

Etail Systems Tip Sheet

Objective: To add a promotion in COMS for displaying articles, banners or products.

The following tells you how to achieve this;-

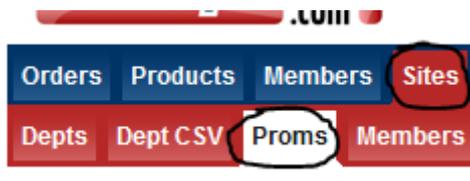
A promotion is something which usually arranges where banners, articles, products and forms are on a page – your Homepage will have a promotion on it to dictate where your banners, products and other information goes.

They can also be used as ‘promotion’ pages, where you can select certain products to display e.g. events such as Mothers’ Day, Fathers’ Day, Easter etc.

Creating a Promotion

First you need to decide whether the promotion page is going to contain any text blocks - we call these ‘articles’ - if so you need to create the article first.

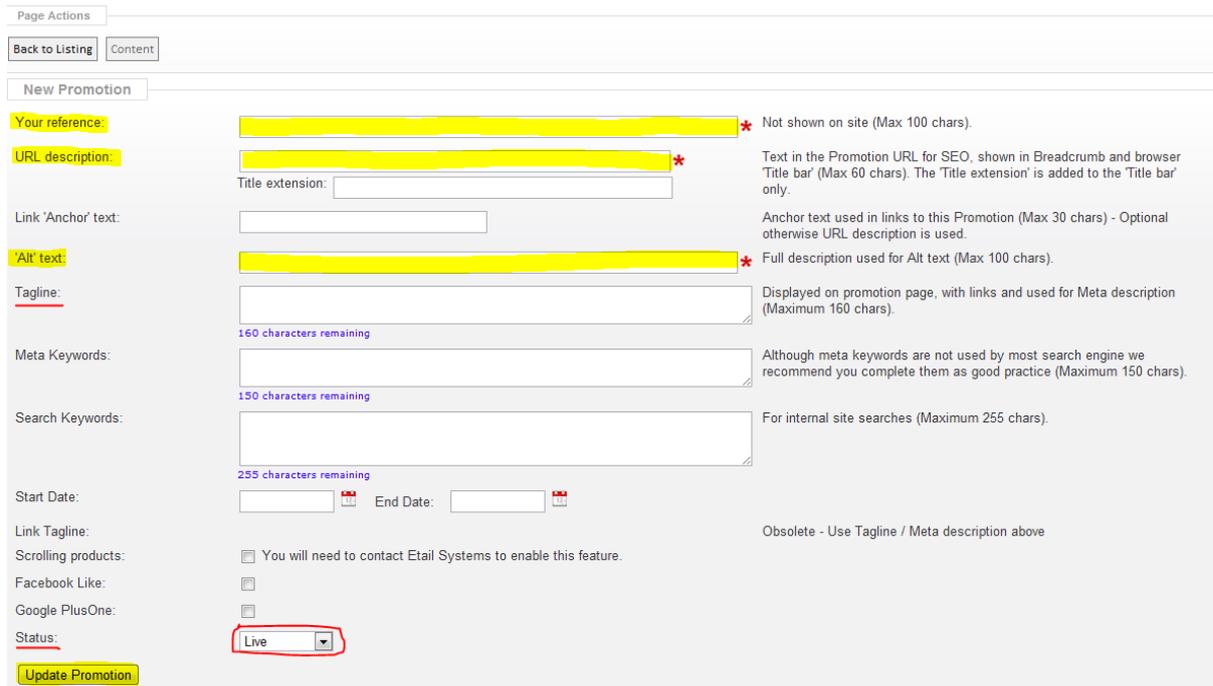
Go to ‘Sites’ → ‘Proms’



Click the ‘Add New Promotion’ button on the right hand side.



This will give you an empty page to complete.



At the very least:

You should enter a Name / **'Your Reference'** for the promotion – this will make searching for your promotions easy if you ever need to delete or edit them. This isn't shown on the actual site.

Add the page Title / **'URL description'** - this is good for SEO and is the first thing the search engines see – so it should be keyword rich and relevant – with a maximum of 60 characters.

Add the Description / **'Alt text'** - again good for SEO (basically the URL description, but can be more detailed. Can be a list or sentence).

Once you've filled in those boxes (which should be the minimum you do), you can click the 'Update Promotion' button to save your changes. Other parts you can fill in are:

'Tagline' – This is displayed on the promotion page and also works as your meta description for the search engines to pick up. You can have an 'article' instead of a tagline (at the top or bottom of the page) if you need more than 160 characters.

