

## Adding your department tree (in COMS)

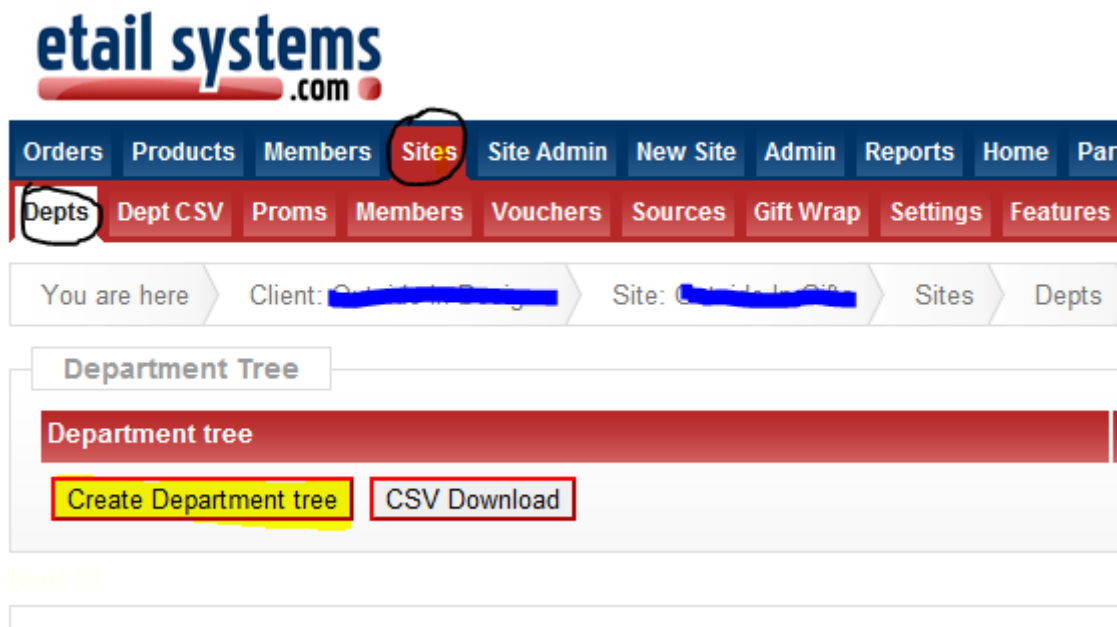
### Etail Systems Tip Sheet

*Objective: To add your department tree (or top tabbed tree) in COMS.*

There are two ways of adding your department tree (or top tabbed tree) – in COMS or via a CSV file. If you would like the CSV walkthrough, please request this.

#### Adding your root department

Before you can upload products, you should create a department tree. 'Department' can be another word for 'section' or 'category'.



To get to the department tree, click on 'Sites', then the sub tab 'Depts'. You will then see the screen above. You need to click on the 'Create Department tree' button, which is highlighted.

## Adding your department tree (in COMS)

The screenshot shows the Etail Systems COMS interface. At the top is a navigation bar with tabs: Orders, Products, Members, Sites, Site Admin, New Site, Admin, Reports, Home, Partner, Sign out. Below this is a sub-navigation bar with tabs: Depts, Dept CSV, Proms, Members, Vouchers, Sources, Gift Wrap, Settings, Features, Setup, Template, Img Types, Imgs, CSS, Admin, Channels, PDL. A breadcrumb trail shows: You are here > Client: [redacted] > Site: [redacted] > Sites > Depts. The main content area is titled 'Department Tree' and has two tabs: 'Department tree' (selected) and 'Top panel tabbed tree'. Below the tabs are buttons: 'CSV Download', 'Create Tab tree', and 'CSV Download'. The 'Add New Department to [redacted] Root Department' form is displayed. It includes fields for: URL description (with a red asterisk), Title extension, Link 'Anchor' text, 'Alt' text (with a red asterisk and '100 characters remaining'), Tagline (with '160 characters remaining'), Meta keywords (with '150 characters remaining'), and Search keywords (with '255 characters remaining'). To the right of each field is a description of its purpose and character limit. An 'Add Department' button is highlighted in yellow at the top right of the form.

This page will now appear. Enter the information in the boxes – there are descriptions on the right hand side which explain what each box does. This is the ‘trunk’ of the department tree. It’s best to call it something simple, such as ‘\*Company Name\* Root Department’ or ‘\*Company Name\* Department Tree’ in the ‘URL Description’ box.

Everything that has a red asterisk next to it is required for the site to save your details.

In addition to the description on the right of the page, I’ll explain it a little more detail here.

