Regional Trainingof Women Entrepreneurs
on
Utilizing E-commerce and Digital Marketing Platforms For Enhanced Access to Supply Chains

6-8 September 2022

Session 9: Hands on training on creating product catalogue as an entrepreneur on www.wesellonline.org

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Presentation Structure

- Uploading profile as an entrepreneur
- Uploading products
- Uploading services
- Q&A

STEP 1 - Log In to Entrepreneur Account

Step 1:

- Go to www.wesellonline.org.
- Click on Login option available in the menu and select "Entrepreneur" option from the drop down.
- You will be taken to the entrepreneur login page. Here, enter your account's username(i.e. email ID) and password.

- Refer to the screenshot at next slide

STEP 1 - Log in to Entrepreneur Account

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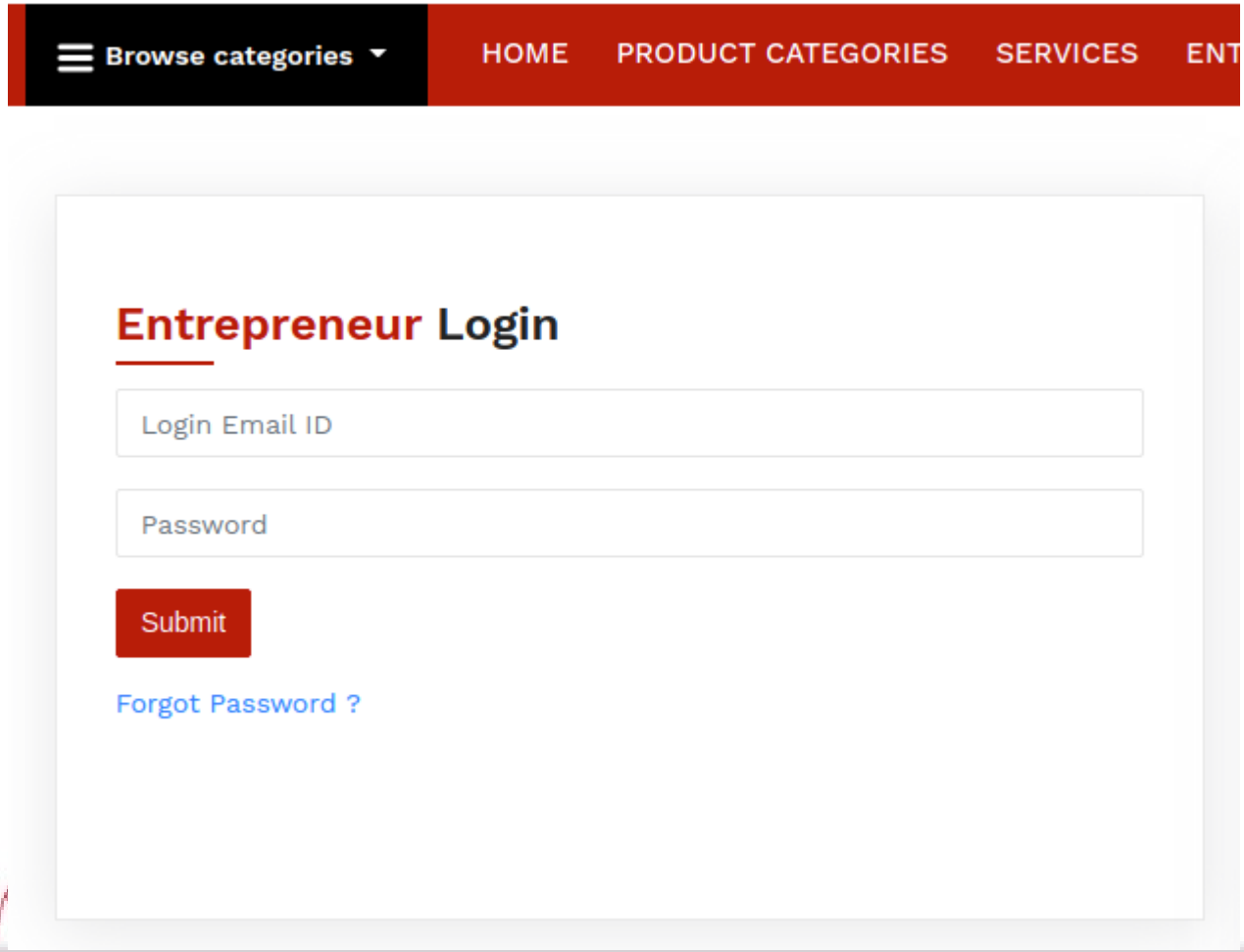
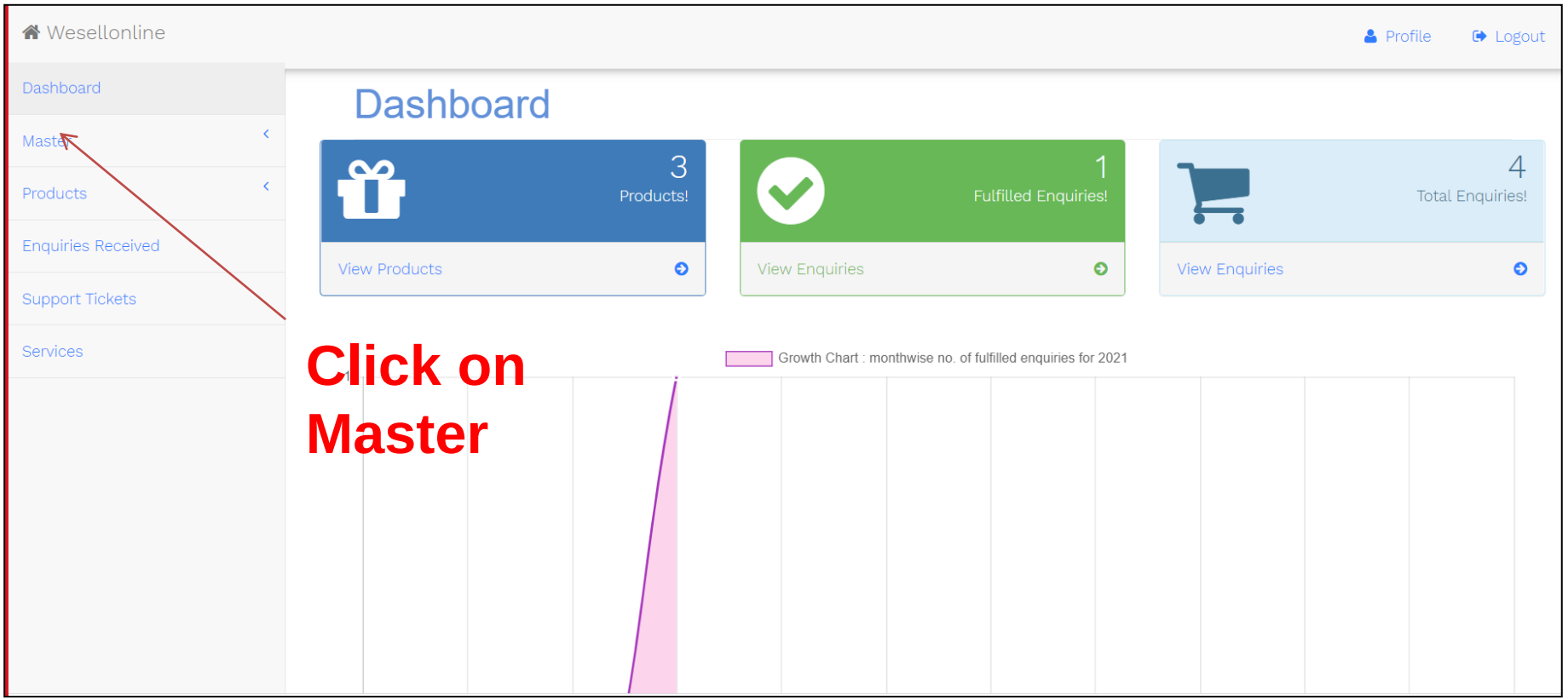
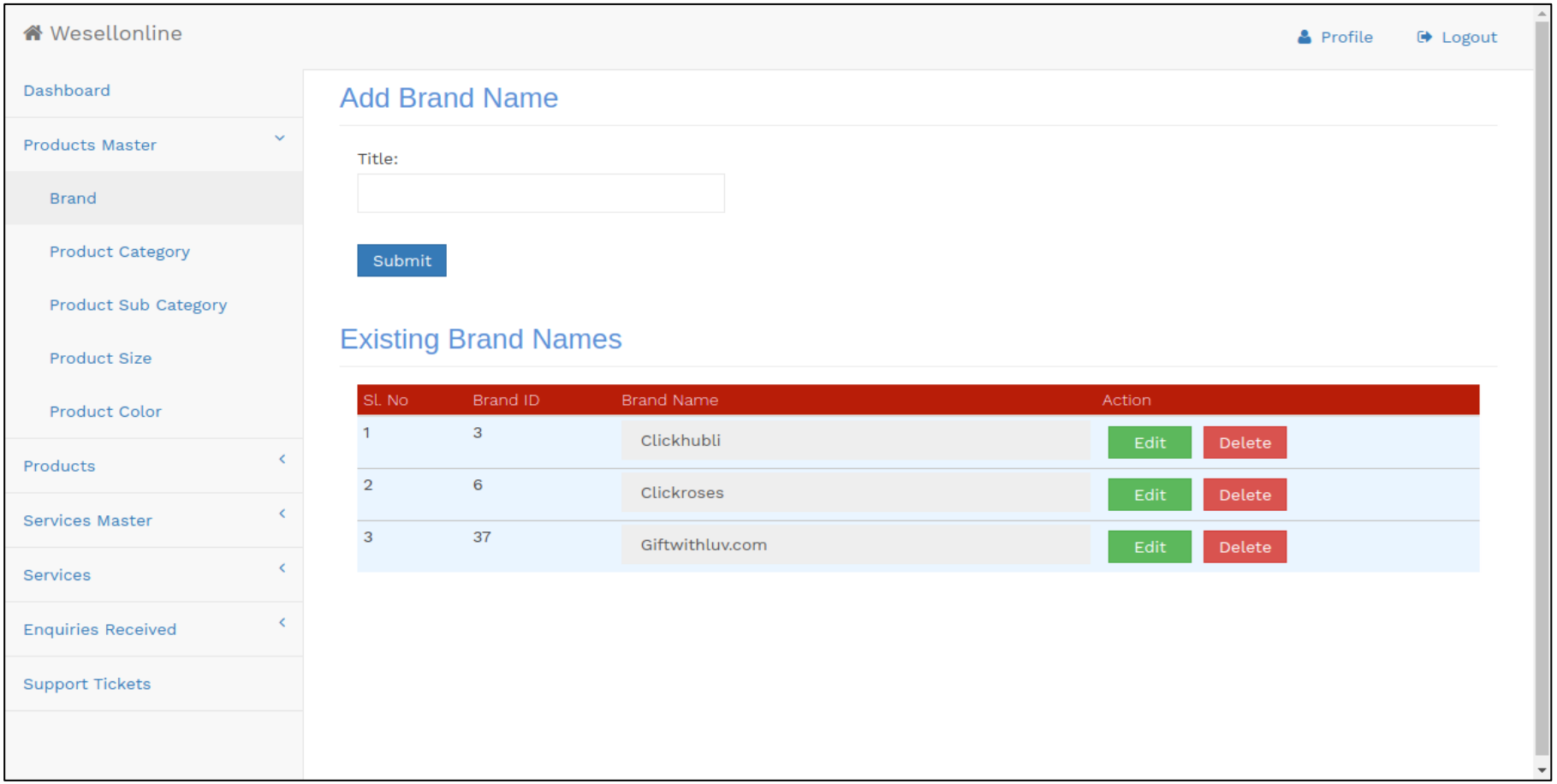
STEP 2 - Sign In to Entrepreneur Account



