

E-course #2. (www.kalamelka.com)

## How to add a product description and image to the category in an e-store (Zen Cart).

CATALOG→CATEGORIES/PRODUCTS→ CATEGORY→NEW PRODUCT→META TAGS

Go to a c-panel of your e-store (Zen Cart).

At the top left of the Main Menu you will see the “[CATALOG](#)” button.

Navigate it and select the “[CATEGORIES/PRODUCTS](#)”.

You will see the table with all categories, which you have created in your e-store. It will be similar to our example provided below:

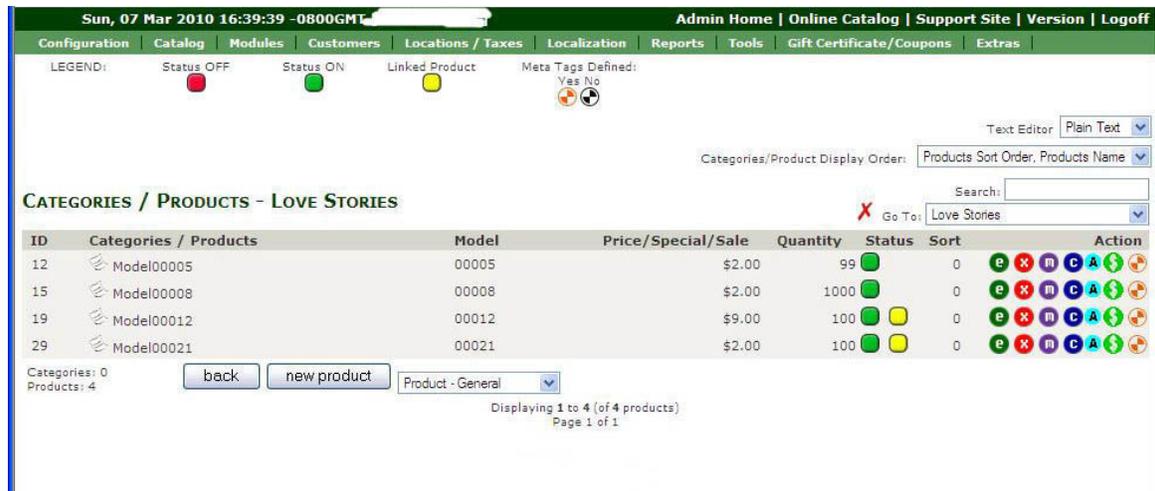


The screenshot shows the Zen Cart admin interface. At the top, there is a navigation menu with tabs: Configuration, Catalog, Modules, Customers, Locations / Taxes, Localization, Reports, Tools, Gift Certificate/Coupons, and Extras. Below the menu is a legend for status (OFF, ON, Linked Product) and meta tags (Yes, No). The main content area is titled 'CATEGORIES / PRODUCTS - TOP'. It features a search bar and a 'Go To' dropdown menu set to 'Top'. Below this is a table with the following columns: ID, Categories / Products, Model, Price/Special/Sale, Quantity, Status, Sort, and Action. The table lists six categories:

ID	Categories / Products	Model	Price/Special/Sale	Quantity	Status	Sort	Action
4	Business, Computers			1 of 1 active	ON	1	[E] [X] [M] [C] [A] [D]
5	Biology, Medicine, Pharmacy			0 of 0 active	ON	2	[E] [X] [M] [C] [A] [D]
6	Children's Literature			1 of 1 active	ON	3	[E] [X] [M] [C] [A] [D]
7	History, Biographies, Memories			3 of 3 active	ON	4	[E] [X] [M] [C] [A] [D]
8	Advantages, Fantasy, Detectives			3 of 3 active	ON	5	[E] [X] [M] [C] [A] [D]
9	Love Stories			4 of 4 active	ON	6	[E] [X] [M] [C] [A] [D]

Then you have to choose that [Category](#), where you are going to add a new product description. In our example we are going to add a new product to the “Love Stories” Category.

Select the [Category](#) and click on it, then you will see the window with all products in this Category. Your window will be similar to ours (see the image below).



