

Setting Up a VERY Simple Online Store

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University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

Before we start...

- Confidence, Patience, & Determination (Time)
- You *CAN* do this
- Other platforms are available
- Links to other resources (incl. presentation)
 - https://www.uky.edu/ccd/onlinestore_webinarlinks

Why...or why not?

- Expanded customer base
- Better planning for market days (preorder)
- Selling product ahead of time (couch impulse)
- Gift Card Options
- Future?

Why...or why not?

- Appropriateness for customers?
 - Phone, email, texting all still exist
- Internet access/strength?
- Enough product?
- SNAP/WIC
- Losing money?!?!?

Other Options

- Phone-in orders, write them down on paper, pack bags, customers pay as normal at market
 - If you want prepay, consider signing up for Square and processing the payment over the phone
- If you have an email list or social media following, put together a “menu” of what you are offering that week and put it out with instructions for your lower-tech pre-order system (Call xxx-xxx-xxxx or email orders to...)

Squareup.com



- 2.9% + 30¢ per transaction fee
- Redeem Square gift cards on your online store

⚡ Upgrade to lower your transaction fees. [View plans](#)

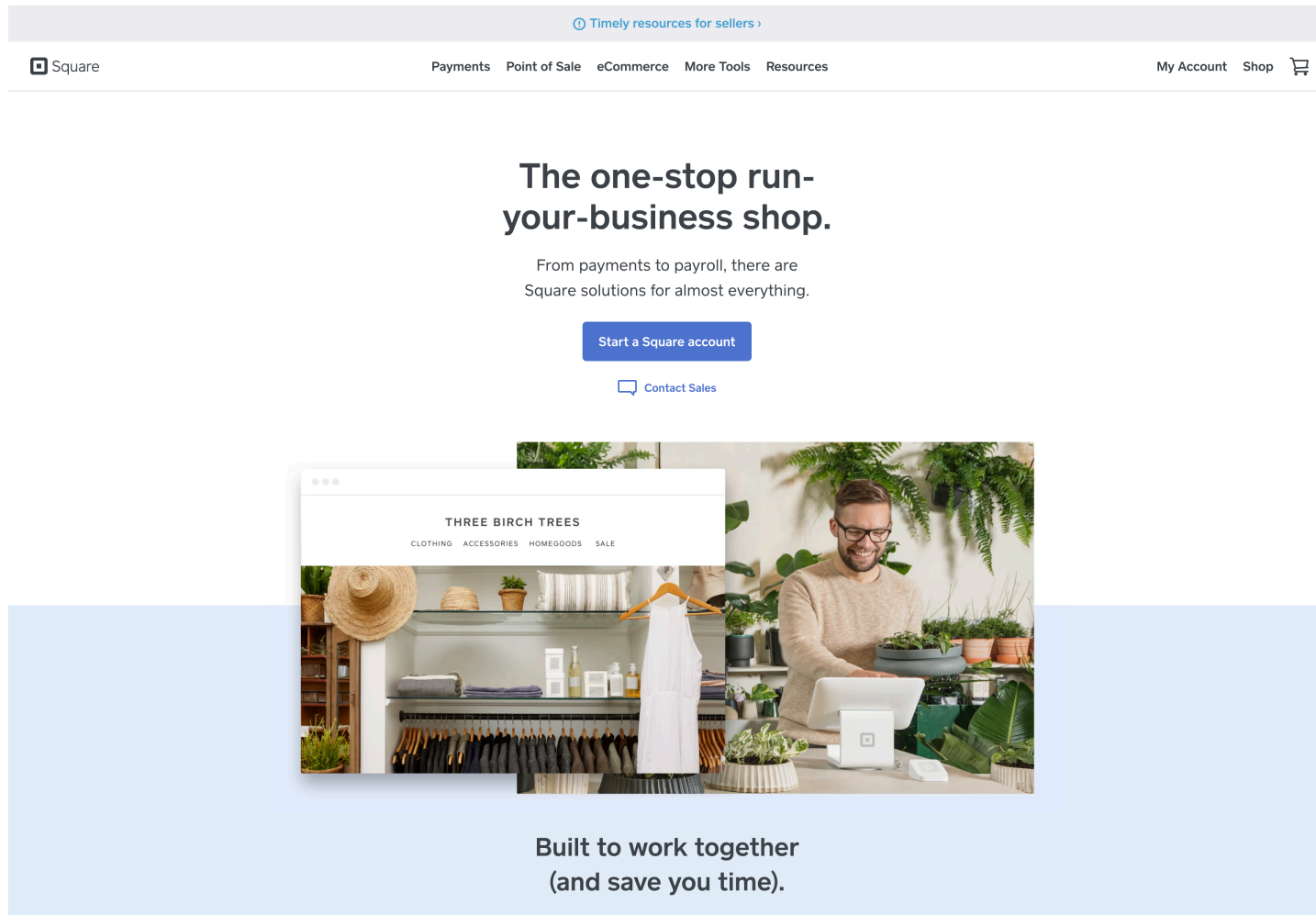
NO FEE FOR BASIC STORE

Square fees in different scenarios

Transactions	Total Revenue	Online Store Fees*	In Pocket, pre-tax
25 transactions of \$20	\$500.00	\$22.00	\$478.00
50 transactions of \$10	\$500.00	\$29.50	\$470.50
100 transactions of \$5	\$500.00	\$44.50	\$455.50
75 transactions of \$10	\$750.00	\$44.25	\$705.75
50 transactions of \$50	\$2,500.00	\$87.50	\$2,412.50
0 Transactions of \$ANY	\$0.00	\$0.00	\$0.00

*All numbers here are approximate

Welcome screen (squareup.com)



The screenshot shows the Square website's welcome screen. At the top, there is a navigation bar with the Square logo on the left and links for Payments, Point of Sale, eCommerce, More Tools, Resources, My Account, and Shop on the right. Below the navigation bar, the main heading reads "The one-stop run-your-business shop." followed by the subtext "From payments to payroll, there are Square solutions for almost everything." A prominent blue button labeled "Start a Square account" is centered below the text, with a "Contact Sales" link underneath it. The central image depicts a man in a sweater and glasses working at a laptop in a retail setting, with a tablet overlay showing a storefront for "THREE BIRCH TREES" with categories like CLOTHING, ACCESSORIES, HOMEGOODS, and SALE. The background of the image is a light blue gradient.

