Etail Systems Tip Sheet

Objective: To add a brands or manufacturers list, which are automatically populated by products.
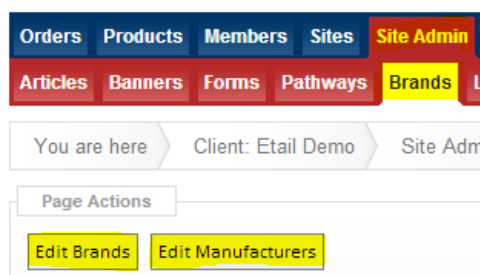
The following tells you how to achieve this;-

Brands or Manufacturers lists can come in handy for many things: if you want to have a 'Shop by Brand' or 'Shop by Manufacturer' section on your site that you don't have to add products to yourself, this is ideal.

It also comes in handy if you if you're not using the Brand or Manufacturer option in your product data for its intended purpose, & if you want to make other types of list that may not fit into your department tree e.g. if you wanted to make a list for Cold & Flu Remedies if you sell health supplements, you can make this list here.

Editing Brands & Manufacturers

To access the Brands tab, you'll need to go to Site Admin > Brands. You'll then see two buttons: Edit Brands & Edit Manufacturers – choose the appropriate one (if you're using this function for another purpose that isn't Brands or Manufacturers, please ask us which one to use).

If you have populated the fields 'Brand' & 'Manufacturer' in your product data, they will appear here (brand info under 'Edit Brands', manufacturer info under 'Edit Manufacturers').

NB: You will need to click a number, letter or "All", or search for a particular brand before anything will appear.

Adding a brands list

These two bits of information are here if you look at a product in COMS:

You'll see you can add an image to your lists, which will appear when customers look at a brands or manufacturers list on your site, like this:

(Please ask us if you want to add an image, as we'll need to check the dimensions for you)

If you edit any names in this list, this will also change that Brand Name against any products e.g. if the brand was called 'DISNEY' but you change it to 'Disney', this will be changed on all of the products that originally had 'DISNEY' in the Brand section of your product data.

NB: COMS sees capital letters and lower case as different letters, so it will list 'DISNEY' & 'Disney' as separate brands. See 'troubleshooting' further down on how to solve this.

SEO on lists

As in departments, many people like to have some text on the page for SEO purposes. You can add articles at the top & bottom of these lists, by selecting an article from the dropdown list & clicking the 'update' button. The first dropdown box means the article will appear at the top of the page, the second one means it'll be at the bottom.

Creating a list

Once you have all your information sorted, you can create your list. To do this, go back to main 'Brands' screen (Site Admin > Brands) & look for the green bar.
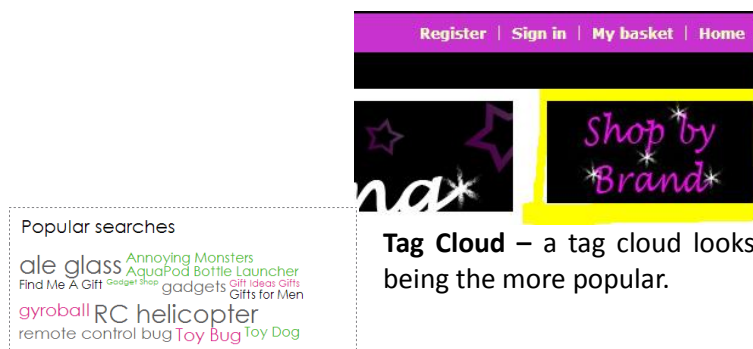
Here, you can type in the name of your list & what 'Display Type' you want. The options are:

Text Only – customer will just click on a piece of text to enter the list (the text will be whatever you name your list).

Text and Image – this will look more like a traditional department.

Image Only – people will click an image to get through to the products in your list, like this:

Tag Cloud – a tag cloud looks like this (below) with the bigger words being the more popular.

The title of the list will be text on the page, but if you want an image/particular block of colour behind it e.g. the black bar on the image (left), let us know.

Click the 'New Brand List' button (whether you're creating a brand list or a manufacturer list) when you've added the other information.

You can then start adding which brands you want in your list from the 'Select link type' dropdown. There are three options here:

Brand search – this will be a 'brands list'.

Manufacturer search – this will be a 'manufacturer list'.

For both Brand & Manufacturer, you select the appropriate dropdown box that appears & select your brand or manufacturer.

Keyword search – it may be more useful to search by keyword(s) – just type the word(s) in the box that appears:

When you're done, click 'Add new Item'.

Re-organising a list

Brands & Manufacturers appear in alphabetical order in lists by default – if you want to change this, you can go into edit your list, change the dropdown number & click the green 'update' button.

Click the red 'delete' button to delete your list.

Troubleshooting

Duplicated entries

Some of your brands/manufacturers might have more than one entry e.g. Disney and DISNEY. These will be classed as two different brands, so you'll need to edit this in the product data to make them into one. The easiest way of doing this is probably in a CSV file – please ask us if you need to do this.

If you need help with this feature, please call 0844 482 0908 or email support@etailsystems.com