- **Link ‘Anchor’ Text** – this isn’t a required field, but you will need to do this before your site build – this is the text a customer will click on to enter that department.
- **Alt text** – Describe what’s in this e.g. your big brand names, or best sellers. Max 100 characters (including spaces, punctuation etc. This is the same with all the max. character limits).
- **Tagline** – This is used as the ‘meta description’, so Google and other search engines will pick it up. Try and put as many keywords as possible, but write it as sentence e.g. Proud stockists of Radley handbags, Steiff bears, Ugg Boots etc. Separate your keywords/keyphrases with commas.
- **Meta keywords** – A series of keywords (separated by a comma) that describe the department. Google claim not to use the Meta Keywords for indexing as they are too easily manipulated – however its good practice to add them, as some older search engines still use them.
- **Search keywords** – If you want people to search your site by department, you can put your department keywords here.

Once you’ve done all that, click the ‘Add Department’ button (highlighted) to save your information.

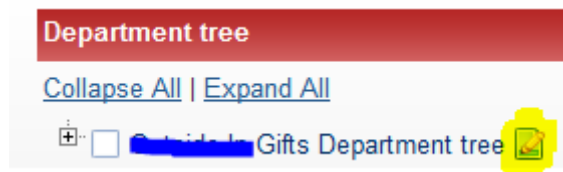
Your main department tree will now have been created.

# Adding your department tree (in COMS)

## Adding your main departments

You can now start adding departments and sub-departments.

If you click the 'edit' symbol:



You can add a new department. These departments will be the main departments/categories in which your products will go separated in to.

The box that has been circled in black says 'Add New Department to \*company name\* Root Department' – this tells you that the department you're about to add is going to be added to the root department tree, so you know it'll be one of your main departments. If it was going to be a sub-department, it would say e.g. "Add New Department to Gifts for Baby".

The highlighted boxes are the information which you **MUST** include for your departments to be saved to your website. You also need to add 'Link 'Anchor' text', which is the actual word that the customer will click on to go to this department.

You can add keywords now, or at any time you wish. To save your department details, click the 'Add

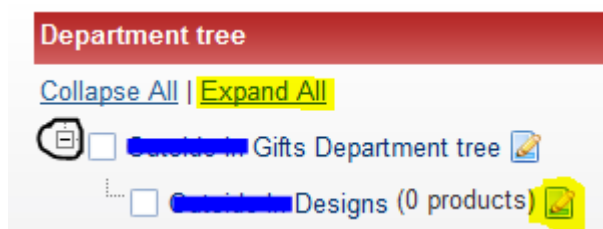
## Adding your department tree (in COMS)

Department' button.

**NB:** Make sure the URL description is something you wish to keep, as once Google has indexed it, you will lose your page rankings if you change it.

### Adding your sub-departments

To create a sub-department, click on edit symbol of the department you'd like to add it to.



**NB:** Other buttons you may find useful here are the 'Expand All' button, which will open up the whole department tree in to one long list of departments and sub-departments. 'Collapse All' will do the opposite. The little button that's circled in black can either have a minus or a plus in it, and will do a scaled down version of the 'Expand/Collapse All'. E.g. it will collapse a whole department.

When you click this button, you will see a screen very similar to the one before when you created the main department. You need to scroll down to the bottom of this screen to add your sub-department.

Add New Department to **Gifts Department tree** Designs - #2 Add Department

Select existing department:	Create new Department	
URL description:	<input type="text"/>	Text in the Department URL for SEO, shown in Breadcrumb and browser Title bar (Max 60 chars). The 'Title extension' is added to the 'Title bar' only.
	Title extension: <input type="text"/>	
Link 'Anchor' text:	<input type="text"/>	Anchor text used in links to this Department (Max 30 chars) - Optional otherwise URL description is used.
'Alt' text:	<input type="text"/>	Full description used for Alt text (Max 100 chars).
	100 characters remaining	
Tagline:	<input type="text"/>	Displayed on Department page, with links and used for Meta description (Max 160 chars).
	160 characters remaining	
Meta keywords:	<input type="text"/>	Although meta keywords are not used by most search engine we recommend you complete them as good practice (Max 150 chars).
	150 characters remaining	
Search keywords:	<input type="text"/>	If you have selected department search then enter the search keywords (Max 255 chars).
	255 characters remaining	
Sitemap only:	<input type="checkbox"/> Only display this department in the sitemap. Use to get 'out of season' departments indexed.	
List Products as Sub departments:	<input type="checkbox"/> List products in this department as if they are sub-departments.	
Display sub dept article:	Please select	Optional: Display additional text above sub depts
Display footer article:	Please select	Optional: Display additional text at foot of dept page
Product display order:	Use site default	Optional: Override the default site product display order for this department
External link:	<input type="text"/>	Enter a fully qualified URL. Any links to this Department open this URL in a new window. Leaf Departments only.

## Adding your department tree (in COMS)

Again, the part that is circled in black tells you where you are going to add this new department to. Fill in the required fields (highlighted & asterisked) & Link Anchor and click 'Add Department'.

A little pop-up will appear to let you know if the department has been successfully created or if there are any elements missing (this is the same for most of the information you enter in the site).

**NB:** You can also add images to all of these departments – but it's best to check the sizing of the images with us to make sure it will be in keeping with the rest of the site.

