

RITZPIX PRO-

LifePics Administration Tools A Detailed Breakdown



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[Login to Account](#)

Clicking on this link enables you to gain access to the image tools on your site.



Add Photos – Upload photos to your site and create new events

View Photos – Look at current events/photos on your site and edit or deleted them as necessary. From this option, you can also change your “Event Settings” by making an event Private or Public as well as assigning a password for your Private events. You can also order prints here.

Fun Shoppe – This option is used by Lifepics when a Photographer uses another lab other than Ritz. It is usually used for Greeting Cards and other templates which you already have available for your customers.

My Cart – If you are ordering prints for one of your customers using the “**View Photos**” option, then you can access your Shopping Cart by clicking on this option.

Logout – This option will log you out of your Image tools. This option is the same as “View Site as Customer” on the left side tool bar. You remain logged into your Admin site, but you can access your actual site as a customer would as well.

[Settings](#)

Pickup Options – On this screen you choose which Ritz/Wolf stores you would like to utilize as a pickup location for your customers. If you check the top option (your studio) then your order will be sent to the original Ritz/Wolf store you appointed for processing when you joined, then you can pickup the order and deliver it to your customer.

All Ritz/Wolf stores are listed by store numbers. If you are not using all locations, you can allow pickup at specific stores in your area. The easiest way to do this is to go to www.ritzpix.com and click on “Locations” at the top right of the page. If you search by zip code, all stores in your area will then be listed, including store numbers. This way you know what store numbers to check off for pickup.

If a customer chooses to have their order delivered to their home, the order will automatically be directed to our mail facility in Atlanta, GA for printing.

Cropping Options – It is recommended to allow your customers to crop their images. This feature is very beneficial if a customer orders a print size that will require cropping. They are then prompted to choose how to have the image cropped for that particular size.

Edit Username and Password – Update your login information

Edit Watermark – This tool allows you to edit the text that is displayed on each of your photos in your site. Here you can change the actual text, the opacity of the text, and the angle at which the text is displayed on the images.

If you decide to update your watermark in the future, the updated watermark will only be applied to newly uploaded images. To apply the new watermark settings to current images on your site, Login to Account and View Photos. Go into each event and “Select All” images, then rotate once to the Right, then rotate once again to the Left. Rotating the images will force the new watermark settings to be applied to your images.

Store Locations – Use this option to update your personal studio information or add more than one studio location.

Contact and Email Setup –

- A. Contacts Management – *Update information for Primary and Secondary (if any) contacts for your site. *Note: I have found personally that you cannot edit/update information for each contact, you CAN Add a New Contact with all correct information, then set it as Primary if desired, then delete the old contact information.
- B. Email Setup – If customers have problems or questions regarding your site or their order, they can send an email (based on subject) using your site. With this tool, you can direct where the customer’s emails get sent.
- C. Edit Merchant Info – Edit your contact information as it appears on your site.

If you move or change any contact information, please send changes to efrost@ritzcamera.com to that we can update our database.

Black White and Sepia – Turn this option on if you wish to allow your customers to view and order your photos in either Black and White or Sepia.

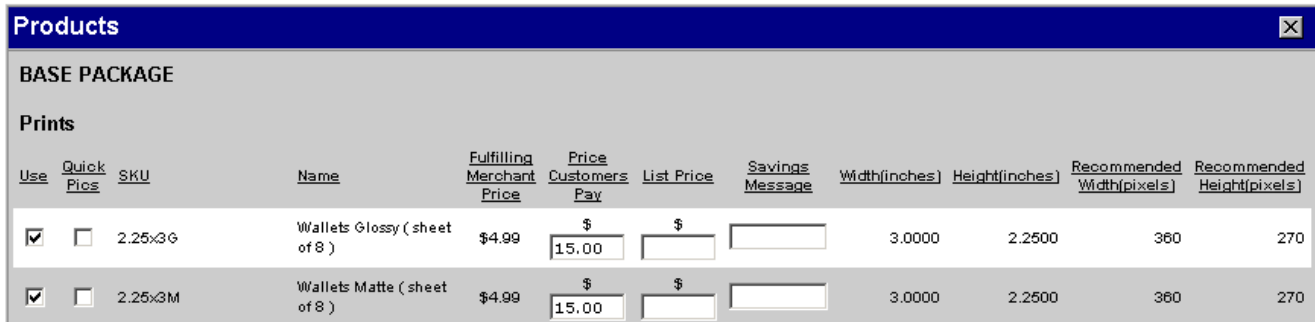
[Guestbook](#)

Email Required To View Album? – Turn this feature on if you wish for ALL of your customers to create an account with your site so that you can keep track of who is viewing your photos. This is helpful if you wish to do mailings to customers to advertise promotions. They can also save the images in their cart and return later to order. You must turn this feature on if you wish to offer Greeting Cards and other templates.

