

Etail Systems Tip Sheet

Objective: To successfully upload products using a CSV file.

The following tells you how to achieve this:-

The files you'll need to successfully create a Product CSV are as follows:-

- An export of your product(s) from COMS
- Product CSV Specification
- Department ID export (see page 6)

It's always easier to upload a product via COMS first (please request this walkthrough if needed), then we can export that product via a CSV file & you can see how your product information looks in this new format.

When you open the file, it will look something like this:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	ClientRef	StatusID	Title	TitleExter	Strapline	Brand	Manufact	ModelNui	AmazonTi	eBayTitle	AgeRestri	HazardTyr	Type	Condition	CurrencyT	VATCode	VATSpeci	UseStockC	StockCont	ClientSKU	SKUSta
2	ref:30 Pie		0 30 Piece	Personalised	Photo Jij	None	non		ref:							1 G			1		0 ref:30 Pie

A helpful document to assist you in completing your CSV is our Product CSV specification. Please ask for this if you don't have a copy. It explains what each column means, the type of character that goes in it (numerical, text etc), maximum character limit & more.

This walkthrough won't go into great detail about each column as the spec does that, but the more complicated options will be explained.

Adding your product

Your product may just be one single item, with no variations or types. This will be slightly easier to do for you. Many people will have products with certain variations, which will all be separate lines in the CSV. Here, you'll need to input all the variants in a specific way.

The general rule is, input new information exactly how it appears in the file already.

e.g. Under 'ClientRef', you can't just put 'FS70621N', you must put 'ref:FS70621N'.

Adding variations of a product

NB: As this can be quite complicated, we've written a separate walkthrough – please ask for the 'Adding filters to your products' walkthrough.

Prices & VAT

It's useful to put up to 4 decimal places in your selling prices. You should be entering your prices

Adding your products (via CSV)

excluding VAT (unless you've been told otherwise), & then COMS works out your prices with VAT for you. This helpful as if VAT changes, we can alter your prices to reflect this. The price you're selling items at should go in here (unless it's on offer, please read on).

T
SellingPrice
17.625
16.6458
16.6458
17.6525

If an item is on Special Offer, this will override the Selling Price. Use the SpecialOfferPrice column to add a special offer price. You can also have Special Offer Start & End dates – please refer to the spec for this information.

You don't need to enter an RRP, but if you'd like your prices to be comparable to it, then you can. Just enter it in the RRP column.

Prices can easily be edited via a Stock & Price CSV file, which is a simplified version of this main file.

NB: If you are selling to Trade & need Price Breaks, Alternative Prices for different sites or Alternative GTINs, please let us know.

Stock Levels

You need to enter the quantity of an item you have in stock in the QuantityInStock column. Stock levels can easily be edited in a Stock & Price file.

Shipping

You can flag certain products to have Free Shipping or Priority Shipping – please see the spec for more information.

You can add Weight information to your product, which is needed if you're going to be shipping by weight. You can add this under the Weight column. **NB: The type of weight you're shipping by e.g. grams or kilograms will need to be set up in COMS. Please let us know so we can do this for you.**

Member Loyalty Points

You can set the amount of loyalty points a customer will get against each product.

If you would like to implement a loyalty point scheme for your customers, please get in touch.

Product Information

You'll need to enter your product details in the 'LongDescription' column (unless we've told you otherwise). Fill this with as many keywords and phrases as you can (in sentences & paragraphs, as it'll be seen by the customer), as this is a great opportunity for SEO.

Below is where the Product Description appears in COMS.

Adding your products (via CSV)

The screenshot shows a web-based product management interface. At the top, there are tabs: 'Editing: 21st Birthday Gift Photo Album - Personalised', 'Additional Info & Overrides', 'Departments', and 'Files and Flags'. Below the tabs, the 'Product Information for (21st Birthday Gift Photo Album - Personalised)' section is visible. It includes fields for 'Last updated' (14:11 Tuesday, August 14, 2012 by mike smith), 'Created' (18:50 Sunday, April 4, 2010), 'Product No' (64), 'Your ClientRef' (FS70621N), 'Product Title' (21st Birthday Gift Photo Album - Personalised), and 'Product Strapline'. A 'Description' field contains a detailed text description of the album. At the bottom of the description field, there are three buttons: 'Design mode', 'HTML text', and 'Preview'.