The screenshot shows the Zen Cart admin interface for the 'Love Stories' category. The navigation menu is the same as in the previous screenshot. The legend and meta tags are also present. The main content area is titled 'CATEGORIES / PRODUCTS - LOVE STORIES'. It features a search bar and a 'Go To' dropdown menu set to 'Love Stories'. Below this is a table with the following columns: ID, Categories / Products, Model, Price/Special/Sale, Quantity, Status, Sort, and Action. The table lists four products:

ID	Categories / Products	Model	Price/Special/Sale	Quantity	Status	Sort	Action
12	Model00005	00005	\$2.00	99	ON	0	[E] [X] [M] [C] [A] [D]
15	Model00008	00008	\$2.00	1000	ON	0	[E] [X] [M] [C] [A] [D]
19	Model00012	00012	\$9.00	100	ON	0	[E] [X] [M] [C] [A] [D]
29	Model00021	00021	\$2.00	100	ON	0	[E] [X] [M] [C] [A] [D]

At the bottom of the table, there are buttons for 'back' and 'new product', and a dropdown menu for 'Product - General'. Below the table, it says 'Categories: 0' and 'Products: 4'. At the very bottom, it says 'Displaying 1 to 4 (of 4 products)' and 'Page 1 of 1'.

To add a new product, click the “[New Product](#)” button. Then you have to add a required information to all empty boxes and fields (date, name of product, price, product’s description). Some information is already filled out by default and you don’t need to change it. There is an image button as well to add an image of the product to your product’s description, browse your

computer for your product image.

Configuration | Catalog | Modules | Customers | Locations / Taxes | Localization | Reports | Tools | Gift Certificate/Coupons | Extras

### PRODUCT IN CATEGORY: "LOVE STORIES"

Product Master Category: ID# 9 Love Stories preview cancel

**NOTE: Master Category is used for pricing purposes where the product category affects the pricing on linked products, example: Sales**

Products Status:  In Stock  Out of Stock

Date Available: (YYYY-MM-DD)

Products Manufacturer:

Products Name:

Product is Free:  Yes  No

Product is Call for Price:  Yes  No

Product Priced by Attributes:  Yes  No

Tax Class:

Products Price (Net):

Products Price (Gross):

Product is Virtual:  Yes, Skip Shipping Address  No, Shipping Address Required

Always Free Shipping:  Yes, Always Free Shipping  No, Normal Shipping Rules  
 Special, Product/Download Combo Requires a Shipping Address

Products Quantity Box Shows:  Yes, Show Quantity Box  No, Do not show Quantity Box

Product Qty Minimum:

Product Qty Maximum:  0 = Unlimited, 1 = No Qty Boxes

Product Qty Units:

Product Qty Min/Unit Mix:  Yes  No

Product Qty Min/Unit Mix:  Yes  No

Products Description:

Products Quantity:

Products Model:

Products Image:   Image Name: NONE Upload to directory:

Delete Image? NOTE: Removes Image from Product, Image is NOT removed from server:  No  Yes

Overwrite Existing Image on Server?  No  Yes

Overwrite Existing Image on Server?  No  Yes

Or, select an existing image file from server, filename:

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Products URL:  
(without http://) 

Products Shipping Weight:

Sort Order:

After you entered all information about your product, click on the “**Preview**” button. You will see the window similar to ours (the image below). We added the description of the virtual book to our e-store, and we have got a warning about free shipping. It is OK, because e-book doesn’t need shipping address, and shipping is free.

Configuration | Catalog | Modules | Customers | Locations / Taxes | Localization | Reports | Tools | Gift Certificate/Coupons | Extras

 **W. SHAKESPEARE "SONNETS", 150 P.** \$2.00

**WARNING: THIS PRODUCT IS MARKED - FREE SHIPPING AND SKIPS SHIPPING ADDRESS  
NO SHIPPING WILL BE REQUESTED WHEN ALL PRODUCTS IN THE ORDER ARE VIRTUAL PRODUCTS**

Wonderful Sonnets, written by W. Shakespeare.



This product was added to our catalog on Monday 12 April, 2010.

Also, on the right side you see an image, which we added to the product description. You can add only one image to every product description.

If you satisfy with this description you can click the “**Insert**” button, and the description will be available for the users of your e-store. If you want to make changes, you can go back clicking on the “**Back**” button, or you can “**Cancel**” it at all in case you don’t like it. If everything is fine, click the “**Insert**” button.

After you clicked the “**Insert**” button, you will be back to the “Categories/Products” window, where you could see the new product has been added. **Then you have to add meta tags to the product description.** Click on the Meta Tag image button of your added product and fill out all required information in the boxes, and save it.

### Summary:

- Step1. OPEN CATALOG
- Step2. SELECT CATEGORIES/PRODUCTS
- Step3. SELECT CATEGORY
- Step4. ADD NEW PRODUCT
- Step5. ADD META TAGS