

Etail Systems Tip Sheet

Objective: To structure your departments to suit a mega menu set up.

The following tells you how to achieve this;-

Mega menus are the new way of displaying your departments, to make shopping as easy for the customer as possible. For this type of menu to work, your departments must be structured in a certain way. It's often easier to draw out your menu on a piece of paper before creating it in COMS, & sending a picture through to us so we can check that it'll work correctly.

Top level departments

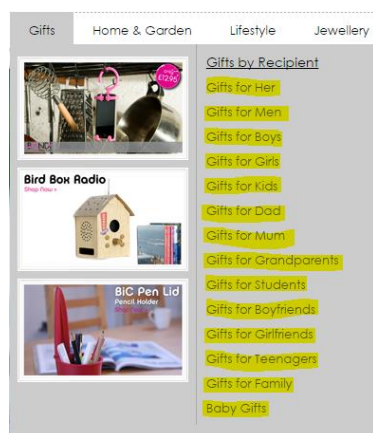
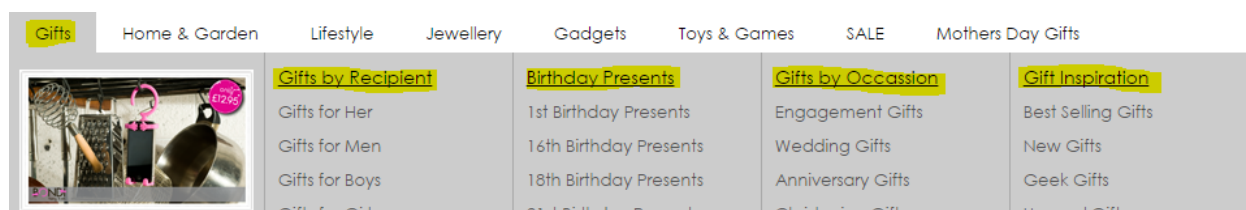
You can have as many top level departments as you like (or however many look right on your site) e.g.

New Arrivals Gifts Home & Garden Lifestyle Jewellery Gadgets Toys & Games SALE Mothers Day Gifts

Second level departments

Under Gifts for example, you should have a maximum of 8 sub-departments, or 7 sub-departments & some images. These are the departments which are in bold & underlined in the example below.

NB: If you do have up to 8 sub-departments, then your font size & department names will need to be quite small. To keep your font size & department names bigger, go for around 5 columns.

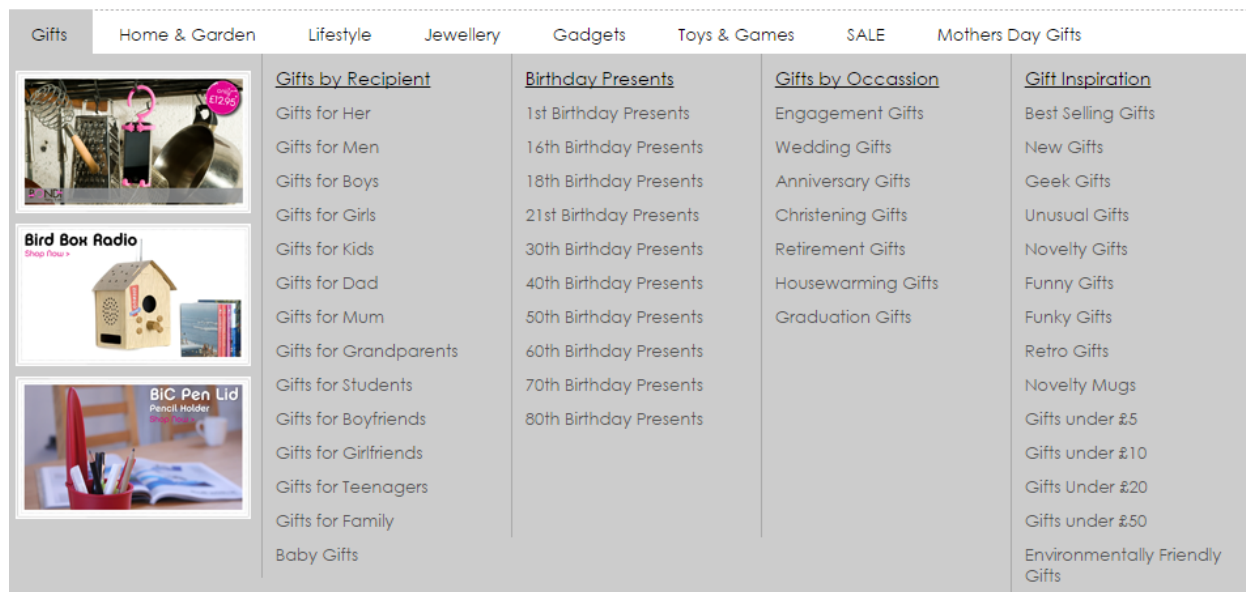


Third level departments

This is the final level of departments – you can (within reason) have as many of these as you like. These are the departments which are listed under the second level departments, highlighted below.

NB: Try to keep the amount of 3rd level departments the same in each column, so that they'll look even on the menu.

A final mega can look like the below:



You could have 4th level departments, although these wouldn't show in the menu – you could click through into Gifts to Men for example & this would show a page with the fourth level sub-departments on.

If you need any help with mega menus, please email support@etailsystems.com or call 0844 482 0908.