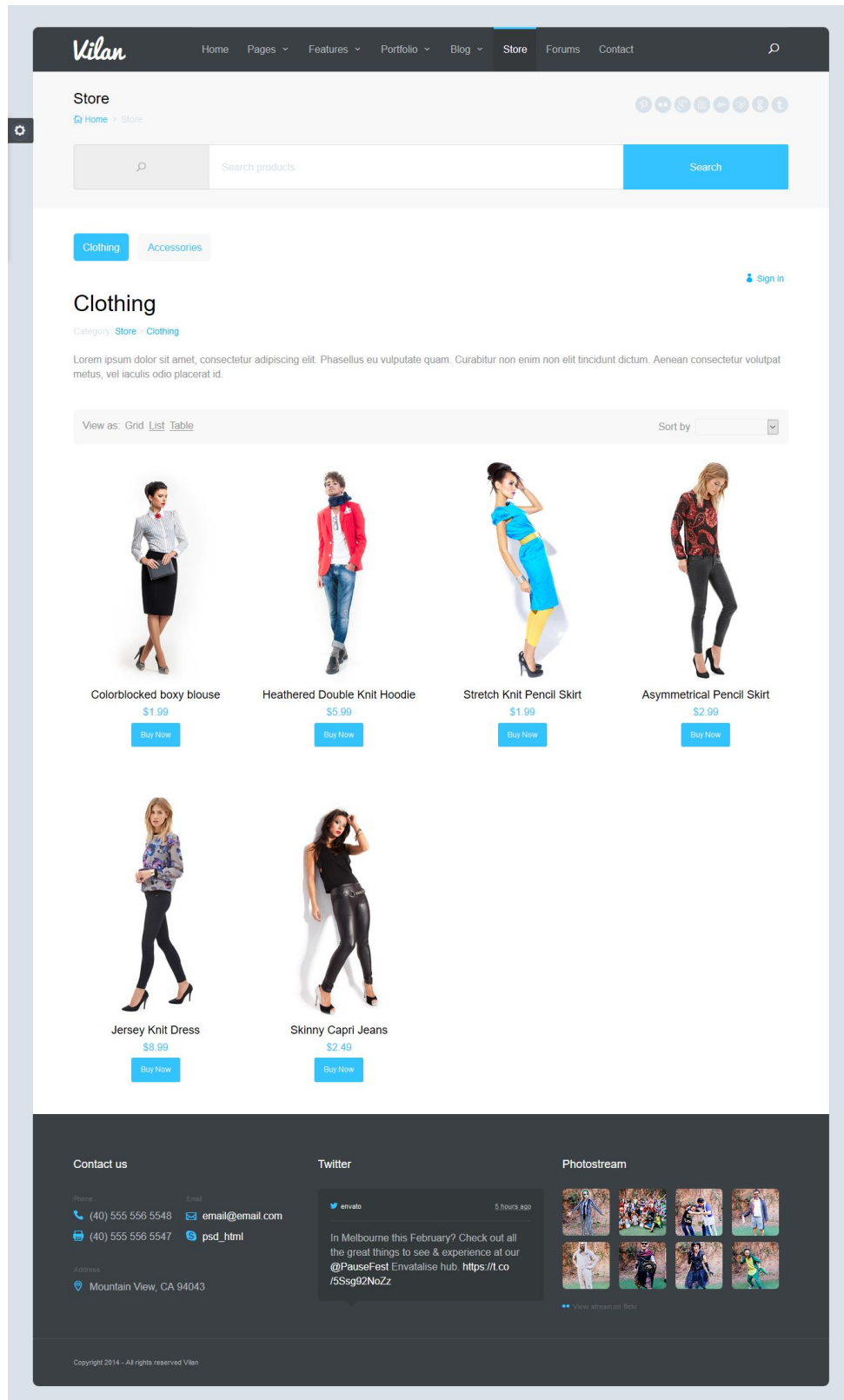# VILAN Ecwid installation

Introduction

Thank you for purchasing my theme. If you have any questions that are beyond the scope of this help file, please feel free to email via my user page contact form here. Thank you!

Vilan - Corporate, Shop & Forum WordPress Theme

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Installation

This steps refer only to the installation of the Ecwid platform, for the installation of the theme please refer to the main documentation file, named **vilan_theme_documentation.pdf**

To add Ecwid store on any page of your site, just install this plugin: http://wordpress.org/plugins/ecwid-shopping-cart/ as a usual plugin via your site administration panel. Please, follow these steps install Ecwid plugin:

- In your WordPress admin backend, navigate to Plugins → Add New.
- Under Search, type in Ecwid and click Search.
- In the search results find the Ecwid Shopping Cart plugin and click Install now to install it.
- When plugin is installed click Activate Plugin link.
- Navigate to Ecwid Store → General page in your WordPress admin backend and follow the instruction provided there.

