

# Shopping Basket Tidy

Posted At : September 24, 2009 1:25 PM | Posted By : Andrea  
 Related Categories: Design, Sell online

## Stock Control

Organising your products and creating the best possible display on your website, will encourage visitors to have a good look around and helps to turn browsing into buying. If you [build a website](#) with a wide range of different products for sale, putting them all on one page and expecting visitors to scroll through them all to see if you have what they're looking for is a big turnoff and will most likely send them away to a competitors website where they can find what they need far more easily.



If you haven't created specific groups or categories for your products, it would be good move to do this as soon as possible. Go through all your products and create a list of easy to browse, carefully related groups. They could be split by use/purpose, gender, type, etc., etc. Why not sneak a peek at websites like Amazon to see how they categorize their products. You know your products better than anyone so consider what your customers need and group them accordingly. Make sure the group names you create clearly describe the type of products likely to be found in that group.

**You can move your existing shopping basket products around very easily.**



Once you have created your new groups, simply go to Step 4 and click the Green Edit button to view the items you have. Now click "[Edit](#)" on the items you need to move. Next to the 6th detail down "In Group", you'll see a drop down menu of the groups available. Simply select the group required and click Next. In the next window at the top, Click [Show Group](#) to go back to the group page and select Edit on the next



item you need to move.

Once you have all your products organised. Click the “Test your website” button at the top of the page and see how your products are displayed.

## **You can tweak the way your products are displayed.**

Click Step 4 > [Settings](#) > [Group Settings](#).

In this window you can; change the order in which your groups appear, change the name of your groups, decide whether the standard group button is shown on your pages, choose the number of columns in which the group is displayed, lock and assign passwords and decide how items are sorted. You need to click update to the right of each item to save any changes you make here.

**[To change the Order](#)** - Simply enter the numerical order you want. If all the numbers are the same, the system will sort it alphabetically.

**[To change the Name](#)** – Highlight the existing name and either edit or replace with the new name.

**[Show Button](#)** – Unless you have created your own on-page buttons or links to groups or items, a standard Group Button is shown in the top right corner of your pages if “Yes” is shown here. We’ll cover creating your own links and buttons and improving the navigation to your shopping basket in a later Blog,

**[Display Columns](#)** – You can choose from 1 – 4 columns. 2 - 3 Columns offers a nice amount of space around each item and is a little easier on the eye. If of course you have thousands of small items, where close detail in the thumbnail isn’t essential, choose 4 columns to reduce the amount of scrolling required .



**Lock Group** (Assign Passwords) – This function is ideal should you have wholesale or special offer items, which only certain customers should have access to. This works in the same way as locking pages, [see Blog](#) for more information.

**[Sort items by](#)** – Choose how you want the items to be viewed or sorted. For instance if your website specialises in bargains and low cost options, you may want to sort your items to appear cheapest first. Choose from: Name sorted alphabetically (in order or reverse order), Price (Highest or Lowest first). Code - sorted by the code given to each item (alphabetically in order or reverse order) or finally by Order of Entry, i.e the order in which you added the items to your shopping basket – or reverse order.

