SUITECOMMERCE: WEB STORE ADMINISTRATION

Elevate your sales to new heights with NetSuite's omnichannel commerce solution, SuiteCommerce.

In this four-day **SuiteCommerce: Web Store Administration** course, you will learn how to effectively set up, configure and manage a SuiteCommerce Standard (SCS) or SuiteCommerce Advanced (SCA) web store by first examining how your back-end ERP feature configuration impacts the web store user experience. You will then learn about the benefits of an omnichannel commerce solution and how SuiteCommerce leverages NetSuite's single, unified platform to provide a seamless, integrated online purchasing experience.

As part of this course, you will complete several hands-on exercises that guide you through the configuration of a SuiteCommerce website. You will also practice performing key day-to-day tasks of supporting B2B and B2C business operations. By the end of this course, you will be able to manage all aspects of your SuiteCommerce web store's setup as well as complete ecommerce tasks related to order, item and category management, product

Key Tasks
How do I:

- Successfully configure the necessary settings on the Website Setup record to host our SuiteCommerce website?

- Install and activate commerce themes and extensions to enhance the appearance and capabilities of my SuiteCommerce website?

- Configure site properties without modification of back-end source code using the SuiteCommerce Configuration tool?

- Configure and manage essential order, inventory and item management settings that have a direct impact on the shopping experience?

- Configure promotions that can be redeemed by shoppers in my website and configure related and correlated items to enhance upsell and cross-sell opportunities?

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merchandising, site content management, and search engine optimization.

Who Should Attend

- Administrators who need to implement and manage SuiteCommerce web stores.

- Product merchandisers, marketing managers and content managers who need to set up promotions and generate upsell and cross-sell opportunities.

- Software developers who need to understand NetSuite's back-end ERP and ecommerce processes to support SuiteCommerce Advanced web store implementations.

Prerequisites

- Participants should be able to navigate the NetSuite user interface and complete general administration tasks.

- Participants should have a foundational understanding of back-end NetSuite ERP processes, such as order, inventory and item management.

- Participants should have some familiarity with ecommerce processes and use cases, such as online shopping carts and online account management.

Experienced software developers looking to customize their SuiteCommerce Advanced websites should attend the *SuiteCommerce Advanced for Developers* course.

Key Tasks
How do I:

- Configure product searches, sorting and faceted navigation to make it easier for shoppers to find the products they are looking for?

- Manage site content such as text, images, custom HTML, merchandising zones and custom landing pages using Site Management Tools?

- Manage commerce categories and item assignments in NetSuite and Site Management Tools to facilitate the organization and display of products in my website?

- Configure various aspects of my site to enhance search engine optimization, such as URL components, parameterized facets, HTML meta tags and XML sitemap files?

Course Goal

Upon the completion of this course, you will be able to effectively manage all aspects of your SuiteCommerce web store site. Through the completion of several hands-on exercises, you will gain experience configuring the necessary back-end ERP processes and related website configuration settings to support common ecommerce use cases using SuiteCommerce.

Day 1 Agenda

SuiteCommerce Overview: Provides an overview of the foundational terminologies, concepts, products and installation components associated with NetSuite's SuiteCommerce Advanced (SCA) ecommerce platform—allowing NetSuite customers to leverage the power of cloud-based computing to provide a seamless, integrated online B2C and B2B purchasing experience.

Initial Website Setup: Learn about the differences between functional/technical configuration versus technical customization and the various user roles and permissions required to manage your implementation. Learn how to create a Website Setup record and configure the necessary settings to host an SCA web store.

Customer Management: Learn how to configure the shopper registration processes to support B2C and B2B sites and examine the effects of site registration on Entity records in NetSuite. You will also learn how to configure the necessary web store email notifications sent to web store shoppers.

Day 2 Agenda

Transaction Management: Like other functional areas of NetSuite, the manner in which you process sales orders can be customized to suit the specific requirements of your business. This module will show you how you can customize the web store checkout flow, expose additional payment methods to the web store, and configure fulfillment and shipping processes to support web store orders.

Related Courses
Take these courses for more training:

- NetSuite Essentials
- SuiteCommerce Advanced for Developers

Order Management: Learn how to configure features that affect the ordering process in the web store, such as quick order, product lists and save for later. You will also learn how to expose quotes (Estimate records) to the web store and examine the order management and SuiteCommerce configuration tasks required to support buy online, pick up in-store use cases.

Item Management: Item management is a critical component of any successful web store. In this module, you will learn how to expose several different item types in your web store and configure item-specific settings that control how items are displayed, such as item image configuration, managing out-of-stock items, per-item shipping settings and entering pricing information.

Day 3 Agenda

Category Management: Learn how to create a product hierarchy comprised of commerce catalogs, product categories, subcategories and individual item records. Learn about the initial configuration tasks that must be completed before you can begin creating categories—either directly within NetSuite or using Site Management Tools.

Product Merchandising: Learn how to create promotions (both standard and advanced) and redeem them during web store checkout as part of your overall product marketing strategy. Examine related and correlated items, faceted navigation, and how to configure product searches using search fields, facet fields and sort fields.

Day 4 Agenda

Content Management: Learn how to use Site Management Tools to update page content in the web store and define merchandising zones and rules in association with marketing campaigns to control how and when content is displayed in the web store. Learn how to manage site changes and publish updated page content to your live production website.

Search Engine Optimization: Learn about the importance of search engine optimization (SEO) and examine the various ways you can improve SEO for your website. Topics include URL components, URL components for facets, entering page titles, alternate image tags and meta tags, configuring 301 redirects and product feeds, and how the SEO Page Generator is used to ensure search engine visibility.

SuiteAnswers

Get answers to your support and training related questions:

- Go to Training Videos to access the Getting Started tutorials.
- Take New Feature Training to learn about the latest NetSuite release.

Live Training Webinars

Participate in free webinars to get practical tips and tricks for using NetSuite better:

- Go to suitetraining.com > Webinars and Events to view the schedule and register for an event.