neto

YOUR NETO JOURNEY

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YOUR NETO JOURNEY

Welcome to the Neto Community. Neto is a leading cloud-based commerce platform designed for growing retailers. We enable anyone to sell anything, anywhere.

This guide has been designed to help you through the steps of setting up your Neto store. Our aim is to make setup as simple and stress-free as possible.

We help you design, set up, and run your stores across multiple channels with ease; from web, mobile, eBay, and social media, through to bricks-and-mortar stores. With features such as inbuilt shipping labelling, inventory control, and native accounting integration, as well as a customer contact centre and business dashboard, our powerful back-office capabilities take care of the details so you can concentrate on the big picture.

Let's get started!

DIY OR DONE FOR YOU

We want to empower our merchants with the strength and guidance required to achieve their dreams. To this end, we offer you the choice of setting up your store yourself, leveraging our professional services, or utilising a certified Neto partner.

DO IT YOURSELF

Neto has been designed to be a self-service SaaS platform. Our Neto Docs include hundreds of comprehensive articles and videos to guide you through each step of setup in detail.

Neto Docs: https://www.neto.com.au/docs

Helpline: 1300 730 300

NETO MANAGED SERVICES

We offer a range of cost-effective setup services designed to cover each and every step of this guide. We take the guesswork out of setting up your store so that you have time to grow your business.

Managed services: https://www.neto.com.au/managed-services

PARTNER SERVICES

Neto's community of certified partners offer a broad range or consultation, setup, design, and marketing services. Find a local partner with the expertise to help grow your business online.

Partner directory: https://www.neto.com.au/directory
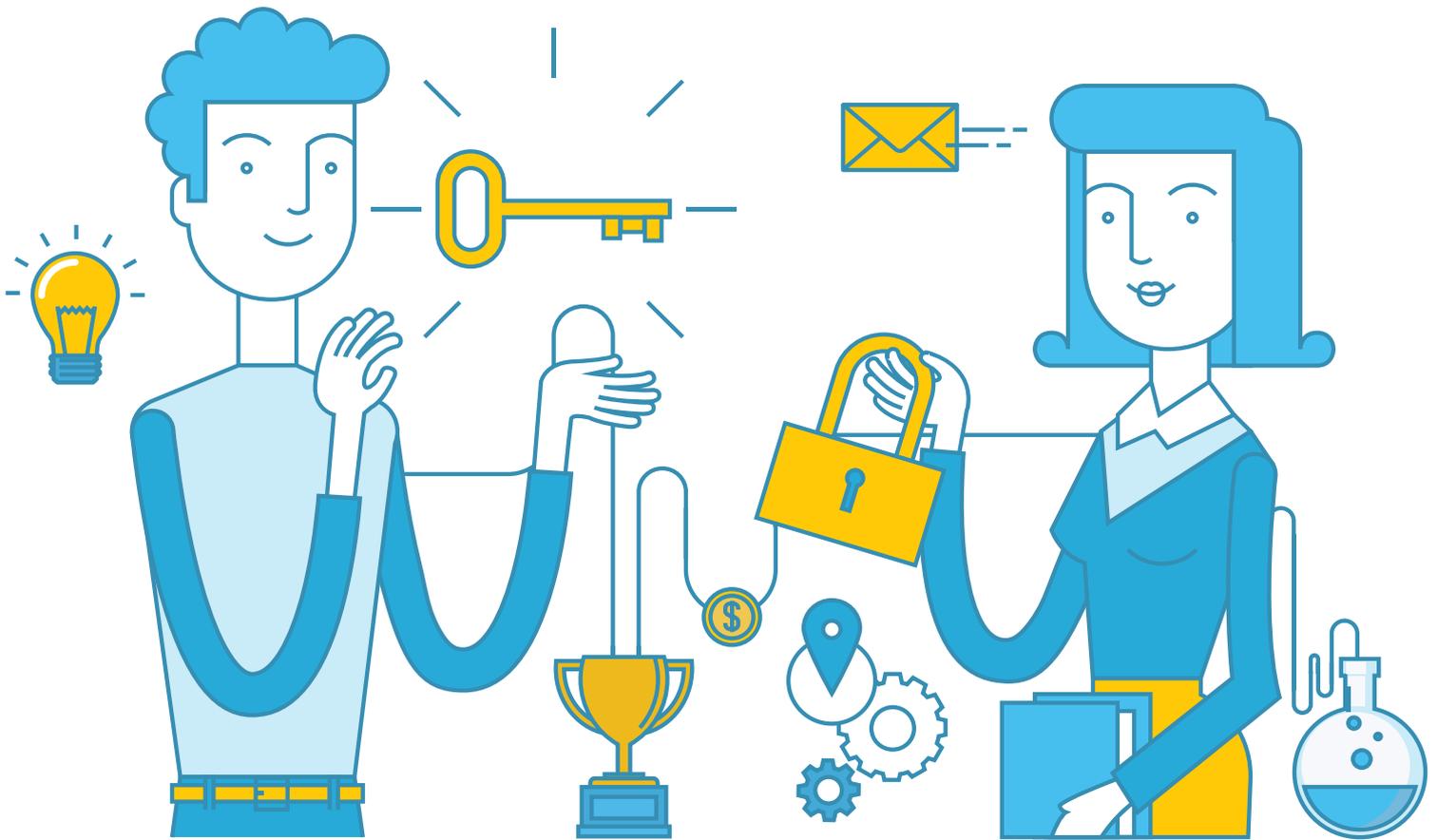
YOUR SUCCESS TEAM

