User Reference Guide

SiteLINK™

Version 7.0

Dydacomp
11D Commerce Way
Totowa, New Jersey 07512-1154

(800) 858-3666
Sales

(973) 237-0300
SiteLINK Support

www.dydacomp.com

Copyright

The SiteLINK software and its documentation are protected by both United States copyright law and international treaty provisions. You may not copy the SiteLINK software or the SiteLINK documentation for any reason except for archival purposes, and by express written permission from Dydacomp Development Corporation.

Version 7.0
November 2011

Table of Contents

Table of Contents

Chapter 6 Using SiteLINK on a Daily Basis 86

Chapter 7 Customizing Your Store 102

Table of Contents

Introduction

Welcome to SiteLINK! The complete electronic commerce solution that creates and manages a Web store entirely from your Multichannel Order Manager software. Packed with over 100 powerful features, SiteLINK is designed to make your web store professional-looking, easy to maintain and best of all - able to generate orders for your business 24 hours a day!

Throughout this guide, there will be references to specific chapters and sections of the M.O.M. Setup Guide and Reference Guide. To obtain copies of these guides, log on to the M.O.M. Online Technical Support Site at http://www.dydacomp.com/support/login.asp.

About This Guide

This Guide covers the installation, set up and use of SiteLINK. The Guide is divided into eight chapters.

Introduction

This is the chapter that you are reading now. It explains how this Guide is organized and provides an overview of the operation and use of SiteLINK.

Chapter 1—System Requirements, Installation and Hosting

This chapter explains what software and hardware you need to run SiteLINK and what steps must be taken for installation and setup. It also details your store hosting options and additional considerations.

Chapter 2—Setting Up Departments and Products in M.O.M.

This chapter explains how to set up the departments, products and the "specials" page for your store in Multichannel Order Manager.

Chapter 3—Setting up Order Payment Options

This chapter explains how to set up the various payment options that you can make available to your shoppers.

Chapter 4—Setting Up Other Store Information in M.O.M.

This chapter explains how to set up the other store information in M.O.M., including your general store preferences, customer shipping options, order promotions, advertising source keys for profit reporting, catalogs for customer information requests, and customer order acknowledgment e-mails.

Chapter 5—Creating Your Store

This chapter explains how to actually create your store step by step. It explains transferring M.O.M. store information your store, selecting store design options, and enabling special features.

Chapter 6—Using SiteLINK on a Daily Basis

This chapter explains how to access the Administrative Options screen to download orders and information requests from SiteLINK into M.O.M. using the 1-Click Download feature. The chapter explains the various reports available on the Administrative Options screen, as well as how to upload customer and order information to SiteLINK.

Chapter 7—Customizing Your Store

This chapter explains how SiteLINK, ASP and XML work together and how to modify the SiteLINK Active Server Pages using Microsoft's FrontPage or Adobe's Dreamweaver. It also explains how to create custom hypertext links to the component ASP pages in your store. Finally, the chapter provides a complete list of the major SiteLINK files including their ASP file name and a full description.

Chapter 8—Tips for Web Marketing

This chapter explains how to list your commerce site most effectively with search engines to enable potential customers to find your on-line store.

Features

SiteLINK provides a full complement of standard Web store features including:

- Secure Commerce using Secure Socket Layer technology

- Store Directory, Departments, and Sub-Departments

- Store Specials Page

- Product Search

- Product Display

- Customer Shopping Basket

- Customer Checkout

- Customer Information Request for Catalog or Brochure

- Complete Store Design Using a Customizable Template

In addition to these standard features, the dynamic connection between your Multichannel Order Manager software and your SiteLINK store enables many more advanced features not available with any other Web commerce solution, including:

- Direct order downloads into the M.O.M. database.

- Special quantity pricing levels for items set up in M.O.M. are applied automatically. In addition, your customer can view the special prices before adding the item to their shopping basket.

- Order Promotion that are created in M.O.M. can be used for web orders.

- Mix & Match pricing discounts for items set up in M.O.M. are applied automatically.

- Size/Color variations for an item set up in M.O.M. are available for viewing and selection while in the shopping basket mode.

- Product availability updates direct from the M.O.M. stock file.

- M.O.M. Selling Tools (Cross-Sell, Up-Sell, and Substitute) can be set up for each item and displayed for the customer in their shopping

basket.

- Applicable shipping charges for each shipping method are automatically added to the customer order at check-out using the M.O.M. Automatic Shipping Calculations Module (ASCM). Shipping methods in M.O.M. can be flagged as "Available on the Web" to enable or disable certain methods for use by Web shoppers.

- Product Shipping Area Restrictions.

- Line item specific custom information, such as monogramming, can be flagged as "required" for an item when selected by a shopper.

- Applicable sales taxes set up in M.O.M. are automatically added at check-out based on customer shipping address.

- Credit Card Merchant Accounts set up in M.O.M. can be flagged as "Available on the Web" to enable or disable cards for use by Web shoppers.

- Alternate payment methods including C.O.D. and open invoice on terms.

- Automatic assignment of M.O.M. Source Key for each order based on a URL (Universal Resource Locator) hyperlink from another site.

- Customer ID registration for order status and special product pricing.

- Automatic recognition of repeat customers using "cookies" to welcome them back on subsequent visits.

- Shopper-defined greeting messages for gift orders.

- Product Search by Stock Number

- Product Search based on Advanced Search Criteria using up to four user-defined fields.

- Show Custom Information in the Basket

- Show Description Line 2 (Size/Color) in the Basket

- Quick Order Form

- Email Page to a Friend

- Instant Email Order Confirmation with Order Details

- Email Forgotten Password

- Ship Order Hold Date per Order

- Shipping Calculator to Estimate Shipping Costs on the Basket Page

- Login or Register Visitor after Basket Page Option

- Email Address and Password Login

- View Larger Image to View Product Details

- Visitor Logout Button

- Ability to Sort the Search Results by Price

- Alt Tags link to Product Title

- Site Map Page links to Departments List

- Wish List

- Edit HTML Code

- Display Item Image in the Basket

- Box Calculations for Shipping Costs

- Multiple Ship-To Addresses

- Quantity Pricing for Different Line Items across Multiple Ship-To
  Addresses

- Product-Specific Shipping Methods with Error Checking

- Charge Shipping for Drop-Ship Products

- Authorize.net Credit Card Pre-Authorization with CID

- Authorize.net eCheck payments

- Paypal Payments

- Points & Rewards

- View Order Status Online for both Online and Offline Orders

- Ability to Log in to Web Store without registering, using only a
  password supplied by M.O.M. location

- "How Did You Hear About Us?" drop-down list links to Source Keys in M.O.M.

- Purchase Order Number field imported with orders for customers with Open Invoice Terms

- Product-Specific Hold Date

- Reviewing Order History displays Ship-To Address

- Recognition of Credit Card Type based on Credit Card Number

- Packing Information will show items and tracking number linked to carrier site.

- USPS Inter and Intra Zones with all classes

- Ability to change Buttons

- Alphabetize Size/Color Products

- Coupon Redemption

- Due date for out-of-stock products

- Subscribe or un-subscribe to mail or email

- Administrative Options reporting for number of visitors per source/ URL, orders, etc.

- Choose whether or not to "ship ahead" on orders containing both in-stock and backordered items.

Basic Operation

SiteLINK uses the databases in Multichannel Order Manager to manage the content of your Web store. This includes stock item information, shipping methods, credit card merchant accounts and advertising source keys. It also utilizes the Import/Export Module (IEM) option as the means to seamlessly download orders from SiteLINK directly into the Multichannel Order Manager customer and order databases.

The Full Web Site Hosting option for SiteLINK is designed to operate without requiring you to own a server. Your Web store resides on a Dydacomp Web server at a secure location in New Jersey. You connect to your store "remotely" using M.O.M. to upload product information

and customer order status to your store and download information requests and new orders to Multichannel Order Manager. A monthly licensing and usage fee covers the cost of hosting your store at our location, regular SiteLINK Support and emergency 24/7 SiteLINK Support.

Because your store and your M.O.M. databases are not "on-line," your customers shopping in your Web store do not have access to actual inventory availability information or other "real time" information such as order ship date, etc. However, order status and product availability information can be uploaded to your store as often as you like, with uninterrupted access to your website.

For security reasons, the SiteLINK administration page has a twenty minute time out. Be mindful of this when making changes. If you will be walking away from the computer, be sure to save your work and refresh the page when you return to log back in.