Timely resources for sellers >

Square Payments Point of Sale eCommerce More Tools Resources My Account Shop

The one-stop run-your-business shop.

From payments to payroll, there are Square solutions for almost everything.

[Start a Square account](#)

[Contact Sales](#)

THREE BIRCH TREES
CLOTHING ACCESSORIES HOMEGOODS SALE

Built to work together
(and save you time).

Some of the screens you'll see



How can we help you?

Due to COVID-19, many businesses are offering limited or remote services. We want to help you navigate these changes quickly and clearly. Select the option that best fits your immediate needs. You can add additional features and functionality at any time.



Quick setup of remote and online features

Express setup of online sales, pickups and deliveries, invoicing, gift cards, and remote payment



All Square products and features

Full setup for all of our products and services

CONTINUE

Some of the screens you'll see



Tell us about your business

What type of business do you run?

Results

[Charitable Organization](#)

Charities Education And Membership

[Consulting](#)

Professional Services

[Membership Organization](#)

Charities Education And Membership

[Legal Services](#)

Professional Services

[Marketing Advertising](#)

Professional Services

[I DON'T SEE MY BUSINESS TYPE](#)

CONTINUE



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Some of the screens you'll see



Tell us about your business

What type of business do you run?

Outdoor Markets Retail



I DON'T SEE MY BUSINESS TYPE







CONTINUE

Some of the screens you'll see



What can we help you do?

Choose from the offerings below. You can make changes or add features at any time.

-  Accept credit cards over the phone
-  Send invoices
-  Sell online (including pickups and deliveries)
-  Accept donations
-  Sell gift cards
-  Send marketing messages to customers

I don't need any of these features for now.

CONTINUE

Some of the screens you'll see



What device(s) will you use to enter credit card information?



Phone or tablet



Computer



CONTINUE

Some of the screens you'll see



Set up your deposits

Select a deposit schedule and link your bank account to begin receiving funds from your sales.

You'll need your bank account and routing numbers for this step.

SKIP FOR NOW

CONTINUE

Some of the screens you'll see



All set. What do you want to do next?

