

Adding your products (in COMS)

Etail Systems Tip Sheet

Objective: To successfully upload a product in a COMS.

There are two ways of adding products – via a CSV file or manually through the back office system. This guide will show you the manual way. If you'd like the CSV tip sheet, please request this.

When you're in COMS, go to the main 'Products' tab. You will see the main products screen, which allows you to add and search for products.

To add a new product, click the 'Add New Product' button (highlighted)

etail systems .com

Welcome Kim Ross

Orders **Products** Members Sites Site Admin New Site Admin Reports Home Partner Sign out

Product Search Import Export Image Check Attributes Types Lists Files Flags Articles Traceability Preferences Batch admin Reviews Add Stock

You are here Client: Etail Demo Products

Page Actions

Add New Product

Products

Description... ClientRef / Sku... Model#... Department... Supplier...
Brand... Manufacturer... ☐ eBay Products Status: Any
☐ Un-Linked Attributes ☐ Not in Department ☐ Amazon Products ☐ Amazon FBA Products

No of results: 0 Results per page: 20

CHL	Product	Reference / Description / Price	Skus	Depts	Info	Relations	Status	Image	Edit
No products found									

0.125s

You'll then have a screen where you can input all the main product information. As with the departments, the asterisked boxes must be filled in.

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Orders **Products** Members Sites Site Admin New Site Admin Reports Home Partner Sign out

Product Search Import Export Image Check Attributes Types Lists Files Flags Articles Traceability Preferences Batch admin Reviews Add Stock

You are here Client: Etail Demo Products

Product Details

Your reference * Your unique reference for this Product - Max 50 characters

Product Title * Product title also used for the Browser title and in the URL - Up to 80 characters

Product Strapline Displayed on the department and search results pages and above the main description on the Product info page - Maximum 100 characters

Additional Meta description Your site meta description is created from the 'Product title' plus this optional meta description (Max 255 chars).

255 characters remaining

Description

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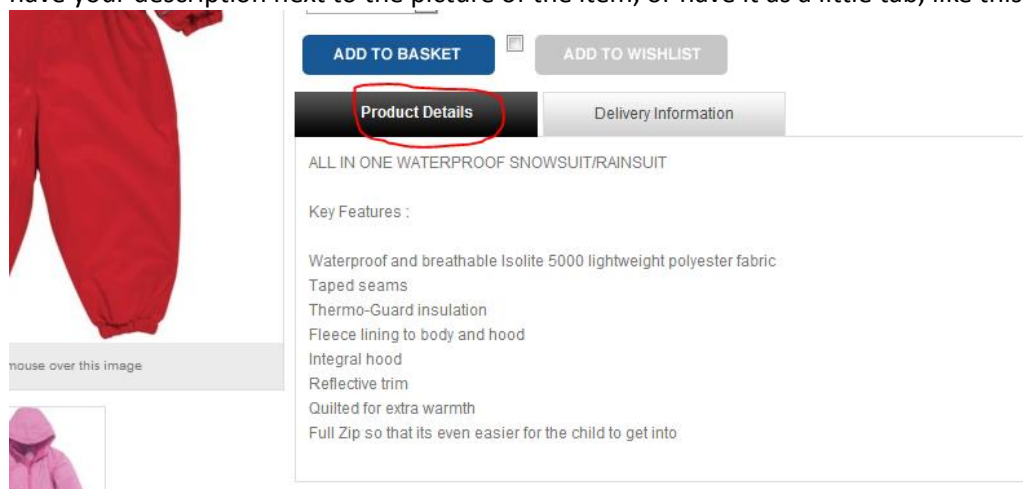
'Your reference' – It is what it is. This can be anything you want that will be helpful to you to know what a product is, or locate it e.g. the name of the company, then the model number of the item.

Product Title – Again, as it says. Be as clear as possible and use brand names and very obvious words e.g. Bic Biro Pen – Blue (Thin)

Product Strapline – This is a little line of description that can appear under the product title – it's not a full description but it explains the title a little bit more. Its purpose is to entice the customer to stay on the page.