Store Design Options

SiteLINK uses a basic page design for each of the primary store pages, including the store directory, departments and sub-departments, specials page, the product display pages, checkout page, and shopping basket. A browser-based store designer wizard walks you through a series of steps to select store design options, including page formats, text and background colors, store banners, navigational buttons, and store logo.

You can also use a web editor to further customize the format or layout of your store pages. SiteLINK supports modification of the store pages, however a good working knowledge of HTML is recommended before considering this type of additional customization.

Finally, SiteLINK Design Services can provide a variety of design and customization options. For more information navigate to http://www.dydacomp.com/sitelink/customservices.asp.

Getting Help

For SiteLINK users, the SiteLINK Support Team is ready to assist you during your initial store setup on Dydacomp's servers. They also insure that your store is operating correctly on a daily basis. The best way to contact the SiteLINK Support Team is via telephone at (973)

237-0300 or via email at sitelinkadmin@dydacomp.com.

For off-hours emergency 24/7 SiteLINK support, please call (973) 237-0300. Your call will be forwarded to a support technician for assistance.

Chapter 1

System Requirements, Installation and Hosting

This chapter provides information about the specific system requirements, installation procedures, hosting options and URL reporting considerations for SiteLINK.

System Requirements

The following are the system requirements for using SiteLINK:

- M.O.M. for Windows Version 7.1 or higher

- Windows XP, Vista, or 7

- M.O.M. Order Import/Export Module (IEM) for importing orders from your store into M.O.M.

- M.O.M. Automatic Shipping Calculation Module (ASCM) to calculate shipping costs for customers

- M.O.M. ICCAS for credit card and eCheck authorization (recommended)

- Web browser to access your Store Administrative Options screen for uploads of store data and order downloads from your store on the Dydacomp server

- Any type of Internet connection at 56 or higher, (broadband connection highly recommended)

- HTML Editor such as Microsoft's FrontPage or Adobe's Dreamweaver, required for publishing web pages outside of SiteLINK if Dydacomp is hosting your entire web site for you or for customizing your store. See *Hosting Options for Your Store* on page 16.

Installation

If you purchased SiteLINK with M.O.M., no installation is necessary. However, if you purchased SiteLINK separately, follow these steps:

1. Have one user log into the Multichannel Order Manager program. On M.O.M.'s Main Menu Bar,

Click on: **Help**
              About M.O.M.

2. Select the UPDATE OPTIONS button. You will receive a confirmation message stating that the options have been set. Exit M.O.M. and re-enter for the changes to take effect.

3. From the Dydacomp Web site, download and install the latest program update for your version of Multichannel Order Manager. M.O.M. users can use the Auto Update Feature,

Click on: **Help**
              MOM Auto Update

Hosting Options for Your Store

There are four options available for Dydacomp to host your site.

Store Only Hosting

If you already have a Web site with a registered domain name, this option may best suit your needs. Using Store Only Hosting, you simply place a hypertext link on your existing Web site ("Visit Our Store", for example) and when that link is selected by a visitor to your site, that visitor is brought to your store on Dydacomp's server.

Full Web Site Hosting

If you do not currently have a Web site or if you have one and want to move it, you may elect to have Dydacomp host your entire Web site (both the store portion and "information only" portion) on its server. If you choose this option you need to have Microsoft's FrontPage or Macromedia's Dreamweaver with FrontPage extensions (the extensions are offered on the Macromedia website free of charge) to publish the "information" portion of your Web site to Dydacomp's server.

To have Dydacomp host your entire Web site, you also need to obtain a registered domain name (or address) and a SSL Certificate for your Web site prior to publishing your store. Contact a domain name registrar such as Network Solutions (www.networksolutions.com), Go Daddy (www.godaddy.com), or Register.com (www.register.com) to register a domain name.

SSL Certificate

An SSL (Secure Sockets Layer) Certificate, is an encryption protocol used to transmit and receive sensitive information over the internet. When important data such as credit card information is sent using a site with a SSL certificate, the information is broken down into a complex code that only the receiving party can decrypt. This prevents hackers and online eavesdroppers from obtaining address or credit card information.

For your SSL Certificate, contact Verisign (www.verisign.com), Thawte (www.thawte.com) or Go Daddy (www.godaddy.com). SSL Certificates should have 128 bit encryption and IIS 6.x for Windows. Dydacomp SiteLINK Administrator can assist you in providing any additional technical information.

SiteLINK's Basket Only

If you prefer to simply plug SiteLINK's basket to your current site, that is also possible. All you need is a little script that is added to your current site that will add items to the SiteLINK basket when the 'Add to Cart' button is selected. You will get the same advantages of using SiteLINK: Importing orders directly into M.O.M., publishing order status and customer history, taxes, shipping charges, pricing levels, cross-sells/up-sells, etc.

While the SiteLINK basket resides on our server, the main site can reside at any location, giving you extra flexibility and control.

24/7 Order Status Module

Built on the SiteLINK Platform, the 24/7 Order Status module will allow non-SiteLINK stores to publish 3 month's worth of Customer and Order Status data to the web, where their customers can log in (using email address and password from M.O.M.) to access it.

Order status will show Web Confirmation numbers, Status of the order,

Order Detail, Bill-to address, Ship-to address, last 4 digits of credit card, shipping method, tracking number (clickable to UPS or FedEx). This feature includes the line item status as well as the status of the entire order.

URL Activity Reporting Considerations

Depending on your selection of hosting option, you should be aware of the following considerations in regards to your ability to utilize the SiteLINK URL (Universal Resource Locator) Activity Report to track the origin of "hits" to your store. For more information about the URL Activity Report, see *URL Activity* on page 98 in this Guide.

■ Full Web Site Hosting —Although all commerce transactions on the Dydacomp server are secured through the use of a SSL Certificate, to utilize the URL Activity Report to track origins of hits, you must purchase your own SSL Certificate (from VeriSign or another provider). If you choose not to purchase your own SSL Certificate, the URL Activity Report shows all hits originating from your own domain instead of their true point of origin. For this reason, we strongly suggest that you obtain your own SSL Certificate from any of the suggested vendors listed on page 17 of this Guide.
■ Store Only/ Basket Only Hosting —Because all initial hits to your store are made through the hyperlink from your own domain, the SiteLINK URL Activity Report shows all hits coming from one point of origin — your domain. To track URL references to your domain, some other referrer analysis system apart from SiteLINK is needed.

Chapter 2

Setting Up Departments and Products in M.O.M.

This chapter provides detailed instructions on setting up departments, products and the "specials" page for your store in Multichannel Order Manager.

Setting Up Departments

Departments enable you to organize your products into groups that SiteLINK uses to display product listings for your customer by product category. This information will appear in your Web store as the SITE MAP. You can have as many levels (sub-departments) of departments as you need.
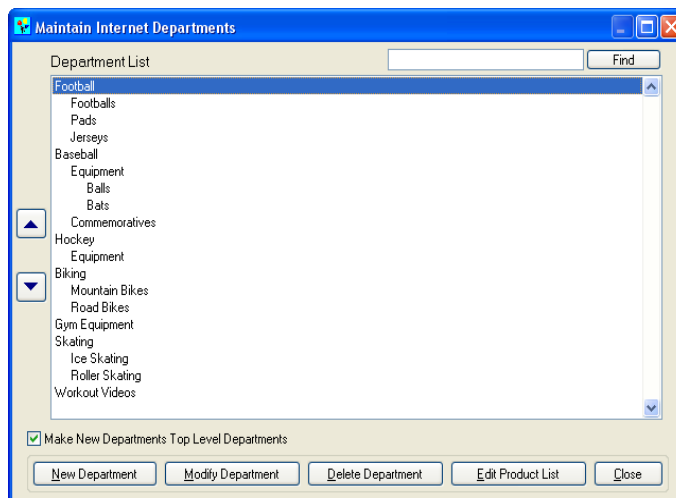
To access the Maintain Departments screen,

1. From M.O.M.'s Main Menu,

🖱️Click on: **Options**
SiteLINK
Maintain **Departments**

The Maintain Departments screen is displayed.
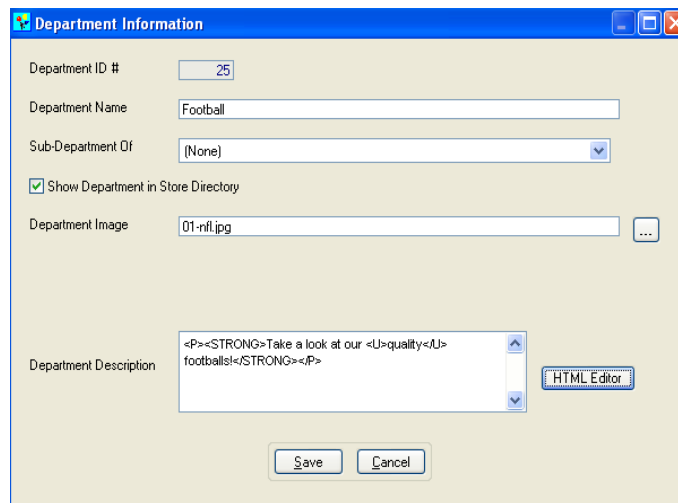
Maintain Departments

2. Use the **Find** field to search through the list of departments.

3. Optionally, check the option **Make New Departments Top Level Departments**. This option will create any new departments as main departments instead of a sub-department.

