

# Sell Online

Locally, the MyOffice brand is recognized for its quality and service. It's time to go global and establish a web presence to showcase your great products. You will plan to setup an eCommerce store where customers can view your catalog, customize products, buy online and track their orders.

**Install the eCommerce App and select the Graphene theme.**

- Design your Homepage 1
- Create a Product 2
- Improve SEO 3
- Set up a Product Configurator 4
- Test your eCommerce 5
- Upsell Customers 6
- Write a Blog Post 7



Sell Online

# Design your Homepage

1

You



I'm launching our new website. Any idea what we should put on our homepage?



Sophia • Sales Manager

I like websites with a **cover on the top**, customized with an office image as background.

I would put some key numbers like: **580 customers**, **35 employees**, **120 designed products**, **8 shops**.

Then, we can add 3 columns: **"You Customize"**, **"We Design"**, **"We Manufacture"**.



Sell Online

# Create a Product

2



Sophia • Sales Manager

Love the new website! Can we start selling our new **Office Chairs** online?

You



Ok, I'll **create the product page** on the website with a **\$120 price tag**.



# Improve SEO



Sophia • Sales Manager

Hi, there have been no sales for our new office chairs online. Can we do some **Search Engine Optimization (SEO)**?

You



I'll target **keywords** people are looking for on Google, with the **promote** tool.



# Set up a Product Configurator

4



Sophia • Sales Manager

The chairs are selling like crazy. Good job!  
But people are asking for different colors and sizes.

You



Ok, I will **activate the variants** feature  
and **configure it on the chair product**.

What are the options?



Sophia • Sales Manager

They come in **4 colors** (grey, black, white, purple),  
and **3 sizes** (Small, Medium, Large). We can even put  
a **custom embroidery** with their name on it.



Sell Online

# Test your eCommerce

5

You



Our eCommerce is ready.  
Can you **test buying a product** online?



Sophia • Sales Manager

Sure!



Sell Online

# Upsell Customers

6



**Sophia** • Sales Manager

Last month we did \$350k in revenue through the website with an average cart size of \$250. Can we upsell customers by proposing **options**?

You



Yes, let's **create a new product "Warranty"** that we will set as an **option of the chair**. This warranty has **2 variants: 3 or 5 years**.



Sell Online

# Write a Blog Post

7



Sophia • Sales Manager

I love your new warranty service. It would be great to write a news article about it.

You



Ok, I'll **setup a blog** on our website and **write the first post**.

