MX™ Storefront
Frequently Asked Questions (FAQs)
Merchant

1. How do I log into my MX™ Storefront Merchant Portal?

You should have received your MX™ Storefront Merchant Portal URL, username and password in your MX™ Storefront Welcome Email. As a reminder, your MX™ Storefront Merchant Portal URL is your MX™ Storefront URL followed by "/admin," your username is your e-mail address, and your password can be reset at any time from the "Recover password" link on your MX™ Storefront Merchant Portal login screen. If you no longer have this material in your possession, please contact Priority Payment Systems customer service using the following information to receive another copy of your Welcome Email:

Contact number: (800) 935-5961 Support
link: www.prioritypaymentsystems.com
Email: customerservice@pps.io

2. What can I do in my MX™ Storefront Merchant Portal?

Primarily, you can manage the following four aspects of your online presence through the MX™ Storefront Merchant Portal:

- Manage Your Business: This page enables you to add, update, or delete your underlying business information from your MX™ Storefront account and website. You can also build out your menu or your price list on the "Edit Menus & Price Lists" page.

- Manage Your Website: This page enables you perform the following actions on your MX™ Storefront website:

    o Customize Style & Layout: You can update your MX™ Storefront template and colors from this page. You can also view how your MX™ Storefront website renders on desktop and mobile devices.

    o Edit Pages: You can add, edit, deactivate, or delete your MX™ Storefront website pages from this page. You can also build your pages with our custom website widget builder tool. Finally, you can customize how your pages show on your website (i.e. whether your pages are subpages or menu options).

    o Manage Media: You can interact directly with the MX™ Storefront file management system through this option. Within the Manage Media tool, you can upload files and images for your website, as well as edit your images (i.e. crop, resize, filter, etc.).

    o Manage Access: You can add more users to your MX™ Storefront account and manage their access to the MX™ Storefront platform.

- Manage Your Store: This page is only relevant for those merchants that have signed up for "e-commerce" capabilities for their MX™ Storefront account. This page enables you to add, edit, suspend, or delete the products that you are selling online, fulfill customer orders that have been submitted through your MX™ Storefront website, and edit sales settings for your MX™ Storefront account. You can also upload multiple products at once using a spreadsheet containing your basic product information.

- Manage Your Brand: This page enables you to manage your business's social media and review engine presence across the Web. You can post updates to social media outlets like Facebook and Twitter, consume information from several online properties such as

Facebook, Twitter, Instagram, Google+, and Flickr, and interact with reviews websites to solicit and read both positive and negative reviews about your business.

3.   How can I update my basic business information?

Your basic business information (address, phone number, email address, etc.) must be updated by the Priority Payment Systems customer service. To change any of this information, please contact customer service and submit a formal request.

4.   What are the best practices for uploading a business logo to my website?

The "business logo" must always be in.jpg or .png format, and should be square for best results. Some templates may not accommodate all logo dimensions, but the merchant user can edit it through the "Manage Media" workflow if desired. Note: the best resolution is a square image with the following dimensions: 116px x 116px.

5.   How should I input my "Hours of operation?"

You can input your hours of operation in any format you desire! Note that the hours of operation will display exactly as it is entered on the "Update Business Information" page.

6.   How do I correctly build a menu or price list?

To build a menu or price list, please see the quickstart guide by clicking the "Get Started" button on the "Edit Menus & Price Lists" page.

7.   How do I delete a section from my menu or price list builder?

To delete a section, add an item with the section to your menu. Navigate to the section name in the menu, and click the "X" next to the section name. Note: when you delete a section, all items grouped underneath that section will delete from the MX™ Storefront system as well.

8.   How do I delete an item from my menu or price list builder?

To delete an item, navigate to the item name on the left-hand side of the screen, and click the "X" next to the item name.

9.   How many menus or price lists can I build within the MX™ Storefront system?

You can build as many menus or price lists as you want! You can also select / deselect which menus are active from your list of menus so that only the active menus display on your website.

10.   How do I display my menu or price list on my website?

To display your menu or price list, navigate to the "Edit Pages" page underneath "Manage Your Website." Go to the page on which you would like to add the menu or price list, and click "Add a Section." Select "Menu" underneath the "Business" heading, and click "Modify this Page." Refresh your website and your menus or price lists will display on the selected page.