4. Select and complete the applicable tasks as follows.

Creating a New Department

1. Select the NEW DEPARTMENT button to display the Department Information screen.

Department Information

2. Enter the **Department Name**.

3. If the department is a sub-department of another department, use the drop-down **Sub-Department Of** list to select the "parent" department.

4. If the department is to be included in the list of departments on the Store Directory page, check the **Show Department in Store Directory** check box.

5. SiteLINK enable you to set up image files for your store's departments. Typically this image is one of the images of a product in the department, although you might have a special image representing the entire department.

To select an image for the department,

✌Click on: ⬚

next to the **Department Image** field. File type must be JPG or GIF.

👆 **Note:** For more detailed image specifications, see the *Setting Up Product Information* section.

6. Optionally, enter a **Department Description**. This field accepts HTML code, or you can use the HTML Editor.

7. Select the SAVE button when you are finished.

Modifying or Deleting a Department

1. To edit or change a department, highlight the department in the list on the Maintain Departments screen and select the MODIFY DEPARTMENT button to display the Department Information screen (see previous page).

2. Make your changes and select the SAVE button when finished.

3. To delete a department, highlight the department in the list on the Maintain Departments screen and select the DELETE DEPARTMENT button. M.O.M. advises that if there are products associated with the department, the associations will also be deleted.

Arranging the Order of Departments

SiteLINK enables you to establish the listing order of departments on the Web store's Site Map.

On the Maintain Departments screen (see screen earlier in this section),

1. Use the large "up" arrow button to the left of the list to move a department further up in the list.

2. Use the large "down" arrow button to the left of the list to move a department further down in the list.

👆 **Note:** You cannot move a lower level department above or below a higher level department in the list.

Adding, Removing or Arranging Products in Departments

1. Highlight the department in the list on the Maintain Departments screen (see screen earlier in this section) and select the EDIT PRODUCT LIST button to display the Product List screen.

Product List
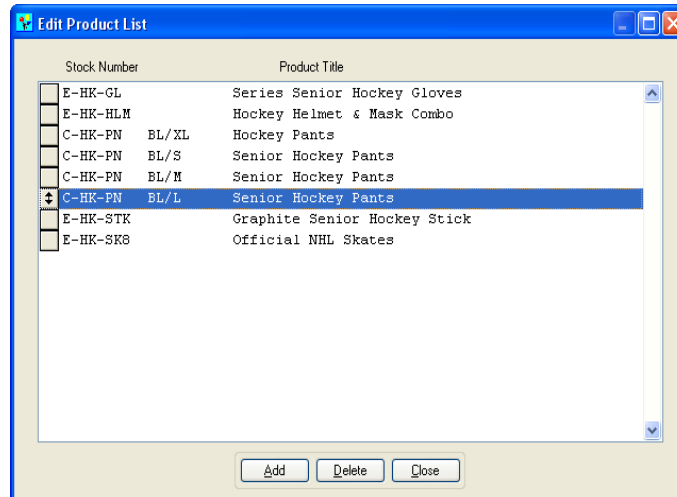
2. To add a new product to the department, select the ADD button and enter the Stock Number for the product. If you do not know the stock number, press the F2 key for lookup.

Note: Only those products that have been set up as "Available on the Web" in the Maintain Stock Items function can be added.

3. To remove a product from the list, highlight the product in the list and select the DELETE button.

4. To arrange the order of products as they are listed in the department, use your mouse to click on the box to the left of the product in the list and "drag and drop" the product to the new position in the list.

5. When you are finished, select the CLOSE button.

Setting Up Product Information

SiteLINK uses product information directly from your M.O.M. system—special discount selling prices (see the note below), special product attributes like size/color, fractional quantities, etc.—it's all maintained in the Stock Maintenance function of your M.O.M. software. The additional product information required when using SiteLINK is used only to control the way in which your customer "views" the item in your on-line store.

In fact, if you already have your business set up in M.O.M. and are adding SiteLINK to your M.O.M. system, you'll be ready to sell on the web very quickly just by completing a few new information fields for each of the stock items you want to include in your web store.

⚠ **Warning:** Avoid using any special characters or symbols as part of your stock number such as quotation marks, parentheses, less-than symbol, etc. Including them may cause SiteLINK to improperly function.

☝ **Note:** In SiteLINK, any special pricing for items based on sale date and/or quantity will apply to any customer in your store, whether they are a new customer or a repeat registered customer. Pricing based on customer type or customer number will only apply on orders for repeat customers.

🔑 **Hint:** For stock items having Size/Color, the data in Description Line 2 will appear as an option on the drop-down menu of the product detail page. See following example.

**Size/Color
Item
in M.O.M.
and
Web Store**

To access the product information for SiteLINK,

1. On M.O.M.'s Main Menu Bar,
🖱Click on: **Product
                Maintain Stock Item**
The Stock Item Lookup screen is displayed.

2. Select the desired stock item.

The Stock Item Information screen is displayed.

**Stock Item
Information**

3. Select the **SiteLINK** tab.

4. To have the product available in your SiteLINK store, check the **Product Available on the Internet** box.

5. Complete or edit the information in each of the four sub-tabs. Refer to the corresponding procedures that follow.

Entering Product Description Information

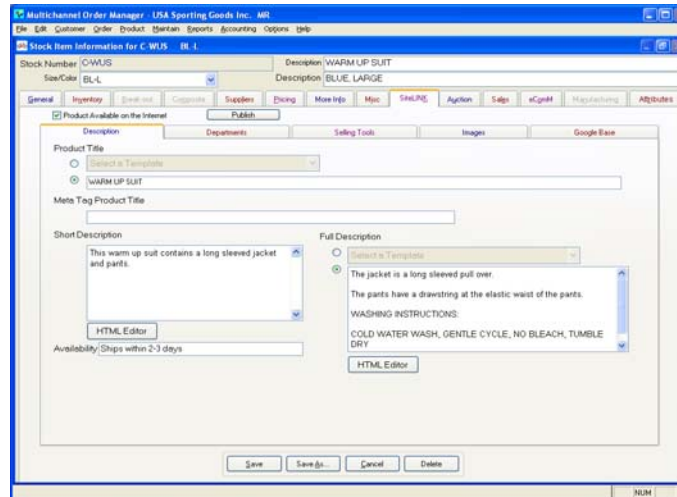Select the Description sub-tab (see the screen on the previous page) to define the descriptive information for the item as it appears in your store.

1. Select a **Product Title** for the item to be used in your store.

- Check the radio button for **Use Main Description** to use the regular title description of the product that is set up for the item in the Stock Item Information screen.

- Check the radio button next to the blank box to enter a different product title for use only in your SiteLINK store.

2. Enter a **Meta Tag Product Title**, for more information see *Meta Tags* on page 122

3. Enter a **Short Description** to be used in your store on the product listing pages and/or product specials page.

4. Select a **Full Description** for the product page itself.

- Check the radio button **Use Extended Information**, to use any text

   description for the product that is set up in the **Extended Info** tab

in the Stock Item Information screen.

Note: Any image that may be set up on the Extended Info tab has no effect or use in your SiteLINK store.

■ Check the radio button next to the blank box to enter a different full description of the product for use only in your store.

Hint: You can use HTML code to change the appearance of the text in the Short or Full Description fields above. You can do this by either using the HTML editor provided for the description fields, or by simply inserting HTML code right in the text for line breaks, bolding, font size or color, etc.
For instance, insert:

 for a line break.
    <I> and </I> to begin and end italics text.
    <B> and </B> to begin and end bold text.

You can also insert HTML-coded Hyperlinks to take shoppers to other parts of your Web site or SiteLINK store. See *Creating Custom Hypertext Links To Your Store* on page 110, for more information about Hyperlinks.