As a new Neto customer, you have been assigned a customer success team for life. This ensures that you are dealing with the same people from the day you sign up to the day you become a Neto success story. You will be emailed your team allocation and direct contact number upon signup. You can also locate this information at anytime by navigating to the bottom left of your Neto control panel.
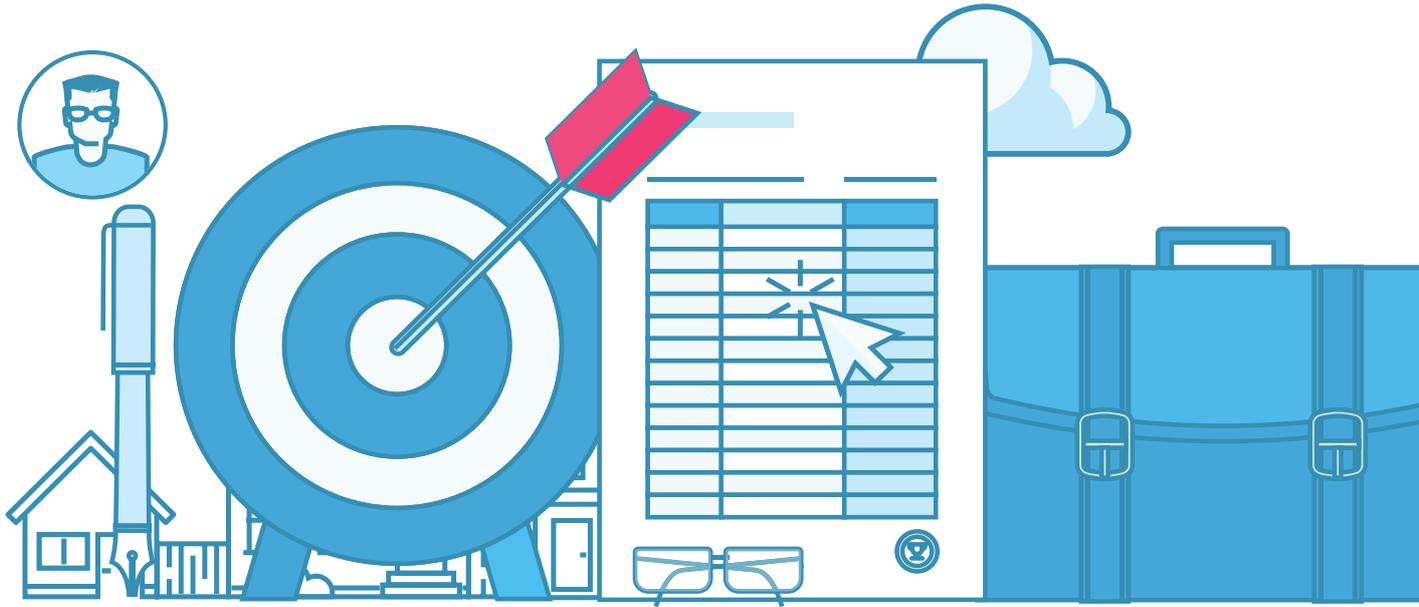
ADD BUSINESS DETAILS