Additional Meta Description – although this doesn't count for SEO, this text will appear under your product title if it pops up on a search engine's results – it's great place for upselling & more for getting people to click on your link rather than your competitors! This text needs to be in sentences.

Description – This is where your main description for the product goes. Design wise, you can either have your description next to the picture of the item, or have it as a little tab, like this:



NB: the logic for what information is displayed on a Google search page is as follows:

- If a meta description exists, then this is used under the product link.
- If a strapline exists, then this is used under the product link
- If a strapline & meta description exist, just the meta description will be shown.
- If the meta description or strapline is under 100 characters, the long description will be added to it (until the character limit hits 160)
- If the meta description or strapline is 100 characters or over, nothing will be added.

If you scroll down to the next part of the page, you'll see this (see next page):

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The screenshot shows the 'Design mode' tab of the COMS system. It contains the following fields and instructions:

- Brand:** Select the Product Brand from the drop-down menu or type in a new Brand.
- Manufacturer:** Select the Product Manufacturer from the drop-down menu or type in a new Manufacturer.
- Model No.:** Enter the products model number, part number, ISBN or catalogue number.
- Search Keywords:** Search Keywords enable the product to be found when a user searches the site - do not include the product Title. (255 characters remaining)
- Meta Keywords:** Meta Keywords are submitted to the search engines and should be keywords relevant to the product. (100 characters remaining)
- VAT:** Select the VAT rate from the drop down list. (Standard, Special amount)
- Lead Time:** If the product is not available from stock enter a number of lead days before the item will be available. This is particularly useful for items that you don't hold in stock and can be drop shipped from your suppliers.
- Personalisation 1 Text Length:** If the product can be personalised enter the number of characters that the item can be personalised with. (Required: ☐)
- Personalisation 2 Text Length:** (Required: ☐)
- Personalisation 3 Text Length:** (Required: ☐)
- Gift Text Length:** (Required: ☐)
- Stock Control:** Select whether you require stock control. If yes select the type of stock control you wish to use. (No, Out of stock action: None)
- New release:** Select whether this product is a new release item. If yes enter the date the item will be available from. (No, Date released:)

Brand – If it's the first time you're inputting this brand into the website, just type it in and press 'Enter' on your keyboard. This will be automatically kept in the system now. If the brand name is already in the system, it should be in the drop down box. **NB:** By brand, this means the name that the product is sold under, not who makes/distributes it e.g. Willow Tree is a brand, but the manufacturer is Enesco. Although, sometimes Brand and Manufacturer are the same.

Manufacturer –As above, this is who actually makes the product. Both Brand and Manufacturer are required fields.

Model Number – If your item has a code that is used by the brand/manufacturer, put this here. It's a very good idea to have these, as some site, such as Google Shopping, use the Product Title, Model Number and Barcode to find a product. The more information you have up, the more likely your product is to be found and bought. If your item doesn't have a model number e.g. bespoke items, assign it one (can be anything, it is handy for your records).

Search Keywords – These are words that you think your customers will search for when looking for this product when they are already on your site. These can be changed at any time if you find certain ones don't work. Separate each keywords (or key phrase) with a comma.

Meta Keywords – Only the older search engines tend to use these, but it's good practice to add them. Remember to put Meta Keywords in order of importance.

VAT – Depending on the type of items you're selling, some might be exempt from VAT, such as childrens' clothing. This can beset so it's the same for each product, or you can change it for specific items. The pre-entered options in the dropdown box are: Exempt, Zero Rated, Standard and Special. There is also a box to type in a special amount.

Lead Time – This is helpful if you don't keep that item in stock e.g. a bespoke product or if you plan to drop ship items (big furniture is a good example of a drop ship item) This will tell the customer how long they will have to wait before their product will be ready/shipped.

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Personalisation 1/2/3 Text Length – Again, if you’re selling personalised goods, you can have up to three different boxes for people to type what they wish. You can tick the box next to it to make it a required field i.e. they won’t be able to complete their order without typing something in that box.

