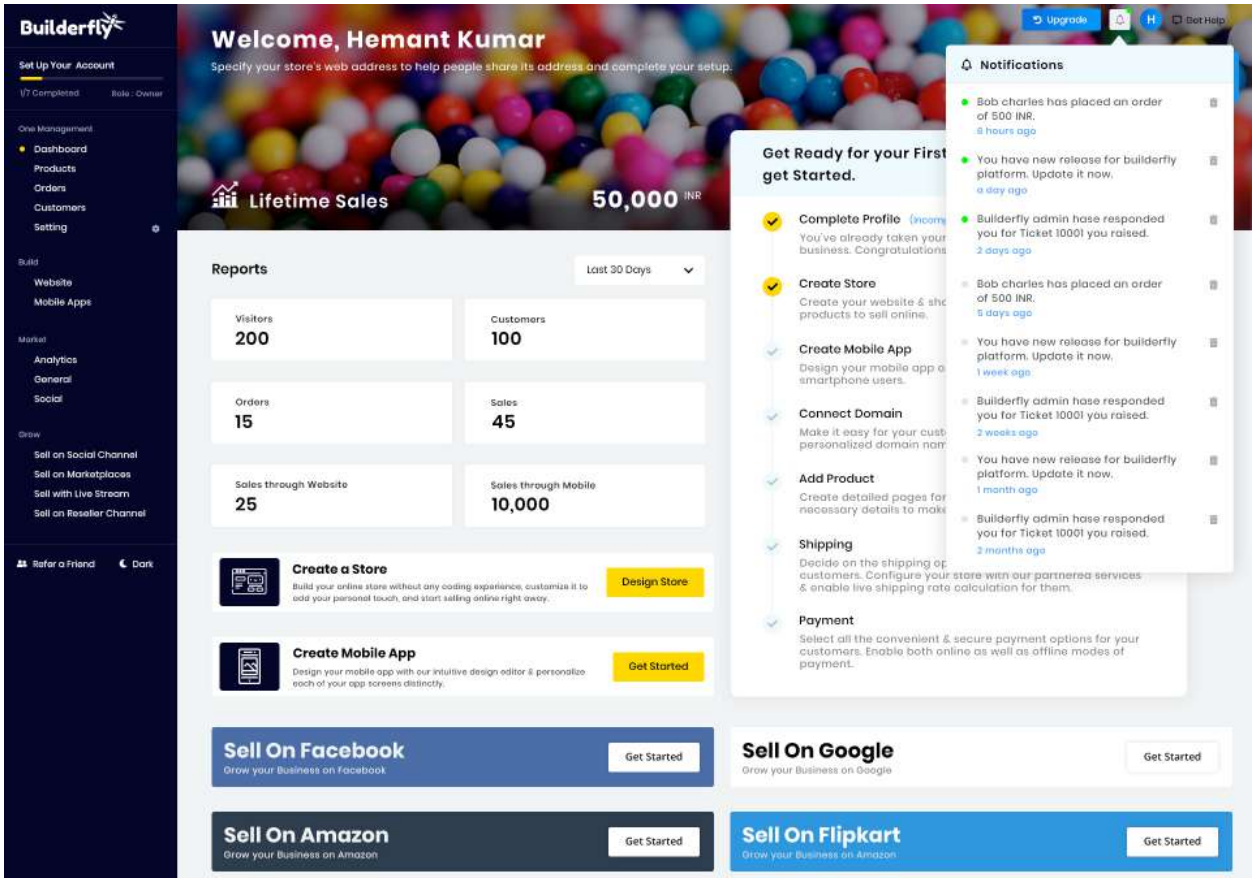
Updates & Releases

We have the best version of your store ready, but it's really never enough. The demand of the industry keeps changing, and we love to keep you step ahead by implementing those changes earlier than later. You will get a notification for all the changes that we are making. However, if you want to check with it manually, you can click on 'Update & Releases' to get information about the latest release.



We gave a tour of your primary duties of setting up your store. It's time to understand how you manage the primary ingredients of your business, viz. Products, Orders, and Customers.

All the notifications of your Builderfly user profile will be available to you when you click on the 'bell' icon next to your User profile icon.



ONE MANAGEMENT

Manage all of your major business entities viz. Products, Orders, Customers from here. Also, you can update general settings of your store from here.

PRODUCTS

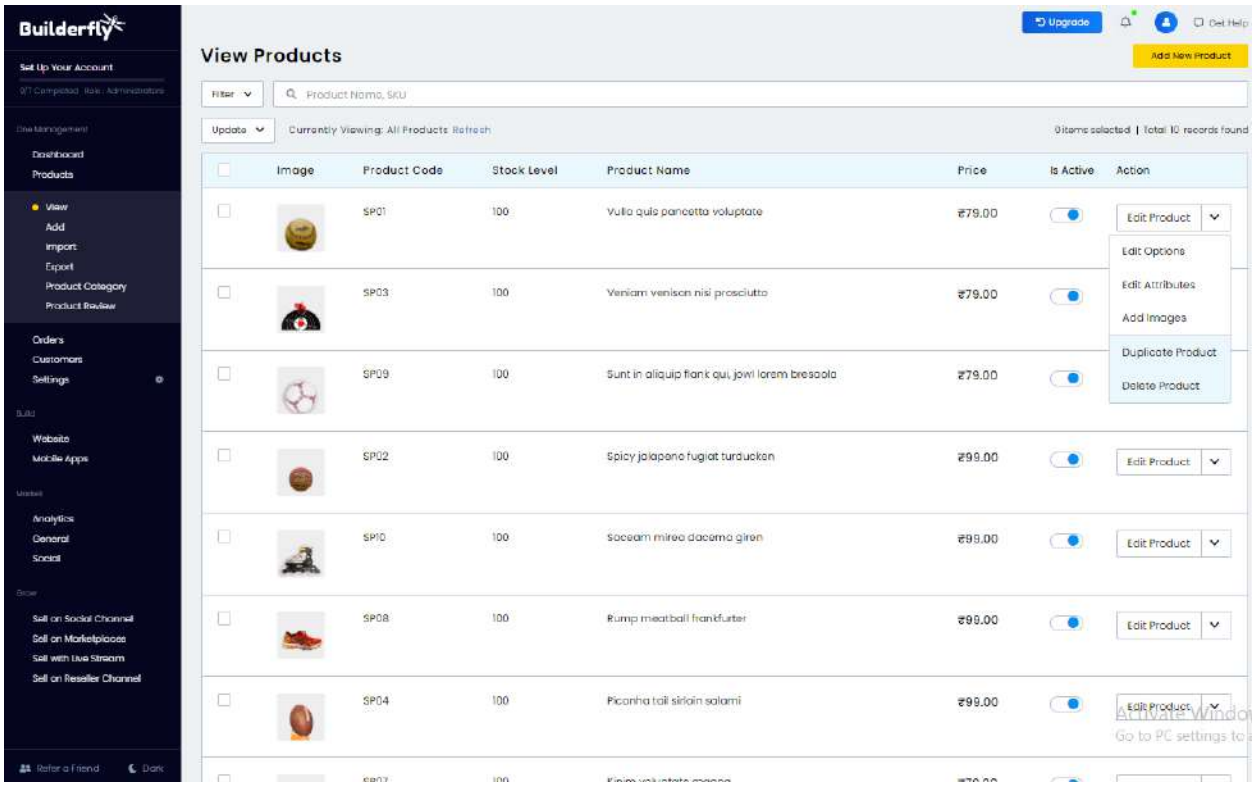
Regardless of your choice of creating the product catalog or by selection viz. by uploading new products or adding, you will get access through Builderfly's product tab. Here, you will get all the information of your catalog. Under the 'Products' option, the following features are provided:

1. View
2. Add
3. Import
4. Export
5. Product Category

6. Product Review

View

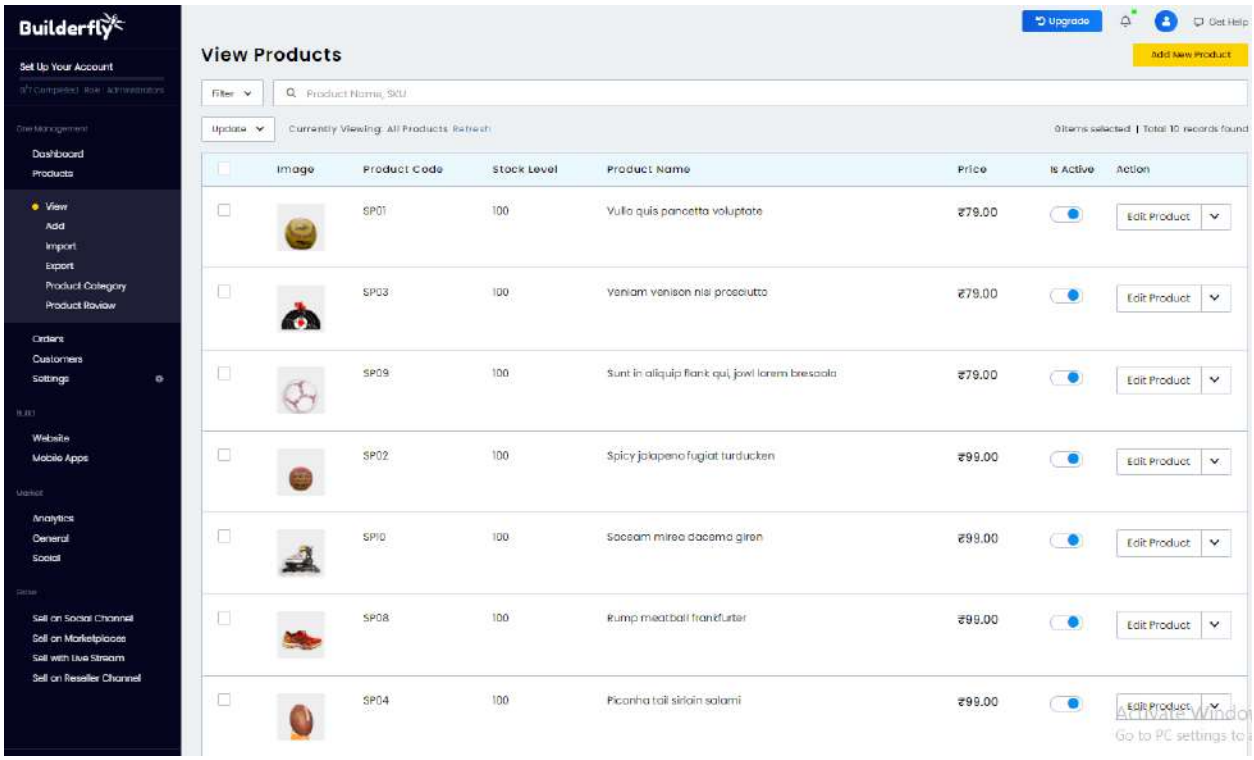
Under the ‘View’ tab, you will see all the products that you are selling through your store. By default, you will get 20 sample products listed in your store that belong to your chosen business niche.



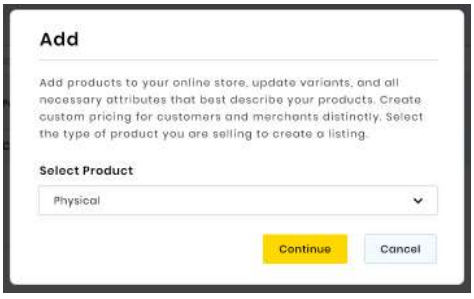
- You can edit the products listed on your store by clicking on Edit Product or tapping on the listing.
- If you like to update certain attributes of your product listing, click on ‘Edit Attributes.’
- To update product images to the product listing, click ‘Add Images.’
- You can duplicate the product listing by selecting the option of ‘Duplicate Product’ and delete by opting for ‘Delete Product.’
- Search product: You may need to find a particular product or its subtype. If you know the name, you can simply type it in the search box, and you can have it displayed.
- Filter options: Some of your product listings need more attention than others. Filter options can help sort it better than later. You can filter products for ‘Out of Stock,’ ‘Low Stock,’ ‘Visible/Not Visible,’ New, Featured categories.

Add

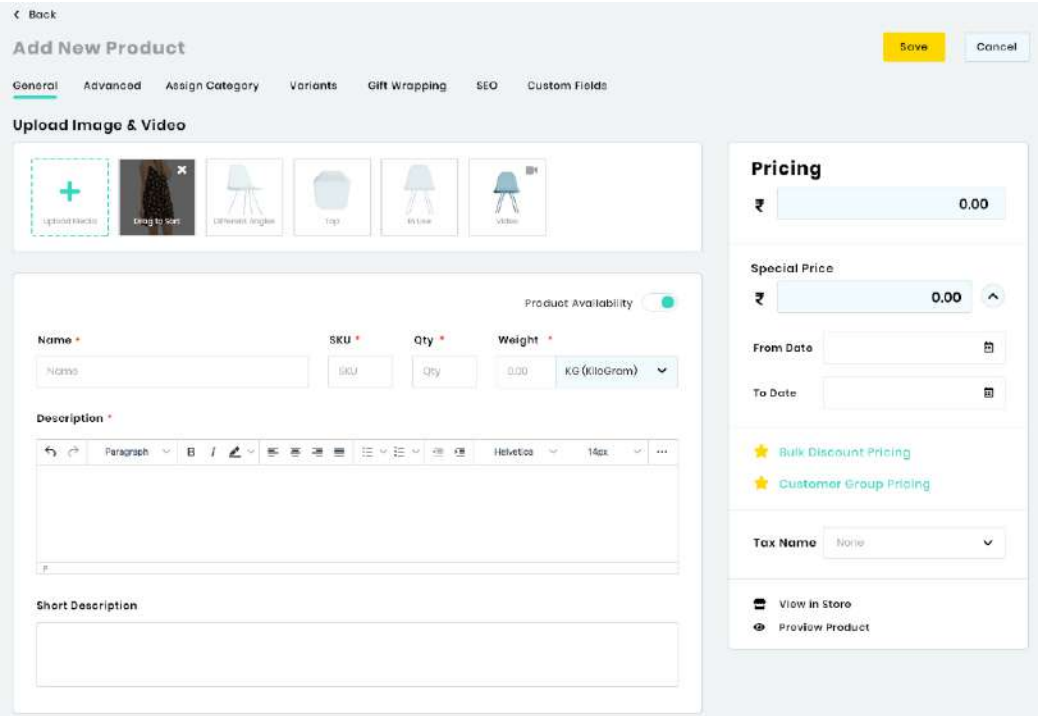
To add a new product to your product catalog, you can click on ‘Add New Products’ or select the ‘Add’ option under the ‘Products’ tab.



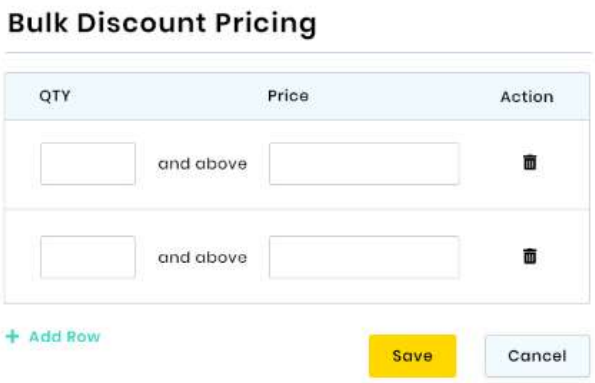
1. Once you click on it, you get an option to choose the type of product you want to list. Select ‘Physical’ for products you’ve available for the physical products and ‘Virtual’ for the digital products.



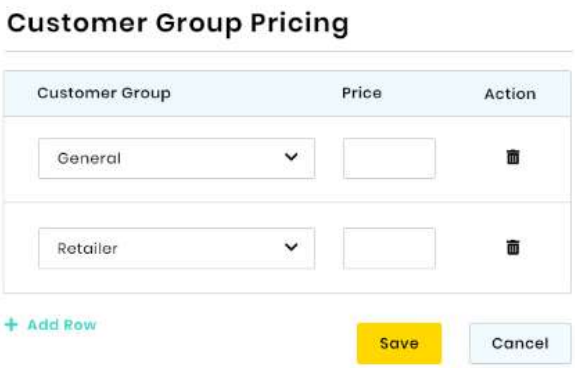
2. Fill in the product details by completing our 7 stage product cataloging tactic.
    a. **General:** Add the product name, description, product images, and price.



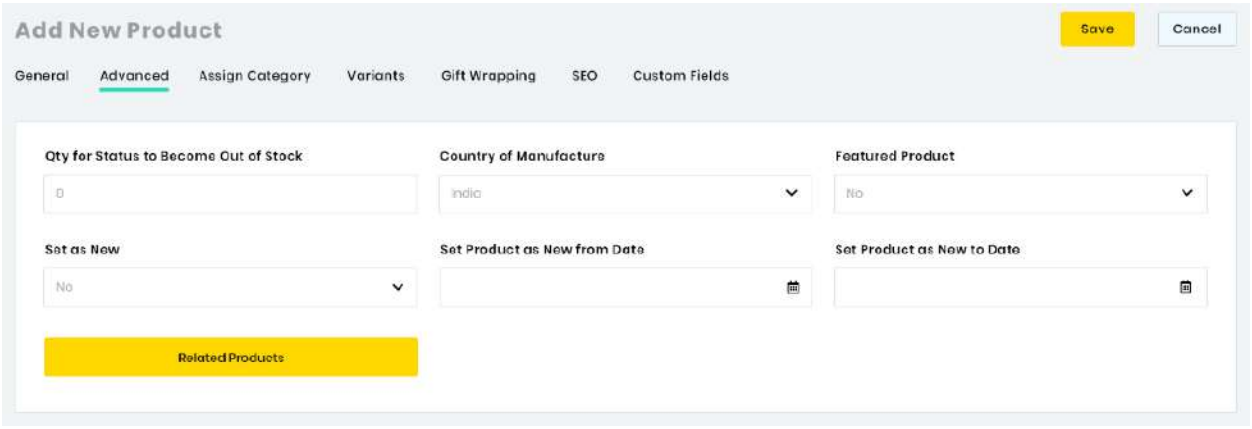
Click on **Bulk Discount Pricing** to update rates for B2B customers.



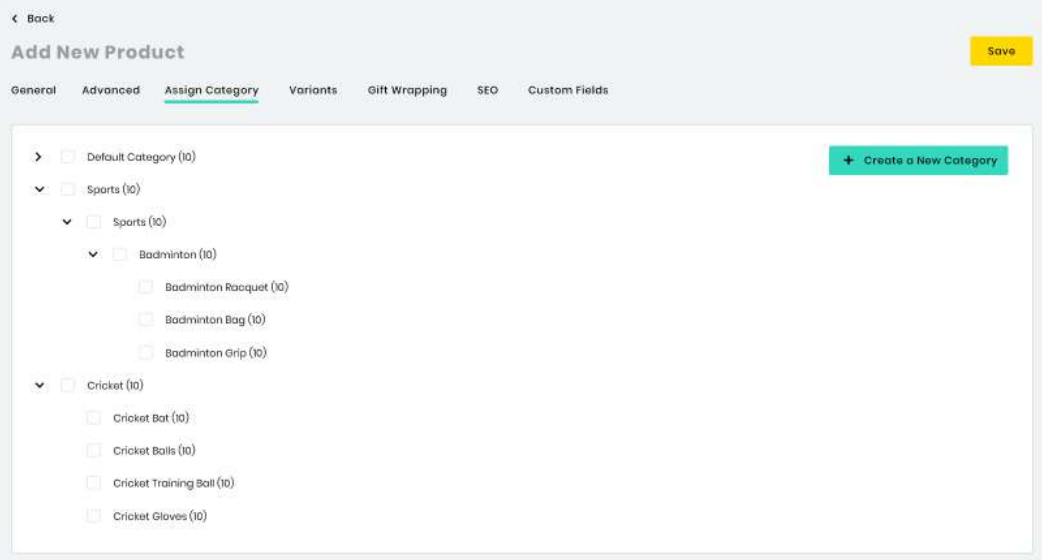
Click on **Customer Group Pricing** to update group-wise rates for customers.



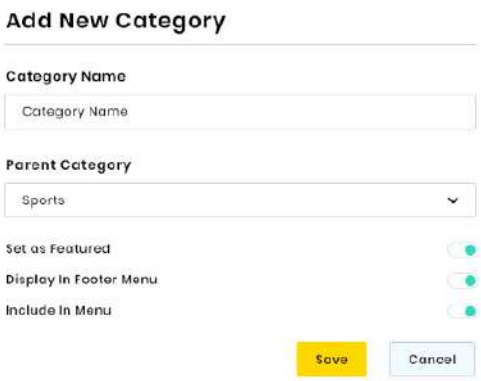
b. **Advanced:** Update the in-stock quantity, enable/disable the sections of the website where you want products to be displayed, add the discounted price and event dates. You can 'Select Related Products' that you want to upsell to your potential buyers.



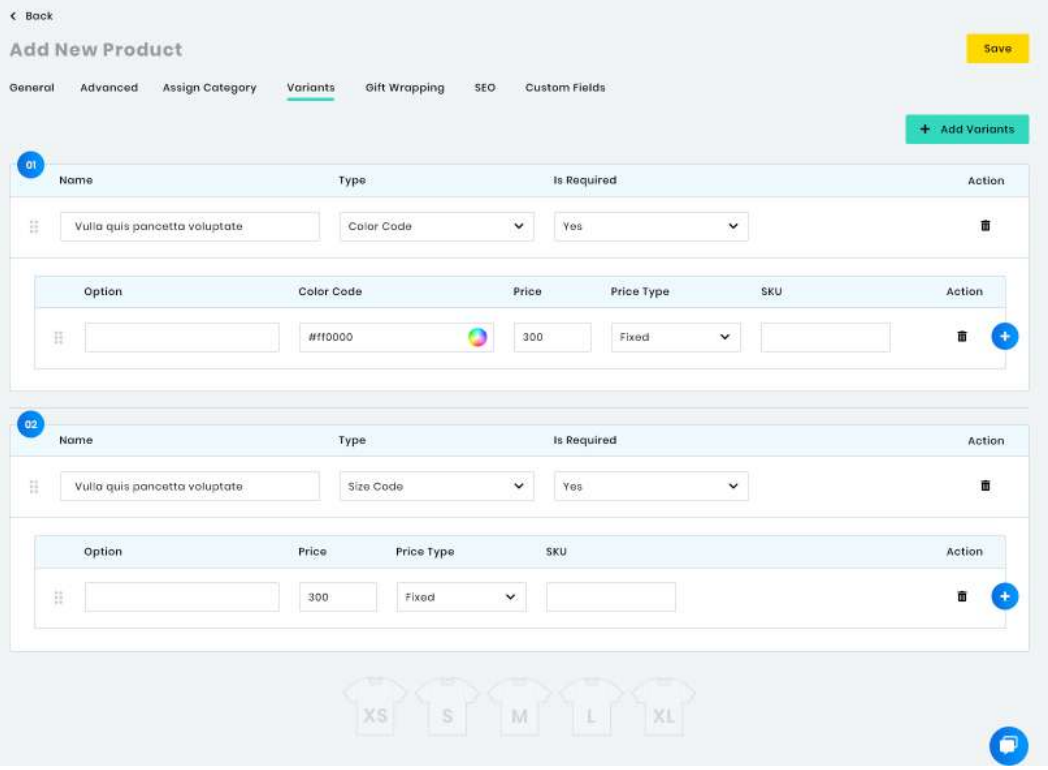
c. **Assign Category:** Create /assign the category that you want to assign for your products.



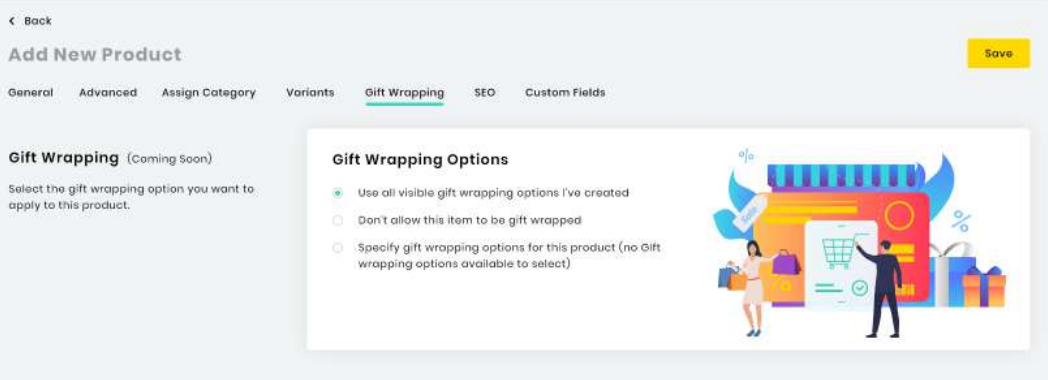
Create a new category by clicking on 'Add New Category'



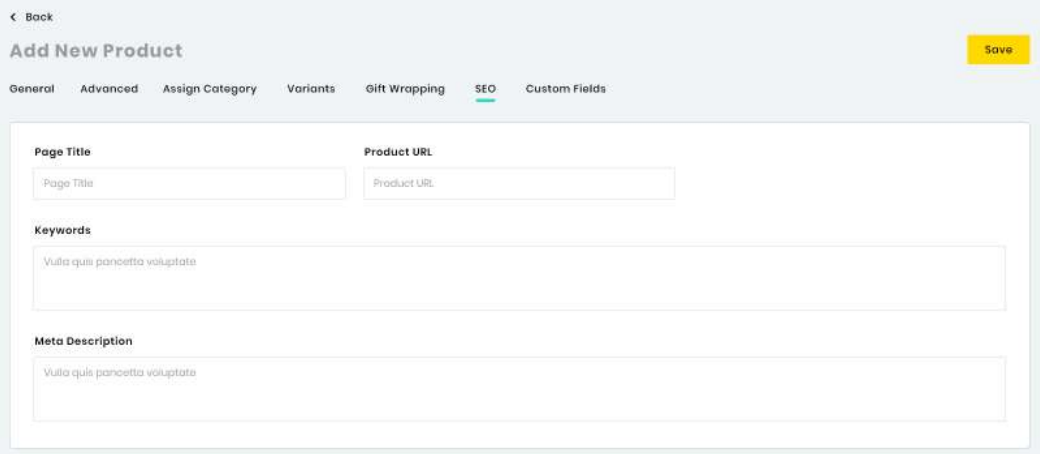
d. **Variants:** If you have any variations available for this product, click on ‘Add Variants’ and update all the information about product variants. There are no restrictions for the same, and you can create as many product variants as you like to.



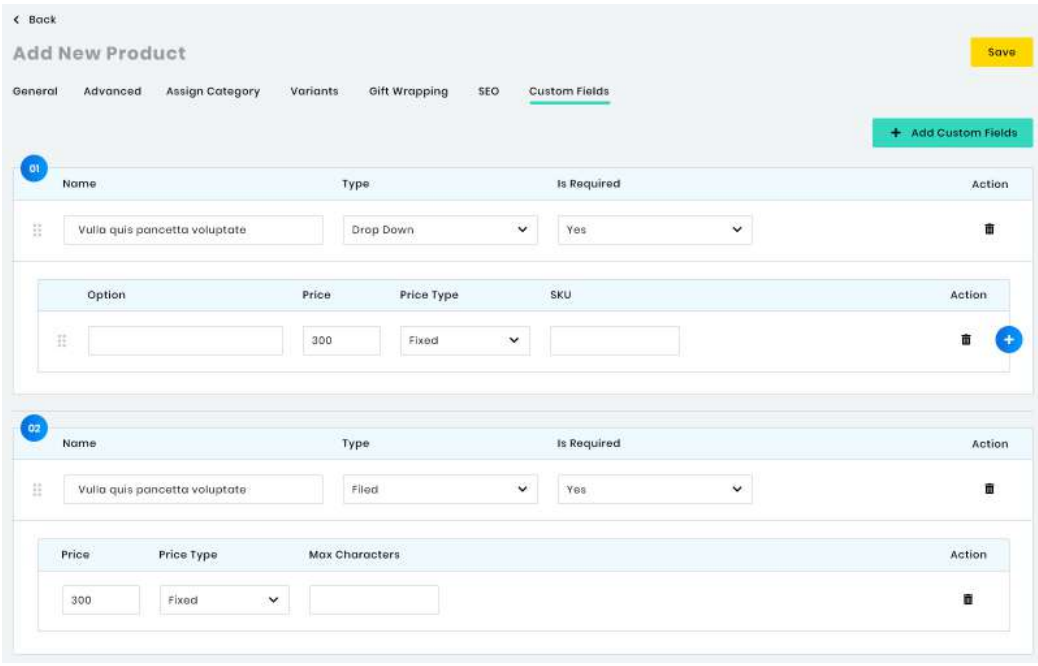
e. **Gift wrapping:** Enable the gift wrapping on those of your product listings you are allowing it to.



f. **SEO:** Update the meta tags for each of your product listings to organically improve the ranking on SERPs.



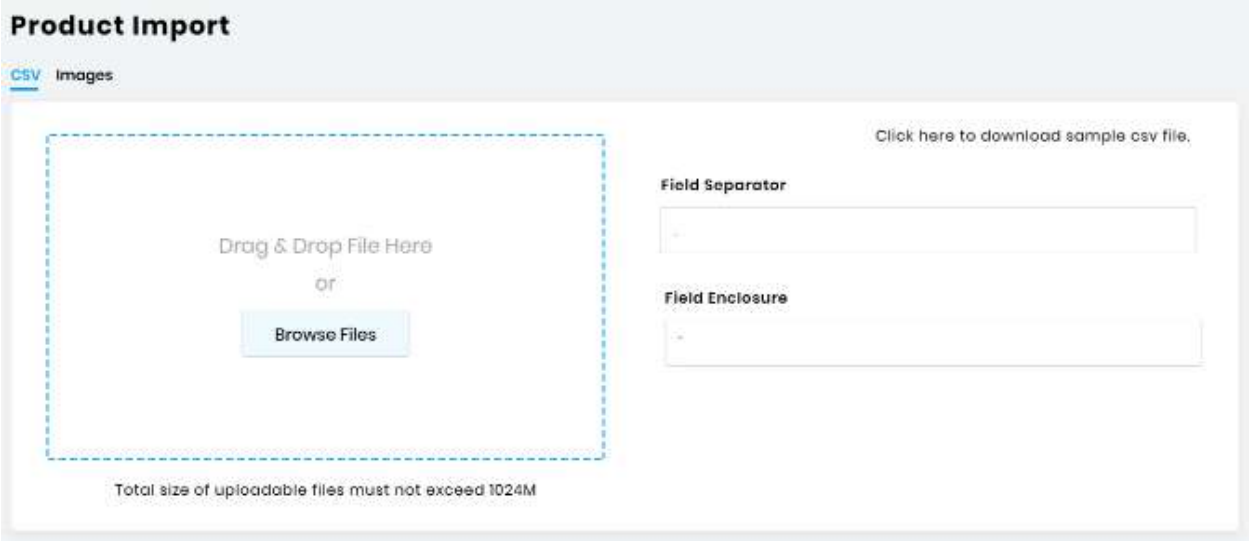
g. **Custom fields:** If your product has any additional attributes that can describe it at its best, but it's lately not available in the attribute set, then you can update those in the custom fields.



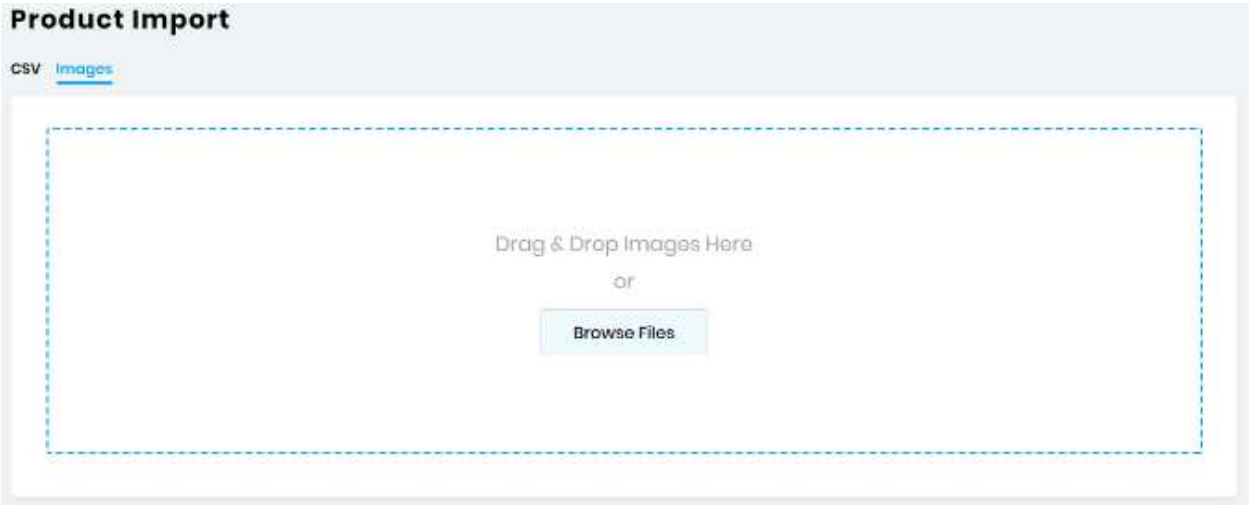
Click 'Save' to update the product's information in your catalog. You can see the product later in the 'View' section under the 'Products' tab.

Import

Skip the individual product listing and optimize your catalog updating task by working on the bulk listing option.

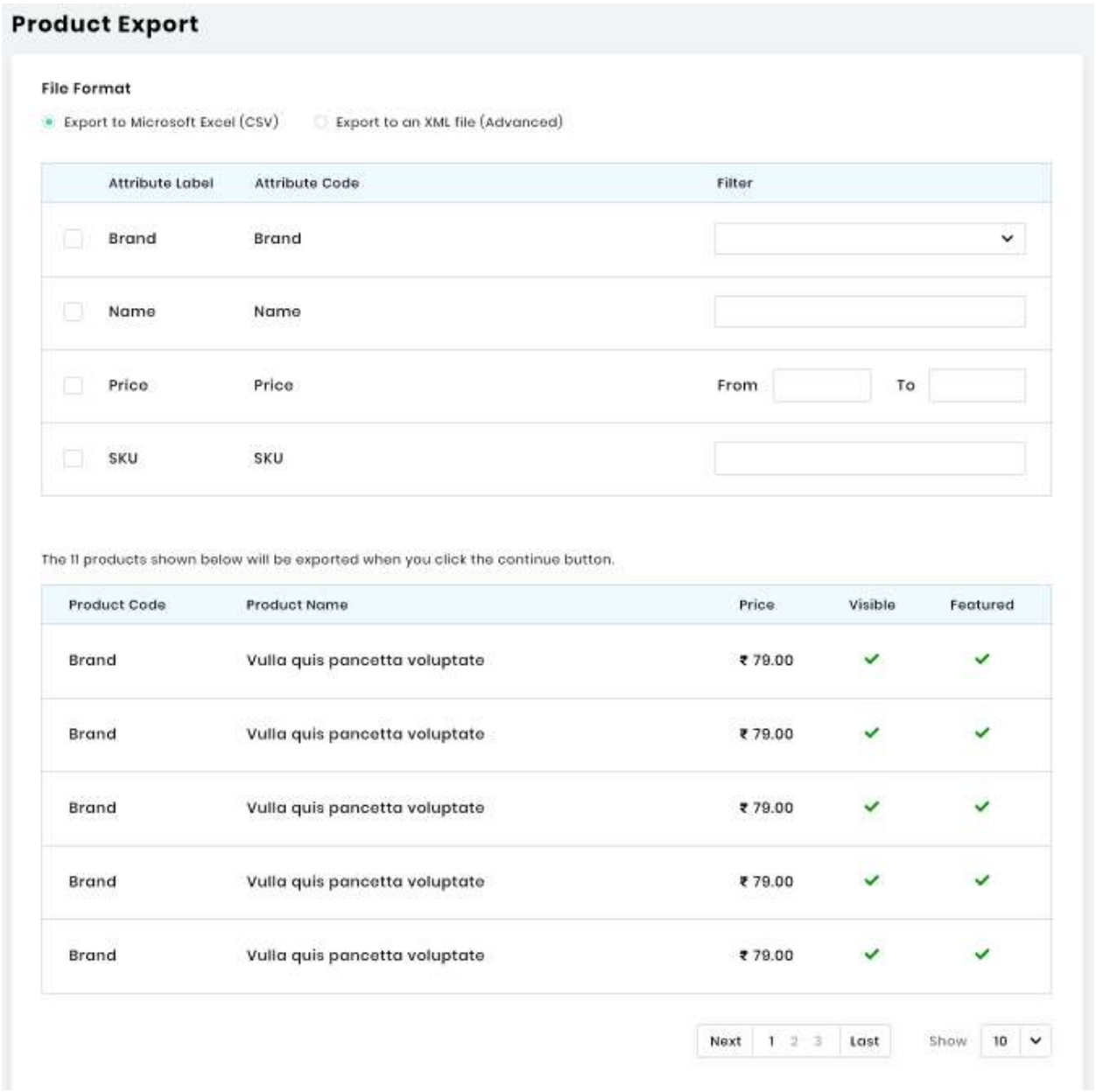


- Click 'Import' under the 'Products' tab.
- Select ‘Click here to download the sample csv file’ to download the sample file.
- Update all the product details in the sample file.
- Select ‘Browse Files’ to upload the updated product information file.
- Select the ‘Images’ tab and upload the high-quality images showcasing the best look of your products.



Export

You have all the products updated in the product catalog of your store, and you may need all this information to create a database or sell on any of the seller platforms not supported by Builderfly. You can download your product catalog from here with just a click.



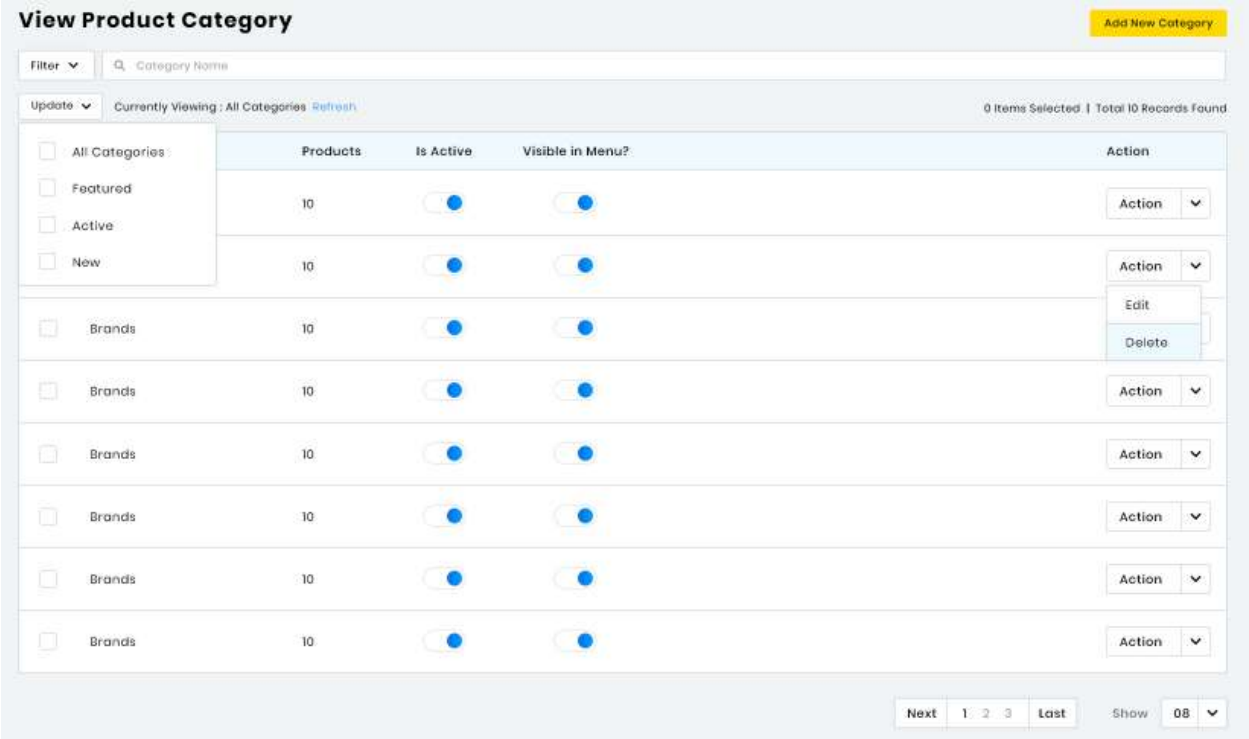
- Select ‘Export’ under the ‘Products’ tab.
- Choose the file format in which you want to export the product catalog: CSV or XML.
- Based on attributes, brand, and other filters, you can make selections for the products you want to download.
- Click ‘Export’ to download all that product information.

You will get a file of selected products in the chosen format.

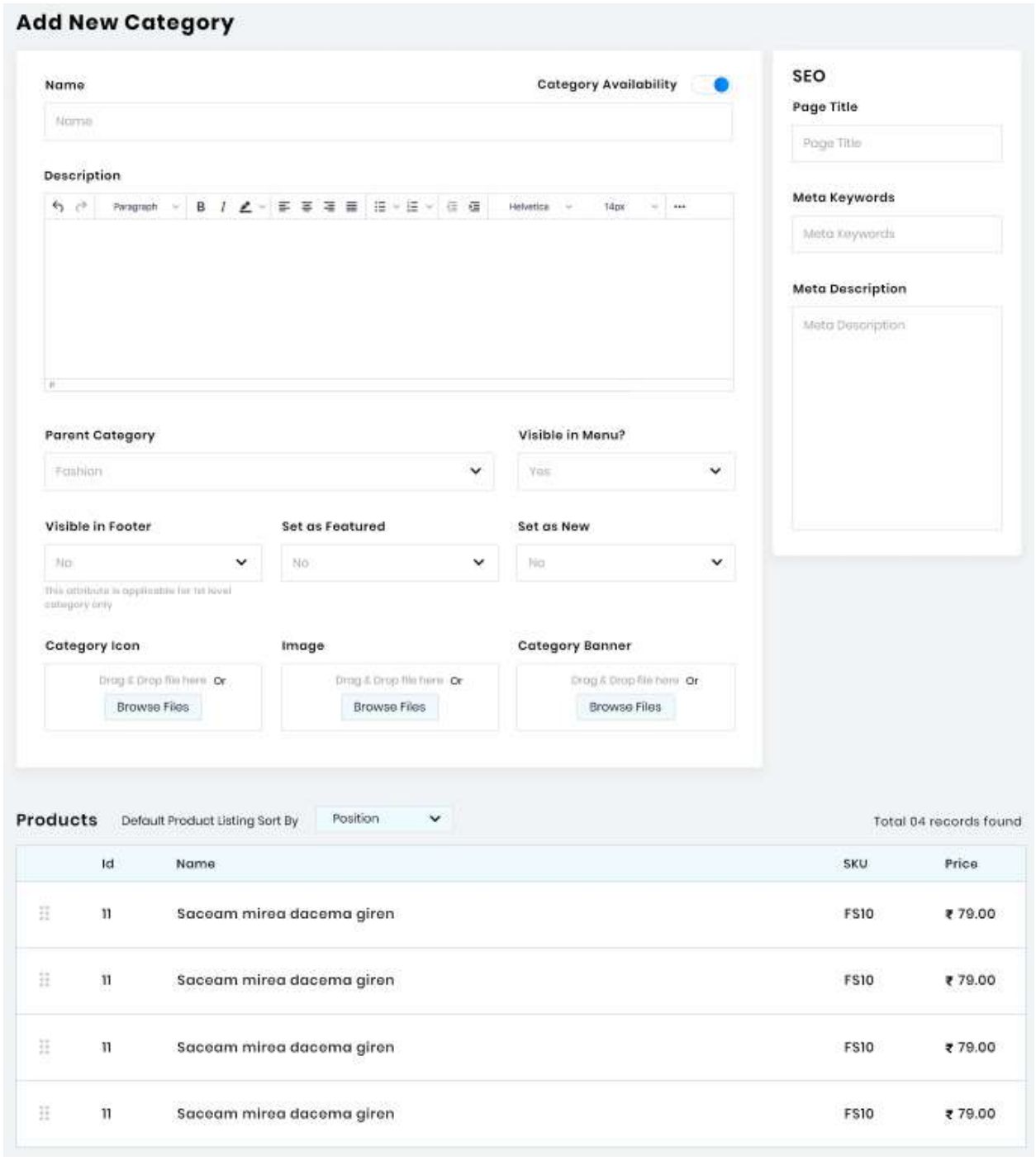
Product Category

The product category tab will have the hierarchical distribution of products in your store. It can be a flat architecture or tree structure pattern; you will have it all mentioned here.

- Select ‘Product Category’ under the ‘Products’ tab. Here, you will have all the product categories listed. You can edit /delete them and filter the ones as per your choice.



- You can create as many product categories & subcategories as you want, to align your products.
- Click ‘Add New Category’ to create a product category that defines your product’s secondary category.
- You can put all the information about the product category to create the ‘Product Category’ page. You can select the section where you like to display the product category, update meta tags for SEO, and tick all the items products that belong to the same product category. Generally, businesses don’t work much on their product category pages. We recommend you to invest your time in detailing your product category pages to improve the visibility of your store & help the audience find the right products to purchase instantly.

