Ornate Ecommerce Store Builder – Getting Started Guide

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Install the builder, design your shop on your own computer, then publish it to the internet. Most people have a working shop online within an hour.

1. What you need

Item	Details
Computer	Windows 10 or 11 (64-bit), about 500 MB free space
Internet	Needed once to activate, and whenever you publish. Designing works offline.
Licence key	In your purchase email (Gumroad receipt) and on the download page
A place to host the shop	Free Netlify account, or any normal web hosting with FTP (cPanel, Hostinger, GoDaddy, BigRock, InfinityFree). You do not need an "e-commerce" hosting plan.
Domain name (optional)	e.g. www.yourshop.com. Without one, Netlify gives you a free address like yourshop.netlify.app

2. Install and activate

1. Download **Ornate-Store-Builder-Setup** file from your Gumroad download page (free download or your purchase).
2. Double-click it. If Windows shows **"Windows protected your PC"**, click **More info**, then **Run anyway**. This appears because the app is new, not because anything is wrong.
3. Accept the licence agreement, choose where to install (the suggested folder is fine) and click **Install**.
4. The builder opens and asks for your **licence key**.
5. Copy the key from your Gumroad receipt, then click **Paste** (or press Ctrl+V) in the key box and click **Activate**. Keep the internet on for this step.
6. The builder opens. From now on it works offline.

One licence works on one computer. To see your key later, click the **Ornate logo** (top left) and choose **Show my licence key**.

No key yet? Click **Try it free for 7 days** on the same screen. The trial has the full designer and up to 5 products; you can **Export** your shop to your computer to try it (pages carry a TRIAL stamp), but publishing needs a licence. When you buy, enter your key and everything you made stays.

3. Build your shop

The top bar has three screens: **Design** (how pages look), **Products** (what you sell) and **Settings** (store details and payments). Click **Save** (Ctrl+S) often; your shop is saved as one **.ornate** file you can back up or copy.

Step 1 – Choose a design

On first start a gallery of 6 ready-made designs opens (jewellery, fashion, electronics, grocery, handicrafts, minimal). Pick one and type your store name. To change design later, click 🎨 **Designs**; your products stay.

Step 2 – Store settings

Open **Settings** and fill in:

- Store name, tagline, currency, and whether prices include GST.
- Colours and fonts.
- **WhatsApp number** with country code (e.g. 919876543210), phone, email for orders and business address.
- Payment methods (see section 4) and delivery charge / free delivery above an amount.

Step 3 – Add products

Open **Products**:

- ＋ **Add products from photos**: pick several photos at once; each becomes a product.
- ＋ **Blank product**: add one by hand.
- **Import CSV / Excel**: columns name, price, mrp, stock, sku, category, description, featured, hidden.

For each product fill in name, price, MRP (shows the discount), stock, category and description. Add options such as ring size or colour, tick **Featured** to show it on the home page, or **Hidden** to keep it off the shop. Drag products to change their order.

Options and add-ons: under **Options & add-ons**, type the choices (e.g. Size: 6, 7, 8 or Gift box: No, Yes). A small table appears where each choice can have an **extra price** (e.g. Gift box Yes +99) and its **own stock** (e.g. Size 8: 2 left). A choice with stock 0 shows as "sold out" on your shop.

Many prices at once: Change prices… raises or lowers all prices, or one category, by a percent or an amount, with rounding (e.g. ending in 9). Every product keeps a short **price history**.

The chosen design includes sample products marked **SAMPLE**. Delete them with **Delete all sample products** before publishing.

Step 4 – Design your pages

Open **Design**. Pick a page from the page list (Home, Shop, Product, Cart, About, Contact):

- Drag blocks from the left panel onto the page: banners, product grids, text, images, WhatsApp button.
- Click any text to change it; click an image to replace it; use the right panel for colours, sizes and spacing.
- ＋ adds a page, ✎ renames it, 🗑️ deletes it. Undo / Redo with Ctrl+Z / Ctrl+Y.
- The **Product** page is a template: design it once and every product uses it.