11.   How do the color choices on my "Colors" tab work?

Each template comes with a choice of several color palettes. A color palette is a combination of complimentary colors that, when selected, are applied to various components of your website (i.e. menus, buttons, background). Your website is assigned a default template and color palette, but you can always navigate to the "Colors" tab on the "Customize Style & Layout" page and select from the other available options for your selected template.

12.   How do I add my business's color scheme to my website?

Currently, it is not possible to create a new color palette in the MX™ Storefront system. You can choose any of the available options for your template by navigating to the "Colors" tab on the "Customize Style & Layout" page.

13.   Is my website compatible with mobile devices, such as phones and tablets?

Yes – all MX™ Storefront websites are optimized for desktop and mobile devices. To see how your MX™ Storefront website would display on a phone or tablet, just navigate to "Customize Style & Layout" underneath "Manage Your Website" in your MX™ Storefront Merchant Portal.

14.   How does the "Mobile" view option on the "Customize Style & Layout" page work?

All MX™ Storefront websites are mobile-optimized using a strategy called responsive design. This strategy detects the size of the screen on which your customers are reviewing your website, and realigning the contents of your website to optimally fit on that screen size. The "Mobile" view option simply changes the screen size within the browser to approximate the size of a standard mobile device, and the output is how the website will look on that screen size.

15.   How many web pages can I have on my website?

You can have as many pages as you want on your MX™ Storefront website.

16.   What does the "Location" column mean on the "Edit Pages" page?

The "Location" column indicates the URL ending for the page on your website. This value is set automatically for you to optimize your page names for search engines. If you would like to overwrite or provide your own location, simply submit the location into the "Title" field when modifying the page.

17.   What do the "Active" and "Show in nav" columns mean on the "Edit Pages" page?

The "Active" column on the "Edit Pages" page means that the page is active and accessible by your customers. If the page is not active, then the page is editable within the Merchant Portal, but not viewable on the publicly accessible website. The "Show in nav" column means that the

page is included within the website's main navigation menu. If the page is not shown in nav, then the page is viewable on the publicly accessible website, but there will not be a link to the page in the website's main menu.

18. How do the "Background image" and "Banner image" fields work when adding or modifying a page on my website?

Certain templates in the MX™ Storefront system have background images (high-resolution images that provide a backdrop to the website) and banner images (horizontal images typically located at the top of the website) as part of their designs. To replace or edit these images, you can use the "Background image" and "Banner image" fields, respectively. These fields will enable you to work inside the "Manage Your Media" workflow to identify, manipulate, and select an image for these purposes.

19. What is the difference between the "One column" and "Two column" options on the "Add a Section" pop-up when adding or modifying a page on my website?

The MX™ Storefront system enables you to create pages with different page sections. In order to provide more design flexibility to your website pages, the system enables you to add these sections in a one-column (i.e. wide) format, or a two-column (i.e. narrow) format. When adding a two-column section, the available space for the selected page section is halved, and two page sections can fit in the space used by one page section for a one-column format. Note that you can have one-column and two-column section alignments on the same page if you desire.

20. How do I upload my own files to the MX™ Storefront system?

To upload your own files to the MX™ Storefront system, click on "Manage Your Website > Manage Media" and view the pop-up window. In the top left-hand corner of the pop-up window, you will see a button labeled "Upload." Click this button and you can upload up to 15 MB of files at one time, and as many files as you want overall. Note: acceptable file types are .jpg, .gif, .png, .doc, .docx, and .pdf. Please ensure that there are no spaces within your filename as well.

21. How do I edit image files in the MX™ Storefront system?

To edit image files in the MX™ Storefront system, click on "Manage Your Website > Manage Media" and view the pop-up window. Right click the image you would like to edit, and click "Edit." You will be presented with several editing options, the two most common of which are resize and crop. Use these options to properly format your images for use on your website.

22. When I add images to my photo gallery or photo slider, the images don't load as the same sizes, which causes problems with their display on my website. How do I fix this?

To ensure smooth operation of multiple photo page sections, make sure that your images are all roughly the same size. To change the size of an image, edit the image in the "Manage Media" section and either resize it (to keep the same aspect ratio) or crop it (to change the

aspect ratio) so that it matches your desired dimensions.