Personalisations (if you want more than 3 options) – once you’ve created your product, click the “Personalisations” tab on the “Product Edit” screen, where you can add your “Personalisation Label” (the title of the text box) & how many characters are available. You can also select if it’s a required option or not.

Gift Text Length – If something is being shipped straight to someone as a gift, many websites offer a gift message option. This is where they can type in a message to the recipient. Again, this can be made a required field.

Stock Control – COMS can be used to control your stock if you wish, although it’s not essential. Again, this might be good for bespoke items.

To not use Stock Control, select “No” in the drop down box.

To use Stock Control, select “Yes” from the drop down box. If you use this options, you then have three other options in the “Out of stock action” drop down box;

- None: no action is taken and nothing is changed if the item is out of stock.
- Display but don’t allow ordering: this will show the item, but if the system says there is no stock, it won’t let the customer order it.
- Display and allow ordering: this will show the item and let the customer order it – you can automatically send out an email to them to let them know it’s out of stock, and then notify them when it’s back in stock.

New Release – If you’d like to upload a product, but it’s something that you don’t have in stock yet, you can create the product listing, but set it to go live on your site on a certain date. Leave it set to “No” if you don’t want to use this feature, or “Yes” and select your date by the little calendar to the right if you do.

You now need to scroll down to the next section – “SKU Information”.

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SKU Information	
Your SKU reference:	<input type="text"/> *
Your unique reference for this SKU - Max 50 characters	
Item GTIN:	GTIN <input type="text"/>
The Global Trade Item Number type and value - 8, 12, 13 or 14 digits - Wiki info	
Item MPN:	<input type="text"/>
Manufacturers Part Number	
RRP:	<input type="text"/>
Item recommended retail price - Optional	
Selling price:	<input type="text"/> *
The normal selling price for this item	
Offer price:	<input type="text"/>
If the item is on offer enter the offer price	
Wholesale price:	<input type="text"/>
Wholesale or Trade price shown to selected Members only	
Wholesale Offer price:	<input type="text"/>
Wholesale or Trade Special offer price shown to selected Members only	
Gift wrapping charge:	<input type="text"/>
The charge for Gift wrapping this item	
Quantity in stock:	<input type="text"/>
Retail UOM:	<input type="text"/>
If you sell in packs or lengths enter the pack quantity or selling length. Price charged is the Selling price x retail UOM.	
Wholesale UOM:	<input type="text"/>
If your Wholesale or Trade price is based on pack quantities enter the pack quantity	
Units number:	<input type="text"/>
The unit quantity for this item for calculating the price per unit e.g. '£3-50 per litre'	
Order quantities:	Min: <input type="text"/> Max: <input type="text"/>
Any minimum or maximum order quantity for this item	
Shipping weight:	<input type="text"/>
Enter the SKU weight if your shipping charges are weight based	
Shipping volume:	Width: <input type="text"/> Length: <input type="text"/> Height: <input type="text"/>
Enter the SKU size if your shipping charges are volume based	

Your SKU reference – Much like the “Your reference” at the very start of the product entry, this can be anything you want.

Item GTIN (‘Global Trade Item Number’) – This is the barcode of a product, and is used by many places to find your product, along with the Product Title and Model Number. This can be edited if you type it in wrong or if the GTIN changes.

Item MPN – Applicable if your item has a Manufacturers Part Number. This is usually the model number, but double check this. **You need to fill this in if you’d like your items to appear on Google Shopping.**

RRP – The Recommended Retail Price of your item. This is good to put in to compare your price to the RRP, to show the customer how much they’re saving, but it’s not necessary.

Selling Price – You can do this one of two ways:-

1. This is the amount you’re selling the product for, minus the VAT. With VAT at 20%, you divide the amount by 1.2 to get the selling price.
OR
2. You can enter your prices in including VAT (COMS works out the VAT automatically for the invoice).

Please let us know which way you’re doing this so we can set this up in COMS for you.

Offer Price – If you’re having a sale or reducing an item, you can put in the Offer Price. This again shows a saving to the customer. This also needs to have the VAT taken off and divided by 1.2 if you’re entering products without VAT on them. Otherwise, just enter the full offer price.

