



BikeRoar
Compare, Buy, Ride & Rate



How to Update Your Store Profile

Setting up your Local Bike Store profile on BikeRoar is easy! Here is a brief rundown of how to do it. Before you know it, your store profile will be set up and ready for new customers to find!

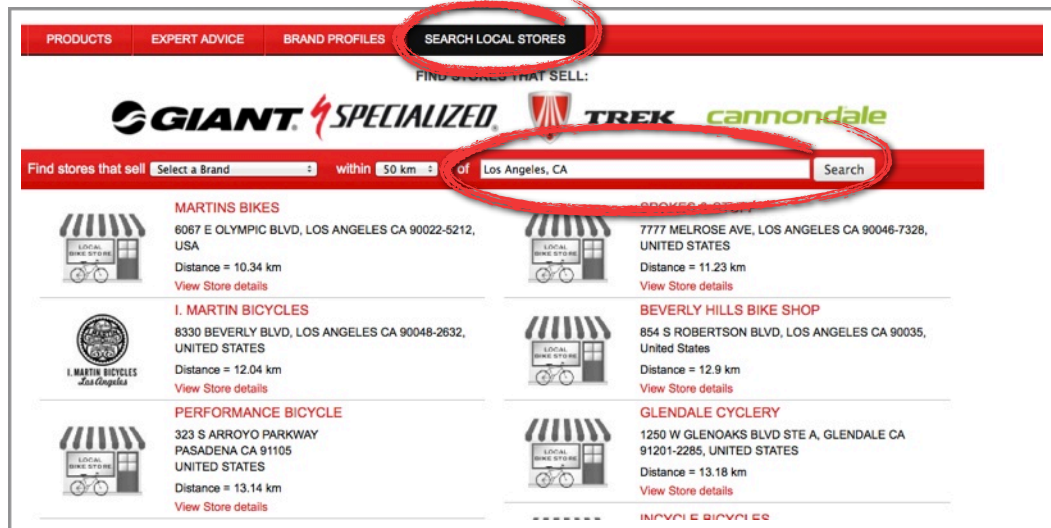
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Part 1: Getting Started

Step 1

First, search our current listings to see if we've already listed your store on BikeRoar. To do this, click on [Search Local Stores](#) and then enter your store's address in the location field.



Step 2

If you find your store, you should have already received an email from us with your login details. It would have been sent to your generic store email address (e.g. info@ourbikestore.com). If you can't find it, please check your junk email folder or just email us at support@bikeroar.com with your:

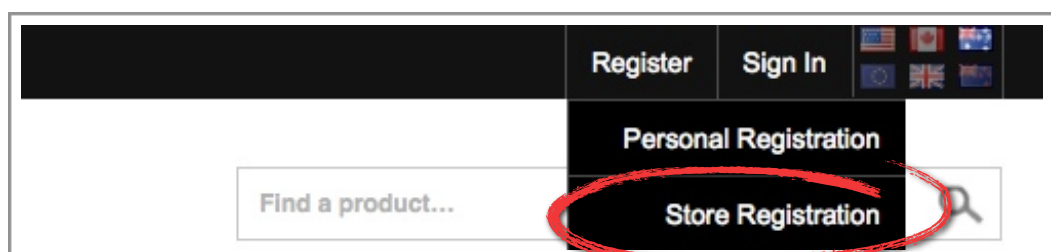
- Store name
- Store email address
- Store address
- Your contact details

Step 3

If you can't find your store, go to the "[Register](#)" link in the top right hand corner of the home page to register as a new store.

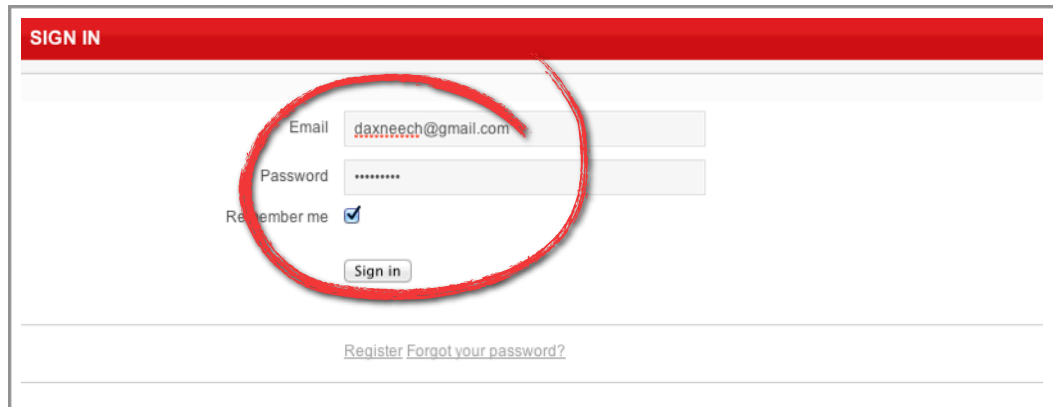
You will then be sent an email to confirm your registration.

After you have confirmed your membership, follow the rest of the steps in this "How-To" PDF to set up your store listing.



Step 4

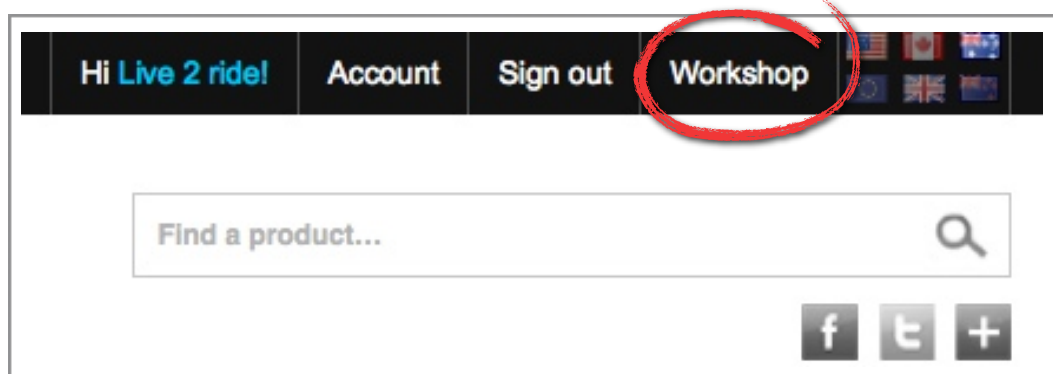
Now enter your email address and password on the [Sign In](#) page to sign into your account.



