

# ONLINE STORE

With TCGplayer Pro, you get the opportunity to create a custom website that syncs your inventory with both your physical store and TCGplayer.com. Having your own website will help you build relationships with your customers and generate more repeat business. This guide will help you customize your website and get it ready, so you can start selling. (Want more info about your Online Store? Visit our [Seller website](#) to learn more.)

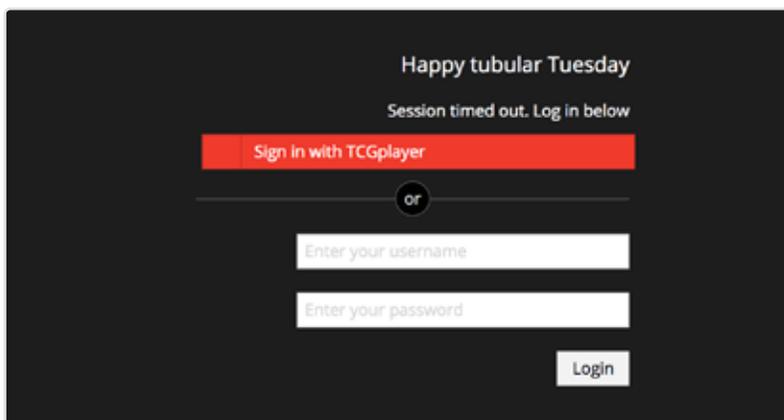
## In this guide:

- [Getting Your Store Online](#)
- [Customizing Your Website](#)
- [Taking Advantage of Analytics](#)

## Getting Your Store Online

Here are the first steps you need to take to get your Online Store live. For more detailed instructions, refer to [Setting Up Your Online Store](#).

1. Use the link in your TCGplayer Pro welcome email to access the Content Management System (CMS).
2. Log into the CMS using the same information you use to log into TCGplayer.com.



3. You'll already have a URL in place for your store that's formatted as STORENAME.tcgplayerpro.com. Want to replace this URL with your own custom domain name? Check out [Customizing Domains & Email Accounts](#) in our Help Center.

4. Update your store information (store name, address, hours, social media links, etc.)

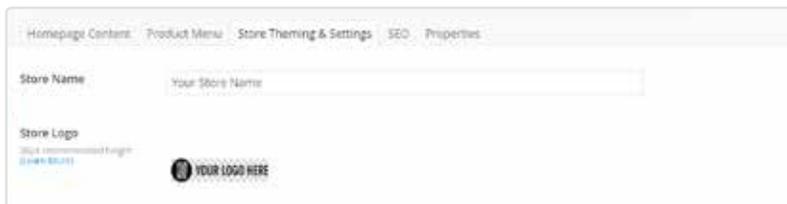


The screenshot shows the 'Store Theming & Settings' page with the following fields:

- Street Address: 123 Main Street
- City: Anytown
- State: OH
- Zip Code: 50000
- Email Address: contact@yourstore.com
- Google Analytics ID: (empty)
- Hours: (empty)

5. Add your store logo.

*Hint: The max height for this field is 50 pixels. Your logo will automatically scale to fit.*



The screenshot shows the 'Store Theming & Settings' page with the following fields:

- Store Name: Your Store Name
- Store Logo: (upload icon) YOUR LOGO HERE

6. Pick your favorite theme.

There are 20 different options to choose from. Not sure which one to pick? Roll a D20!



The screenshot shows the 'Revisions' page with the following fields:

- Template Picker: default

7. Personalize your navigation menu.

Organize the items displayed at the top of your homepage. You can even create links to custom pages, like an Events Calendar or About Us page.



The screenshot shows the 'Home' page with the following navigation menu items:

- Home
- Products
- Categories
- Pages
- Events
- Blog
- Account
- Help

That's it! All of your inventory from TCGplayer.com is already preloaded. You're ready to turn your site live and start selling.

# Customizing Your Website

You have tons of customization options available for your TCGplayer Online Store. For more information, refer to [Customizing Your Online Store](#).

## 1. Update your homepage banners.

[Visit our media library](#) to access free banners created by our design team. Plus, you can add your own custom images!

[Learn More](#)

## 2. Post custom forms on your website.

Create everything from giveaway entry forms to tournament signup sheets.

[Learn More](#)

## 3. Improve your website's SEO.

Adjust the meta title and description for each page to get more traffic from searches through Google, Bing and Yahoo.

[Learn More](#)

# Taking Advantage of Analytics

Keep track of your Online Store's performance with [custom analytics](#) for your website.

## Complimentary Performance Metrics

We monitor the status of your Online Store, including uptime, downtime and site performance, then relay that info to you.

## Works with Google Analytics

Have a Google Analytics account? Just go to the Store Properties tab in the Content Management System and type in your Google Analytics ID to connect it to your Online Store.

Once you set up your Online Store, learn how to use our revolutionary new scanning software by downloading the [Quicklist Card Scanning Software Quick Start Guide](#). For more information about updating your inventory, download our [Inventory Management Quick Start Guide](#).

Need additional assistance? Check out the [Online Store articles](#) in our Help Center for even more details.