Choose from the options below. Each link takes you through a quick, simple setup process.



[Take your first payment online with Virtual Terminal](#)

Launch Virtual Terminal to begin taking payments on your computer



[Download the Square Point of Sale app to take payments](#)

To download the app, go to the App Store or Google Play Store on your phone or tablet



[Set up your online store](#)

Get step-by-step instructions to sell online and offer pickups and deliveries



[Create a way to accept donations](#)

Set up a donation checkout link to share with your community



[Set up and sell gift cards](#)

Go to the gift cards page in Square Dashboard to start selling gift cards



[Send out your first marketing email](#)

Go to the customer marketing page where you can start messaging your customers



[Go to your Square Dashboard to set up your business and explore new products](#)

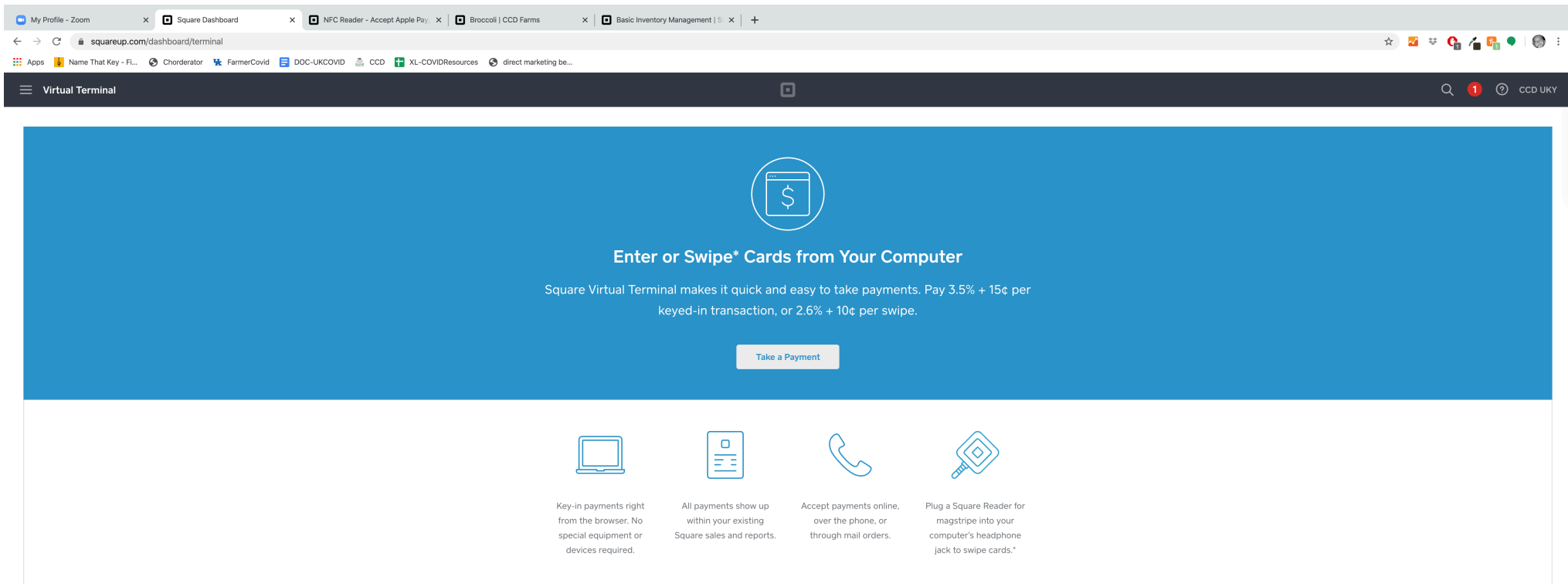
Use your Dashboard to gain insight into your business with real-time sales and reports