The screenshot shows a 'SIGN IN' form with a red header bar. The form contains the following elements: an 'Email' field with the text 'daxneech@gmail.com', a 'Password' field with masked characters '*****', a 'Remember me' checkbox that is checked, and a 'Sign in' button. A red circle is drawn around the email and password fields. Below the form are links for 'Register' and 'Forgot your password?'.

Step 5

Now select the “Workshop” button. This is where you can control all the settings for your online Store Listing.



Part 2: Adding & Editing Stores

Step 1

In the Dashboard page you will see a list of your Store profiles. Click on the store name to see the *public* page for your store.

The screenshot shows the BikeRoar Dashboard. On the left is a navigation menu with 'Dashboard' and 'Stores'. The main content area is titled 'Dashboard' and 'Stores'. It contains a table with the following data:

Name	Store Id	Brands	Products	Status
BikeRoar	373	16	16	approved
BikeRoar Panther	373	1	1	approved

Below the table, it says 'Showing 1 to 2 of 2 entries'. There is also a 'Brands' section below the table.

Step 2

To edit your Store details, select “Stores” from the navigation menu, and then select “Edit” next to the store that you’d like to edit.

The screenshot shows the 'Stores' management page. On the left is a navigation menu with 'Workshop', 'Stores', 'Brands', and 'Products'. The 'Brands' menu item is circled in red. The main content area shows a list of stores with the following data:

Brands	Products	Products Allowed	Date Modified	Status	Actions
371	16	300	21 Nov 2012	approved	View Edit Delete
373	20	300	21 Nov 2012	approved	View Edit Delete

The 'Edit' button in the first row is circled in red.

Step 3

Upload your store logo by selecting “Choose File”. Please make sure it’s in JPEG or PNG format, with a maximum file size of 1MB.

The screenshot shows the logo upload form. It has a 'Logo' label on the left. On the right, there is a text input field containing 'Panther.png' and a 'Choose File' button. The 'Choose File' button is circled in red.

Step 4

If you have multiple stores with the same name, the “Store ID” field can be used to help you distinguish between them.

Store ID A unique ID that is only visible to you.	<input type="text" value="001"/>
---	----------------------------------

Step 5

Now edit the rest of your details.

IMPORTANT: To ensure search accuracy, your address needs to conform to a Google address format. To do this, select text and retype your address. Then, select the correct address from the list of Google matches.

Address	<input type="text" value="340 South Lemon Avenue, Walnut, CA"/>
Website	<input type="text" value="340 South Lemon Avenue, Walnut, CA"/> <input type="text" value="340 North Lemon Avenue, Walnut, CA"/> <input type="text" value="340 Lemon Creek Drive, Walnut, CA"/>

powered by Google

Step 6

Adjust your Street View to show customers what your store looks like and make it easy for them to find by clicking “Edit Position”. If the Street View is not correct, or if you would rather not display it, you can choose to disable it.

Maps Show Streetview <input checked="" type="radio"/> Yes <input type="radio"/> No	<input type="button" value="Map"/> <input checked="" type="button" value="Edit Position"/>	
---	--	--

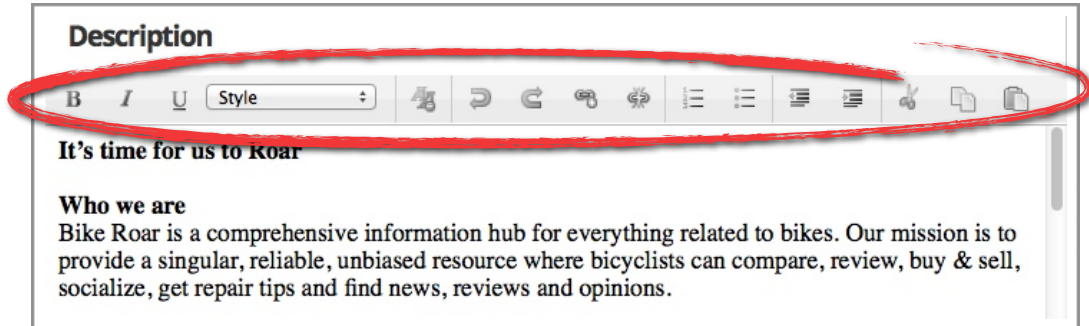
Step 7

You can also enter in your store opening hours. If these hours are the same Mon-Fri you can use the "Simple" version. Use the "Advanced" version if you need to specify different times for each day.

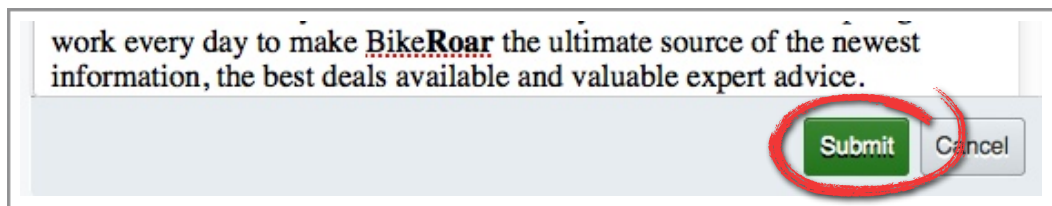
	<input checked="" type="radio"/> Simple <input type="radio"/> Advanced
Monday through Friday	<input type="text" value="9am - 5pm"/>

