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Knowledgebase > ESP Websites > Getting Started > Build Your Company Store

## Build Your Company Store

Tamika C - 2024-03-27 - Getting Started

To begin building your Company Store, log into the ESP Websites Admin and click on the Start button.

### You have new sites to build

Get your website up and running in minutes

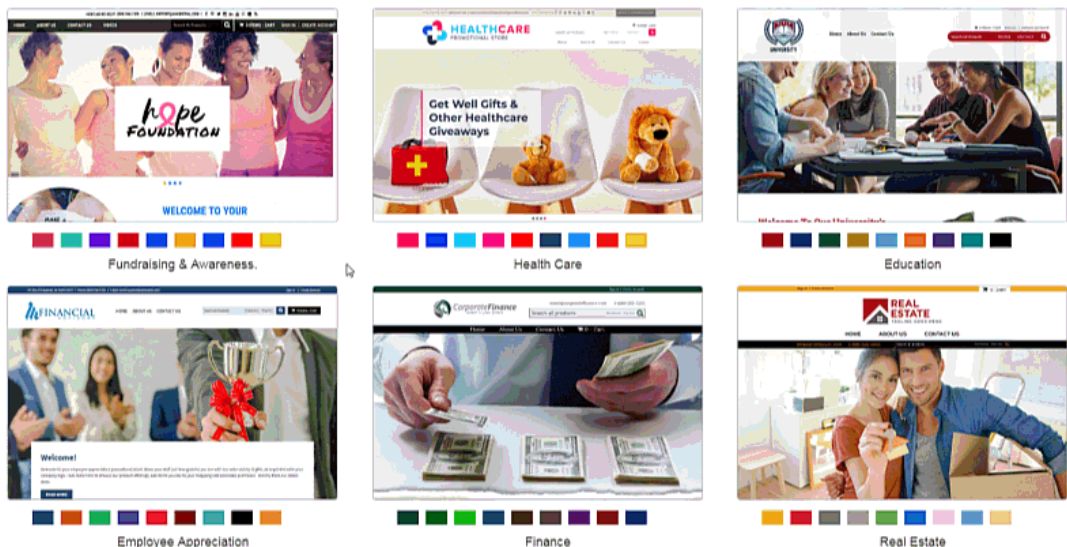
5 Website licenses to build [Start](#)

1 Store licenses to build [Start](#)

[Buy A New Site License](#)

### Watch a Quick Demo of Store Builder

Welcome. Choose a template to get started.

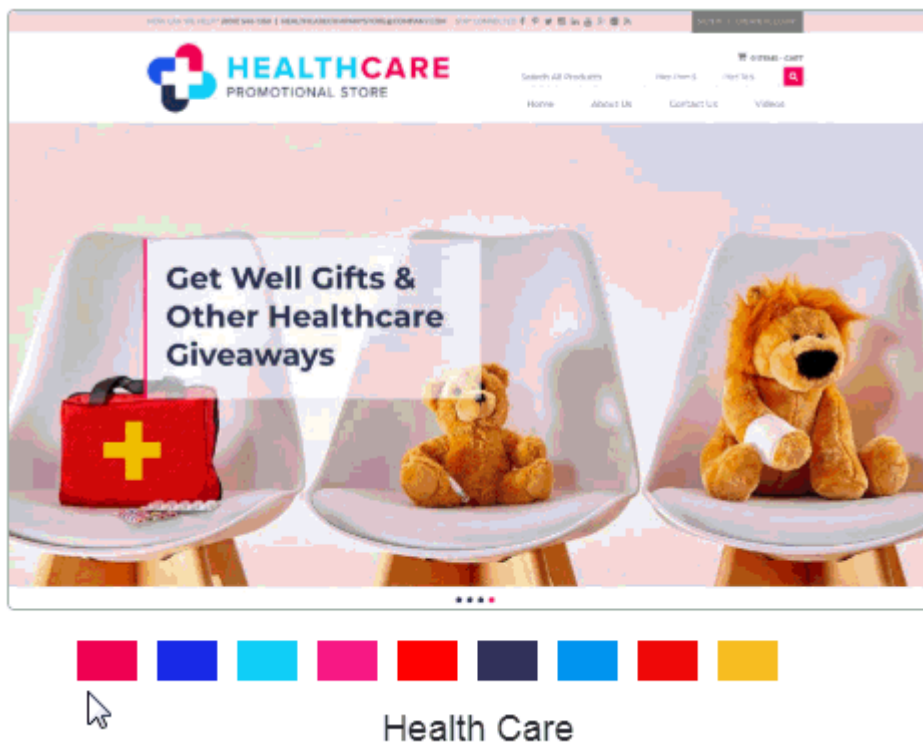


### Store Builder Steps

#### Step 1: Template and Color

The first step to building a company store is selecting the template and color. Hover on a color to view the template with the color scheme. To select the template, click on the color

swatch, then hover on the template thumbnail to access the Select and Preview options. Select will apply the template to your site.