5. Optionally use the **Availability** field to enter additional information detailing the amount of time an item takes to ship or additional promotional information.

Entering Department Information

Select the Department sub-tab to view or edit the departments and sub-departments in which the product is included. A product can be included in as many departments as you want. You can enter items ONLY into the lowest level department.

1. To add a product to a department, click on the corresponding check box to check the selection.
2. To remove a product from a department, click on the check box to un-check the selection.

Note: New departments are created using the Maintain Departments function. (See *Setting Up Departments* on page 19 earlier in this chapter.) In addition to adding or removing products as above, you can also add or remove products from within the Maintain Departments function as well.

Depending on your preference, you can skip the task of Entering

Department Information for each individual item and complete this task for all items as you set up your departments.

Entering Selling Tool Information

To increase sales, you may want to have your site make alternative or additional product suggestions to your customers based on the selection of a certain stock item.

Using Selling Tools from M.O.M.

There are four types of product selling tools that M.O.M. lets you set up for an item, However you cannot use there are restrictions for a few of the selling tools when utilized in SiteLINK.

- Substitute Item - an alternative item that is suggested whenever the item is unavailable. This cannot be used along with an Upsell Item Tool.
- Up-Sell Item - an alternative item that is suggested because it is "better" than the item. This cannot be used with a Substitute Item Tool.

Hint: Since Substitutes and Up-Sells behave the same on SiteLINK, only one can be used. Substitutes should be used when a product has been discontinued and must be phased out, otherwise an Up-Sell should be used.

- Cross-Sell Item - one or more items that are suggested because they are "related" to the item as accessories or extra items.
- Promotional Item -This cannot be used in SiteLINK.

In those cases where more than one selling tool is set up for an item, M.O.M. prioritizes Up-Sells ahead of Promotion, followed by Substitutes and Cross-Sells. Cross-Sells are only displayed if the proceeding Up-Sell and/or Substitute is declined. A special Selling Tools Report allows you to report on the activity and use of each special type of item.

Note: When importing orders, if there is a mandatory substitution for an item, the item will be substituted and there will be an entry on the Exception Report showing the information about the substitution.

To set up any one of the selling tools for a stock item,

1. Click on the **General** tab in the Stock Item Information screen.

General Tab
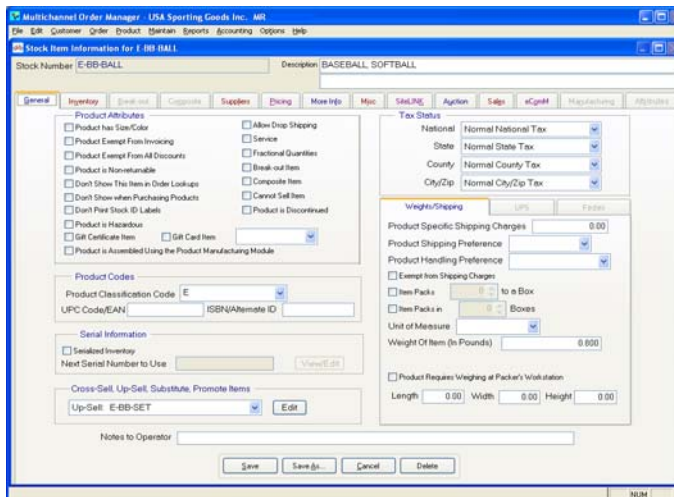
2. In the screen section titled, **Cross-Sell, Up-Sell, Substitute, Promote Items**, use the pull-down menu to select "Add a New Selling Tool", and press the ADD button to display the Edit Cross-Sell, Up-Sell, Substitute Item or Promotional Product screen.

To edit or delete an existing entry, select the entry using the pull-down menu and press the EDIT button to display the Edit Cross-Sell, Up-Sell, Substitute Item or Promotional Product screen.

Edit Substitute, Cross-Sell, Up-Sell, Promotional Product
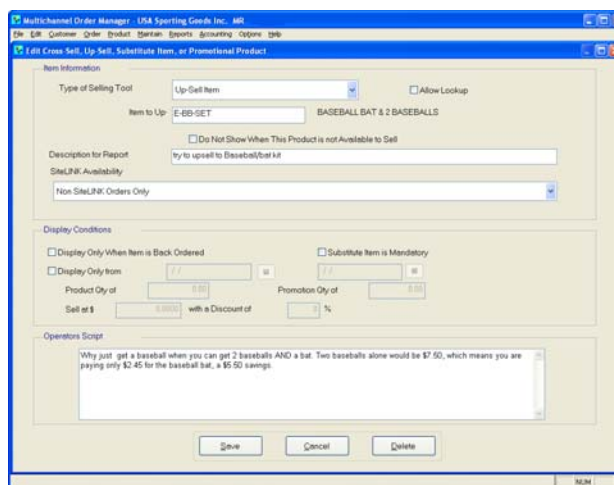
3. Use the pull-down to select the **Type of Selling Tool**.

4. Enter or lookup the **Stock Number** for the item that is being associated as a Cross-Sell, Up-Sell, or Substitute.

👆 **Note:** The Allow Lookup Option cannot be used on SiteLINK. The customer is required to select the recommended item or reject the offer.

5. Optionally, enter a **Description for Report** to be printed on the Selling Tools Activity Report.

6. Select the **SiteLINK Availability** to determine whether the selling tool will be available only on SiteLINK, for both SiteLINK and M.O.M., or just M.O.M. orders.

7. Use the **Display Condition** check boxes to select under what condition and/or within what date range you want the prompt displayed to your order entry operator. For those conditions where the customer has no choice but to accept the alternate item, select the **Substitute is Mandatory** option.

8. When complete, select SAVE to exit. To delete a selling tool, press the DELETE button.

👆 **Note:** To create a selling tool for a stock item with size/color, in the **General** tab, in the screen section titled, **Cross-Sell, Up-Sell, Substitute, Promote Items**, use the pull-down menu to select "Copy To All Size Color Variations." When prompted to "Default all size/color variations to the selling tools," select the YES button.

Special SiteLINK Only Selling Tools

1. Select the **SiteLINK** tab.

2. Select the Selling Tools sub-tab to set up cross-sell, up-sell, comparative selling price, shopper customizing options, and special key word searches for the item. All fields on this screen are optional.

**Stock Item
SiteLINK
Selling Tools
Tab**
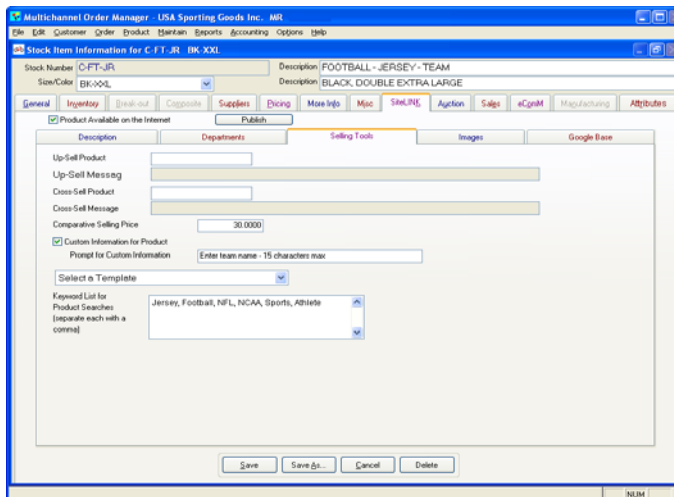
3. If you want to offer an up-sell product for the item, enter the stock code in the **Up-Sell Product** field or press the F2 key to look it up.

4. Enter a corresponding sales message for the up-sell product in the **Up-Sell Message** field. The up-sell product and message will be automatically suggested to the customer on the "Basket" page of your store.

5. If you want to offer a cross-sell product for the item, enter the stock code in the **Cross-Sell Product** field or press the F2 key to look it up.

6. Enter a corresponding sales message for the cross-sell product in the **Cross-Sell Message** field. The cross-sell product and message will be automatically suggested to the customer on the "Basket" page of your store.

⚠ **Warning!** The option to display these SiteLINK exclusive Cross-Sell and Up-Sell tools is enabled upon request. Contact SiteLINK Support for more information, sitelinkadmin@dydacomp.com

7. Enter a **Comparative Selling Price** to be displayed for the item. This price is typically used to show your customer that the normal retail selling price of your product is less than the price offered by your competition.

8. Check the **Custom Information for Product** box (for monogramming, for example), and enter a prompt in the **Prompt for Custom Information** field ("Monogram With", for example.) Your shopper will be automatically prompted to enter the custom information when the product is "added" to their basket.