Step 8

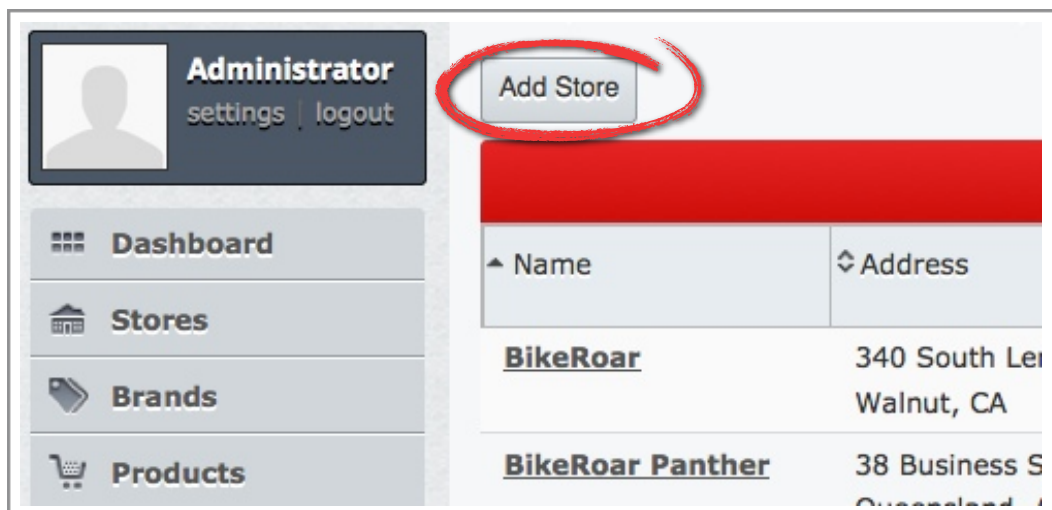
Now it's time to update your "About Us" text. This is where you get to sell your business and service. It's also a great place to add special offers such as *"50% off accessories with every bike purchase"*, etc. Use the built in text styling tools to improve the appearance of your information.

**Step 9**

Now click "Submit". Please note that it may take up to 24 hours for your changes to be approved and appear on your public store listing.

**Step 10**

If you have multiple stores, go back to your Stores page and select "Add Store", then repeat Steps 3 - 9. Once you've added all your stores you can then proceed to [Part 3: Associating Brands to Stores](#).

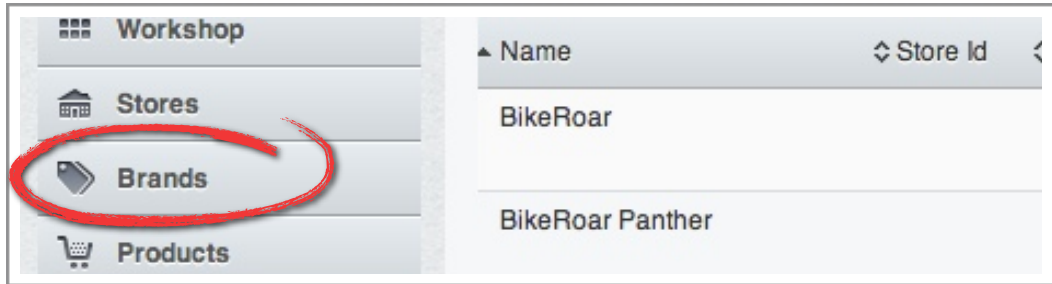


Part 3: Associating Brands to Stores

Associating brands to your store will help customers know what you sell, and allow them to find you by using our Brand Dealer Locator.

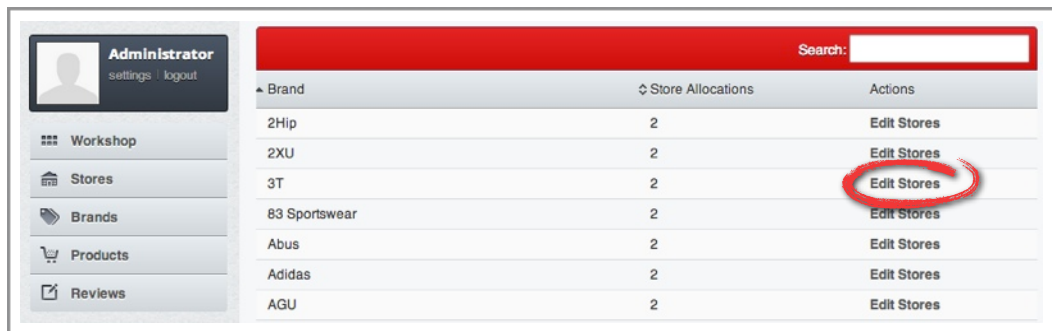
Step 1

Now we need to add the brands that you stock. To do this, select "Brands" from the navigation menu on the left.



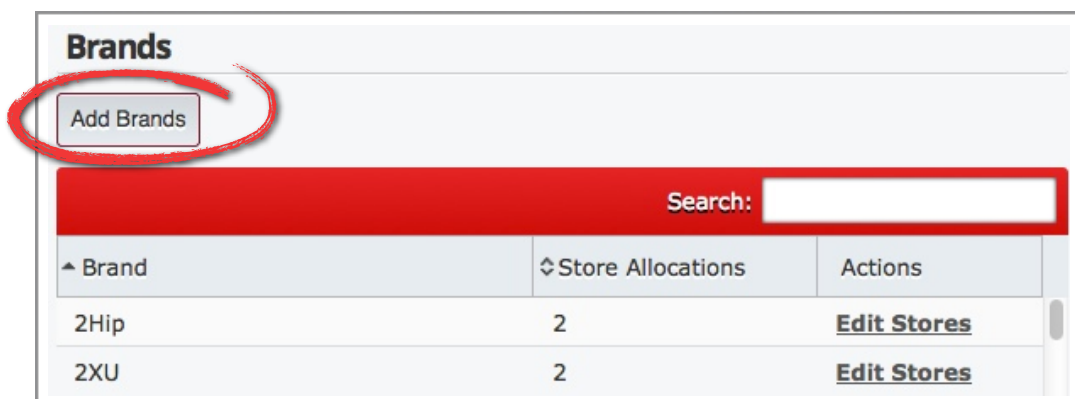
Step 2

Here you will see a summary of any Brands that have already been associated to your stores. If you wish to edit or view the store associations for a certain brand, click on the "Edit Stores" link for that brand.



Step 3

To add new brands to your stores, click on the "Add Brands" button at the top of the page.



