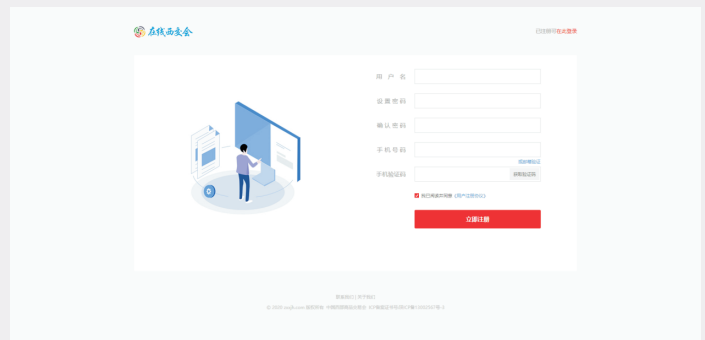


一、西交会平台PC端会员注册、登录

1.打开网址http://zxxjh.com
点击“注册”按钮；



2.填写用户名、密码、验证码；



3.注册成功；



4.返回登录界面登录会员中心。

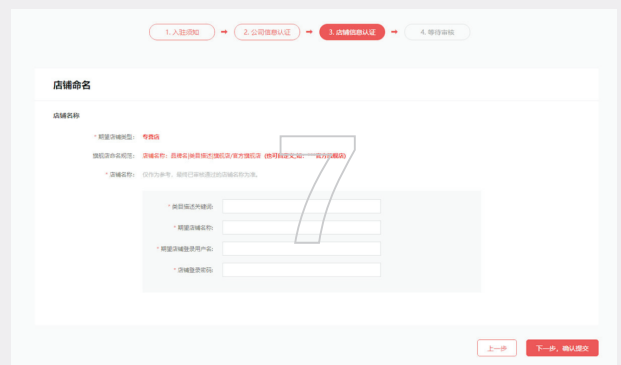
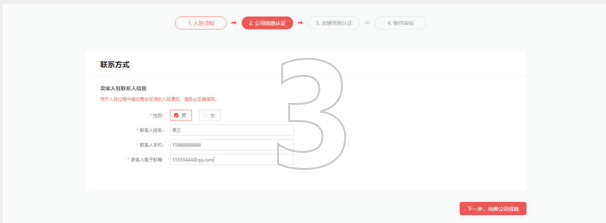
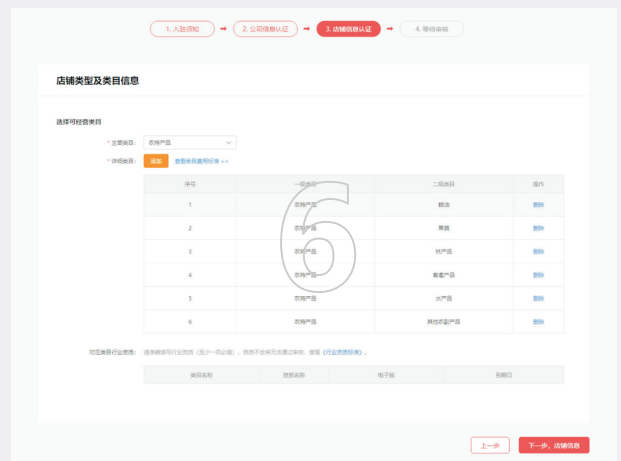
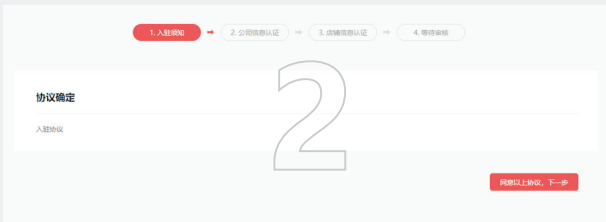
5.在会员中心可修改昵称、密码
等资料信息。



二、西交会平台商家入驻

1. 打开网址 <http://zxxjh.com>
点击“我要参展”；

2. 按入驻流程操作
(提交资料、完善店铺)。



三、店铺后台登录

1.打开网址http://zxxjh.com 点击右下角“参展商”按钮，进入登录页面或从会员中心-店铺管理-店铺后台-登录页面。



2.输入用户名和密码登录商家管理中心。

The screenshot displays the Merchant Management Center (商家管理中心) interface. The top navigation bar includes '商家' (Merchant), '管理中心' (Management Center), and 'BUSINESS MANAGEMENT CENTER'. The main content area is divided into several sections:

- 经联臻品 (Jinglian Zhenpin):** User information including '用户名: sgcjnlw', '管理权限: 管理员', '店铺名称: 经联臻品', and '最后登录: 2021-02-03 10:46:15'. Below this are links for '待处理订单(0)', '当前优惠活动(0)', '即将到期优惠活动(0)', '退换货订单(0)', and '待商品回复咨询(0)'.
- 店铺动态评分 (Store Dynamic Rating):** Three circular gauges showing 5/5 scores for '描述相符' (Description matches), '服务态度' (Service attitude), and '发货速度' (Shipping speed).
- 商家帮助 (Merchant Help) and 联系方式 (Contact Information):** Sections for help and contact details, including fields for '电话', '邮箱', and '地址'.
- 店铺及商品提示 (Store and Product Alerts):** A grid of buttons showing counts for '出售中的商品(0)', '商品回收站(0)', '已下架的商品(0)', '库存预警商品(0)', '新品商品数(0)', '精品商品数(0)', '热销商品数(0)', and '促销商品数(0)'.
- 交易提示 (Transaction Alerts):** Buttons for '待确定(0)', '待付款(0)', '待发货(0)', '已完成(0)', '缺货登记(0)', and '待评价(0)'.
- 店铺数据 (Store Data):** A table comparing PC and mobile performance for today and yesterday, including metrics like '客单价' (Average Order Value), '成交额' (Transaction Amount), and '订单数' (Order Count). A large box on the right shows '今日总成交额 ¥0.00' and '今日全店成交转化率 0.000'.

3.在商家管理中心可进行商品管理和店铺基本信息设置。

This screenshot is identical to the previous one, but with the '商品' (Products) and '店铺' (Store) menu items in the top navigation bar circled in red, indicating the next steps in the process.