How to Create Your First Product with SureCart

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Whether you're offering physical goods, digital downloads, or subscription services, SureCart provides an intuitive platform to manage your products. In this guide, we'll walk you through creating your first product, setting its price and images, organizing it into categories, and managing its details. Let's get started!

1. Creating Your First Product

To begin selling, you need to create a product. Here's how:

Steps to Create a Product

1. **Access the Product Creation Page**:
   - Log in to your WordPress dashboard.
   - Navigate to **SureCart > Products**.
   - Click the **Add New** button in the top-left corner.

2. **Enter Product Details**:
   - Provide a name for your product and click **Create**.
   - On the Edit Product page, add a detailed description to help customers understand what you're offering.

3. **Add Images (Including a Gallery)**:
   - Upload images that showcase your product. These will appear on the purchase page.
   - To create a gallery, simply add multiple images. SureCart allows you to display a collection of images for each product, making it easy to highlight different angles or features.

4. **Set the Price**:

- Click **Add A Price** to define how much your product costs.
- Choose the payment type: **One Time**, **Subscription**, or **Installment**.
- Enter the price amount and any additional options like trial periods or setup fees.

5. **Additional Options**:
   - For digital products, add download links.
   - Set up integrations if you want to connect with other apps or services.

6. **Save Your Product**:
   - Once you've filled in all the necessary information, click **Save Product** to make it available in your store.

2. Organizing Products with Categories (Collections)

Categories, or "Collections" in SureCart, help you group similar products together, making it easier for customers to browse your store.

Steps to Create a Collection

1. **Access the Collections Page**:
   - Go to **SureCart > Products > Collections**.
   - Click **Add New**.

2. **Enter Collection Details**:
   - Enter a name for your collection (e.g., "Apparel" or "Electronics").
   - Optionally, add a description and modify the permalink for SEO purposes.
   - Click **Create** to save your collection.

Tip: Get creative with your collections! Consider grouping products by brand, seasonality, or special promotions to highlight specific items. For example, you could create a "New Arrivals" collection to showcase your latest products.

Steps to Assign a Product to a Collection

1. **Edit the Product**:

- Return to **SureCart > Products**.
- Click **Edit** on the product you want to categorize.

2. **Add to Collection**:
   - Under the "Collections" section, click **Add to Collection**.
   - Select the appropriate collection from the dropdown menu.

Your product is now part of the selected category, helping customers find it more easily.

3. Managing Your Product's Price and Images

After creating your product, you might need to update its price or adjust its images. Here's how:

Steps to Update the Price

1. **Access the Product**:
   - Go to **SureCart > Products** and select your product.

2. **Edit Pricing**:
   - In the pricing section, you can edit existing prices or add new ones.
   - Adjust the price amount, payment type, or any associated fees.
   - Save your changes to update the product.

Steps to Manage the Image Gallery

1. **Edit Images**:
   - On the product edit page, you can add, remove, or rearrange images.
   - Upload new images or select from your media library.
   - Set a featured image that will be prominently displayed.

Note: If your product has variants (e.g., different colors or sizes), you can link specific images to each variant to ensure the correct image displays when a customer selects an option.

Other Customizations

- For even more control, you can customize the entire product page layout. Edit the template to adjust elements like the title, description, and pricing displays to match your brand's style.

By regularly updating your product's details, you ensure that your store remains fresh and appealing to customers.

Summary of Key Actions

- **Create a Product**: Add details like name, description, images, and pricing.
- **Set Up Categories (Collections)**: Organize products for easier navigation.
- **Assign Products to Categories**: Group products under relevant collections.
- **Manage Price and Images**: Update pricing and manage the image gallery as needed.

Tips for Success

- **Be Descriptive**: Use clear, engaging descriptions and high-quality images to make your products stand out.
- **Experiment with Pricing**: SureCart allows multiple pricing options for the same product, so consider offering one-time payments, subscriptions, or installments to suit different customer needs.

Congratulations! You've created your first product in SureCart, set its price and images, organized it into a category, and learned how to manage its details. With these skills, you're well on your way to building a successful online store. Remember to explore SureCart's other features, like customizing product pages and setting up multiple pricing options, to further enhance your e-commerce experience.