You can also take a look at this video to observe steps to install Ecwid on a Wordpress site: https://www.youtube.com/watch?v=zbJFr28rHcw

Setup

Once you install the plugin you will be able to add your store to your WordPress site or create a new Ecwid account. So you can create a new store, or connect your existing Ecwid store to the site. The plugin will create a page called Store on your site.
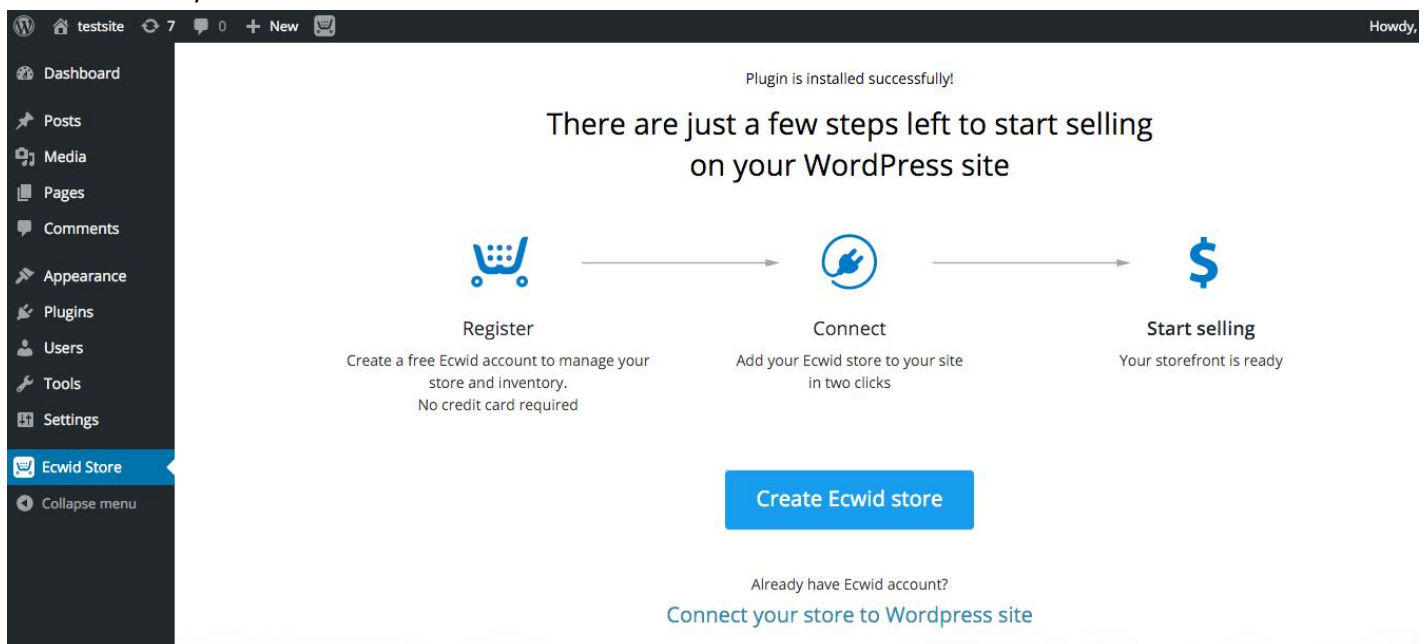
On the next step you can proceed to your store configuration.

Store layout

In the Store setting popup you can choose the widgets that you want to show on your store page. Navigate to the Appearance tab to set the product browser layout:

