

AliExpress Seller Workbench User Manual

Table of Contents

1. Introduction
2. Dashboard Overview
3. Main Navigation Menu
4. Product Management
5. Order Processing
6. After-Sales Service
7. Marketing and Promotion
8. Store Operations
9. Data Analytics
10. Support and Resources

1. Introduction

Welcome to the AliExpress Seller Workbench, a comprehensive platform designed to help cross-border sellers manage their online store efficiently. This manual will guide you through all the features and functionalities available in the seller dashboard.

2. Dashboard Overview

2.1 Header Section

- **Store Name:** Speed Driver Parts Store
- **Business Category:** Automotive Parts & Accessories
- **Store Status:** Open for Business
- **Notifications:** New message alerts and notification center

2.2 Performance Metrics

- **Sales Performance:** USD 386.93 (past 30 days)
- **Store Traffic:** 525 page views, 276 visitors
- **Conversion Rate:** 1.81%
- **Paying Customers:** 5

3. Main Navigation Menu

3.1 Core Modules

- **Home:** Dashboard and overview
- **Products:** Product listing and management
- **Transactions:** Order management
- **Logistics:** Shipping and fulfillment
- **Store:** Store settings and management
- **Marketing:** Promotional tools and campaigns
- **Affiliate:** Affiliate marketing programs
- **B2B2C Center:** Business-to-business-to-consumer services
- **Funds:** Financial management
- **Accounts & Verification:** Account settings and verification
- **Business Advisor:** Analytics and insights
- **Health Check:** Store compliance and performance

4. Product Management

4.1 Product Status Overview

- **Offline Warning:** 0 items
- **Out of Stock:** 8 items
- **Review Rejected:** 239 items
- **Policy Violation Removal:** 0 items

4.2 Product Operations

- **Product Listing:** Add new products
- **Product Diagnosis:** Identify and fix product issues
- **Bulk Operations:** Manage multiple products simultaneously

4.3 Product Optimization Tools

- **Opportunity Products:** Identify high-potential products
- **Warehouse Fulfillment Invitation:** Join warehouse fulfillment programs
- **Product Bidding:** Compete for better visibility
- **Marketing Promotion:** Run promotional campaigns

5. Order Processing

5.1 Order Status

- **Pending Shipment:** 34 orders
- **Pending Payment:** 21 orders
- **Buyer Cancellation Requests:** 0 orders
- **JIT Confirmation Needed:** 2 orders
- **JIT Shipment Needed:** 0 orders

5.2 Order Management

- **Order List:** View and manage all orders
- **JIT Orders:** Manage just-in-time fulfillment orders
- **Order Filters:** Sort orders by status and type

6. After-Sales Service

6.1 Dispute Management

- **Pending Disputes:** 1 order
- **Chargeback Orders:** 0 orders
- **JIT Disputes:**
 - Inventory Timeout Disputes: 0
 - Tally Report Disputes: 0
 - Dimension/Weight Disputes: 0
 - Stock Preparation Timeout: 0

6.2 Customer Service Tools

- **Dispute Resolution:** Handle customer disputes
- **Refund Management:** Process refunds and returns
- **Customer Communication:** Message center for buyer interactions

7. Marketing and Promotion

7.1 Promotion Tools

- **Storefront Promotion:** Promote products on store homepage
- **Affiliate Marketing:** Join affiliate programs
- **One-Stop Promotion:** New promotion tool (pay per 成交)
- **Marketing Plans:** Create and manage marketing campaigns

7.2 Promotional Campaigns

- **Brazil Consumer Week:** March promotion event
- **Anniversary Sale:** Special anniversary promotions
- **S Promotion:** Regular promotional activities

8. Store Operations

8.1 Store Management

- **Store Decoration:** Customize store appearance
- **Customer Marketing:** Targeted marketing to customers
- **Buyer Communication:** Direct messaging with buyers
- **Private Domain Operations:** Build store's private traffic

8.2 Store Performance

- **Private Domain Metrics:**
 - Visitor Guidance: 21 visitors
 - Conversion Rate: 16.00% increase
 - Paying Customers: 1
 - Sales Amount: USD 136.45

9. Data Analytics

9.1 Business Advisor

- **Sales Analytics:** Track sales performance
- **Traffic Analysis:** Monitor store traffic
- **Conversion Metrics:** Analyze conversion rates
- **Competitor Analysis:** Compare with industry benchmarks

9.2 Performance Reports

- **Health Check:** Store compliance and performance
- **Risk Management:** Identify potential risks
- **Optimization Suggestions:** Get recommendations for improvement

10. Support and Resources

10.1 Help Center

- **Rule Center:** Platform policies and regulations
- **Notice Center:** Important announcements
- **Operation Guide:** Step-by-step tutorials
- **Support Ticket:** Submit support requests

10.2 Important Notices

- **New Promotion Tool:** “One-Stop Promotion” launched
- **Rule Revisions:** Updates to shipping and fulfillment rules
- **Tax Policy:** Latest tax regulations in France
- **Market Research:** Affiliate marketing survey

10.3 Contact Information

- **Customer Service:** Available 24/7
- **Support Channels:** Online chat, email, phone
- **Emergency Contact:** For urgent issues

Appendix

A. Glossary of Terms

B. Troubleshooting Guide

C. Frequently Asked Questions

D. Platform Updates and Roadmap

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