1. Enter your business details and upload your logo
2. Set your default currency and tax
3. Add additional warehouses/outlets/registers if required
4. Updated your trading terms and returns policy pages

Upon signup for your Neto trial, we asked for some of your business details. We have already used these details to populate your store and set your currency and tax rules. You can choose to edit these details at any time by clicking on the **Setup & tools** link located at the bottom left of any page in your Neto control panel.

Neto supports selling and fulfilling from multiple locations. If you have more than one, navigate to **Products > warehouses/locations** to add additional locations. Once added, you will be able to add stock and fulfil from your new location.

Trading Terms and Return Policy pages are required to sell online. We've gone ahead and created these pages for you, so all you need to do is add the relevant information. You can do this by navigating to **Webstore > Web Page**.

DO IT YOURSELF

- Set up multiple warehouses
- Set up different currencies
- Add a content/information page

NETO MANAGED SERVICES

- Neto Managed Services

PARTNER SERVICES

- Neto Partner Directory
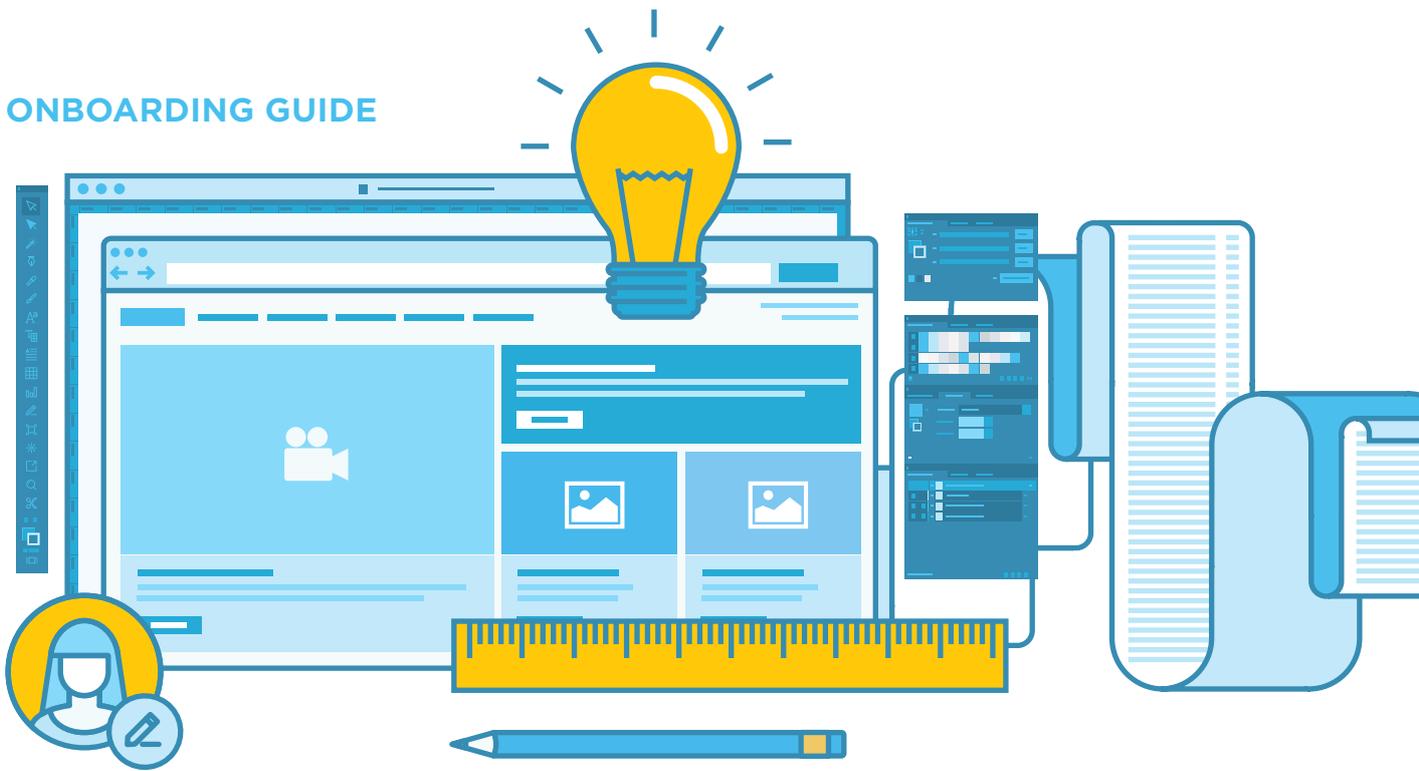
DESIGN YOUR STORE