9. Enter additional search words in the **Keyword List for Product Search** to expand the search possibilities for your store customers beyond the Product Title and Description fields on the Description sub-tab. For instance, if you sell books, you might enter the author, publisher, ISBN, etc. These words will be used when the customer selects the SEARCH button. They will also be used by SiteLINK as your Meta Keywords on the product detail page.

Entering Image Information

Select the Image sub-tab to set up store image file name and path.

Stock Item SiteLINK Images Tab
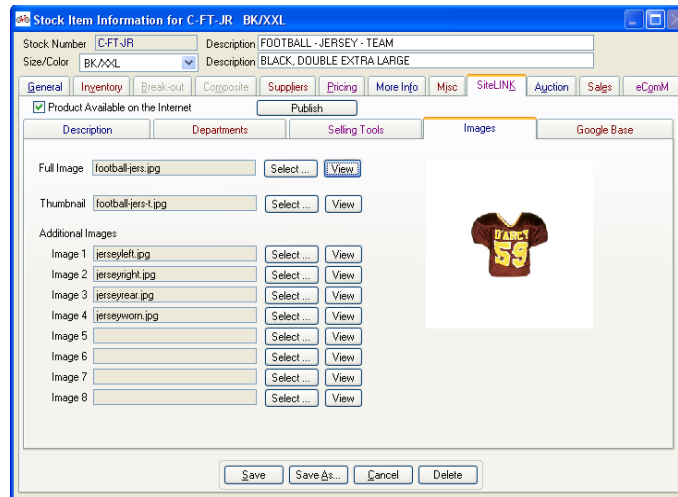
Image file name and path cannot exceed 50 characters and spaces cannot be used in the name or path. When designating an image path, do not place any images in the MOMWIN\SITELINK\SENTDATA directory. Also, remember that although images are optional in SiteLINK, if a customer selects a product without an image, the message "Image Not Available" is displayed. It is also possible to post a transparent GIF image (for clients not using product images) upon request.

Hint: The standard optimized image size is 72 dpi (dots or pixels per inch). If you are using the same images for your Web site as you do for your catalog, be sure they are optimized for the Web and saved as Websafe or WebReady images.

1. Use the SELECT button next to the **Full Image** field to select the path and file name for the full image of the product to be used on

the actual product page for the item. File type must be JPG or GIF, the suggested image size limit is 350 pixels wide with no limit for the height. Use the VIEW button to display an image already selected.

2. Use the SELECT button next to the **Thumbnail Image** field to select the path and file name for the image of the product to be used on the product listing pages and/or the "specials" page of your store. File type must be JPG or GIF. Use the VIEW button to display an image already selected.

Note: Because a thumbnail image is usually displayed with many other images, it must be a small file to enable it to be opened quickly in your customer's browser. Suggested images sizes are 60 x 60, 90 x 90, or 110 x 110 pixels. If no separate thumbnail image is specified, the full image is used as a default.

3. In the **Additional Images** section, follow the same criteria as the Full Image. These additional images are linked by a button on the product page titled VIEW ADDITIONAL IMAGES.

4. You may also create an additional image that is larger than the others, perfect for displaying items in great detail. This will be displayed in a pop-up window as a "zoom" image, with a link on the product page titled VIEW LARGE IMAGE. Using the first 10 characters of the stock number, name the image itemnumber-large.jpg and upload the image to SiteLINK from the images folder. For example, if the stock item is named E-SKATES, the image should be named E-SKATES-large.jpg

Note: For Size/Color items the item number is only the first 10 characters of the stock number. Do not include the size/color.

5. When all information is complete, select the SAVE button, or proceed directly to the Miscellaneous tab to enter the item's optional Advanced Search Criteria, described in the following section.

Entering Google Base Information

1. The **Brand** field allows you to enter the brand name of the item.

2. Select the **Condition** of the item from the pre-defined list.

3. Optionally, enter an **Expiration Date** to remove the item from the listing after the date is reached.

Note: If the **Expiration Date** is left blank, the listing will automatically expire 30 days after the date the item was last published.

4. Enter a **Product Type** for the item. See the Google Product Type list (http://base.google.com/base/product_types.html) for examples.

5. Enter a **Google Base Description** to be used when sending data to Google Base.

■ Check the radio button **Use Extended Information**, to use any text description for the product that is set up in the **Extended Info** tab in the Stock Item Information screen.

■ Check the radio button next to the blank box to write a separate full description for the product to send to Google Base.

M.O.M. contains all of the required fields to be able to publish items to Google Base.

Note: You must first set up a Google Base account to use this feature. See Chapter 8 for further instructions. Additionally, Google Base descriptions cannot contain any HTML. SiteLINK will also use this description as a Meta Description on the Product Details Page.

Entering Advanced Search Criteria

This feature allows visitors to perform a precise search for a product on your website based on four advanced search criteria of your choosing.

Note: Before using this feature, you must first set up the names of the four custom fields in the Maintain > System Information > Global Parameters > Miscellaneous tab.

Select the stock item's Miscellaneous tab.

Stock Item Misc. Tab

1. For each of the four Advanced Search Criteria, enter a word that fits each category. This will help visitors find the item more easily on your website. For example, we may enter the word 'football' as the Sport for the C-FT-JR stock item. In our SiteLINK store, under Search, when Sport is selected and the word 'Football' is entered, "C-FT-JR" will appear in the results window.

Advanced Search for 'football'
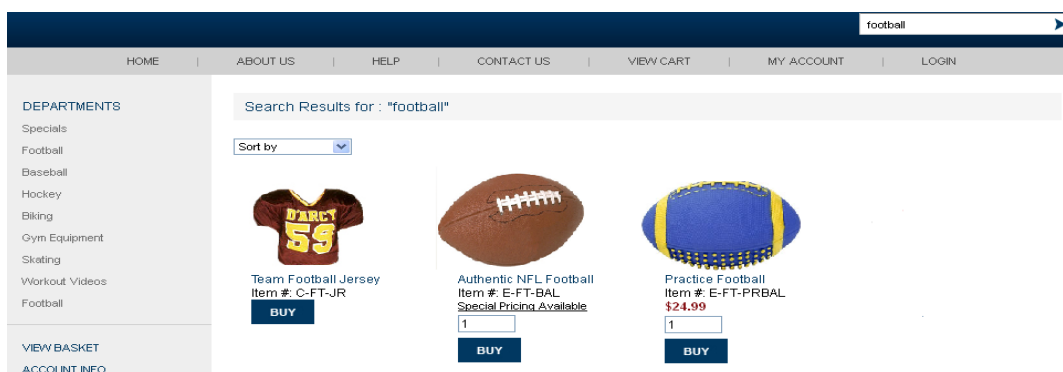
![Note icon] **Note:** The Advanced Search Criteria is also an excellent way of grouping similar items together on your website-!

Complex Item Attribute Setup

Many products afford customers the opportunity to customize and personalize them to suit the customer's various needs and tastes. M.O.M. allows you to provide customers with a variety of choices complex enough to address all of the customer's wants, while still making it easy to take the order in the system. Each individual option or combination of options can be directly associated to a specific sku. These options or "Attributes" can also be used to record custom information for use when fulfilling the order.

![Note icon] **Note:** The Attribute functionality can only be used for items that are designated as Size/Color Items.

1. From the Stock Item Lookup screen, select an existing Size/Color item or create a new one.

2. Select the **Attributes** tab.

Stock Item Attributes Tab
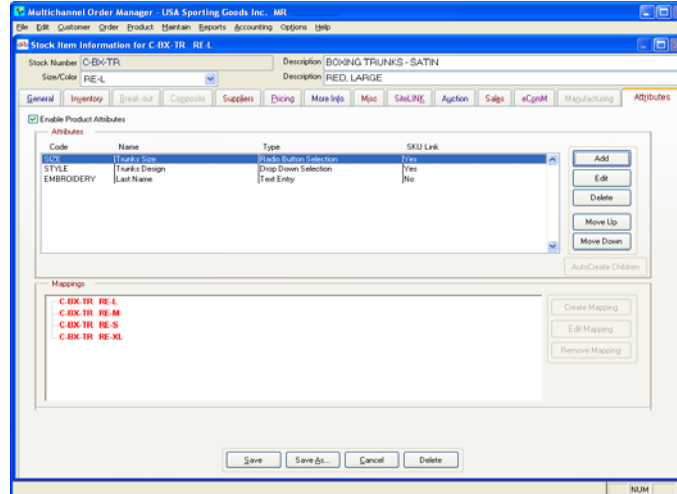
3. Check the option **Enable Product Attributes**.

