Site Builder Fundamentals

Course Description

With NetSuite SuiteCommerce, use the tools you need to build a dynamic, database-driven web store from the ground up. NetSuite SuiteCommerce synchronizes your web operations with the rest of your business so you can run your business more effectively and efficiently.

In this introductory two-day workshop, you examine ecommerce key features, capabilities and best practices, and building a customized, NetSuite-generated web store in a provided Ecommerce Edition demo account.

Through interactive teaching and hands-on exercises, learn how to define web store navigation, set up items and prices, customize the web store appearance, shopping cart and checkout process, set up shipping and payment methods, market the web store, and use website reports and searches to analyze shoppers' browsing and buying behaviors.

Who Should Attend

- NetSuite Administrators, Web Content Managers, Web Designers and Marketing Managers who are responsible for creating or managing web stores.

- Project team members who will be implementing or maintaining NetSuite SuiteCommerce.

Key Tasks
How do I:

- Create and display items in my web store?
- Set special prices for preferred customers?
- Customize themes, templates and colors?
- Improve the online shopping experience?
- Customize the checkout process flow?
- Enable credit card payments?
- Apply SEO methods to drive traffic to my web store?
- Target customers who have abandoned shopping carts?

Prerequisites

Course participants do not need to know HTML or Java Script, but basic knowledge of HTML and Java Script is needed for advanced website customizations.

Day 1 Agenda

Set Up the Web Store

- Create the Web Store: Describe the NetSuite website options and considerations, enable web presence features, and define web store preferences and appearance.

- **Create Tabs and Categories:** Create and modify tabs, define access to tabs, identify how to use tag substitutions, and create item categories and subcategories.

Set Up the Items and Prices

- **Define Web Store Items:** Create items, organize items by categories and websites, apply SEO methods to items, display featured items, set back-order and out-of-stock preferences, and create related items.

- **Set Up Item and Web Store Pricing:** Enable pricing options, create item pricing, price levels, quantity pricing and variable amounts, and define customer and website-specific pricing.

Design the Web Store

- **Customize the Web Store Look and Feel:** Use templates, layouts, themes and colors to customize the web store, create website tags, upload and resize images and logos, and attach images to categories and items.

- **Use the Ecommerce Edition Bundle:** Install the Ecommerce Edition Bundle and set up the Ecommerce Edition Bundle features: Product Reviews, Wish Lists, Image Zoom and Image Rollover.

Day 2 Agenda

Set Up Checkout

- **Customize the Shopping Cart and Checkout Process:** Add images, descriptions and related items to the shopping cart, customize the checkout process, and set up the Customer Center (My Account).

Related Courses
Take these course for more training
- ERP: Fundamentals
- SuiteAnalytics: Reports and Searches
- Marketing Automation Workshop

SuiteAnswers
Get answers to your support and training related questions:
- Go to Videos to find Getting Started tutorials.
- View New Feature Previews to learn about the latest NetSuite release.

SuiteCommerce Developers Portal
See https://developers.suitecommerce.com for additional developer resources.

- **Set Up Shipping Methods:** Create shipping items and register shipping carriers, set default shipping carriers and methods, enable real-time shipping rates and the shipping estimator, and set up free shipping.

- **Enable Online Payments:** Connect merchant accounts and gateways, and set up credit card payment methods and other payment processes: PayPal Express Checkout, Google Checkout and online invoice payments.

NetSuite reserves the right to adjust the stated course content to reflect changes to the NetSuite application and to meet the expressed needs of course attendees.

Features and functions covered in this course might not reflect those in your purchased NetSuite account.