Accepting Credit Card Over the Phone

The screenshot displays the Square Dashboard interface. At the top, the browser address bar shows the URL `squareup.com/dashboard/`. The dashboard header includes a 'Home' button, a user profile icon, and the text 'CCD UKY'. A left-hand navigation menu is visible, with the 'Virtual Terminal' option highlighted by a red rectangular box. The main content area is a grid of widgets. The 'Balance' widget shows '\$0.00' with the text 'No Upcoming Transfers'. The 'Gross Sales' and 'Payment Methods' widgets both show 'No sales yet today'. The 'Online Store' and 'Online Checkout' widgets also show 'No sales yet', with 'Online Checkout' featuring a 'Create a checkout link' button. The 'Invoices' widget includes the text 'Creating your first invoice is easy, and free.' and buttons for 'Learn More' and 'Create Invoice'. The 'Recurring Invoices' widget has the text 'Set It and Forget It' and a 'Schedule a Recurring Invoice' button. The 'Estimates' widget says 'Close more sales with free online estimates.' and has a 'Create an Estimate' button. The 'Payroll' widget is green and says 'Pay your team in just a few clicks.' with a 'Learn More' button. At the bottom, there are three more widgets: 'Top Items by Sales', 'Top Categories by Sales', and 'Your Customers', each with a placeholder icon.

Accepting Credit Card Over the Phone



The screenshot shows a web browser window with several tabs open, including 'My Profile - Zoom', 'Square Dashboard', 'NFC Reader - Accept Apple Pay', 'Broccoli | CCD Farms', and 'Basic Inventory Management'. The address bar shows 'squareup.com/dashboard/terminal'. The page content features a blue header with a white icon of a credit card with a dollar sign. Below the icon, the text reads 'Enter or Swipe* Cards from Your Computer'. A sub-headline states: 'Square Virtual Terminal makes it quick and easy to take payments. Pay 3.5% + 15¢ per keyed-in transaction, or 2.6% + 10¢ per swipe.' A 'Take a Payment' button is centered below the text. The main content area is divided into four columns, each with an icon and a description:

- Key-in payments right from the browser.** No special equipment or devices required.
- All payments show up within your existing Square sales and reports.**
- Accept payments online, over the phone, or through mail orders.**
- Plug a Square Reader for magstripe into your computer's headphone jack to swipe cards.***

*Swipe available on Mac (Safari & Chrome) and Chromebook (Chrome) only.

<https://squareup.com/terminal/>



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Accepting Credit Card Over the Phone

My Profile - Zoom | Square Virtual Terminal | NFC Reader - Accept Apple Pay | Broccoli | CCD Farms | Basic Inventory Management | \$0.00

squareup.com/terminal/

Apps | Name That Key - FL... | Chorderator | FarmerCovid | DOC-UKCOVID | CCD | XL-COVIDResources | direct marketing be...

Quick Charge Itemized Sale

Order Details

Amount	\$0.00
Note	Add a Note to This Sale

Payment

Customer	Search or create a new customer		
Payment Method	<input checked="" type="radio"/> Manually Enter Card 3.5% + 15¢		
	<input type="radio"/> Swipe Card 2.6% + 10¢		
Card Number	4111 1111 1111 1111	Expiration Date	MM / YY
CVV / CVV2	123	Billing ZIP Code	12345
Make this a recurring payment			



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Getting to Online Store

The screenshot shows the Square Dashboard interface. The browser address bar displays 'squareup.com/dashboard/'. The dashboard includes a left-hand navigation menu with icons for Home, Online Store, Items, Orders, Transactions, Customers, Balance, Reports, and Account & Settings. The 'Online Store' icon is highlighted with a red box. The main dashboard area features several widgets: 'Balance' showing '\$0.00', 'Gross Sales' showing 'No sales yet today', 'Payment Methods' showing 'No sales yet today', 'Online Store' showing 'No sales yet', 'Online Checkout' showing 'No sales yet' with a 'Create a checkout link' button, 'Invoices' with 'Learn More' and 'Create Invoice' buttons, 'Recurring Invoices' with a 'Schedule a Recurring Invoice' button, 'Estimates' with a 'Create an Estimate' button, 'Payroll' with a 'Learn More' button, 'Top Items by Sales', 'Top Categories by Sales', and 'Your Customers'.