Creating Attributes

1. In the Attributes section, Select the ADD button.

2. This will display the Add/Edit Attribute Screen.

Add/Edit Attribute Screen
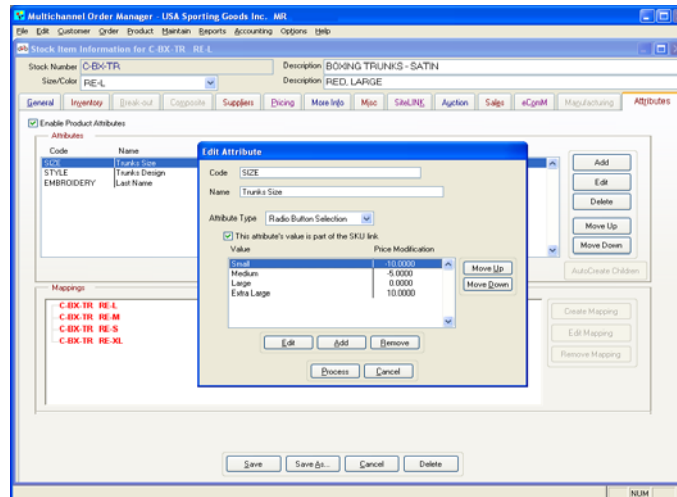
3. Enter a code to identify this attribute.

4. Enter a name for the attribute. This will be used as the label for the attribute when it is listed in the order entry screen.

5. Select the **Attribute Type**.

■ Text Entry- This field allows you enter custom information for an item within this Size/Color matrix. In the **Validation** field, select an option to restrict entry in this field that would be invalid for the type of data you are expecting. The **Field Length** specifies the number of characters allowed in the field.

■ Drop Down Selection & Radio Button Selection- These options allow you to enter values that can be directly assigned to specific items in the size/color matrix. To enable this option, check the **This Attribute's Value Is Part Of The Sku Link** option.

Creating Mappings

Once the Attributes have been created, the attributes that are part of the **SKU Link** must be mapped to those specific size/color items.

1. In the Mappings section, select the **Create Mapping** button. This will display the Attribute Mapping Screen.

Map Creation Screen
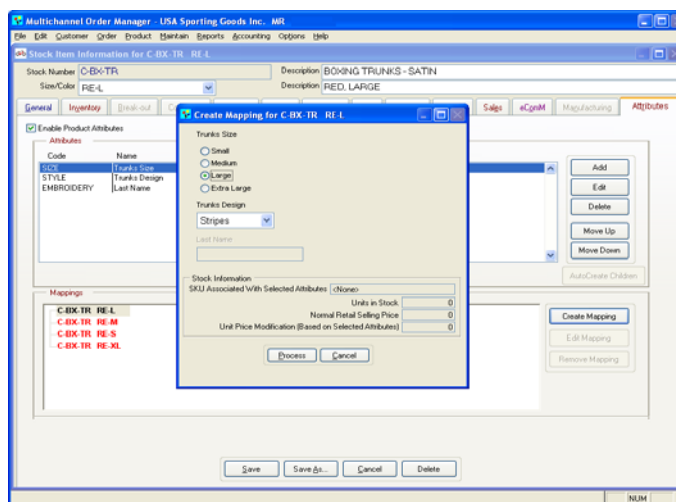
2. Choose the radio button and drop-down menu options that you wish to link with this item.

Establishing Restricted Shipping Areas

Due to many factors such as seasonal weather, delivery times, and local laws; some items cannot be shipped to specific locations. Using the Restricted Shipping Area feature you can designate what areas an item will not be shipped to and the dates in which this restriction will be in place.

Single Product Restriction Setup

1. Select the **Inventory** tab in the Stock Item Information screen.

2. Select **Add** to create a new restriction or select an existing restriction and choose **Edit** to change the restriction options or **Remove** to delete the restriction.

👉 **Note:** When editing an existing restriction, you cannot change the restriction's area.

The Edit Product Restricted Shipping Area screen is displayed.

Product Restricted Shipping Area

3. Starting from the **Country** Tab, click on the check box column next to the location name to check the restricted area. Locations can be restricted down to specific ZIP codes.

4. In the Date Restriction Rules section, choose one of the following:

■ **No Date Restriction**- This option will not allow the item to be placed on an order where the shipping destination is in a restricted area.

■ **Restricted only from**- This option gives you the ability to specify the dates in which the restriction is in place. You must then

designate whether the item can be placed on an order during the restriction time, or if the item is allowed to be sold but not shipped until the specified number of days.

Note: A product with the **No Date Restriction** option selected will prevent a customer from placing the order. If product is restricted, but within a date range, the order will import with the appropriate shipment hold date.

5. Choose **Save** to return to the Inventory tab.

Product Class Restriction Setup

Products that are setup with the same Product Classification Codes can have Restricted Shipping Areas applied to all of them at once.

1. From the Main M.O.M. Screen,

Click On: **Product
               Maintain Product Class Shipping Region
               Restrictions**

The Product Classification Restricted Shipping Area Maintenance screen is displayed.

**Product
Classification
Shipping Area
Restriction**
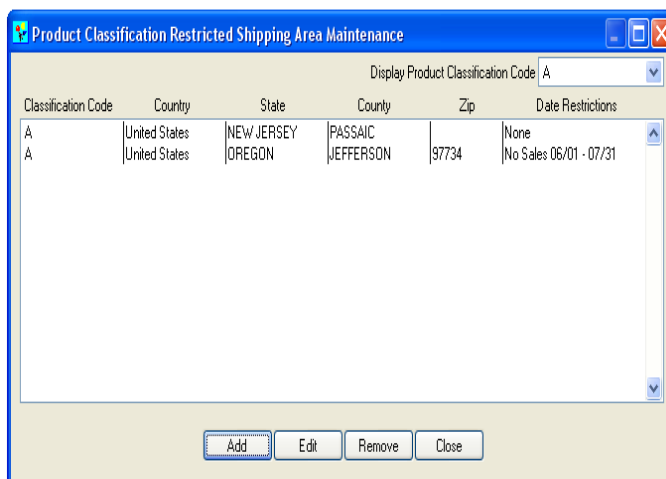
2. Choose a Product Classification Code from the drop down menu. Then select **Add** to create a new restriction or select an existing restriction and choose **Edit** to change the restriction options or **Remove** to delete the restriction.

Note: When editing an existing restriction, you cannot change the restriction's area nor the Product Classification Code it is assigned to.

The Edit Product Restricted Shipping Area screen is displayed.

3. Starting from the **Country** Tab, click on the check box column next to the location name to check the restricted area. Locations can be restricted down to specific ZIP codes.

4. In the Date Restriction Rules section, choose one of the following:

- **No Date Restriction**- This option will not allow the item to be placed on an order where the shipping destination is in a restricted area.

- **Restricted only from-** This option gives you the ability to specify the dates in which the restriction is in place. You must then designate whether the item can be placed on an order during the restriction time, or if the item is allowed to be sold but not shipped until the specified number of days.

Note: A product with the **No Date Restriction** option selected will prevent a customer from placing the order. If product is restricted, but within a date range, the order will import with the appropriate shipment hold date.

5. Choose **Save** to return to the maintenance screen.

Establishing Special Selling Prices

In addition to a "regular" selling price for the item, you can publish special selling unit prices, discounts or "cost plus" basis prices based on quantity purchased, advertising source key, catalog code, customer type, customer number, order total, and sale date. These special prices will display on your product page, with a graphic that strikes through your normal retail selling price.

To set up selling prices for the item,

1. Select the **<u>Pricing</u>** tab on the Stock Item Information screen.

Stock Item Pricing Tab
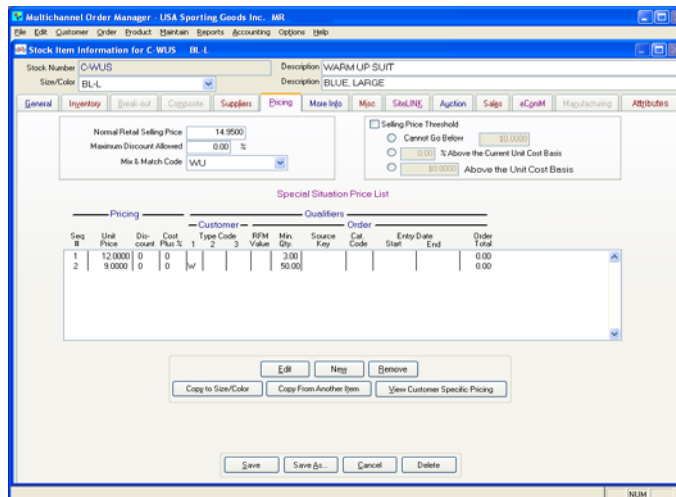
2. Enter the regular selling price of the item in the **Normal Retail Selling Price** field.