For the best possible customer experience, it's important to make sure your website design is consistent with your logo and branding. This can be achieved a few different ways:

- Choose a free or premium theme and style it to suit your brand
- Code your own design (HTML/CSS skills required)
- Engage a designer for a bespoke solution

The Neto theme store includes over 100 free and premium professionally-designed ecommerce website templates that you can use for your own online store. Using a pre-made theme is the quickest and easiest way to launch your store.

DO IT YOURSELF

- Designer Documentation
- Tweak Library
- B@SE Tag Library
- Request SFTP details

NETO MANAGED SERVICES

- Neto Managed Services
- Neto design services
- Design tweaks
- Logo design
- Content pages and invoice logo setup

PARTNER SERVICES

- Web design partners

ONBOARDING GUIDE

You can install a theme by navigating to **Webstore > Theme editor**. Once installed, you can edit the colours and styles used throughout the template using the inbuilt theme editor.

Neto provides you with access to the HTML, CSS, and Javascript of your webstore templates, making it easy to customise every aspect of your site. You can access your webstore template files at any time by navigating to **Settings & tools** and locating **Webstore Templates** on the **All Settings** page.

> If you intend to code your own design, we highly recommend requesting SFTP access, as this will make accessing and editing files much easier.

Whether you want a site to be designed from scratch, to revamp an existing store, or migrate what is already working for you, we have a solution that will meet your needs. Our designers take the time to understand your business so they can build something truly unique.

- Neto design services
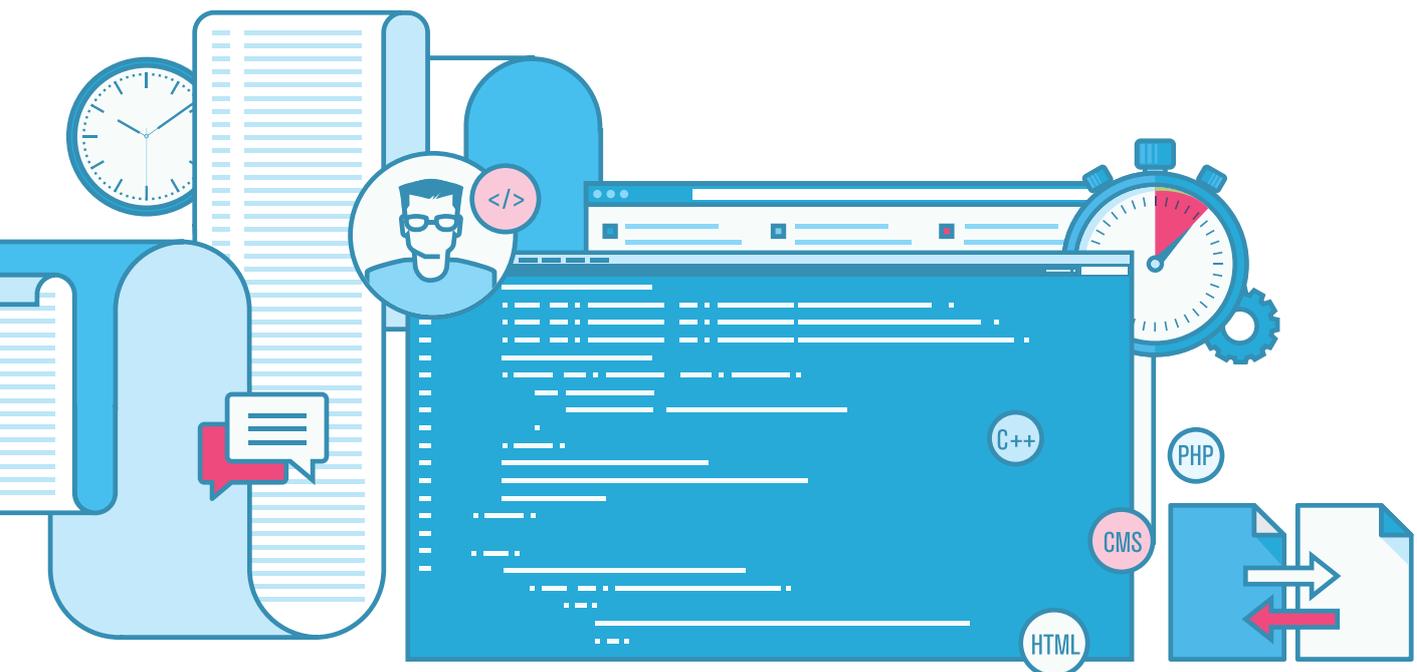
CONNECT YOUR
ACCOUNTING PLATFORM