Step 5 – Preview

Use the desktop / tablet / phone buttons to see each screen size, and 👁️ for a preview without editing. **Export** saves the whole site to a folder; open its index.html to try the real shop, cart and checkout on your computer.

4. Payments

Turn on any mix of these in **Settings**. Money always goes straight to your own account; the builder never handles it.

Method	How the customer pays	Checked automatically?	Hosting needed
WhatsApp order, pay later	Order arrives on your WhatsApp; you agree payment	No	Any

Method	How the customer pays	Checked automatically?	Hosting needed
Plain UPI (QR + UPI link)	Pays to your UPI ID, then enters the 12-digit UTR before the order is sent	No – check your bank before shipping	Any
Razorpay	UPI, cards, netbanking, wallets on your site	Yes	PHP hosting (cPanel, InfinityFree) – not Netlify
Payment link	Your Razorpay / Instamojo / Cashfree / Stripe payment page	By that provider	Any
PayPal	Your PayPal.me link	By PayPal	Any
Cash on delivery	Pays on delivery	–	Any
Order by email	Order arrives by email; you agree payment	No	Any

Payment providers charge their own usual fees.

5. Publish your shop

Click **Publish** (gold button, top right) and choose one of four ways. Before uploading, the builder warns you about anything left unfinished, such as sample products, sample reviews or a missing phone number.

Way	Best for	Cost
Netlify	Easiest start; free address yourshop.netlify.app, https included	Free
FTP / cPanel	Your own hosting and domain (Hostinger, GoDaddy, BigRock, InfinityFree…); needed for Razorpay	Your hosting plan
SFTP	VPS or cloud server (advanced)	Your server
ZIP file	Uploading yourself through a File Manager	–

Netlify (free)

1. Make a free account at app.netlify.com/signup.
2. In Netlify go to **User settings → Applications → New access token**, create a token and copy it.
3. In the builder: **Publish → Netlify**, paste the token, choose a site name (your address becomes name.netlify.app) and click **Publish now**.
4. Your shop opens in the browser when done. Next time just click Publish; it updates the same address.

To use your own domain with Netlify, add it in Netlify under **Domain management**.

Your own hosting (FTP / cPanel)

1. In your hosting's cPanel, open **FTP Accounts** (or use the main FTP login your host emailed you). Note the **server** (e.g. ftp.yourdomain.com), **username** and **password**.
2. Turn on free **SSL / https** for your domain in cPanel (AutoSSL or Let's Encrypt).
3. In the builder: **Publish → FTP / cPanel**. Fill in server, port 21, username and password.
4. **Folder on the server**: usually **public_html** (InfinityFree: **htdocs**).
5. **Your website address**: e.g. https://www.yourdomain.com.
6. Keep **Upload only changed files** ticked and click **Publish now**.

InfinityFree (free hosting, good for trying)

Create an account at infinityfree.com, add a free subdomain, then use its FTP details (shown under **FTP Details** in the client area) with folder **htdocs**. Free hosting is fine for testing; use paid hosting for a real shop.

ZIP file

Publish → ZIP file saves the whole site as one file. Upload it in your hosting's **File Manager** and choose **Extract**, or drag it onto app.netlify.com/drop.

Passwords and tokens are stored encrypted on your computer only, never inside the .ornate project file.

6. Razorpay online payments

Razorpay checks every payment automatically, so you can ship as soon as an order shows as paid. The builder has a full step-by-step guide built in: **Settings → Razorpay → 📖 Step-by-step setup guide**. In short:

1. Create a Razorpay account at razorpay.com and complete KYC (business and bank details).
2. In the Razorpay Dashboard go to **Account & Settings → API Keys** and click **Generate Key**. Start with **Test Mode** keys (rzp_test_…) to try it without real money.
3. In the builder's **Settings**, tick **Razorpay online payment** and paste the **Key ID** and **Key Secret**. The secret stays on your computer only.
4. Publish with **FTP / cPanel** to hosting with PHP and https. Netlify cannot run Razorpay.
5. Click **Test my payment setup** in Settings; it checks your keys and your website.
6. Make a test order on your shop with Razorpay's test card or UPI, then switch to **Live** keys and publish again.