3. The **Maximum Discount Allowed** field allows you to limit the discount percentage for the item. During order entry, an order clerk will be informed when the discount percentage entered exceeds the Maximum Discount Allowed, it must then be reentered with a lower discount.

4. Optionally, enter a **Mix & Match** code for the item. For information on setting up these codes, see *Setting Up Product Mix & Match Codes* in Chapter 2 of the M.O.M. Setup Guide.

5. Optionally, check the **Selling Price** option, then choose an option that will limit how selling prices can be altered on an order.

■ **Cannot go below $____**- This option allows you specify a dollar amount that an item cannot be discounted below.

■ **____% above the current unit cost basis**- This option allows you to enter a percentage over the Current Unit Cost Basis that an item cannot be discounted below. For instance, if the Current Unit Cost Basis is $8.00, and the limit is set at 15% Above the Current Unit Cost Basis, then the item cannot be sold below $9.20

■ **$___ above the unit cost basis**- This option allows you to enter an dollar amount over the Current Unit Cost Basis that an item cannot be discounted below.

6. To set up a Special Situation Price, select the NEW button to display

the Special Price Information screen.

Stock Item Special Price Information
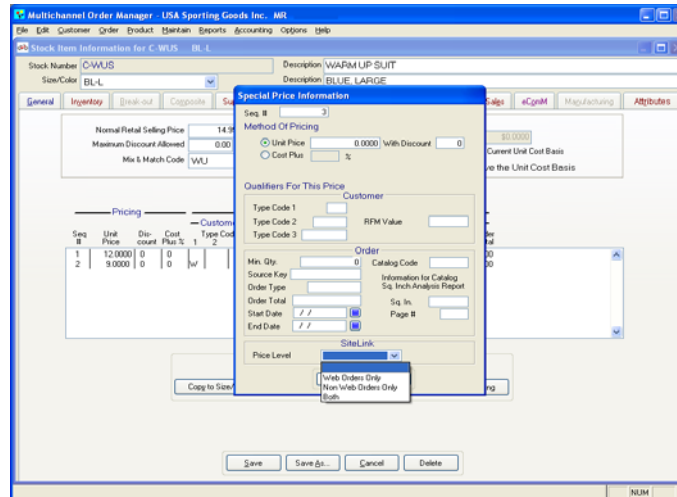
7. The **Seq #** field is assigned by M.O.M. as you set up each special situation price. However, this number can be changed by you to tell M.O.M. in what order a series of special prices should be applied. This is especially important in those cases where more than one special price applies to a customer purchase. For instance, if a customer is eligible for a "customer type code" price and also a "minimum quantity" price, M.O.M. has to know whether to apply the type code price first and then the quantity price or vice versa. To make sure that this occurs, special prices should be sequenced from most general situation to most specific.

8. Select a **Method of Pricing** for the special price; **Unit Price** with an optional **Discount** or a **Cost Plus** pricing based on your unit cost or last price paid for the item.

9. Select the **Qualifier for the Price** based on one or more of the Customer and/or Order special price qualifiers.

10. In the Sitelink tab, Use the PRICE LEVEL drop down to designate if the price level is for Web Orders Only, Non Web Orders Only, or Both.

Hint: To prominently display a discounted price, create a special price where the only qualifier is a minimum quantity of 1. This will list a special "Red Tag" sales price on your product page.

See Also
Multichannel Order Manager Help

<u>**For information about**</u>   <u>**See**</u>
Special Selling Prices   Stock Maintenance-Pricing

Setting Up the Specials Page

The Specials Page is a page that consists of a unique display of select products. It is typically the page of those products that you want to promote above all of your other products. A list of your first 10 specials is displayed on the right-hand side of your home page. The specials page can be set up to be the first page a customer sees when they visit your store. See *Setting Up Store Preferences* in Chapter 4.

To set up the Specials Page,

1. From M.O.M.'s Main Menu,

Click on: **Options**
                        SiteLINK
                        Maintain Specials

The Maintain Specials screen is displayed.

**Maintain
Specials**
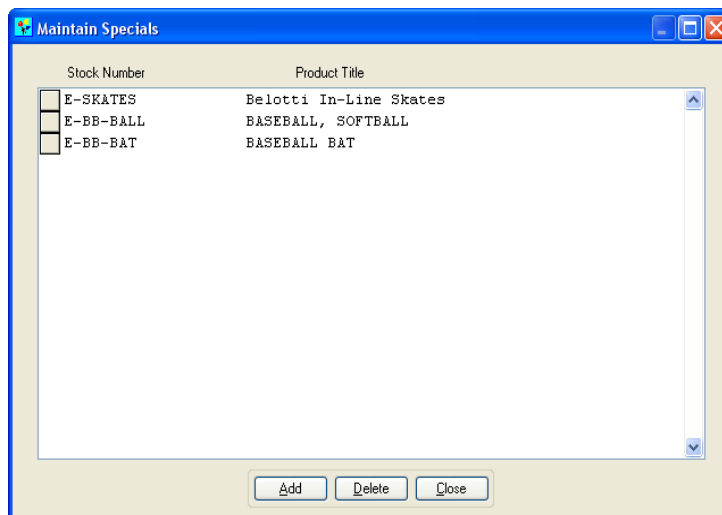
2. To add a new product to the Specials Page, select the ADD button and enter the Stock Number for the product. If you do not know the stock number, press the F2 key for lookup.

Note: Only those products that have been set up as "Available on the Web" in the Maintain Stock Items function can be added.

3. To remove a product from the Specials Page, highlight the product in the list and select the DELETE button.

4. To arrange the order of products as they are listed on the Specials Page, use your mouse to click on the box to the left of the product in the list and "drag and drop" the product to the new position in the list.

5. When you are finished, select the CLOSE button.

Chapter 3

Setting up Order Payment Options

This chapter provides detailed instructions on setting up various payment options for shoppers on your SiteLINK site. The Credit Card, eCheck, and PayPal options require you to setup your account in M.O.M. For more information contact the Dydacomp Payment Processing Department at (800) 858-3666 x235 or email authorize@dydacomp.com.

Setting Up Credit Card Options for Shoppers

Using M.O.M.'s Credit Card Merchant Account Information screen, you can decide which credit card types or card merchant accounts you want to offer your shoppers.

1. On M.O.M.'s Main Menu Bar,

Click on: **Maintain**
              Accounting Information
              Credit Card Merchant Accounts

The Credit Card Merchant Lookup screen is displayed.

2. Select the desired credit card to display the Credit Card Merchant Account Information screen.

Credit Card Merchant Account Information

3. Check the **Card Type is Available on Web** box to set up the selected credit card as an option for your shoppers.

4. Select the SAVE button.

5. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

6. Under the Settings section on the top menu, click **Payment Settings**.

7. Find the option **Accept CC Payments through MOM/Sitelink Gateway.**

SiteLINK Admin Page Payment Settings

8. Choose **Yes** to begin accepting credit cards through your store, optionally choose **Yes** under the **CVV Mandatory** option. This will require customers to enter their card verification code when paying for an order.

9. Click the APPLY button to save your changes.

Setting up e-Check Option for Shoppers

If you have an Authorize.net eCheck account, you can now accept eChecks for your SiteLINK orders. For more information on obtaining an eCheck account, send an email to authorize@dydacomp.com.

Note: The eCheck option is only for Authorize.net users,

To setup your store to accept eCheck;

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).
2. Under the Settings section on the top menu, click **Payment Setting**.
3. Under the Store Setting section, find the option **Accept E-Check through MOM/Sitelink Gateway**.

SiteLINK Admin Page

PAYMENT SETTINGS ?