Visit the Add-on Store and install the Neto Connect module (optional) to connect Neto with popular accounting platforms such as Xero, MYOB, Quickbooks, and Saasu.

DO IT YOURSELF

- Xero integration
- MYOB integration
- MYOB Live integration
- Saasu integration

Need some expert help? Our Professional Services Team specialise in connecting and configuring your compatible accounting platform for you. Find out more

OUR PREFERRED ACCOUNTING PLATFORMS

xero   intuit QuickBooks   MYOB®   SAASU

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ADD YOUR PRODUCTS

You can add products to your website in three different ways:

- Add products through the Neto control panel
- Import from a spreadsheet
- Migrate from your existing platform, eBay, or accounting system

Add products through the Neto control panel by navigating to **Products > Add new product**. If your products are in a spreadsheet, you can import your spreadsheet of products by selecting **Setup & tools > Import Data**.

DO IT YOURSELF

- Product types
- Creating products
- Importing products
- Importing variation products
- Popular product add-ons

NETO MANAGED SERVICES

- Data migration service
- Product data setup
- Product category setup

Migrating from another platform? Our Professional Services Team specialise in transferring data from your existing ecommerce platforms to Neto. Find out more
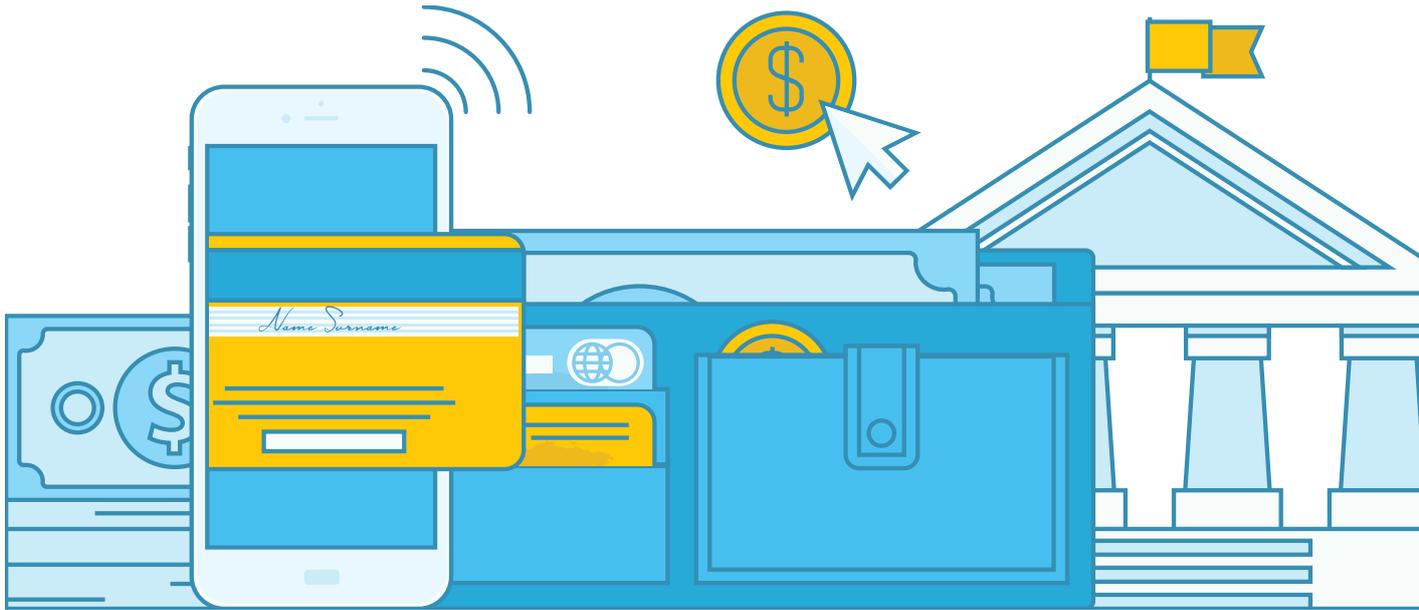
CONFIGURE YOUR
PAYMENT METHODS

