

### 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;-

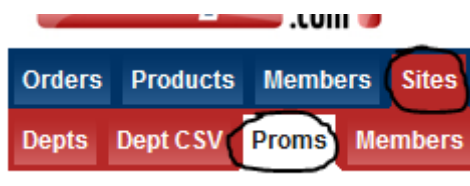
A promotion is something which usually arranges where banners, articles, products and forms are on a page – your Homepage will have a promotion on it to dictate where your banners, products and other information goes.

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.

Status	Number	Date created	Edit
Any			Search

This will give you an empty page to complete.

Page Actions  
Back to Listing Content

New Promotion

Your reference: [Redacted] \* Not shown on site (Max 100 chars).

URL description: [Redacted] \* Text in the Promotion URL for SEO, shown in Breadcrumb and browser 'Title bar' (Max 60 chars). The 'Title extension' is added to the 'Title bar' only.  
Title extension: [Redacted]

Link 'Anchor' text: [Redacted] Anchor text used in links to this Promotion (Max 30 chars) - Optional otherwise URL description is used.

'Alt' text: [Redacted] \* Full description used for Alt text (Max 100 chars).

Tagline: [Redacted] Displayed on promotion page, with links and used for Meta description (Maximum 160 chars).  
160 characters remaining

Meta Keywords: [Redacted] Although meta keywords are not used by most search engine we recommend you complete them as good practice (Maximum 150 chars).  
150 characters remaining

Search Keywords: [Redacted] For internal site searches (Maximum 255 chars).  
255 characters remaining

Start Date: [Redacted] End Date: [Redacted]

Link Tagline: [Redacted] Obsolete - Use Tagline / Meta description above

Scrolling products: ☐ You will need to contact Etail Systems to enable this feature.

Facebook Like: ☐

Google PlusOne: ☐

Status: Live [Redacted]

Update Promotion

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.

**'Start date / End date'** – if you want a promotion to last for a certain amount of time, set the dates here. If you want this to appear forever/you don't know when you want it cutting off, leave this section blank.

Scrolling products: ☐ You will need to contact Etail Systems to enable this feature.  
Tabbed Articles: ☐ Group Articles and display in tabs. Article title will be used as the tab label.

**Scrolling products** – this is a feature that will need styling before you can use this, so please talk to us before ticking this! This is so your products can look like this:



**Tabbed Articles** – this is so ALL the articles on your home page are in tabs, like this:



Again, you'll need to contact us before doing this, as it will need styling.

**Social media** – this is quite an old way of doing social media, which we wouldn't recommend anymore, so you can ignore these.

Facebook Like: ☐  
Add this: ☐  
Google PlusOne: ☐

Hide panels: Left panel: ☐  
Right panel: ☐

**Hide panels** – if you have a left panel on your site & want to hide this on a particular promotion page, select the

relevant tick box here.

**Display and Index** – if you don't want this particular promotion to be shown in the sitemap or be indexed by Google, then you can **untick** this box to achieve this. By default, it is ticked.

Display and Index: ☒ Display this Promotion on sitemap and allow indexing by SEO robots.

**'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.

Update Promotion

Promotion content

Type	Description	Display type / text	Display order
Main panel			
Top panel			
Right panel			
Bottom panel			
Left panel			
Center panel			

Add Product Add Article Add Banner Add Promotion Add Form Add Brand List

Product Selection

Add Product:   No products available

Display Type:



































Display Panel:

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	
<b>Main panel</b>				
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](mailto:support@etailsystems.com) or call 0844 482 0908.