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Square Store "Dashboard"


The screenshot shows the Square Store Dashboard for a store named "ccd-uky". The browser address bar shows the URL: weebly.com/app/home/users/131442088/sites/839444152738179148/dashboard#_=_. The dashboard includes a left sidebar with navigation options: Overview, Website, Items, Orders, Marketing, Insights, Photo Studio, and Settings. The main content area features a "CCD UKY" header with a "Last published on Mar 27th, 2020 to ccd-uky.square.site" link. Below this are three key metrics: Sales (\$0.00), Page views (7), and Unique visits (3). A notification banner states: "Curbside pickup and local delivery are now available for quick setup. Plus, we're waiving monthly fees for those features for the next 3 months. To enable, go to [Pickup and delivery settings](#)". A green success message reads: "You've published your store! You can now accept payments. To transfer money to your bank account, [complete your Square account setup](#)". The "Setup Guides" section shows 6 of 9 steps completed, with the current step being "Add an item to sell" (highlighted in blue), and other steps being "Design your website" and "Connect domain". The footer includes "eCommerce by Square" and a language dropdown set to "English (US)".


Setup Guides

6 of 9 completed




Design your website
[Website >](#)



Add an item to sell
[Store >](#)



Connect domain
[Website >](#)


Setup Guides

6 of 9 completed




Verify your identity
[Square Home >](#)



Add item images
[Store >](#)



Set up shipping rates
[Store >](#)


Setup Guides

6 of 9 completed




Enable in-store pickup and delivery
[Store >](#)


Collect taxes on your sales
[Store >](#)


Publish your website
[Website >](#)

Overview

Website ▾

Items ▾

Orders

Marketing ▾

Insights ▾

Photo Studio

Settings ▾

Website ^

Edit Site

General Settings

SEO & Social Media

Integrations

Form Entries

Instagram

Facebook

Messenger

Pop-ups

Items ^

Item Library

Categories

Reviews

Gift Cards

Coupons

Settings ^

General

Checkout

Store Emails

Abandoned Carts

Shipping

Pickup & Delivery

Taxes

Square sync

Main Account Settings

Upgrade Support Setup Guide My Site ^

Manage Store

Dismiss

My Site
Current site | Free

- Domain
- G Suite

brett.wolff@uky.edu
Owner

[Account settings](#)
[Sign out](#)

Square "Dashboard"

The screenshot shows the Square dashboard for a website named "ccd-uky.square.site". The browser's address bar shows the URL "weebly.com/app/home/users/131442088/sites/839444152738179148/dashboard#_=_". The dashboard includes a left sidebar with navigation options: Overview, Website, Items, Orders, Marketing, Insights, Photo Studio, and Settings. The main content area displays the website name "CCD UKY" and its publication date. It features three key metrics: Sales (\$0.00), Page views (7), and Unique visits (3). A notification banner indicates that curbside pickup and local delivery are available, with a "Dismiss" button. A green banner confirms that the store is published and ready to accept payments. Below these are "Setup Guides" for "Design your website", "Add an item to sell", and "Connect domain". The "Add an item to sell" step is highlighted in blue. At the bottom, there is a footer with "eCommerce by Square" and a language selector set to "English (US)".


Editing your store

[Upgrade](#)

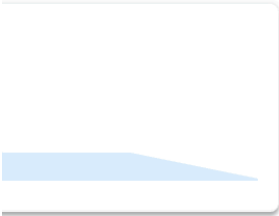
[Support](#)

[Setup Guide](#)

[My](#)

 [Edit Website](#)

[Manage Store](#)



Store Editor

The screenshot displays the Weebly Store Editor interface. At the top, there is a browser window with several tabs open, including 'Fix and Ride', 'Sign up for Square', 'Edit | Weebly', 'Webinar for Farmers on Creatin...', 'Mail - Wolff, Brett - Outlook', and 'Price Reports | Center for Crop'. The address bar shows the URL: [weebly.com/app/website/users/131442088/sites/839444152738179148/dashboard/editor#/page/661eb4e0-7046-11ea-a108-f3f63f20012e/](https://www.weebly.com/app/website/users/131442088/sites/839444152738179148/dashboard/editor#/page/661eb4e0-7046-11ea-a108-f3f63f20012e/). Below the browser window, there is a navigation bar with 'Page: Home' and a '+ Add' button. A red box highlights the 'X' icon in the top left corner of the editor interface.