STEP 3 – After you have updated the profile, please Click on ‘Master’ in the dashboard



STEP 3 – Adding brand in the product master

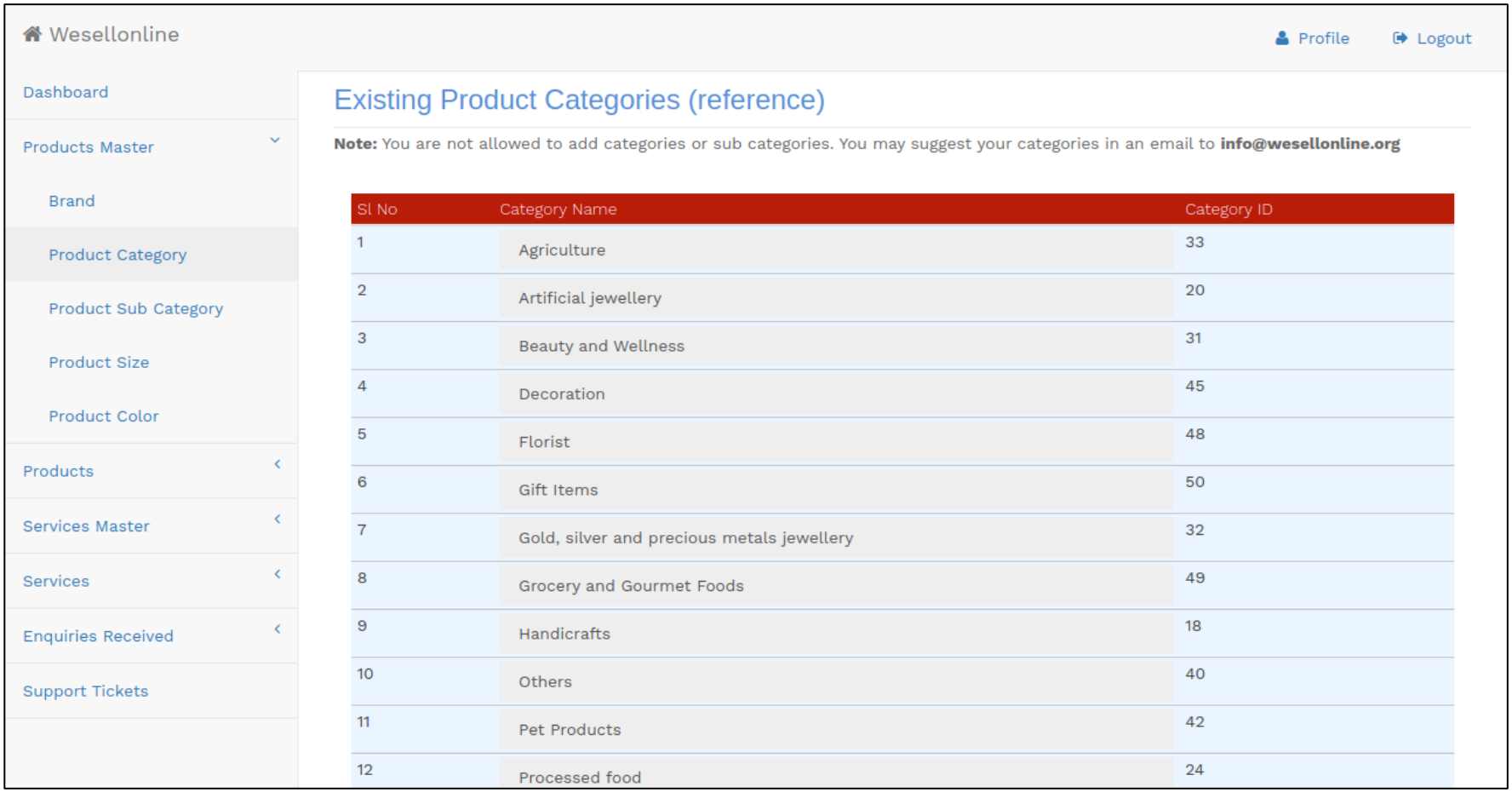


STEP 3- Add Your Products

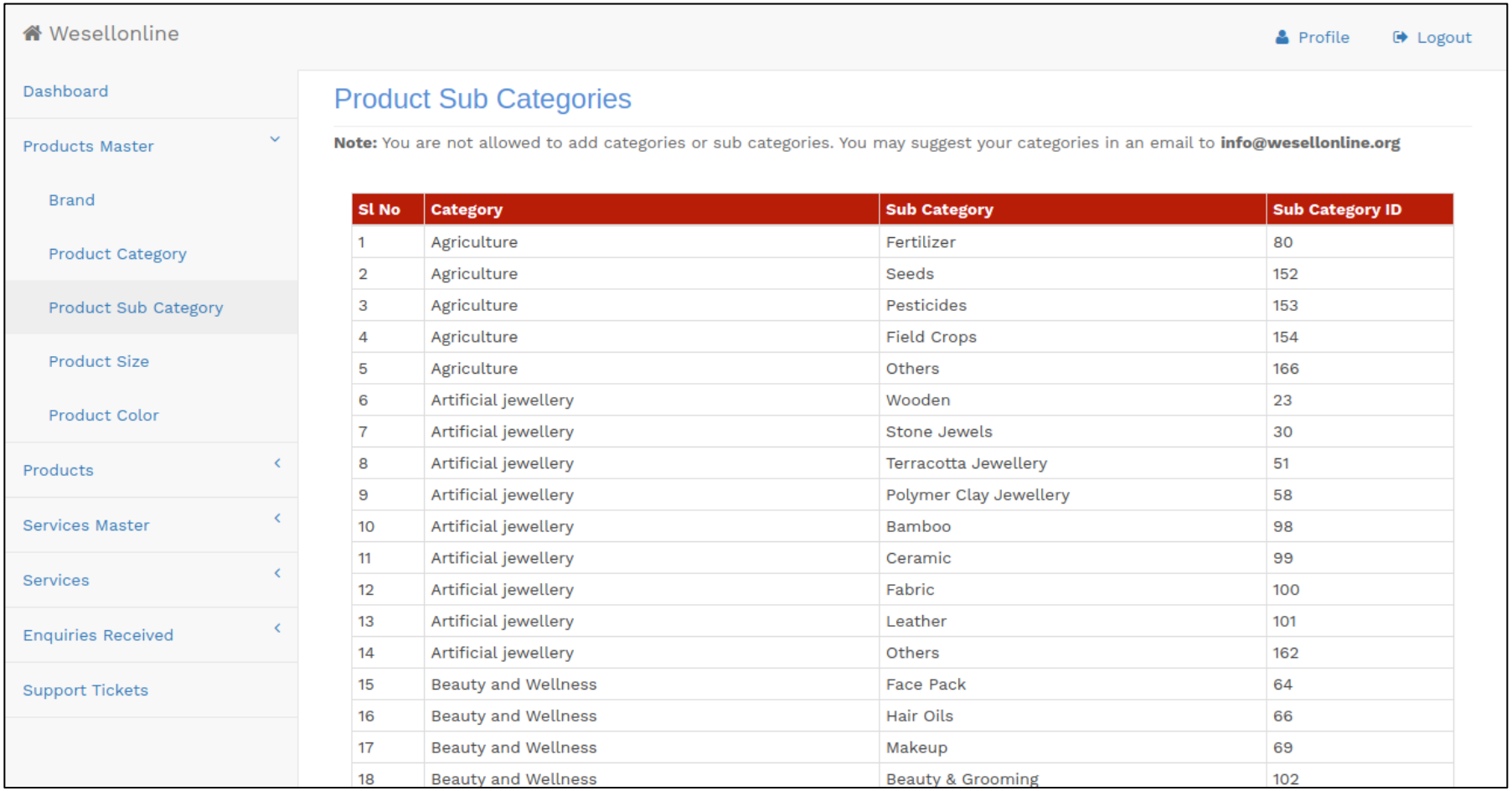
After logging in (as entrepreneur) and adding brand, you may start adding further attributes of products. The product publishing process is divided into the steps as given below:

- Navigate to *Products -> Add Product* section (screenshot at next slide)
- Add *general product attributes* - Title, Stock Keeping Unit (SKU), Brand, Product category, Product description, etc.
- Product size and price attributes
- Product color and product images