23.   How do I add photos to my website?

The "Manage Media" section is designed to manage your files, whether they be images or documents. If you want to add one of your photos to your website, you need to do this through the "Edit Pages" section, specifically using one of the image page sections (i.e. images, photo slider, and photo gallery).

24.   Why would I need to add a user to the "Manage Access" section?

The "Manage Access" section enables you to create user accounts for your employees to log into your website's MX™ Storefront Merchant Portal and make edits or changes on a periodic basis. This section should be used to create new accounts, as opposed to sharing your user credentials, for security purposes.

25.   How does the "upload multiple products" function work in the "Manage Products" section?

The "upload multiple products" section enables you to upload your product inventory to the MX™ Storefront system through a .csv file. The template is provided on the "bulk product uploader" page when you click the link entitled "Download basic CSV template." The basic template includes the four required fields for any product in the MX™ Storefront system: Display Name, Category, Price without taxes, and Stock. Other product attributes, such as images or discount dates, can be added to the product record once you upload your .csv file of products, then navigate to the specific product on the "Manage Your Products" screen.

26.   Can I bulk upload images for my products using the "bulk product uploader?"

Unfortunately, there is no way to bulk upload images through a .csv file. The only way to upload images is to navigate to each product record and add images individually.

27.   How does the stock value work?

The stock value is a count of the current quantity of inventory for the product. If there are no variants for the product, then the stock value on the product record is the stock value of record, and decremented each time a product is ordered online by a customer. If there are variants for a product, then the stock is tracked at the variant level, and the stock value at the product level is ignored. In this scenario, the stock values for each variant are decremented when that version of the product is ordered.

28.   How do variants work?

Variants are different combinations of product attributes (i.e. color, size). Inventory systems traditionally track products at the variant level, so that the inventory matches the variant combinations available on the merchant's website at all times. To add variants, create a variant for each product attribute combination (i.e. Men's Small Red T-Shirt), and provide the stock value for that version of the product in the "Add / Edit Variant" screen.

29.   Do I need to or edit the SEO section of the "Add / Edit a Product" screen?

No – these are defaulted for you to the best of our ability given what the MX™ Storefront system knows about your business. These fields are exposed for editing so that SEO experts can make changes based on specific information about your business.

30.   Which of the order statuses in the "Fulfil Orders" screen send emails to my customers?

The following status changes in an order send an email to your customer informing them of the change to your order: payment validated (initial acceptance of order), shipped, refunded, and cancelled. Moving an order into "problem" status or "completed" status does not send an email to the customer.

31.   Can I move an order into any status at any time?

Once an order is in "payment validated" status, it can be moved into any order status at any time. Note that if an order is moved into and out of an order that sends an email to the customer, the email will be sent each time the order is moved into that status. For example, if an order travels from shipped to problem and back to shipped, the email associated with the "shipped" status will be sent twice.

32.   How do the "Tax Rate" and "Default Shipping Fee" fields on the "Edit Settings" page work?

The "Tax Rate" and "Default Shipping Fee" fields on the "Edit Settings" page are global values that are applied to each customer's invoice when a product is ordered through your website. If the product has a tax rate or shipping fee set on the product page within the "Manage Products" section, then the product-level setting will apply instead of the global setting from the "Edit Settings" page.

33.   Does the MX™ Storefront system accept any currencies other than USD (Dollar)?

At this time, the MX™ Storefront system does not accept any currencies other than USD. More currencies will be added in the future as more regions board onto the platform.

34.   Can I change the terms and conditions, privacy policy, and cookie policy posted on my website?

Yes – you can change the terms and conditions, privacy policy, and cookie policy of your MX™ Storefront website by navigating to "Edit Settings" under "Manage Your Store." There is a text editor for each of these policies through which you can make your changes.

35.   Can I change the footer on my website?

Yes – you can change the footer of your MX™ Storefront website by navigating to "Edit Settings" under "Manage Your Store." There is a text editor for your footer in which you can

make your changes.

36. What is a monitor on the "Monitor Reviews" section?

A monitor is any place, including your own, for which you would like to monitor reviews from the engines available. By creating multiple monitors, you can juxtapose reviews from your business with reviews from your competitors' businesses, all in one section.

