



# Marketplace Tutorial

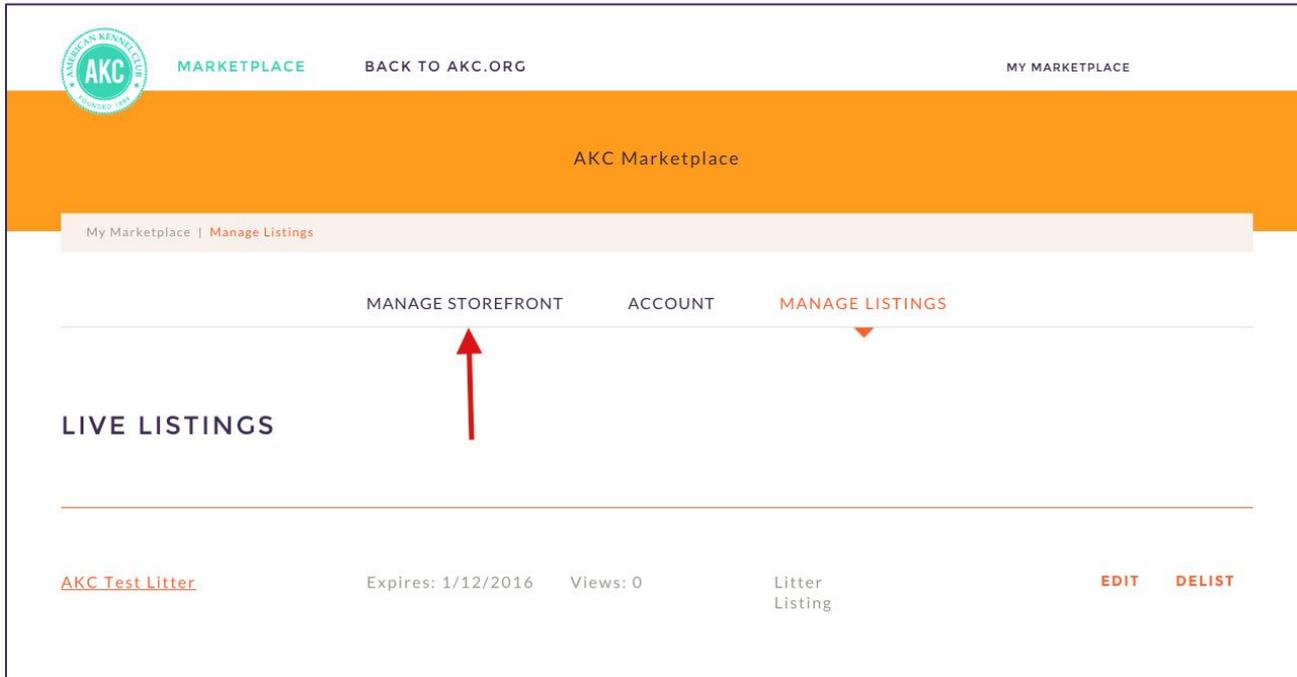
How to update your Marketplace Storefront

November 16, 2015



# Step 1: Click on Manage Storefront

Once your litter has been added to Marketplace, you can update your Marketplace Storefront by clicking “MANAGE STOREFRONT.”





## Step 2: Storefront - Overview

This page is where you can update your Marketplace Name, Custom URL, and breeding program/kennel description. All of the fields are editable so you can customize them as much as you want.

My Marketplace | Manage Storefront | Overview

OVERVIEW LOCATION TYPE PHOTOS & VIDEOS BILLING & PAYMENTS

**MARKETPLACE NAME:\***  
This is the name that you would like your store or organization to appear as in search results.

**CUSTOM URL:\***  
This is your personal URL that you can use to promote your store. For example: marketplace.akc.org/your-store-name. Please keep in mind, only letters, numbers and hyphens are valid.

AKC Test Storefront marketplace.akc.org/ akc-test-storefront

**DESCRIBE YOU OR YOUR BUSINESS:\***  
Provide details around your club/service and share your history, philosophy, etc.

This is a description of my breeding program and/or kennel.

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## Step 3: Storefront - Location

This page is where you can update your name, website, email address, phone number, and address.

You can hide fields like your home address, but things like email address and zip code are mandatory. That way, prospective dog owners can easily search and contact you.

My Marketplace | Manage Storefront | Location

OVERVIEW LOCATION TYPE PHOTOS & VIDEOS BILLING & PAYMENT

CONTACT NAME:  Hide

Steve Pessah

WEBSITE:  Hide EMAIL ADDRESS:\* PHONE:  Hide

www.akc.org sbp@akc.org 212-696-8224

ADDRESS 1:\*  Hide

260 Madison Avenue

ADDRESS 2:  Hide

4th Floor

ZIP:\* CITY:\* STATE:\*  
City and state are entered automatically

10016 New York New York



## Step 4: Storefront - Type

Here you can provide more information about yourself and your breeding program. You can indicate when you first started breeding as well as which breeds you're involved with.

Additionally, this page holds the Breeder Profile, which will look familiar from OBC.