Step 4

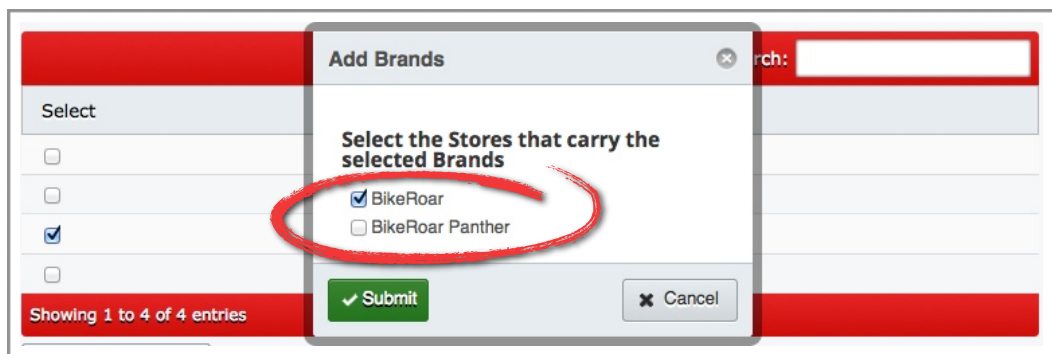
Now simply find the Brands you wish to associate, select the checkboxes and click on "Add Brands to Stores".

TIP: To make finding brands easier, start typing in the search bar and the results will instantly narrow down.



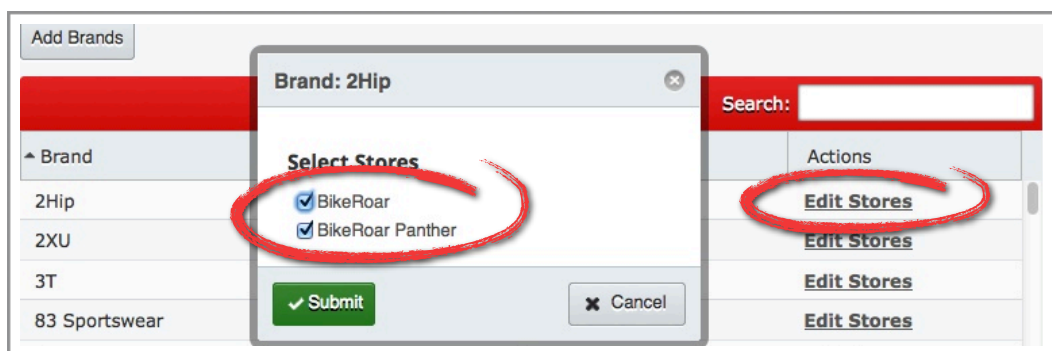
Step 5

You will then be able to specify which of your stores stock the brands that you've selected. Please repeat Steps 3 - 5 of this section to add all of the brands that your stores stock.



Step 6

If you need to edit or remove the brands that have been allocated, go to the main "Brands" page and click on "Edit Stores" for the brand in question. Deselecting all stores will remove that brand from the list.



Part 4: Associating Products to Stores

Associate products to your store to get the most out of your listing. This will let your customers know what you are selling and how much for. Associating products will bring up your store listing when a consumer in your area is viewing that product. It will also add that product to your store's page within our site.

Step 1

To associate individual products to your stores, first make sure that all [Brands have been associated](#), and then select "Products" from the navigation menu on the left.

NOTE: This is a Premium feature.

To add this feature, you'll need to [Upgrade to a Paid Account](#).



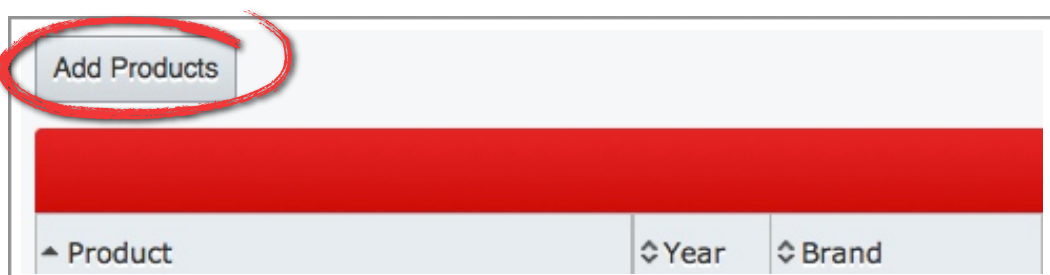
Step 2

Here you will see a summary of any Products that have already been associated to your stores. If you wish to edit the store association for a certain product, click on the "Edit Stores" link for that product.

Product	Year	Brand	Category	Price	Disc off RRP	Stores	Actions
314 MESSENGER	2011	All-City	Drivetrain >> Chainrings	\$55.00	7%	2	Edit Stores Edit Product
Active Tri Short	2012	2XU	Clothing >> Bottoms Mens >> Triathlon	\$50.00	0%	2	Edit Stores Edit Product
ALTITUDE 30	2012	Rocky Mountain	Bikes >> Mountain >> Trail >> Dual Suspension 26 Inch			2	Edit Stores Edit Product
Animator 16"	2012	Giant	Bikes >> Kids >> 16inch	\$180.00	5%	2	Edit Stores Edit Product
Anthem X.1	2012	Giant	Bikes >> Mountain >> XC >> Dual-Suspension 26 Inch	\$2,700.00	10%	2	Edit Stores Edit Product
Anthem X.2	2012	Giant	Bikes >> Mountain >> XC >> Dual-Suspension 26 Inch			2	Edit Stores Edit Product
Anthem X 29er 0.W	2013	Giant	Bikes >> Women's Specific >> Mountain	\$2,950.00	0%	2	Edit Stores Edit Product
Anthem X 29er 4.W	2013	Giant	Bikes >> Women's Specific >> Mountain	\$1,925.00	0%	1	Edit Stores Edit Product

