

Getting Started With
INDIECOMMERCE
&
 INDIELITE

February 17th, 2021
Presented by Finnigan Butterfield &
Courtney Karecki

Housekeeping

- All attendees are in listen-only mode.
- For any questions during the presentation, use the 'Questions' pane on your GoToWebinar panel.
- This webinar is being recorded and PDF of slides will be available after the presentation.



Topics Covered

- **Signing Up Through the Waiting List**
 - What platform best suits your needs?
- **Receiving Your Participation Agreement**
 - Fees, domain, other considerations
- **Preparing for Your Website**
 - Help Center
 - Credit card processing (IC only)
 - Themes & Content
- **Receiving Your Website**
 - Building & Best Practices
- **How to Take Your Website Live**
 - Training & Going Live



Getting on the Waiting List

- Created the waiting list to best serve you!
 - Provide adequate time and support to each new site and be available throughout the process to assist.
 - Ask stores to submit their information on the waitlist, contact stores in batches every week.
 - Know you're interested in the IndieCommerce program, alert our team to contact your store.
 - Contact you when it's your turn with more information and the participation agreement



(Con't.) While You Wait...

- Familiarize yourself and your staff with the features list at indiecommerce.org/features
 - Detailed breakdowns of the offerings for IndieLite and IndieCommerce
- Ask your team what they feel the store needs from the website and the purpose it will serve. Brainstorm!
 - Just want to take online orders and have an e-commerce presence?
 - Want to sell store merchandise, have in-store availability, and more control over the site's design?
- Already have a site? Please tell us!
 - This allows us to suggest what platform might work best for you - more on this later!



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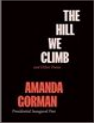


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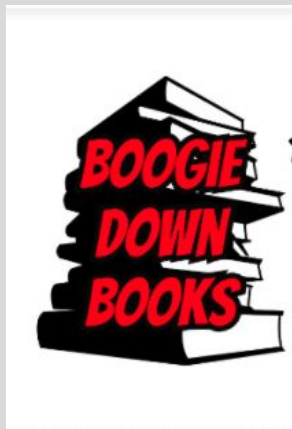
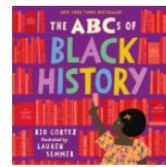
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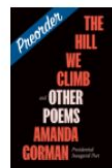
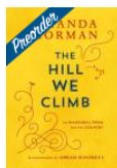
Celebrating Black History All Year Long



February 27: Resilient Kids, Supportive Adults: Giving Kids the Tools to Thrive



Hope Returns: Celebrating the 2021 Presidential Inauguration



Adventure Bound - adventureboundbooks.indielite.org



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INDEPENDENT BOOKSTORE DAY

SATURDAY, AUGUST 29, 2020

In-Store & Online!

Participation Agreement

- Our participation agreement (contract) is an online form on Bookweb.org; when it is your turn, we will send you a direct link to this page.
- Take your time to review the language; the agreement differs slightly between IndieCommerce and IndieLite.
 - Each one covers information in great detail about fees and policies for using our platform.
- Please note that as of this presentation, our agreement is still undergoing revisions and isn't quite ready yet.
 - *We only accept participation agreements submitted using the online form; please do not fax or email us a copy of a contract.*



Fees

- **NO SET-UP FEE!!**
- Monthly fees: IndieCommerce: \$175/mo, IndieLite: \$50/mo
- 1% Online Commission - all online orders placed through the site, for IndieCommerce and IndieLite
- IndieLite stores - 4.5% royalty for all orders paid for with a credit card
 - This goes into a pool that covers any chargebacks
 - IL Stores will not have this fee after switching to their own processor.
- IndieCommerce stores *need their own credit card processor*.
 - [Our webinar on this topic by IC Senior Manager Geetha Nathan is available on Bookweb.org here.](#)



Domains

- URL (Unified Resource Locator) or commonly known as ‘Website Address’ (also called Domain)
- IndieLite will always use what’s called a sub-domain, such as <https://adventureboundbooks.indielite.org>
 - If you have a site and are going to link your IndieLite store to it, send us the URL
 - If you don’t have a domain, let us know your URL preference.
- IndieCommerce has the option of using a domain or a sub-domain.
 - Domain: <https://www.blackstonebookstore.com>
 - Sub-domain: <https://shop.booksandbooks.com>, yourstorehere.shop.com
 - If you have a site already, do you intend to keep it? Or solely use IC?
 - Will need to purchase domain if do not have one



Miscellaneous

- IndieCommerce or IndieLite
- While the option to upgrade (or downgrade) is available down the road, it's not as quick as it seems.
- Stores essentially start from square one when switching platforms.
 - Nothing is carried over when you switch.
 - This means content, customer information, order information, etc. do not transfer over when the store switches platforms.
 - Additional training and other steps to follow as well.
- We highly recommend keeping your IC or IL website for a year before switching.



Preparing For Your Website

- Familiarize yourself with IndieCommerce Resources
 - Browse our [Help Center](#)
 - Subscribe to [IndieCommunication](#)
- Plan your content
 - 'About Us', store history, featured books, etc.
 - Store policies
- Credit card processor (IndieCommerce stores)
 - Review available Merchant Service Providers (Credit Card Processor)
 - Coming in Q2 for IndieLite
- Consider themes and site design
 - IndieCommerce: Select a theme
 - IndieLite: Select a color scheme



Help Center & Live Websites

- Our Help Center contains a vast array of documents, training videos, and webinars that cover all of our available features and tools.
- Check out current lives sites to see a site and its features in action; get ideas for what you might like to do with your site!
- [IndieCommerce Help Center](#)
- [IndieLite Help Center](#)
- [Live IndieCommerce & IndieLite sites](#)
- [Subscribe to IndieCommunication for platform news and alerts](#)



Credit Card Processor

- For IndieCommerce sites, stores will need to get in touch with a credit card processor that works with Authorize.net.
- A credit card processor allows your site to accept payments from the major credit card companies.
 - Authorize.net ties your site to your processor and is known as a 'Payment Gateway'.
- We also recommend reading our [help documentation on Authorize.net](#) and watching our [full webinar on Credit Card Processing on IndieCommerce](#).