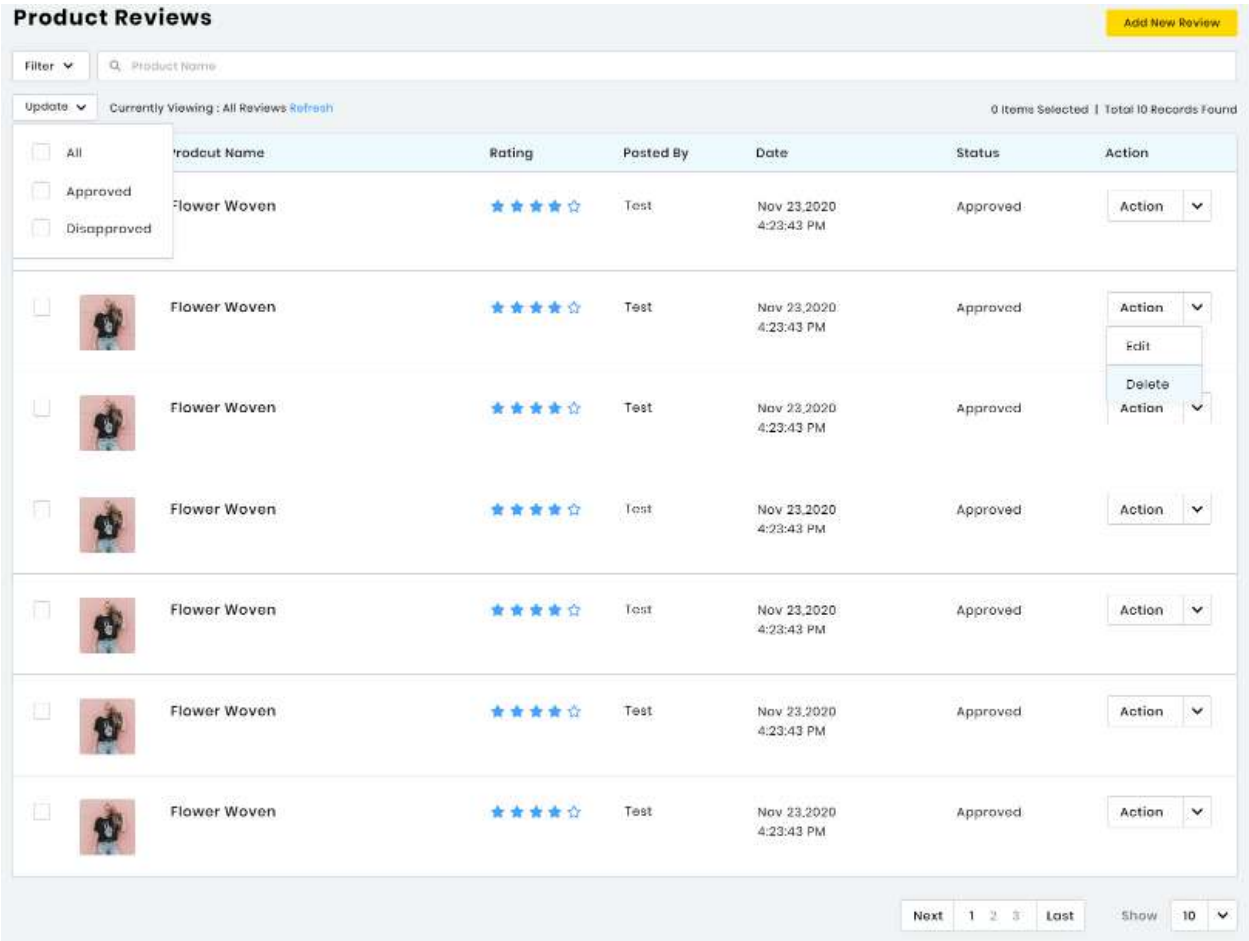


- Click ‘Save’ to update all the information about the product category that you’ve recently added.

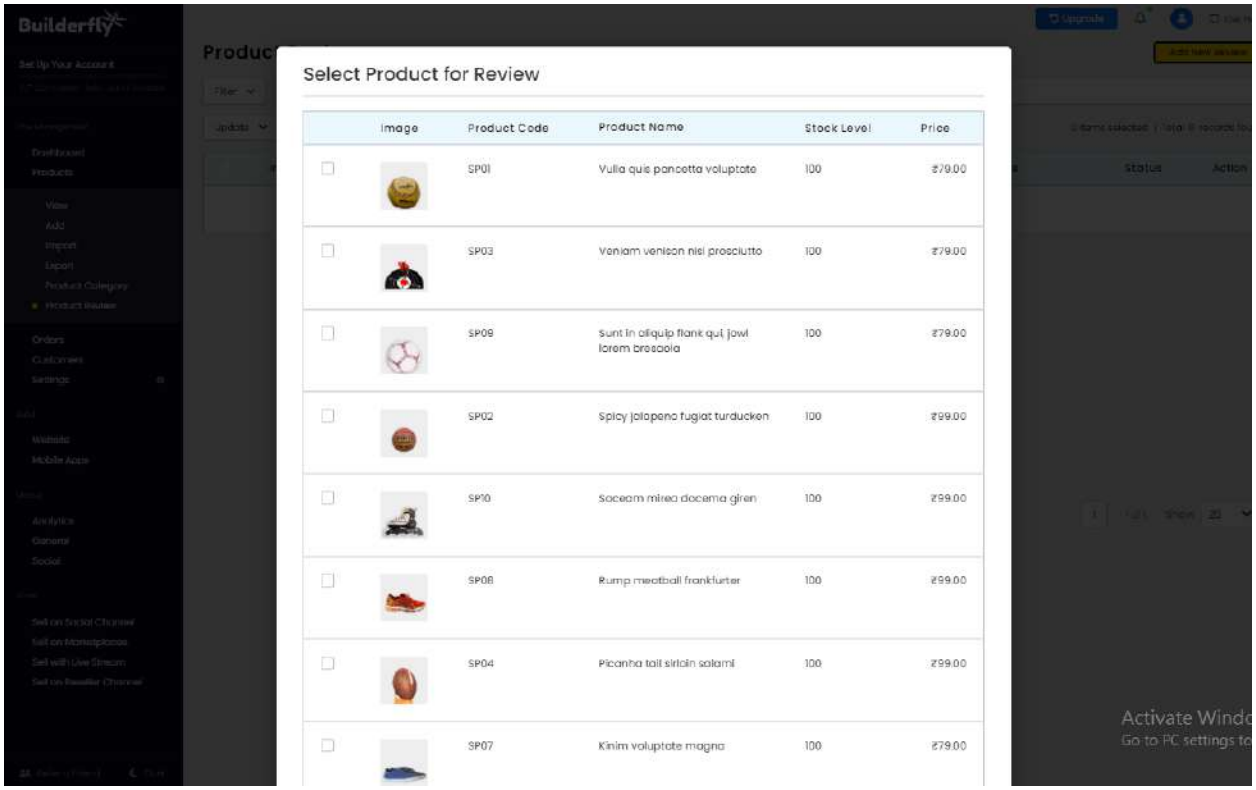
Product Review

Ratings and reviews are a lot important for your customers. Reviews are known to impact buying decisions of your audience. You can view the customer reviews and manage the pending reviews under this section. Also, you can add reviews to your products from the backend.

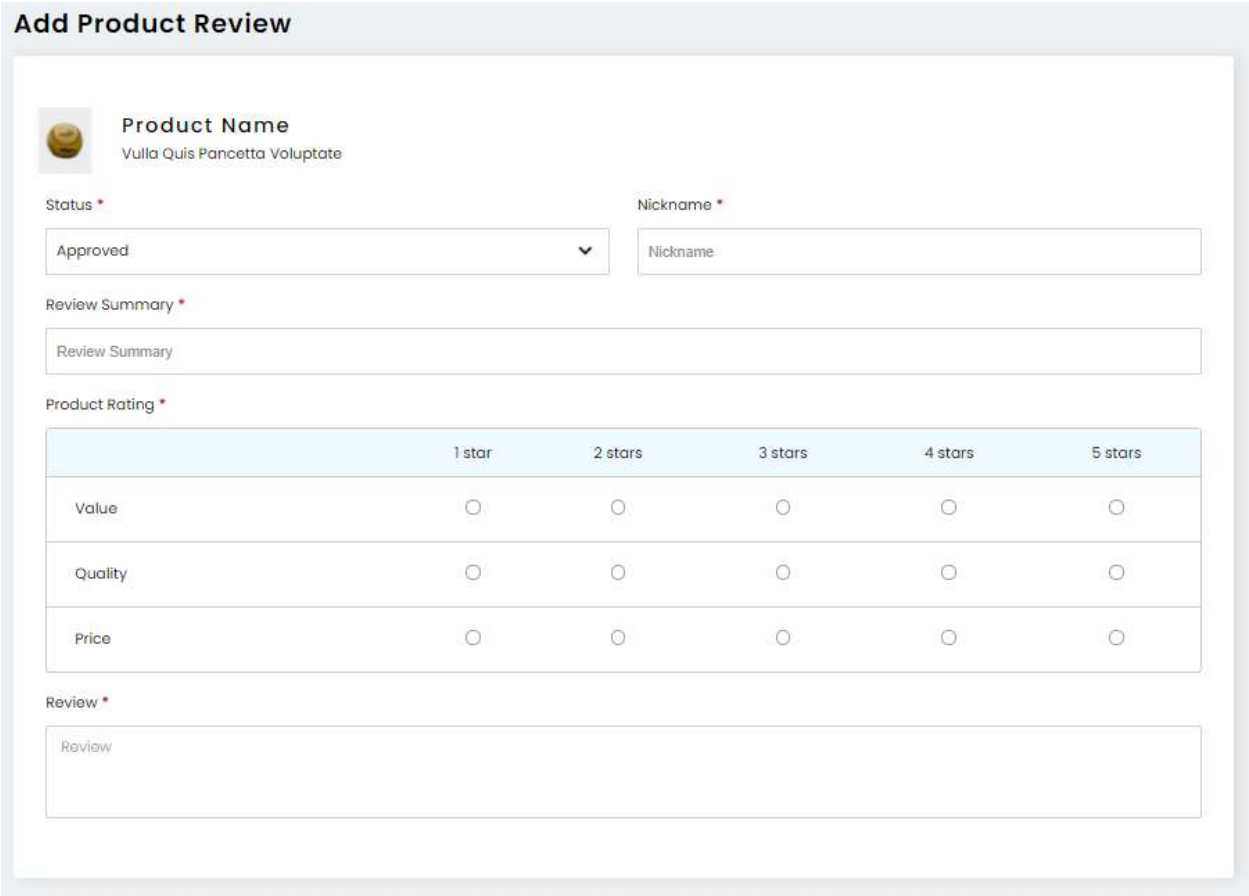
- Select ‘Product Reviews’ under the ‘Products’ tab.
- Select the products you have pending reviews and change the status to approved.
- To add a product review on your own, click ‘Add New Review’.



- Select the products you want to be reviewed. Click ‘Create Review.’



- Add the product review and a star rating that you like to add for price, quality, and value. Click ‘Save’ to update.



Once you are done updating the review. Click ‘Save,’ and you can see it in the ‘Product Review’ tab.

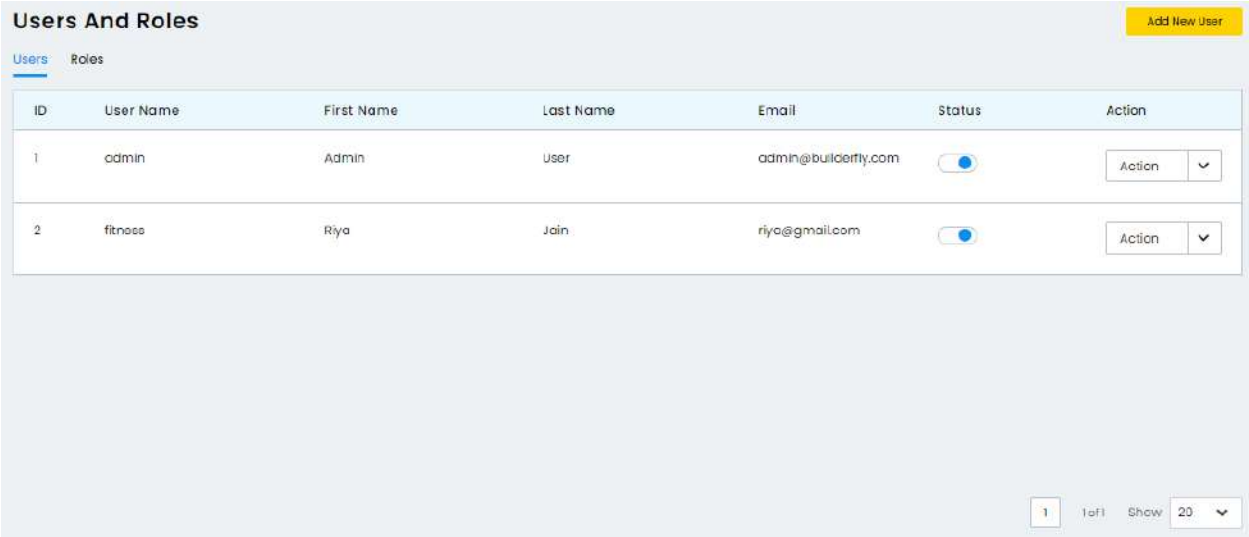
SETTINGS

After updating products, it’s time to make settings to make your account ready to start an online business. From here, you can manage and update settings for:

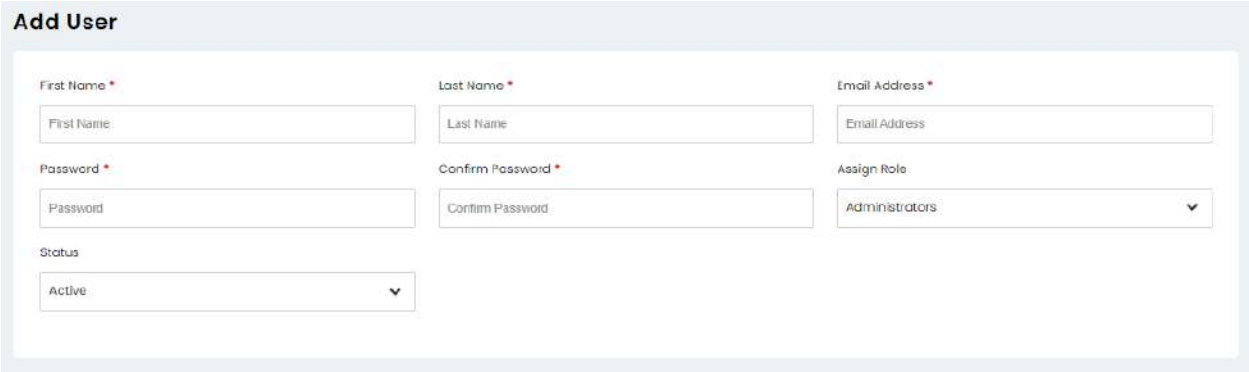
- Users and Roles
- Domain
- Payment
- Shipping
- Tax
- Email Templates
- Performance Booster

Users and Roles

In this section, you can assign different roles to your team members and streamline your operational team's tasks. To create the user profile, follow the steps below:



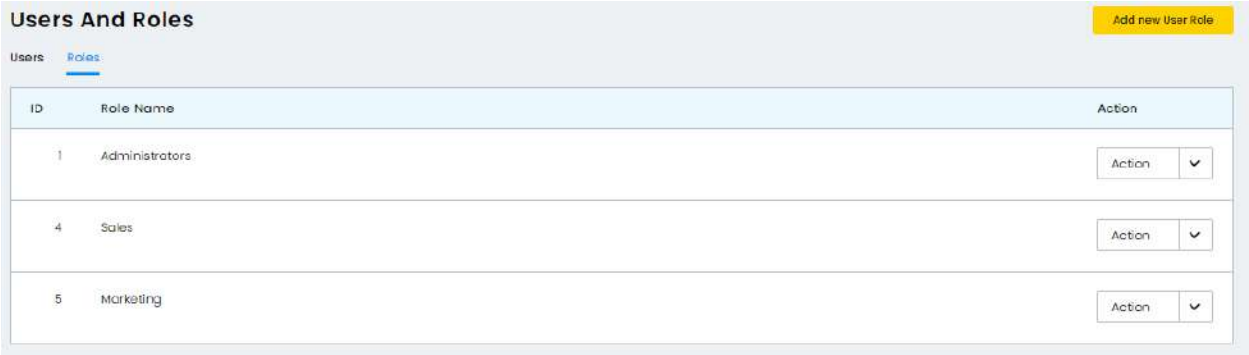
- Click on 'Users and Roles' under settings.
- Click on 'Add New User'.



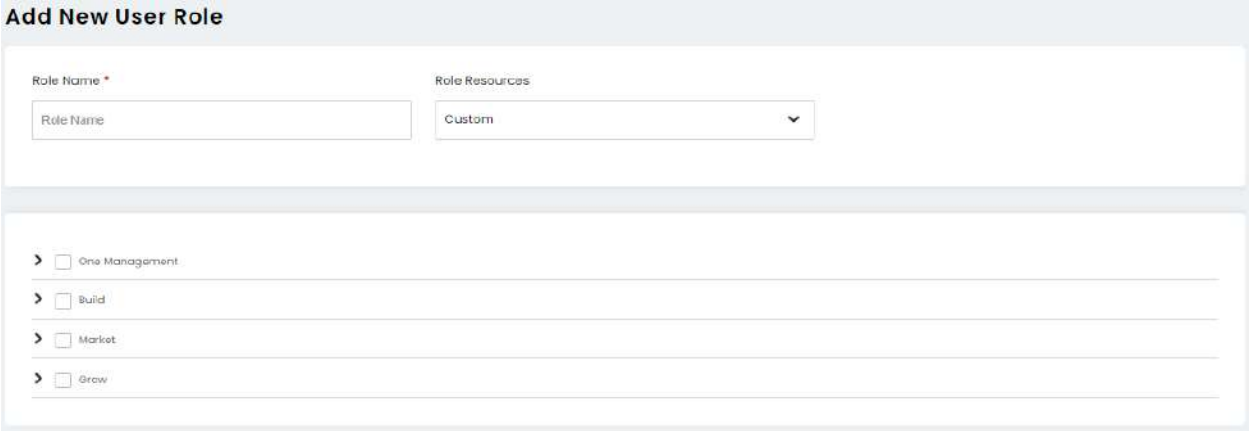
- Update information to complete the user profile and assign roles to give dedicated access to your Builderfly account.
- You can change the status of a user profile by setting it to 'Active' or 'Inactive', as per the need of time.
- Set a password and type your current password to validate user access.
- Click 'Save' to create a user profile.

You can view all the users of your account listed here. You can choose the drop-down options under 'Action' tab to edit/update/ delete the profile created.

The basic roles you will have available for your users will be of ‘Administrator’, ‘Accountant’, ‘Sales’, and ‘Marketing’. You can edit the permissions and can create new roles, as per preferences. To create the user’s role, follow the steps created:



- Under ‘Users and Roles,’ click on the ‘Roles’ tab.
- Here, you will get all the roles listed. To edit/delete existing ones, click on the edit and drop-down option to check for delete.
- To create a new role for the user, click on ‘Add Role’.



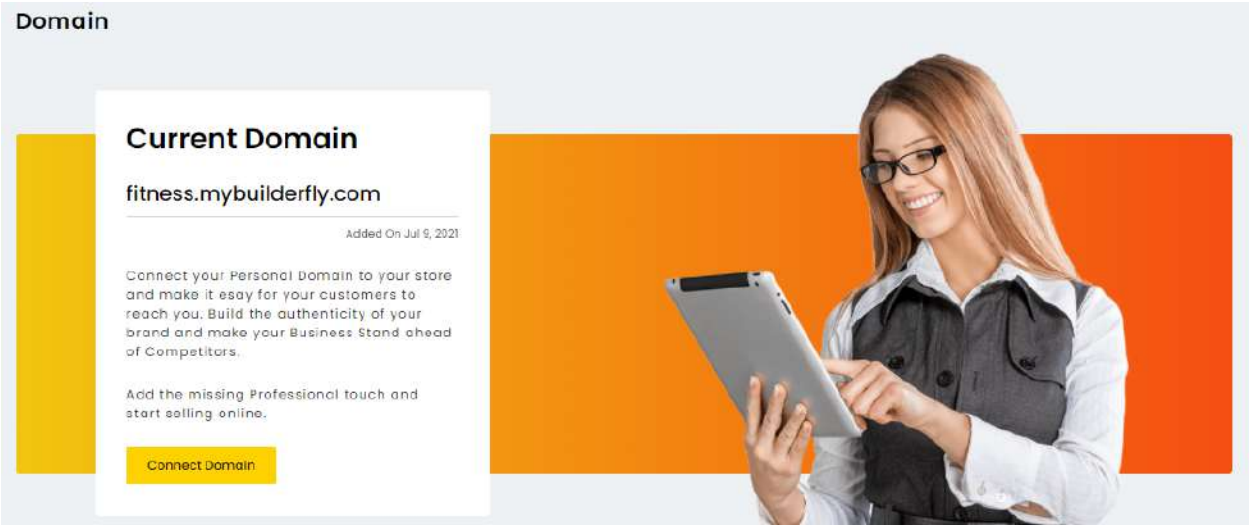
- Update the information to create roles and check the boxes to assign permissions to the sections you like to allow access to the user.

- Click ‘Save’ to update and assign the responsibilities to ‘New Role’ created.

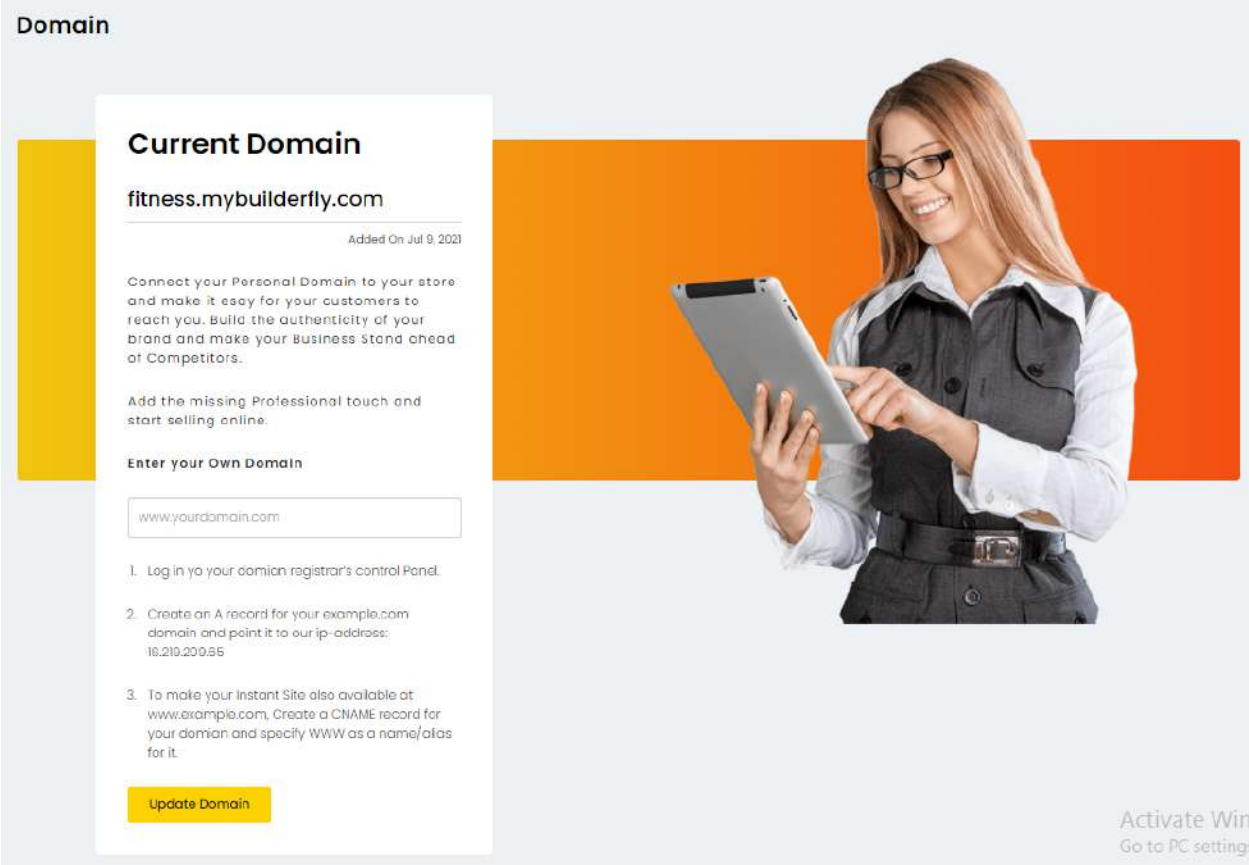
Domain

Configure your store with your personal domain name.

- Select 'Domain' under the 'Settings' tab.
- Click 'Connect Domain'.



- Type your personal domain name in the ‘Enter Your Own Domain’ box.



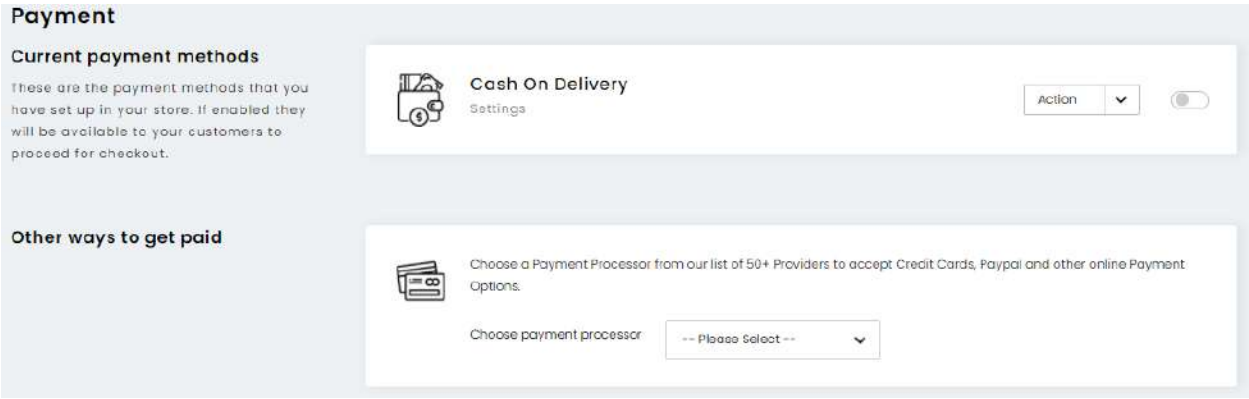
- Click ‘Update Domain’ to set up your domain for your online store.

It may take some time to go live. Wait till then.

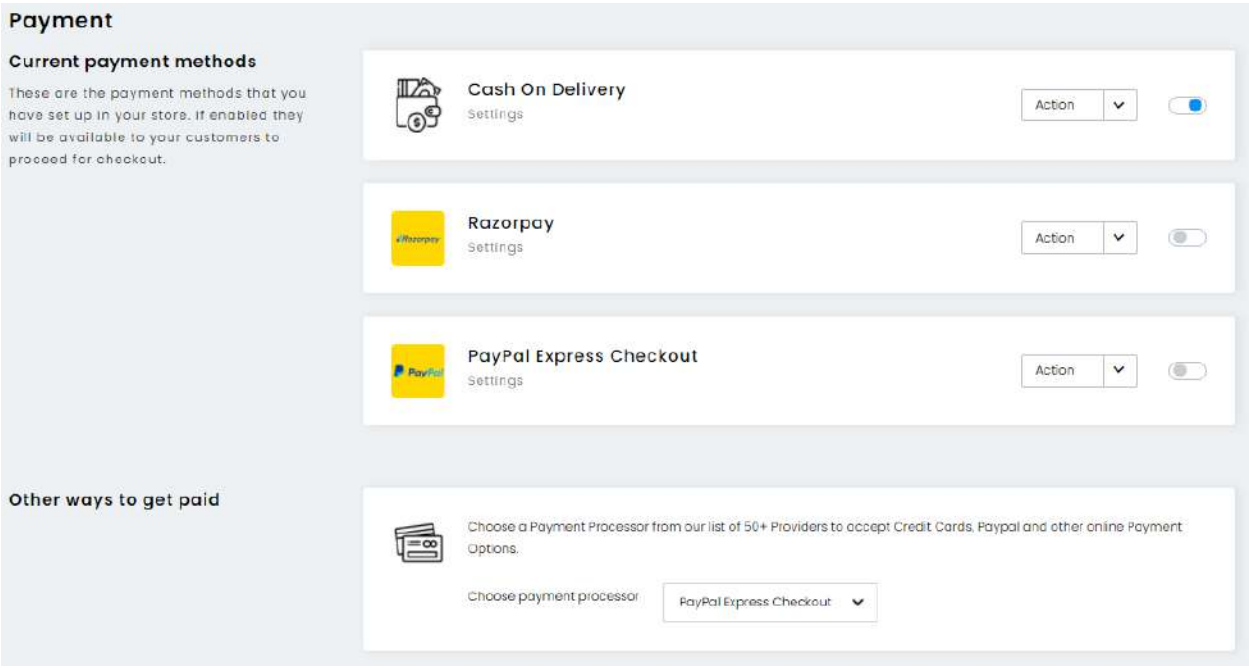
Payment

Add, view, and manage the payment services you like to offer to your customers for a swift and secure shopping experience. You can configure offline as well as online payment options like COD, Authorise.net, net banking, card transfers, and bank transfers.

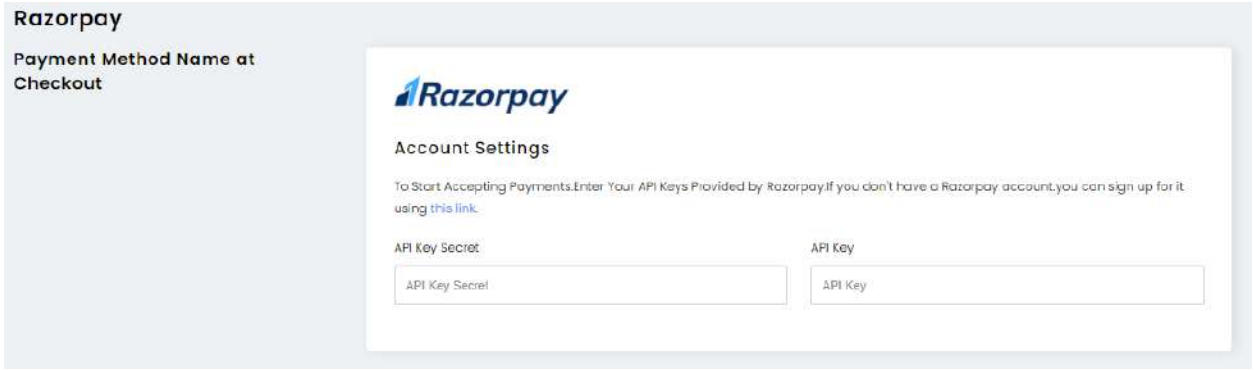
- Use the toggle button to Enable/Disable COD options at your store. Click ‘Edit’ to update settings for COD orders.



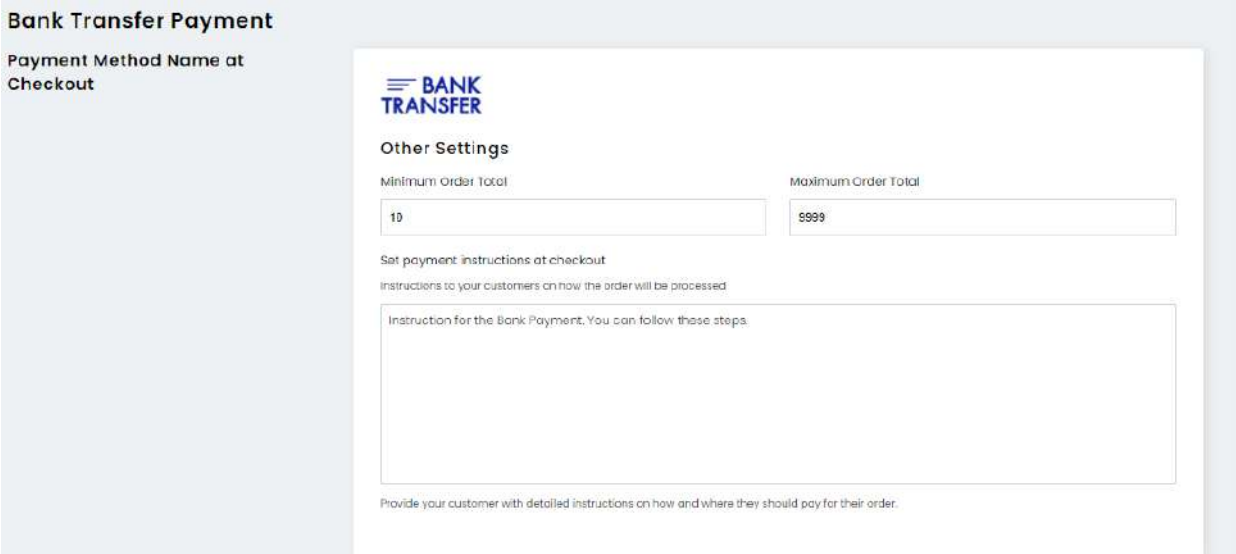
- Choose the payment gateway through which you want to accept payment on your store. Whichever the payment option, you enable you to get access to detailed edit pages for the same.



- Click Action to get the drop down options viz edit and delete.



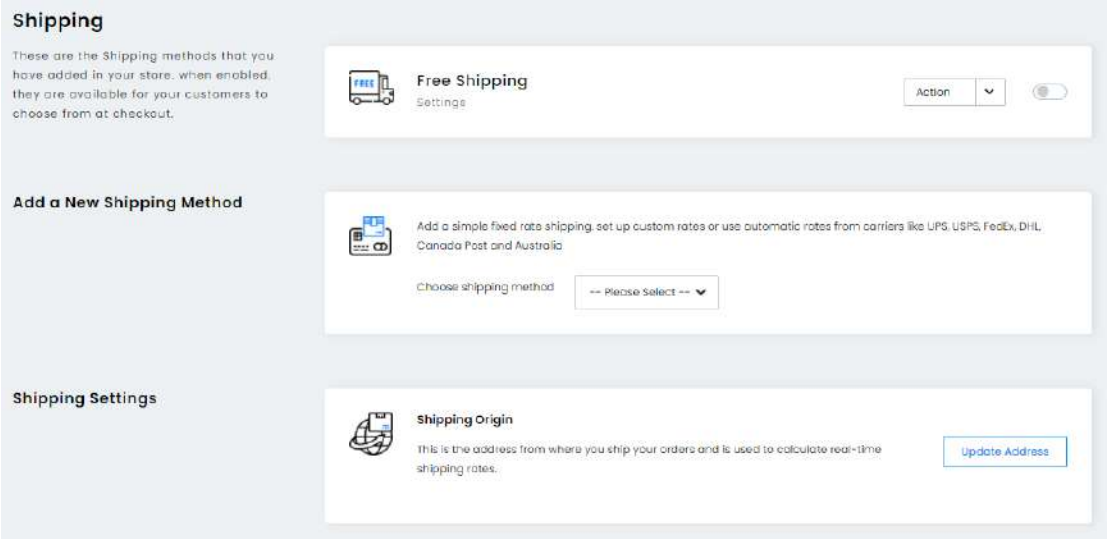
- Click ‘Edit’ to configure the chosen payment gateway with API ID, merchant key, and other information to set up your merchant payment account.
- Click ‘Save.’
- Enable Bank Transfer to let your customers directly send you payment in your bank account.



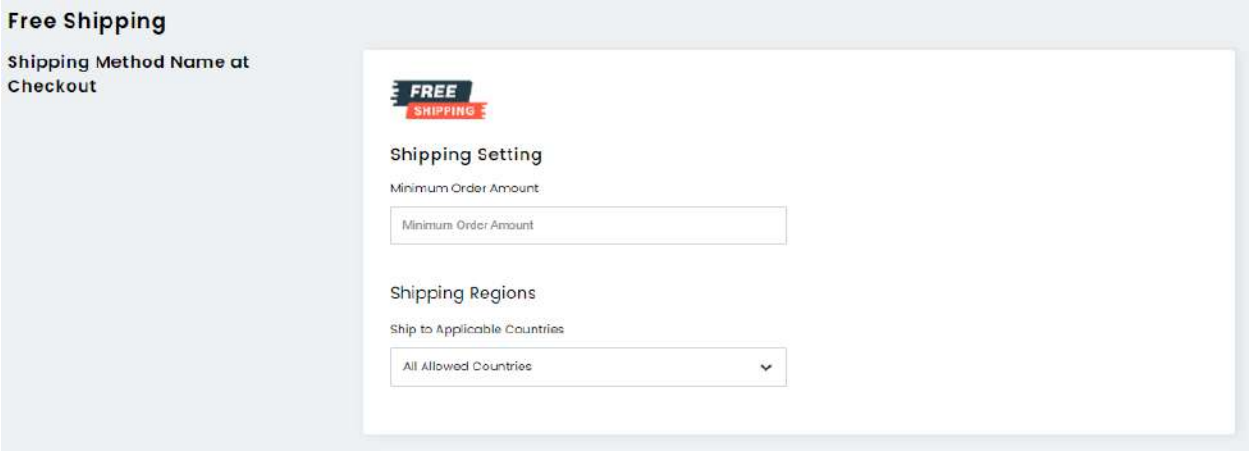
- Under payment options in the ‘Settings' tab, choose ‘Bank Transfer’.
- Update information hit ‘Save.’

Shipping

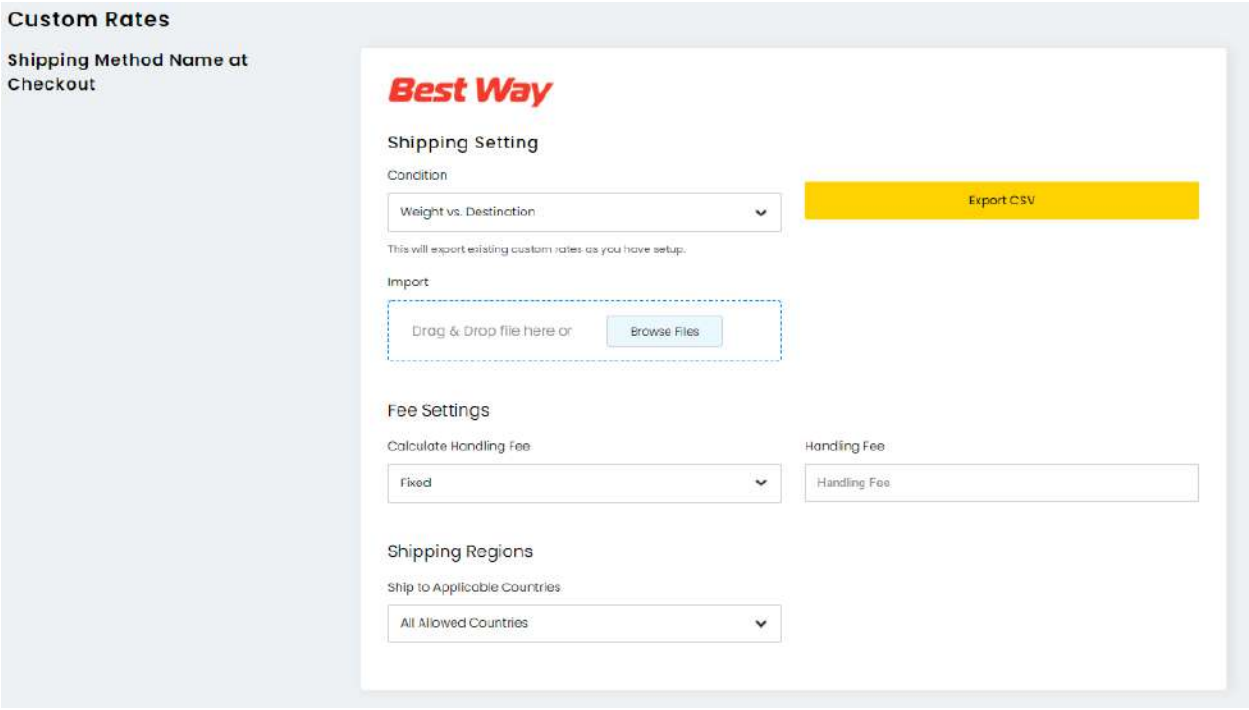
Here, you can add, update, view, and manage your shipping settings. Mention all those shipping options with which you want to deliver your orders at the door of your customers.



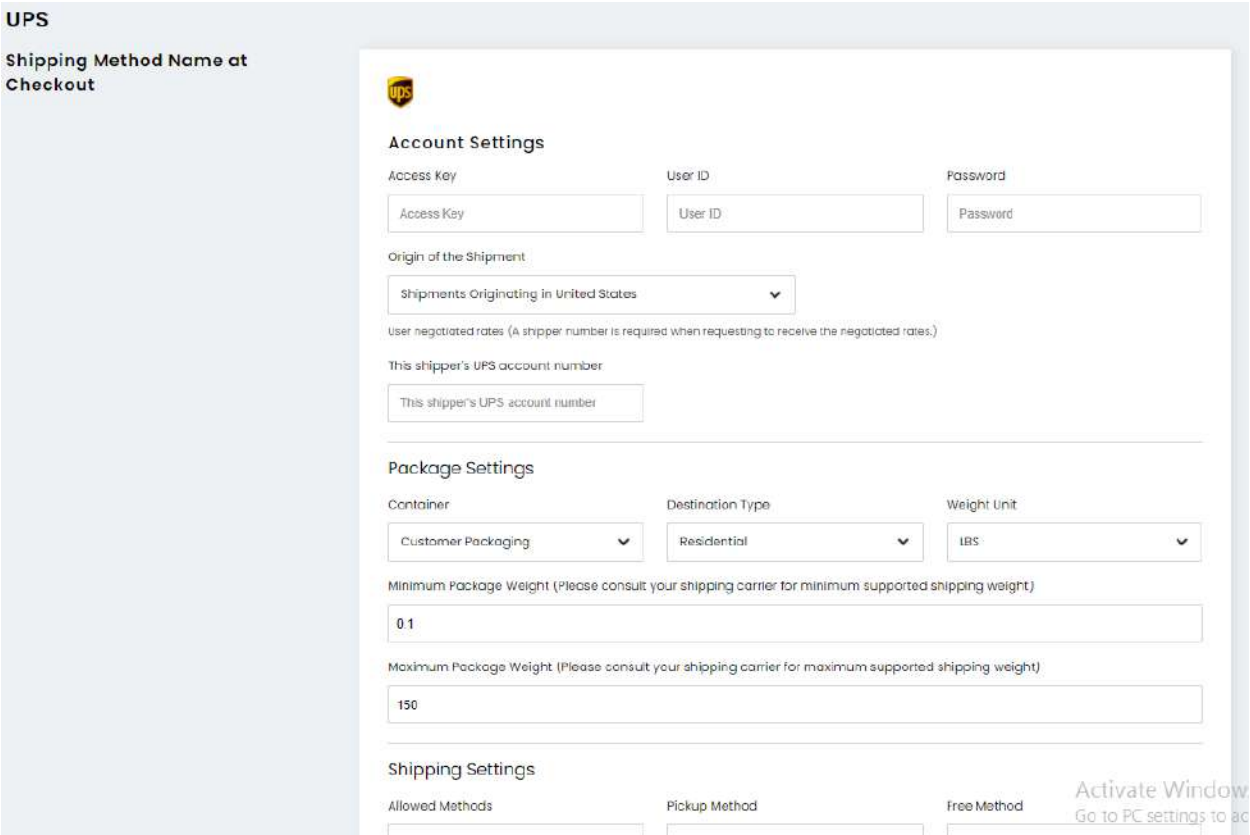
- Click ‘Shipping’ in the ‘Settings’ tab.
- Enable/Disable ‘Free Shipping’ at your store by pushing the toggle button.
- To update configuration settings for free shipping from the drop-down option, choose ‘Edit’.



- Update new shipping method by selecting the one out of fixed rates, tabled rates, and enabling ‘real-time shipment rates’.
- Whichever option you enable, you can configure your store by clicking on ‘Edit’ under the drop down.



- To update real-time shipping rates for all of your packages, update UPS, USPS, FedEx, DHL. You can select it from the drop-down and edit to update.



- Click 'Save' to update your shipping preferences.

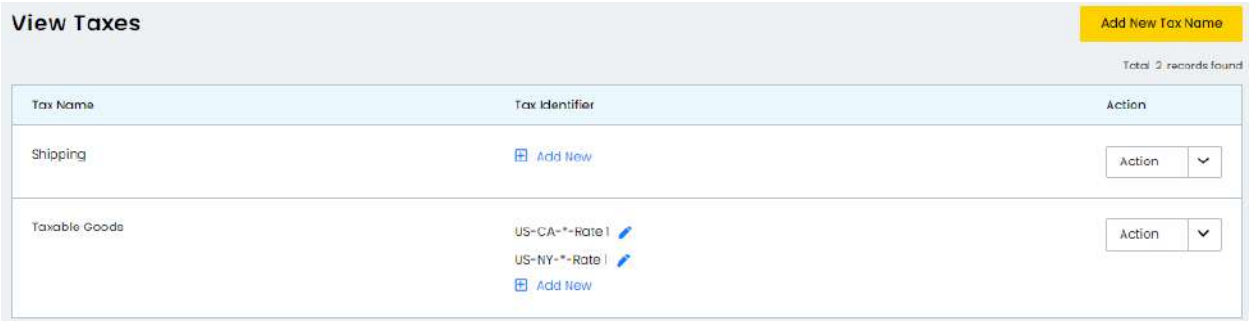
You can configure your store with different shipping options according to preference of location.

Tax

Update the tax relating details for your store in this section:

Tax Rules

You can add and manage tax rules from here.



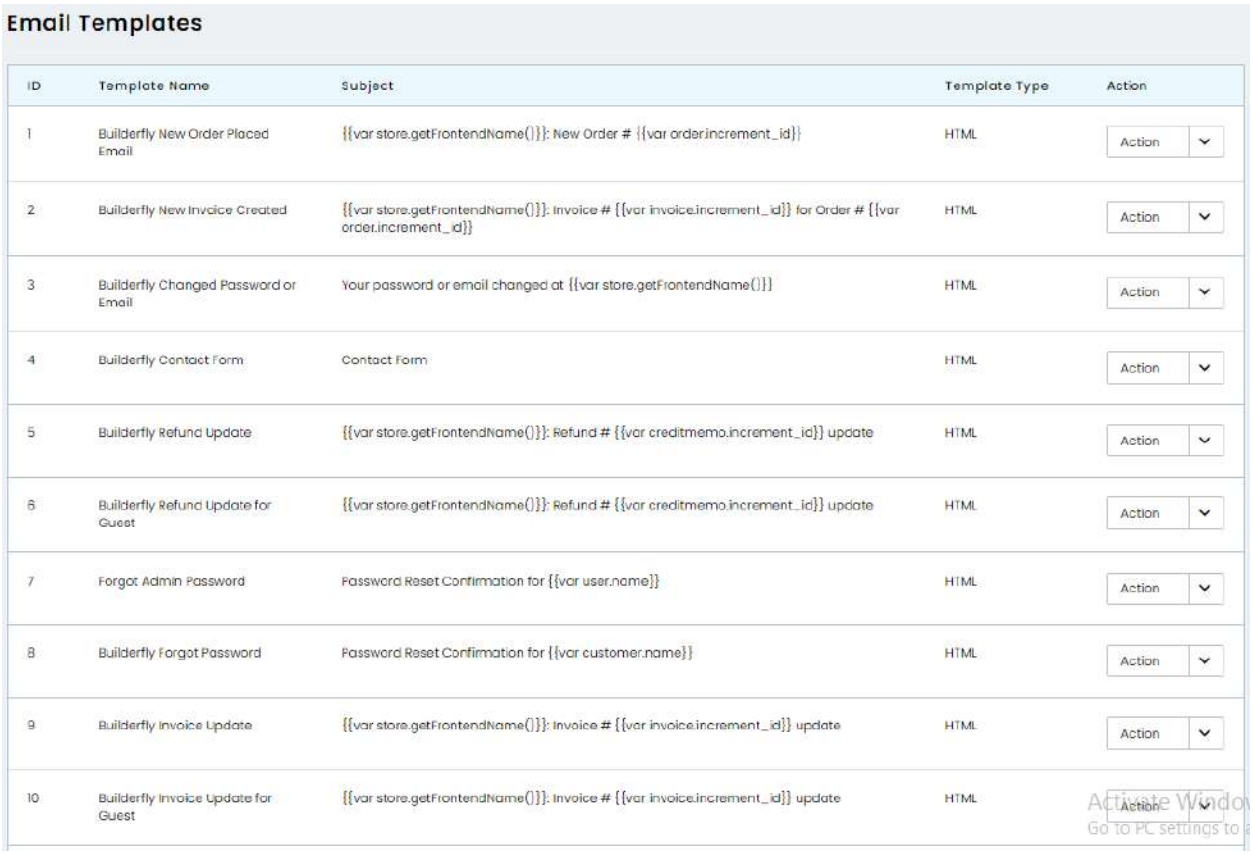
For different customer groups, you can create different tax rules that can be applied from time to time. Click ‘Add New Tax Name’ for adding a new tax name.