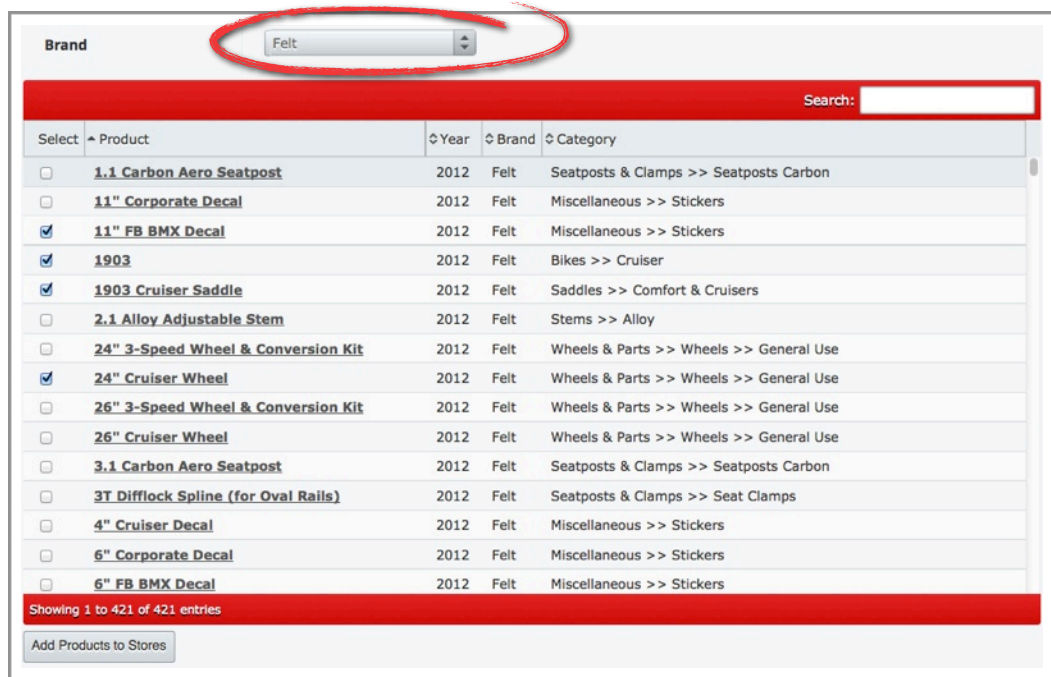
Step 3

To add new products to your stores, click on the "Add Products" button at the top of the page.



Step 4

Select the Brand of the Products you are looking for. The table will then update. You can then select Products and add or edit store associations in the same manner as the [Brands process](#) covered earlier.



Brand: Felt

Search:

Select	Product	Year	Brand	Category
<input type="checkbox"/>	1.1 Carbon Aero Seatpost	2012	Felt	Seatposts & Clamps >> Seatposts Carbon
<input type="checkbox"/>	11" Corporate Decal	2012	Felt	Miscellaneous >> Stickers
<input checked="" type="checkbox"/>	11" FB BMX Decal	2012	Felt	Miscellaneous >> Stickers
<input checked="" type="checkbox"/>	1903	2012	Felt	Bikes >> Cruiser
<input checked="" type="checkbox"/>	1903 Cruiser Saddle	2012	Felt	Saddles >> Comfort & Cruisers
<input type="checkbox"/>	2.1 Alloy Adjustable Stem	2012	Felt	Stems >> Alloy
<input type="checkbox"/>	24" 3-Speed Wheel & Conversion Kit	2012	Felt	Wheels & Parts >> Wheels >> General Use
<input checked="" type="checkbox"/>	24" Cruiser Wheel	2012	Felt	Wheels & Parts >> Wheels >> General Use
<input type="checkbox"/>	26" 3-Speed Wheel & Conversion Kit	2012	Felt	Wheels & Parts >> Wheels >> General Use
<input type="checkbox"/>	26" Cruiser Wheel	2012	Felt	Wheels & Parts >> Wheels >> General Use
<input type="checkbox"/>	3.1 Carbon Aero Seatpost	2012	Felt	Seatposts & Clamps >> Seatposts Carbon
<input type="checkbox"/>	3T Difflock Spline (for Oval Rails)	2012	Felt	Seatposts & Clamps >> Seat Clamps
<input type="checkbox"/>	4" Cruiser Decal	2012	Felt	Miscellaneous >> Stickers
<input type="checkbox"/>	6" Corporate Decal	2012	Felt	Miscellaneous >> Stickers
<input type="checkbox"/>	6" FB BMX Decal	2012	Felt	Miscellaneous >> Stickers

Showing 1 to 421 of 421 entries

Add Products to Stores

Step 5

Now you can edit your products. This is the most important part, as it lets your customers know how much you are selling your items for and what additional offers and services are available with this purchase.

First locate the product you need to edit, then select the "Edit Product" link on the right.



Administrator [settings](#) [logout](#)

Search:

Product	Year	Brand	Category	Price	Disc off RRP	Stores	Actions
314 MESSENGER	2011	All-City	Drivetrain >> Chainrings	\$55.00	7%	2	Edit Stores Edit Product
Active Tri Short	2012	2XU	Clothing >> Bottoms Mens >> Triathlon	\$50.00	0%	2	Edit Stores Edit Product
ALTITUDE 30	2012	Rocky Mountain	Bikes >> Mountain >> Trail >> Dual Suspension 26 Inch			2	Edit Stores Edit Product
Animator 16"	2012	Giant	Bikes >> Kids >> 16inch	\$180.00	5%	2	Edit Stores Edit Product
Anthem X.1	2012	Giant	Bikes >> Mountain >> XC >> Dual-Suspension 26 Inch	\$2,700.00	10%	2	Edit Stores Edit Product
Anthem X.2	2012	Giant	Bikes >> Mountain >> XC >> Dual-Suspension 26 Inch			2	Edit Stores Edit Product
Anthem X 29er 0 W	2013	Giant	Bikes >> Women's Specific >> Mountain	\$2,950.00	0%	2	Edit Stores Edit Product
Anthem X 29er 4 W	2013	Giant	Bikes >> Women's Specific >> Mountain	\$1,925.00	0%	1	Edit Stores Edit Product

Dashboard | Stores | Brands | Products | Reviews | Account | Need Help | Contact Us

Step 6

The Edit Product screen below will show you the basic details of the product on the left, which cannot be manually changed. If you feel that this information is incorrect, please click the "Is this Product Incorrect" button and let us know what's wrong.

The section on the right is where you set up your pricing. First, please enter the RRP of the product. Note: The RRP displayed to the consumers is an average of what each store puts in this field. If this product has already been associated to other stores the average will appear as a guide.

The next 2 fields are where you add your pricing. You can enter either an amount or a % discount which will be applied to the average RRP.

By default, all sizes and colours will be ticked and will show as available to your customers. If we have incorrect sizes or colours listed please let us know with the "Is this Product Incorrect" button.