After selecting a template and color scheme, you will be prompted to enter a store title and URL address. The store title will appear on the browser tab and in search results. You can use the URL address to create a unique link for the company store. This is the link that customers will use to access the company store. When entering the URL address, do not use spaces.

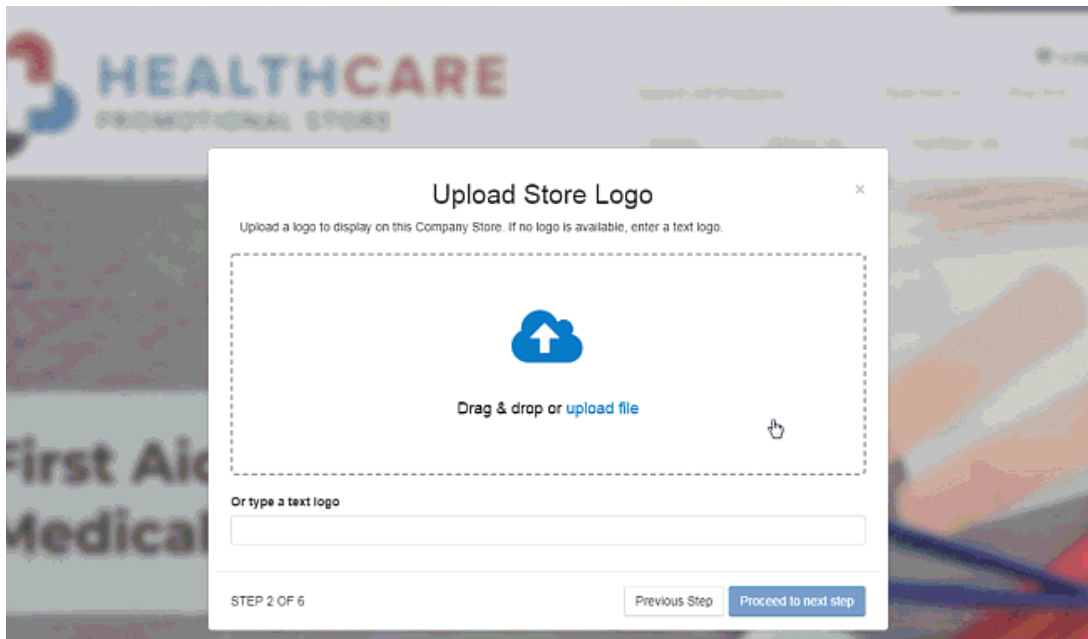
The image shows a form titled 'Title and Store Address' with a close button (X) in the top right corner. The form has two main sections. The first section is labeled 'Store Title\*' and has a blue arrow pointing to the text 'Company Store' in the input field. Below the input field is the text 'Your site title will appear in the title bar, along the top-left of your page'. The second section is labeled 'Store URL Address\*' and has a blue arrow pointing to the text 'customersite' in the input field. To the right of the input field is a dropdown menu showing '.logoshop.com'. Below the input field is the text 'Do not include "www" in your site address. For example, https://www.yourcompany.logoshop.com'. At the bottom of the form, there is a progress indicator 'STEP 1 OF 6', a 'Previous Step' button, and a 'Proceed to next step' button with a blue arrow pointing to it.

After setting the site title and URL, click on the Proceed to next step button.