STEP 4 – Categories for Reference

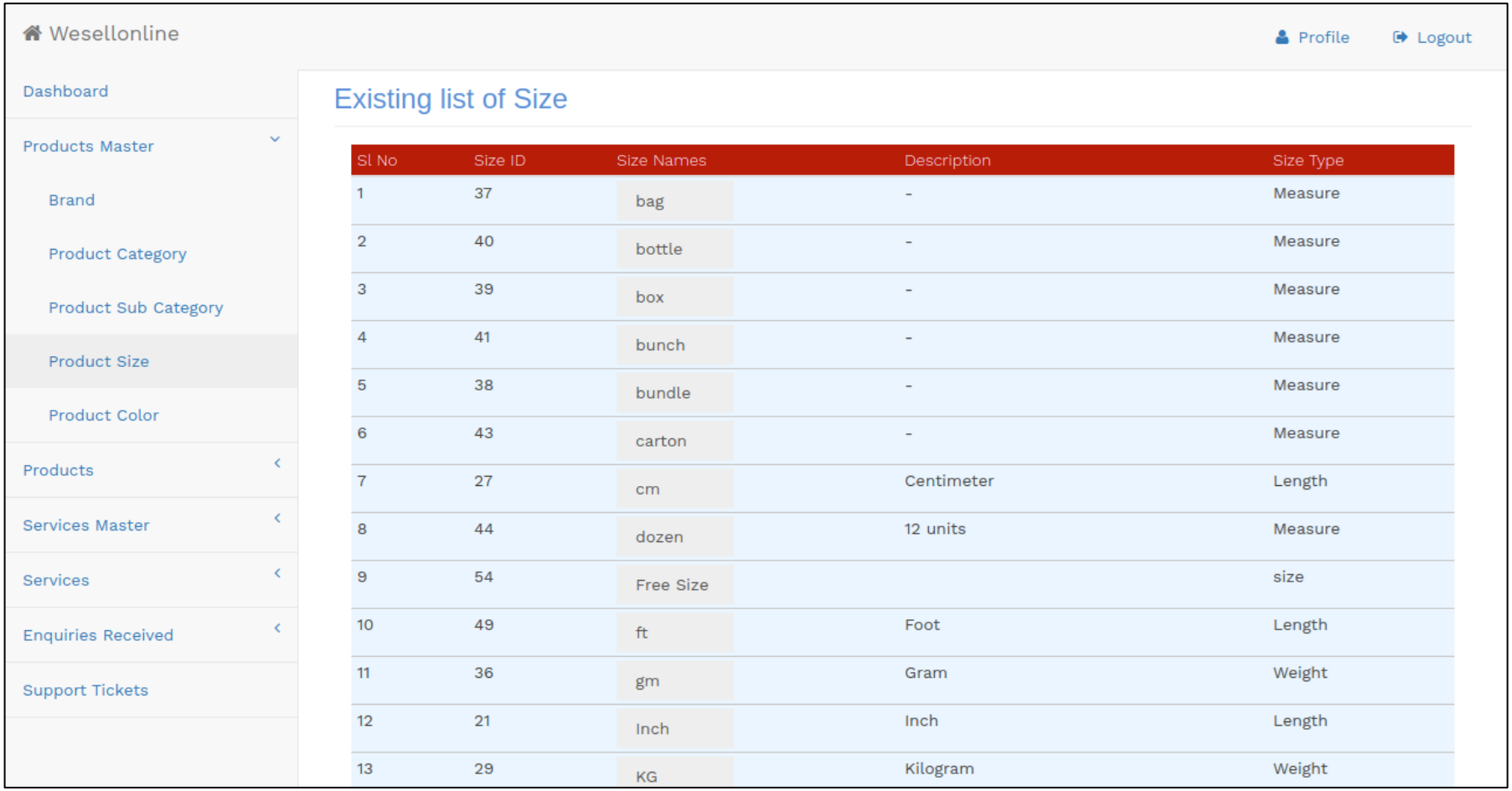


STEP 4 – Subcategories for Reference



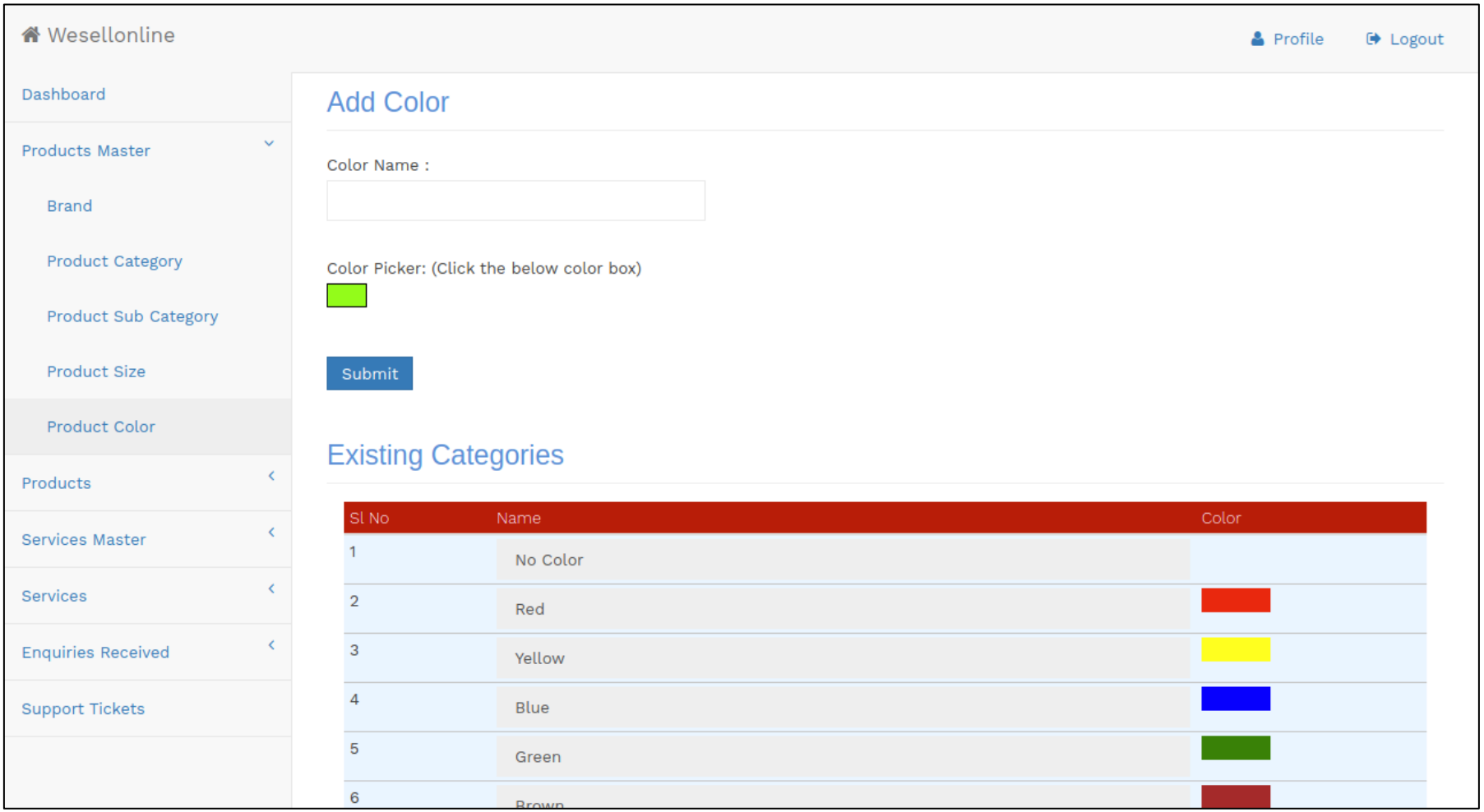
Sl No	Category	Sub Category	Sub Category ID
1	Agriculture	Fertilizer	80
2	Agriculture	Seeds	152
3	Agriculture	Pesticides	153
4	Agriculture	Field Crops	154
5	Agriculture	Others	166
6	Artificial jewellery	Wooden	23
7	Artificial jewellery	Stone Jewels	30
8	Artificial jewellery	Terracotta Jewellery	51
9	Artificial jewellery	Polymer Clay Jewellery	58
10	Artificial jewellery	Bamboo	98
11	Artificial jewellery	Ceramic	99
12	Artificial jewellery	Fabric	100