The screenshot shows the 'Edit Product' interface. On the left, there are fields for Product (Domane 4.3), Brand (Trek), Category (Bikes >> Road >> Carbon), Year (2013), and an image of a bicycle. On the right, there are pricing fields: RRP (2499.00), Our Price (2495.00), and % Discount off RRP (0%). Below these are checkboxes for Sizes Available (50, 52, 54, 56, 58, 60, 62) and Colours Available (Matte Trek Charcoal/Matte Black Titanite). A red button labeled 'Is this Product Incorrect?' is circled in red at the bottom right.

This is a close-up of the pricing section from the previous screenshot. The RRP field (2499.00), Our Price field (2495.00), and the Sizes Available checkboxes (50, 52, 54, 56, 58, 60, 62) are all circled in red. The 'Is this Product Incorrect?' button is also visible at the bottom right.

Step 7

The next step is to create some comments about the product. This is a great opportunity to differentiate your business from other businesses by letting customers know about your personal service and offers available with this product.

We realise that these offers will be the same across multiple products so we have built in a comment template.

Once you have your comment entered, simply select the “Save Comments as Template” tick box, name your template and hit submit. It will apply those comments to that product and the templated comments will also be available in the “Insert Template” drop-down next time you want to use it.

Simply repeat steps 5 through 7 to edit additional products.

Step 8

To delete a product from your store, first go to the “Products” tab. Select “Edit Stores” for the product you want to remove and deselect the relevant associated store. The product will then be deleted from your store listing.

Product	Year	Brand	Category	Price	Disc off RRP	Stores	Actions
Anthem X 29er 0 W					0%	2	Edit Stores Edit Product
Anthem X 29er 4 W					0%	1	Edit Stores Edit Product
ANTHEM X ADVANCED 29er 0						1	Edit Stores Edit Product
Anthem X Advanced 29er 1						1	Edit Stores Edit Product
Anthem X Advanced 29er 2						1	Edit Stores Edit Product
Areva Street 20"						1	Edit Stores Edit Product
Areva Street 24"						2	Edit Stores Edit Product
Aspiro Hybrid 0						1	Edit Stores Edit Product
Avall 1						1	Edit Stores Edit Product

Select	Store	Brand	Allocated	Available	Left
<input type="checkbox"/>	BikeRoar		No	300	284
<input checked="" type="checkbox"/>	BikeRoar Panther	Yes		300	280

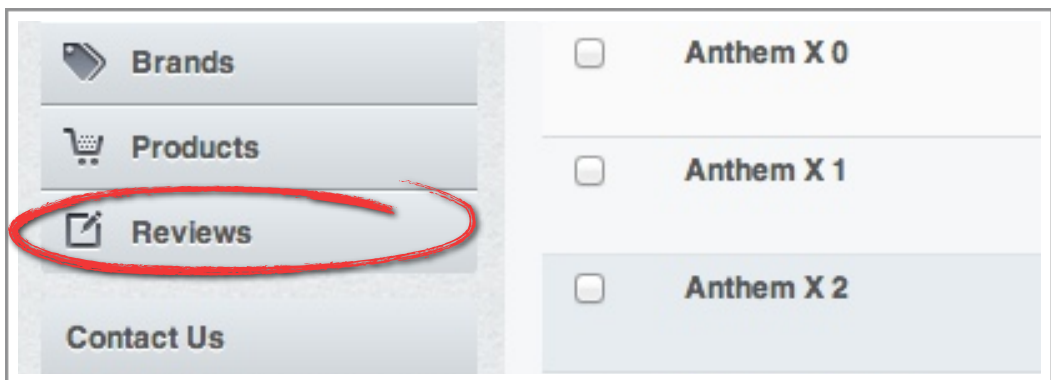
Part 5: Writing Store Reviews

Store reviews are displayed to users on the individual product page, plus users can browse through all of your reviews on your public store listing. It's a great way to increase your store's credibility and to give your opinions on why a certain product that you sell is worth buying.

Step 1

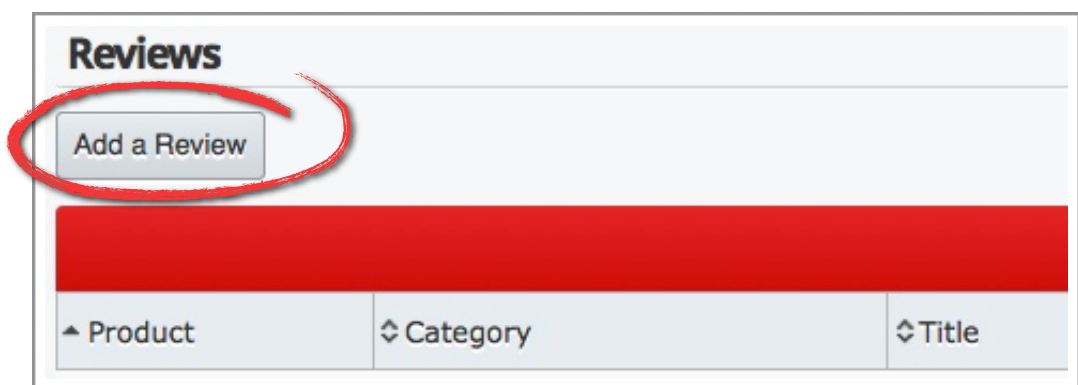
The next great feature is Store Reviews. These enable you to submit a review on a particular product and associate it to your store.

To submit a product review, select "Reviews" from the navigation menu on the left.



Step 2

Click on "Add a Review" to get started with a new review.



Step 3

Now it's as easy as following the steps in our handy Write a Review wizard. First select the Brand of the product you wish to review and then click "Next Step".

Write a Review - Wizard

1. Select Brand
Select the brand of the product

2. Select Product
Select the product you wish to review

3. Select Stores
Select the store(s) for this review

4. Write Review
Write your product review

Brand: Ridley

Next Step

Step 4

Now select which Product you wish to review and click "Next Step".