Tagline:  100 characters remaining  
Displayed on Department page, with links and used for Meta description (Max 160 chars).

Meta keywords:  160 characters remaining  
Although meta keywords are not used by most search engine we recommend you complete them as good practice (Max 150 chars).

Search keywords:  150 characters remaining  
If you have selected department search then enter the search keywords (Max 255 chars).

Sitemap only: ☐ Only display this department in the sitemap. Use to get 'out of season' departments indexed.  
☐ List products in this department as if they are sub-departments.

List Products as Sub departments: ☐

Display sub dept article:  Please select  
Optional: Display additional text above sub depts

Display footer article:  Please select  
Optional: Display additional text at foot of dept page

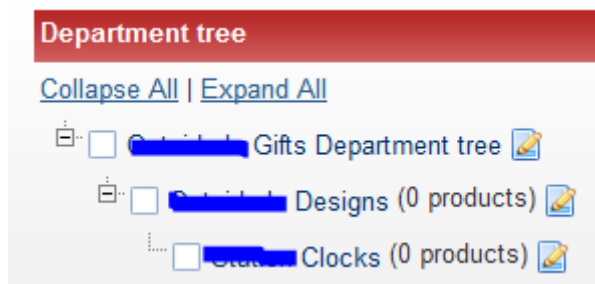
Product display order:  Use site default  
Optional: Override the default site product display order for this department

External link:   
Enter a fully qualified URL. Any links to this Department open this URL in a new window. Leaf Departments only.

Upload image:  No file chosen

Maximum size: w:  px by h:  px

Your department tree will now look like this:



Everything has a line connecting it to its origin, so you can easily see how everything is organised.

You can continue to add departments and sub-departments this way.

If you need to edit the names of any departments, click the 'edit' symbol, change what you need to, then click 'Update Department'.

### Re-organising your departments

If you'd like to re-organise your departments, you need to go in to edit your department, change the number in the dropdown list & click 'Update Department'. You can re-organise your main departments

## Adding your department tree (in COMS)

& your sub-departments within each department.

This screenshot shows the 'Childrens Shoes - #41' department edit form. At the top right is a yellow 'Update Department' button. Below the title, the 'Updated:' field shows '12:51 Friday, November 30, 2012 by david.wright (Created:30/11/2012 12:51)'. The 'Node display order:' field has a dropdown menu with '1' selected.

### Removing a department

This screenshot shows the 'Designs - #2' department edit form. At the top right are buttons for 'Update Department', 'Edit Promotion', and 'Department Products'. The 'Updated:' field shows '10:07 Thursday, August 9, 2012 by kim.ross (Created:09/08/2012 10:07)'. The 'Node display order:' field has a dropdown menu with '1' selected. The 'Remove Node:' checkbox is circled in red. Below it, the 'URL description:' field contains 'Designs' and the 'Title extension:' field is empty. A red asterisk is next to the 'URL description:' field. A text box on the right explains: 'Text in the Department URL for SEO, shown in Breadcrumb and browser 'Title bar' (Max 60 chars). The 'Title extension' is added to the 'Title bar' only. Maximum total characters 80.'

To remove a department, check the 'Remove Node' box, which is circled in red. You can't permanently delete a department, but this will remove it from the tree (clients used to have issues with departments being deleted & difficulty in locating products that had been sold & were in that department).

This screenshot shows the 'Add New Department to Shoes - #2' form. At the top right is a yellow 'Add Department' button. Below the title, the 'Select existing department:' dropdown menu has 'Create new Department' selected.

To bring a department back into the tree, instead leaving the dropdown on 'Create New Department' in the 'Select Existing Department' option, select the desired department from the menu. You can rename & reuse departments if you wish. Once you've clicked 'Add Department', all the URL description etc will be filled in for you (if any was entered initially in the department you've selected).

### Seasonal Departments

If you have seasonal departments, then instead of removing them from your department tree completely, you choose to have it as 'site map only' – which means it only appears in your site map, & it can still be indexed by Google, so you won't lose your rankings for that page.

To do this, go in to edit the department, & scroll down until you see this tick box:

This screenshot shows the 'Hide panels:' section of the department edit form. It includes a 'Sitemap only:' checkbox, which is highlighted in yellow. Below it is the 'List Products as Sub departments:' checkbox. To the right, there is a text box that says '255 characters remaining' and a 'Left panel:' checkbox. Below that is a 'Right panel:' checkbox. At the bottom, there is a text box that says 'Only display this department in the sitemap. Use to get 'out of season' departments indexed.'

## Adding your department tree (in COMS)

---

Tick the box, then click 'Update Department'. Whenever you wish to bring it back into your main department tree, just untick the box & click 'Update Department' once again.

Your next step now is to start adding your products!

If you need help with this feature, please contact [support@etailsystems.com](mailto:support@etailsystems.com) or call 0844 482 0908.