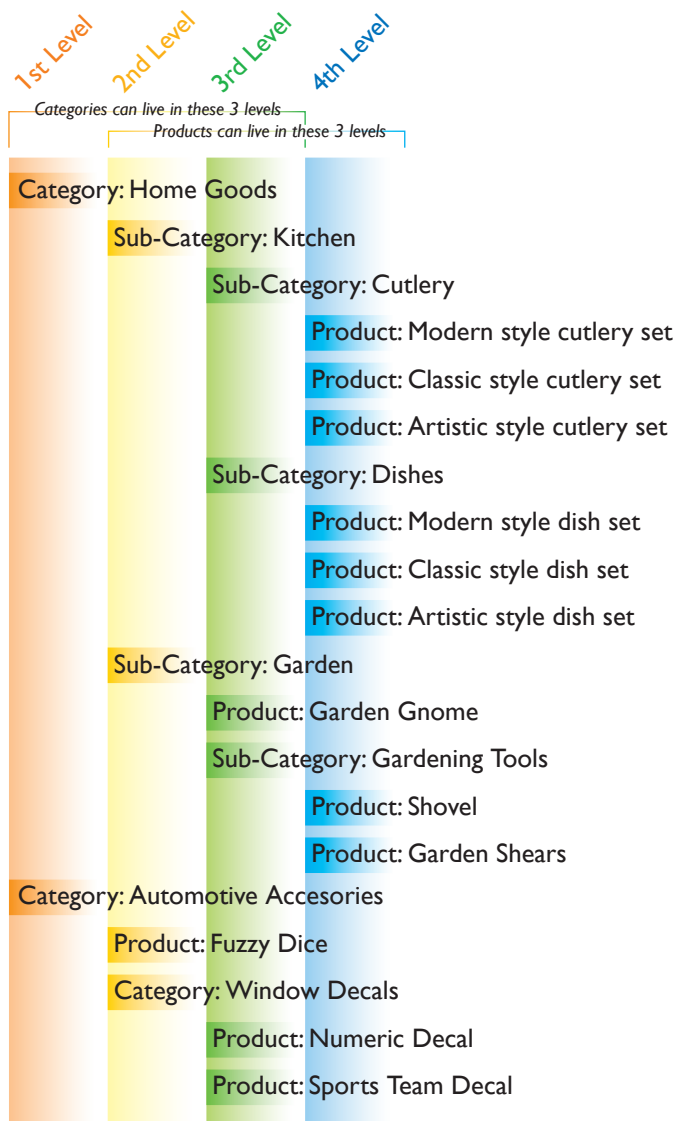


Catalog Worksheet A: Mapping Product Categories

This sheet will help you plan out your catalog organization. Understanding the system will help you build a more organized and efficient online catalog. It is recommended that you map out your catalog structure before creating your individual product information pages. Products in the 1Site catalog environment can be organized into up to three levels of categories and sub-categories. There is no actual limit to the number of products or sub-categories that can fit into a particular parent category, and products may be added inside any category or sub-category in your catalog structure.

In some cases, it may be easier to begin by making a list of related products and working backwards, especially if you don't anticipate your catalog being a full three category levels deep.

Example:



This chart demonstrates the capability of 1Site's catalog structure to allow for three levels of categories and three levels of products. It may help to think of the categories as folders that can hold other folders as well as products.

If you look at the first-level category called "Home Goods", you can see that it contains two second-level categories: "Kitchen" and "Garden". The "Kitchen" category does not directly hold any products of its own, but it does have two sub-categories, "Cutlery" and "Dishes" that do.

The "Garden" sub-category holds both a product, "Garden Gnome", and a sub-category, "Gardening Tools". If a product doesn't logically fit into a deeper sub-category, it can live at any level it needs to, provided it is within some category. In this case, a Garden Gnome and Garden Tools both fit in the Garden category, but a Garden Gnome is not itself a Garden Tool.

If you look at the category "Automotive Accessories", you will see a similar hierarchy where a product and a sub-category live at the same level. Within the "Window Decals" sub-category there are two additional automotive products, "Numeric Decal" and "Sports Team Decal". If you were to sell multiple variations on a single product - for instance, the numbers zero through nine as decals, or decals featuring different sports teams - those variations can often be listed as "options" within the product itself. See Worksheet B for more about this feature.

These examples are just a generic structure, but they should help you to understand how the category system works.

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Catalog Worksheet B: Product Listings

Use this sheet to organize the information needed to complete your product listings in your catalog. This sheet will record all of the relevant information for a single item in your catalog. For each catalog item, you will need a fresh copy of this sheet. You may make as many copies of this sheet as necessary to complete your product listings.

Fields marked in red are absolutely required in order to construct a proper catalog. Other fields are optional, and are recommended to be used as applicable. If an item in your catalog has selectable options, please list them where appropriate. If more space is needed for product options, please use back of sheet.

1) **Item Name** _____

2) **Product Category** _____ / _____ / _____
(See Worksheet A)

3) **Brand Name** _____

4) **UPC Code** _____

5) **Item #** _____

6) **Model #** _____

7) **Retail Price** _____

8) **Weight** _____
(For Shipping)

9) **Brief Description** _____

10) **Detailed Description** _____

11) **Image File Name** _____
(Name of image associated with product. 400 x 400 pixels minimum)

13) **Product Option** _____
(Ex.: Size, Color, Style, Flavor, etc.)

12) **Related Products** _____
(List up to 3)

13b) Use this matrix to list option choices and any affected pricing.

Option Specification	Product Price

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