<input type="radio"/>	Excalibur / 1200a Ultegra	Ridley	Bikes >> Road >> Carbon
<input checked="" type="radio"/>	Excalibur / 1206b	Ridley	Bikes >> Road >> Carbon
<input type="radio"/>	Helium / 1204a	Ridley	Bikes >> Road >> Carbon
<input type="radio"/>	Helium / 1205a Dura Ace	Ridley	Bikes >> Road >> Carbon
<input type="radio"/>	Helium / 1205a Ultegra DI2	Ridley	Bikes >> Road >> Carbon
<input type="radio"/>	Helium / 1207a Ultegra	Ridley	Bikes >> Road >> Carbon
<input type="radio"/>	Icarus SLS / 1006a	Ridley	Bikes >> Road >> Aluminum
<input type="radio"/>	Icarus SLS / 1207b	Ridley	Bikes >> Road >> Aluminum
<input type="radio"/>	IGNITE DISC / 1110a	Ridley	Bikes >> Mountain >> XC >> Hardtail 26 Inch
<input type="radio"/>	IGNITE TEAM FS ISP / 1016a Shimano XT	Ridley	Bikes >> Mountain >> XC >> Dual-Suspension 26 Inch

Showing 1 to 58 of 58 entries

Prev Step

Next Step

Step 5

Now select which of your stores you would like to associate the review with and click on "Next Step".

Select Stores

Please select the stores that this review is applicable to

Store
<input checked="" type="checkbox"/> BikeRoar
<input checked="" type="checkbox"/> BikeRoar Panther

Prev Step

Next Step

Step 6

Now follow the prompts to enter the information for your review. Once you are done, click on “Complete” and your review will be submitted for BikeRoar admin approval.

Write Review

Write and complete your product review

Rate this Product	Design <input type="range"/> 4	Performance <input type="range"/> 4.5	Quality <input type="range"/> 4	Value <input type="range"/> 3.5	Overall Rating ★★★★★
Headline 60 character limit.	<input type="text" value="A great bike for those starting out in competitive racing"/>				
Pros 60 character limit.	<input type="text" value="Lightweight for the price, quality group-set, good warranty"/>				
Cons 60 character limit.	<input type="text" value="Limited sizing options, steering a bit too responsive"/>				
Body 1600 character limit.	<input type="text" value="The Excalibur offers the same lightweight advantages of the Helium at a very aggressive price. Optimized for stiffness to weight using Hi-Modulus Carbon fibre, the Excalibur offers unparalleled performance and comfort in its range."/>				

[Prev Step](#) [Complete](#)

Part 6: Creating New User Profiles

By creating additional user profiles you can give other staff access to update your BikeRoar store listing. You can also control what parts of your Dashboard they have access to.

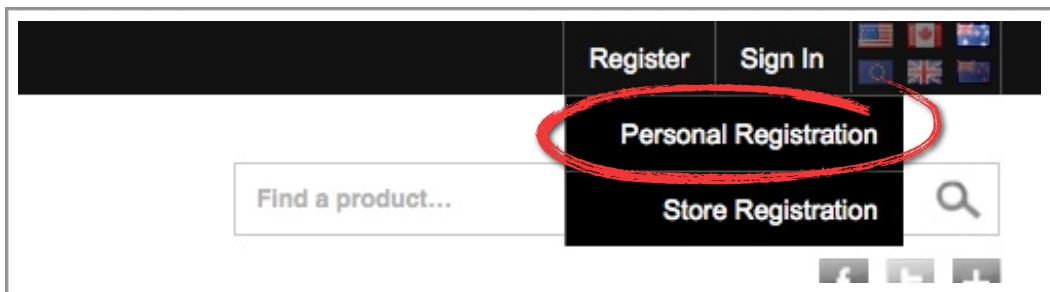
Step 1

First, select the “Account” tab on the left of the screen, then select “Users”.



Step 2

IMPORTANT: Before you add additional users they first need to be a member of BikeRoar. If they are not, please ask them to create a standard BikeRoar member account clicking the “[Register](#)” link on the home page.



Step 3

There are 3 types of users:

1. Team Owner

The Team Owner has full access rights to all stores in this account, there has to always be a team owner. This would be the business owner.

2. Team Leaders

Have the same access as the Team Owner using there own login. This level would generally be assigned to Store Managers.

3. Domestiques

As we all know the Domestique is the workhorse (but don't tell them that). This level of user can be assigned certain access rights. Also, if you have multiple stores you can limit which stores they have access to. The only thing you can't assign to a Domestique is the ability to make payments against your account. Permissions include:

- Store Details
Ability to Create / Edit / Delete stores from your listing.
- Brands and Products
Ability to Add / Edit / Delete brands and products.
- Reviews
Ability to create product reviews associated to stores.
- Users
Ability to create additional Domestiques and grant them rights.

Users

Team Owner
Full Access

Team Leaders
Full Access

Domestiques
Access controlled by roles

Member	Store	Roles	Actions
member@bikeroar.com			Delete
member@bikeroar.com			Delete
member@bikeroar.com			Delete
member@bikeroar.com			Delete
member@bikeroar.com	BikeRoar Panther	Stores Brands Products Reviews	Edit Delete

Step 4

To add additional users, simply select “Add” on the right and enter the BikeRoar username or email address they are registered with.

NOTE: They must be a registered member of BikeRoar before you can add them.

The screenshot shows a 'Users' management interface. It is divided into three main sections:

- Team Owner:** Shows a single user with 'Full Access' and a 'Change Owner' button.
- Team Leaders:** Shows a table with columns for 'Member' and 'Actions'. There are four rows, each with a 'Delete' button. An 'Add' button is located to the right of this table and is circled in red.
- Domestiques:** Shows a table with columns for 'Member', 'Store', 'Roles', and 'Actions'. One row is visible with the store 'BikeRoar Panther' and roles 'Stores Brands Products Reviews'. There are 'Edit' and 'Delete' buttons for this row. An 'Add' button is located to the right of this table.

Step 5

If you are adding a Domestique, you can now select their Access Levels and Store.

The screenshot shows the 'Account - Add Domestique' form. It contains the following elements:

- Member Email or Username:** A text input field.
- Store:** A dropdown menu with the text '-- Select Store --'. This dropdown is circled in red.
- Roles:** A section with a title 'Roles' and a list of checkboxes for selecting access levels:
 - Store Details
 - Brands and Products
 - Reviews
 - Users
 This entire list of checkboxes is circled in red.
- Submit/Cancel:** Two buttons at the bottom right: a green 'Submit' button and a grey 'Cancel' button.