To reduce shopping cart abandonment and improve conversion rates, we recommend offering a combination of credit card, PayPal, and "buy now, pay later" payment methods at checkout.

We've already configured your store to accept PayPal, credit cards, and Afterpay at checkout. Just connect your PayPal account, select your preferred credit card payment gateway, and complete the setup of an Afterpay account.

You can complete these steps in **Setup & tools > Payment Methods**.

DO IT YOURSELF

- Supported payment gateways
- Adding payment methods
- Configure PayPal Express
- Configure Afterpay

NETO MANAGED SERVICES

- Neto managed services
- Payment method setup

OUR PREFERRED PAYMENT PARTNERS

PayPal™   **e**way®   **stripe**   **Braintree**   afterpay

CONFIGURE YOUR SHIPPING

Your customers want to know what their shipping costs will be before they place an order. Providing a variety of options for real-time shipping cost calculations is a must.

Configure your shipping matrix to provide accurate rates on your web store by navigating to **Shipping > Add new matrix**. You can create your own custom rates, or leverage a carrier's API if you have an account with them.

DO IT YOURSELF

- Configure an API shipping matrix
- Configure a custom rates shipping matrix
- Add a shipping carrier label

NETO MANAGED SERVICES

- Neto managed services
- Shipping matrix setup

Visit the **Add-on Store** and install the **Neto Ship** module to connect Neto with popular shipping carriers. By installing Neto Ship, you will be able to streamline the shipping process by generating consignments, printing labels, and submitting manifests, all from within Neto, with no need to duplicate data into your carrier's third-party software.
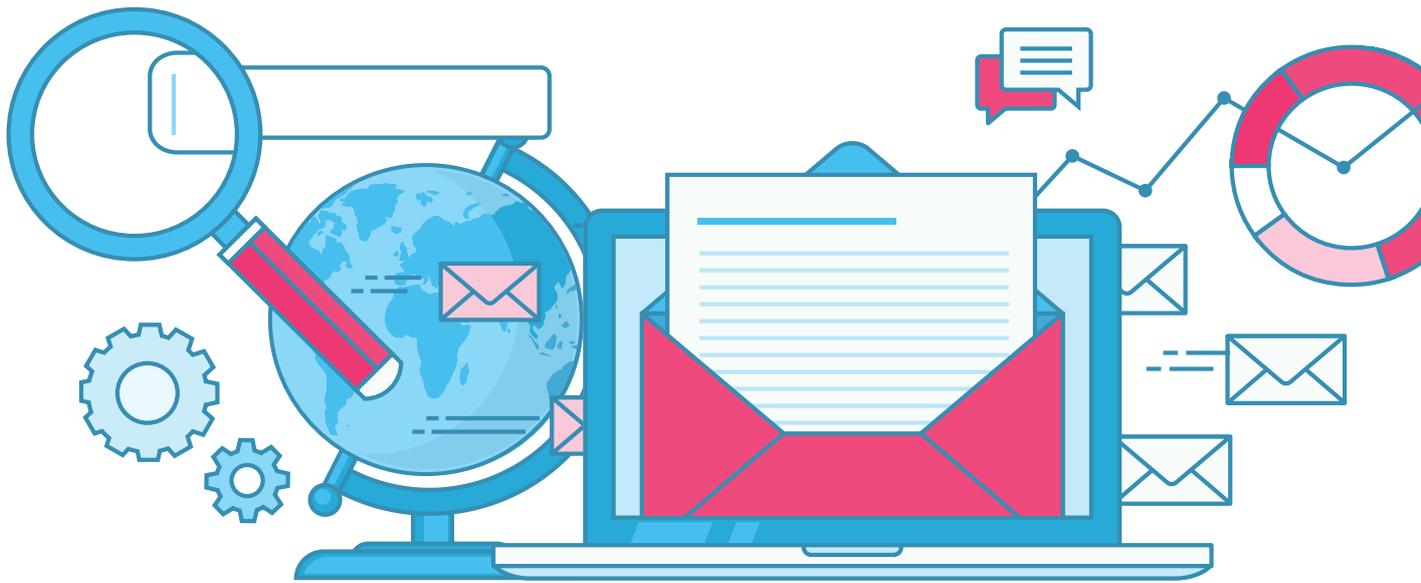
SET UP YOUR EMAIL AND DOMAIN NAME