Wholesale Price – If you’re going to be wholesaling, you can put your price in here. If you have one site for both trade & retail, this wholesale price will only be shown to your select trade members only.

Wholesale Offer price – What it says.

Gift Wrapping Charge – This can be set so everything is the same, or you can change it so different items have different charges e.g. a pair of earrings in a little box is 50p to wrap, but a child’s push bike might be £5.

Quantity in stock – You can set this so the customer can see how many you have left (especially helpful

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if it's something they're likely to order more than one of) and if you're using the site for stock control. This can be updated whenever you get an order in or if an item is damaged and needs to be returned to the supplier, for example.

Retail UOM (Unit of Measurement) – If you sell flooring, for example, this will do a calculation to the customer to let them know how much it will cost if they need X amount of flooring. This also works if you only sell products in packs (the customer can type in how much they need and how many are in a pack).

Wholesale UOM – As it says.

Units number – How you calculate the price per unit e.g. £3.50 per litre but you sell the product in 5 litres.

Order quantities – As it says. You can have a minimum order and/order maximum order.

Shipping weight – If you are going to calculate your shipping by weight, then you enter the weight here.

Shipping volume – If you're calculating your shipping by volume, you must enter the width, length & height in the boxes provided.

This next section is for any additional information. None of this is mandatory.

Additional information

Extra Title: This is used if you wish to have a separate description section - such as "Product Specification" or "What the Press say"

Extra Description: The extra description that matches the "Extra Title" section

Generic Description:

Discount Amount: Type: NOT USED

Call for price: ☐ Show 'Call for price' message and remove pricing for a product

Single item orders: ☐ When product is ordered only one line item is created. Part despatching is not possible. Use for products sold by length where you can always despatch complete line (e.g. fabrics or cable)

Units: of You can give the customer an idea of the benefit of buying a larger quantity/size - for example you may sell a shampoo in three different size bottles, 250ml, 500ml and 1000ml, so in this box you would put 1000 of ml - when you enter the various bottles sizes (below) you enter the units as 250, 500 and 1000 and the system will automatically calculate the price per 1000ml

Delivery information: Enter any specific delivery information for this item

Next day delivery cut off: : Cut off time for this product which OVERRIDES your default cut off time

Repeat order options: Mandatory means the product is only available on repeat order

Extra Title – You can have this in addition to the Description where you may describe your product in words, and use this section for a Product Specification, for example. If you're selling music or films for example, you might want to have 'What the critics say' section. You just put the title here.

Extra Description – Put the wording to the Extra Title here.

Generic Description – As it says. This can be for something that is part of a collection and most of the information is the same, but you put the exact specifications in another of the description sections.

Call for price – If something is bespoke or there are too many parameters to list, you can have this so people can contact you directly for a price. If you have MOTO (Mail Order / Telephone Order) set up, you could take that order over the phone, through the back office.

Single item order – You can use this for items sold by length where you have to despatch a complete order (and can't part despatch) e.g. fabric.

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Units – This can show customers how much of a better deal they can get by buying bigger quantities e.g. 1000ml of Lovely Smelling Shampoo in 250ml bottles costs £XX

Delivery Information – As it says. This might be an expensive item that has to be sent through recorded delivery, so no free shipping will be available. Or, if you're having your product information in tabs & delivery information is different for each item, you can put the bespoke delivery information in here.

Next day delivery cut off – This is helpful in two ways; you can have a general cut off time throughout the site, or if it's something that takes some time to be prepared for sending, you may want this one item to have a cut off an hour before the default time.

Repeat order options – This is helpful for things such as food boxes, where people can get something delivered every month, for example.

The next section shows overrides for the default settings.