Once you save the ‘New Tax Name’, you will see ‘+ Add New’ in the ‘Tax Identifiers.’ Click on it, to create distinct tax classes for that tax category.

You can manage all your tax zones & related rules based on geographies here.

Email templates

We have a whole collection of ready-to-implement email templates listed here. You can preview them referring to the template names, and tweak them by clicking on the ‘Action’ & clicking ‘Edit’.

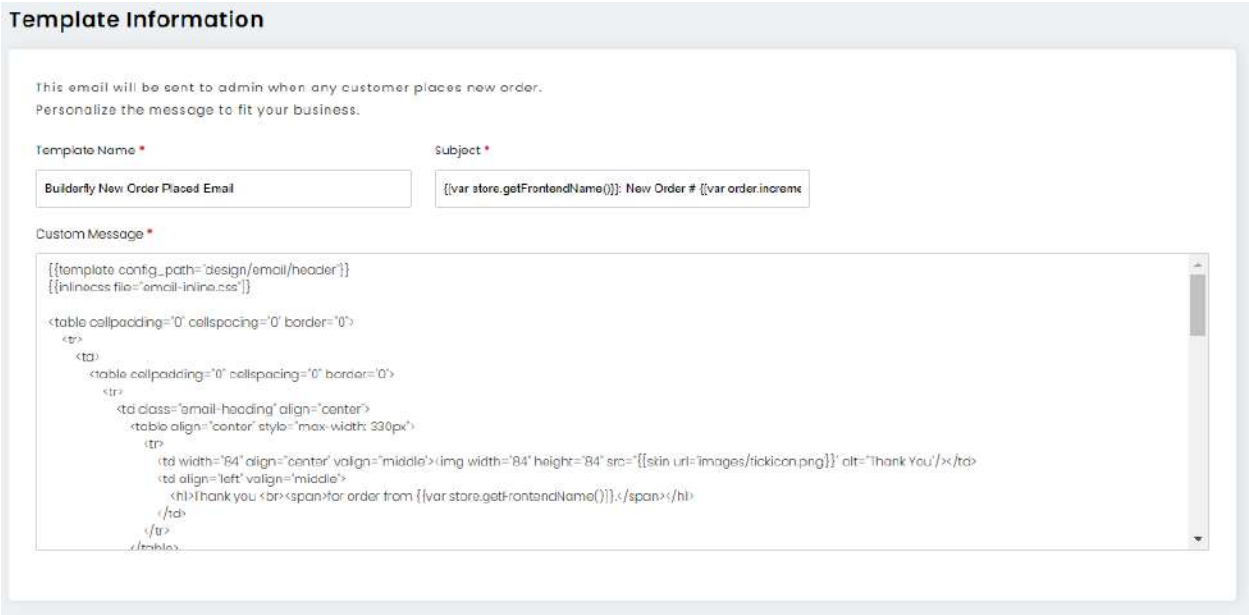


Email Templates

ID	Template Name	Subject	Template Type	Action
1	Builderfly New Order Placed Email	{{var store.getFrontendName()}}: New Order # {{var order.increment_id}}	HTML	Action
2	Builderfly New Invoice Created	{{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} for Order # {{var order.increment_id}}	HTML	Action
3	Builderfly Changed Password or Email	Your password or email changed at {{var store.getFrontendName()}}	HTML	Action
4	Builderfly Contact Form	Contact Form	HTML	Action
5	Builderfly Refund Update	{{var store.getFrontendName()}}: Refund # {{var creditmemo.increment_id}} update	HTML	Action
6	Builderfly Refund Update for Guest	{{var store.getFrontendName()}}: Refund # {{var creditmemo.increment_id}} update	HTML	Action
7	Forgot Admin Password	Password Reset Confirmation for {{var user.name}}	HTML	Action
8	Builderfly Forgot Password	Password Reset Confirmation for {{var customer.name}}	HTML	Action
9	Builderfly Invoice Update	{{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} update	HTML	Action
10	Builderfly Invoice Update for Guest	{{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} update	HTML	Action

Activate Windo
Go to PC settings to

You can edit the email template and update information in its HTML version. It may seem intimidating at first, but you can simply update the content you want to & preview the magic that you’ve created.



Performance Booster

Performance Booster is to clear the cache memory of your store. It may improve the loading speed of your store. It’s no rocket science, just click on Start & rest will be managed in the backend.

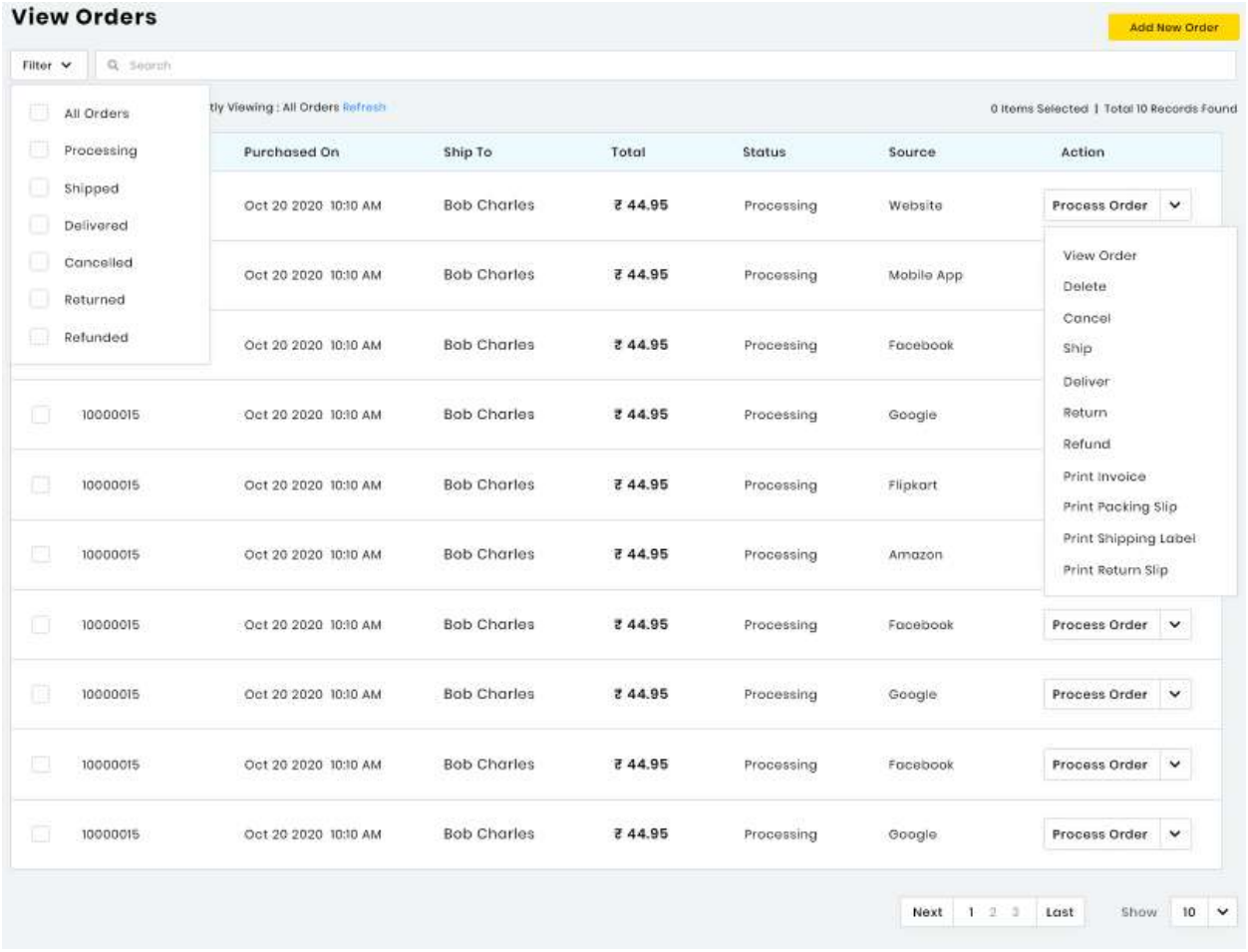
ORDERS

You can view, manage, add, and check all the orders you will receive at your Builderfly store in one place.

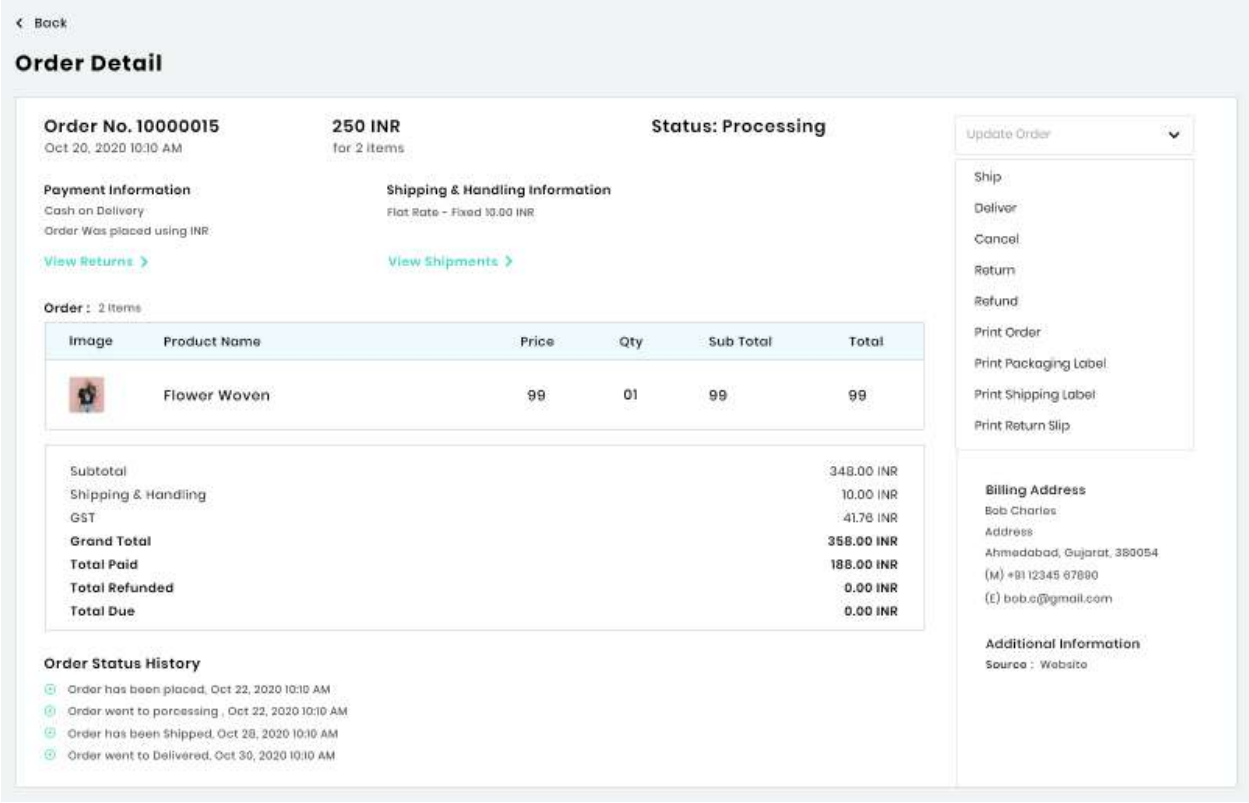
- View
- Add
- Export
- Shipments
- Order Statuses

View

In this tab, you will get all the orders listed. You can take different actions on any of your orders to update the status of the order to process it. Also, you can filter your order based on different filters.



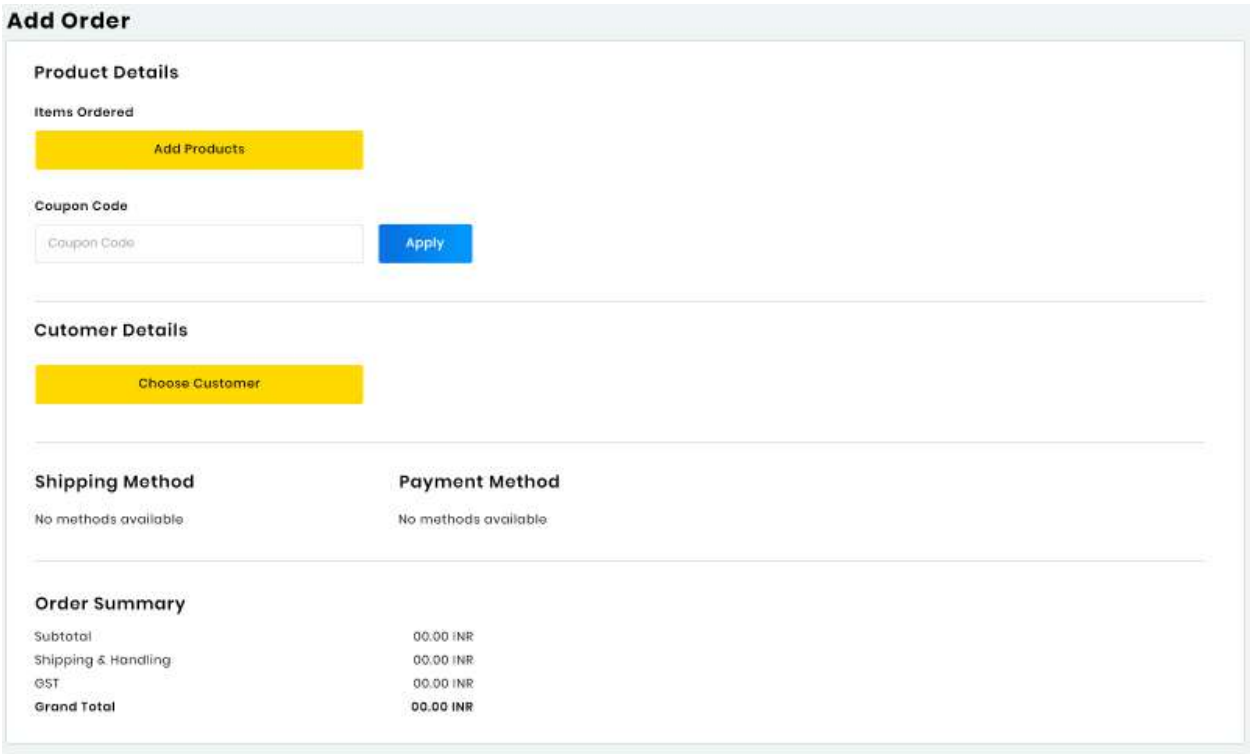
Click on the invoice number to view the order and all the information. Select ‘Ship’ to process the order shipment.



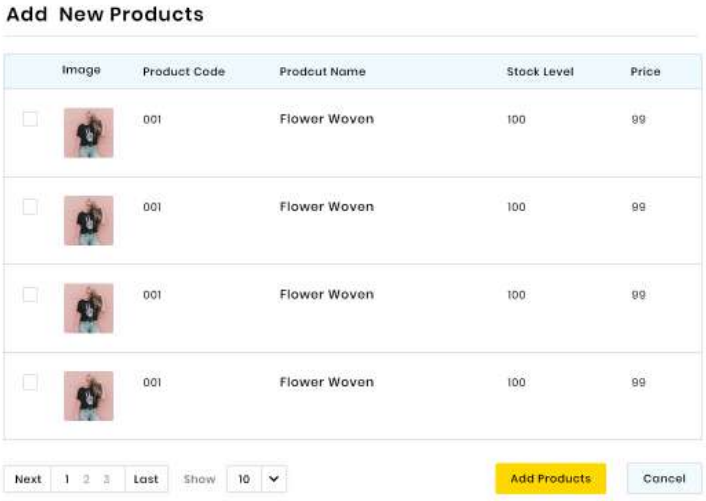
Add

If you want to add an order manually through your store, you can do it from here.

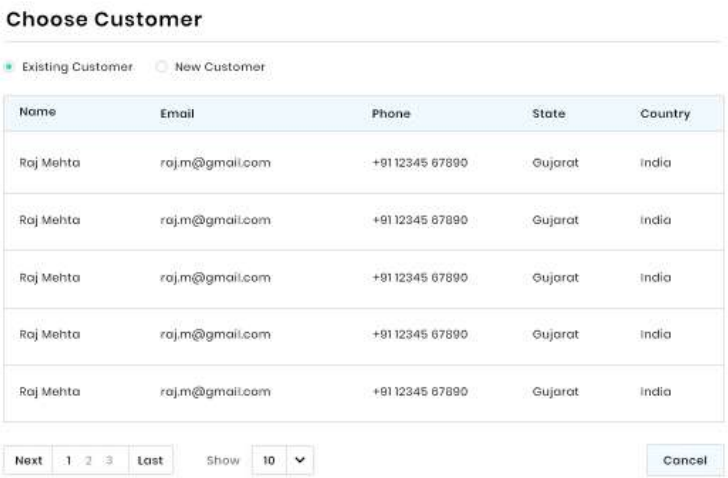
- Under 'Orders' click on 'Add'.



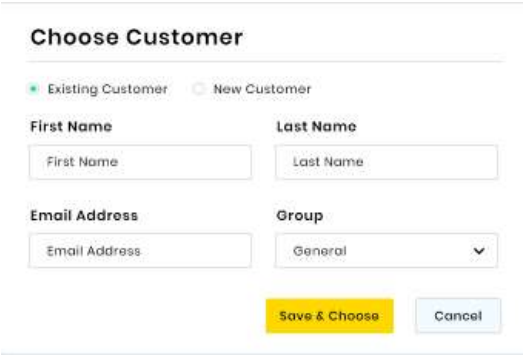
- Click on ‘Add Products’ to add the products to your order. You can select the products from the popup window displayed below.



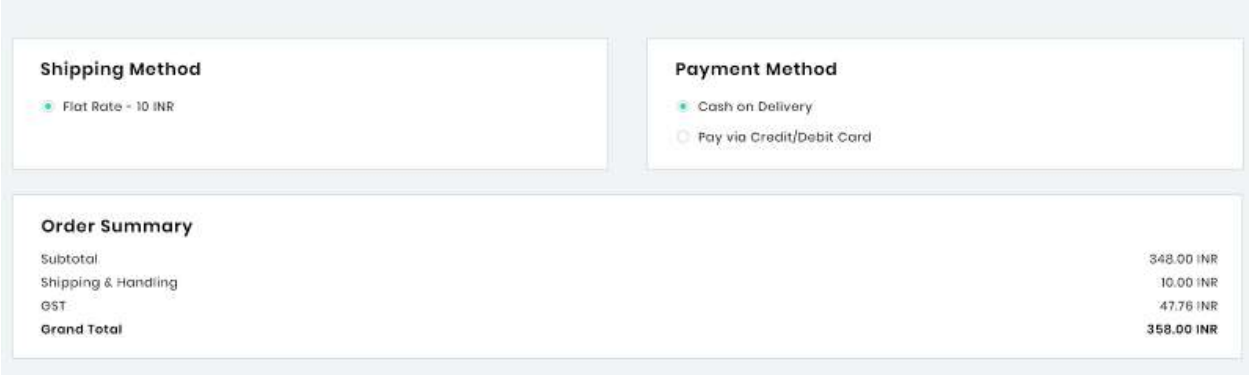
- Click on ‘Choose Customer’ to select the customer from your database.



- If the customer is not already listed in your database, you can add directly by selecting the ‘New Customer’ tab.



- Update payment and shipping options.



Add Order

Product Details

Items Ordered

Add New Products

Product Name	Product Code	Price	Qty	Subtotal	Action
T-Shit	001	99	− 01 +	99	Action
Cotton Pant	002	249	− 01 +	249	Action

Coupon Code

Coupon Code

Apply

Customer Details

For bob Charles, bob.charles@gmail.com

Change Customer

Billing Address

Select from existing addresses

testuser testuser, test test, test, gujrat 476001, India

First Name

First Name

Last Name

Last Name

Street Address

Address

Address

City

City

Country

India

State/Province

Please Select

Zip/Postal Code

Zip Code

Telephone

Telephone

Save in address book

Shipping Address

same as Billing Address

Select from existing addresses

testuser testuser, test test, test, gujrat 476001, India

First Name

First Name

Last Name

Last Name

Street Address

Address

Address

City

City

Country

India

State/Province

Please Select

Zip/Postal Code

Zip Code

Telephone

Telephone

Save in address book

Shipping Method

- Flat Rate - 10 INR

Payment Method

- Cash on Delivery
- Pay via Credit/Debit Card

Order Summary

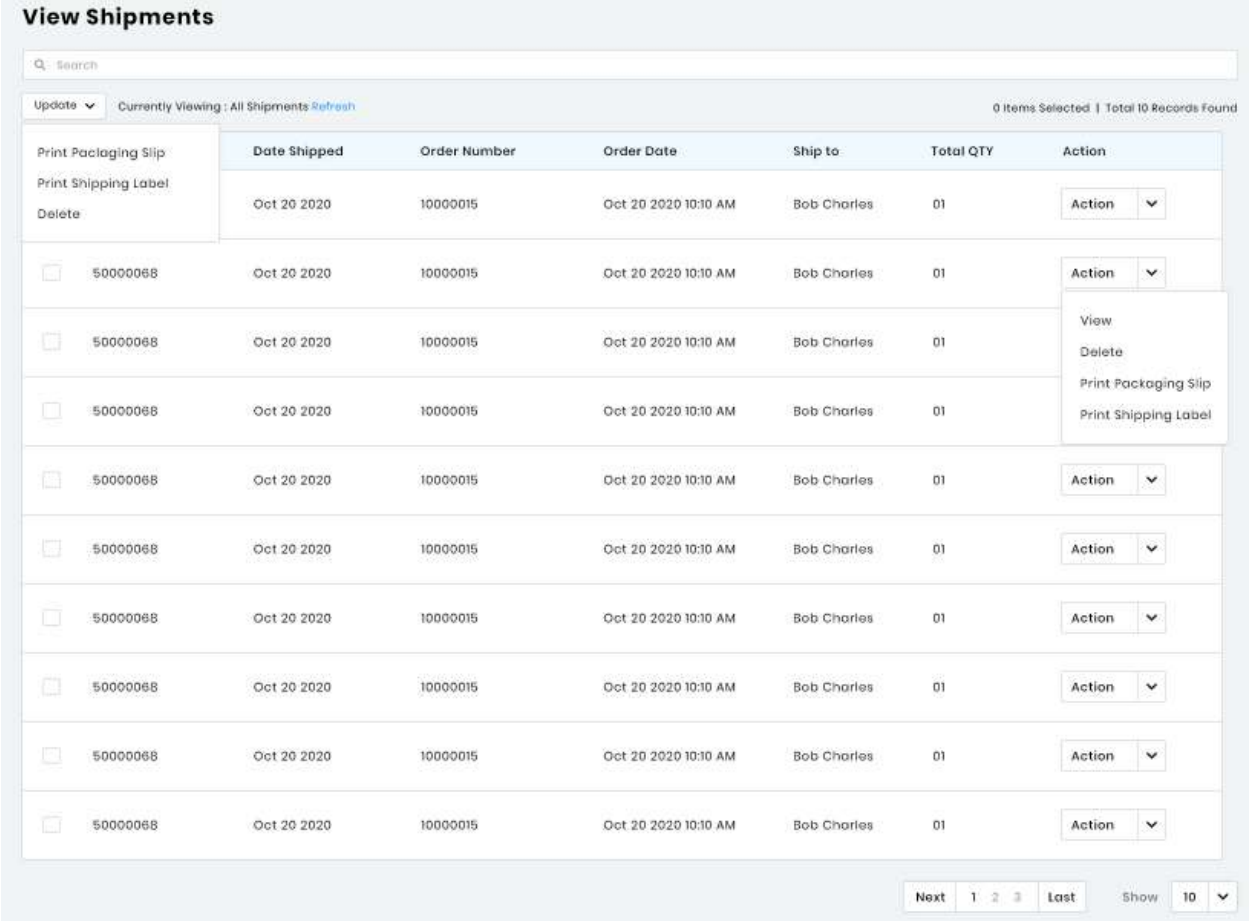
Subtotal	348.00 INR
Shipping & Handling	10.00 INR
GST	47.76 INR
Grand Total	**358.00 INR**

Export

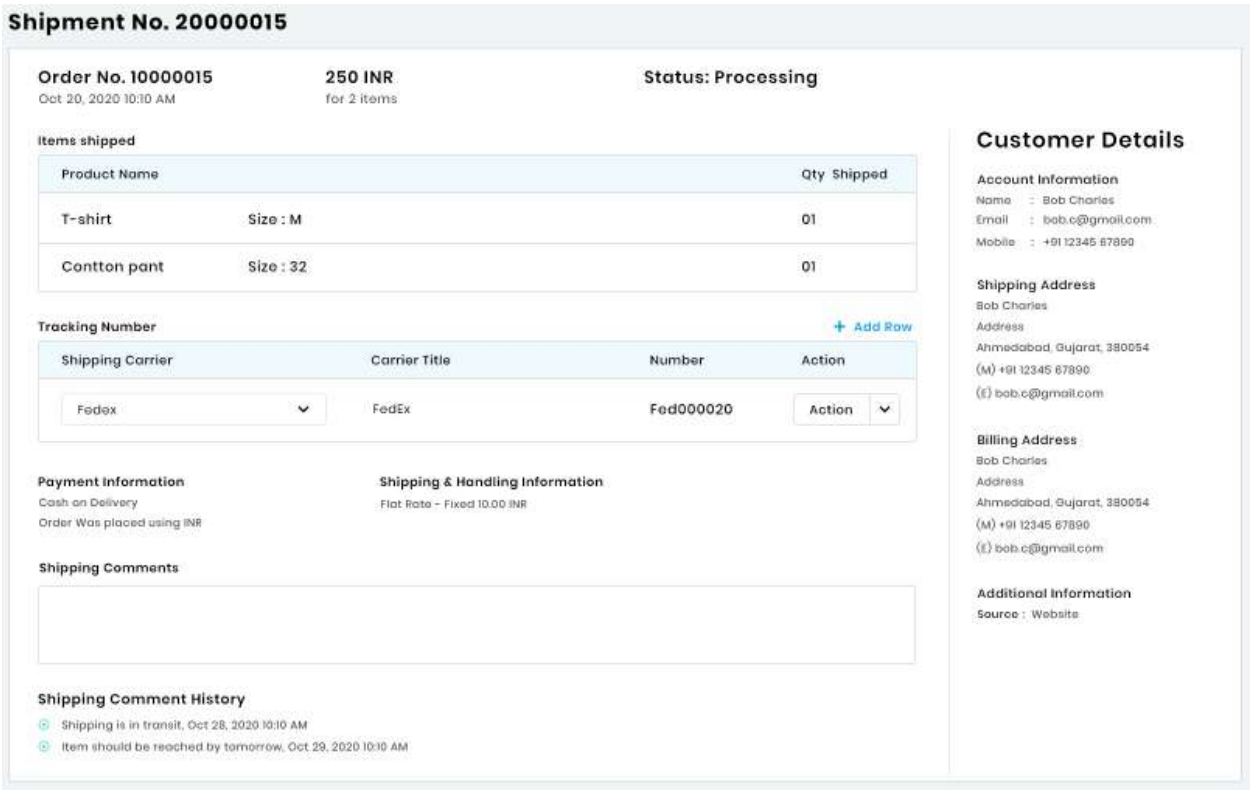
To process the orders in bulk and download the information about your orders, select ‘Export’ under ‘Orders’ tab, choose the file format (XML or CSV) and click ‘Export’.

Shipments

The orders that you've processed for shipment will be listed here.



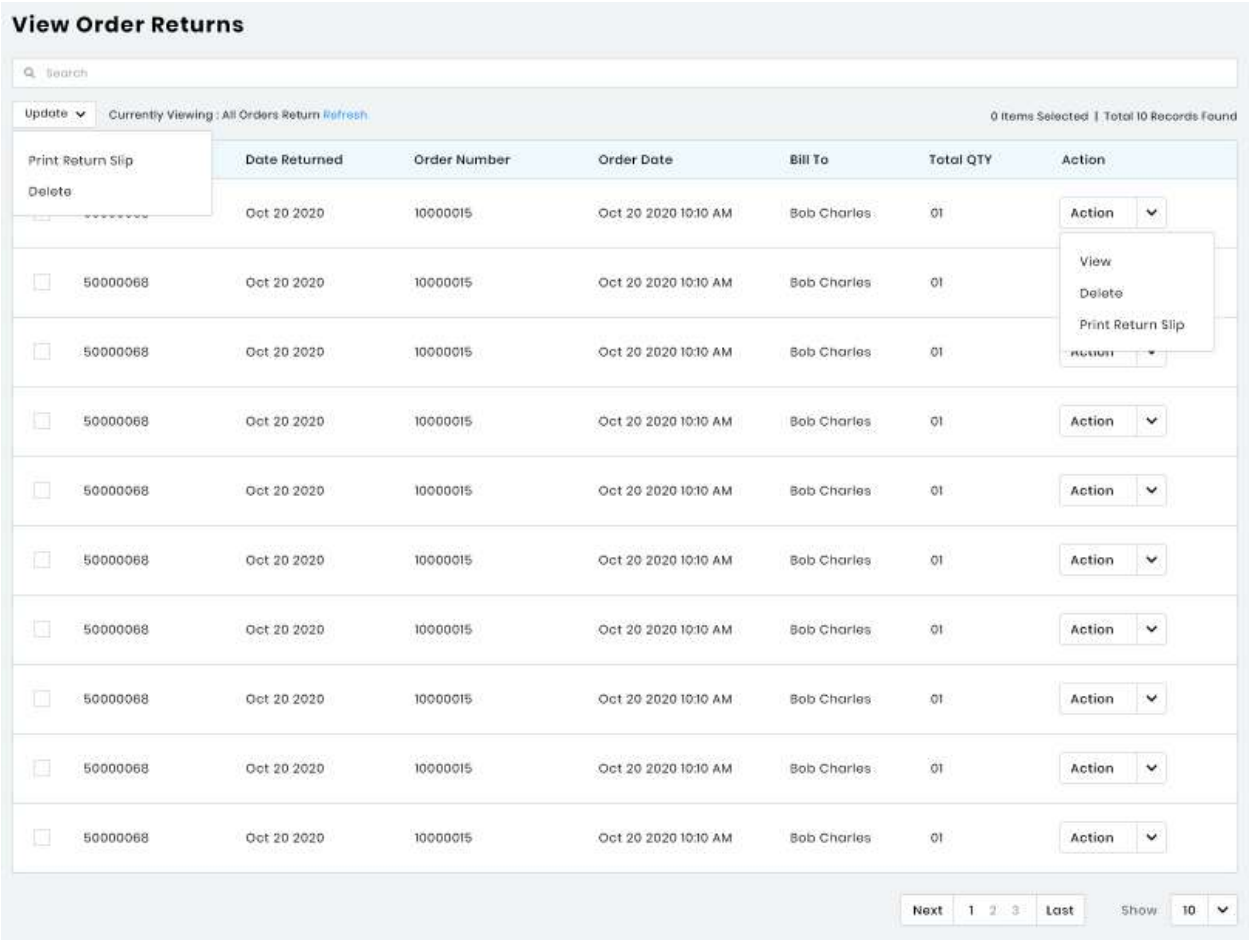
To download packaging slips and shipping labels, select in the drop-down and click on the options to download. When you click ‘View’, you will get shipment details displayed as:



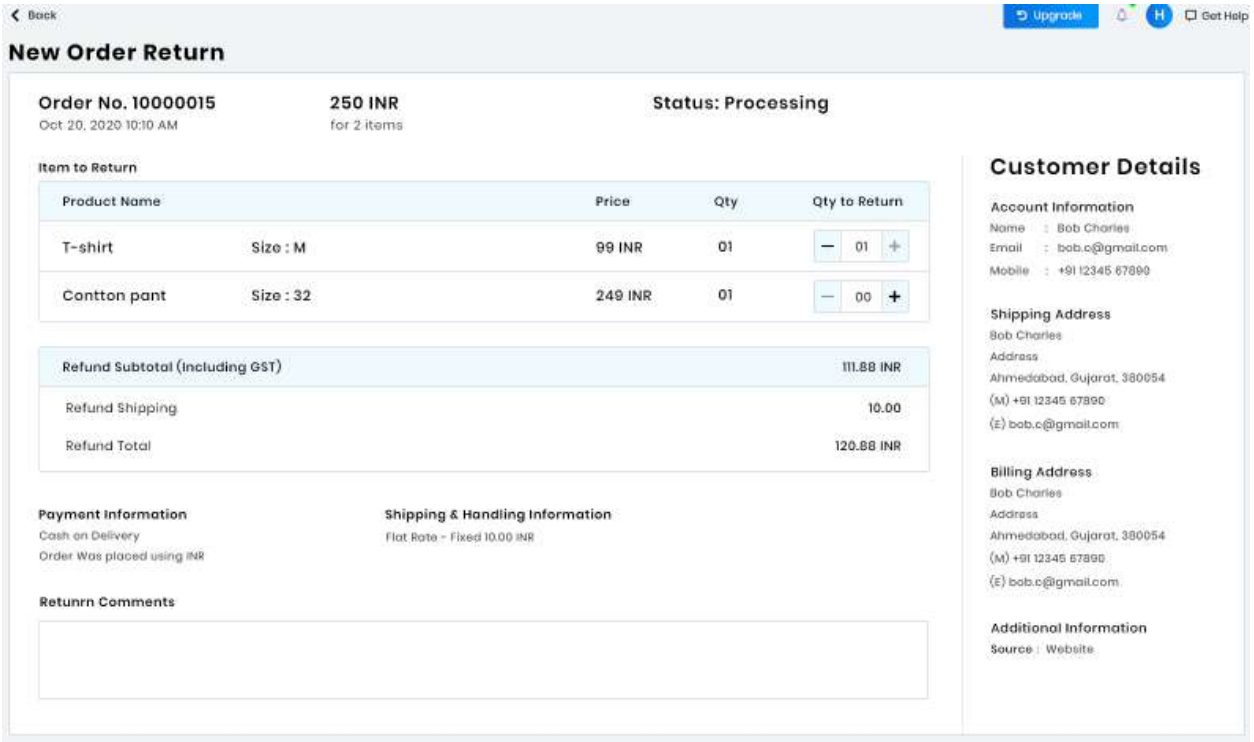
You can feed the shipment details manually by clicking the ‘Edit Order’ option under ‘Action’.

Returns

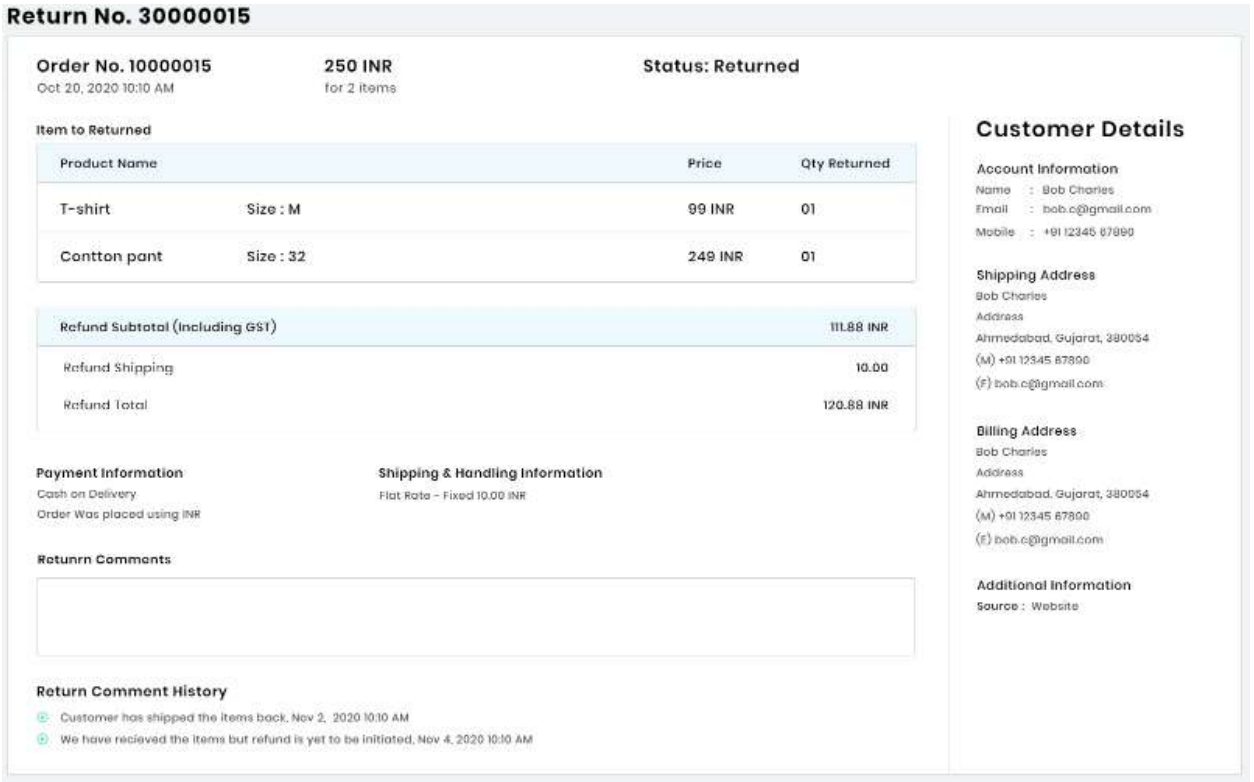
The returns orders processed through your account will be listed here.



When you click ‘View’ you will get order’s information displayed as



The order's return receipt will look like



Order Statuses

Order Statuses

Status	Status Description
Processing	Customer has placed an order with payment made or not made. You can ship once it is ready
Shipped	You have shipped the order and items are in transit now. You can update it with tracking number too.
Delivered	You delivered the order to the customer
Cancelled	You cancelled the order and will not be considered for further processing.
Returned	You initiated the return process for an order and all items are in transit back to you.
Refunded	You received all the items for an order and paid total refund to the customer back.

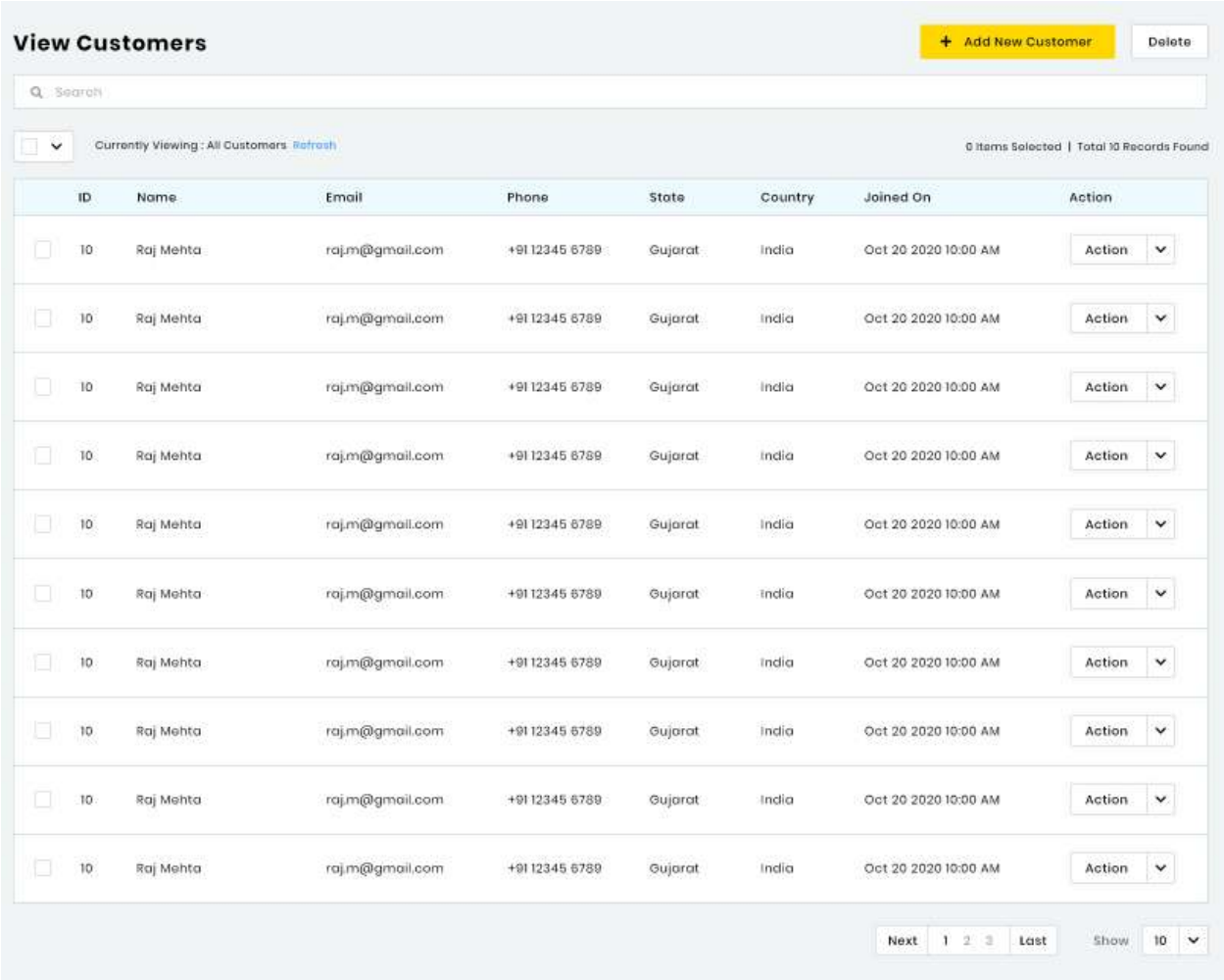
The jargon (Technical Words) in the glossary revealing Order Statuses will be listed here for a better understanding of merchants and users of Builderfly ecommerce platform.

CUSTOMERS

You can view and manage your existing customers from here. Also, you can create new customer profiles to manage all the customer's databases single-handedly. You will get access to the options listed below:

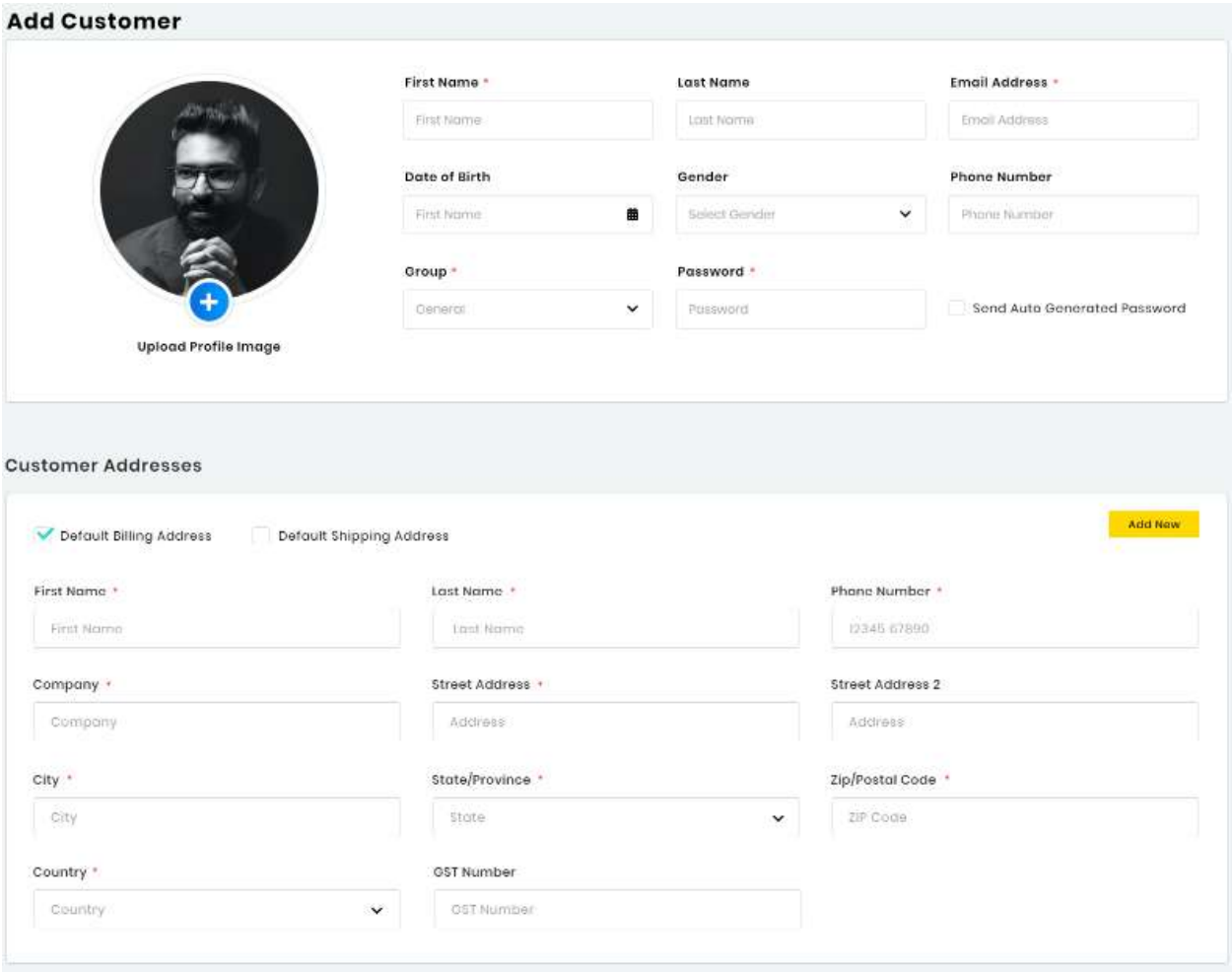
- View
- Add
- Import
- Export
- Customer Groups

View



View the list of customers, their email address, contact number, state, country, and actions tab with which you can edit /update customer information.