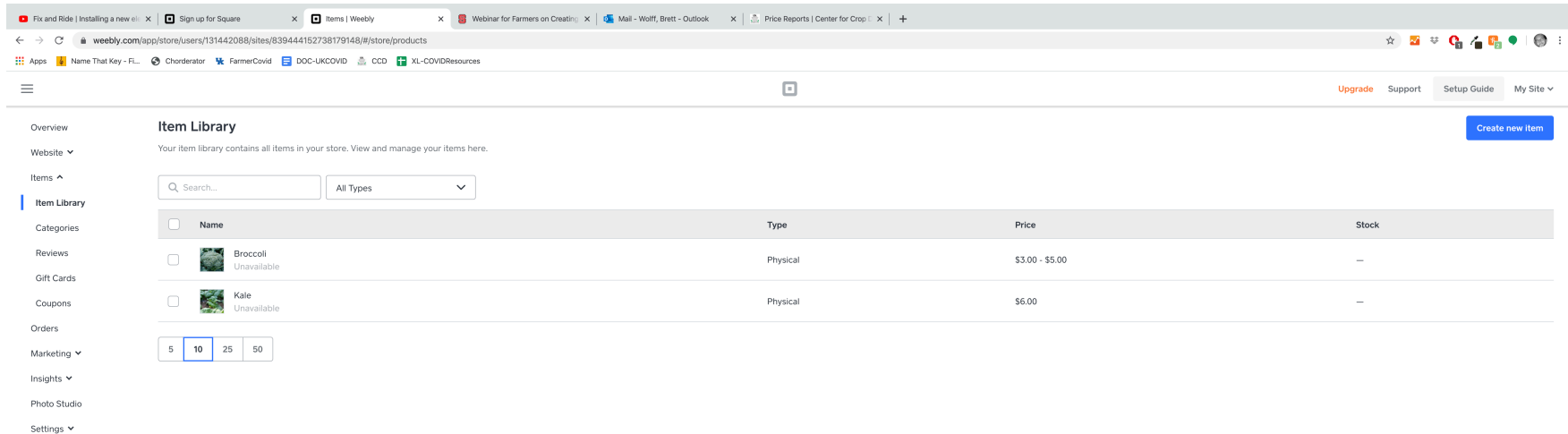
The main content area is divided into two parts: a 'PAGE SECTIONS' sidebar on the left and a live preview on the right. The sidebar lists the following sections: Header, Main banner, Email subscription, Featured items, Location and hours, Footer, and Footer branding. There is also an 'Add Section' button at the bottom of the sidebar. Blue arrows point from the 'Header', 'Main banner', 'Email subscription', and 'Featured items' sections in the sidebar to their corresponding elements in the live preview. A blue box labeled 'EMAIL SUBSCRIPTION' is overlaid on the preview, with arrows pointing to the 'Email' input field and the 'Sign Up' button.

The live preview shows a website page with a 'Home' header and a 'Return to Dashboard' link. The main banner features a large image of green leafy vegetables with the text 'Get Caffeinated' overlaid. To the right of the banner is an 'Order now' button and a shopping cart icon. Below the banner is an 'EMAIL SUBSCRIPTION' section with the heading 'Stay in the loop', an 'Email' input field, and a 'Sign Up' button. At the bottom of the preview is a 'Featured Items' section with three placeholder boxes.

At this point

- Organization in the “analog” world will allow the “digital” work to go more smoothly:
 - In a word document or a electronic note, make a list of the products you want to sell online; this can include the whole season or just this week
 - Write nice text descriptions including what makes the item special, unique, etc.
 - Collect at least one nice picture of each of your items (more is great too). Phones take GREAT pictures now. DO NOT SKIP THIS STEP!! Store them in a folder and ideally name each file so they are easy to find.
 - Make a note of how much stock you’ll have available for each item, if applicable (i.e. 15 pounds of broccoli, or a one-of-a-kind craft piece)

Item library



The screenshot shows the Weebly Item Library interface. On the left is a navigation menu with options like Overview, Website, Items, Item Library (selected), Categories, Reviews, Gift Cards, Coupons, Orders, Marketing, Insights, Photo Studio, and Settings. The main content area is titled 'Item Library' and includes a search bar and a dropdown for 'All Types'. Below this is a table with columns for Name, Type, Price, and Stock. Two items are listed: Broccoli (Physical, \$3.00 - \$5.00) and Kale (Physical, \$6.00). Both items have a status of 'Unavailable' and a stock level of '-'. At the bottom of the table, there are pagination controls with buttons for 5, 10, 25, and 50 items per page.