- Set the number of products per page for each of the product browser views
- Choose the category that you want to open by default
- Set the number of categories per row
- Choose the default view mode on product pages
- Choose the default view mode on search results
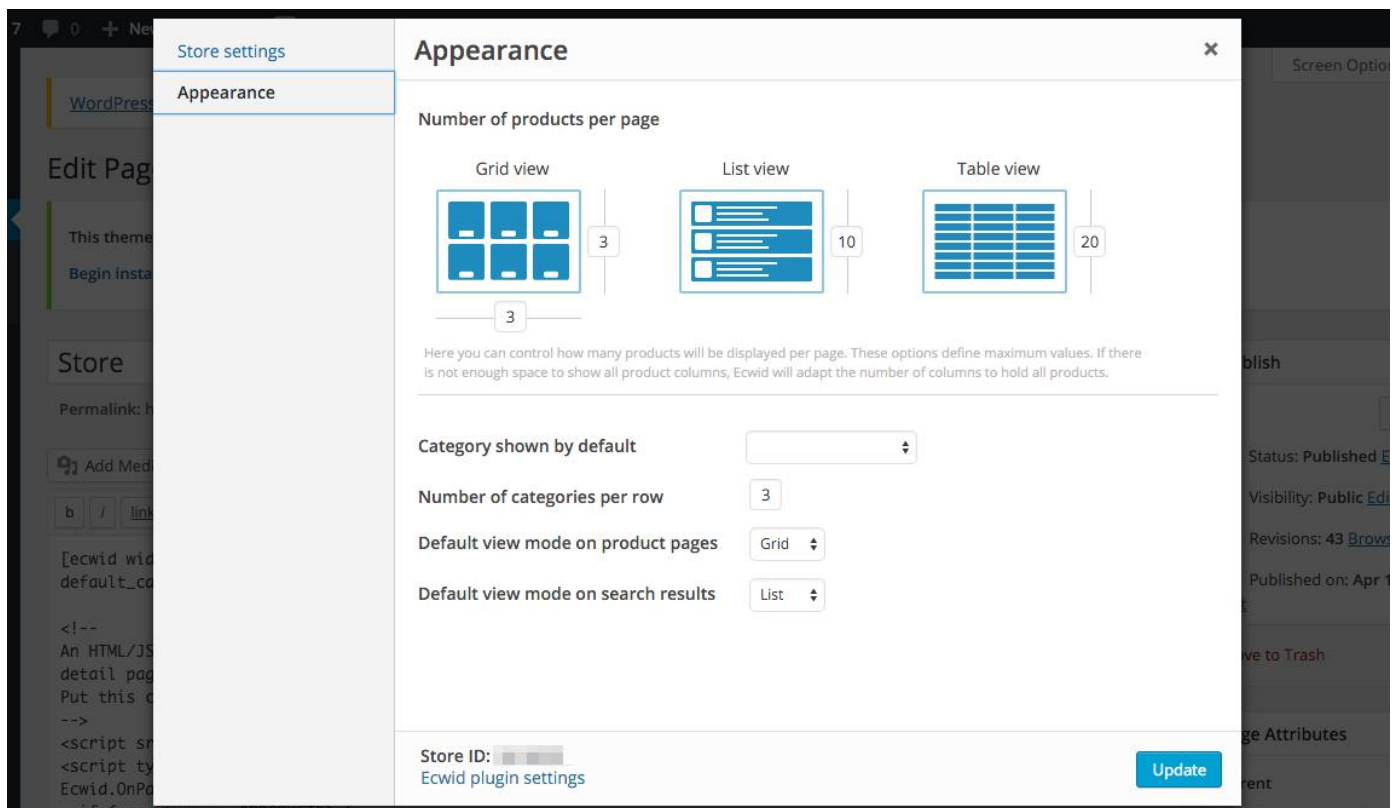
Sidebar widgets

On Appearance -> Widgets page you can activate the built-in sidebar widgets provided by the plugin:

- **Minicart widget** allows you to place a shopping bag icon into your sidebar

- **Search widget** allows you to create a search box in the sidebar and let your customers look for the products they want on every page of the site

- **Vertical categories widget** is useful when you have a wide sidebar and want to list your store categories there

- **Store page link** is a simple link to your store page, which can be very useful when you don't have a pages navigation menu and want to provide your customers with a simple way to open the store page

- **Recently viewed products** is a sidebar widget allowing your customers to see what products they visited on your site and return to those product pages. This is a great tool to increase visibility of the store products and generate more sales, because the sidebar is in most cases displayed on every page of the site and thus always visible for the customers. The links and images in the sidebar are updated automatically as the customer browses the store. So the customer can anytime return to the product they previously opened, and probably decide to buy it.

Drop-down Categories Menu

You can add the store categories menu right to your site menu for your customers to easily get to the category of products they are interested in right from the site menu. Just open "Appearance -> Menus" in your WordPress control panel and add the "Store with Categories Menu" item to your site menu. A drop-down menu containing your store categories will automatically appear on your site.

Manage your store

To add products and categories to the store, setup shipping methods, payment options and manage your orders you need to access your Ecwid Dashboard. In your WordPress admin area go to Ecwid store tab -> Dashboard. On this page you have full access to the store backend.