13	Artificial jewellery	Leather	101
14	Artificial jewellery	Others	162
15	Beauty and Wellness	Face Pack	64
16	Beauty and Wellness	Hair Oils	66
17	Beauty and Wellness	Makeup	69
18	Beauty and Wellness	Beauty & Grooming	102

STEP 4 – Product Sizes for Reference

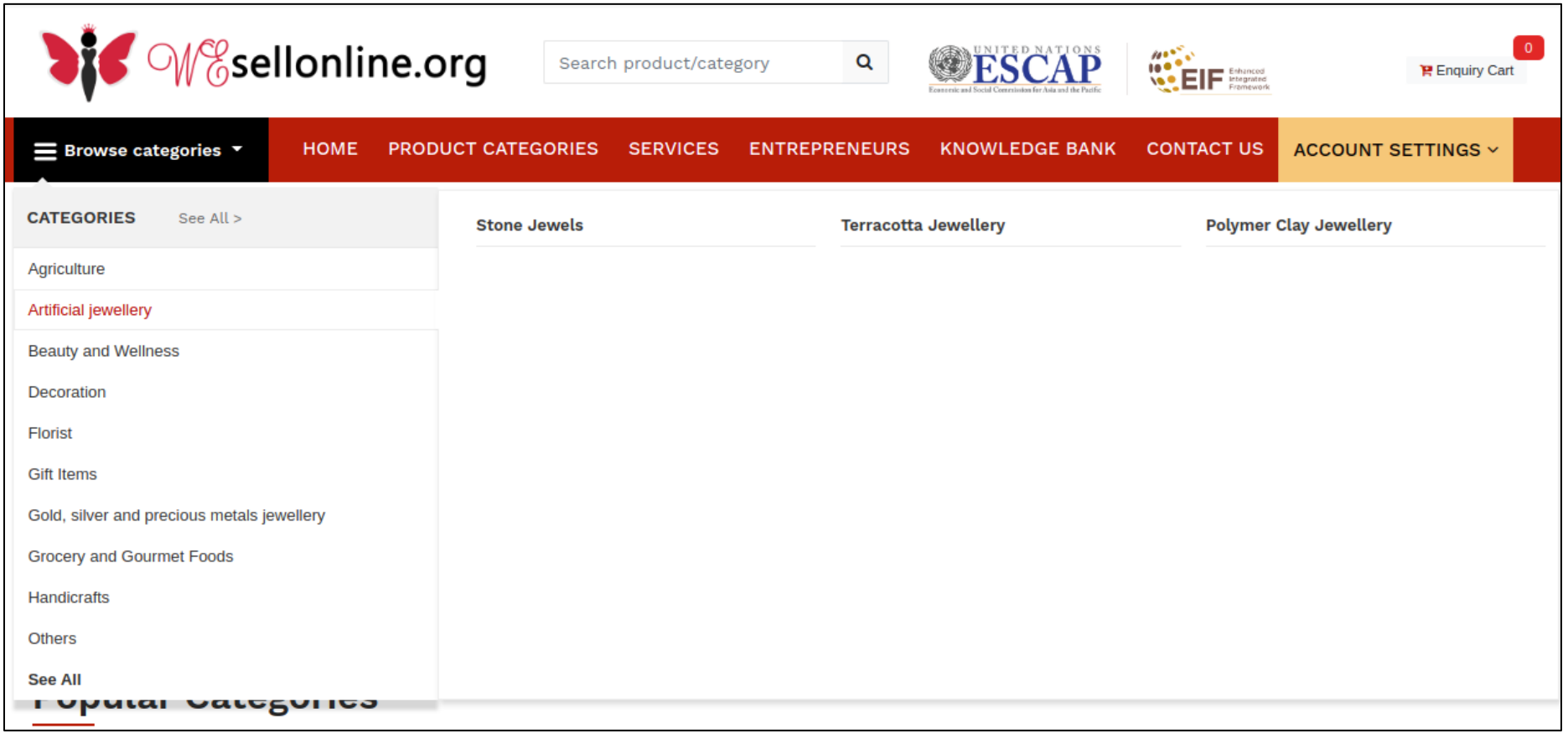


Sl No	Size ID	Size Names	Description	Size Type
1	37	bag	-	Measure
2	40	bottle	-	Measure
3	39	box	-	Measure
4	41	bunch	-	Measure
5	38	bundle	-	Measure
6	43	carton	-	Measure
7	27	cm	Centimeter	Length
8	44	dozen	12 units	Measure
9	54	Free Size		size
10	49	ft	Foot	Length
11	36	gm	Gram	Weight
12	21	Inch	Inch	Length
13	29	KG	Kilogram	Weight

