Adding your department tree (via CSV)

Etail Systems Tip Sheet

Objective: To create your department tree using a CSV file in Excel.

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 COMS walkthrough, please request this.

If you have many departments, sub-departments, sub-departments of sub-departments etc, it might be easier to add your department tree using a CSV file.
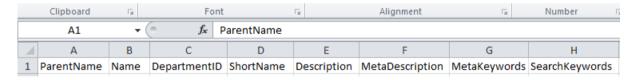
A CSV file opens in Microsoft Excel, and is a more effective method of uploading your department tree and products if you have many of them, than doing them all individually.

Department Information

Before you start, plan out what your main departments will be, and if they have sub-departments coming off them.

Your department tree has a 'root'. Think of this as the tree trunk. The 'root' department then has all your main departments coming off it – the branches of the tree. Your sub-departments will then be part of your main departments – the smaller branches of the tree.

Below is an explanation of each of the headings in the file.

Clipboard		Font		Alignment		Number	
A1		f_x	ParentName				
A	B	C	D	E	F	G	H
1 ParentName	Name	DepartmentID	ShortName	Description	MetaDescription	MetaKeywords	SearchKeywords

ParentName - This is to associate the higher level department with the lower level ones.

Name – This is the full department name that will be shown in the URL of the site and is the first thing Google will index. So you should try and utilise the 60 characters available – an example might be instead of just calling a department "Teddy Bears" you could call it "Steiff Teddy bears" – ideally longer. **NB:** Please make sure this is something you won't want to change at a later date, as once Google as indexed your page, you will lose your rankings if you change it.

DepartmentID – <u>DO NOT FILL THIS IN</u>. This column is here for COMS, as it will assign its own ID number to each department.

Short Name – This will appear on the website as the main navigation on the site (the actual word people will click to get into a department) – so "Teddy Bears" is perfect. 30 Characters available.

Description – Again important for SEO, and should be a fuller version of the 'Name' with additional keywords.

Ideally you would try and get some more keywords in their – for example, people may call Teddy Bears, 'Teddies' or 'Plush Bears'? It's a good idea to write something that covers all those options.

Meta Description – This is used both on the site and in Google – On the site we can display this at the top of each department page, and Google uses the same text on a search results page – if you do a search in Google for anything, you get two lines of black text (see screenshot below). Sometimes when you read it, it makes no sense – as the site owner hasn't given Google a Meta Description and Google just takes random text off the page. If you have supplied a Meta Description Google will display it – however it doesn't count towards SEO. 160 Characters are available.

Meta Keywords – Should just be 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 – You shouldn't really need to add anything into this section – Its used on the site for customers searching, but normally people want to find products rather than departments - our advice would be to leave this and if it becomes an issue later on you can always come back to it once the site is up and running – but I doubt that will be the case.

Adding your department tree
(via CSV)

Adding main departments

Below is an example of a completed department tree CSV file (if you would like a copy of this file please contact support@etailsystems.com)

	A	B	C	D	E	F	G	H
	D10		fx	Engine Turned Block Crosses				
1	ParentName	Name	DepartmentID	ShortName	Description	MetaDescription	MetaKeywords	SearchKeywords
2	Root	Snakes		Snakes				
3	Root	Handmade Chains		Handmade Chains				
4	Root	Crosses		Crosses				
5	Root	Medical Alarm Jewellery		Medical Alarm Jewellery				
6	Root	Pendants & Charms		Pendants & Charms				
7	Handmade Chains	Bracelets		Bracelets				
8	Handmade Chains	Necklace		Necklace				
9	Crosses	Plain Block Crosses		Plain Block Crosses				
10	Crosses	Engine Turned Block Crosses		Engine Turned Block Crosses				
11	Crosses	Hand Engraved Block Crosses		Hand Engraved Block Crosses				
12	Crosses	Crucifix Block Crosses		Crucifix Block Crosses				
13	Crosses	Diamond Cut Block Crosses		Diamond Cut Block Crosses				
14	Crosses	Stamped Flat Crosses		Stamped Flat Crosses				
15	Crosses	Ankh Crosses		Ankh Crosses				
16	Crosses	Gem Set Crosses		Gem Set Crosses				
17	Crosses	Crosses of Loraine & Jerusalem		Crosses of Loraine & Jerusalem				
18	Crosses	Other Crosses		Other Crosses				
19	Crosses	Earrings		Earrings				
20	Medical Alarm Jewellery	9ct Yellow Gold		9ct Yellow Gold				
21	Medical Alarm Jewellery	Silver		Silver				
22	Medical Alarm Jewellery	18ct Yellow Gold		18ct Yellow Gold				
23	Pendants & Charms	Plain Discs		Plain Discs				
24	Pendants & Charms	Diamond Cut Discs		Diamond Cut Discs				
25	Pendants & Charms	Hand Engraved Discs		Hand Engraved Discs				

As you can see, under 'ParentName' it says 'Root'. You need to put this in here to show that the department (e.g. Snakes, Handmade Chain, Crosses etc) is one of the 'root' / 'main' departments.

Once you've got your root departments in, you need to add your sub-departments IN ORDER. You cannot reference a department that you haven't already mentioned. E.g. you wouldn't reference a character in a book if he had never had a mention before and expect the audience to know who you're talking about.

NB: For SEO purposes, please fit as many alternative phrases under the 'Name' heading as possible. When you reference that department again (if you're having sub-department off that main department, for example), whatever you put in 'Name', you'll have to put under 'ParentName' – do not use the text from 'ShortName' as this will not work.

Adding sub-departments

As you can see, 'Snakes' has no sub-department – this is fine, you don't need to do anything else if something only needs a root department.

'Handmade Chains' is second in the root department list, and is the first department that requires sub-departments. You can have as many sub-departments as you wish.

Next in the root department is 'Crosses', hence why 'Crosses' and its sub-departments are next. After that, its 'Medical Alarm Jewellery' etc – they are referenced in the order they appear in the root department.

Adding sub-departments of sub-departments

Once you have referenced all your initial sub-departments, you can then add even more sub-departments, again, as long as you've referenced it previously in the file.
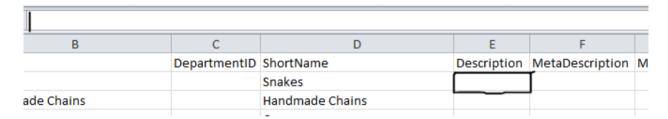
For example, if 'Handmade Chains' → 'Bracelets' had a sub-department of 'Silver', you would reference this below the 'Pendants and Charms' sub-departments (as 'Pendants and Charms' is the last in the root department list.) This would look like:

ParentName	Name
Bracelets	Silver

Adding descriptions and keywords

Your descriptions will hopefully be keyword rich and detailed, which can overlap to boxes surrounding the one you're typing in. To eliminate this, click the box you wish to type in, then click the white bar underneath all the buttons in Excel – it's not an issue if it overlaps, but aesthetically it looks messy and can be hard to read. Just widen the boxes if the above method doesn't work.

B	C	D	E	F
	DepartmentID	ShortName	Description	MetaDescription M
		Snakes		
ade Chains		Handmade Chains		

Once all this is done, send the file over to us (support@etailsystems.com) and we can check it over. We'll either send it back to you with notes for amendments, or if it's all correct, we'll upload it for you.

The next decision after this is to decide if the CSV way or the COMS way would be best to upload your products. This is completely up to you and whatever you're comfortable with. CSV can be faster if you know what you're doing with it, otherwise COMS might suit you better.

If you need help with your department tree, please contact support@etailsystems.com or call 0844 482 0908.