If you'd like to format your text e.g. bullet points, please ask for the 'Adding an article' walkthrough, as this will guide you through some simple HTML you can use.

Keywords

Search Keywords are words that you think people will type into the search box on your site to find a product.

Meta Keywords are words that you think people will type into a search engine to find that product.

Using common misspellings and plural/singular versions of words, as this will help people find your products.

Images

You can't actually upload images via a CSV file – what you can do is put all the file names (e.g. 21album.jpg) in the correct column. Please ask which columns apply to your site.

You then need to put all those images into one file & send it to us - www.dropbox.com is a great site, and it's free. Or you can put them on a memory stick/disc & post them to us. We'll then batch upload them for you & the system will find the image name & link it with that product.

Please ask what the size of your images needs to be, as this varies for each site.

Departments

You can assign all your product to departments from a CSV, just use the pipe symbol '|' to separate the list of department IDs.

To get your department IDs, you need to export them. Go to Sites → Depts & whichever sort of tree you use (left is department tree, right is the tabbed tree) you'll see a 'CSV Download' button.

Adding your products (via CSV)

The screenshot shows the Etail Systems Admin interface. The top navigation bar includes links like Orders, Products, Members, Sites, Site Admin, New Site, Admin, Reports, Home, Partner, and Sign out. Below this is a secondary navigation bar with links like Depts, Dept CSV, Proms, Members, Vouchers, Sources, Gift Wrap, Settings, Features, Setup, Template, Img Types, and Imgs. The main content area shows a breadcrumb trail: You are here > Client: Etail Demo > Site: Etail Demo > Sites > Depts. Below this is a 'Department Tree' section with a 'Department tree' tab selected. It includes links for 'Collapse All' and 'Expand All', a checkbox for 'Etail Demo Department tree', and a yellow 'CSV Download' button.

Once your file has downloaded, open it & you'll see a column called 'DepartmentID'.

A	B	C	D	E	F	G	H	I
ParentName	Name	Departme	ShortNam	Descriptio	MetaDesc	MetaKeyw	SearchKeywords	
Etail Demo Ro	Shoes	4525	Shoes	Shoes				
Etail Demo Ro	Perfume	4530		Perfume				
Perfume	For Men	4796		For Men				
Perfume	For Wome	4797		For Women				
Perfume	For Girls	8413		For Girls				
Etail Demo Ro	Furniture	4533		Furniture				
Furniture	Kitchen Ch	5263		Kitchen Chairs				
Etail Demo Ro	Gifts	4539		Gifts				
Etail Demo Ro	Car Seats	4762		Car Seats				
Etail Demo Ro	Percussion	8626	Percussion	Percussion	Percussion			
Percussion	Timpani	8627	Timpani	Timpani				
Timpani	Portable	8629	Portable	Portable				
Portable	Fibreglass	8634	Fibreglass	Fibreglass				

These are the numbers you need to add to the DepartmentID column. An example of what a DepartmentID column looks like in the Product CSV file is below:

DD
Departments
4547 4543 4537 4536 9188 4550
4547 4543 4537 4536 9188 4550
4547 4543 4537 4536 9188 4550
4547 4543 4537 4536 9188 4550

Associated, Recommended & Related Products

You can assign associated, recommend & related products via CSV – to do this, you just need to put the ClientRef of the products you want to associate with this listing in the desired column, using the pipe separated lists as for the departments. See below for an example:

DE
AssociatedPro
L1245 21PW
L1245 21PW
L1245 21PW
L1245 21PW

Adding your products (via CSV)

You can rename associated, recommended & related products in COMS (the name stays the same in the CSV, but it's shown on the site as whatever you wish to call it) – some examples are 'Other items you may like', 'Customers also bought' & 'Featured products'. Please ask if you'd like to rename these options.

Please see the Product CSV for information on other columns.

NB: If you're adding new products, please use a new CSV file each time. It's fine to keep one row of product information in for reference if needed.

Other information

Although you can't add this in the Product CSV file, you can show in COMS how much margin you're making on a product, if you have Suppliers set up. Please contact us for more information.

If you need help with your Product CSV file, please call 0844 482 0908 or email support@etailsystems.com.