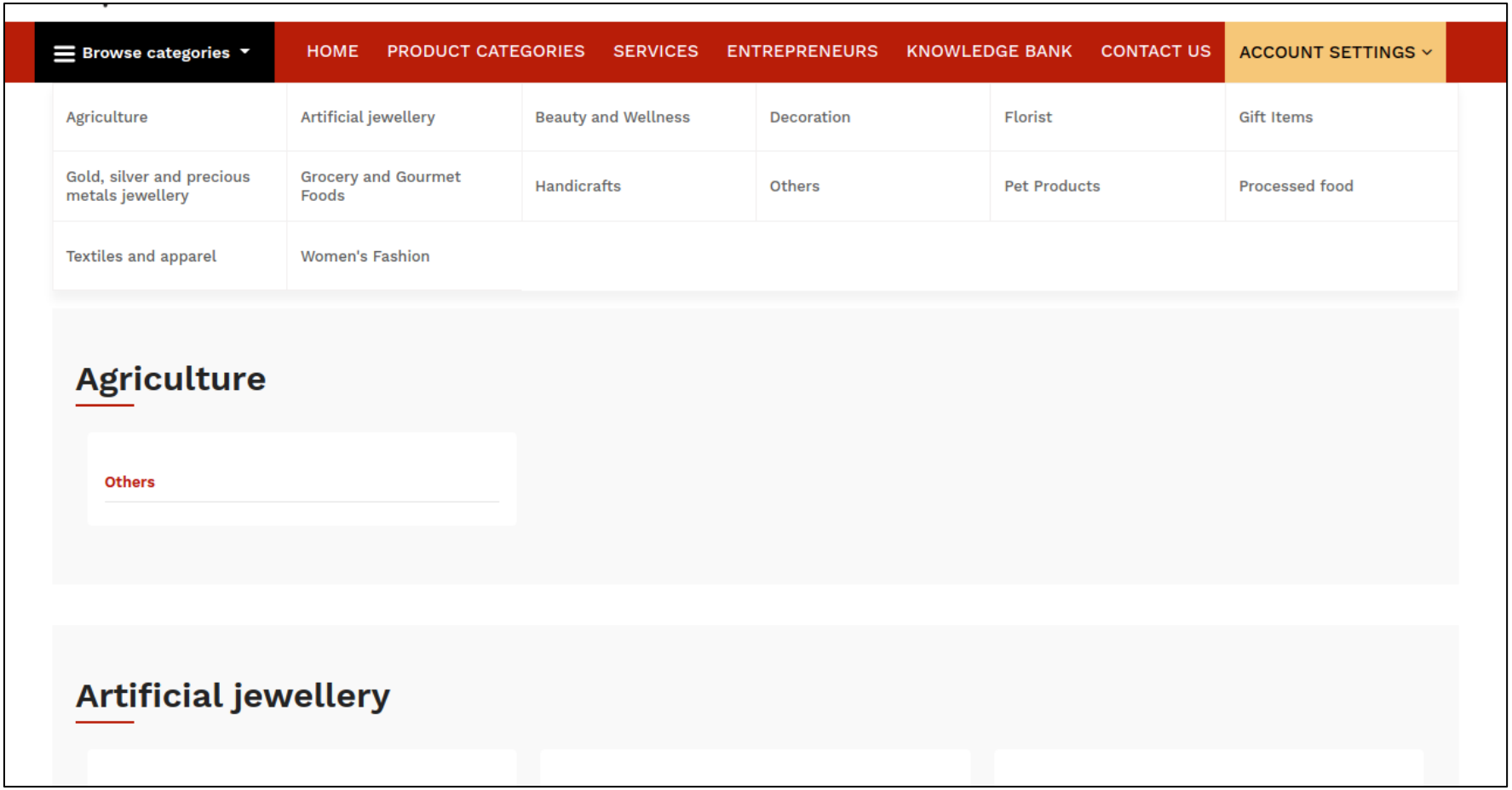
STEP 4 – Product Colors for Reference



Product Categories on Wesellonline.org portal

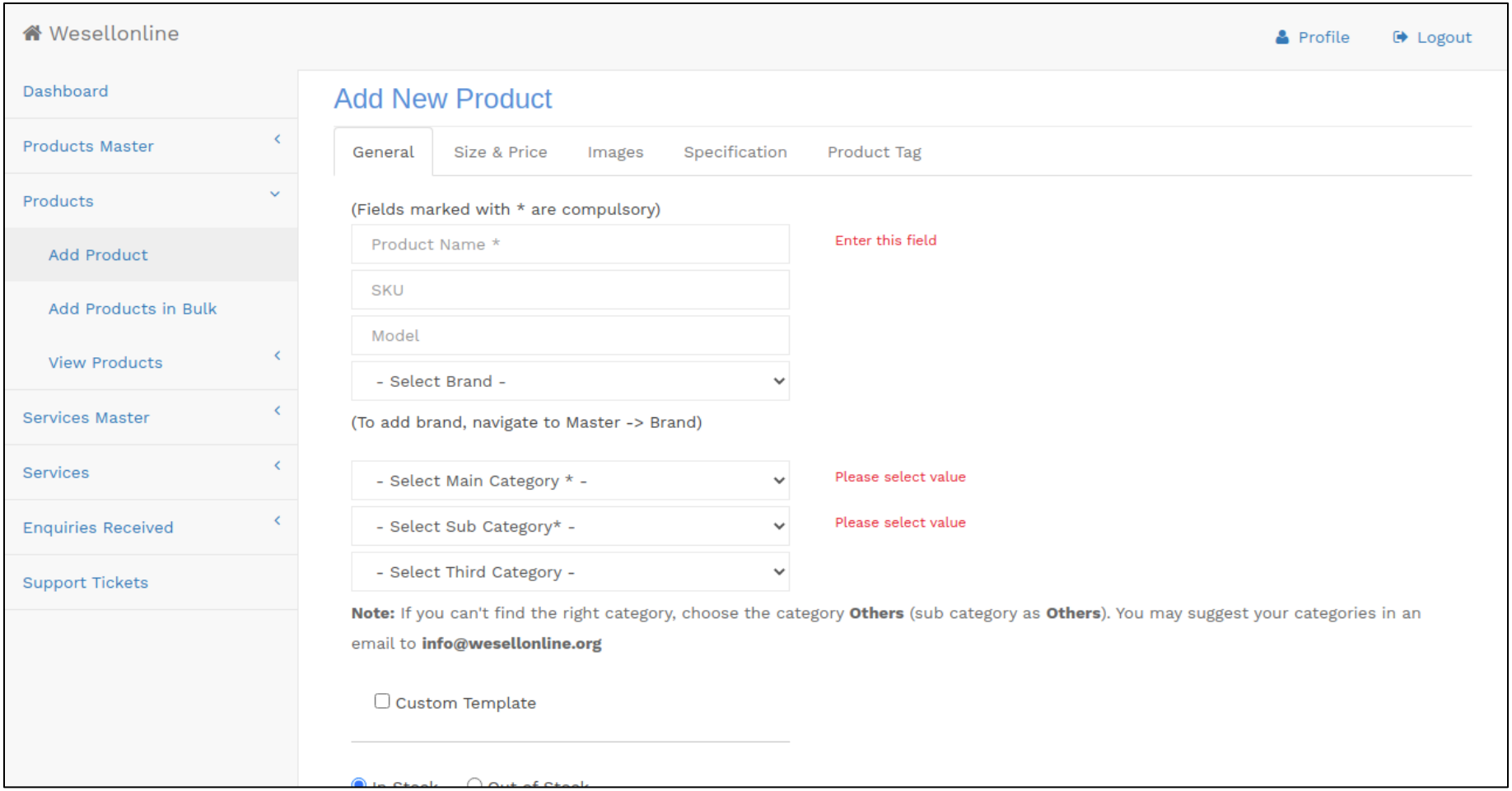


Product categories ,sub-categories on Wesellonline portal



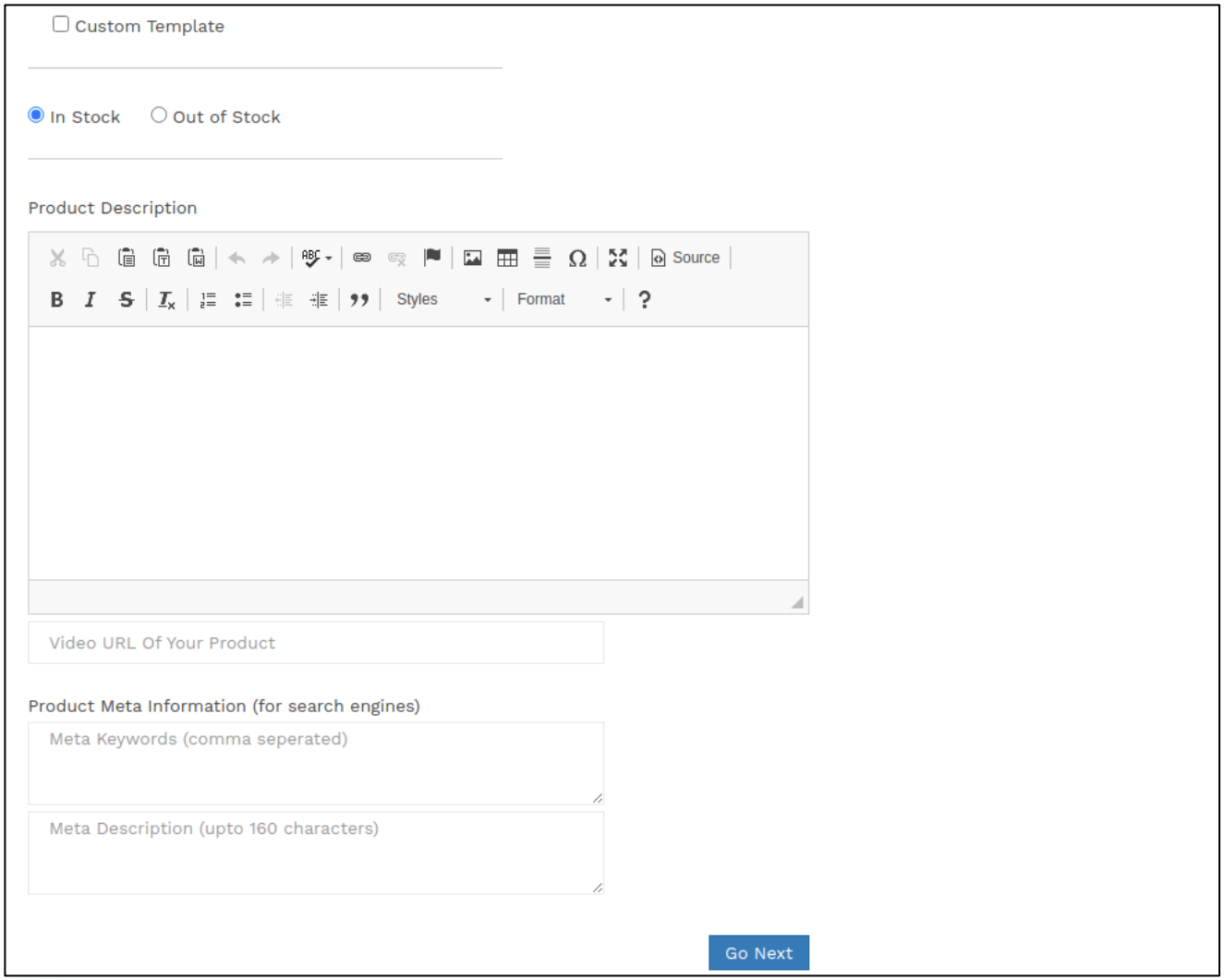
- If you do not find the required category or sub-category for your products, please contact the admin by sending email to info@wesellonline.org or contact@wesellonline.org
- The admin will add the same in 2 working days.