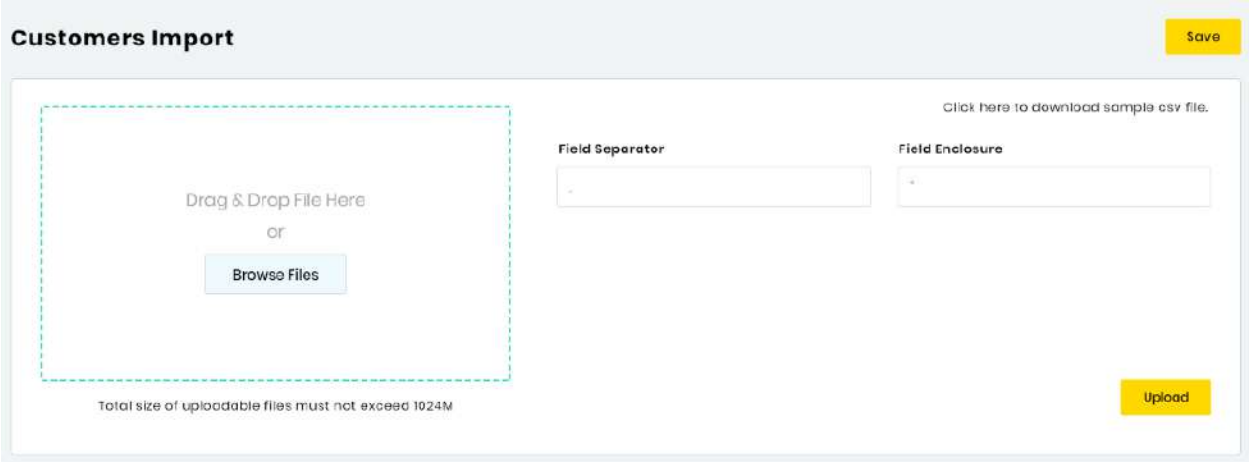
Add



To add a new customer to your store manually, click on '+ Add New Customer'. Here, you can update the information of your customer, billing, and shipping address. It will be automatically updated.

Import

If you have the customer's database already updated and laying under the sheets, you can import the same on your Builderfly dashboard and manage them single-handedly.

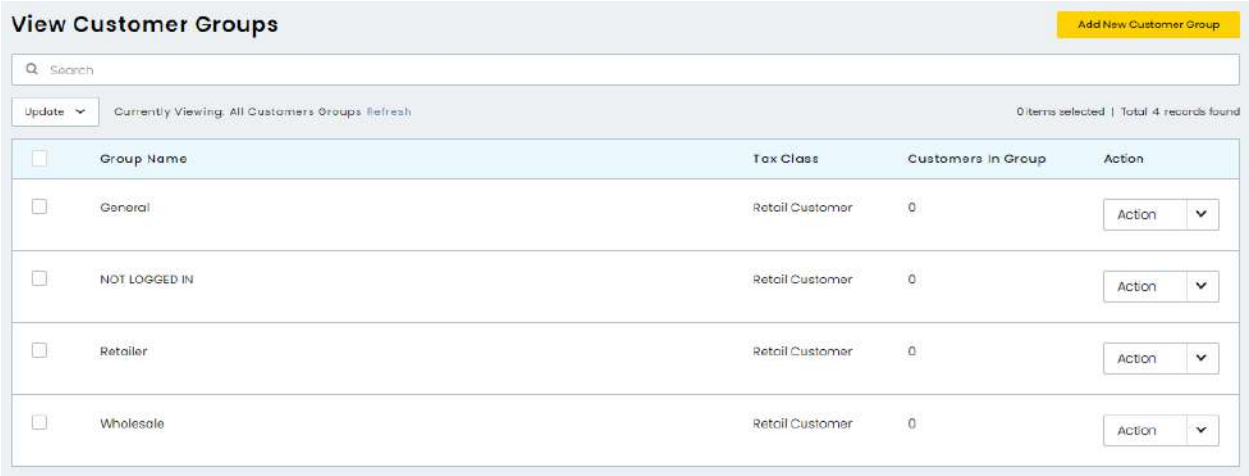


Download the sample file, update customer's information and upload using the 'Browse Files' option.

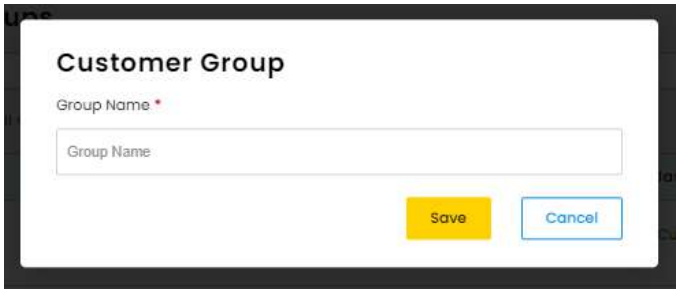
Export

To export a customer’s database distinctly for the usage of offline marketing or anything else, click on ‘Export,’ choose the file format, and download all the customer’s information at once.

Customer Groups

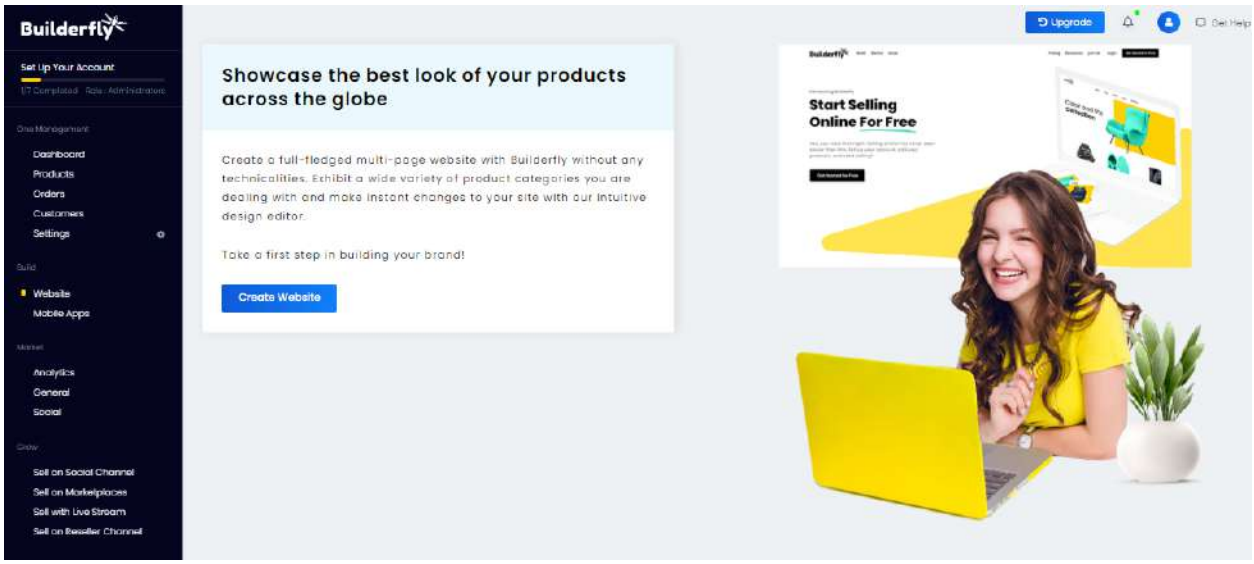


You can create customer groups to gather and group the audience of similar tax classes or preferences. Later, you can leverage these groupings to create marketing campaigns with this data.

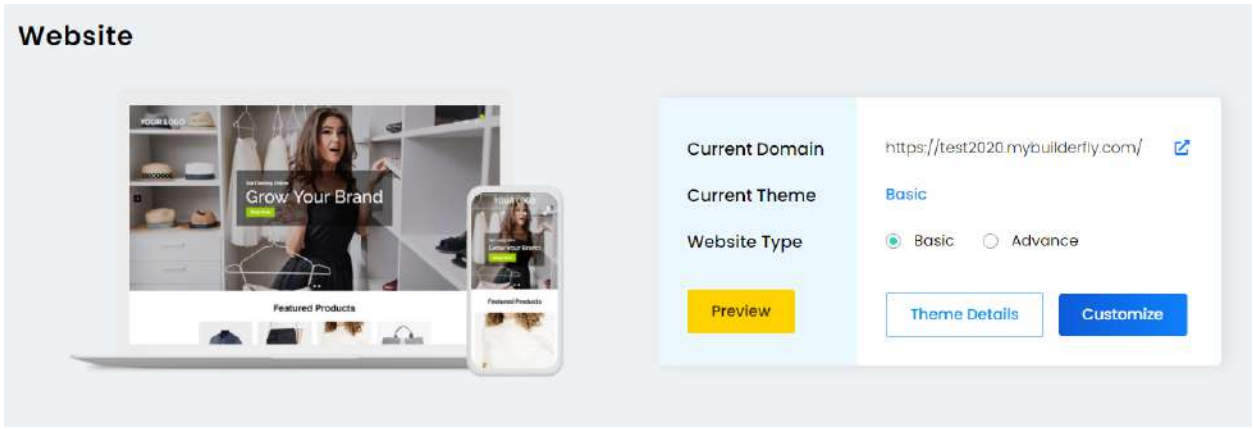


BUILD

WEBSITE

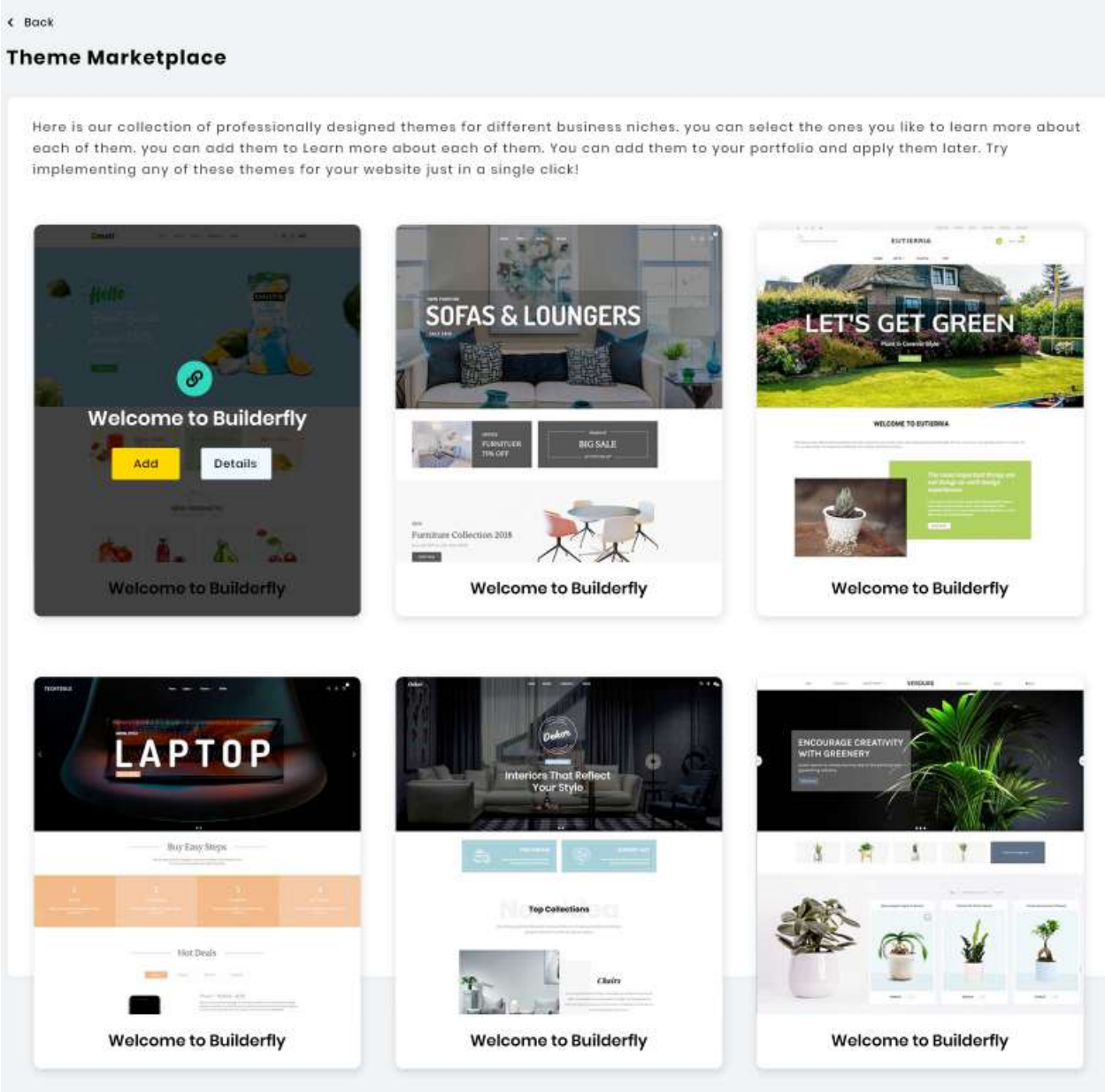


Design your dream website with Builderfly in less than 5 minutes. Click on 'Create Website' and get a fully customizable professional online store ready for your business.



Once you create your website, you will get a store live with the primary domain of Builderfly assigned for you. The active theme of your store will be displayed here. We have two versions of website type viz. Basic & Advance. In the basic version, you will get access to a one-page theme and in the advanced version, you will get a multi-page website with advanced menu options. Click 'Preview' to view your store and click 'Customize' to personalize your store.

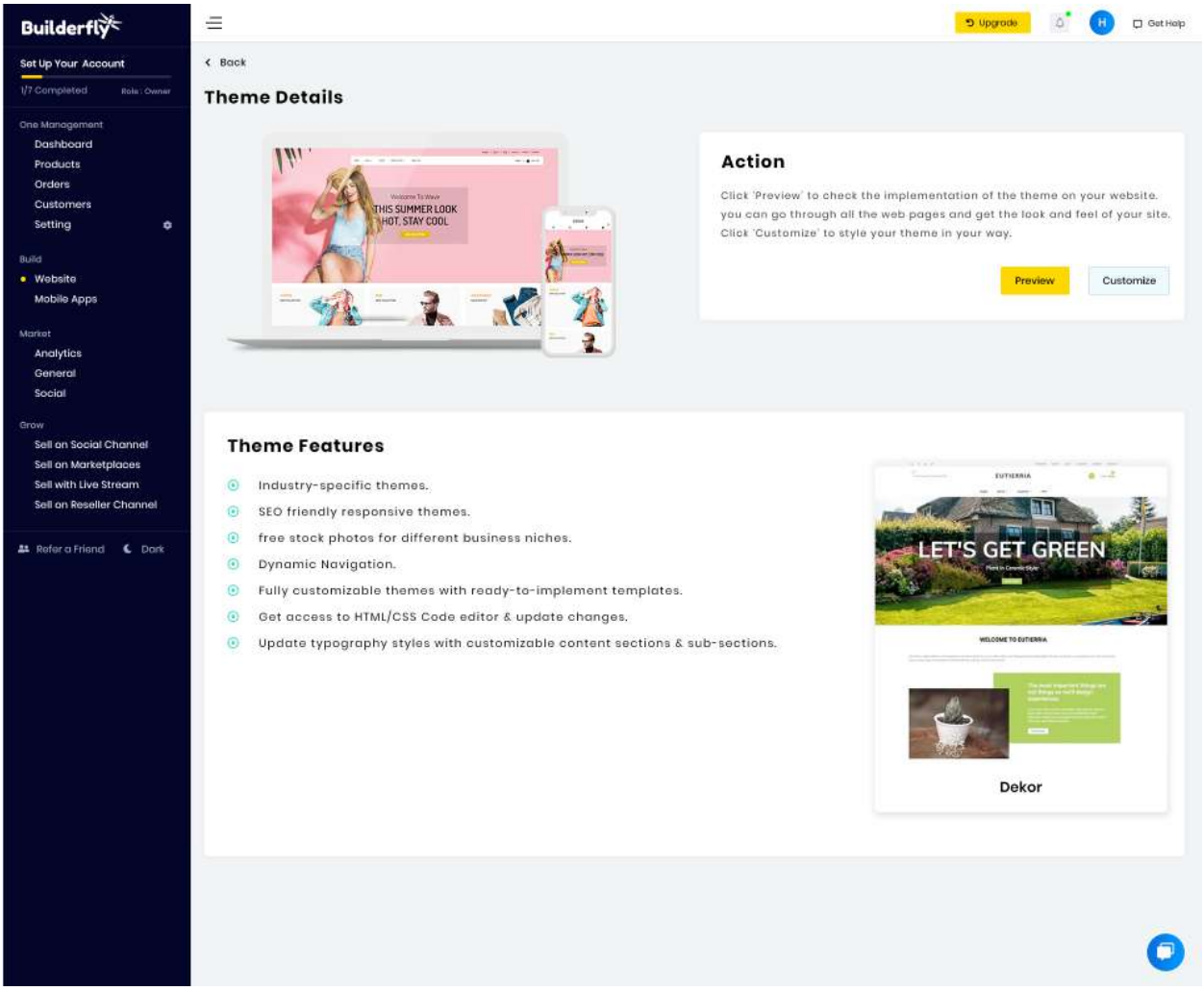
If you want to try premium themes for your online store, click on 'Theme Marketplace' after upgrading your business plan.



When you hover on the theme, you will get the option to ‘Add’ it to your store or click on ‘Details’ to know more about it.

All the themes that you will try implementing will be displayed under ‘My Themes.’

If you want to know more information about your existing theme, click on ‘Theme Details.’

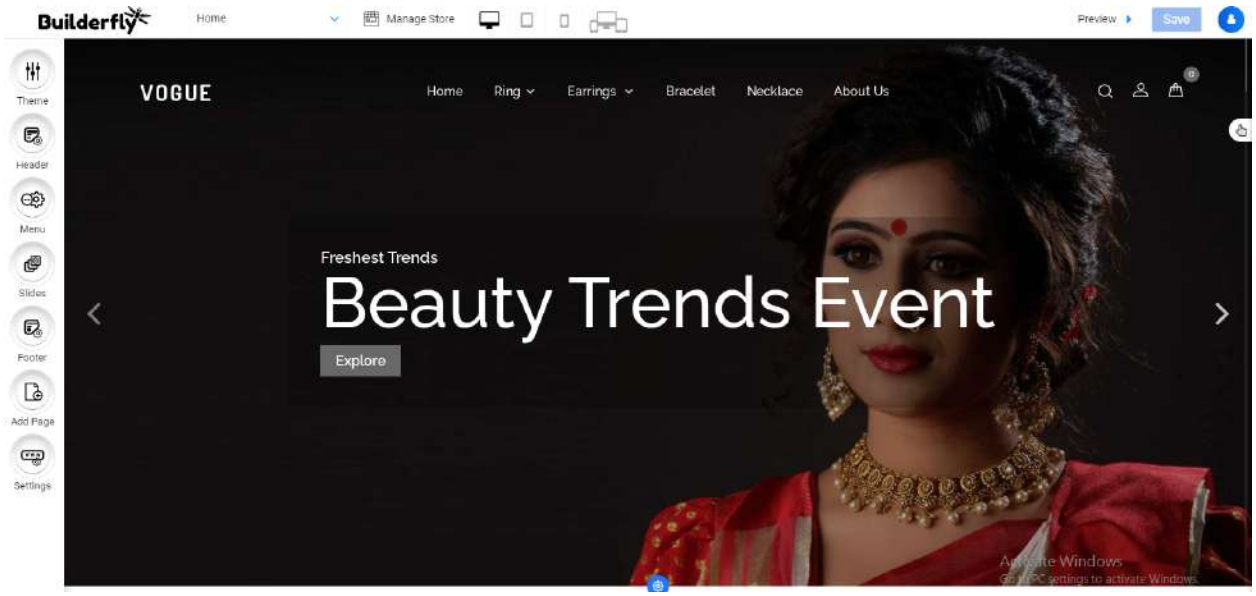


If you are a Builderfly Starter Plan user, you can play with the layout of your existing theme. To experience our Advanced themes from the 'Theme Marketplace' section, you need to upgrade your store.

That's a tour of your Builderfly store. Now, we will dig deeper into designing your store with 'Store Customization'.

Customize Your Store

To add a personal touch to your online store, click on Build>Website>Customize. This will take you to the Design Editor module of your ecommerce store. With our intuitive Design Editor, you can change the look and feel of your store & add the personal touch of your brand to your professional website.

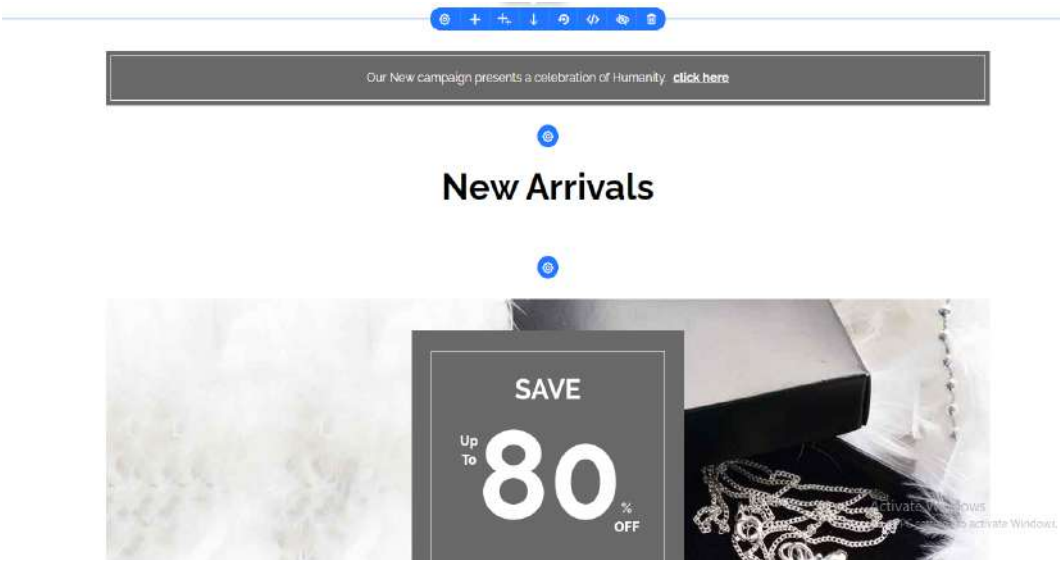


From the header, you can choose different pages of your ecommerce store that you like to customize. By clicking on the icons of different devices provided, you can view how your store will look on desktops, tablets, and smartphones. Let us tell you, your URL is live! You can view your store on mobile phones & see how amazing it looks.

We are sure, now, you are very excited to see how your products will look in your store & share it with your potential buyers. Let us show you the magic that you can do with our Design Editor.

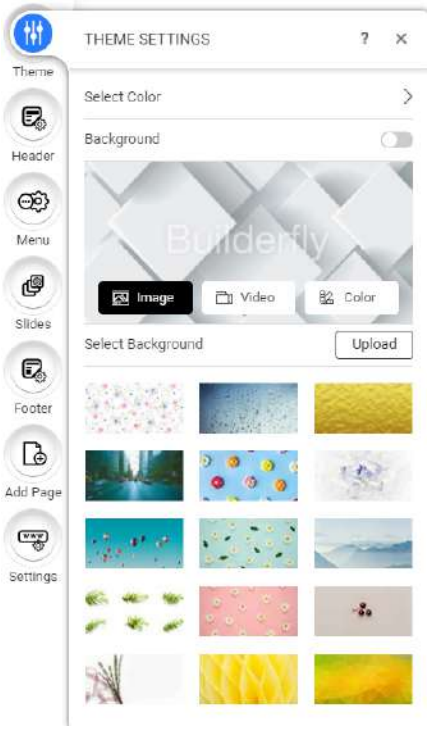
On the left-hand side, there are options provided to update the content of your store. You can replace banner images, change font size, update the font style, add or remove pages, choose different templates to represent your content, and do much more. Try it on your own, and make yourself comfortable with your design editor section.

Moreover, you are provided with a ‘settings’ option below every section of the page to add/remove the sections from our professionally designed themes. You can design each web page layout as per your wish.



Home Page

Theme:



Using the theme settings, you can play & experiment with your existing theme. You can choose the colors for your theme from the 'Theme Palette.' You can customize your theme palette with the custom colors of your choice.

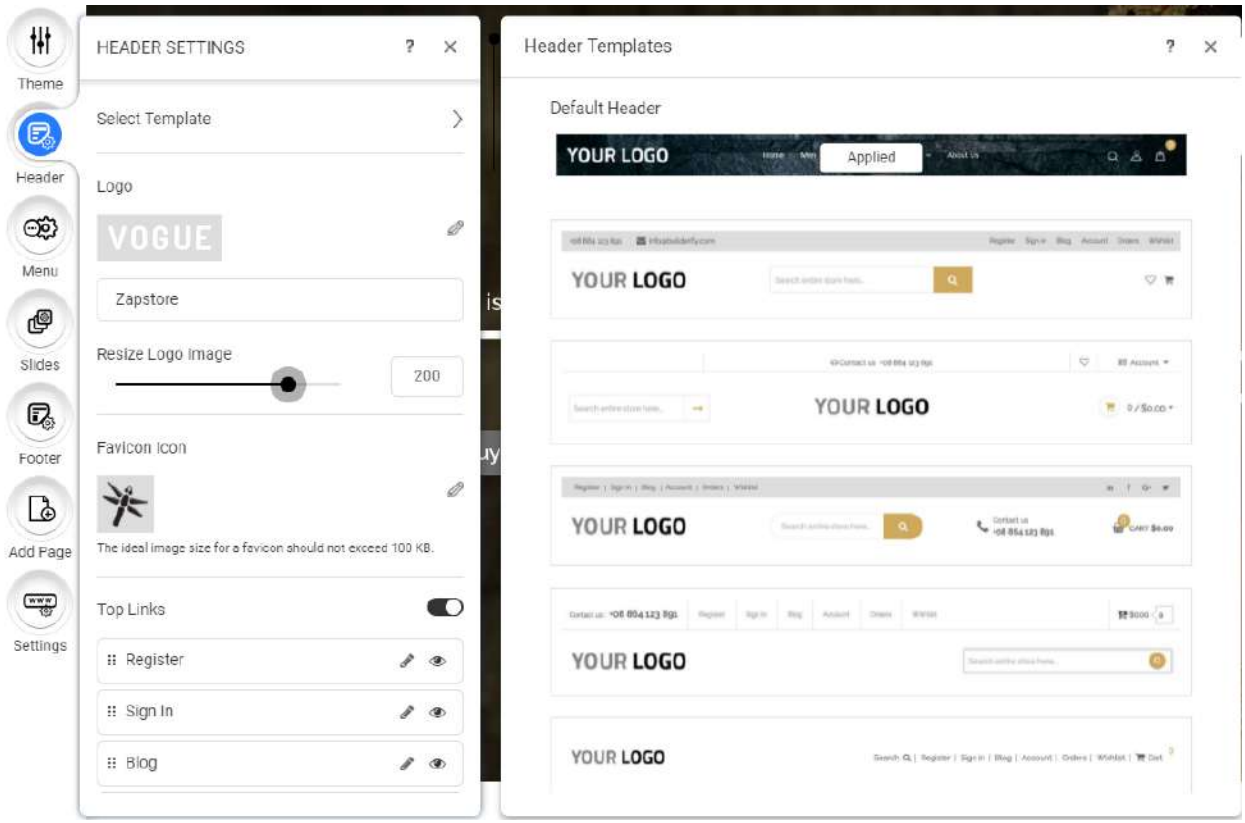
Using the Custom color section of Theme Palette, you can choose different colors for texts, CTAs, buttons, links, divider sections, link hovers, etc.

Also, you can add different types of media elements like images, videos, and even solid colors to colorize the wide space of your website. You can add a Youtube link of videos you like to add in the background or upload the ones of your choice.

You can provide a collection of some cool backgrounds that you can apply to your existing theme. Then, if you want to add a background image or video of your choice, you can upload it from your collection.

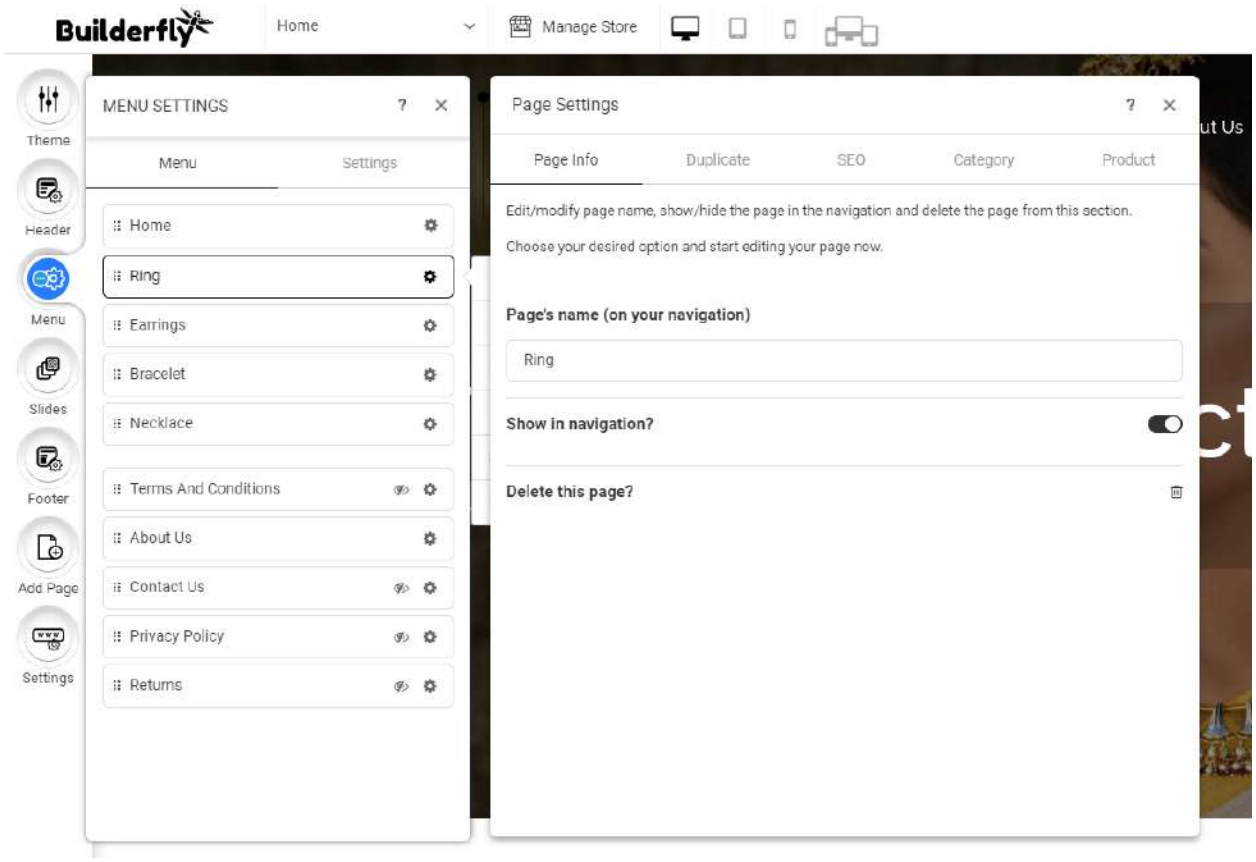
Header:

- We have several ready-to-implement templates to style the header of your website. You can select any of these templates & apply them to view the changed header layout.
- Upload the logo of your store or choose to enter the name directly. You can resize your logo directly by reducing or adding to the size of your store's logo.
- The favicon icon will be the icon of your store that shows on the browser. You can upload it directly.
- From the 'top links' section, you can choose the options you want to show on your store's header section on. You can hide the section that you don't want to display. Also, you can rename them. Drag and drop these options to change their sequence.

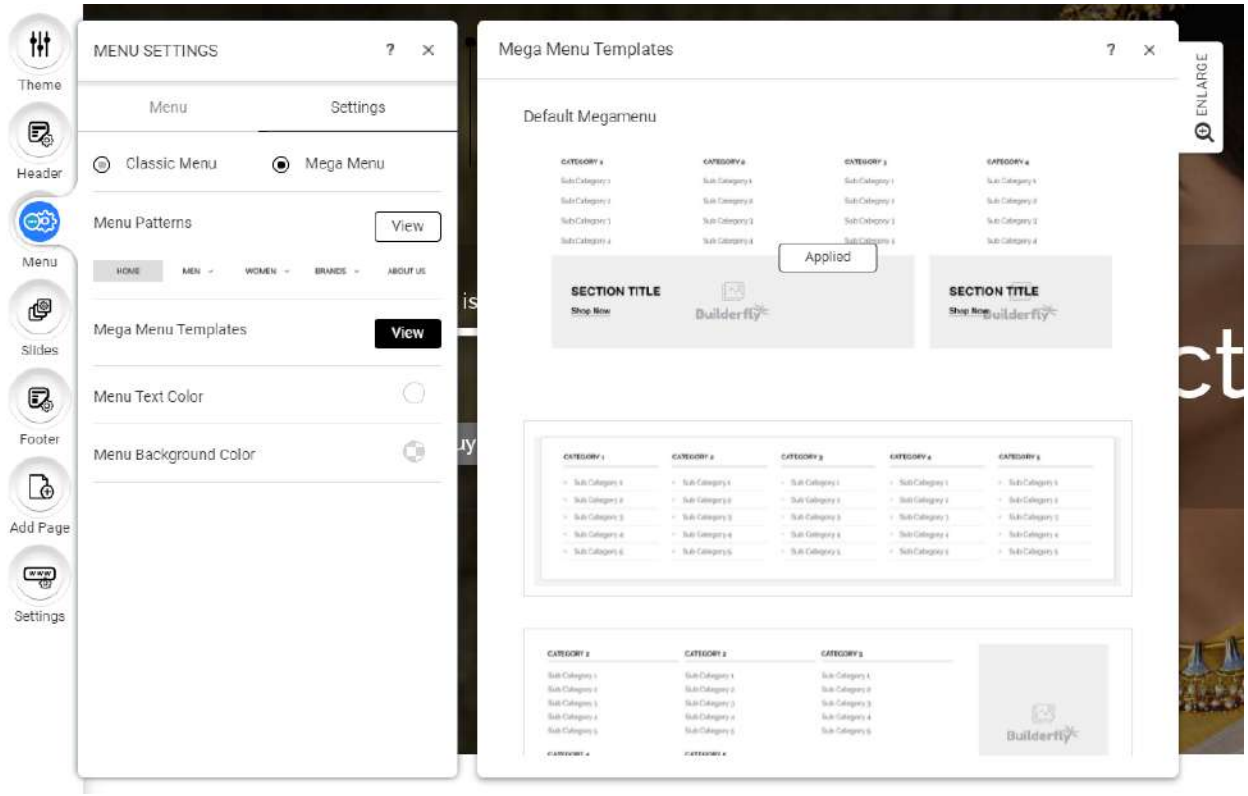


- You can freeze your website's header or enable/disable the easy search option for your store.

Menu:

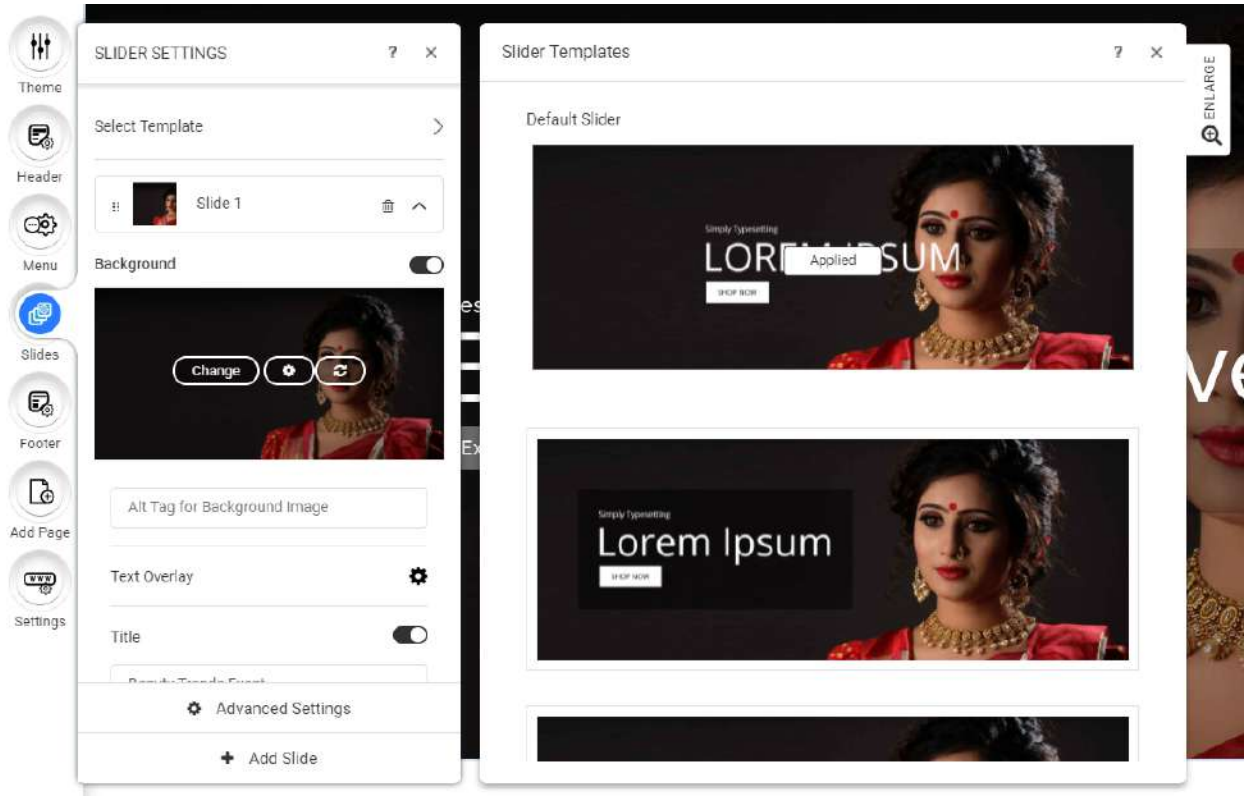


- From the menu section, you can add/update the product categories & other web pages you want to display in your menu. Click the ‘settings’ next to each of the menu categories & update all the page-related information. You can update SEO information, category and assign add products in certain product categories directly. To get the same page layout, you can duplicate it. Also, you can decide whether to show it in the navigation bar or not.
- You can hide the pages you don’t like to display and mark them invisible. Drag and drop them simply in the sequence of your choice to change their sequence.

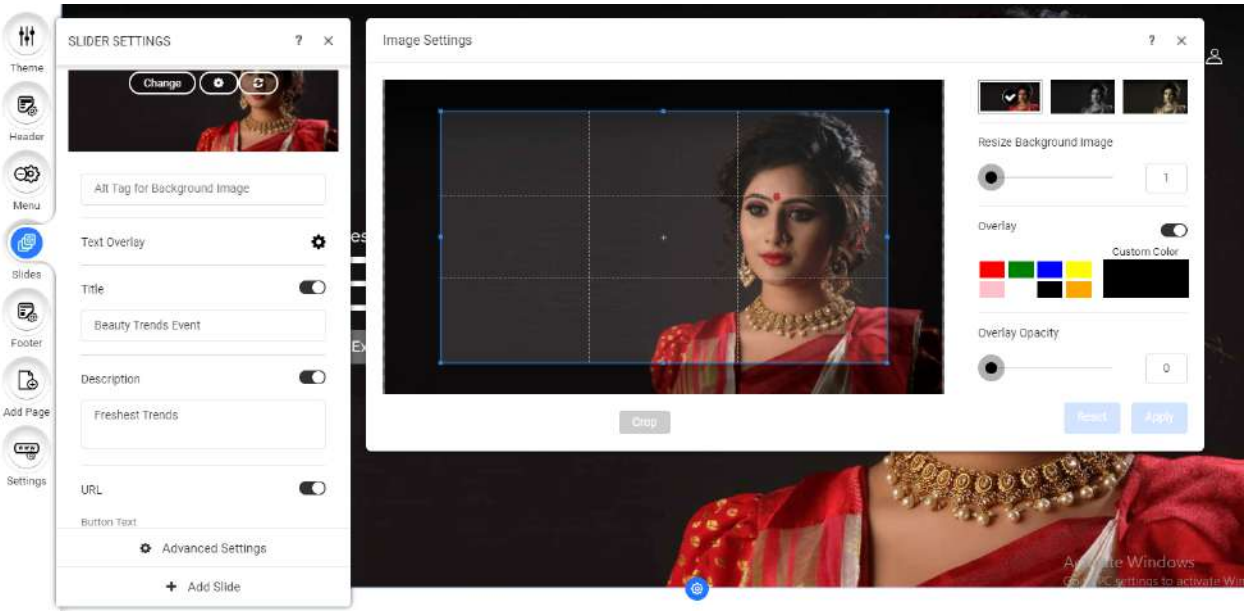


- For your Builderfly store, you can choose the menu style you like to implement from Classic Menu & Mega Menu. For starter businesses, Classic Menu may serve the purpose, but later you will definitely need a Megamenu.
- Click on the ‘View’ button next to Menu patterns to see our pre-built templates for both Mega Menu & Classic Style Menus. Scroll through the section to check more options and click ‘Apply’ to implement the one of your choices.
- Moreover, you can update both Menu Text Color as the Background color.

Slides:

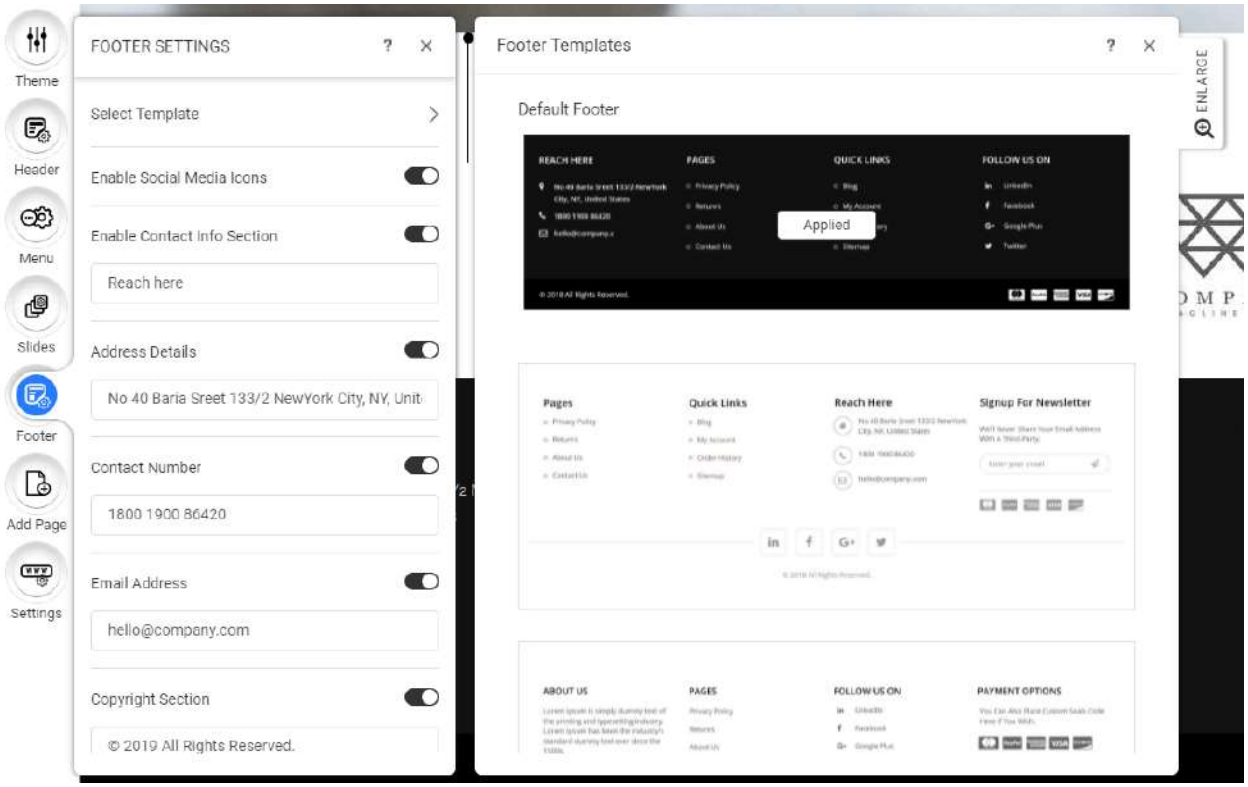


- Call them slider images or banners, they are known to add a distinct flavor to your online store. The compelling will be your images, the higher will be chances that users explore more.
- Based on the content style, we have templates available for your slider section as well. You can select and apply the ones you like.



- Below the templates, you will get 3 sliders by default. You can change their sequence, select the images from our lifestyle collection, tweak their color, and add an overlay of your choice. You can scale your chosen image without actually working on the file size.
- From title tag to subtitle, description, and CTA, you can update the content of your online store to add a personal touch. If you want to change the text color, and text overlay's opacity, you can manage that too.
- The best thing is, you can add the link of the web page to the CTA, where your audience can navigate to, for better conversions. You can choose whether you want it to be a no-follow link or to be opened in a distinct window.