Name	Type	Price	Stock
<input type="checkbox"/> Broccoli Unavailable	Physical	\$3.00 - \$5.00	-
<input type="checkbox"/> Kale Unavailable	Physical	\$6.00	-

This is all the items you have entered into your store. These are NOT the items that show up in your store until you make them visible.

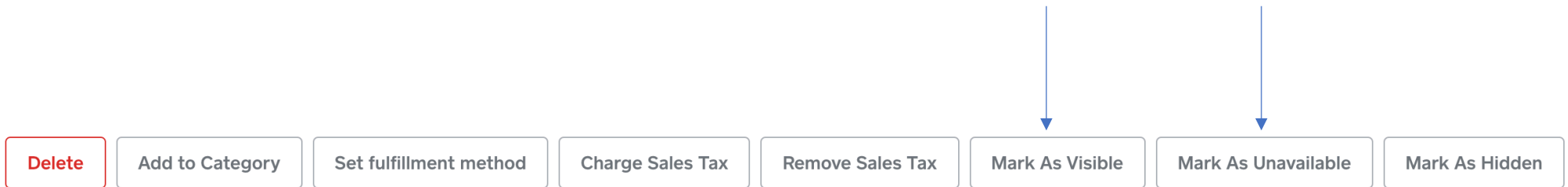
IMPORTANT: Only make items visible if they are available.

Editing item visibility & settings

The screenshot shows the Weebly Item Library interface. At the top, there are navigation tabs for 'Overview', 'Website', 'Items', 'Categories', 'Reviews', 'Gift Cards', 'Coupons', 'Orders', 'Marketing', 'Insights', 'Photo Studio', and 'Settings'. The 'Item Library' section is active, displaying a table of items. The table has columns for 'Name', 'Type', 'Price', and 'Stock'. Two items are listed: 'Broccoli' and 'Kale', both marked as 'Unavailable'. The 'Broccoli' item is selected with a checked checkbox. Above the table, there are action buttons: 'Delete', 'Add to Category', 'Set fulfillment method', 'Charge Sales Tax', 'Remove Sales Tax', 'Mark As Visible', 'Mark As Unavailable', and 'Mark As Hidden'. A search bar and a dropdown for 'All Types' are also present. At the bottom of the table, there are pagination controls showing '5', '10', '25', and '50' items per page.

<input type="checkbox"/>	Name	Type	Price	Stock
<input checked="" type="checkbox"/>	 Broccoli Unavailable	Physical	\$3.00 - \$5.00	—
<input type="checkbox"/>	 Kale Unavailable	Physical	\$6.00	—


Editing item visibility & settings





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6 of 9 completed




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[Website >](#)



Add an item to sell
[Store >](#)



Connect domain
[Website >](#)


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Add item images
[Store >](#)



Set up shipping rates
[Store >](#)


Setup Guides

6 of 9 completed




Enable in-store pickup and delivery
[Store >](#)


Collect taxes on your sales
[Store >](#)


Publish your website
[Website >](#)

Link a bank account



Let's talk about you.

Enter your legal name and home address, even if registering as a business. We will not use this information to perform a credit check, just to verify your identity.

Legal name

Brett

Wolff

Home address

Street address

Apt/Unit

Zip code

00000

City

City

State

Select state...

Date of birth

Select month...

DD

YYYY

Last 4 digits of SSN or ITIN

0000

Phone number

(000) 000-0000

Note: You CAN accept orders before you set up the bank account, but the money won't be transferred to you until you get it set. It takes a few days.

A few things to remember:

- This will likely not be something you complete or master overnight.
- Think carefully before offering delivery/shipping options.
 - Is it cost-effective?
 - Is it practical?
- If you are using this for preordering, you **NEED** to keep the store updated and only have items visible when you actually have them for sale.

A few things to remember:

- Communication is even more important now than usual.
 - Let your employees know about protocols for pickup
 - Let your customers know that you are trying something new and that if they experience issues, that you are happy to help them get what they need.
- You have to LET PEOPLE KNOW that you are open and offering online options.

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