STEP 5 – Adding product on the entrepreneur dashboard



Wesellonline.org

STEP 5 – Adding Product (continued)



STEP 5 – Adding Product (Explained)

You are required to provide your product details in the input fields as given below:

- Enter your product name/title
- SKU (stock-keeping unit) (optional)
- Product model (optional)
- Product brand (there is provision to add brand in the *Master* section)
- Select main category from the available list
- Select sub category from the available list
- Select third level category if applicable
- Custom Template - If you check this, you allow the customers to design a product template as per their wish and place enquiry for it. The same will be visible in the enquiry details received by you.
- In stock / Out of stock option

STEP 5 – Adding Product (Explained)

You are required to provide your product details in the input fields as given below:

- Product detailed description
- Product video URL (if you have a product video on youtube or elsewhere)
- Product meta details i.e. meta keywords and meta description related to the product (for improved Google search results)

STEP 5 – Adding Product (Explained)

Writing the product description:

Good product description provides customers with information about the features and value your product offers, so that they are tempted to buy it. Your target is to convince the customer to click the "*Add to the Cart"* button. You may follow the tips below:

- Know who your Target Audience is
- Focus on the product benefits
- Tell the full story
- Use natural language and tone
- Use encouraging words that sell
- Make it easy to scan through
- Optimize the keywords in the description for Search Engines

STEP 5 – Adding Product (Explained)

Analyzing/framing the keywords for your product

- Google considers the keywords associated with your product to determine which content is relevant to a particular search query and how your web page should rank against searches for a specific word.

- Accordingly, the Google algorithm gives a web page its search ranking.

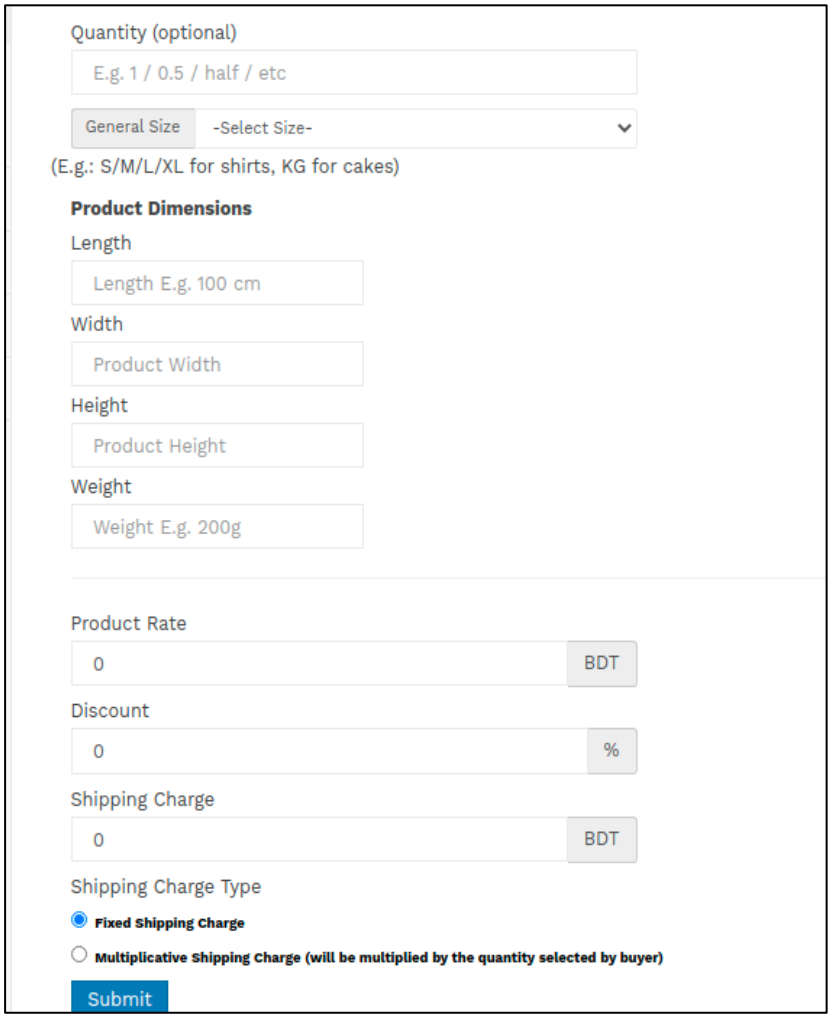
- Hence you need to add appropriate terms/keywords that describe your product best.

STEP 5 – Adding Product Price and Size Details

To add price and size details for a product, navigate to Products -> View Products -> select All or Categorised -> click Edit button on the product in question -> Click on Size & Price Tab.

- Quantity - full, half (KG for cakes, for instance), one, two, dozen, etc
- Choose size from the list of available sizes (e.g. KG, S-small, L-large)
- Dimensions if applicable (length, width, height, weight)
- Product rate
- Discount
- Shipping charges

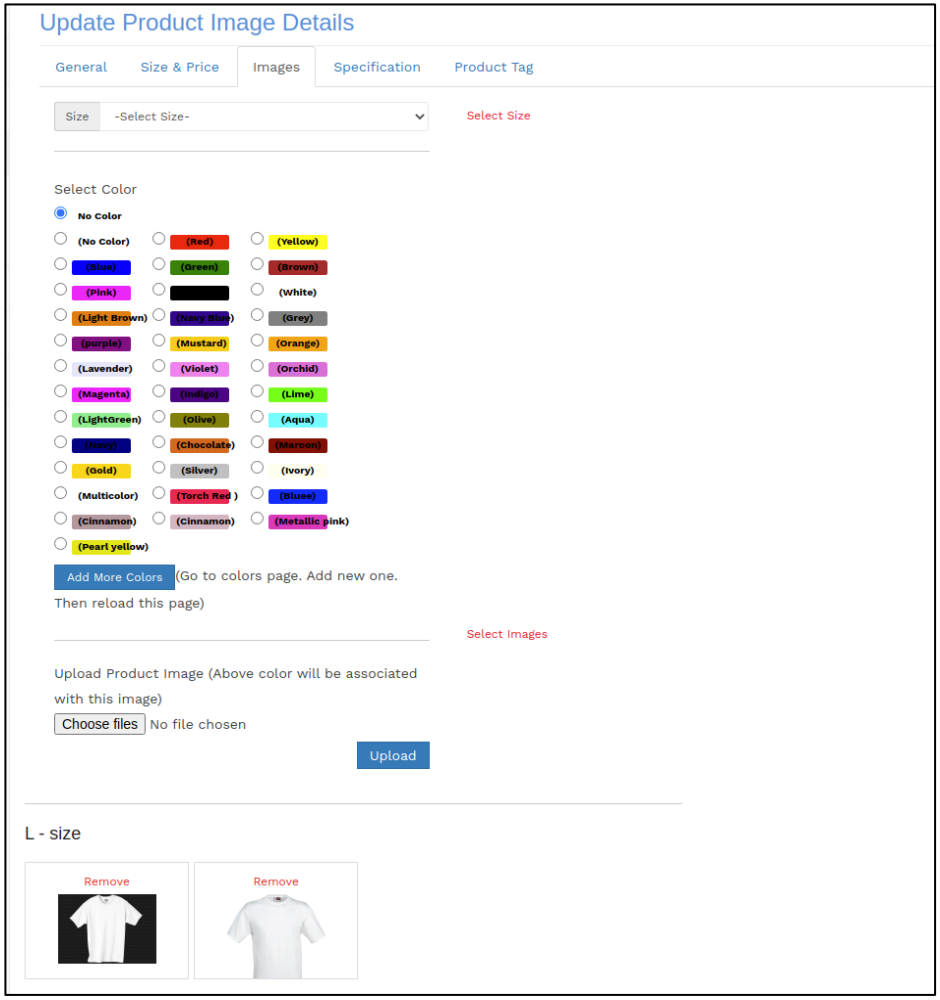
STEP 5 – Adding Product Price and Size Details (continued)



STEP 6 – Uploading product images

- Once you have your product's images ready, you can proceed to upload them on the portal.
- Go to the ***Products*** menu. Then ***View Products*****.**
- Click on the ***Edit*** button and click on the ***Images*** tab.
- Select size you previously added to associate the image with. Select a color if applicable. Under ***Upload Product Image*** **title**, Click on ***Choose Files***. Navigate to the folder where you have kept the image, select it. Click on *the* ***Upload*** button.

