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# Etail Systems Tip Sheet

*Objective: To create a custom URL & custom page for certain customers to be directed to.*

The following tells you how to achieve this;-

Other walkthroughs which compliment this guide are. Please ask if you'd like these:-

- Adding an article
- Adding a banner
- Adding your products (in COMS) / Adding your products (via CSV)
- Adding your department tree (in COMS)
- Adding a promotion
- Getting a promotion URL
- Adding redirects (in COMS)

Custom URLs & custom pages are often used for Groupon offers, or for specific mailing list offers, for example. People can go to a page like [www.websiteurlhere.com/custompagename](http://www.websiteurlhere.com/custompagename) & be redirected to a promotion page which can have all sorts of elements on, such as articles, banners & products.

### Page Elements

Firstly, you'll need to decide what elements you want on your page (the most common are products, articles & banners). If you need any walkthroughs on how to add these, please let us know.

### Departments

If you have a product that you're only wanting to show on your custom page & nowhere else on the site, then you'll have to create a department (e.g. call it 'Custom Pages') & mark it as 'Sitemap only' (as products must be set to live & be in at least one department to show on the site). Don't forget to add your product(s) to this department.

This way, this department won't show in the main menu, but the products can still appear on your custom URL. Please ask for a walkthrough on adding a department if you need it.

### Promotions

You'll then need to create a promotion page & add all your elements in here. Please ask for a walkthrough if you need this.

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### Redirects

You'll then need to get your promotion URL, so you can redirect your custom URL to this page. Once you have this, you'll need to set up a redirect. Again, please ask for these walkthroughs if you need them.

**If you want this to be a permanent redirect then you will have to reimport this redirect every 3 months.**

**NB: Add your custom URL as the 'Old URL' & the promotion page link as the 'New URL' – as people will be clicking on the custom URL & then need to be redirected to the promotion URL.**

If you'd like any help with creating custom pages, please call 0844 482 0908 or email [support@etailsystems.com](mailto:support@etailsystems.com)