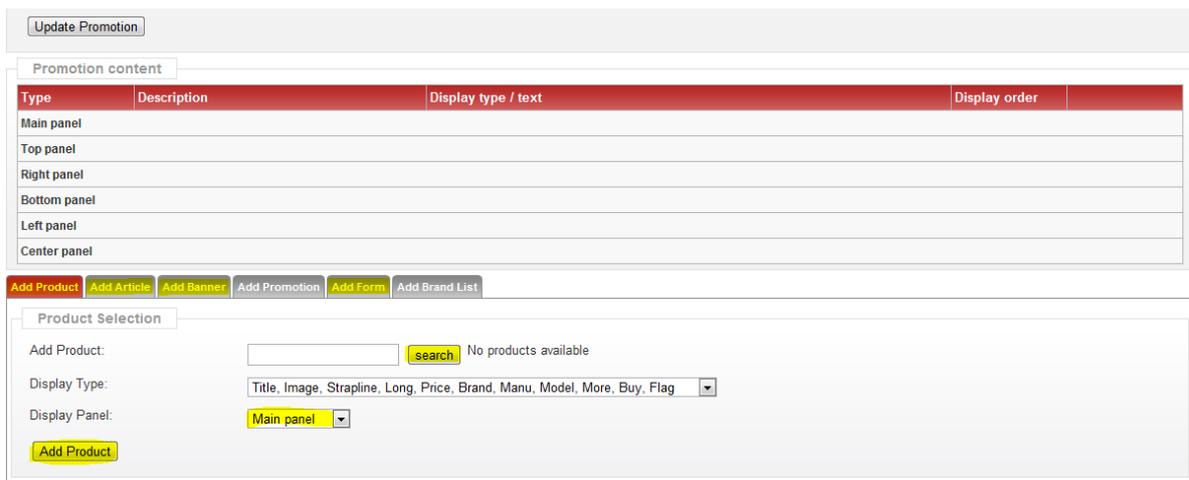
'Meta keywords' – As the description says, most search engines don't use these, but it's always good practice to fill them in.

'Search keywords' – If you want people to be able to **search for certain promotions on your site** (whether it's for specific offers or information), type your keywords in here.

'Status' – if you don't want to set a date for your promotion to finish or you don't know how long it's going to run for, you can change the promotion's status here. **'Live'** means people can see it, **'Suspended'** means all the information is there and you can set it live again whenever you wish and **'Dead'** means it's no longer in use.

Adding products, article, banners & forms to a promotion

You can then add **'Products'**, **'Articles'**, **'Banners'** and **'Forms'** – by clicking the appropriate button.



The screenshot shows a web interface for managing promotions. At the top, there is a button labeled "Update Promotion". Below it is a section titled "Promotion content" containing a table with the following columns: "Type", "Description", "Display type / text", and "Display order". The table lists several panel types: "Main panel", "Top panel", "Right panel", "Bottom panel", "Left panel", and "Center panel". Below the table is a row of buttons: "Add Product", "Add Article", "Add Banner", "Add Promotion", "Add Form", and "Add Brand List". The "Add Product" button is highlighted in yellow. Below the buttons is a "Product Selection" form with the following fields: "Add Product:" with a search input and a "search" button (highlighted in yellow) and the text "No products available"; "Display Type:" with a dropdown menu showing "Title, Image, Strapline, Long, Price, Brand, Manu, Model, More, Buy, Flag"; "Display Panel:" with a dropdown menu showing "Main panel" (highlighted in yellow); and an "Add Product" button (highlighted in yellow).

You just search for the product name, choose what panel it's going in (for products it's usually 'Main panel' & then click **'Add Product'** – if you have any doubts, please check with us).

You do the same for **Articles, Banners & Forms** – this is why it's good to name your Article something memorable, as you need to pick it from a dropdown list.

If you add more than one item you will notice that you can change the order they appear on the page by using the number dropdowns and clicking the update button – please do this one at a time. The articles/banners/forms will be re-ordered automatically when you move a banner e.g. (see image below) if you move Satin Chrome (2) to Home page intro (1), home page intro will automatically be moved down one to be the new number 2.

Adding a promotion

Type	Description	Display type / text	Display order	
Main panel				
Article	Home page intro	Text only, no images	1	 
Banner	xx - Satin Chrome	<input type="text"/>	2	 
Banner	xx - Polished Chrome	<input type="text"/>	3	 
Banner	xx - Flat Plate Satin Chrome	<input type="text"/>	4	 
Banner	xx - Flat Plate Polished Chrome	<input type="text"/>	5	 
Banner	xx - Flat Plate Black Nickel	<input type="text"/>	6	 
Banner	xx - Ultra Slim Satin Nickel	<input type="text"/>	7	 
Banner	xx - Ultra Slim Polished Chrome	<input type="text"/>	8	 
Banner	xx - Empire Range	<input type="text"/>	9	 
Banner	xx - Natural Wood	<input type="text"/>	10	 
Banner	xx - English Heritage	<input type="text"/>	11	 
Banner	xx - Ebony Range	<input type="text"/>	12	 
Banner	xx - Satin Black	<input type="text"/>	13	 
Banner	xx - Slimline Black Nickel	<input type="text"/>	14	 
Banner	xx - Screwless Super Slim	<input type="text"/>	15	 
Banner	xx - Victorian Antique Brass	<input type="text"/>	16	 
Banner	xx - The Worktop Range	<input type="text"/>	17	 

You can delete items by clicking the red remove button.

If you need any help creating a promotion, please email support@etailsystems.com or call 0844 482 0908.