Alternatively you access your Ecwid control panel via this link: https://my.ecwid.com

Installation of the custom theme

After you install the plugin and customize the layout you need to add the visual style to the shop to match the theme. This is done very easily just by copy/paste the style content from a file.

1. Open the **ecwid-style.txt** file from the package you downloaded from TF, select all the content and copy it.
2. Go to WordPress Dashboard >> Ecwid Store >> Settings >> Design and click on "New CSS Theme" (this will create a new theme for your Ecwid shop) and name it as you want
3. Paste the content you copied before into the editor and Save (make sure the status from the right side of the page is set to Active)
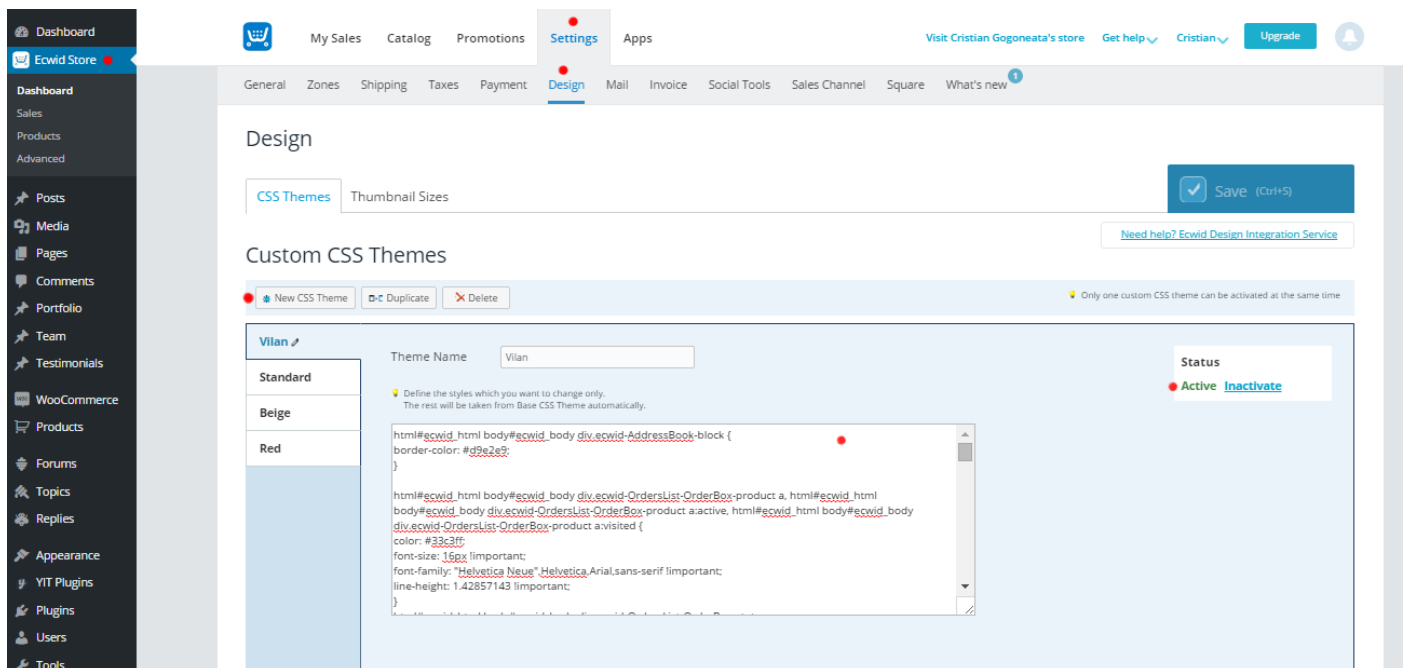
That's it.

FAQ

How to show different store categories on different Wordpress pages?

