



# SITE BUILDER FUNDAMENTALS

## Course Description

Site Builder Fundamentals is a two-day course that introduces the essential concepts of NetSuite Site Builder while teaching you how to track and monitor inventory and use a range of merchandising options to drive sales.

While working in a provided Site Builder account, you examine key ecommerce features and best practices while learning to perform the day-to-day tasks of working in a web store. Through interactive teaching and hands-on exercises, you practice how to create and display items, set up pricing, shipping, and payment methods, apply SEO techniques to improve rankings and analyze shopper behavior.

## Key Tasks

How do I:

- Create item categories and subcategories?
- Create and display items in the web store?
- Define price levels and set up customer and site-specific pricing?
- Set default shipping carriers and methods?
- Create coupons, discounts and free shipping items?

## Who Should Attend

- NetSuite administrators
- Web store managers
- Marketing managers
- Merchandising managers

## Prerequisites

- Prior completion or the equivalent knowledge of NetSuite Essentials is recommended.
- Course participants should be familiar with NetSuite navigation and features. To learn how to navigate NetSuite and perform common tasks, view the Getting Started training videos.

## Course Objectives

- Enable website features and set up preferences for website appearance.
- Identify web store item types and explain when to use them.
- Create and display items in the web store.
- Apply SEO methods to optimize items for searches and rankings.
- Set up item pricing options.
- Connect your merchant account and gateway to NetSuite.
- Set up credit card payment methods.
- Increase sales and brand awareness through targeted promotions and merchandising.
- Use standard website reports to analyze shopper behavior.

## Day 1 Agenda

**Create the Web Store:** Describe the NetSuite website options and considerations; enable Web Presence features; define web store preferences and appearance.

## Related Courses

Take these courses for more training:

- NetSuite Essentials
- SuiteAnalytics: Reports and Searches
- Marketing Automation

**Create Tabs and Categories:** Create and modify tabs; define access to tabs; identify how to use tag substitutions; create item categories and subcategories; apply SEO methods to tabs and categories.

**Define Web Store Items:** Create items; organize items by categories and websites; apply SEO methods to items; display featured items; set back-order and out-of-stock preferences; create related items.

**Set Up Pricing:** Enable pricing options; create item pricing, price levels, quantity pricing and variable amounts; define customer and website-specific pricing.

**Modify the Look and Feel:** Use templates, layouts, themes and colors to customize the web store; create website tags; upload and resize images and logos; attach images to categories and items.

## Day 2 Agenda

**Customize the Shopping Cart and Checkout Process:** Enable order estimates; customize the column layout; add images, descriptions and related items; customize the checkout process; set up the Customer Center (My Account).

**Set Up Shipping Methods:** Create shipping items and register shipping carriers; set default shipping carriers and methods; enable real-time shipping rates and the shipping estimator; set up free shipping.

**Enable Online Payments:** Connect merchant accounts and gateways and set up credit card payment methods and other payment processes.

**Improve Site Ranking with SEO:** Set up domain names and redirect existing domains and create descriptive URLs and image URLs.

**Merchandise Products and Create Promotions:** Set up web store search options; generate HTML and XML site maps; set up product feeds; create coupons, discounts and free shipping items.

**Use Website Reports and Analytics:** Use website reports, searches and dashboards; modify website reports and searches; use key word marketing and other third-party analytics.

### **SuiteAnswers**

Get answers to your support and training related questions:

- Go to Training Videos to find 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](http://suitetraining.com) > Webinars and Events to view the schedule and register for an event.

NetSuite reserves the right to adjust the stated course content to reflect changes to the NetSuite application and to meet the expressed needs of course attendees.

Features and functions covered in this course might not reflect those in your purchased NetSuite account.