Footer:

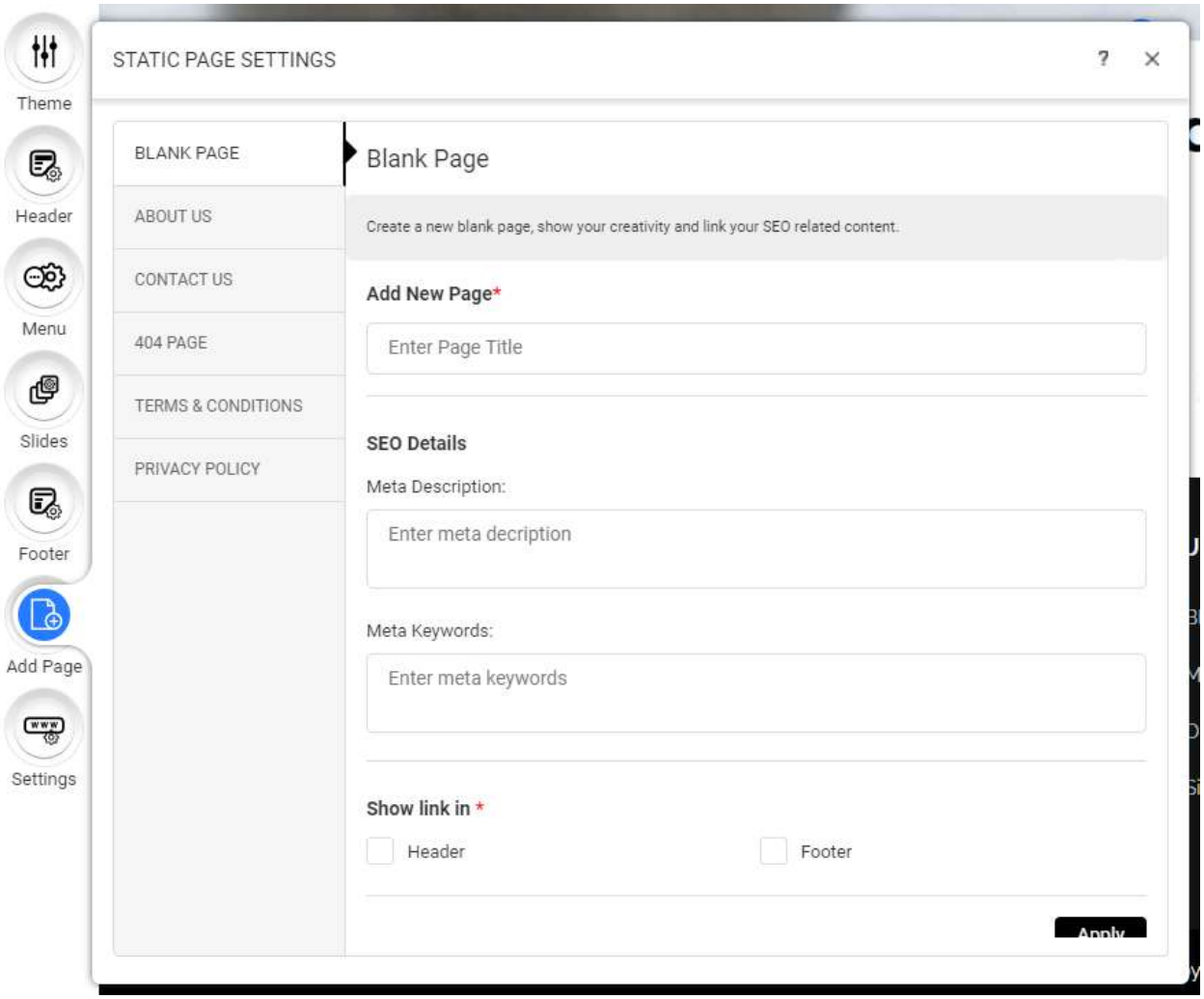


A visitor came to the bottom section of your home page and maybe he/she is about to leave. And, you don't want your customer to leave your shop without purchasing anything. To align with your business goal, you need to put a lot of focus on your footer section as well.

- Click 'Select Template' to choose the right template for your website's footer section. You can enlarge the section for a better view, scroll through and decide the layout of your store's footer section.
- Edit your information and replace it with that of your business. The selection of the fields you like to display in your website's footer section is that of yours. We recommend

you to provide all the contact options, security pages and important links that can motivate your visitor to explore more. It builds the trust of your online store, and makes you stand out professionally.

Add Page:

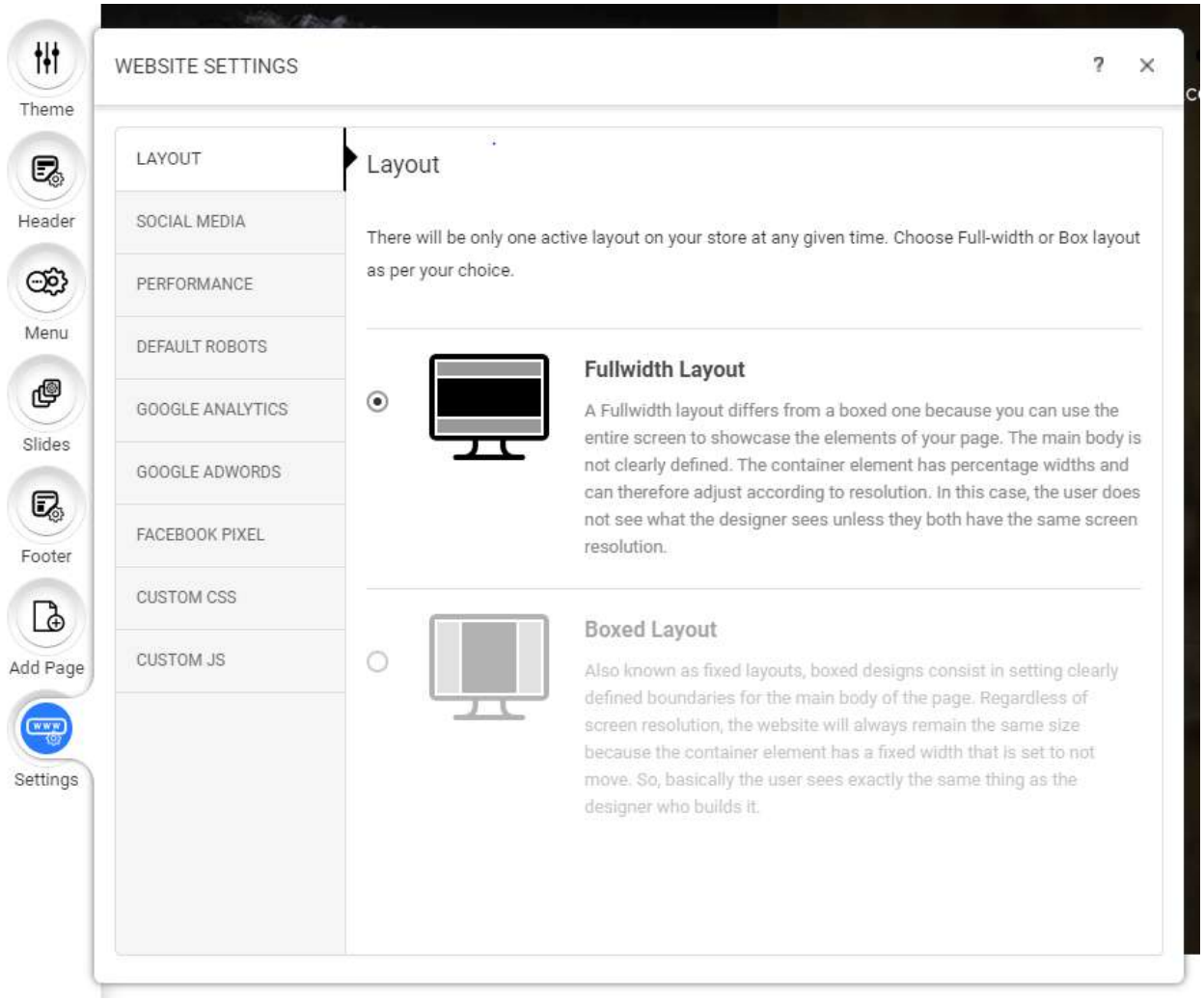


Want to add a new page to your ecommerce store? Click on 'Add Page'. You can select the type of page you want to add and the layout you want.

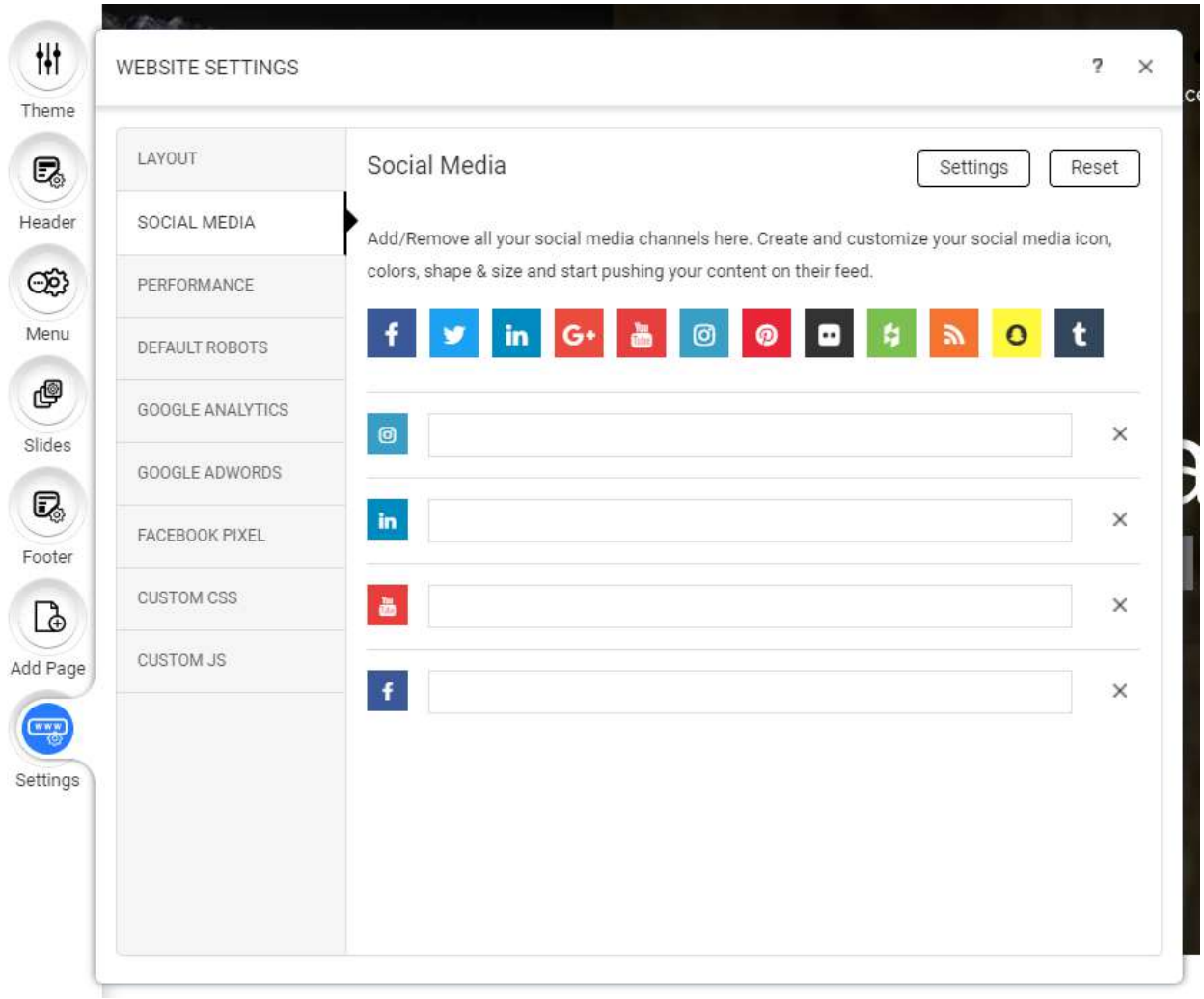
- Select 'Blank Page' if you like to create a new page for your store from scratch. You can update the name and SEO details for your web page and edit later.
- If you want a distinct web page with a layout matching to About Us, Contact Us, 404 page, Terms & Conditions, or Privacy Policy; you can click on any of these Web pages, select the templates, and Apply to get the page ready.

Settings:

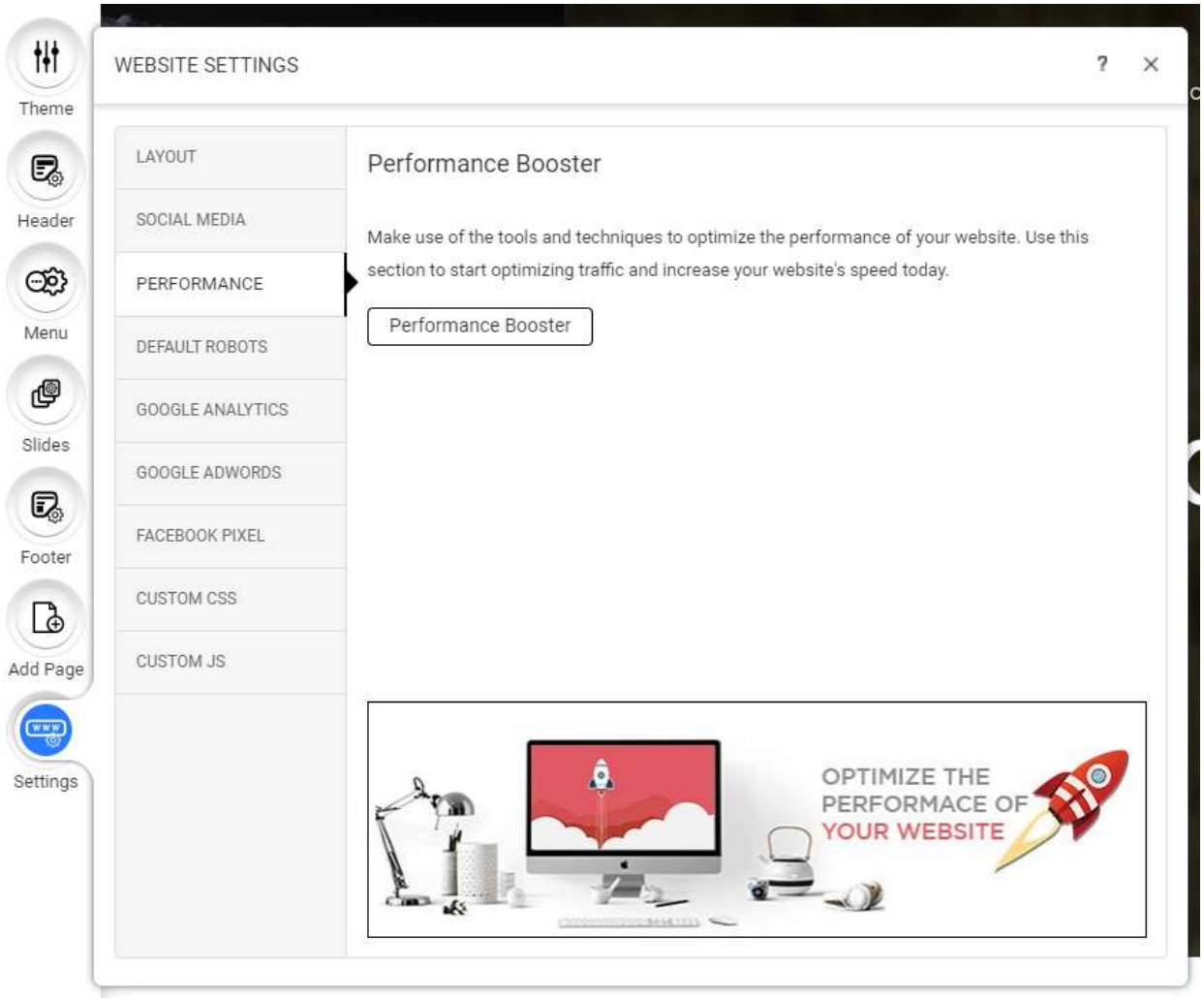
Clicking on 'Settings', you can update the general settings of your ecommerce store.



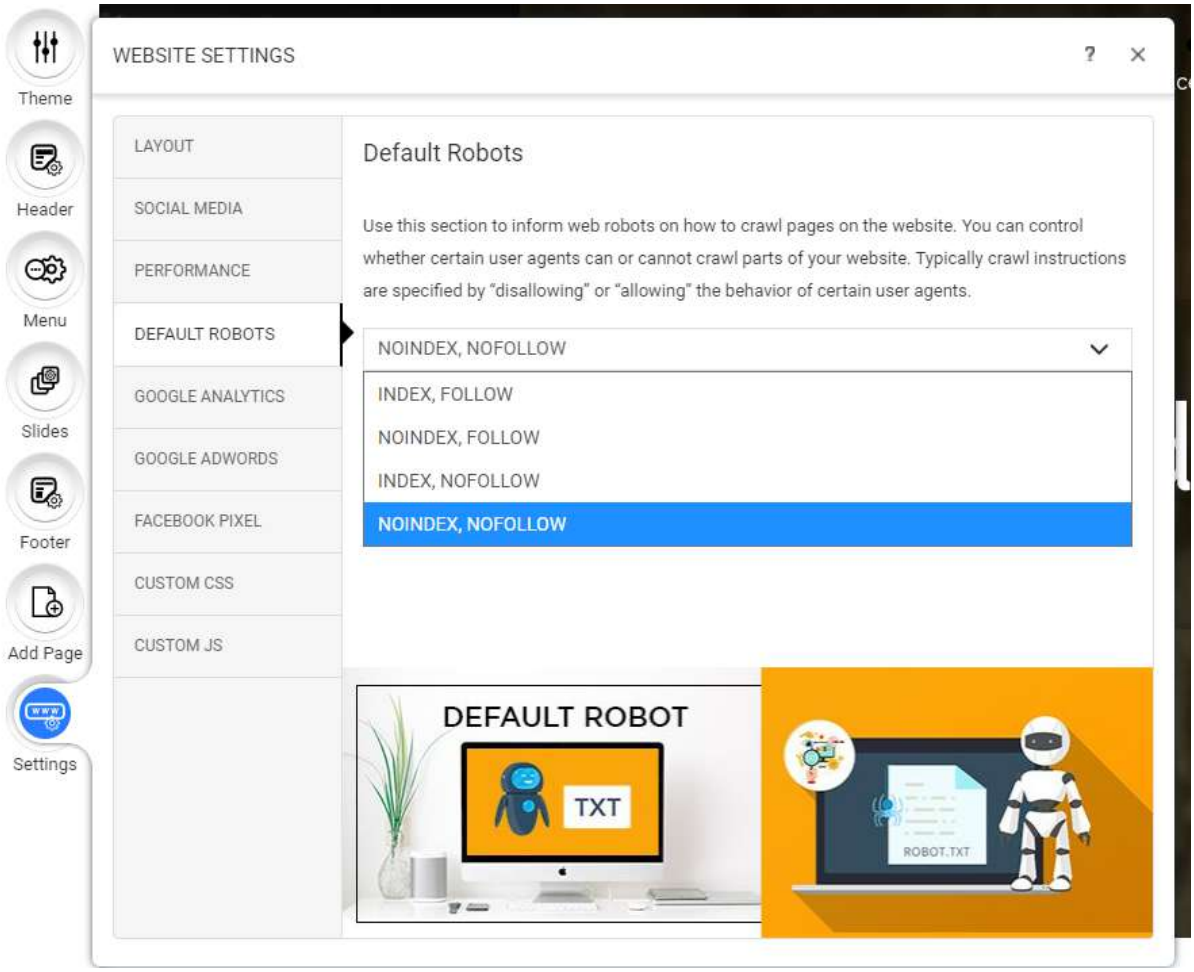
Choose 'Full width layout' for the wider display of your web store and select 'Box layout' to minimize it to the box format. Online buyers often prefer to view products in the full-width mode. However, if you choose the boxed layout, you can find some enticing background images/videos to add to the view of your store.



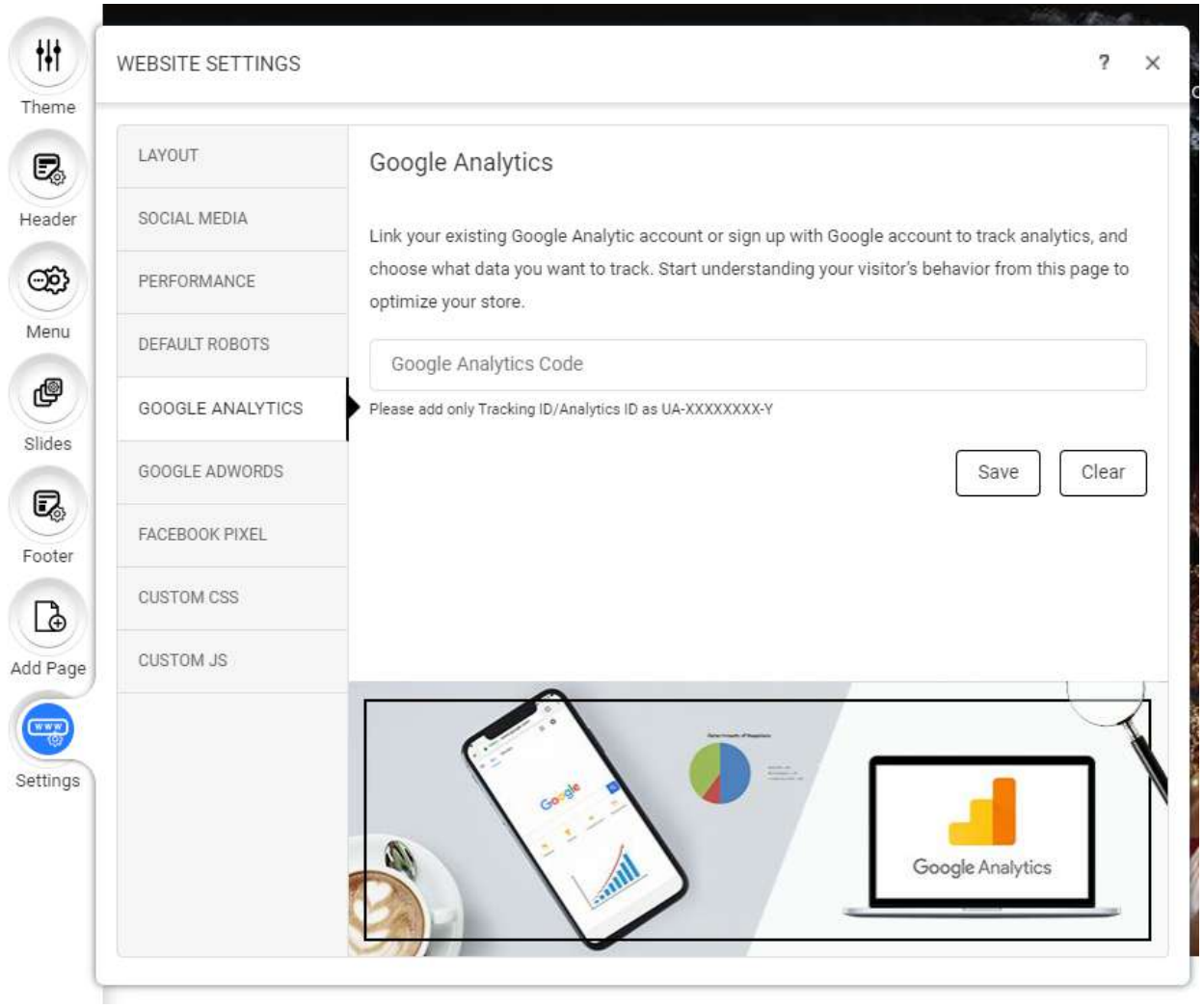
Click on 'Social Media' to update the link of all the social handles you have added to your store. Further, you can click on 'Settings' to choose the layout of your social handles that you want to be displayed in the footer section.



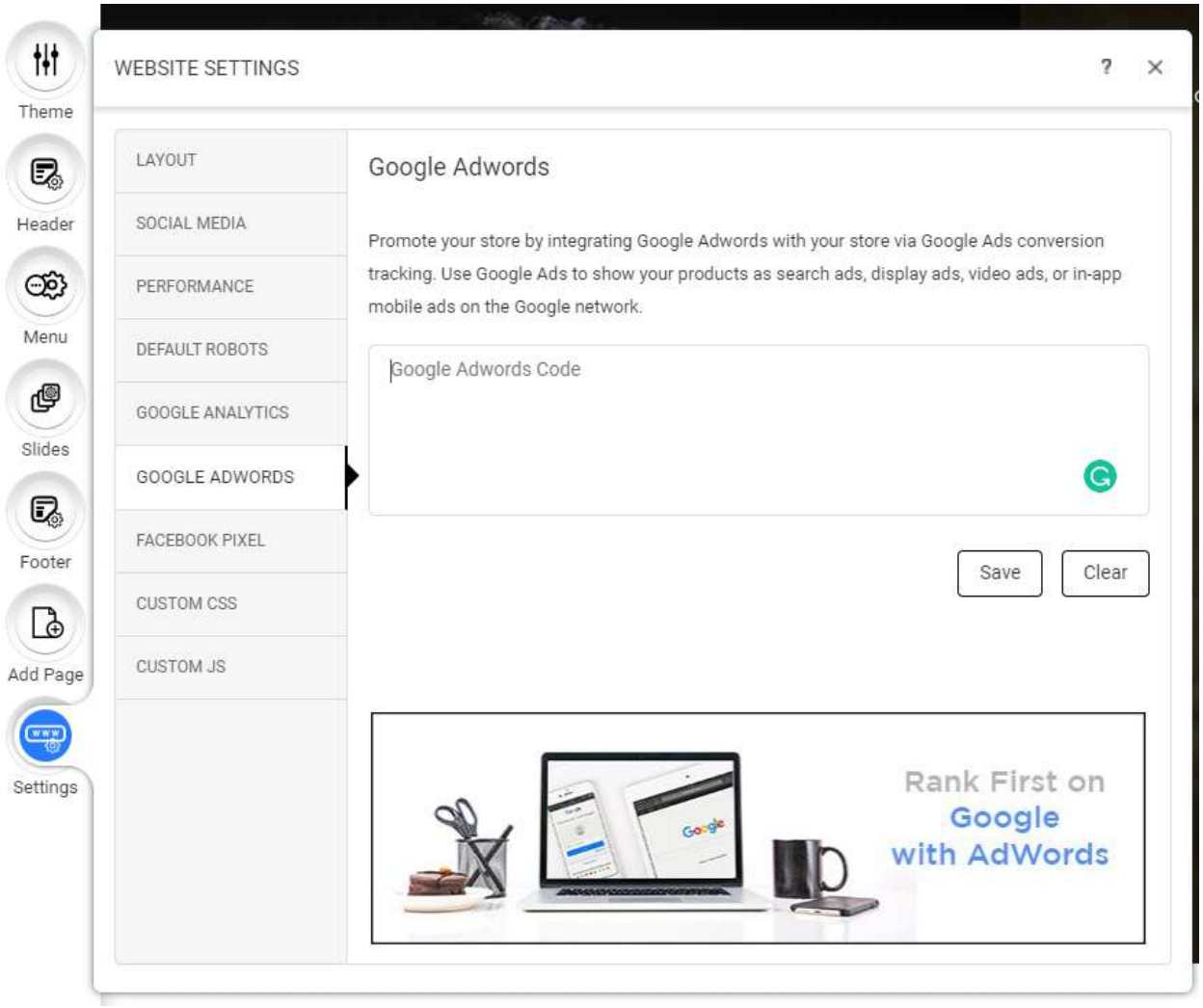
Free your store from the cache and speed up your website's performance by clicking on 'Performance Booster'.



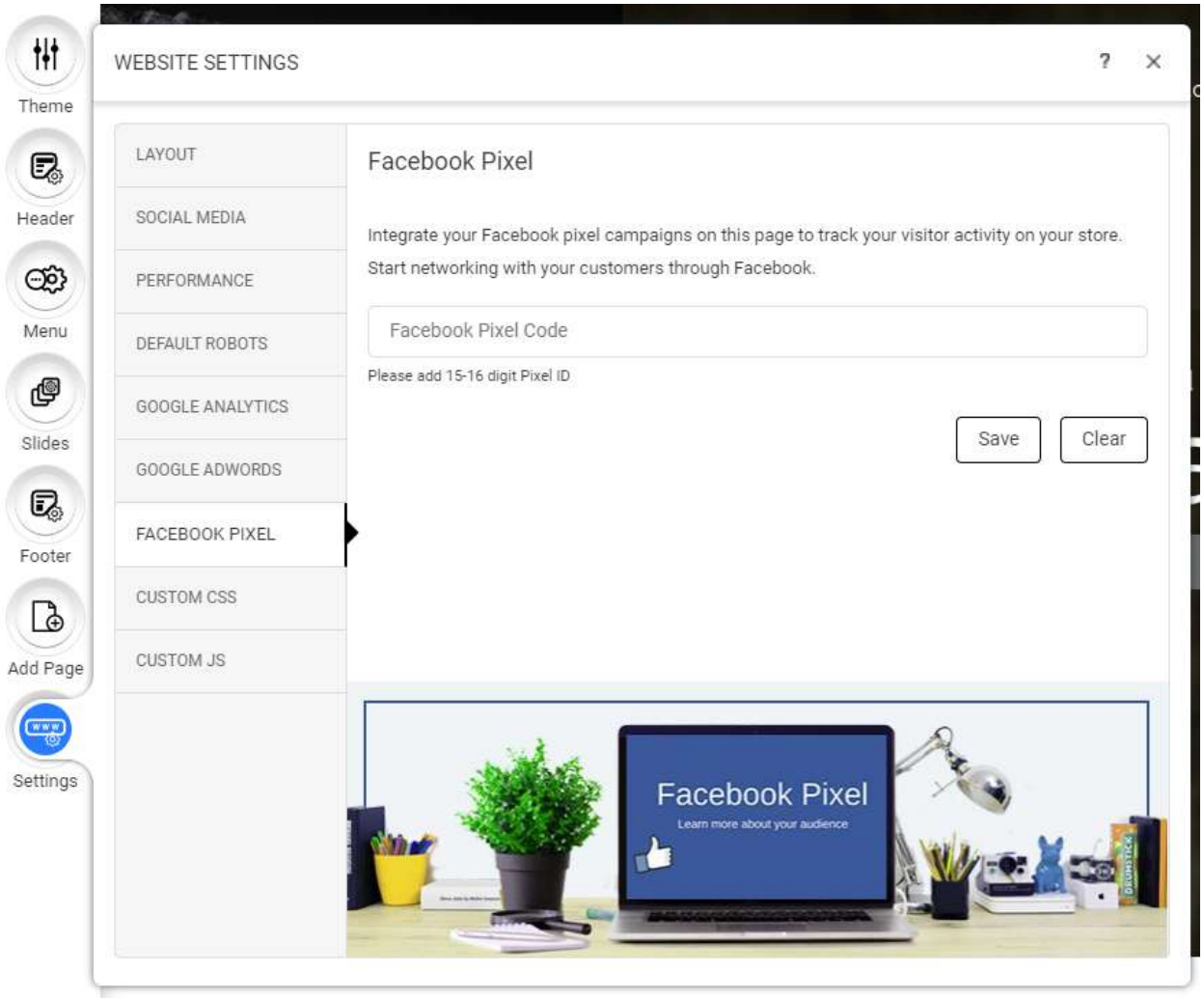
Update your link setting by clicking on 'Default Robots'. From the drop-down menu, you can choose default bot settings for the search engine bots to improve the visibility of your website on Search engines.



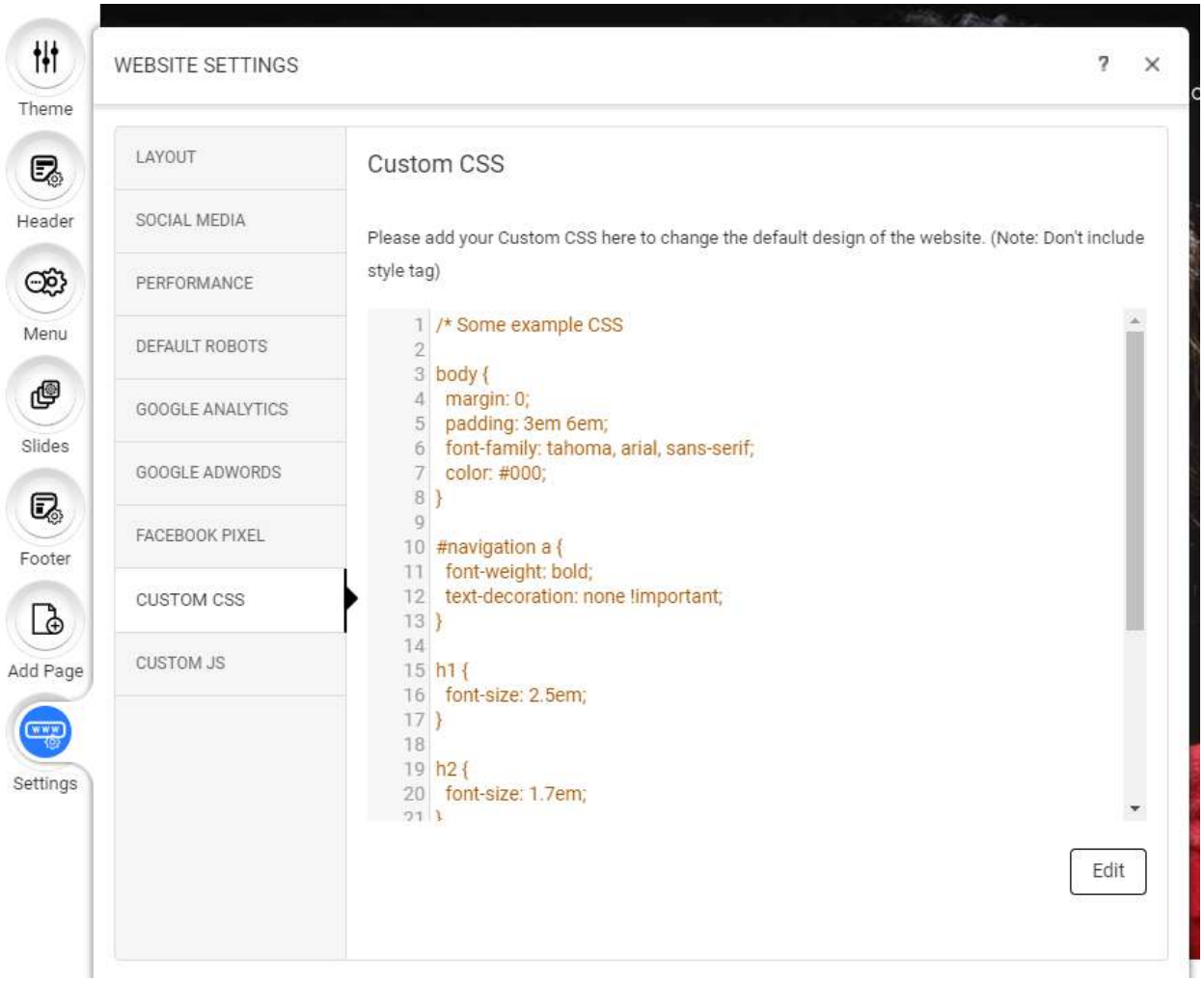
Configure Google Analytics for your store by updating your tracking code here. Yes, it is as it sounds. Now, you can keep a greater track of the user activity of your ecommerce store with insightful data you will gather from Google Analytics.



Select 'Google Adwords' and update Google Adwords code to link your Google Adsense account to add monetization options from your store.

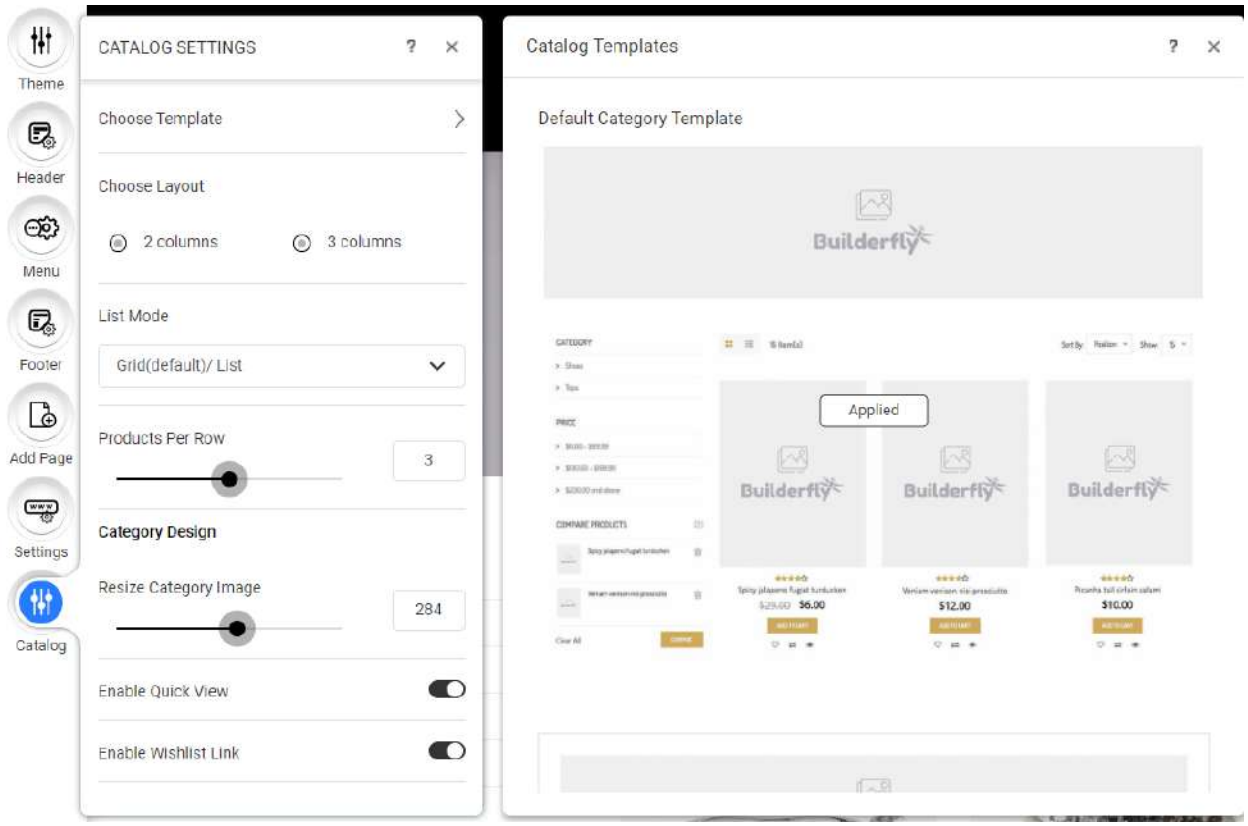


If you have technical knowledge about CSS and JavaScript & coding doesn't seem alien to you, you can start having more fun with the code customizations of your choice. Don't bother about getting stuck, we will be there to help you.



Just don't forget to save the changes that you've made for your store. View live while editing your store.

Category

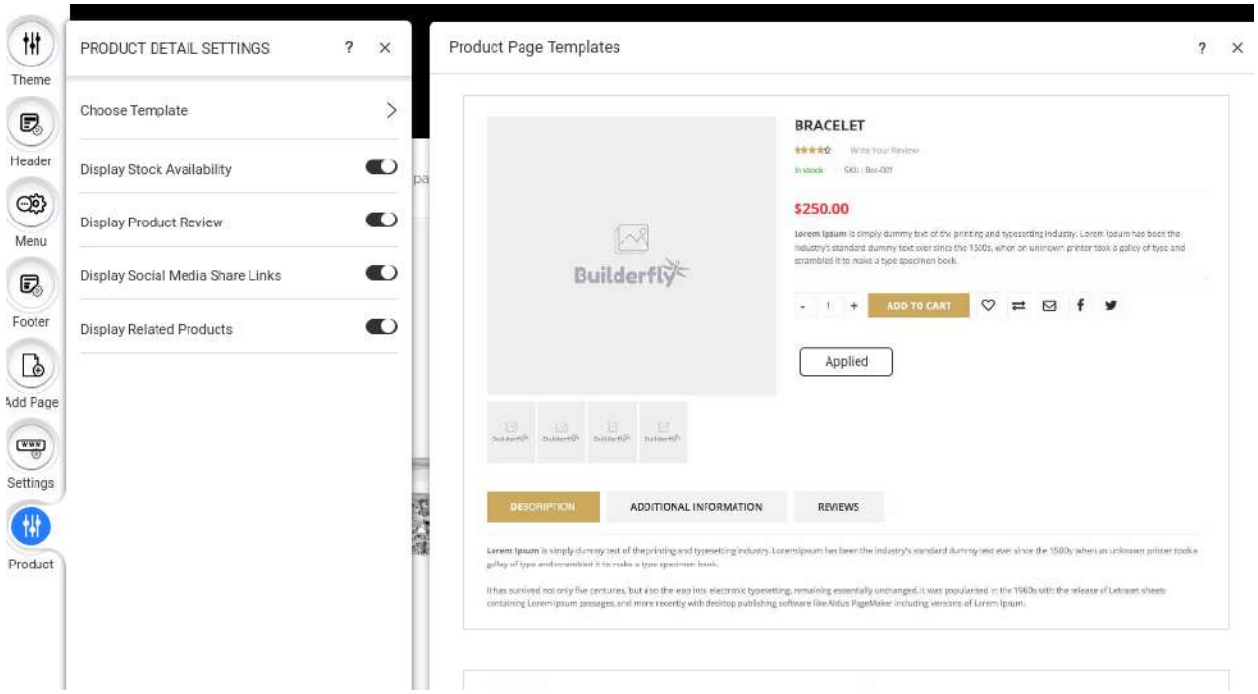


You can update the layout of your product category pages by selecting 'Category' from the drop-down option next to Builderfly's logo in the design editor section. You will get a new option displayed on the left side pane 'Catalog'.

Here you can click 'Choose Template' to select the right template for your product category pages. You can choose the layout in which your products will be displayed on the product category page. Moreover, you can choose the count of products per row and size, the size of category images, and the comparison features or filters you want to be displayed alongside. By clicking on the image block, you can personalize your category page images.

Product

Now, we will be taking you to the most important sections of your ecommerce store. We will be selecting the right layout of your product detail pages. From dropdown selection in the header, choose ‘Products’. This will take you to one of your product detail pages. the option of ‘Products’ will come in the left side pane.

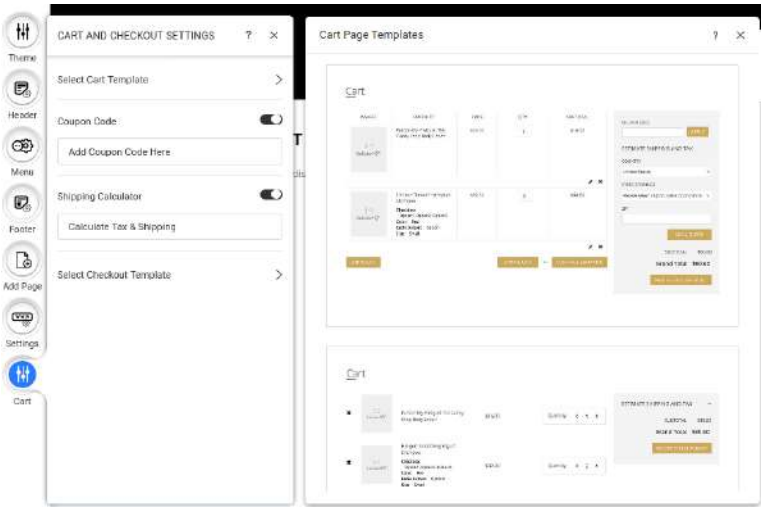


From here, you can select the right template for your product detail page. Also, you can select the display options that you want to add for easy sharing and to improve engagement.

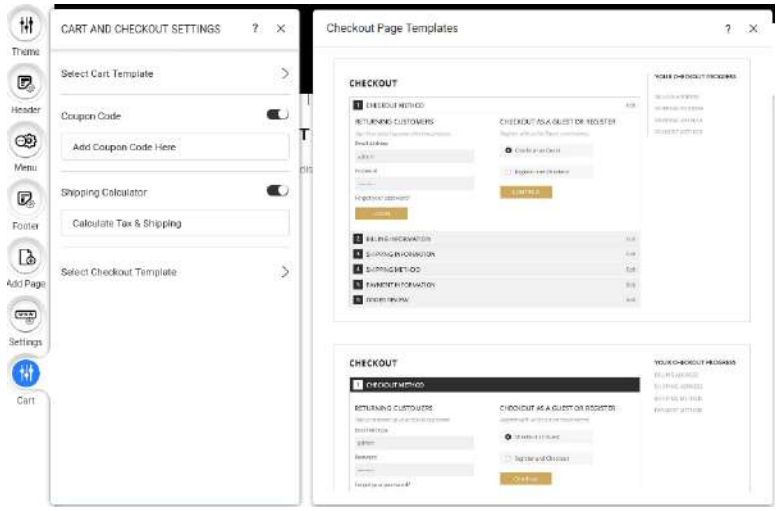
Cart & Checkout

Set your transaction-oriented pages right with the Cart & Checkout feature. Select ‘Cart and Checkout’ from the dropdown option.

Click on ‘Select Cart Template’ to check the templates displayed. You can select any one of them and click ‘Apply’ to implement that particular template for your online store. You can enable/disable the option of adding a coupon code on your transaction page.

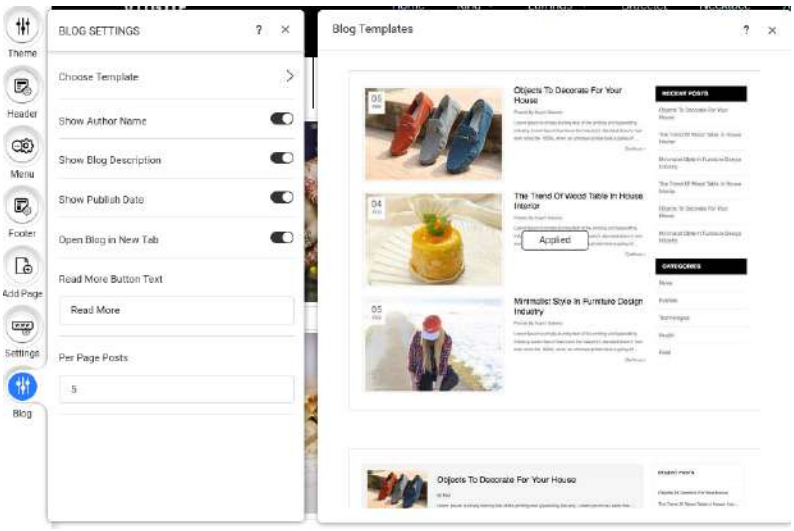


By clicking on ‘Select Checkout Template’ you can choose the right template for your checkout page. If you want to display the shipping calculations made upfront, you can enable the option.



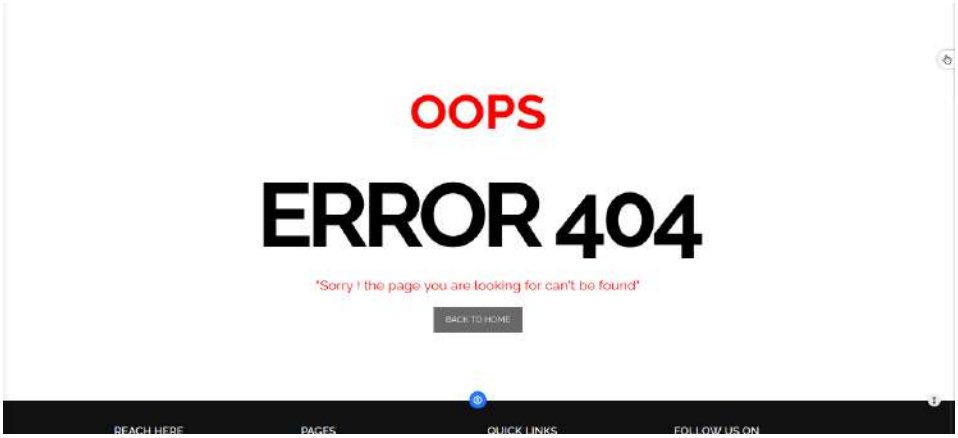
Once you are done implementing the templates, click ‘Save’. You can go to your live store, trying to place a test order to see how your templates look like.

