

How your online store works

What your online store is made of and the order to set it up, so you know where each job lives.

Add-on [Online store](#)

An online store is an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Your store has three parts: the pages shoppers see, one list of everything you sell, and your store settings. Once you know which is which, every other store job is easier to find.

What your store comes with

- **Store pages.** A store homepage with a **Product Gallery**, a product page, a category page and a sign-up and log-in page. Each product you add gets its own page, built from the same design.
- **The product catalog.** One list of your products. Change a product here and its page updates itself. It starts with sample products, so replace them before anyone visits.
- **Store settings.** Your business details, payments, shipping, sales tax and coupons.

To reach them, click **Store** in the side panel of your site editor. Choose **Catalog** for products, or **Business Settings** for the rest.

Shoppers open their cart from a cart button, and that button is not added for you. If you don't see one on your site, ask us and we'll add it.

Set it up in this order

1. **Add your products.** You can sell physical products, digital downloads, services and donations, one time or on a repeat schedule. See [Add a product](#). If something comes in sizes or colors, see [Add sizes, colors and other options](#).
2. **Sort them into categories** so shoppers can browse. See [Organize products into categories](#).
3. **Enter your business details:** name, address, contact details, currency and who gets order emails. See [Set your store's business details](#).
4. **Connect a way to get paid**, such as Stripe, PayPal or paying in person. You connect your own account, and we never ask for your password. See [Connect a way to take card payments](#).
5. **Decide how orders reach customers:** shipping by zone and weight, free shipping, or pickup. See [Set up shipping rates and Offer in-store or curbside pickup](#).
6. **Set up sales tax**, either by area or worked out automatically. See [Set up sales tax](#). Your accountant can tell you what to charge.
7. **Shape your checkout:** add questions for customers to answer and a box to agree to your terms. See [Change your checkout form](#).
8. **Design your store pages** so they match your site. See [Change how product pages look](#).

Before customers see it

Ask us to look the store over first. Check your site before it goes live tells you what we check.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store and not sure what to do next? Email us your business name and we'll point you to the next step. We reply within one business day. See [Request a change](#).

Related guides: [Add a product](#) · [Set your store's business details](#) · [Organize products into categories](#) · [Connect a way to take card payments](#) · [Check your site before it goes live](#)

More guides: the [Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com