

# Storefront

The StoreFront Addon involves an interactive set of specialty pages on your site that a seller can purchase a subscription for. These pages provide a seller not only the opportunity to highlight their listings but also the advantage of profiling their company as well. When site visitors click into one of your seller's StoreFronts they will experience a personalized look at the seller's listings, logo, unique category browsing, personal extra pages, news letters, and more.

StoreFronts are populated with items by the seller's current active listings on your site. The software will automatically detect their active listings and insert them into the StoreFront. If the seller desires, they can set up their own personal StoreFront category structure and have their active listings displayed within their appropriate categories. During the site's standard listing process, the StoreFront owner will first choose which one of your site's categories their current listing will be placed in. Then, later in the process, they will choose which one of their StoreFront's categories their current listing will be placed in.

The image below represents how a StoreFront might look once it is fully set up. Keep in mind that this example is using the template that comes by default when you install the StoreFront Module. Not only is this template completely customizable, but you can also create and offer as many additional StoreFront Templates as you like for your Sellers to choose from while they are setting up their StoreFront. Each feature that is being called out has a "tag" associated with it. These tags can be moved around within the html of each template offering you the capability to truly customize the layout for each:



<tip c n>**Note:** #4-6 on the screenshot above, will only appear if there is something to display for that "section". So, if a user has not yet created any Storefront Categories, then the Categories section will not be displayed at all.</tip>

1. **StorefrontTemplate** - Sellers can choose from any number of Templates that you offer them. This Example StoreFront happens to be using the default Geodesic StoreFront Template.
2. **Seller's Logo** - Sellers can upload their own logo to personalize the StoreFront.
3. **Seller's Welcome Note** - Sellers can upload their own slogan or welcome message if they desire.
4. **Seller's Categories** - Sellers can set up their own category structure specific to their StoreFront. For example, if your main site has 30 categories, but the seller only wants to offer items two categories, they can simply set up only the two categories that they want. Then, when listing their items through the software's normal listing process, one of the selections will be to choose the "StoreFront Category" that the item will be placed within.
5. **Seller's Pages** - Sellers can create extra pages within their StoreFront to provide additional information to their visitors. For instance, they could create an "About Us" page or a "Terms & Conditions" page if they want to.
6. **Seller's Newsletter Signup** - Sellers can offer the ability for site visitors to subscribe to their "newsletter" by having the visitor submit their email address. Each "newsletter" that the seller sends out is recorded for later recall if they wish. All subscribers are recorded in the Seller's StoreFront Manager tool.
7. **StoreFront Browsing** - Visitors will browse the Seller's StoreFront just as if they were browsing the main site, except that they will only see listings for that particular Seller. You will also notice that columns are sortable as well just as they are in the main site's browsing.

## See Also

- [Storefront Addon](#) - More info and FAQ about Storefront Addon.

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