## Step 2: Upload Store Logo

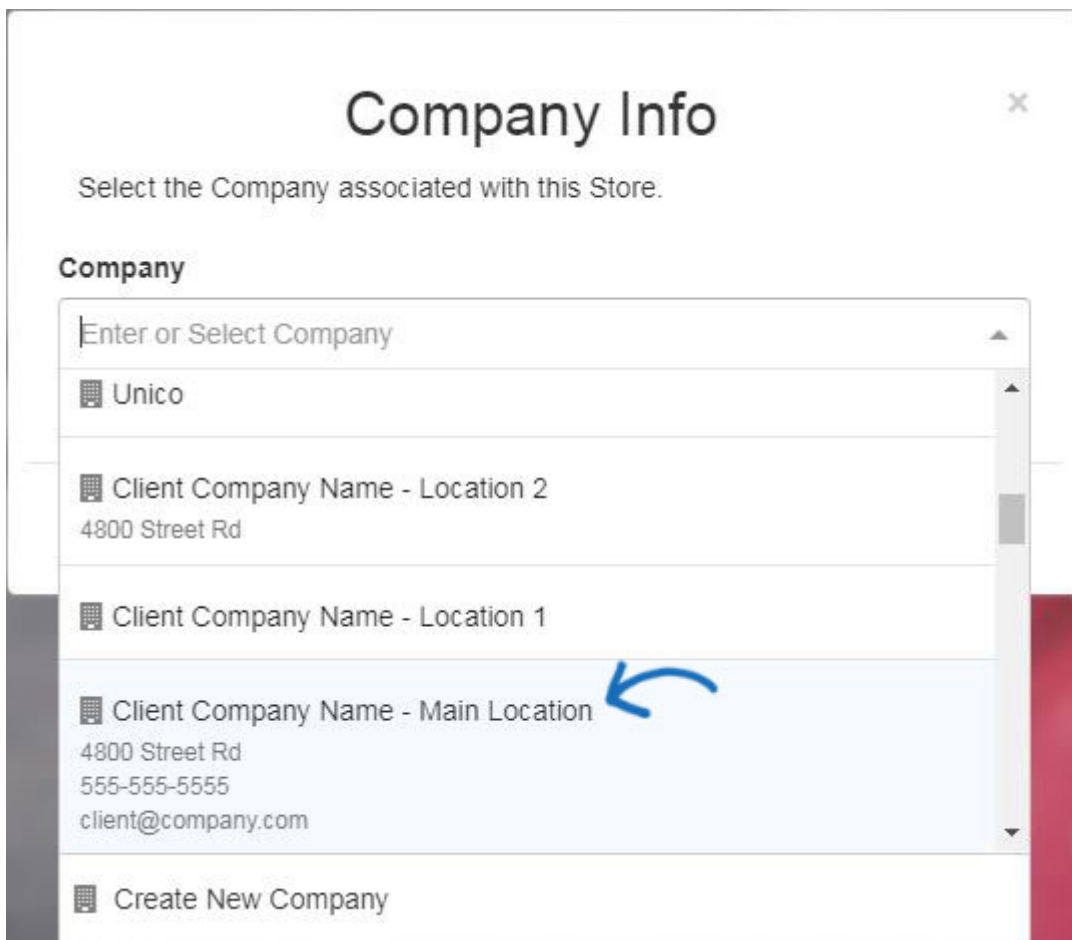
The Upload Store Logo window enables you to drag and drop an image file from your computer to use as the logo for the company store or use the upload file link to browse your

computer for the logo. If you do not have a company logo, type the company name in the "Or type a text logo" box. When you have finished, click on the Proceed to next step button.



### Step 3: Company Info

The Company Info section, use the dropdown to select a company from the CRM. If the company is not in your CRM, click on the Create New Company option at the bottom of the dropdown and then enter as much information as possible.



You can select multiple companies if necessary. In the example below, the company store is linked with three companies from the CRM, one for the main location of the company as well as two additional locations.

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## Company Info ×

Select the Company associated with this Store.

**Company**


Enter or Select Company ▼

- Client Company Name - Main Location ×
- Client Company Name - Location 1 ×
- Client Company Name - Location 2 ×

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STEP 3 OF 6

Previous StepProceed to next step



After selecting or adding company information, click on the Proceed to next step button.

#### **Step 4: Introductory Text and About Us**

The Headline and Introductory Text text boxes enable you can enter information that will be displayed on the site home page. Company stores are pre-built with an About Us page, where the information entered in the About Us text box will be displayed.

## Introductory Text and About Us ×

Welcome visitors to this Company Store with an introduction and a short description of the Store.

**Headline**

WELCOME!

**Introductory Text**

Welcome to our store.  
  