My Marketplace | Manage Storefront | **Type**

OVERVIEW LOCATION **TYPE** PHOTOS & VIDEOS BILLING & PAYMENTS

**SELECT MARKETPLACE TYPE:**

Breeder

**DATE FOUNDED:\*** 10/10/2010

**APPLICABLE BREEDS**

Select An Option

German Shepherd Dog

**BREEDER PROFILE** [HIDE](#)

Optional

Yes  I PROVIDE AKC INDIVIDUAL DOG REGISTRATION APPLICATIONS TO THE PUPPY BUYER.

Yes  I AM A MEMBER OF AN AKC PARENT CLUB.

German Shepherd Dog Club Of America

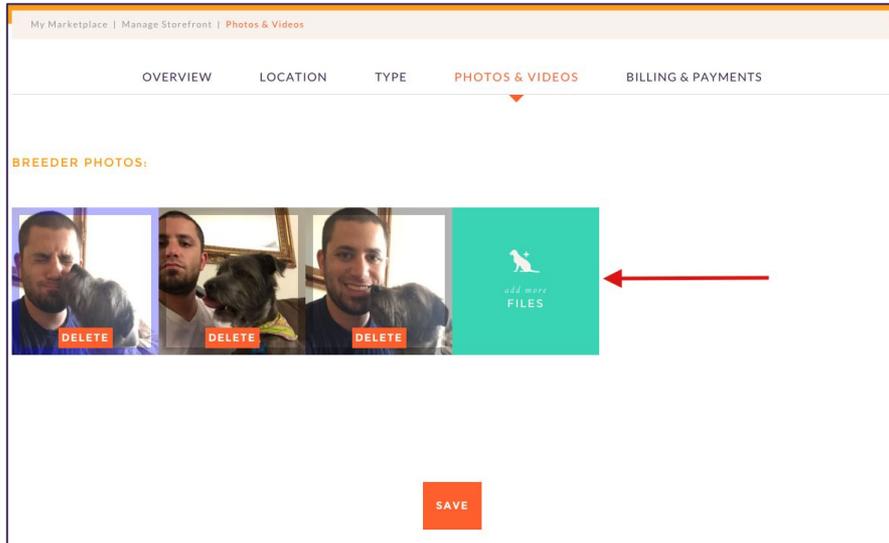
No  I AM A MEMBER OF AN AKC SPECIALTY CLUB.

---  I AM A MEMBER OF AN AKC LICENSED OR AKC MEMBER ALL-BREED CLUB.

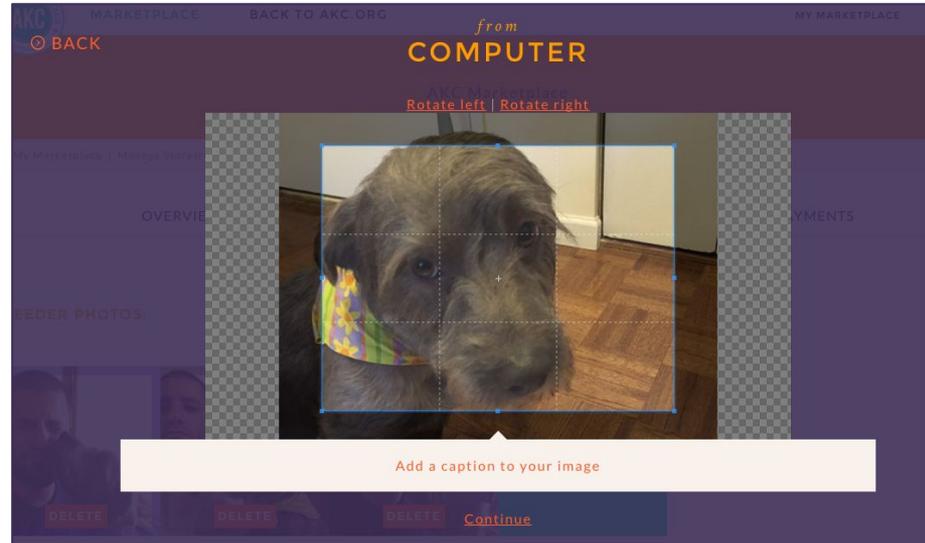


## Step 5: Storefront - Photos & Videos

This page is where you can add photos or videos to your Storefront. Click the green button to start adding.



You have the ability to crop, zoom in/out, and rotate the photo until it's just right. You can also add a caption to your image.



You can select a primary photo which will be the main image that visitors see when they visit your Storefront. To do this, click on one of your uploaded photos and click the orange "Make Primary Photo" button. You'll see a blue border around your photo, indicating that it's your primary.



## Step 6: Storefront - Billing & Payments

In the Billings & Payment section you can upgrade to a paid account or update your billing information.

A paid account means that your Storefront will continue to show up in Marketplace even if you don't have any active listings. Some breeders like doing this so they can showcase their breeding program all year long.

My Marketplace | Manage Storefront | Billing & Payments

OVERVIEW LOCATION TYPE PHOTOS & VIDEOS **BILLING & PAYMENTS**

**UPGRADE TO OUR MONTHLY PLAN**

\$20 SIGNUP FEE & \$10/MONTH

**UPGRADE TO OUR ANNUAL PLAN**

\$99/YEAR

**BILLING ADDRESS:**

**FIRST NAME:\***  **LAST NAME:\***

**ADDRESS 1:\***

**ADDRESS 2:**



# Thanks!