Part 7: Upgrading Your Account

Upgrading your account give you access to the premium features currently available. Paid accounts will also have access to updates and new features as they are released.

Step 1

First, select the “Account” tab on the left of the screen, then select “Payments”.



Step 2

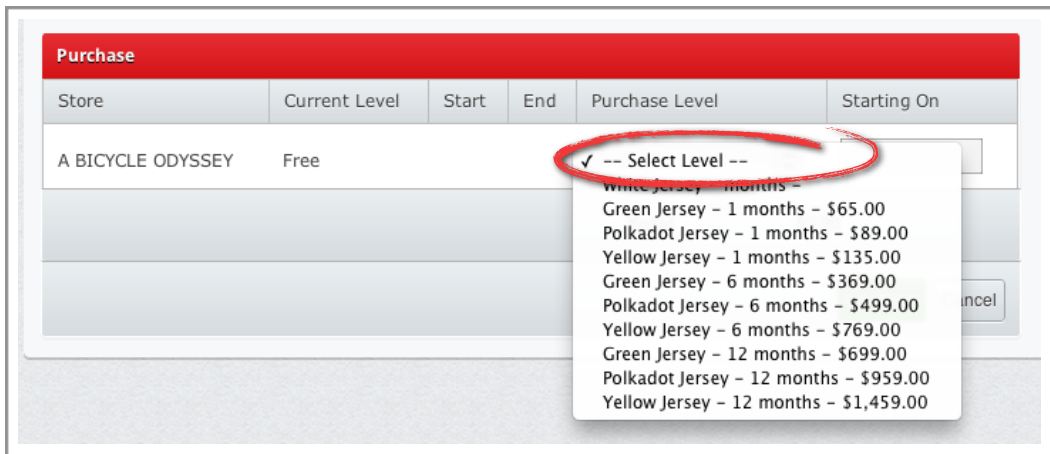
Choose your account level. BikeRoar offers 4 account levels, with 3 of them giving you access to premium level features:

- **White Jersey**
 Awarded to the best young riders new to the peleton. This is our free entry level account with access to list stores, associate brands and write product reviews associated to your stores. A great starting point for your store listing.
- **Green Jersey**
 While the green jersey is prestigious, it’s awarded for speed over short distances. This account level provides you with all the benefits of the White Jersey as well as the ability to add up to 75 products to your store. That’s as little as \$0.77 per month per product.
- **Polkadot Jersey**
 The prize of a Polkadot jersey is not earned easy and requires years of dedication to the discipline, but the rewards are great. Listing 150 products with this account level puts your store up there with the greats, increases your search-ability and sales conversions.
- **Yellow Jersey**
 No one can deny that this is the the main prize. The Yellow Jersey represents the pinnacle of the sport, and the same goes for our accounts. Provides listing of up to 300 products for as little as \$0.41 per month per product.

Retail Store Plans	white jersey	green jersey	polkadot jersey	yellow jersey
	FREE!	from \$58 per month / store	from \$80 per month / store	from \$122 per month / store
Basic Store Information	✓	✓	✓	✓
List Brands Stocked	✓	✓	✓	✓
Product Reviews	✓	✓	✓	✓
Max. Product Listings	✗	75	150	300
Monthly Rate	FREE	\$65	\$89	\$135
Half Yearly Rate (save over 5%)	FREE	\$369	\$499	\$769
Annual Rate (save over 10%)	FREE	\$699	\$959	\$1,459
		purchase	purchase	purchase

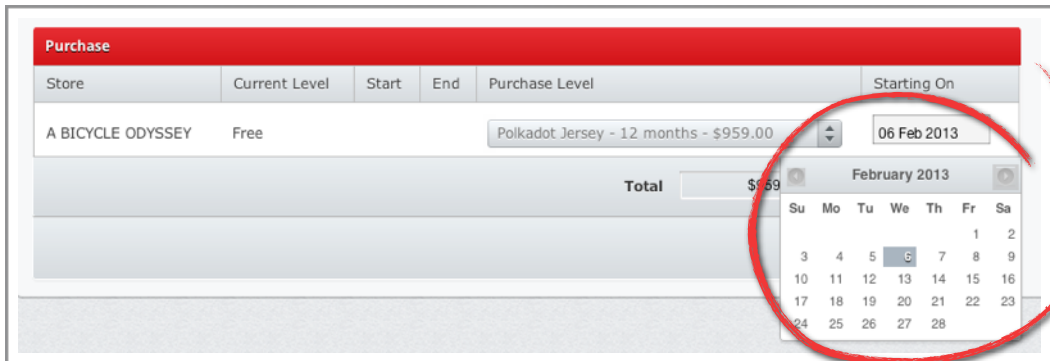
Step 3

After clicking the “Purchase” button the below section will appear. Click on the “Select Level” drop-down and select the required account level.



Step 4

You will then need to select a date you want the account to become active. If you already have a paid account level in place, by default it will auto-select the first day the previous account level expires as the start date.



Step 5

Confirm your payment details. Enter a discount coupons if you have one. Select Pay Now to go to the PayPal payment gateway and complete the purchase.

Confirm Purchase				
Store	Purchase Level	Start	End	Amount
A BICYCLE ODYSSEY	Polkadot Jersey - 12 months	06 Feb 2013	06 Feb 2014	\$959.00
				Sub Total
				\$959.00
Redeem Coupon				
<input type="text"/>				<input type="button" value="Redeem"/>
				Total
				\$959.00
<input type="button" value="Back"/>				<input type="button" value="Pay Now"/>

Step 6

Once the payment has been successfully completed, you will be redirected back to your account page where you can download a copy of your Invoice. Now you can enjoy all the features and benefits of your new Paid Account!

Orders				
Invoice	Status	Purchase Date	Amount	Actions
10000020	Completed	22 Jan 2013	\$1,459.00	<input type="button" value="View"/>
10000024	Completed	30 Jan 2013	\$1,459.00	<input type="button" value="View"/>

Showing 1 to 4 of 4 entries

That covers the basics for now. Remember that by keeping the information on your account accurate and up-to-date, you'll get the best results from the many users browsing through our site.

If you have any difficulty whatsoever, please contact our support team at support@bikeroar.com