Default setting overrides		
Gift text title:	<input type="text"/>	Product specific gift text title. E.G. 'Enter your message below and we will write it on a card for you'
Gift wrap title:	<input type="text"/>	Product specific gift wrapping title. E.G. 'Please select which colour of wrapping paper you require for this item'
Personalisation text 1 title:	<input type="text"/>	If you allow the product to be Personalised enter the text that you would like to appear on the site against this product. E.G. 'Please type your personalisation in the box below'
Personalisation text 2 title:	<input type="text"/>	
Personalisation text 3 title:	<input type="text"/>	
Customer enquiry link title:	<input type="text"/>	If you allow customers to submit an enquiry form - enter the text you would like to appear next to the link to the form. E.G. 'Click here to submit any questions you make have regarding this product'
Multi media link title:	<input type="text"/>	You can add a video or sound clip next to each product - here you enter the text you would like to show against the product. E.G. 'Click here to see the multi gym in action'
<input type="button" value="Create Product"/>		

Gift text title – This will show the customer what the text box does e.g. Enter your message here & we'll write it on a card for you'

Gift wrap title – Separates the different gift wrap available e.g. 'Please select the colour of gift wrap for this item' or 'What occasion is this item for?'

Personalisation text 1/2/3 title – Shows the title for the personalisation text boxes e.g. 'Please type your personalisation message here'

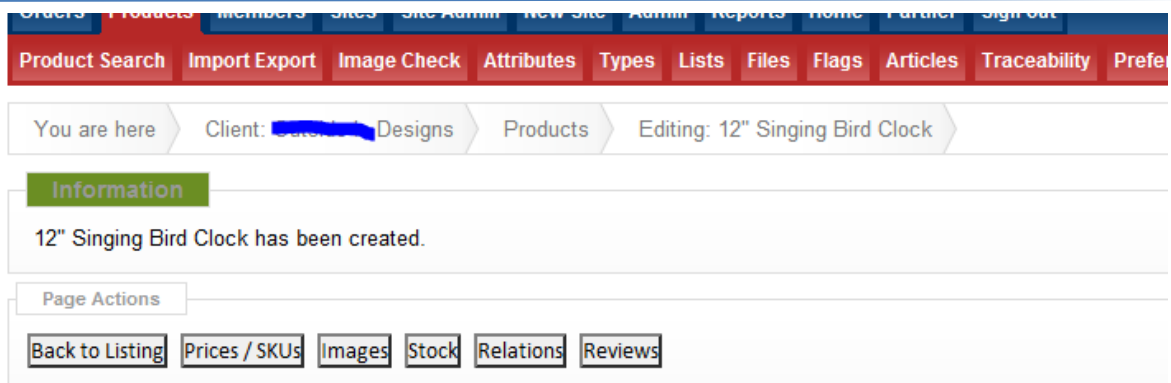
Customer enquiry link title – if you've got the enquiry forms set up so customers can ask questions through the website (saves them time logging in to their email), put what you'd like the link to say 'Ask a question about this item'

Multi-media link title – You can add a video (e.g. Youtube) or a sound clip for this item. You don't put the link here, just the title e.g. 'Click here to see the remote control car in action'

Once you've filled all this, don't forget to click 'Create Product'. COMS will time out after 20 minutes of inactivity (clicking around on the same page won't count as activity, it's more moving from main tab to main tab)

If everything is correct, a box outlined in green will appear to let you know it's been successfully created. If there are errors, a box outlined with orange will appear, letting you know what you need to add/fix.

Adding your products (in COMS)



Orders Products Members Sites Site Admin New Site Admin Reports Home Partner Sign Out

Product Search Import Export Image Check Attributes Types Lists Files Flags Articles Traceability Preferences

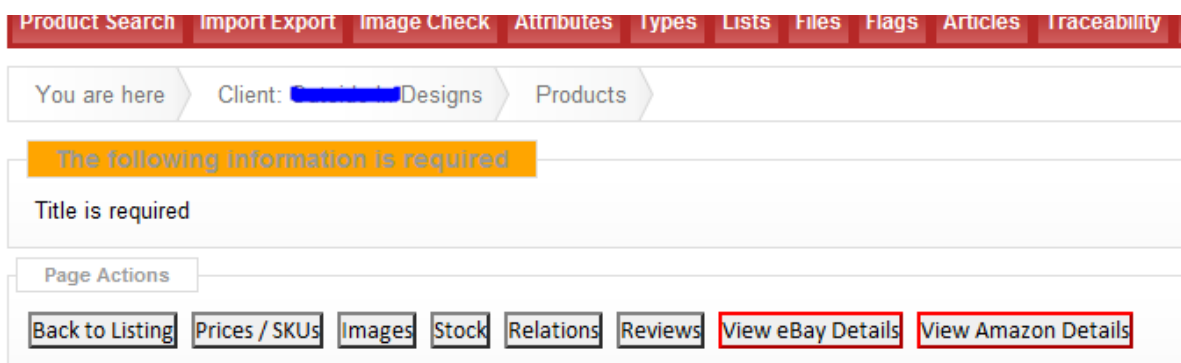
You are here Client: [redacted] Designs Products Editing: 12" Singing Bird Clock