Blog



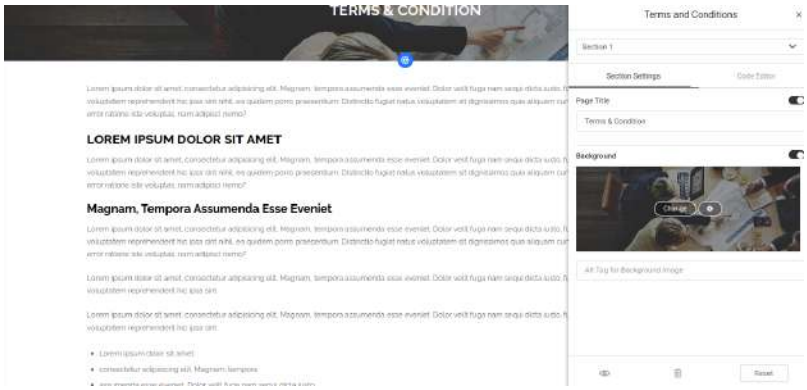
We have already told you how a well-optimized blog can be your marketing asset. The look and feel of the blog also make a difference to make your audience stick to it. Select 'Blog' by clicking on the dropdown. Click on 'Choose Templates' to select the right template for your blog page. With toggle buttons, you can enable/disable different blog relating attributes that you may like to display. You can manage your blog page settings here, as per your choice.

404 Page



404 Error is inevitable! Yes, you will have plenty of customers finding all those products that you don't sell. Error 404 makes it clear to your customers that you don't have such products available in your store. Though we have the error page already designed for you, you can click on the 'Settings' symbol provided above the footer, if you like to add any other section here.

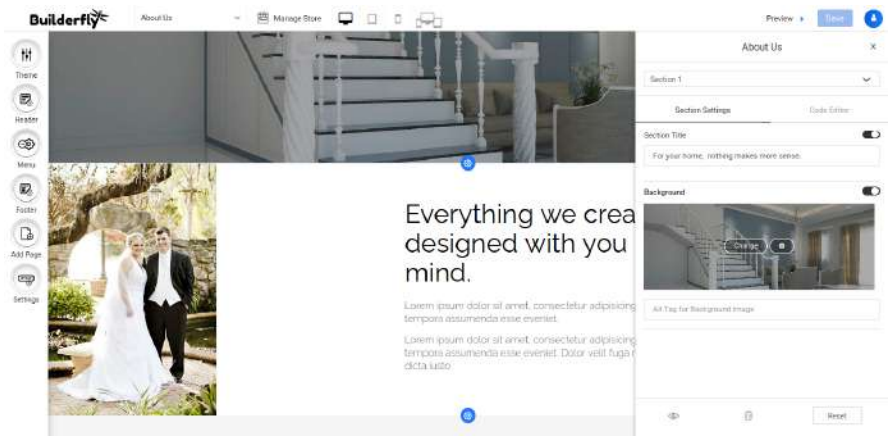
Terms & Conditions



When people shop online, you need to set your terms & conditions of selling rightly. You can access our pre-designed ‘Terms & Conditions’ page by selecting the option from the dropdown in your design editor. Next, click on the blue-colored small ‘Settings’ icon at the end of every section. It will open options for you to edit the content, media elements, and set typography of the content written. You can use the content to get the typography options displayed to you. The content on each of your web pages is divided into sections. You can select the section you like to edit by choosing ‘Section’ from the dropdown in the option displayed on the right side.

Code Editor: If you have basic knowledge of HTML/CSS, you can edit and update changes directly using the Code Editor. It may seem intimidating at first, but it’s fascinating.

About Us

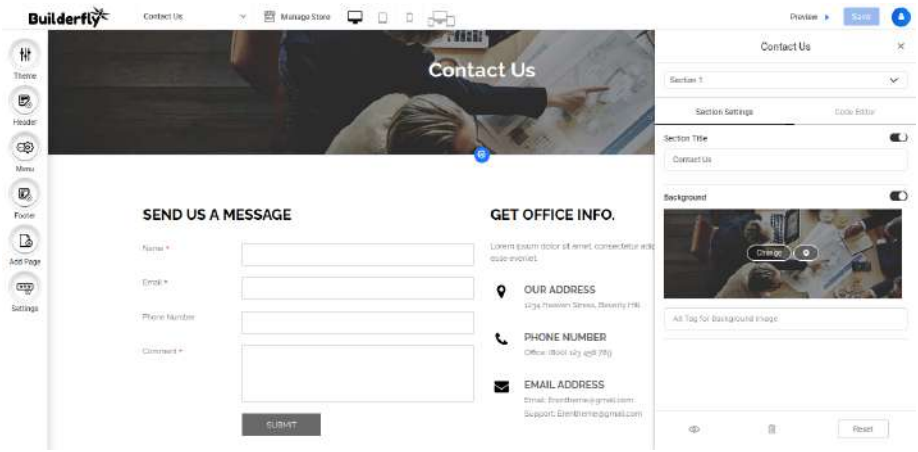


Tell your audience, how you started your business, talk about your struggles in raising a brand, and how successful you are now. Be generous and tell your story like you are talking from the screen. People would love to know you first and when they rely on you, the possibilities are more than they buy from you.

Click on the section settings, choose the section you like to edit, and start editing your business's story. You can click the textual content to get typography options to improve the readability of your content.

Click on Code Editor to view the HTML version of your webpage. You can tweak the content in the Code Editor as well.

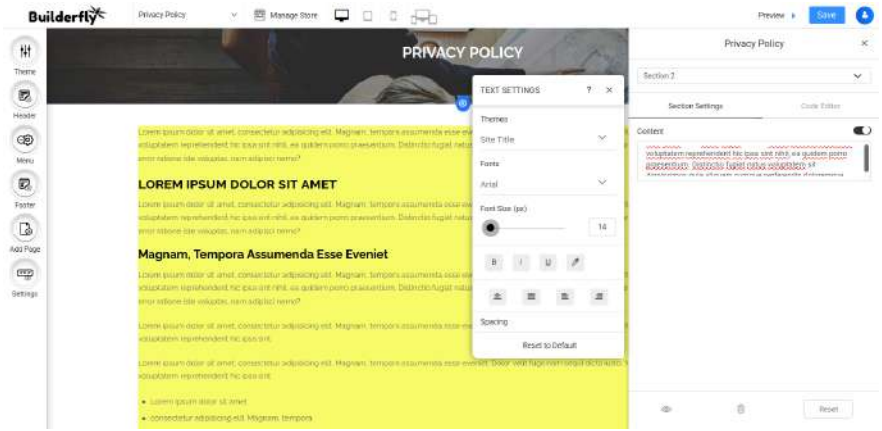
Contact Us



Update your contact details and media files for ‘Contact Page’, selecting the option from the dropdown. You can select from our image library or upload directly from your collection. You can select the section you like to edit and update it. Set the typography right with the options you will get while editing the content.

As per changing geographic location, update the location of your ‘Shop Address’ in the maps.

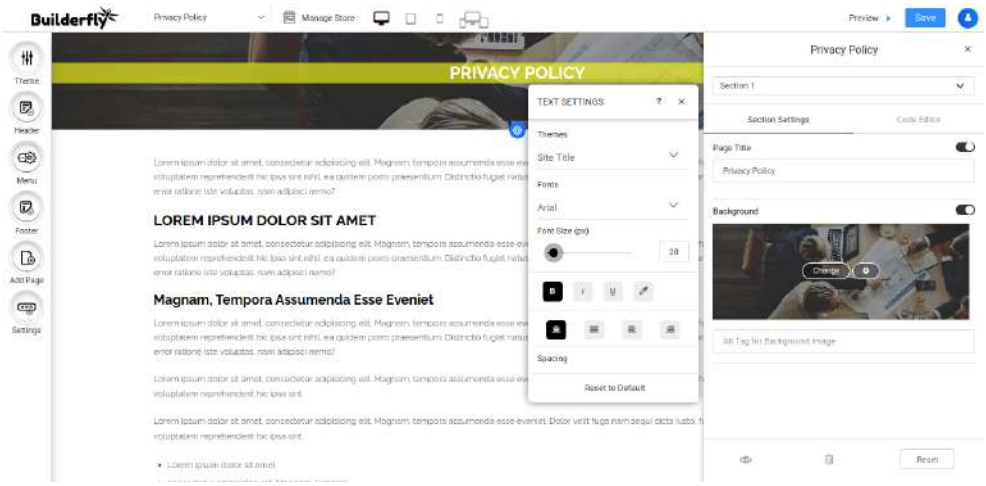
Privacy Policy



Click 'Privacy Policy' from the drop-down on the header to reach your policy page. Click on the 'Blue' colored small icon of 'Settings' below each section to tweak the content of your Privacy Policy page. The template is generic; you move ahead with this. However, you have to keep it updated to match the changing ecommerce compliances in your country for digital traders.

Click on the text section to activate it, and you will get lots of typography options displayed. From font size and font style to alignment and spacing, you can change and update it all at your convenience.

Returns



Returns are inevitable for online sellers! Yes, you read it right, and that will be true for every channel on which you are selling your products. Returns not only reduce your profit margin but also add to the list of unhappy customers. Dissatisfied customers do negative publicity, and that impacts your brand value. That's why you must keep your Return Policy updated. Keep your return windows open only for some precise time frame to reduce the returns.

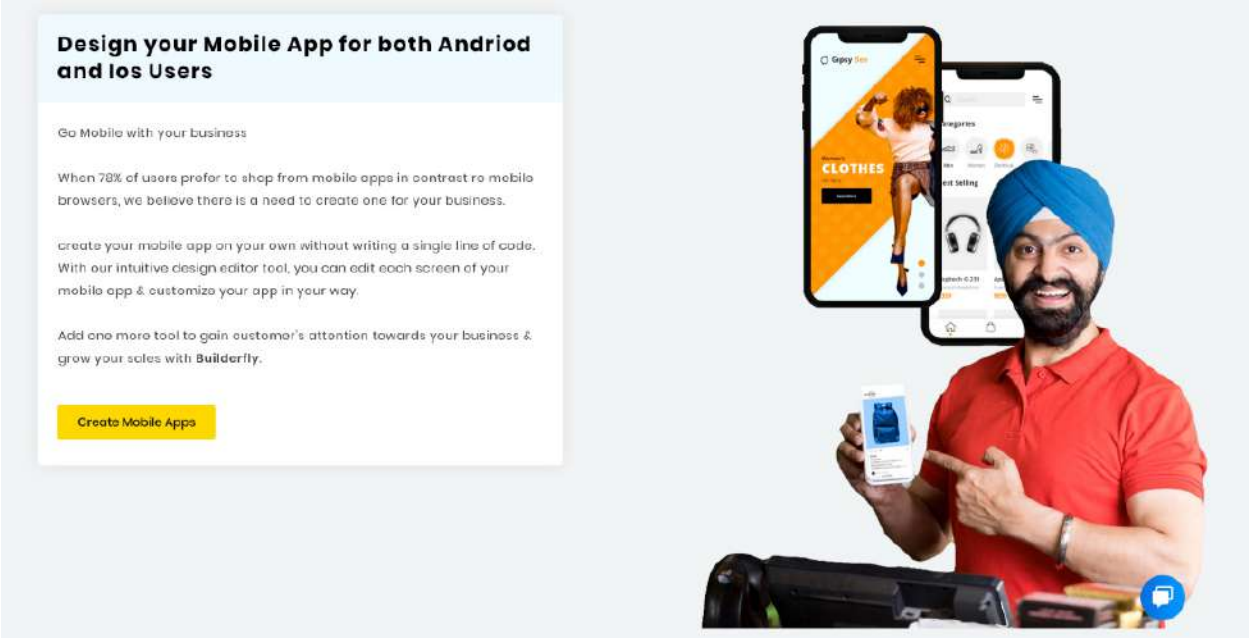
To edit your 'Return Policy of the store, select' Return' from the drop-down on the design editor. Here, click on the 'Settings' icon of blue color provided after every section. Here, you can click on '+' to add any new section, delete, reset settings, or edit it, choosing the first option.

Select the section you like to edit and click the content editing sections to view typography options from the drop-down. Moreover, Builderfly gives you access to the Code Editor section. If you understand HTML/CSS, you can try more opportunities to change the look of your Return Policy page.

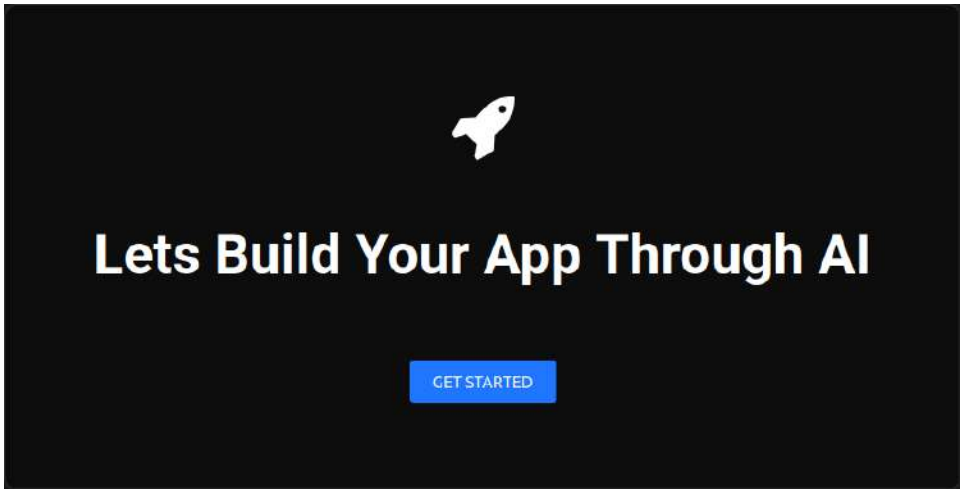
Don't forget to 'Save' the change you've made to your store; click Preview to see how changes are implemented. If you are happy with the design updates you've made, you can click on 'Manage Store' to get back to your dashboard and explore other options, else you can stay in here and experiment more with your Builderfly Design Editor.

Mobile Apps

Design and launch your AI-inbuilt mobile app & make your business more accessible to your users. In the menu option in the left side pane, click Build and select ‘Mobile App’.

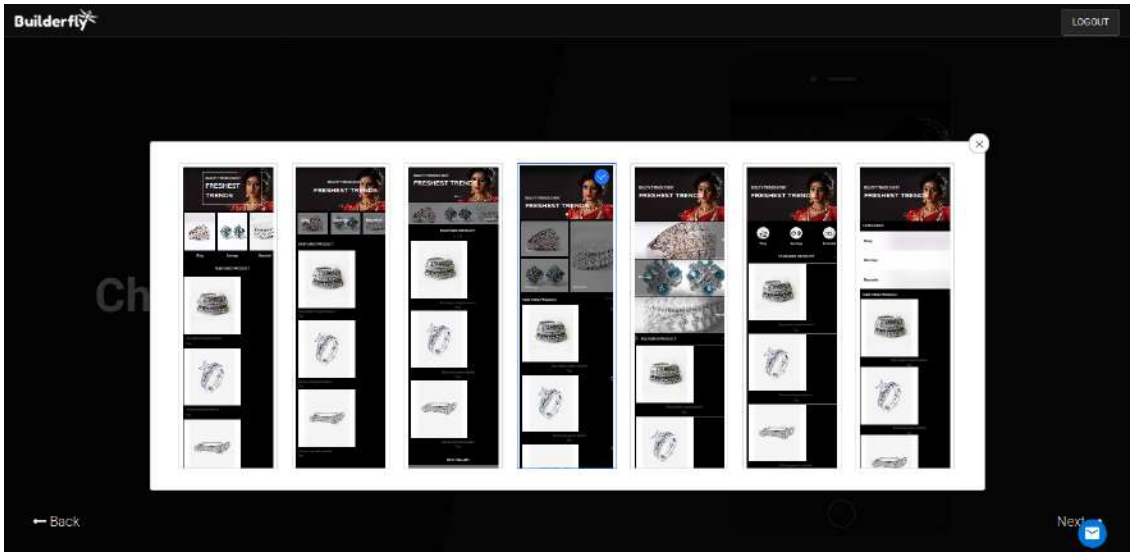


Click on ‘Create Mobile App’ to take your first step in building your very own mobile app. You will be navigated to the next screen.

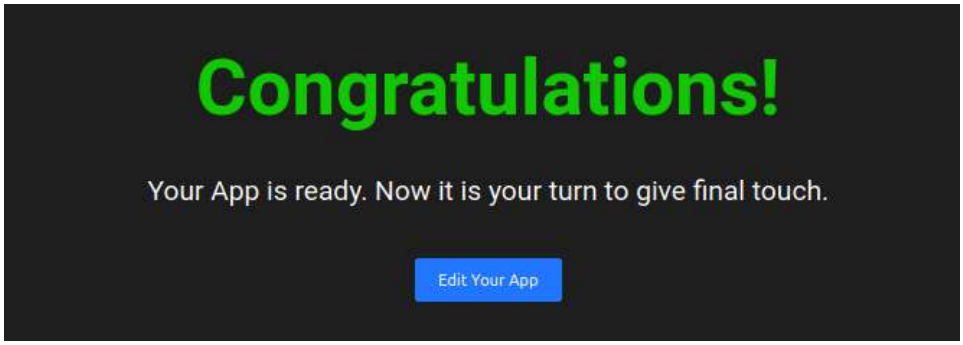


Click on ‘Get Started’ to build your m-commerce application. Once it starts, you have to answer a few questions for us.

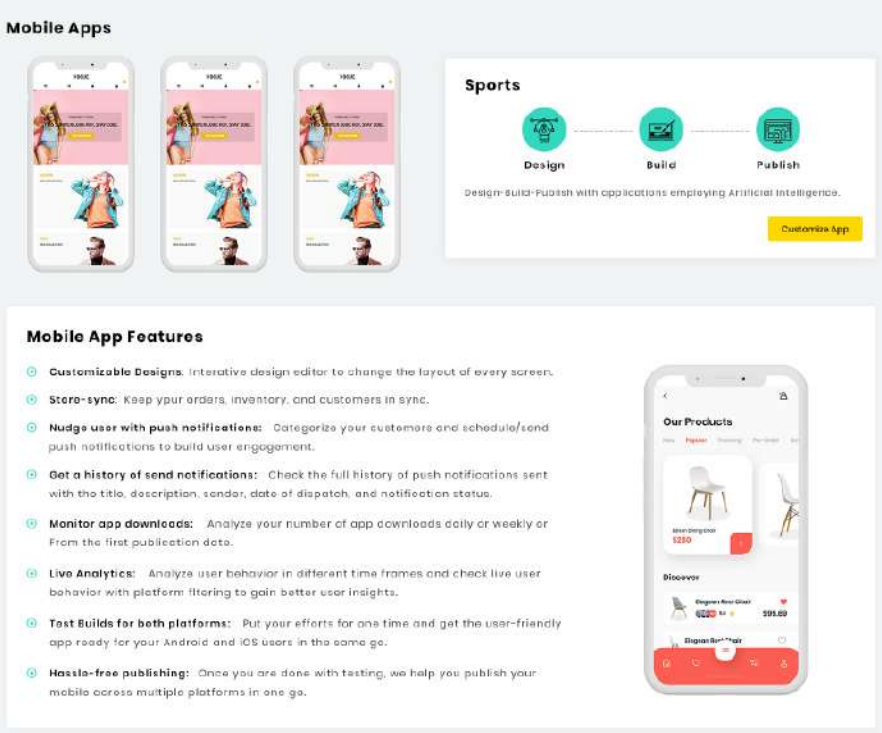
- Name your Mobile Application.
- Select the theme mode: Light or Dark
- Choose which of your existing marketing-oriented web pages you like to add to your mobile app. You will be asked for blogs, Twitter, and an Instagram feed. You can choose or skip to add later.
- Click on ‘Choose More Themes’ to select different styles of design layout for your mobile app.



- Select the ‘Menu Style’ that you want to implement to ease the user navigation through your app.
- You can choose which of your existing web pages you like to add to your mobile app. If you like to create a page especially for your mobile user, you can do so by updating your name and click ‘Create’.
- Once you are done with this selection, Submit it. You have to wait for a few seconds till we get your mobile app ready.



- Congratulations! You have your mobile app ready. If you like to continue Editing, click ‘Edit your App.’ You can choose to customize now or later.

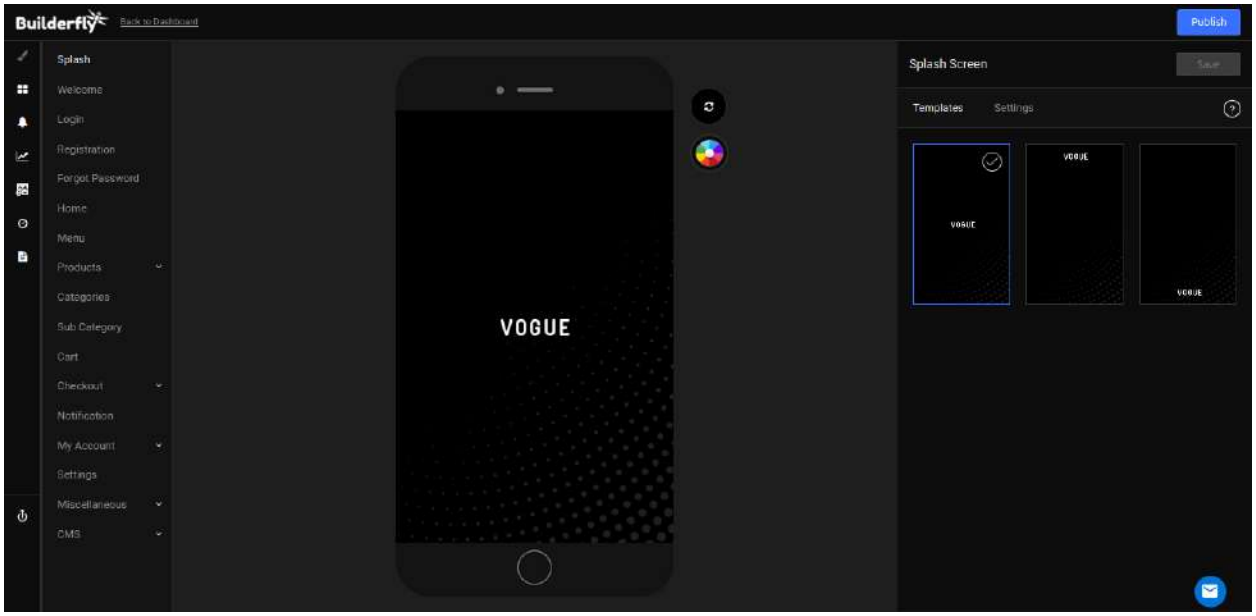


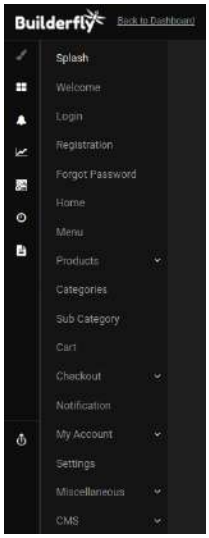
If you choose to customize later, you will see this page whenever you open the ‘Mobile App’ section next time.

Customize Your Mobile App

When you design your mobile application, it will initially take the native look of your store. Our intuitive design editor section powers you with all the features with which you can customize the look of your mobile applications as per your wish. Click on ‘Customize App’ or ‘Edit Your App’ if you are resuming the customization features straightaway.

It will take you to your ‘Design Editor’ dashboard. Here, you can select the best look on each screen of your mobile application. Our DIY design editor tool is easy-to-use. Like you’ve customized your website, you can design your mobile application without writing a single line-of-code.

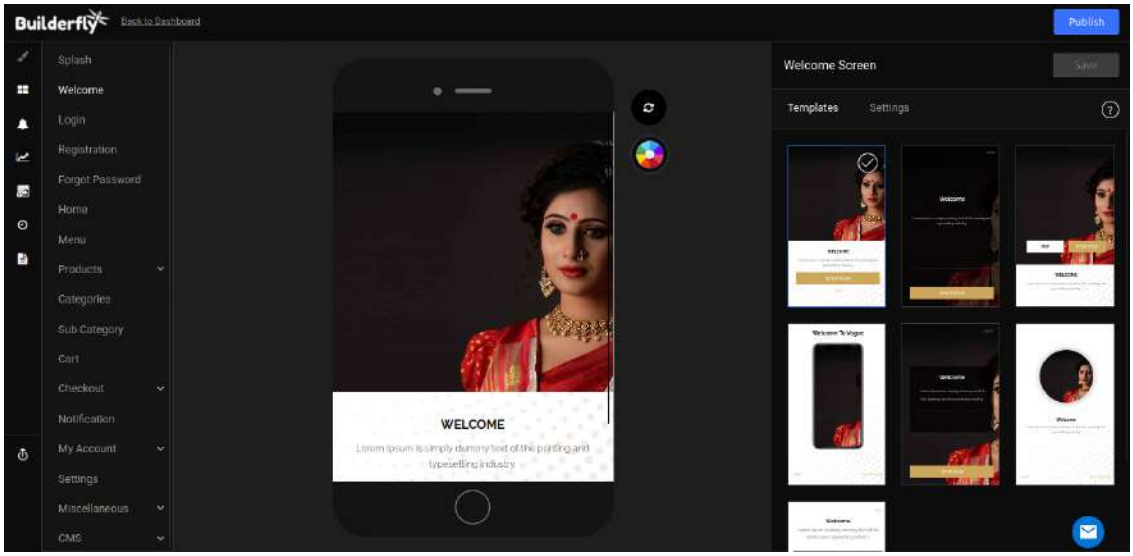


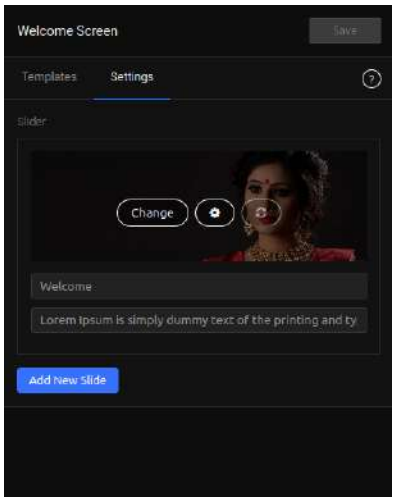


On the left side pane, you will get easy access to all the functionalities required to build a mobile application.

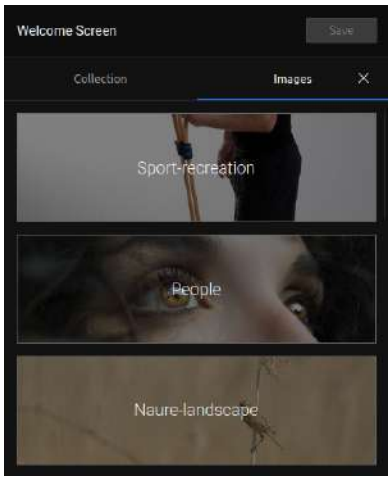
As you can see in the image, that brush tool is that of your ‘Design section’. This list of options displayed here are the different screens of your mobile application that you can update one-by-one.

Let’s start with the customization of your mobile application. Click on any of these screens. Let’s say, here we click on the Welcome screen. Here, you can check the first look of your Welcome screen. From the ‘Templates’ section you can see several templates for your ‘Welcome’ screen.



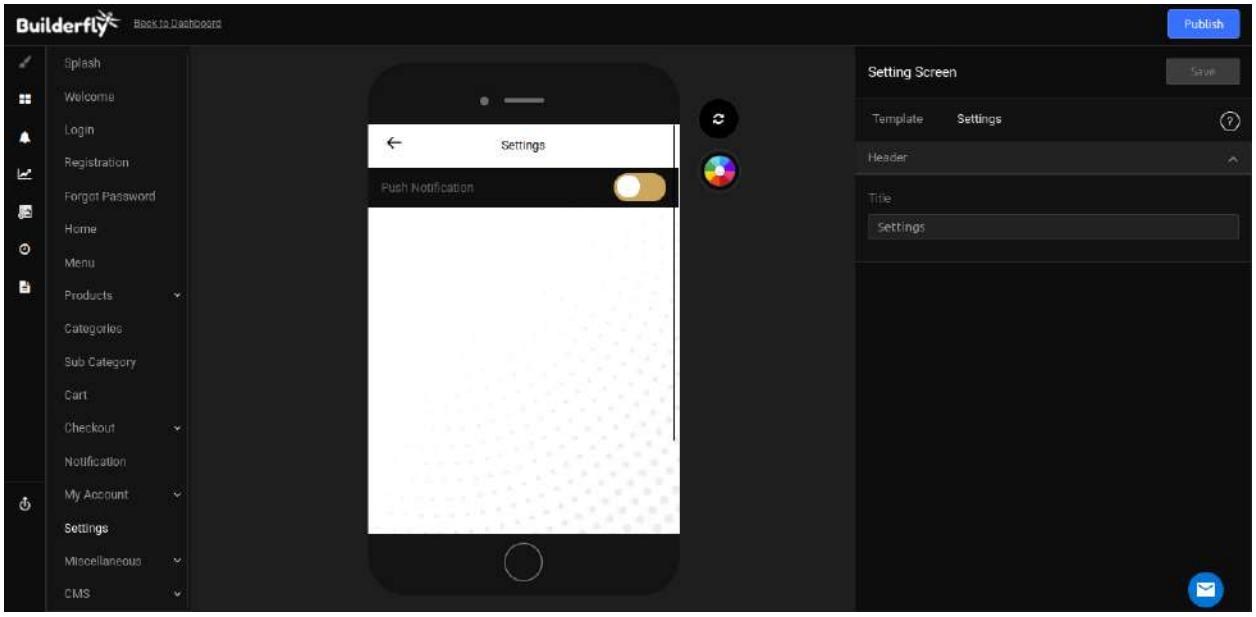


Click on ‘Settings’ section, here you can update the content and media that will be displayed on each of your mobile screens.

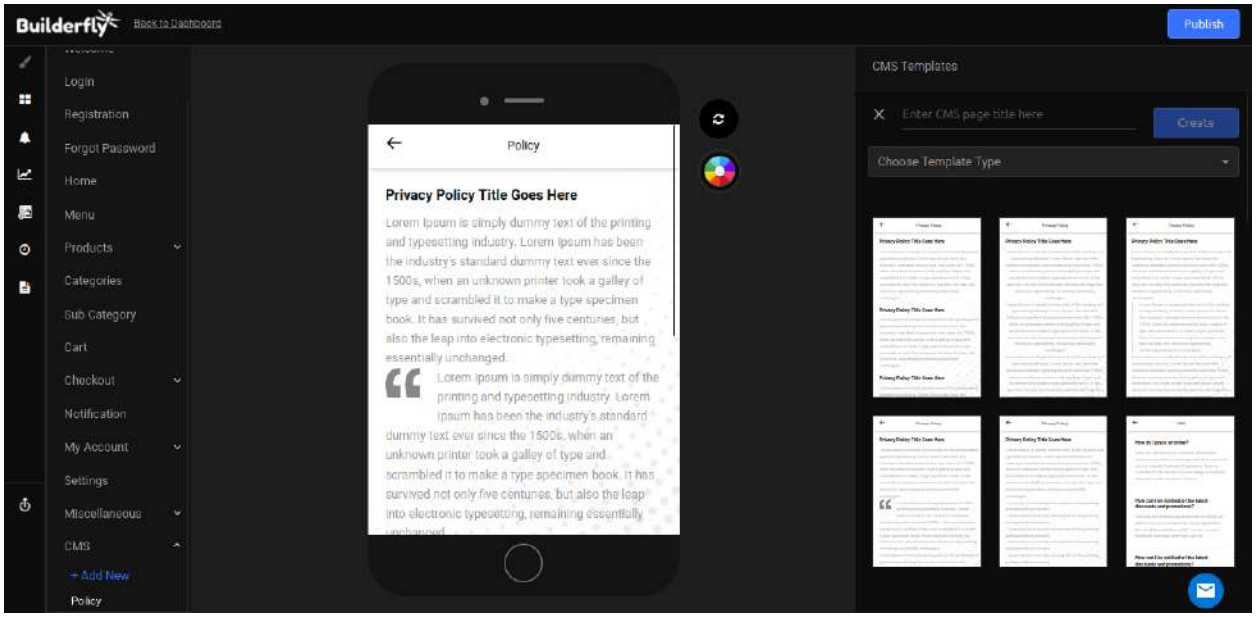


Click on ‘Change’ or ‘Settings Icon’ to select the image that it is to be displayed. From ‘Images’ you can select the ‘Image group’ suitable for your business niche. Choose a suitable image and ‘Save’ to update.

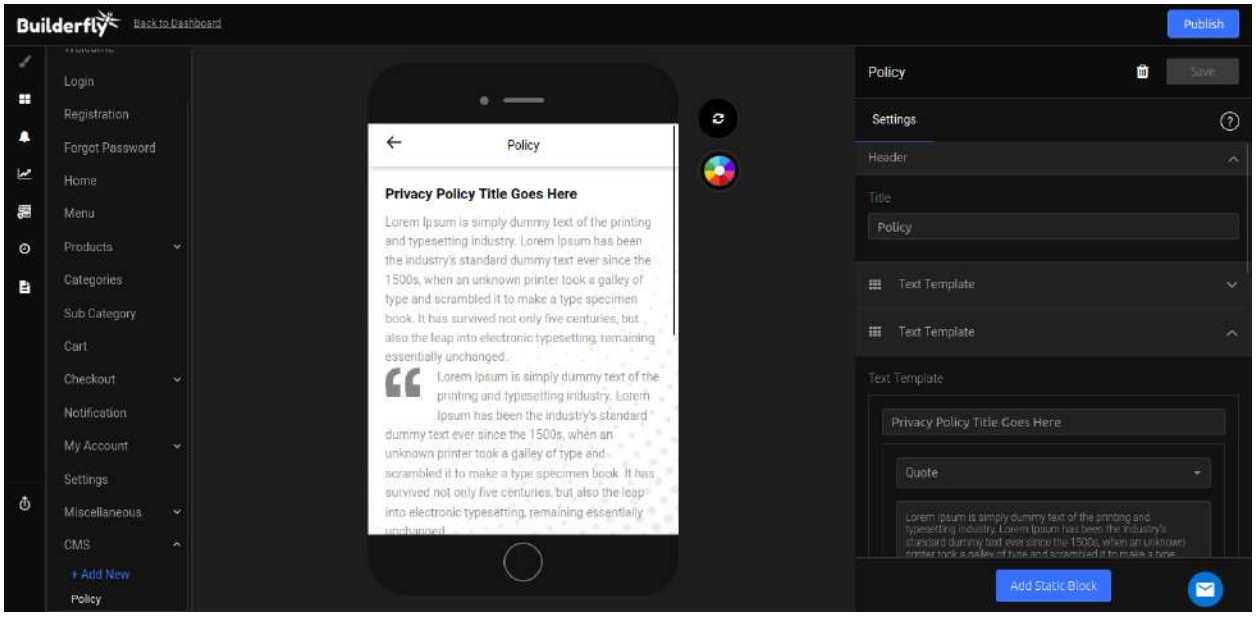
Like the ‘Welcome’ screen, you can choose other screens of your mobile app and choose the best look you like to showcase.



Click ‘Settings’ to enable Push notifications settings. You can keep it enabled by default.



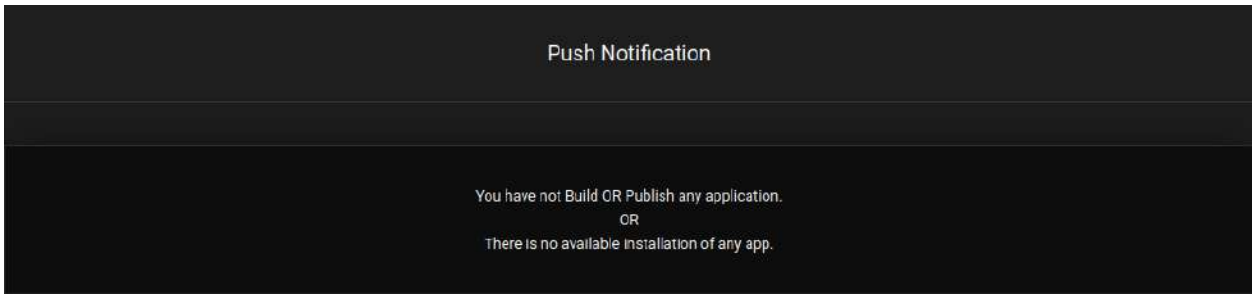
If you want to add a new page in your mobile application click ‘+Add New’ from the dropdown of the CMS section. Update the ‘Name of Page’ you want to keep, select the design layout from the templates shared. Click ‘Create’ to implement the changes.



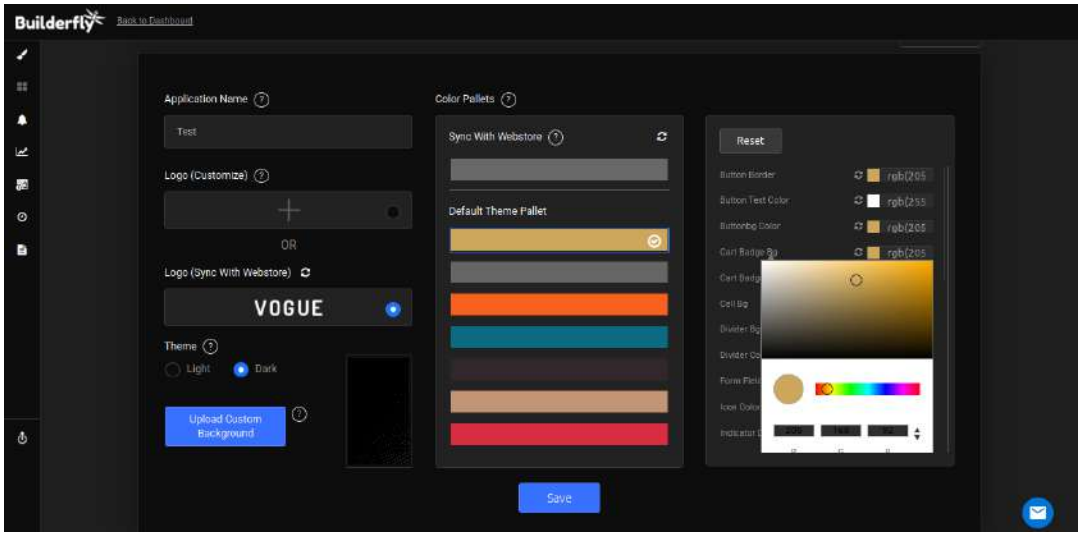
You will get your newly designed page displayed in the ‘CMS’ section. Once you click on it, you can click ‘Templates' to change the page layout and click ‘Settings’ to update the content of your new page. You can add new blocks by clicking ‘Add Static Block’. You can update it by clicking ‘Save’ and delete later, if you want to.

Take your time updating your application’s screens.

Click on the Bell icon to view all the push notifications that you will get after a successful launch of your mobile application.



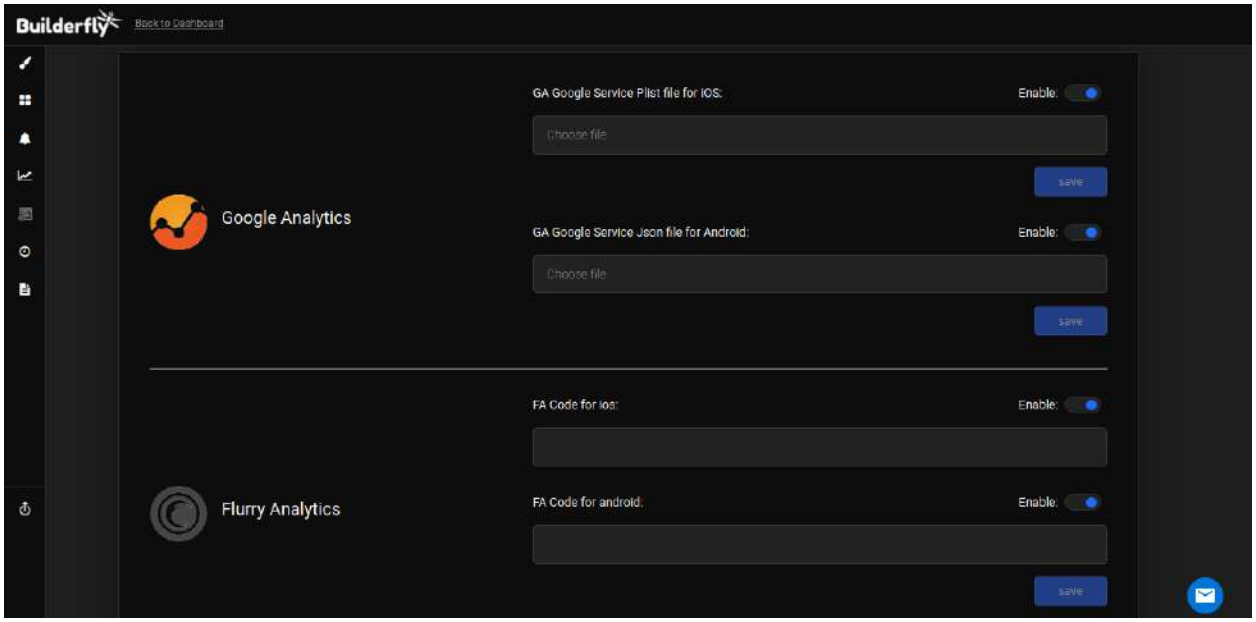
Click on the Window icon, it is ‘App Settings’.



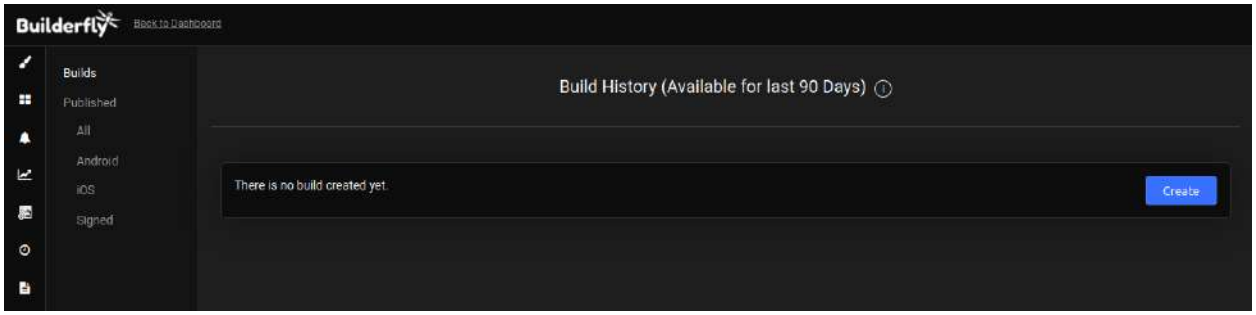
From here, you can change the ‘Application Name’, add your logo, choose different theme mode, and select the suitable color palette. By default, the color palette will be in sync with your webstore, if you like to choose differently, you can select from ‘Default Theme Pallet’. Moreover, you can create your own color palette by clicking on the color code. Move that round circle with your cursor to choose a different color of your choice or update the RGB color numbers by surfing over the web. With Builderfly, you have full freedom to paint the canvas of your mobile application with the colors of your choice. Click ‘Save’ to update all the changes.

Clicking on the Graph icon, it showcases Analytics for your mobile application. You can check the live user behavior and understand your customer’s journey on your mobile app in a much better manner.

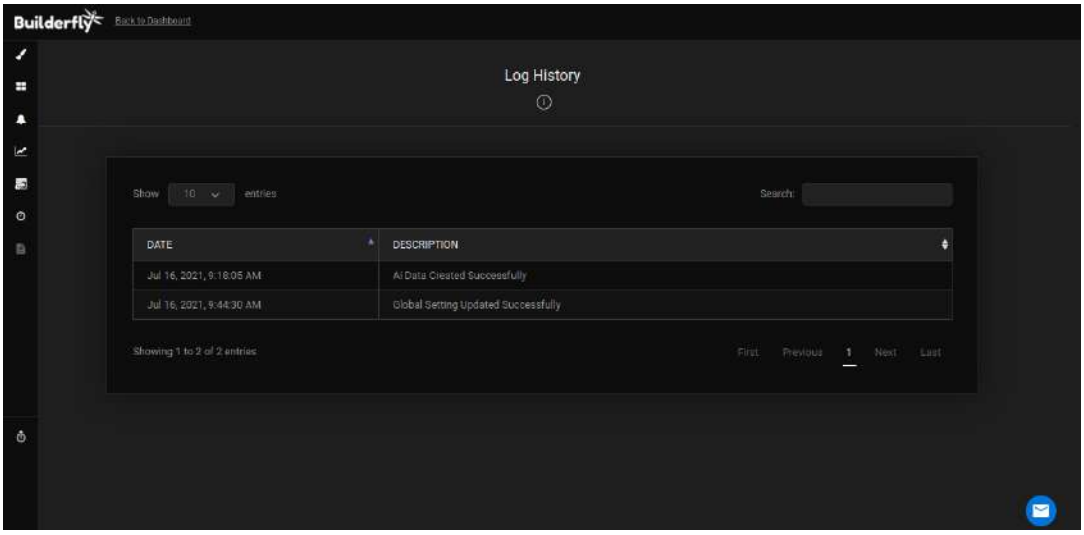
To get more insights about user behavior and customer interaction of your mobile app, you can configure Google Analytics and Flurry Analytics from here.



Next option will give you the ‘Build history’ for your mobile application. Your products, inventory, and all of your content will be in sync with your website and dashboard content. So, you need not worry about managing the two of your assets distinctly. As soon as you are done with customization, you can generate the build for your mobile application, download APK for your Android and iOS devices. Run it on your device & review for the changes you might like doing before publishing. You can come to your Design Editor, generate the Build again to review your updated version.



Click on ‘Log History’ to view the entire history of changes & edits you’ve made for your mobile app.



If you want to logout of your account, Select Logout option from lower left side of your Design Editor's dashboard.

