

### **shop**site** Starter**

- Easy Web-based Interface
- Add Order Buttons to an Existing Site
- Full Control of Store Look and Feel
- Configure a Store in 15 minutes
- Up to 15 Products and 5 Pages
- SEO Friendly Store Pages
- Realtime Credit Card Processing
- Accept PayPal and Google Checkout
- List Products on eBay Auctions
- Tax and Shipping Calculation
- Fraud Protection Tools
- PCI/CISP Security Features
- Highest Security Logo
- Context Sensitive Help
- Easy to Upgrade

### **shop**site** Manager**

#### **All Starter Features Plus:**

- Unrestricted Number of Products and Pages
- Product More Information Pages
- Put Products on Sale
- Tell A Friend Links
- Enhanced SEO Tools
- Customer Store Search
- Submit Products to Google Product Search
- Automatically Create Google-style Sitemap
- Realtime FedEx, UPS, or USPS Shipping Quotes
- Free Shipping
- buySAFE Order Bonding
- Import Orders into QuickBooks®
- Custom Templates
- Product Image in Shopping Cart
- Power Edit for Pages and Products

### **shop**site** Pro**

#### **All Manager Features Plus:**

- Product Cross-sell in Shopping Cart
- Customer Rewards Programs
- Google Analytics Integration
- Gift Certificates
- Digital Coupons
- Free Shipping Coupon
- Digital Download Products
- Customer Registration
- Mini-cart on Store Pages
- Product Quantity Pricing
- Global Power Edit
- Automatic Multi-page Generation
- Inventory Tracking
- Products and Pages XML Upload/Download
- Merchant Database Search Tool

### **New Features for shop**site** 9.0**

**Improved Customer Search Tools** (*Manager, Pro*) - Customers can easily find what they're looking for, thanks to enhanced relevancy scoring, the ability to sort results by price or alphabetically, and advanced search matching. Merchants will also appreciate new search form customization options and search keyword results logging.

**USPS Shipping** (*Manager, Pro*) - ShopSite 9.0 debuts the integrated USPS realtime shipping quote calculator.

**Cross-Sell** (*Pro*) - Merchants have the ability to identify cross-sell products to display on the shopping cart screen when the related product is added to the shopping cart. Global cross-sell also allows popular or clearance items to be displayed on the shopping cart screen.

**buySAFE** (*Manager, Pro*) - Merchants who register with buySAFE can include an option on the checkout screen to allow customers to bond the order through buySAFE.

**Highest Security Logo** (*Starter, Manager, Pro*) - Merchants who configure their store with high security settings can display a "Highest Security" trust logo on the store pages and shopping cart screens.

### **Building an online store with shop**site** couldn't be easier!**

The Store Setup Wizard walks a new merchant through the initial creation of a store in as little as 15 minutes, set tax and shipping rates, and choose payment methods including credit cards, PayPal, Google Checkout, and more. Change the look of the store at any time by selecting a new theme or color scheme.

Merchants who already have a website can add ShopSite to the site by using the ShopSite Order Anywhere tool to place "Add To Cart" buttons on any HTML page.

### **shop**site** Starter makes starting with e-commerce a snap!**

For merchants who are just getting started in the world of e-commerce, ShopSite Starter is the easy way to go. With the ability to easily add up to 15 products on up to 5 automatically generated pages, set tax and shipping rates, and securely process orders, a new merchant can get the ball rolling with ShopSite Starter.

### **shop**site** Manager is an affordable, feature rich solution!**

ShopSite Manager has a straight forward, intuitive interface and provides features comparable to high end e-commerce packages at a fraction of the price. Rather than spending several hours each day keeping the site's content fresh, a user can spend a few minutes with ShopSite Manager.

With an unrestricted number of pages or products, realtime shipping quotes provided by FedEx, UPS, or USPS, SEO tools such as meta tag editing and Google style sitemaps, and designer tools like Custom Templates, it's easy to see why ShopSite Manager is the easiest solution for merchants.

### **shop**site** Pro brings high end features to the table!**

For merchants who want all the features, ShopSite Pro is the product of choice. Draw customers to your site with coupons, gift certificates, and customer rewards. ShopSite Pro can make shopping convenient with product cross-sell, digital download products, a mini-cart on store pages, and customer registration. Merchants can manage their stores with features like global power edit, inventory tracking, and database upload/download, and even add custom functionality with the bevy of APIs built in to ShopSite Pro. Then merchants can track orders with the built-in sales and traffic reports and the integrated Google Analytics support. ShopSite Pro is ideal for merchants with large numbers of products or orders.