View/Email Guestbook – Here you can add people into your Guestbook for mailings, OR you can see who has been viewing particular events on your site.

Products

Default Price List – It is very important that you set this page up properly. Every gift and/or print you wish to offer to your customers, you must check the box in the “Use” column for it to be available on your site. If you check the box in the “Quick Pics” column, then your customers can choose that print size to be applied to every image in their cart. (Ex: 1 of each or 2 of each...)



Use	Quick Pics	SKU	Name	Fulfilling Merchant Price	Price Customers Pay	List Price	Savings Message	Width(inches)	Height(inches)	Recommended Width(pixels)	Recommended Height(pixels)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	2.25x3G	Wallets Glossy (sheet of 8)	\$4.99	\$15.00			3.0000	2.2500	360	270
<input checked="" type="checkbox"/>	<input type="checkbox"/>	2.25x3M	Wallets Matte (sheet of 8)	\$4.99	\$15.00			3.0000	2.2500	360	270

You must set all your own prices. Key in the price you wish to sell your products for in the “Price Customers Pay” Column. Make sure to set your price high enough so that you will not go into the negative once the Lifepics/Ritz commissions have been taken out. I have put together a Break Even price guide to help you set all of your prices.

<http://ritzpixprodemo.lifepics.com/net/content.aspx?page=3>

If you are planning on running any sales, you can use the “List Price” column to show a Slashed out price (Ex: ~~\$29.99~~) and use the “Savings Message” column to display a message in red next to the price. (Ex: **On Sale!** Or **Save Now!**)

Add/Edit/Delete Additional Price Lists – Once you have set up your default price list, you can then set up additional price lists to be applied to different events.

Ex: You may want to charge more for event involving weddings and/or artistic photography than you would for a party or little league game.

Gifts & Templates – Turn this option on if you wish to offer various gifts, greeting cards and various other template products. This will require you to use the guestbook.

Promotions

Promotions – With this tool you can set up your own promotion codes to give to your customers to help increase sales and hopefully encourage your customers to order more.

Orders

Order Tracker – Search for orders to confirm information and status. Searched based on Order number (recommended), Name, and Date.

Reports

Commission Report – Displays a detailed summary of print prices and Lifepics commissions taken out for any given month.

Pro/Public Sales Settlement Reports – Displays a detailed summary of all products, commissions, and other costs from your site for any given month. Use this tool to see how much commission you were or will be paid for that month.

*Note: Information may not be accurate until after the month as ended.

Promotion Usage Report – Display a report for any given time period to see how often various promotions have been used.

Promotion Code Usage Report – Display a report for any given time period when and how often various promotion codes have been used, and who is using them.

Email

Order Confirmation Email – Use this tool to edit the email customers receive when they place an order.

Order Printed (Pickup) Email – Use this tool to edit the email customers receive when their order has been printed by a local lab.

Order Printed (Shipped) Email – Use this tool to edit the email customers receive when their order has been mailed out by our mail fulfillment lab.

Email Marketing Tool – Use this tool to create emails to send to customers that have been saved into your guestbook.

Content

General Options – Choose what personal information you wish to display on your site.
Ex: Phone Number, Email address, and Address

Add/Edit Content Pages – Add up to 4 additional miscellaneous pages to your website. Links to these pages will be displayed across the top of your site. Instructions (if needed) can be found on the Demo site:

<http://ritzpixprodemo.lifepics.com/net/content.aspx?page=2>

Dealer Logos – Edit how your site name is displayed at the top of your web page.

Utilize Plain Text, a logo of your own design created in a photo editing software, or if you are familiar with HTML code, you can create a more interactive logo on top.

Welcome Image – Here you can update the main image displayed on your homepage. Utilize the Lifepics default image, upload your own (be sure to use the size listed), or if you are familiar with HTML code, you can create a more interactive image/frame on your site.

Public Event Settings – Choose/Update the public events you wish to be displayed on your homepage. (Maximum of 3)

Order Confirmation – If you know HTML code, you can choose what your customers see whenever they complete an order.

Shopping Cart – If you know HTML code, you can change your shopping cart and how customers order their prints. Unless you REALLY know what you are doing with this, it is not recommended to deviate away from the default Lifepics shopping cart.

Web Files – Upload files (one at a time) to be stored on your site. This is where your logo and welcome images are stored. This is a great place to store images you will be referencing using HTML code, if you are using HTML code.

[Help](#)

LifePics Pro QuickStart Guide – Download the LifePics QuickStart Guide to quickly set up your site. (.pdf file)

[View Site as Customer](#)

This will display your homepage/site, as your customers will view it. Using this feature, you are still logged into your admin tools so you can easily make changes if needed.

[Logout](#)

Logout of your admin tools.