MARKET

In this section, we have crucial marketing tools listed, leveraging, which you can boost your business. Here you will find two significant sections, namely:

- Analytics
- General

ANALYTICS

Check the performance of your store from here and tweak your marketing plan accordingly. In this section, you will find:

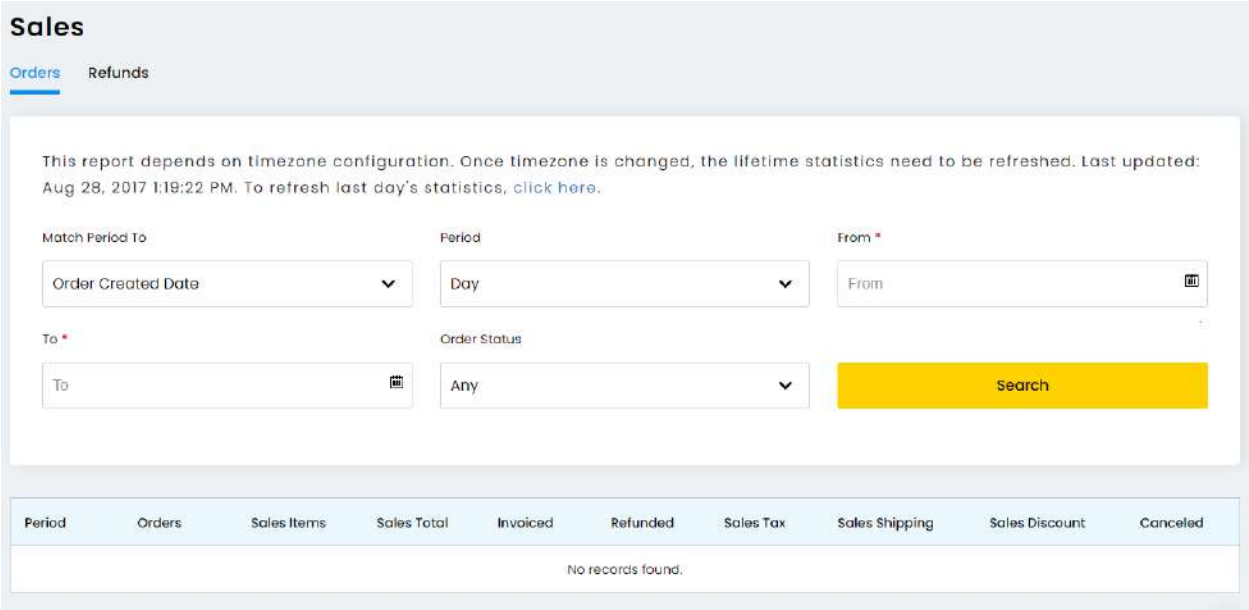
- Sales Report
- Products Report

Sales Report

Orders Report

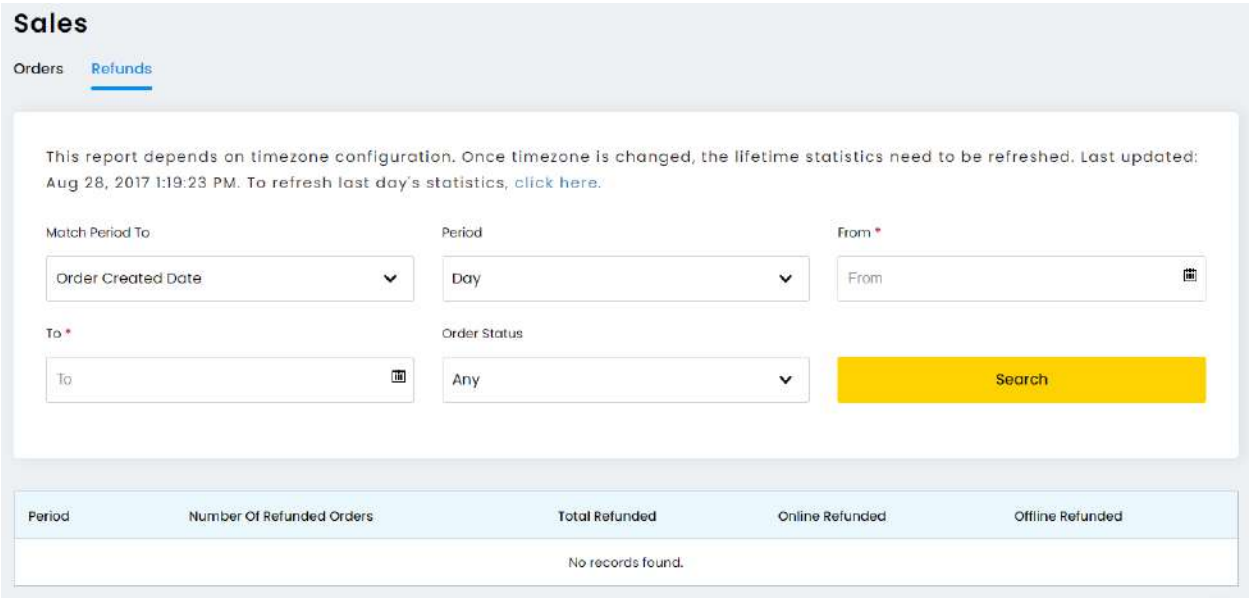
Get a detailed report of your net sales distinctly for orders and refunds. Order report will give you a brief summary of orders you have received in a particular time frame. You can set custom dates and filter

reports based on the ‘Order Status’. Select the ‘Order’ details & copy it anywhere in your excel sheets to save for future references.



Refunds Report

Based on your return and refund policies, you have to process refunds on some of your orders. The details of all such orders will be displayed here. You can track the order to refund/return ratio to figure the reason and fix the issues if there are any at your end.



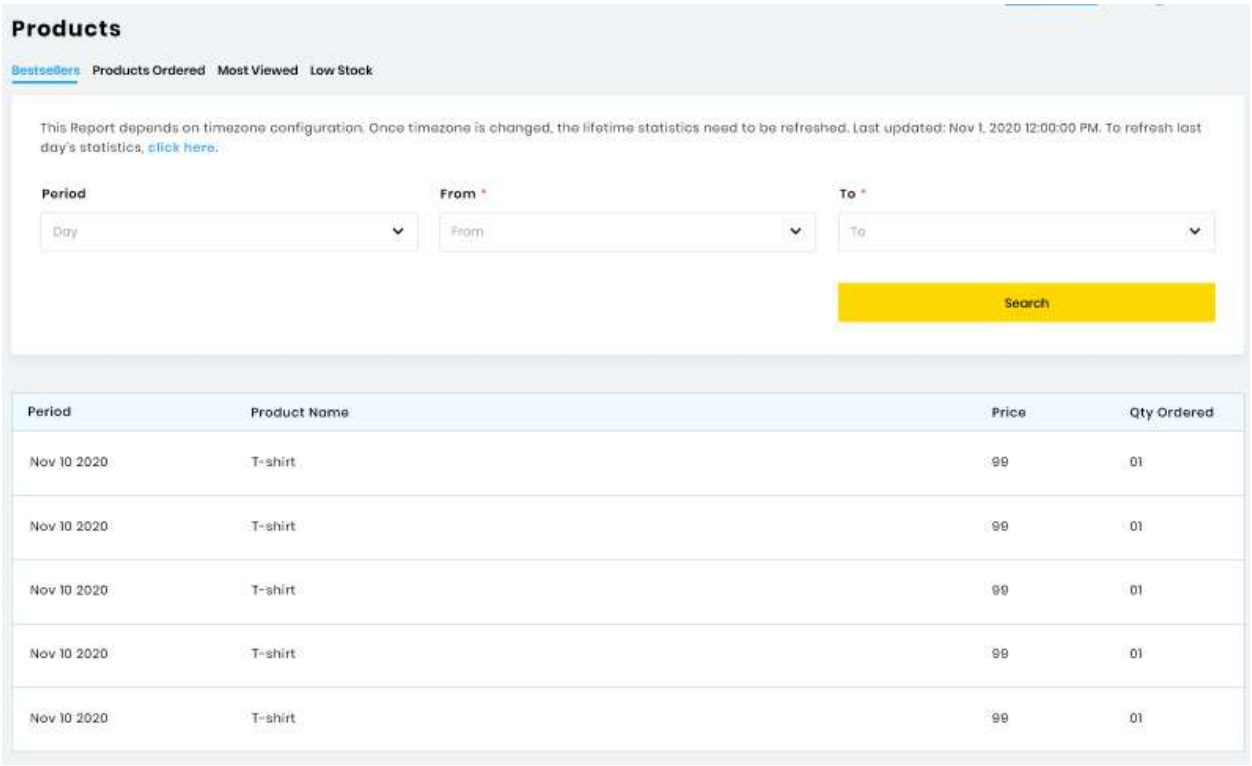
Products Report

From here, you can keep track of the performance of your products and product categories to get an understanding of the product categories & types that will actually bring more sales. Here you will find:

- Bestsellers
- Products Ordered
- Most Viewed
- Low Stock

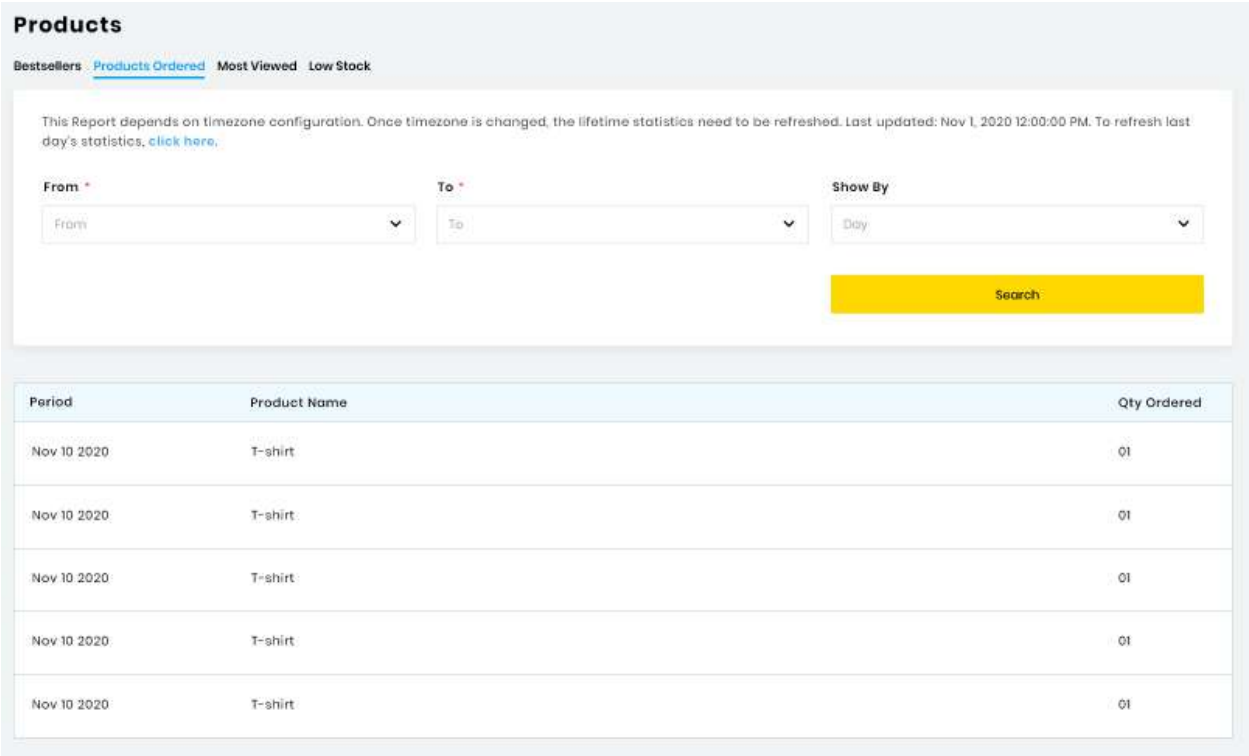
Bestsellers

Get the period wise report or date-specific product report from here for your bestseller products.



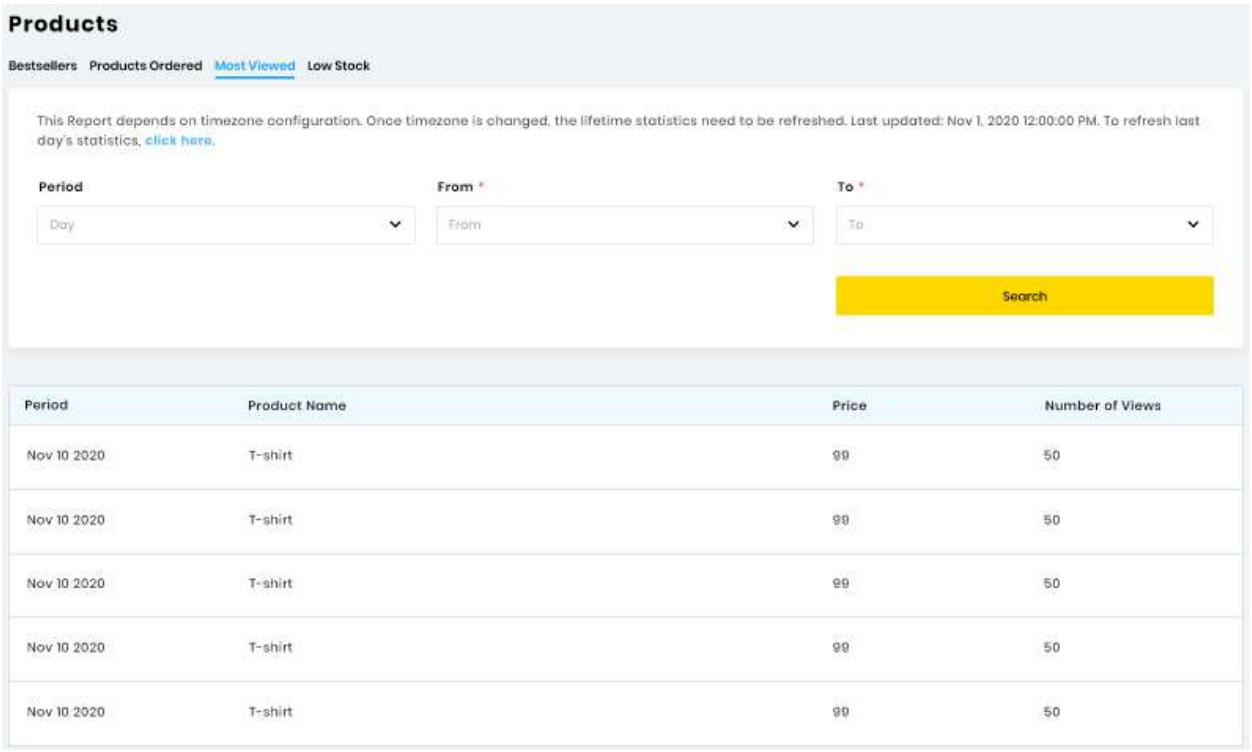
Products Ordered

Overall product report stating the products ordered from your store in the stated time frame can be viewed from here.



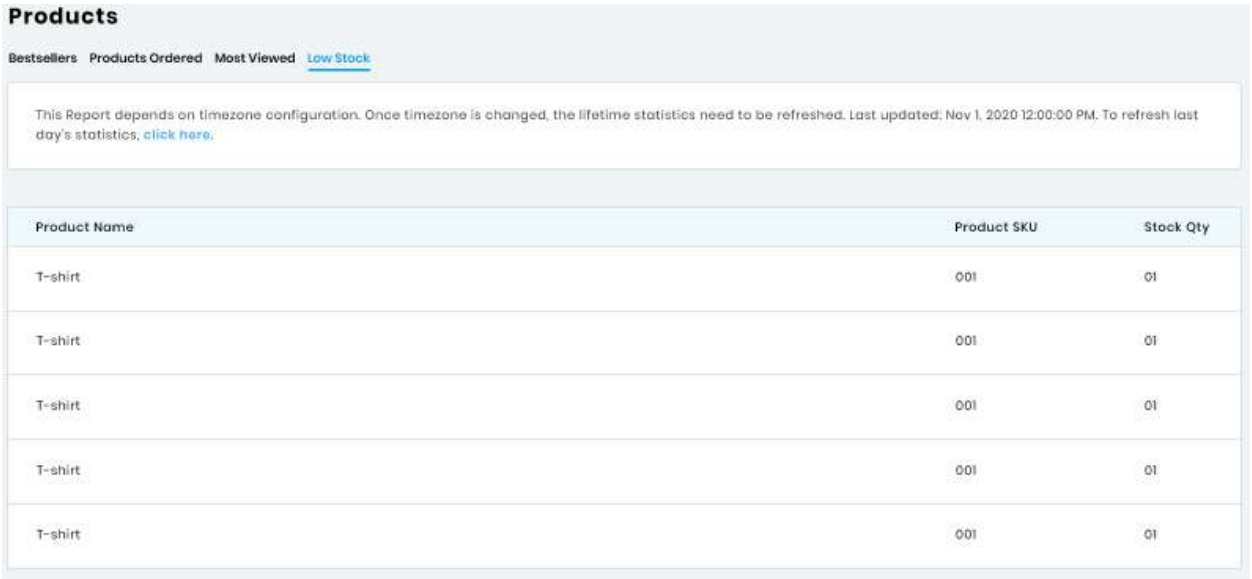
Most Viewed

This section will give you insights regarding the type of products that your audience is actually liking. You can view the 'Most Viewed' product report for the time span of your choice and save it for future reference when planning on your inventory.



Low Stock

Avoid overselling by keeping track of in-stock products. Check and update your inventory before you hit the threshold or even the worst' move out of stock'.



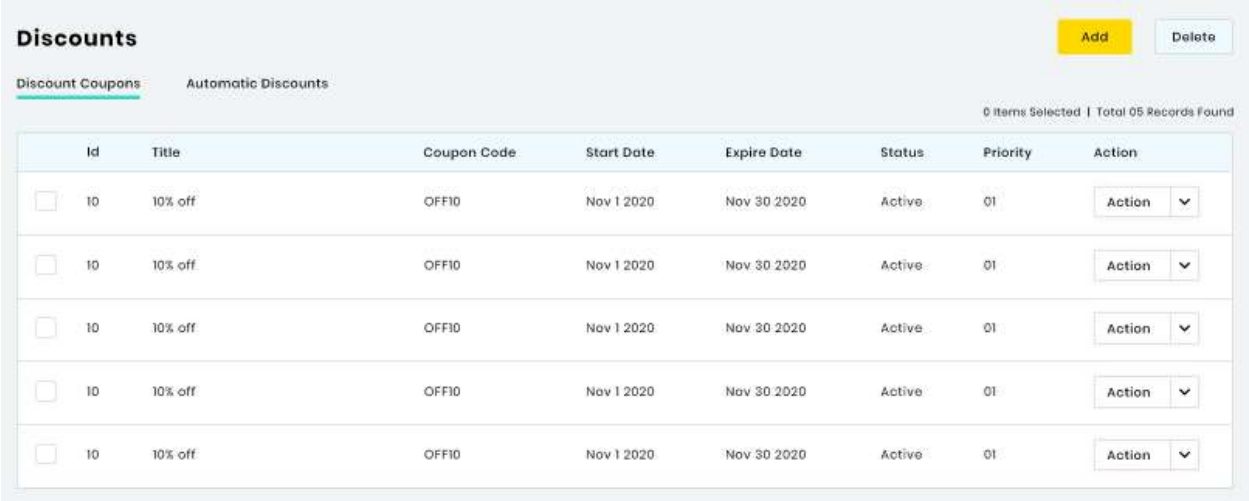
General

In this section, we have the Builderfly in-built marketing tools listed. You can use some or all of these tools to boost your business, depending upon your access as per your chosen business plan. You will find:

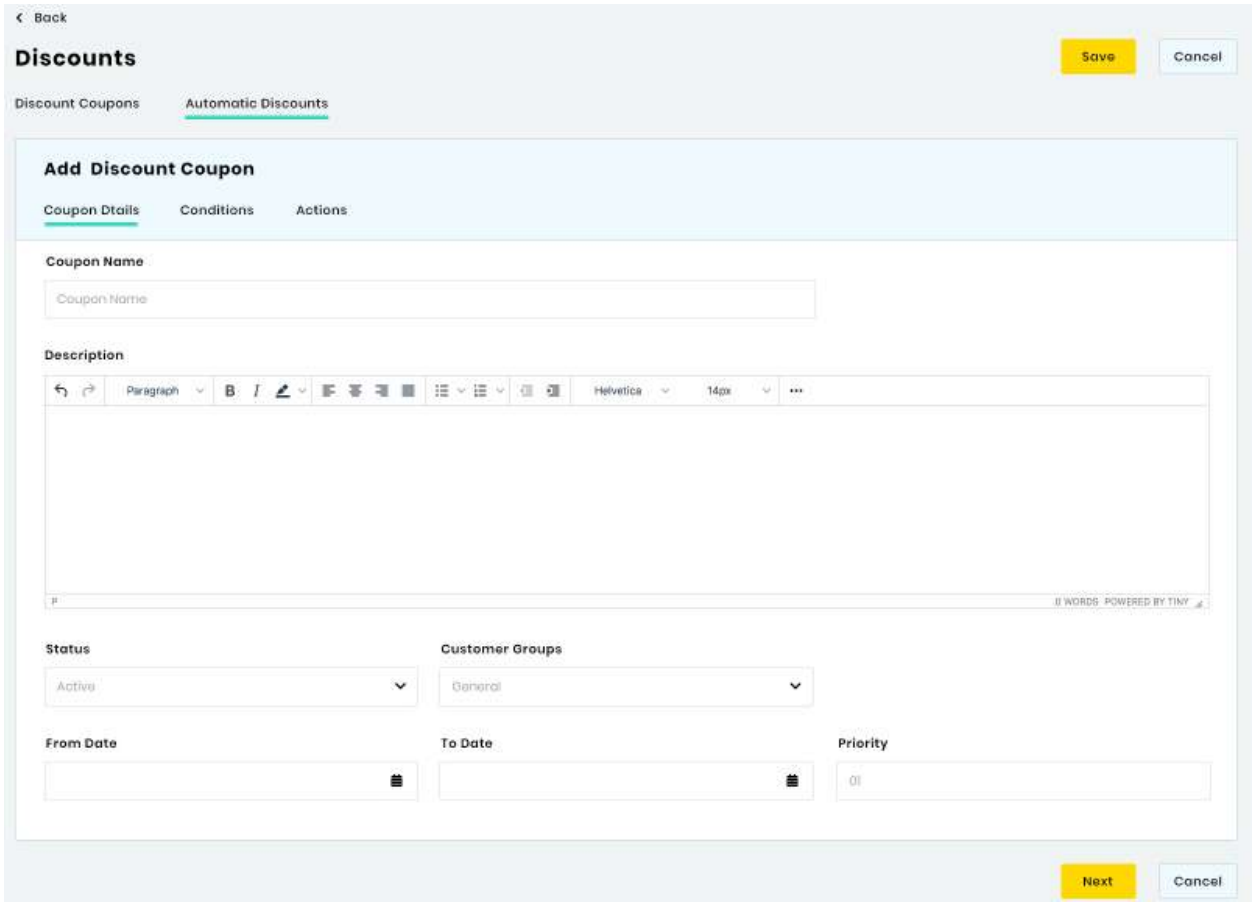
- Discount
- Promote with Blog
- SMS Marketing
- WhatsApp Marketing
- Abandoned Carts
- Newsletters

Discount

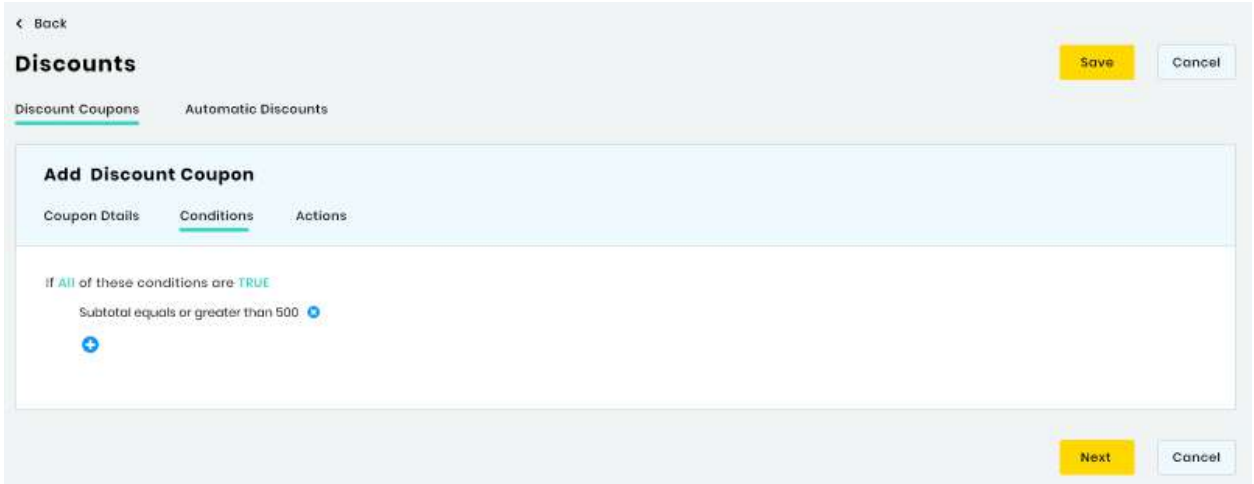
From here, you can create and manage discount coupons for your store. View, create and edit discount coupons from the 'Discount Coupons' tab.

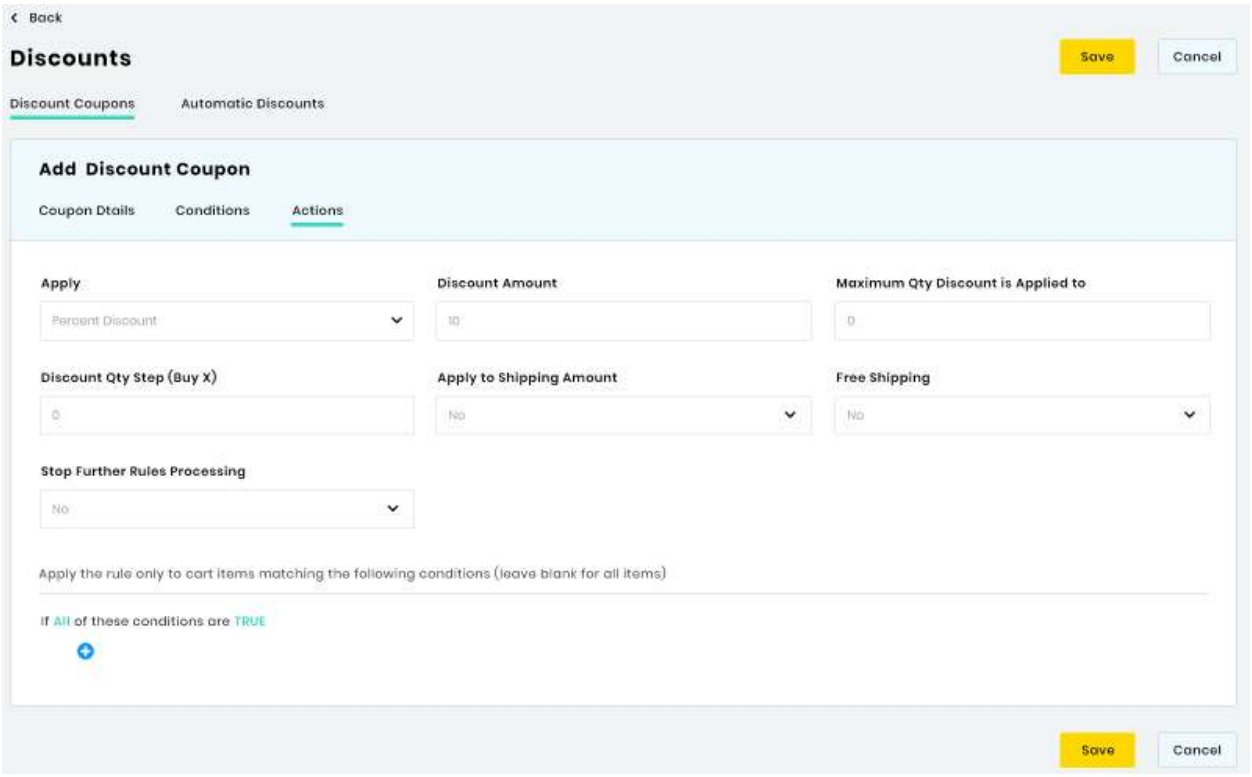


Create a new discount coupon by clicking on 'Add'. You can set the coupon details, set the customer group for which it will be applicable, and the validity time.



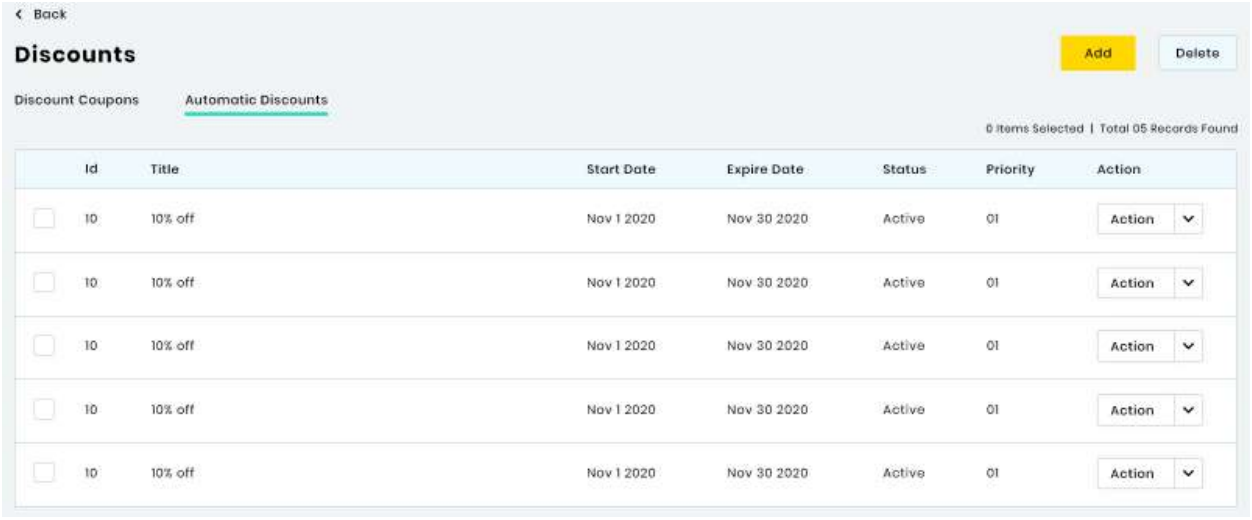
Further, set the conditions and ‘Actions’ that the customer can take.



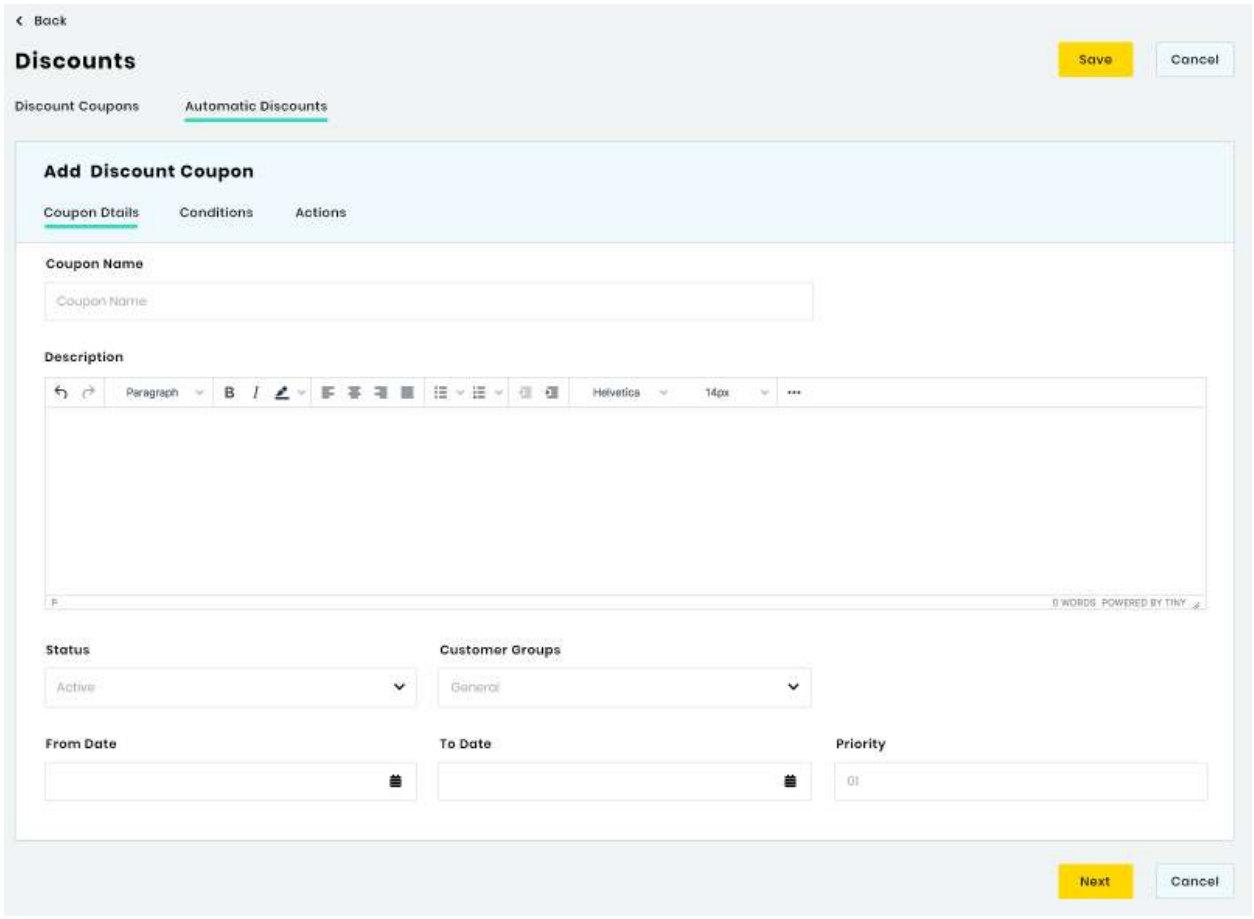


Click ‘Save’ to implement all the changes you’ve recently updated.

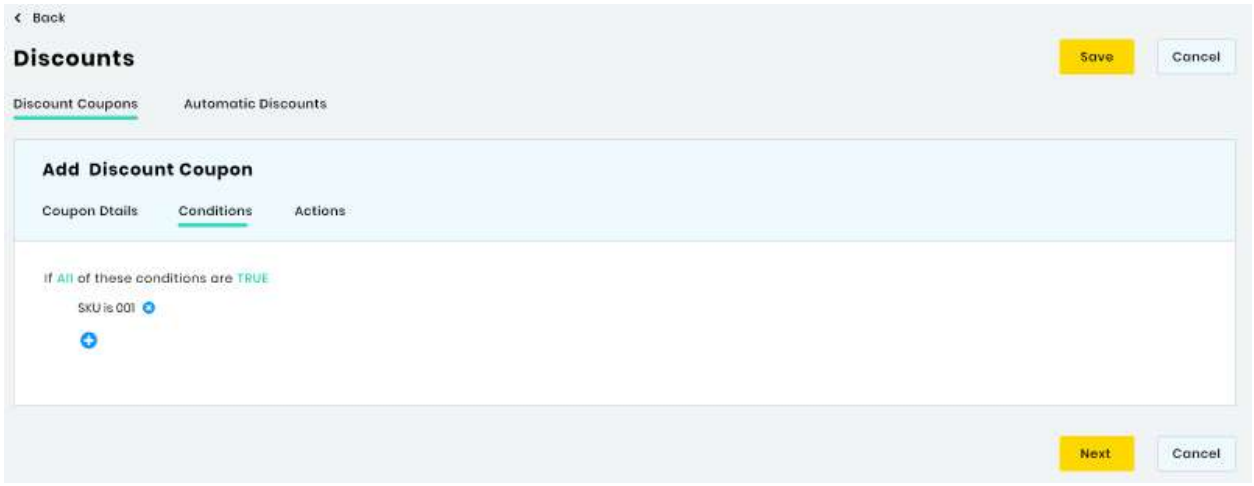
All of your cart level discounts can be viewed and managed from the ‘Automatic Discounts’ tab.

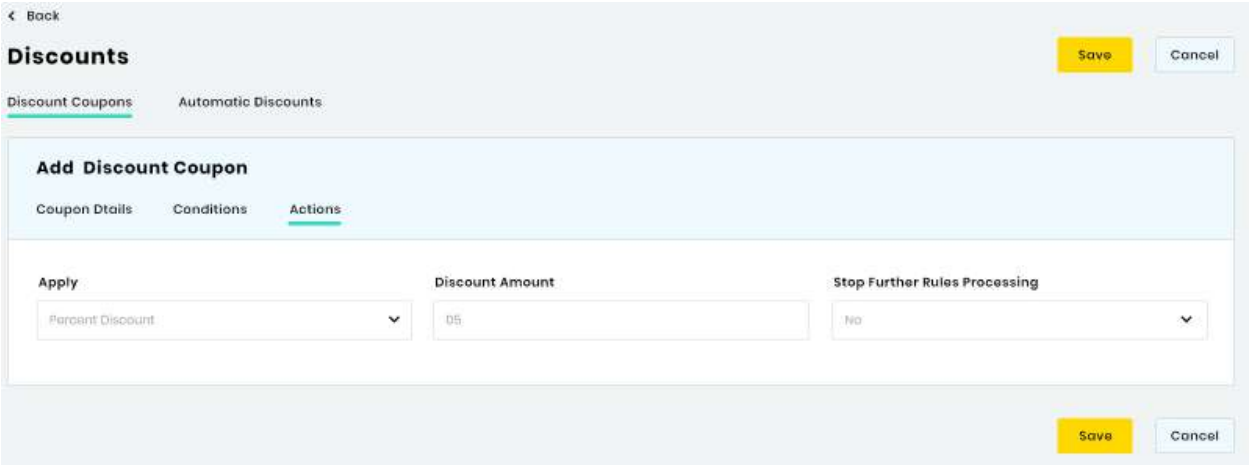


Create and manage the cart level discounts under ‘Automatic Discounts’ tab.



Further, set the conditions and ‘Actions’ that the customer can take.



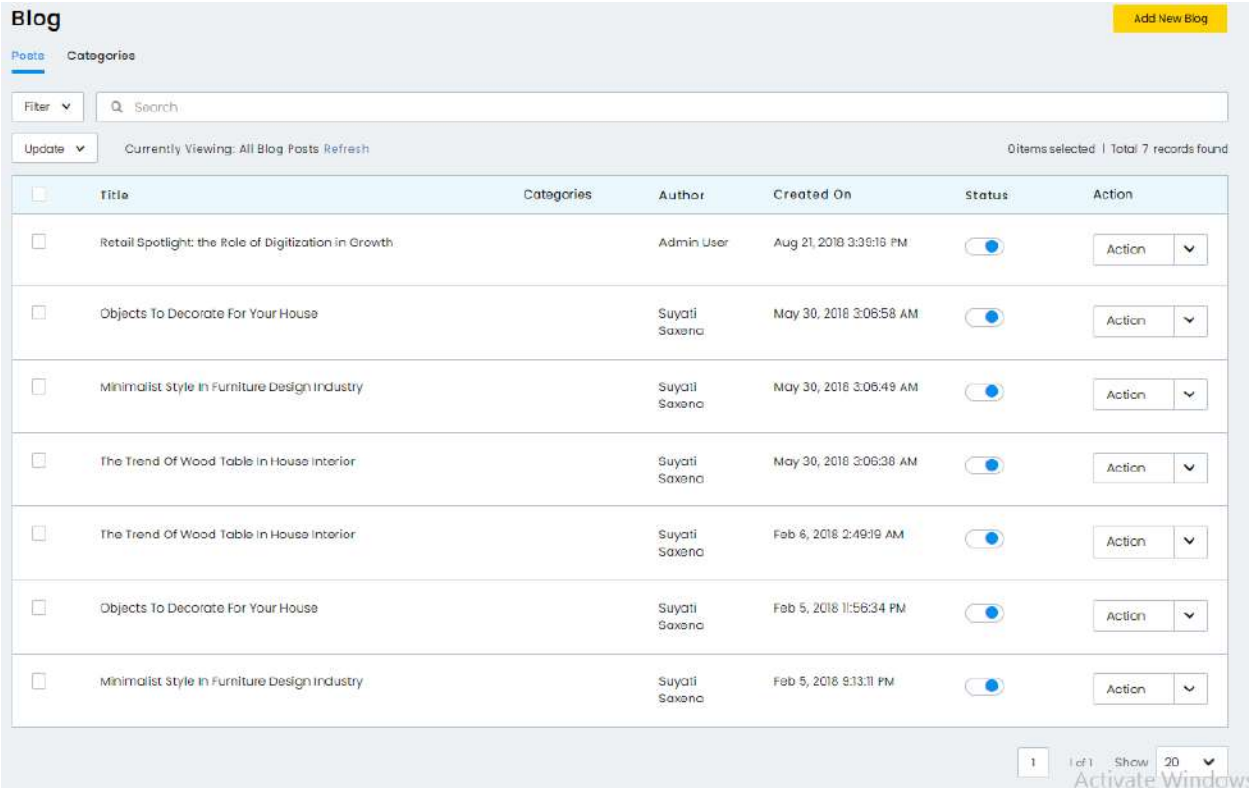


Promote with Blog

Blogs happen to be one of the most effective ways of promotion these days. You can write engaging, informational blog posts for your audience and improve engagement at your online store. From here you can create and manage blog posts with which you like to promote your products.

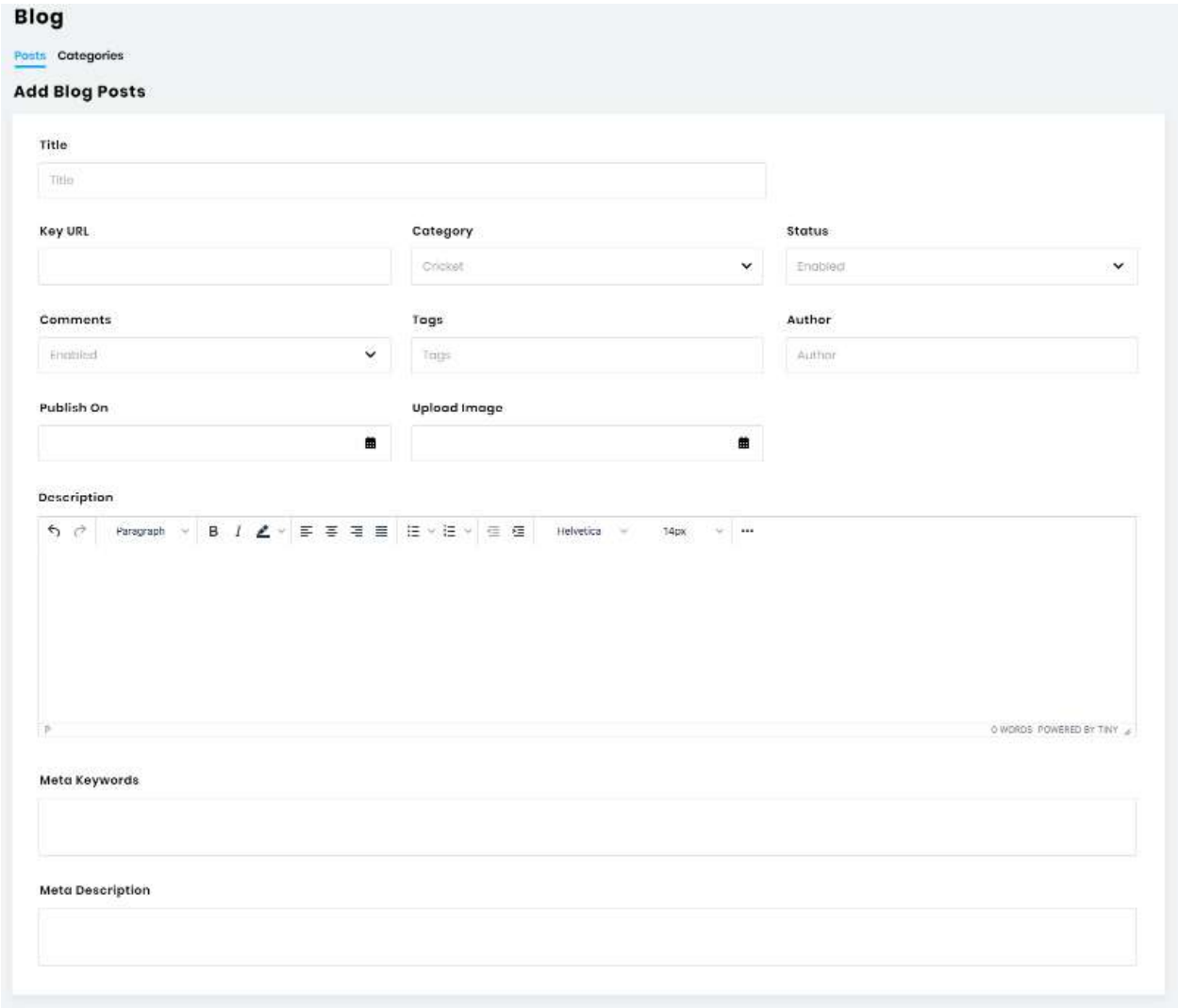
To navigate to this section:

- On your dashboard, click on **Market**.
- Select '**General**' and there you will see an option '**Promote with Blogs**'.
- All of your blog posts along with their categories and all information will be listed here. You can keep it visible or hide by shifting the toggle from the Status.
- If you want to edit the blog, click on it to open the detailed blog editing page.
- Click 'delete' if you want to delete the blog post directly or find more options by clicking on 'Action' tabs.

