Adding links to banners

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Etail Systems Tip Sheet

Objective: To enable customers to click on the appropriate banner to see your Best Sellers, New Products & Special Offers, or to click through to a product, department or promotion.

The following tells you how to achieve this;-

There are many different types of links you can add to your banners. See the sub-headings below to find out how to add your chosen link to your banner.

Linking to departments

You need to go and edit the banner from your banner list by going to 'Site Admin' → 'Banners' & click the little notepad & pen icon.
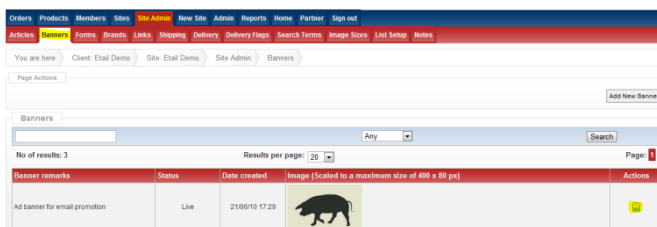
If you're wanting to upload a new banner, click the 'Add New Banner' button – if you want a full walkthrough for adding a new banner, please request this.

Scroll down until you see these boxes.

You can change your banner picture here, by the 'Choose File' button.

Alt text - what shows up when someone hovers your banner.

Link URL – instead of putting an actual link in here, if you're linking to a department, just put 'dept'.

Link URL Description – describe what the link is.

Link URL Value – You can find this out one of two ways: the first way is to click on your department tree & hover over the department you wish to link to. A little box will appear with 'Dept Node No:' in it. The one in the example said 'Dept Node No: 3'. You **ALWAYS** need to put 'd01' when linking to a department

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(that's the number 0, not the letter O) in front of every department number.

Or, you can click through to your desired department on your actual website and the characters you need to insert in the Link URL Value box will be at the end of the link.

www.etaildemo.co.uk/dept/perfume_d013.htm

Link Target – When a customer clicks on this link, do you want it to open in the same window, or a new window? As this is linking within your site, it's usually best to select 'Same window'.

Click the 'Update Banner' button & this will save your changes.

Linking to promotions

Promotions are used for many different purposes, from group links together, to containing articles & displaying product listings. If you need information on adding a promotion, please request this.

You need to add the following information in the 'Link' boxes:

Link URL – index

URL Description – What do you want the link to say in the address bar? E.g. www.etailsystems.com/**best-selling-ecommerce-websites**

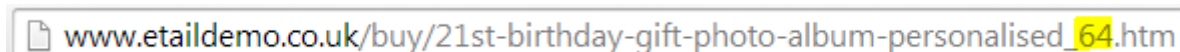It's best if this matches up with the Promotion 'URL Description'.

Link URL Value – You need to go into your Promotions list and use the number that's under the 'number' column.

	Your Reference	URL Description	Status	Number	Date created	Edit
1	Checkout offers	Checkout offers	Live	36	27/02/11 16:42	
2	Googlefonts Test	Googlefonts Test	Live	56	07/02/12 08:57	
3	Home Page	Home Page	Live	21	04/04/10 21:51	
4	Product Info	Product Info	Live	22	06/04/10 09:53	
5	Promotional email prom	Promotional email page	Live	32	21/06/10 17:33	

No of results: 5   Results per page: 20   Page: 1

Don't forget to 'update' your banner by clicking the update button.

Linking to products

This is the same as for promotions, apart from in the "Link URL" box, you put "buy" instead of "index". You get the number for the "Link URL Value" from the URL of the product you want to link to.

www.etaildemo.co.uk/buy/21st-birthday-gift-photo-album-personalised_64.htm

Linking to 'Best Sellers', 'New Products' & 'Special Offers'

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Three features that are helpful are the 'New Products', 'Best Sellers' & 'Special Offers', which automatically appear when the customer clicks on a banner entitled with either of those three titles.

You don't have much control over what appears on these page – but you can add an article to the top of the page if you wish (please ask for the Search Information walkthrough to do this).

If you would prefer to control these manually, you will have to set up a promotion and link it to the banner. Please request walkthroughs for promotions if you would like them, or see above for linking banners to promotions.

Best Sellers

To make a banner go to the best sellers page, find it in your banners list and click the edit button. If you're uploading a new banner, you'll need to click the 'Add new banner' button above the banner list.

Put a title in the 'Banner remarks' box and make sure the 'Status' dropdown is set to 'live'. If you want to set this banner up now, but not release it yet, you can choose 'New' and set it live when you're ready. You can also suspend banners by editing the banner and changing the drop down to 'Suspended'.

If you're uploading a new banner, click the 'Choose file' button and choose the correct banner.

Add in some Alt text – this appears when the customer hovers over the banner.

Now, under the **'Link URL'** heading, put the word 'shop'.

In the **'Link URL Description'** put what you'd link the URL to say (this is just the bit in bold) e.g. www.etailsystems.com/**best-selling-ecommerce-websites**

In the 'Link URL Value' box, put 's01' which is the code we use to direct a page to your best sellers.

You can then click 'Update Banner'.

New Products

For 'New Products' you can do the same, but use the 'Link URL Value' 'n01'.

For 'New Products' & 'Best Sellers', COMS automatically put products in, from around the last 6 weeks.

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Special Offers

For 'Special Offers', use the same 'Link URL' & a 'Link URL Value' of 'o01'. Anything that has an 'offer price' against it in COMS will appear here.

Due Out

For products that are 'Due out' (they have a release date & it can be set in COMS, but the products haven't arrived yet), use the same 'Link URL' & a 'Link URL Value' of 'u01'. This will group everything that has a release date, & once it's been released, it'll automatically come out of this section.

Linking to an outside site

If you're linking to an outside site from your banner, you paste the actual link in the **'Link URL'** box. You leave the boxes underneath blank, apart from the **'Link Target'**.

If your banner is linking to an outside site, you should select 'New window', as you don't want people clicking off your site and not being able to get back!

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