37. Which review engines can I currently see in my "Monitor Reviews" section?

Currently, you are able to see reviews from the four biggest review engines on the Web – Yelp, TripAdvisor, CityGrid, and YellowPages.

38. What should I name my monitors in my "Monitor Reviews" section?

Typically, users name their monitors by business name – for example, if you are monitoring your competitor across the street, the monitor name would be that business's name.

39. How can I add reviews to my website?

To add reviews to your MX™ Storefront website, you can perform the following actions:

- Navigate to "Monitor Reviews" underneath "Manage Your Brand."

- Click "Configure Current Monitor."

- To add Yelp reviews: Submit the last portion of your business's Yelp URL in the "Yelp" field. For example, if your Yelp URL is http://www.yelp.com/biz/my-business, then you should submit "my-business" in this field.

- To add Trip Advisor reviews: Submit the Location ID (denoted by "d" in the URL string) of your business's TripAdvisor URL in the "TripAdvisor" field. For example, if your TripAdvisor URL is http://www.tripadvisor.com/ShowUserReviews-g58349-d2015546-r173522367-my-business.html, then you should submit "2015546" in this field.

- To add CityGrid reviews: Submit the Location ID (located in the URL string) of your business's CityGrid URL in the "CityGrid" field. For example, if your CityGrid URL is http://www.citysearch.com/profile/730135860/city_si/my-business.html, then you should submit "730135860" in this field.

- To add YellowPages reviews: Submit the Location ID (located at the end of the URL string) of your business's YellowPages's URL in the "YellowPages" field. For example, if your YellowPages URL is http://www.yellowpages.com/city-st/mip/my-business-472214729, then you should submit "472214729" in this field.

- Click "Save."

40. I added reviews to my website, but I do not like the content of the reviews. How do I replace them with better reviews or remove them from my website?

Unfortunately, you are not able to replace the reviews presented on your MX™ Storefront

website due to the limitations of our reviews providers. However, you can always remove the reviews from your MX™ Storefront website by navigating to the appropriate website page (i.e. the Home page or Testimonials page, depending on where the reviews are located) in the "Edit Pages" page and deleting the reviews section / widget from the site.

Note: You can replace the reviews section / widget with a textbox and type in your own reviews manually.

41. Can I change the web address for my website to another URL?

No, you cannot do this from the MX™ Storefront Merchant Portal. To do this, you will need to call Priority Payment Systems customer service for assistance.

42. I would like to upgrade my MX™ Storefront account for e-commerce. What do I need to do?

To upgrade your MX™ Storefront website for e-commerce, you will need to call Priority Payment Systems customer service for assistance.

43. I have multiple businesses that I manage. Can I have multiple MX™ Storefront websites and link them through one account?

As of now, each MX™ Storefront website is directly tied to a single MX™ Storefront account. We may add the ability to manage multiple MX™ Storefront websites from one MX™ Storefront account in the future. In the interim, we advise that you create one MX™ Storefront account per merchant business / website.

44. How can I set up my website with a custom domain that I own or intend to buy?

To receive assistance setting up your MX™ Storefront platform with a custom domain, you will need to call Priority Payment Systems customer service for assistance. Before doing so, please have the following information ready:

- Do you already own the domain?

    o If so, what is the domain and what is your current MX™ Storefront URL?

    o If not, is the domain available for purchase?

        ▪ If the domain is available, please purchase the domain before calling Priority Payment Systems customer service for assistance.

        ▪ If the domain is not available, please choose another domain that is available, purchase it, and then call Priority Payment Systems customer service for assistance.

45. Will customers be able to find my website by searching for it on search engines like Google and Bing?

Yes – all MX™ Storefront websites are optimized for search engines. This means that when potential customers search for your business, they will be able to see your MX™ Storefront

website rank as high as possible on the search engine results without additional customization. If customers are looking for merchants in your area offering your services, it's also very likely that your MX™ Storefront website will appear as an option based on how MX™ Storefront is configured for you. Please note that it may take some time for major search engines to identify your new website, so please be patient.

You can always further improve your search engine optimization by improving the content on your site or your off-site web presence. To do this, you can contact a search engine optimization professional and ask for a consultation.