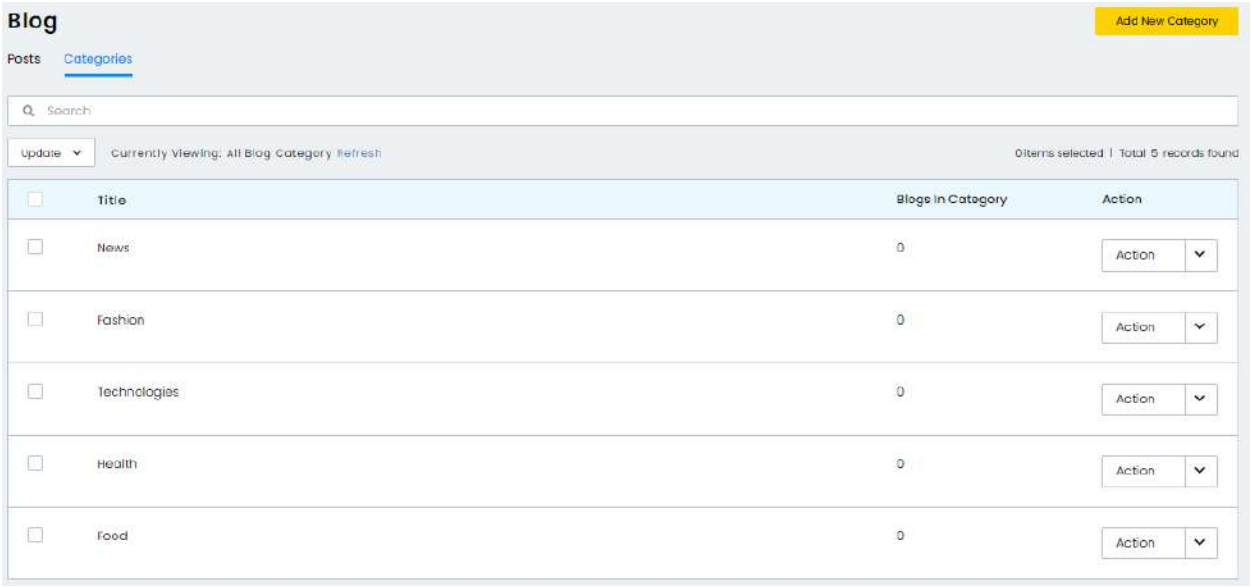


To create a new blog from scratch, follow the steps below:

- Click ‘Add’.



- This will open a blog editor section. Here you can add title, update URL of your blog, select category, update publishing details, upload images, add content in the description section. Update meta tags to optimize your blog from SEOs perspective. Click ‘Save’.
- Under the ‘Categories’ tab you will find all the blog categories listed here.

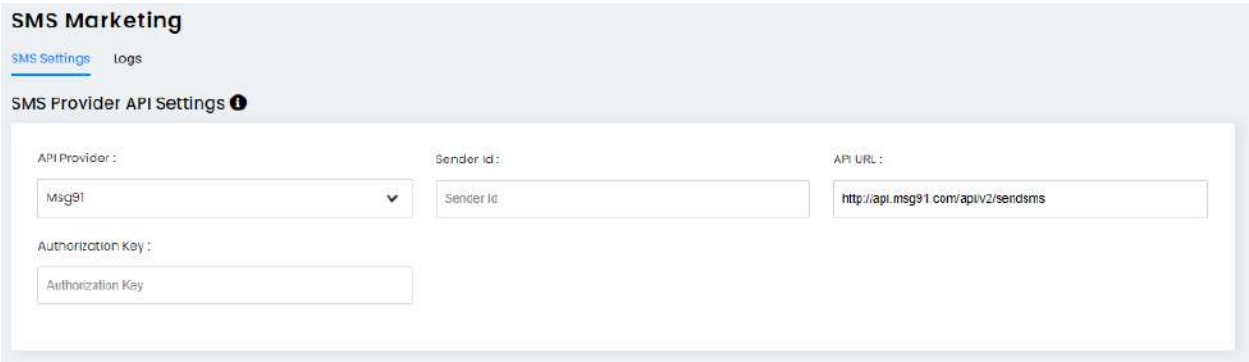


- You can edit and update the ‘Categories’ page.

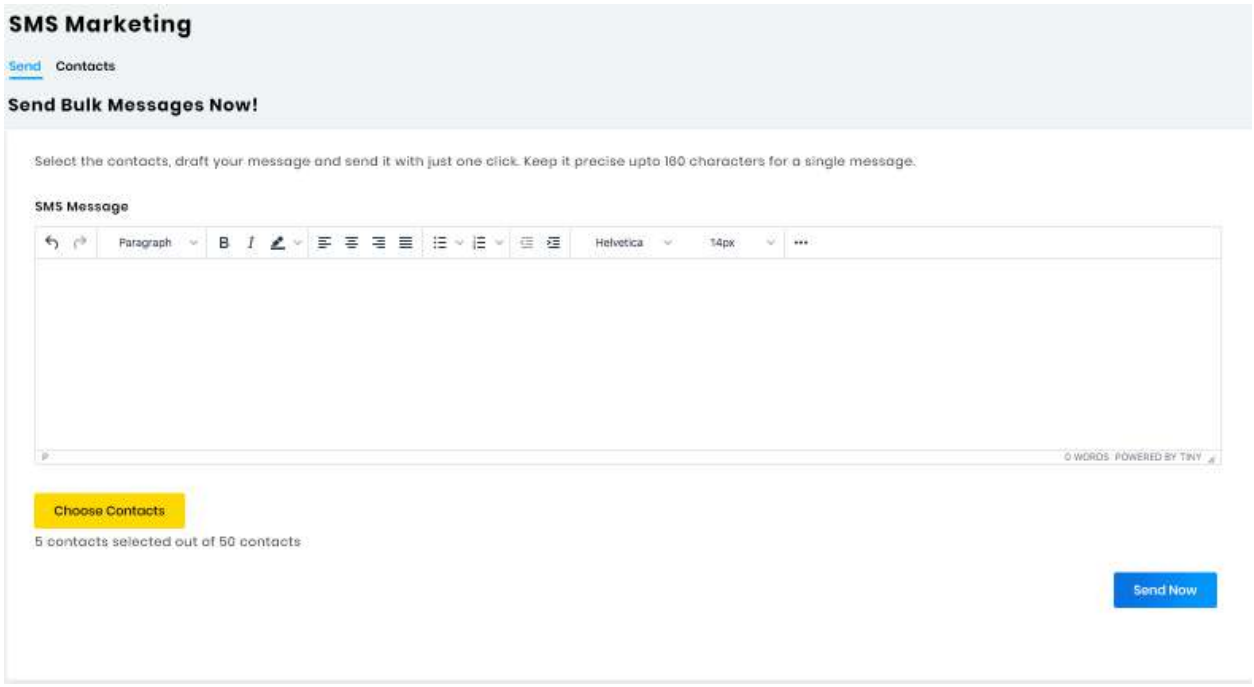
SMS Marketing

From here you can create & manage SMS marketing campaigns. To configure your SMS Provider details, go to ‘SMS Settings’.

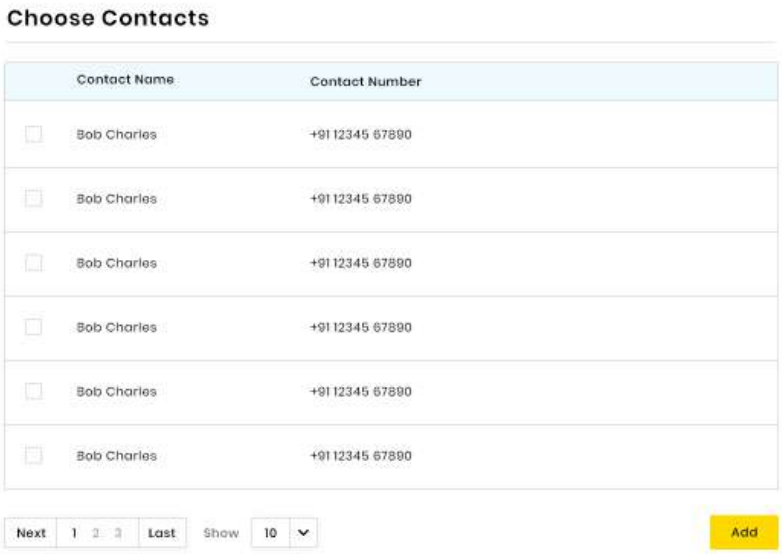
Here you can update the API provider, ID, URL, and put the Authorization Key.



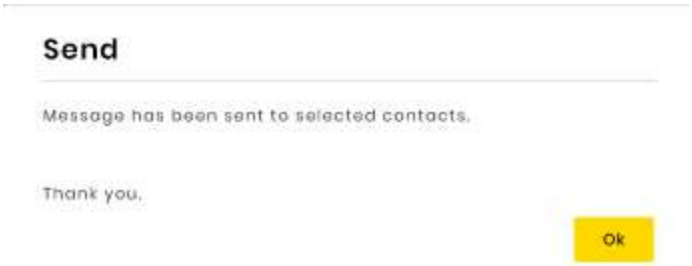
You can create & send messages in bulk.



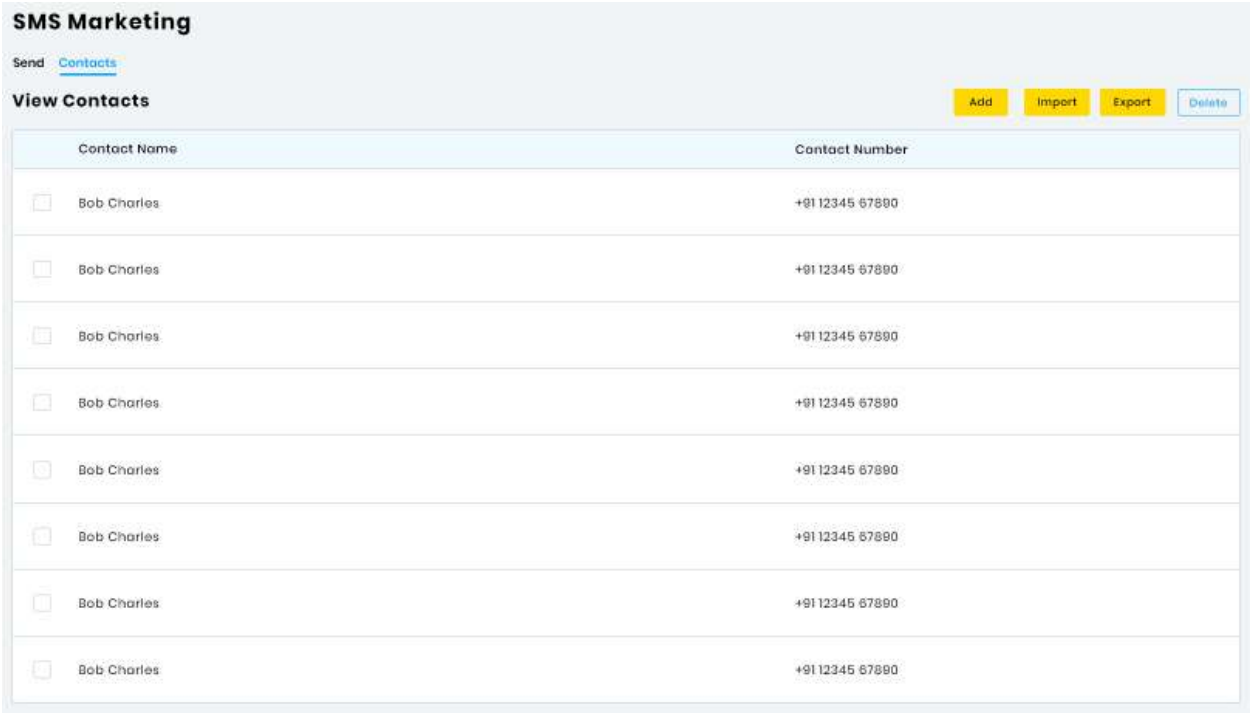
You can ‘Choose Contacts’ from the list, select the checkbox, and click ‘Add’.



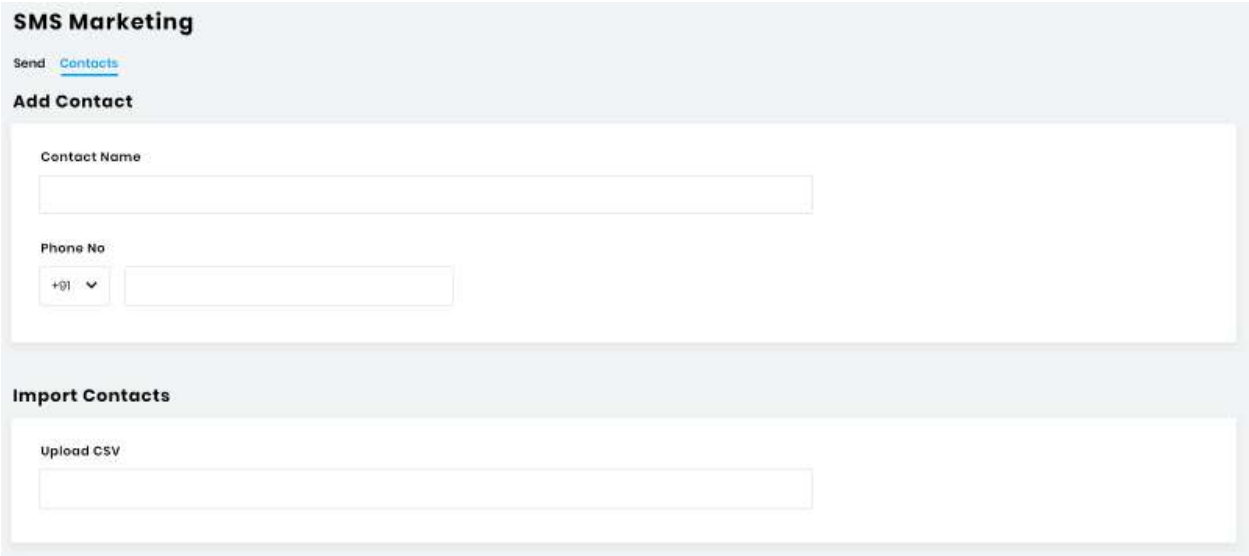
Click ‘Send Now’ to send a message to the selected contacts.



You can create and manage your telephonic contacts from the '**Contacts**' section.

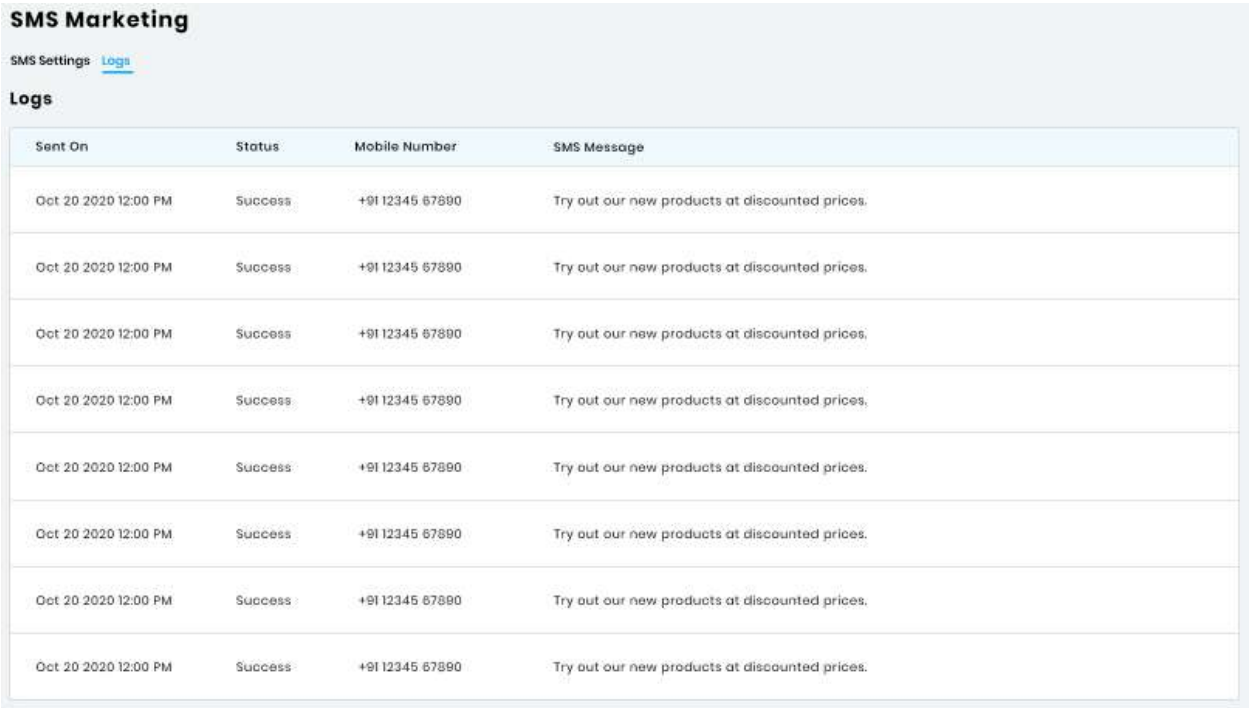


Click 'Add' to create a new contact.



To upload bulk contacts, upload a CSV file in the ‘Import Contacts’ section. If you want to ‘Export’ all the existing contacts, select contacts and click ‘Export’.

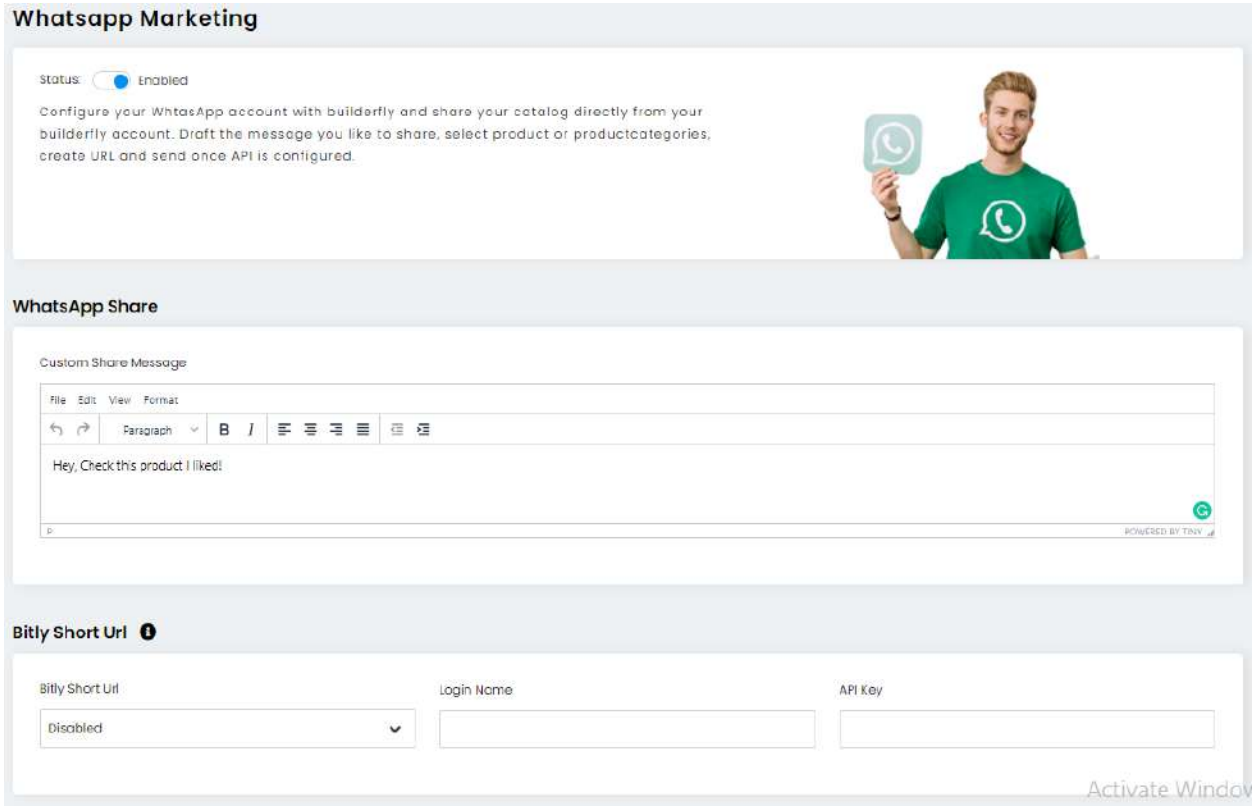
Under the ‘Logs’ section you will find details of all the messages sent through the platform.



WhatsApp Marketing

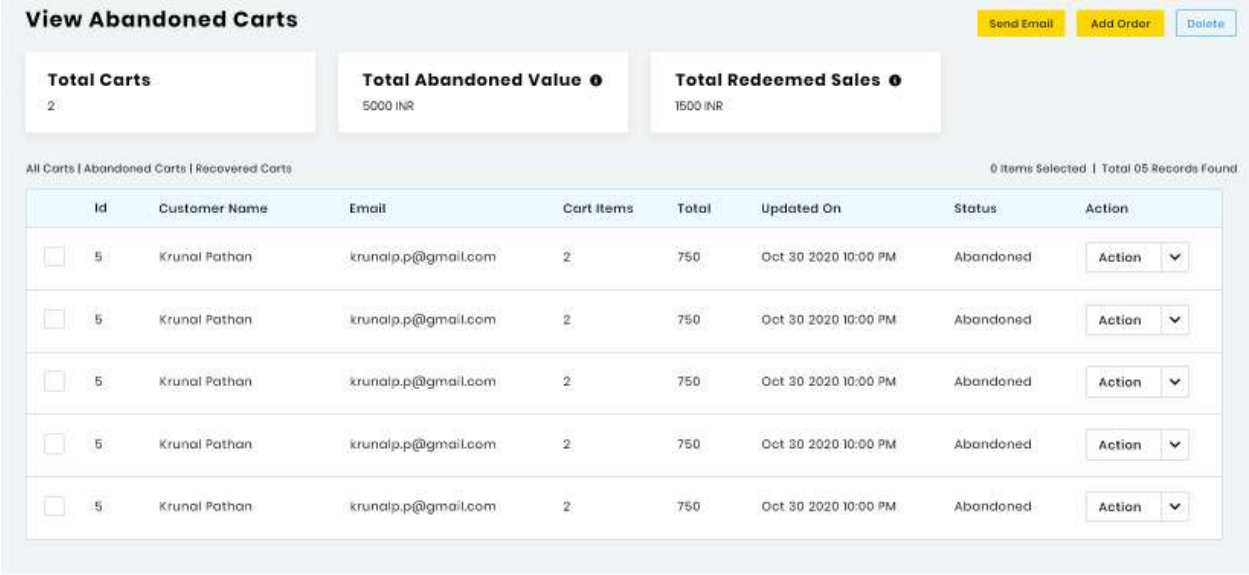
Enable WhatsApp sharing feature on your Builderfly account and start sharing your catalog within your WhatsApp network in a single click.

Update your login name and API key, create the customized message to share with your audience and start WhatsApp Marketing now.

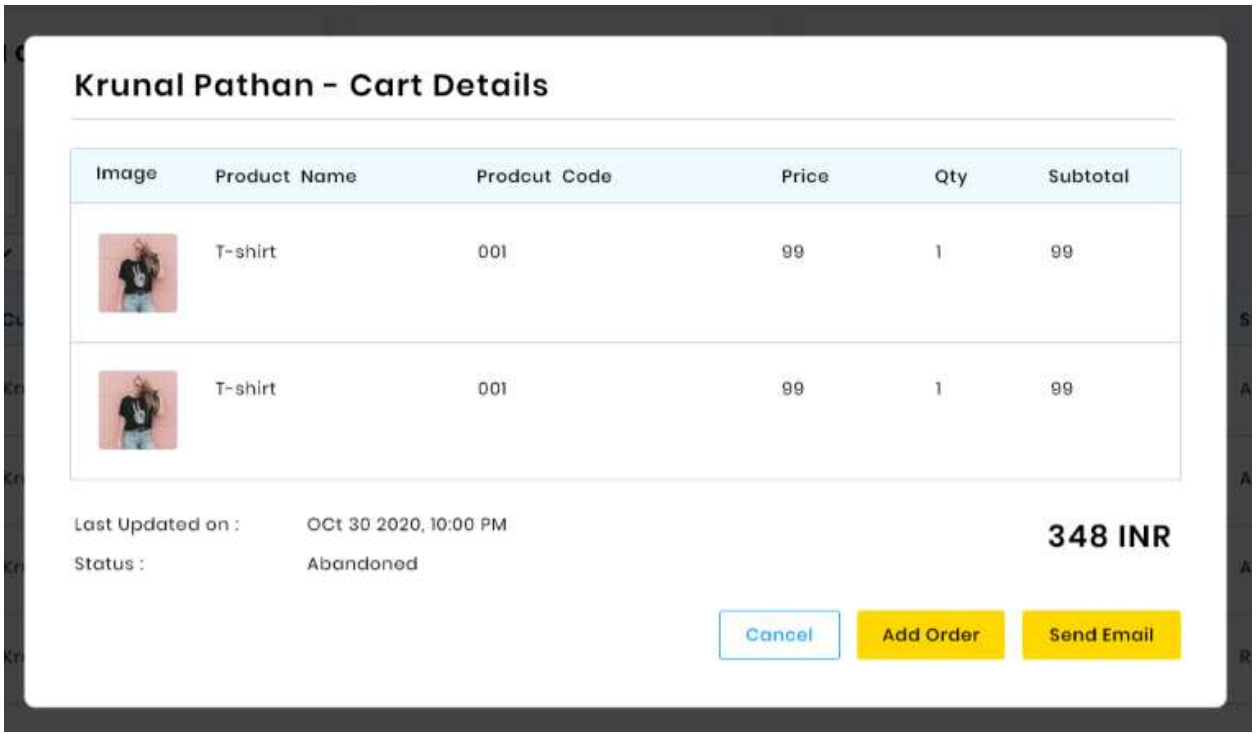


Abandoned Carts

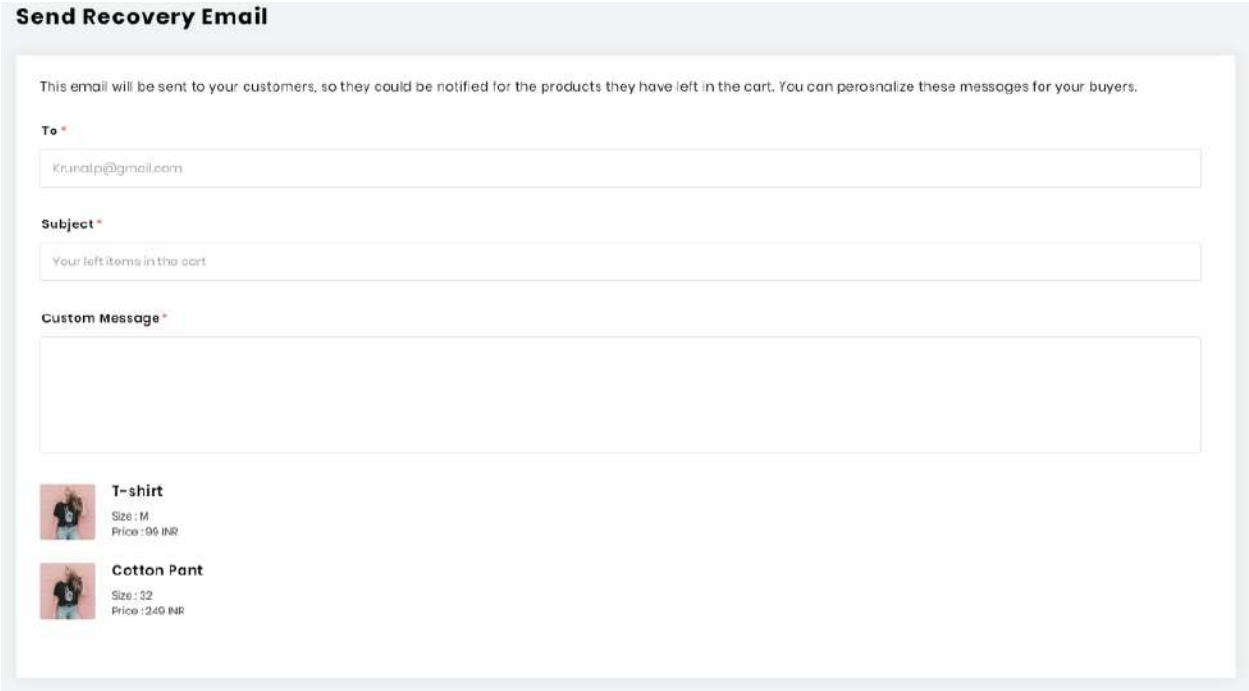
Keep track of those potential buyers who left products added in their cart or forgot to complete the checkout process. From here you can check the list of those buyers and send them reminder mail to bring them again in the conversion cycle. Those of the abandoned cart users who complete the checkout via reminder link will be updated here in the ‘Total Redeemed Sales’ box. Value of the abandoned cart will be summed up and shown in ‘Total Abandoned Value’ box.



To send Email, or add orders in here you can select the contact and choose the action you want to take.



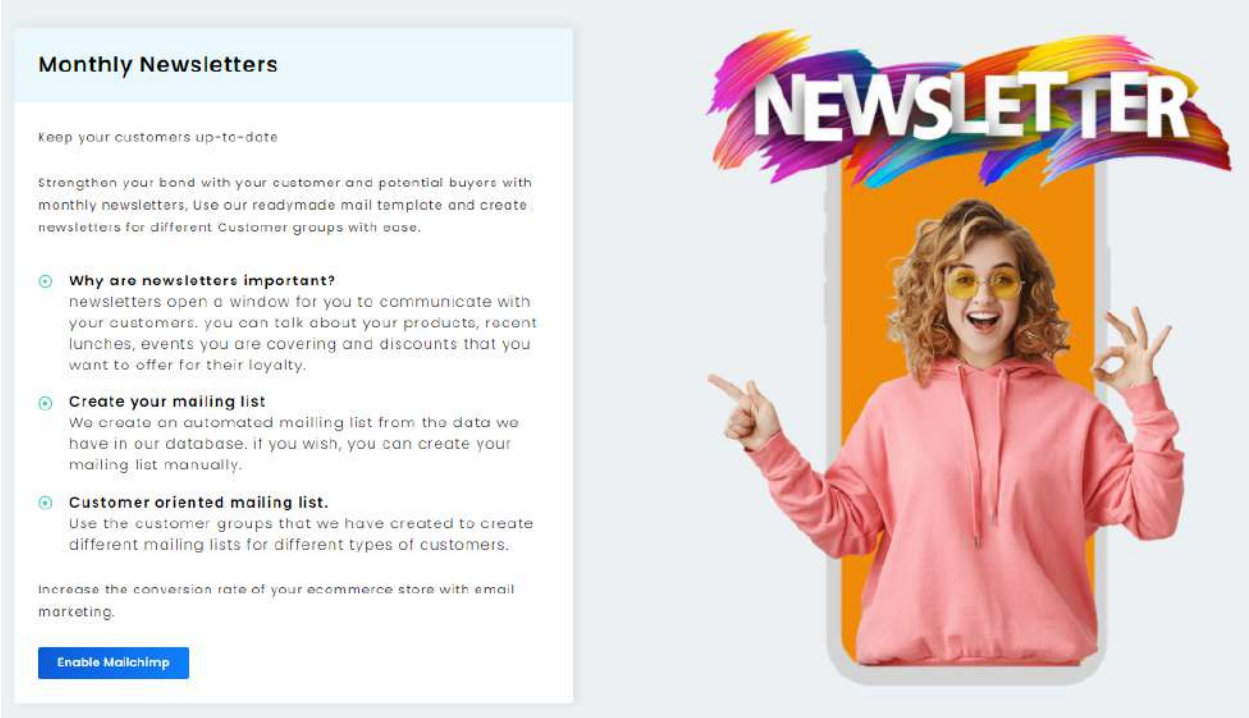
The above dialog box displays when you can click on any Abandoned cart details. Click on ‘Send Email’ to personalize your mail.



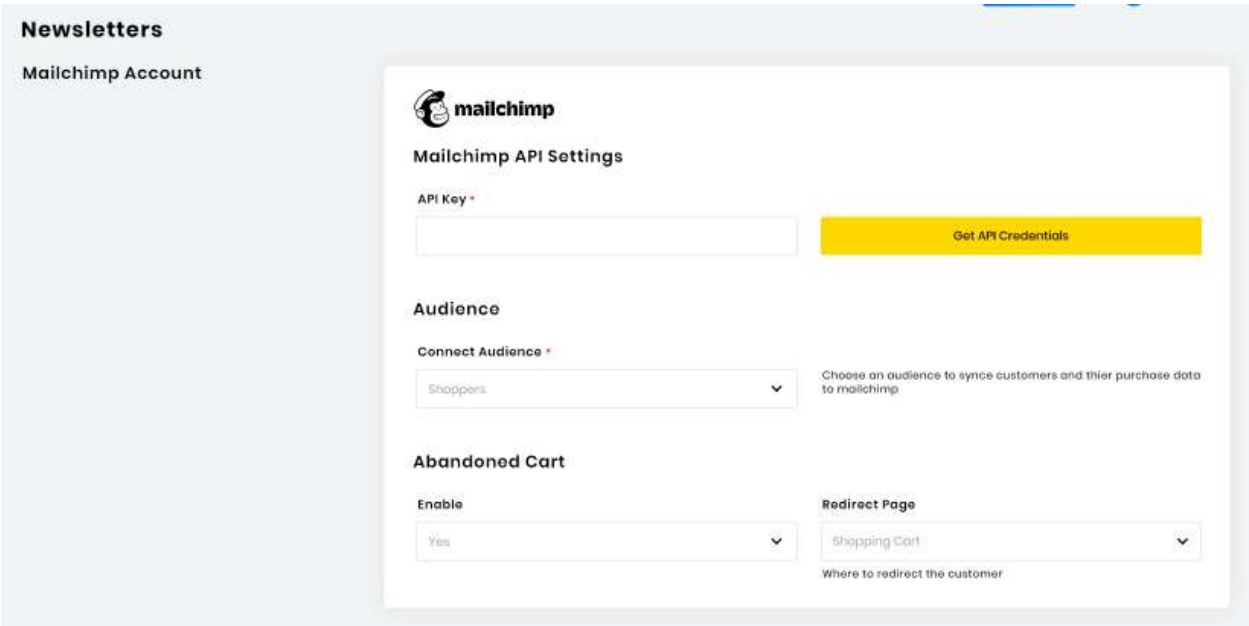
Once done, click ‘Send’. In case you are able to connect with customers personally, you can process the order on their behalf by clicking ‘Add Order’.

Newsletters

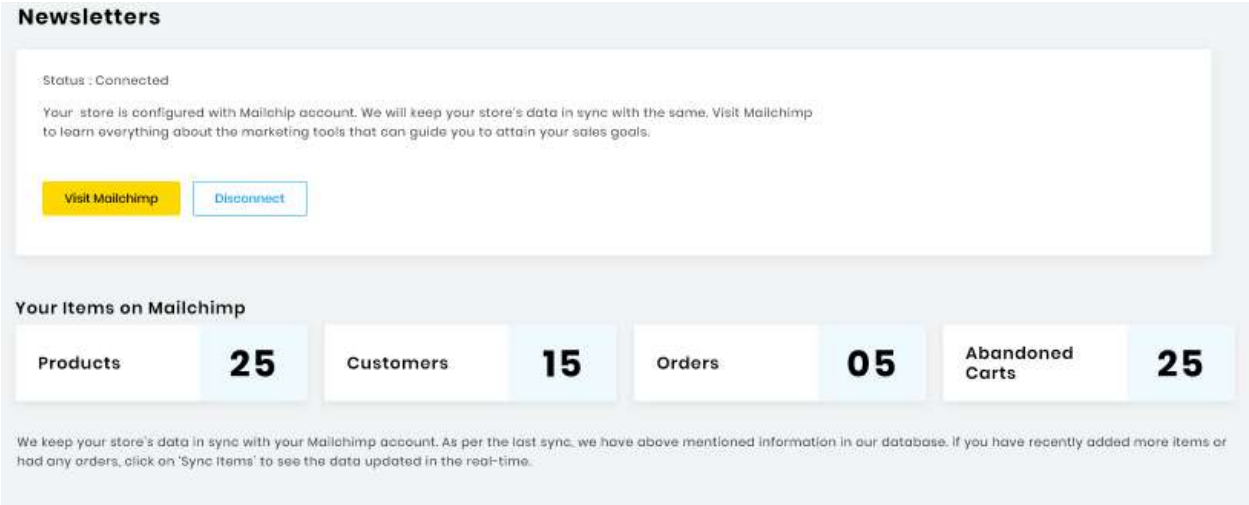
Unlike the traditional version of newsletters, now the digital copies are serving the purpose. In your monthly newsletters, you can talk about the milestones attained, bestseller products, and new launches you are planning. You can ask for customer's views about your product's quality and offerings. If you've received any feedback in the past and you've improved it; don't forget to highlight. Newsletters let you break the ice and start the conversation with your customers, know them better, and add creative ideas to personalize your bond.



Enable Mailchimp to make your store ready for 'Newsletter Marketing'.



Update API Key to connect your Builderfly account. You can check for Newsletter templates provided as sample templates, tweak them as per your wish and configure your store with requisite campaigns.



Now, that you've managed your marketing efforts rightly, it's the time to diversify your ecommerce business opportunities. Fuel your business with Builderfly Growth tools.

GROW

Growth is the ultimate goal of every business. Builderfly arms you with all the significant growth-oriented tools that can speed up the process of fulfilling your desire of business expansion. With Builderfly, you can diversify your sales channels & get more orders. Pave the path for your business's success with:

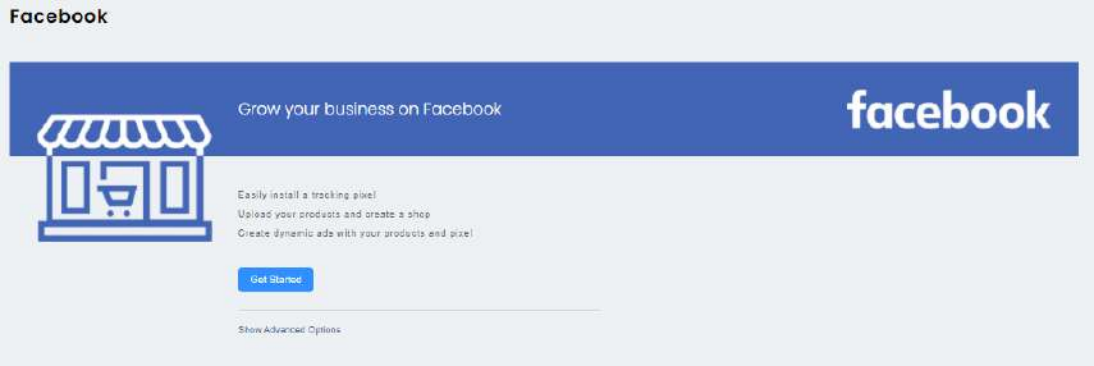
- Sell on Social Channels
- Sell on Marketplaces
- Sell with Live Stream
- Sell on Reseller Channel

Sell on Social Channels

Sell on Facebook

Configure your Builderfly store with Facebook Pixel & make your products available to your Facebook fans. Get a better understanding of your demographics by enabling Pixel. Personalise your user experience using these insights.

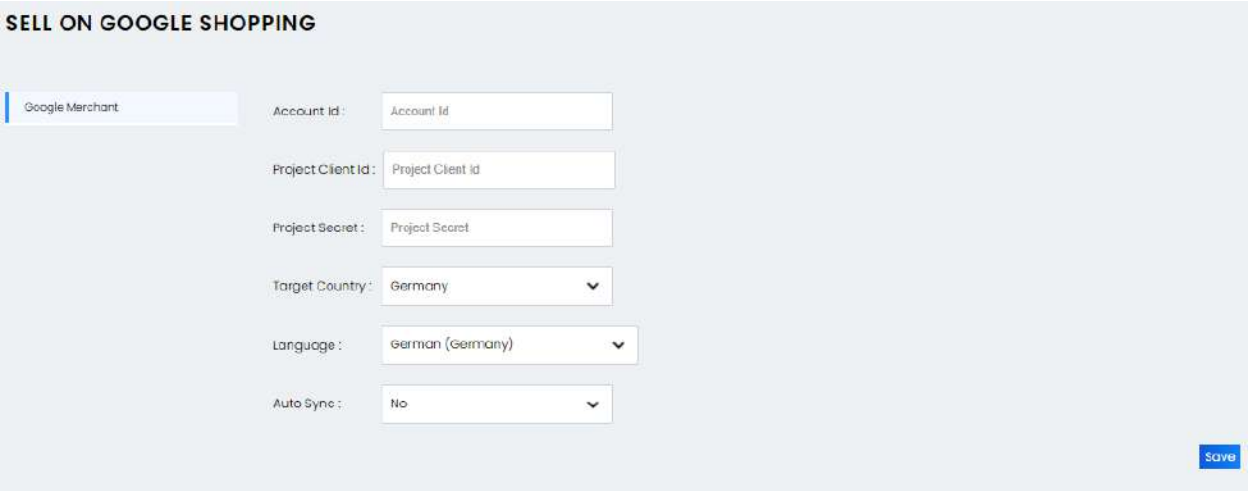
Create promotional campaigns now to promote different or same products on Facebook and manage them all single handedly through your Builderfly account.



Click on ‘Get Started’. Login to your Facebook account. Configure your Facebook page & take your shop on Facebook just in a click.

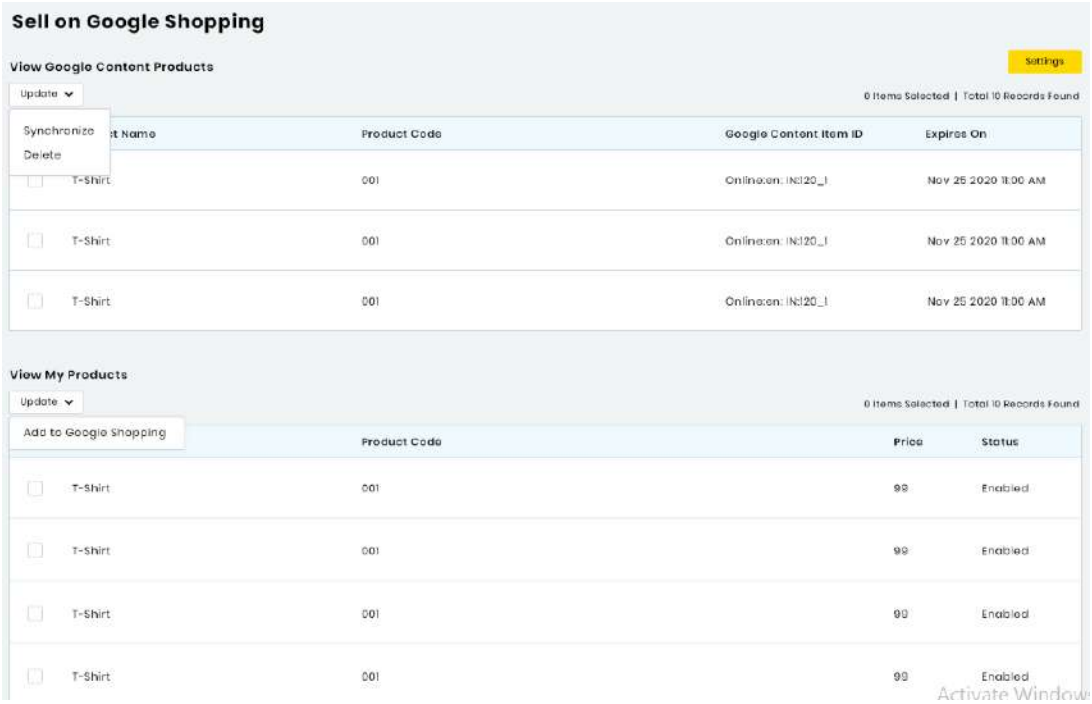
Sell on Google Shopping

Make your products available to your global audience, by setting up your shop on Google Merchant Center. Click on ‘Connect Google Merchant Account’.

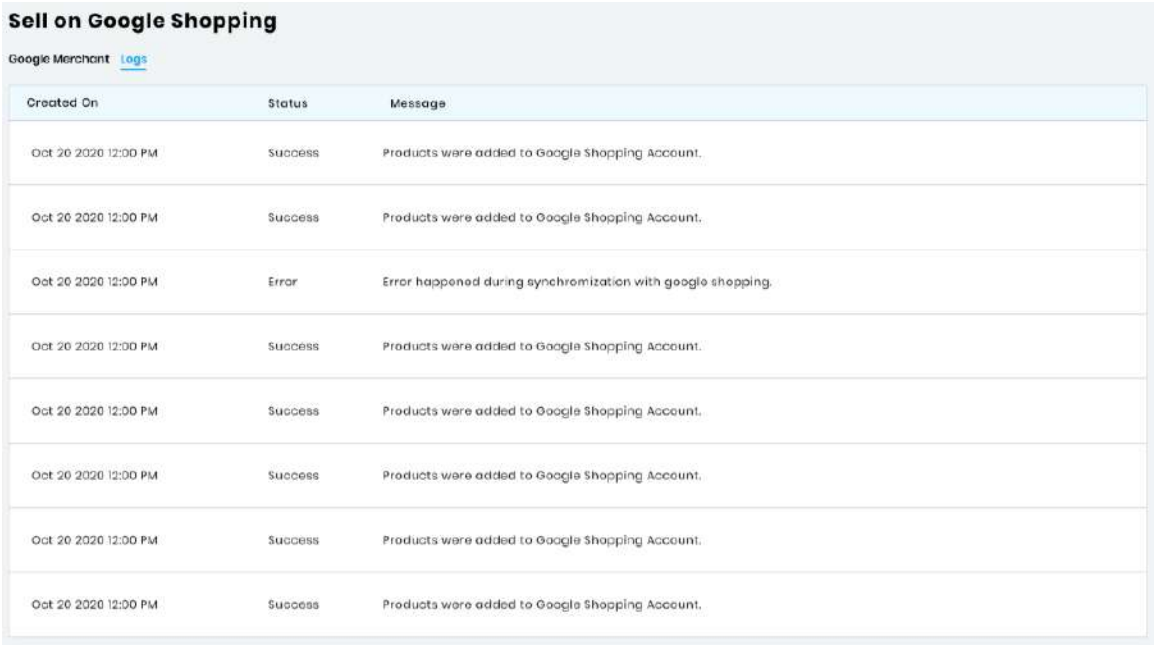


Configure your account and click ‘Save’.

You will have complete control on your Google’s shop. You can choose the products you want to showcase on Google, update their price, & make them live instantly.



You can enable the auto-sync option for your Google Shop to make your entire inventory available to Global sellers automatically, without any manual updates. You can view your store's sync history by viewing 'Logs'.



Sell on Marketplace

Sell on Amazon

Discover growth opportunities by selling your products on the Global Marketplace- Amazon. Make your product listings live on Amazon, configuring your Amazon's seller account to your Builderfly store. Make your catalog available to global customers of Amazon just in a click.

Sell with Live Streaming

Go Live through your website and promote your products in the live session directly from your store. You can share the link, and go live across your social handles at the same time. You can select the products you want to market in your live session and offer a day-deal as 24-hour discount for promoted products.

Sell with Reseller Channel

Grow the reach of your business by making your products available to Builderfly reseller network. We have a wide network of 1000+ resellers on which our resellers will promote your products. You will be liable to pick, pack, and ship your products when you receive orders from them.

This User manual was created in view of the most commonly asked questions, and we tried to cover as much information. Still, If your query isn't replied here, you can drop us a line on support@builderfly.com

Start Selling Online Now With

Builderfly

www.builderfly.com

We are constantly working on improving your ecommerce experience.

You can connect with us on