Themes & Design

- For IndieCommerce sites, there are 21 out-of-the-box themes available for stores to choose from.
- All are mobile friendly and responsive and can be customized.
 - Responsive: Adjusts display formatting between desktop and mobile devices
- We recommend:
 - [Watching our recent webinar on Themes & Templates](#)
 - [Reviewing the full list of available themes](#)
 - [Checking out live sites utilizing these themes](#)



Plan Your Content

- **Brainstorm the pages you'd like to have on your site**
 - Create a 'family tree' with different pages and how you'd like to link them
 - Store history, events, staff picks
 - Any content you planned in Step 2
- **Write content in advance**
 - Use a plain text editor like Notepad
 - This will ensure a clean transfer without formatting issues
- **IndieCommerce Only: Store merchandise and sidelines**
 - Non-book items
 - How to best reflect inventory



After You've Received Your Website

- Your site is not 'Live' and is not accessible by customers
 - *.indiecommerce.com
- Begin working on your site by:
 - Creating pages, events, and booklists
 - Adding your store's location, hours, and contact information
 - Creating admin accounts for yourself and staff
 - Select your theme (IC stores)
- Important to remember:
 - Domain information
 - Repointing and Go Live training



Building Out Your Website

- Important to remember: the site you receive from us is NOT live and cannot be accessed by customers just yet!
- We have webinars focused on building out your site to expedite the site building process and get your site ready to be live.
 - [IndieCommerce 101: How to get your new IC site ready for launch](#)
 - [IndieLite 101: How to get your new IL site ready for launch](#)
- Each of these webinars cover the areas of site that you may want to focus on in order to get the site up and ready for Go-Live training.



Building Out Your Website (Con't.)

- **Create a 'Page'**: A 'page' is a type of content with an associated web address/URL that you can visit. [See more steps on creating pages here.](#)
- **Add Events**: Keep your visitors up-to-date on store events physically or virtually. [More on Events here.](#)
- **Add Blocks**: Blocks are boxes of content that can be displayed on 'nodes', like a page, in certain regions of your site's theme. [More on Blocks here.](#)
- **Select a theme (IC Only)**: [Find an out-of-the-box theme you like best!](#)
 - IndieLite stores can pick their main color scheme.



Store Admin Accounts

- When we first hand the site over, you'll also receive an email regarding a new account created for you on the site.
- It's highly recommended you log in and change your password once you officially have access to your site as a Store Admin.
 - Store Admins have the highest level of admin access on the site
- Every staff member who will be touching the site should have an account with an appropriate role (Store Admin, Store Editor, Order Admin).
 - This keeps content, order changes, and other details trackable on the site.
 - Keeps site secure.
 - IndieLite sites have Store Admin and Order Admin



Feature Requests

- By default, all basic features will be enabled on the sites
- Stores can request additional features directly through your site!
 - This sends an automated email to staff@bookweb.org for us to enable what you need.
- We'll enable the feature, set any related permissions, and send you additional information and links to our Help Documents to get you started.



Store Branding & Information

- Imperative customers know who you are, where you're located, hours, and store policies. You'll want to make sure you also:
 - Upload your logo and update your site slogan
 - Link your social media accounts
 - Personalize the Hours & Location and various store policies pages on the site
 - Easy-to-find contact information: include your address, phone number, email, and store hours, and place a block in a highly visible spot.



Taking Your Site Live

- Again, when first receive site, it is not accessible to customers.
- Temporary URL
 - For IC, 'Yourstore.indiecommerce.com' is not your final URL; you'll use the one provided on your agreement
 - IL will use a sub-domain of the URL provided.
- “Live” is letting customers into the site and when the whole world can see and find your site.
- “Going live” involves a 1.5-2 hour training session, plus re-pointing your domain.



Training

- 1.5-2 hour screen share with our Training Manager
- Attendance from store staff is encouraged; especially if they will be working on the site
- Training will cover daily website maintenance, order processing, configuration, and any questions or concerns.
- When you are ready to receive training, it is important to contact us at least a week before
 - We offer one training session per week for both IndieCommerce and IndieLite
 - We also take time to prep your website for the session to best assist you



Q&A



Resources

Waiting List:

- [Waiting List](#)
- [IndieCommerce/IndieLite feature list](#)
- [IndieCommerce Help Center](#)
- [IndieLite Help Center](#)
- [IndieCommunication subscription](#)

Waiting for Your New Website:

- [Credit Card Processing Webinar](#)
- [Authorize.net Help Document](#)
- [Available Drupal 7 Themes for IndieCommerce](#)
- [Drupal 7 Theme Live Examples](#)
- [Live IC and IL Sites](#)

Building Your Website:

- [IndieCommerce 101 Webinar](#)
- [IndieLite 101 Webinar](#)
- [Creating a Page](#)
- [Creating a Block](#)
- [Creating an Event](#)
- [Creating a Custom Product \(IC only\)](#)
- [Adding Social Media](#)

**Any questions? Email us at:
staff@bookweb.org**