Your domain name will become one of your most important digital assets, so it is important to choose wisely. You should register your domain name in all of the markets you intend to operate within. For example, if you operate in **Australia** and **New Zealand**, you should register both **.com.au** and **.co.nz** domain names.

You can register your domains at any domain registrar, such as Melbourne IT, Crazy Domains, or Net Registry.

DO IT YOURSELF

- Register a domain name
- Set up Google Apps for managing emails

NETO MANAGED SERVICES

- Neto managed services
- Google Apps setup

Neto does not manage email on behalf of its clients. Instead, we recommend utilising a third-party email service provider, such as Google Apps.

Google Apps offers simple, yet powerful communication and collaboration tools for any size business, all hosted by Google, to streamline setup, minimise maintenance, and reduce IT costs. As with other business email services, your email addresses will be linked to your domain (e.g. ryan@mydomain.com) when using Google Apps.

To get started, go to: https://apps.google.com/

GO LIVE

Great! You've made it this far and it looks like you are ready to go live. There are just a few important things you'll need to do before you are ready to start trading.

Check out the Go Live checklist to make sure you've completed all the mandatory and recommended configuration steps for your webstore. Once completed, you can request your site go live:

http://forms.neto.com.au/support/golive.html

The final step before going live and trading is to conduct a product stocktake. If you only have a few products, you can perform stocktake through the Neto control panel. Otherwise, you can perform a product import and update your stock levels in bulk.

DO IT YOURSELF

- Go Live checklist
- Request a Go Live
- How to perform a stocktake
- How to update products in bulk

NETO MANAGED SERVICES

- Neto managed services

WHAT'S NEXT?

You may be interested in the below services we offer to further enhance your ecommerce webstore so you can start selling even more online. Here are some great services that we recommend for you:

GOOGLE ANALYTICS

Want to see how many visitors are going to your site each day? Google Analytics is a great way to track and report website traffic providing detailed statistics about your customers, including how they found your site.

The ecommerce reporting tools can also track sales activity and performance. Google Analytics is now the most widely-used web analytics service on the internet. Get onboard today!

Find out more

EBAY LAUNCH PLAN

Ever met anyone who hasn't bought something off eBay? Being one of the most widely-used selling channels in the world, eBay integration is a must for anyone selling online. Set up your own store with all your products and you can manage all your listings and orders through Neto's control panel. Our friendly eBay experts will walk you through the process in an included training session.

Find out more

GOOGLE SHOPPING

Want to see your products show up on the most powerful search engine in the world? Who wouldn't! We can help you to set up a Google Merchant account and feed your products through, giving you even more selling opportunities. Not only do your ads show up in Google's shopping search results, they all lead back to your site, driving traffic to your webstore.