STEP 6 – Uploading product images (continued)



STEP 6 – Uploading product images (continued)

Cropping/ Editing/resizing and enhancing images:



- You are advised to upload product images with excellent resolution/quality.
- As mentioned above, you should upload product pictures with proper quality/resolution. You may use software tools like MS Paint, Adobe Photoshop, to edit/crop/style/resize/enhance the images. The standard product image size recommended is 201 pixels (width) and 318 pixels (height).

Bulk uploading of products

- If you have many products to be uploaded, then adding them one by one on the portal may be a tedious work. The entrepreneur dashboard comes with a feature where you can upload all your products in one go.
- All you need to do is, create a spreadsheet where all your products are listed in rows, where each row includes attributes/properties of the product, and you have to enter the attribute value in the respective column as given below:

C9 f_x

	A	B	C	D	E	F	G	H	I	J	K
1	Product name	Brand name	SKU	Category	Sub-category	Returnable(1-yes, 0-no)	In Stock(1-yes, 0-no)	Description	Specification	Search Tags(keywords)	
2	My shirt	XYZ	ms1001	Apparel	Shirt	0	1	Shirt description	Some specification info	Mens shirts	
3	My saree	ABC	ms2005	Apparel	Sarees	1	1	About saree	Some specification info	Saree for women	
4											
5											
6											
7											

Product listing (entrepreneur dashboard)

Wesellonline

Profile Logout

- Dashboard
- Products Master
- Products
  - Add Product
  - Add Products in Bulk
  - View Products
    - All Products
    - Categorised Products
- Services Master
- Services
- Enquiries Received
- Support Tickets

Products List

Enter Product Keyword | Search | Clear

#	Prod.ID	SKU	Name	Image	Category	Sub Category	Action
1	42		Cream colour silk Saree		Textiles and apparel	Sarees	Rate & Stock | Edit | Delete | Block
2	43		Magenta Silk Saree		Textiles and apparel	Sarees	Rate & Stock | Edit | Delete | Block
3	44		Maroon Color Cotton Silk Saree with Yellow Border	No image!	Textiles and apparel	Sarees	Rate & Stock | Edit | Delete | Publish
4	46		Traditional Irkal Saree		Textiles and apparel	Sarees	Rate & Stock | Edit | Delete | Block
5	47		Kasuti Saree Black with yellow border		Textiles and apparel	Sarees	Rate & Stock | Edit | Delete | Block

Product listing on Wesellonline customer portal

RELATED CATEGORIES

Terracotta Jewellery (11)

Polymer Clay Jewellery (10)

FILTER PRODUCTS Reset Filters

BUY FROM COUNTRIES

- India

ENTREPRENEURS

- Patralika Bagchi Parajuli

PRICE

- INR 1 - INR 100
- INR 101 - INR 500
- INR 501 - INR 1000
- INR 1001 - INR 5000
- INR 5001 - INR 10000
- INR 10000 Above

COLOR

BRAND

- Exclusive Indian Handicraft (11)

SIZE

Found 11 Products

Sort by

SELECT

Artificial jewellery / Terracotta Jewellery



Handmade Terracotta Jewellery

Sold By: Patralika Bagchi Parajuli

INR 550

Enquire Now



Handmade Terracotta Jewellery

Sold By: Patralika Bagchi Parajuli

INR 550

Enquire Now



Handmade Terracotta Jewellery

Sold By: Patralika Bagchi Parajuli

INR 500

Enquire Now

Product Details Page (customer portal)

Handicrafts › Home Decoration



Aarti Thali

INR 660

1 Add to Enquiry Cart

Available Colors

N/A

Available sizes

S ~~M~~ ~~L~~ ~~XL~~ ~~XXL~~ ~~Free Size~~

Add To Wishlist

Sold By : Dr. Kanan Sanghavi

Brand : Kanan Utsav

Description

Decorate your home with this beautiful handmade decorative items.

Specifications

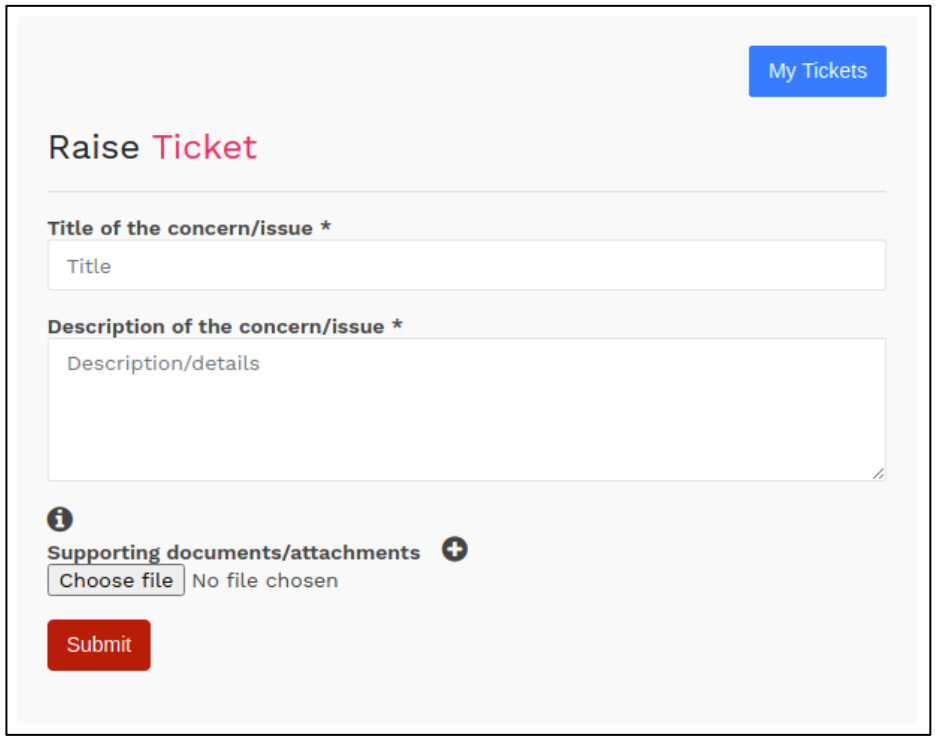
Home Decorative Items : hese rates are applicable till stocks last.. after which shipping charges would be Extra

Another product (customer portal)