You may want to create your own store navigation on your Wordpress site so that each of your store categories will reside on a separate Wordpress page. Ecwid plugin supports such a setup. Here is how you can do that:

- Create a separate Wordpress page for each category (WP admin backend -> Pages).
- Click "Add store" button.
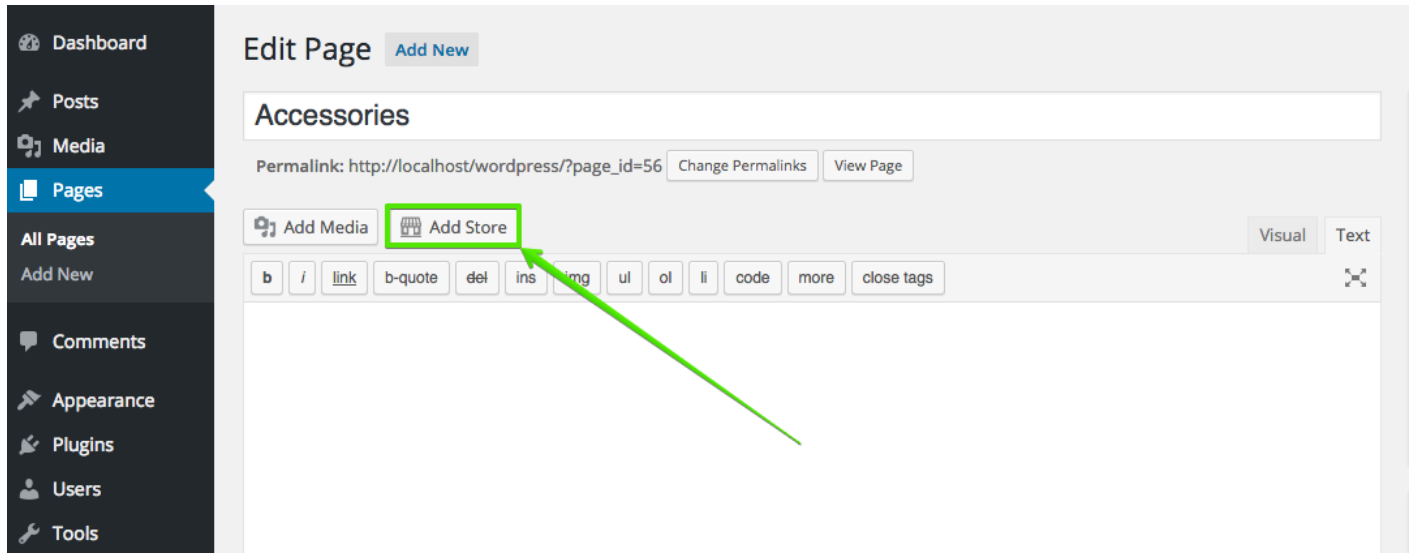
- In the popup specify the widgets you want to show on the page.
- Use the "Appearance" tab to specify the default category and the categories and products layout.

How to add a single product on a page or post of my site?

In addition to embedding a whole product catalog on your Wordpress site, you can also feature a single product on a separate page or blog post of your site and allow your customers to purchase the product right from that page. You can use **[ecwid_product]** shortcode for this.

To embed a product on a page or post

- Open the page or post in the editor in your Wordpress site backend ("Pages" or "Posts" section correspondingly)
- Add the following code to any place of the page code: [ecwid_product id="**12345**"]
- Do not forget to replace 12345 with the actual product ID. See also: How to get ID of your product
- Save the changes

That's all, the product widget should appear on your site.

In addition, the **[ecwid_product]** shortcode supports several parameters that you can use to customize the look of product on your site. Here are them:

1. 'display' defines which elements to show in the product widget and the order in which the elements appear. The following elements are supported:

- picture
- title
- price
- options
- qty
- addtobag

'link' defines whether the picture and title of resulting widget should be linked to the product details page inside the main Store page on your site. Supported values:

- yes
- no

Examples:

[ecwid_product id="12345"]

[ecwid_product id="12345" display="picture title price"]

[ecwid_product id="12345" display="title picture"]

[ecwid_product id="12345" display="picture title addtobag" link="no"]

How to display the store on the site homepage?

To display the products on the homepage of your site, please, follow these steps:

- Open your Wordpress site admin backend
- Navigate to "Settings -> Reading"
- Enable the "Static page" mode under the "Front page displays" option
- Choose your store page in the drop-down list as the one that should be displayed on the main page
- Save the changes and go check your site.

Reading Settings

Front page displays
- ○ Your latest posts
- ● A static page (select below)

Front page: Store ▼

Posts page: — Select — ▼

Blog pages show at most 10 posts

Syndication feeds show the most recent 10 items

For each article in a feed, show
- ● Full text
- ○ Summary

Search Engine Visibility ☐ Discourage search engines from indexing this site
It is up to search engines to honor this request.

Save Changes

Sidebar menu:
- Dashboard
- Ecwid Store
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins 2
- Users
- Tools
- Settings
  - General
  - Writing
  - **Reading**
  - Discussion
  - Media
  - Permalinks
- Collapse menu