Find out more

TRAINING SESSIONS

You can never know too much. Our dedicated trainers are eager to show you how to get everything you can out of our amazing software to make your website stand out and get you selling online without hassles. Take advantage of our online training via screen sharing on various topics and areas of the system and you'll soon be an expert!

Find out more
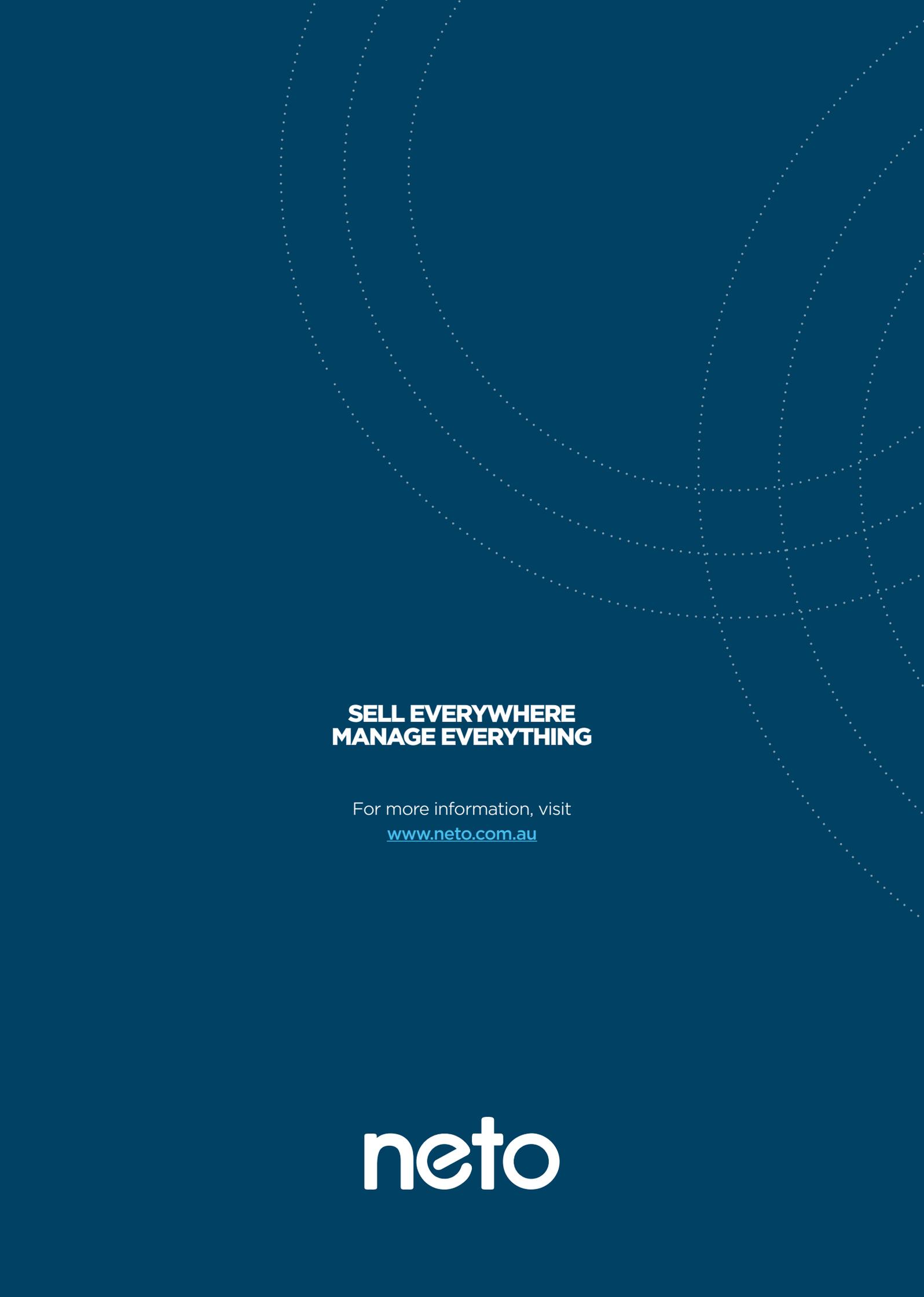
**SELL EVERYWHERE
MANAGE EVERYTHING**

For more information, visit
www.neto.com.au

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