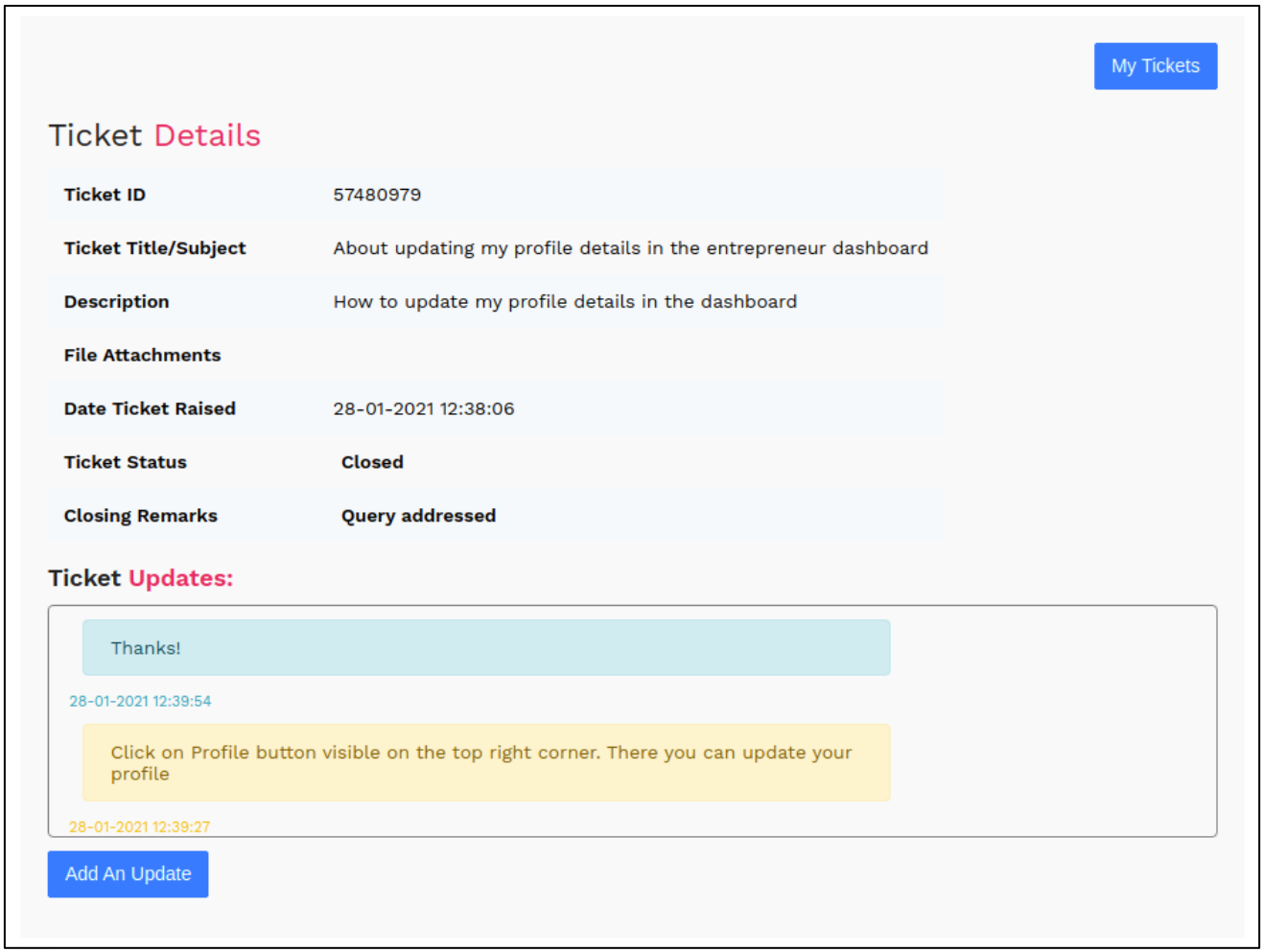


Support Ticket

The provision has been made for both the customers and entrepreneurs to submit their queries, concerns, issues or suggestions to the admin through a ticketing system. Once received, the administrator addresses the issue and replies to the respective customer/entrepreneur

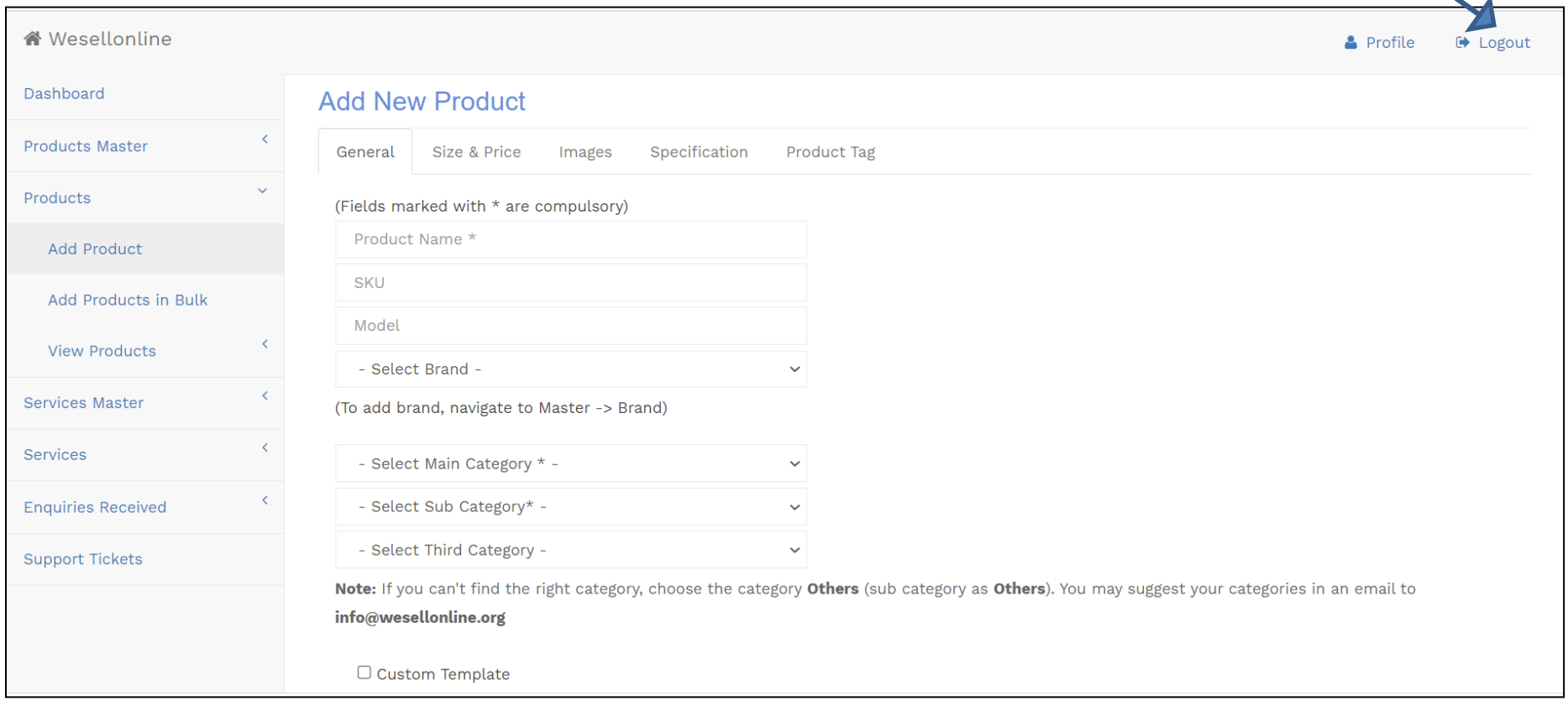


Ticket updates



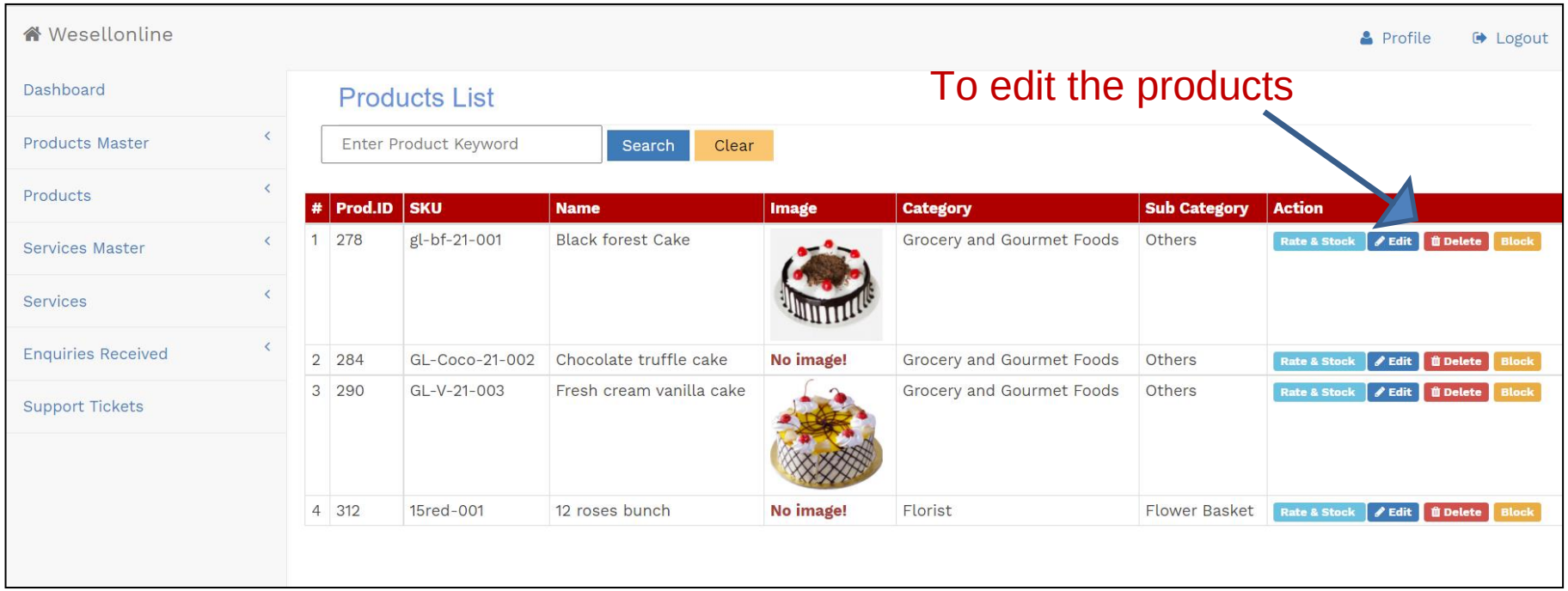
Logging out

Click on Logout after the uploading all the details



Future updates

To update or delete the products in future, login to your entrepreneur account. Go to products >> view Products and click on Edit



THANK YOU!!

For any questions/queries contact us

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