Razorpay reviews your website before giving Live keys, which can take a few working days. Use paid hosting for a real Razorpay shop; free hosting can block parts of the payment check.

7. Orders and stock

The **Orders** screen is one order book for every way customers buy. Saving an order takes the items out of stock automatically; when stock reaches 0 the product shows **Out of stock** on your shop.

Order came by	What to do
Razorpay (paid online)	Click ⟳ **Get online orders**. Paid orders come in by themselves with the customer's details.
WhatsApp, UPI, cash on delivery, email	Copy the order message in WhatsApp, then click 📋 **Paste WhatsApp order**; or click ＋ **New order** and fill it in.
Sold in person	＋ **New order**, Paid by: In person.

- Change an order's **status** (New → Packed → Shipped → Delivered). **Cancelled** puts the items back into stock.
- **Stock to watch** on the right lists products and choices that are low or sold out. Set the warning level in **Settings → Stock**.
- On shops with Razorpay, the website also counts online sales by itself, so two customers cannot both buy the last piece.
- **Export CSV** saves your orders for your accounts.

8. Updating your shop later

1. Open the builder and your shop: **Open**, or double-click your **.ornate** file.
2. **Only prices or stock changed?** Click ⇡ **Prices & stock** (next to Publish). It uploads just the new price and stock list in a few seconds; your pages update by themselves.
3. **New products, photos, pages or design changes?** Click **Save**, then **Publish**. With FTP and Netlify only the changed files are uploaded.

Keep a backup copy of your .ornate file (USB stick or Google Drive). It holds your whole shop: pages, products and settings.

9. Your licence

- **One licence = one computer.** Reinstalling on the same computer needs no key.
- **Changing computers:** on the old computer click the **Ornate logo → Move licence**, then install on the new one and enter your key. If the old computer is broken, contact support and we free the key for you.
- **Your key:** in your Gumroad receipt, and in the app under **Ornate logo → Show my licence key**.
- **Updates are free.** Download the new installer from your Gumroad library and install it over the old one; your shops and licence are kept.
- Building shops for your clients is allowed. Do not share your key: it stops working on a second computer.

Free trial: 7 days, once per computer, up to 5 products, no publishing, exported pages carry a TRIAL stamp. The badge at the top shows the days left; click it to buy. After buying, use **Ornate logo → Enter licence key**; your shop files stay as they are.

10. Troubleshooting

Problem	What to do
"Windows protected your PC" when installing	Click **More info → Run anyway**.
"Could not reach the licence server"	Check the internet connection and try again. Activation needs internet once.
"Already used on another computer"	Use **Move licence** on the old computer, or contact support if it no longer works.

Problem	What to do
Paste does not work in the key box	Click the **Paste** button next to the box, or type the key; dashes are optional.
FTP: login failed	Re-check server, username and password in cPanel → FTP Accounts. Try Security: plain FTP if your host has no FTPS.
Site shows an old version	Press Ctrl+F5 in the browser; some hosts take a few minutes to refresh.
Razorpay button missing on the site	Razorpay needs PHP hosting (FTP / cPanel), not Netlify. Run **Test my payment setup**.
Customer's cart is empty on another device	Carts are kept per browser; that is normal.
Netlify: site name taken	Choose another site name and publish again.

Website still shows old prices or stock: click ⇡ **Prices & stock** again, then reload the page with Ctrl+F5. Changes appear within a minute.

"Get online orders" says the hosting blocks the app (common on free hosting): choose **Open in browser**, which downloads a small orders file, then **Import the file**.

11. Getting help

Email **ornategemsindia@gmail.com** with your licence key (first 5 characters are enough), what you were doing and a screenshot of any message. We usually reply within one working day.