Information

12" Singing Bird Clock has been created.

Page Actions

Back to Listing Prices / SKUs Images Stock Relations Reviews



Product Search Import Export Image Check Attributes Types Lists Files Flags Articles Traceability

You are here Client: [redacted] Designs Products

The following information is required

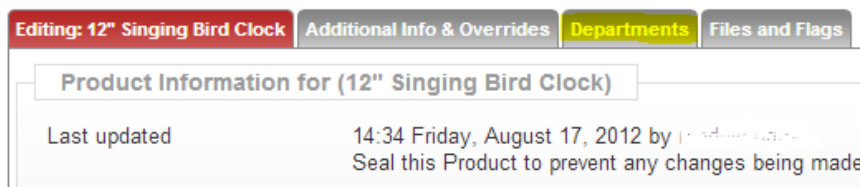
Title is required

Page Actions

Back to Listing Prices / SKUs Images Stock Relations Reviews View eBay Details View Amazon Details

Adding products to a department – Option 1 (dropdown list)

Your products won't appear on your website unless they're in a department. To do this, you need to go to the 'Departments' tab on the main product edit page.



Editing: 12" Singing Bird Clock Additional Info & Overrides **Departments** Files and Flags

Product Information for (12" Singing Bird Clock)

Last updated 14:34 Friday, August 17, 2012 by [redacted]
Seal this Product to prevent any changes being made

Here you can select which departments you need from a dropdown list – there are two dropdowns you can choose from:

'Select department name' – This shows all the names of the departments. It can get confusing if you have a department tree where some departments & sub-departments have the same name.

'Select Department ID' – This shows the department ID. Please ask if you need a list of these, as we can download a CSV file for you with this information in.

You can only select one department at a time – when you've picked one from the dropdown list, you need to click 'Add Dept'.

Adding your products (in COMS)

Editing: 12" Singing Bird Clock Additional Info & Overrides **Departments** Files and Flags 10/08/2012 12:30

Department	
Site	Department
	Select Department name <input type="text"/> OR Select Department ID <input type="text"/>
	Hand Painted Clocks (ID: 3166)
	<input type="button" value="Add Dept."/> <input type="button" value="Remove"/>

If you need to remove a product from a department, you can click the red remove button.

Adding products to a department – Option 2 (tick boxes)

You can also add products to a department by using our tick box feature. To do this, you'll need to click on the "Departments" button at the top of the product edit page:

If you have more than one site, then you'll need to select which site's department tree you want to add your product to, & then the list of departments will appear below.

Departments
Etail Demo (New) ▼

[Collapse All](#) | [Expand All](#)

- [-] Etail Demo
 - [+] Shoes ☐
 - [+] Perfume ☐
 - Gifts ☐
 - Car Seats ☐
 - [+] Percussion ☐
 - Xylophones ☐
 - Beer ☐
 - Motorbike Gear ☐
 - Toys ☒**
 - Canvas Prints ☐

The options on how to view these (Expand All, Collapse All, expand one section with the '+' sign) are the same as how you navigate your department tree.

To put a product in a department, just tick the department you'd like it to appear in. To remove a product from a department, just untick that department's box – you don't need to press any update button, all changes are made automatically for you.

Other information

You can also show how much margin you're making on a product, if you have Suppliers set up. Please contact us for more information.

If you need any help uploading your products, please email support@etailsystems.com or call 0844 482 0908.