Let us be your source for branded products! We've made shopping for promotional products easy. You can browse our departments or find a specific product by using the search box. When you find something you

**About Us**

Our store includes an outstanding selection of branded quality products to meet your needs. All you have to do is make your product selections, add them to your shopping cart and place your order; then, we'll ship your items.

STEP 4 OF 6

Previous StepProceed to next step

After adding information, click on the Proceed to next step button.

### Step 5: Setup your Store Contact Info

In the The Setup your Store Contact Info window, if a single company has been selected for the store, that company's information will be displayed in this window. If you have selected multiple companies, use the Company Name dropdown to select which company's information should be the contact information for the store.

**Company Name\***

Client Company Name - Main Location ▼

Select a company

Client Company Name - Main Location

Client Company Name - Location 1

Client Company Name - Location 2

Next, use the checkboxes for each section to select what company information should be displayed on the site.

## Setup your Store Contact info ✕

Enter the contact information for this Company Store. You can also choose whether or not to display this information on this Company Store.

**Company Name\***

**Address\***

**Address 2**

**City\***  **State/Province\***  **Postal Code\***  **Country\***


**Display Company Information on this store?**

**Company Phone Number\***   **ext**  **Company Fax Number**   **ext**

**Display on this store?**  **Display on this store?**

**Email Address\***

**Display on this store?**

[Social Networking \(optional\)](#) 

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STEP 5 OF 6

Use the Social Networking link to open a window where you can enter links to social media accounts, such as Facebook or Twitter.

After selecting the company information and social networking links (if applicable) to display on the store, click on the Proceed to next step button.

### Step 6: Homepage Product Collection

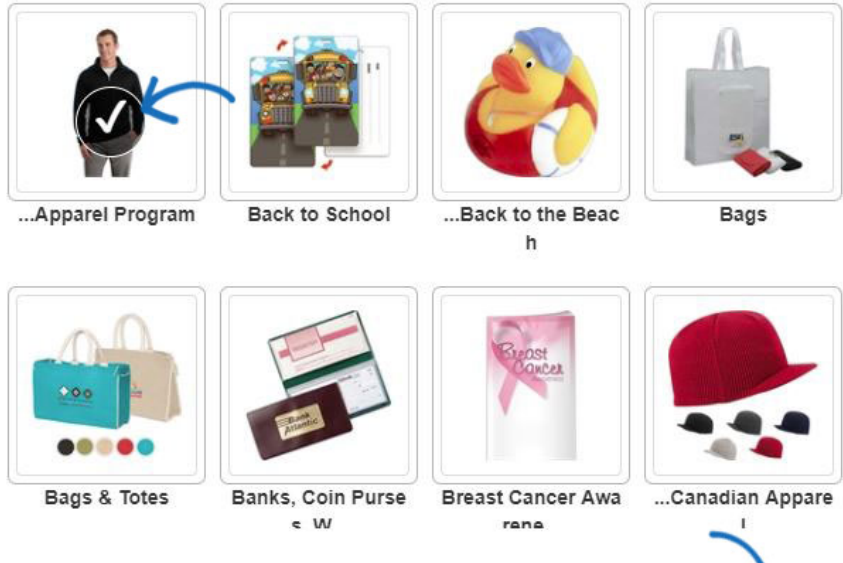
The final step is to select the product collection you would like displayed on the store. Use the search box to type the name of product collection or scroll through the available thumbnails. Once you locate the product collection you would like to display on the home page of the Company Store, click on it and then click on the Proceed to next step button.

**Note:** If you would not like to display a product collection on the home page, click on the Skip for Now button.

## Homepage Product Collection (optional)

Product collections are a great way to merchandise products on your Company Store. Start by selecting up to 10 product collections to be previewed on your homepage.

**Filters** Global ▼



The grid contains eight product collection thumbnails:

- ...Apparel Program (with a checkmark and blue arrow pointing to it)
- Back to School
- ...Back to the Beach (with a duck)
- Bags
- Bags & Totes
- Banks, Coin Purse
- Breast Cancer Awareness
- ...Canadian Apparel (with a red hat and blue arrow pointing to it)

STEP 6 OF 6 Previous Step Skip for now **Proceed to next step**

A preview of your site will open. In the upper right corner of the preview, there is the Publish button. The Publish button will make the Company Store live and ready for business!

Preview Mode Back **Publish**

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