Accept CC Payments through MOM/Sitelink Gateway	⦿ Yes ○ No	CVV will be mandatory if payment gateway is enabled
Accept E-Check through MOM/Sitelink Gateway	○ Yes ⦿ No	
Accept PayPal	○ Yes ⦿ No Hold the order for processing for 15 ▾ Days	
Email addr for Gateway Error Notification		
Accept Google Checkout Payments	Merchant ID Merchant Key (Can be found in Settings->Integration in your Merchant Center)	

4. Choose **Yes** to begin eChecks through your store
5. Click the APPLY button to save your changes.

Setting up PayPal Option for Shoppers

SiteLINK allows you to accept PayPal payments. During checkout, customers are routed to the PayPal account screen, where they can login to their accounts, pay for their orders, and are sent back to your site upon completion. You will first need to obtain a PayPal account, simply send a request to authorize@dydacomp.com. Once your account is setup;

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Settings section on the top menu, click **Payment Settings**.

3. Find the option **Accept PayPal**.

4. Choose **Yes**.

5. Click the APPLY button to save your changes.

Payment Gateway Error Notification

In the event that your site cannot communicate with the Payment Gateway temporarily, SiteLINK will confirm the order and can send you a notification via email that this issue has occurred. To specify the email address for this notification;

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Settings section on the top menu, click **Payment Settings**.

3. Find the option **Email addr for Gateway Error Notification**, then enter the email address.

4. Choose **Yes**.

5. Click the APPLY button to save your changes.

Setting up Google Checkout Payments for Shoppers

Google Checkout can be used as an optional payment method for your store. Simply navigate to http://checkout.google.com/sell/ to get more information or create a Google Merchant Account.

Once your account is created,

1. Log into your Google Merchant Account at https://www.google.com/accounts/Login

2. Once logged in,

Click On: **Settings Tab**
              Integration Option

Google Checkout Integration Settings Page

3. Check the option **My company will only post digitally signed carts**.

4. API callback URL: *https://www.yourstore.com/ResponseHandler.asp*

   Note: The callback URL must point to https.

5. Select the **Callback Method**: XML

6. Take note of your Google Merchant ID and Google merchant key

7. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

8. Under the Settings section on the top menu, click **Payment Settings**.

9. Find the option **Accept Google Checkout Payments**

.

SiteLINK Admin Page

10. Enter the Merchant ID and Merchant Key that you obtained from your Google Merchant Account.

11. Choose **Activate on your Site** to enable the option.

12. Click the APPLY button to save your changes.

13. Return to M.O.M. and update your shipping methods to include a Google Description and Default Charge. See *Setting Up Shipping Options for Shoppers* on page 57 for more information

⚠ **Warning!** Google Checkout will be disabled on the following types orders:

- Orders with multiple shipping destinations.
- Orders containing fractional item quantities.

⚠ **Warning!** The following features will be disabled when the Google Checkout payment option is selected:

- The ability to redeem points earned using the Points & Rewards feature.
- The ability to redeem Gift Certificates.

14. When importing orders through a flat file provided by your SiteLINK Store. You must follow the procedure specified in *Downloading and Importing Orders* on page 94 to import the Google Checkout Orders correctly. Using the Download Orders from SiteLINK option will automatically recognize the Google Checkout Payments

15. Once you begin accepting Google Checkout payments on your SiteLINK store, these orders must be approved in M.O.M. For more information, see the section **Completing Google Checkout Payments During Order Entry** within the *Entering Order Payment Information* section of Chapter 2 in the M.O.M. Reference Guide.

Setting Up a Points and Rewards Program

As a means of encouraging your customers to purchase more, M.O.M. enables you to set up a points and rewards program based on previous product purchases. These accumulated points can be redeemed by customers on your SiteLINK store. They must log into their accounts in your store to have the points available.

To set up a points and rewards program,

1. On the Main Menu Bar,

🖱Click on: **Maintain**
                System Information
                Global Parameters

The Global Parameters Maintenance screen is displayed.

2. Select the __Accounting__ tab.

Accounting Tab
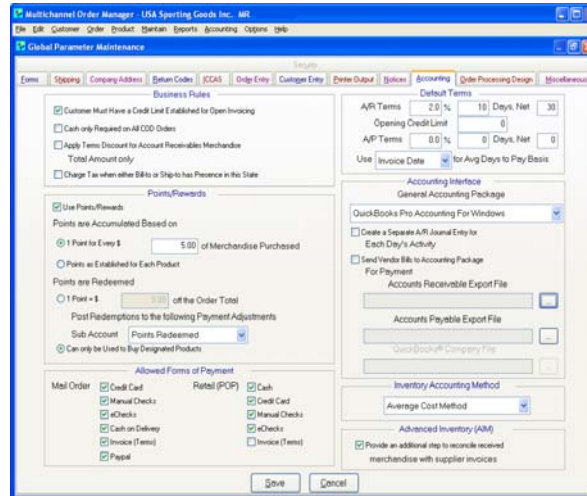
3. Check the box for **Use Points/Rewards**.

4. Determine how points are to be accumulated by customers.
To allow points to be accumulated by total dollars spent, select **1 Point for Every $___ of Merchandise Purchased** and enter the dollar value.

To allow points to be accumulated only for certain products purchased, select **Points As Established For Each Product**. You must set up the earned point values for each product in the Maintain Stock Item function. See the additional procedure below.

5. Determine how points are to be redeemed by customers.
To allow points to be redeemed as a credit on order total on a future order, select **1 Point = $____ Off The Order Total** and enter the dollar value.

To allow points only to be used as a credit when purchasing certain products, select **Can Only Be Used To Buy Designated Products**. You must set up the redemption point values for each product in the Maintain Stock Item function. See the additional procedure below.

Note: Points applied to the order total create a journal entry. Points applied to the item change the item price.

6. Optionally, if you are using the M.O.M. G/L interface, and have selected to redeem points based on order total in Step 5, you can

select the G/L sub-account to post redeemed points. Use the pull-down menu for **Post Redemptions to the following Payment Adjustments Sub Account** to make your selection.

Establishing Point Values for Products

1. On the Main Menu Bar,

🖱Click on: **P**roduct
                Maintain Stock Items

The Stock Item Lookup screen is displayed.

2. For an existing item, use the lookup screen to find and select the item and display the Stock Item Information screen. For a new item, select the NEW button to display the Stock Item Information screen.

3. On the Stock Item Information screen, select the **M**i**sc** tab.

Miscellaneous Tab

4. To set up the earned point value for the product, enter the value in the **Points Received When Purchased** ___ field.

5. To set up the redeemed point value for purchasing the product, check the box for and enter the value in the **Use ___ Points to Buy This Product** field.

6. When you are finished, select SAVE.

Admin Page Setting for Points and Rewards

Once your Points & Rewards system has been setup,

1. Login to the admin page of your SiteLINK store.(ex.

www.yourstore.com/admin.asp).

2. Under the Settings section on the top menu, select **Payment Settings**.

3. Find the option **Accept Points**.

	Merchant ID [ ]
	Merchant Key [ ]
Accept Google Checkout Payments	(Can be found in Settings->Integration in your Merchant Center)
	☐ Activate on your Site
Accept Points	○ Yes ◉ No
Accept Gift Certificates	○ Yes ◉ No

4. Choose **Yes** to enable the option.

5. Click the APPLY button to save your changes.

Point Redemption

Points that were set for each product can be redeemed by the shopper in the Basket Page. Points that were set for all orders can be redeemed by the shopper in the Order Checkout Page.

Setting Up Gift Card Redemption

A gift card is set up in M.O.M. as a special type of financial item. M.O.M. keeps track of gift card numbers purchased to prevent a customer from making up a "fake" gift card number when calling in an order. When you sell and redeem gift cards, the gift card number will be assigned. You can create as many gift card items as you need based on how many different "stock" face value certificates you want to sell.These gift card numbers can be used by your shoppers to redeem the Gift Cards on your SiteLINK store.

Creating a Gift Card Item

1. On the Main Menu Bar,

Click on: **Product**
              Maintain Stock Items

2. The Stock Item Lookup screen is displayed.

3. Select the **General** tab in the Stock Item Information screen.

4. If you do not need to ship the gift certificate and do not want to include it in the shipping stages of Order Processing, check the box for **Service Item** in the Product Attributes area of the screen.

👆 **Note:** Only eGift cards will publish to SiteLINK.

5. Set up the other information for the certificate just as you would for any other new item, completing all of the regular information on any/all of the Stock Item Information screen tabs.

👆 **Note:** You may enter a cost for the gift cards on the **Supplier** tab.

6. Select the SAVE button when you are finished.

Admin Page Settings for Gift Cards

Once your Gift Card Products have been setup and published,

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).
2. Under the Settings section, select **Payment Settings**.
3. Find the option **Accept Gift Cards**.

**SiteLINK
Admin Page**

Accept Points	○ Yes ◉ No
Accept Gift Certificates	○ Yes ◉ No
Accept Gift Card	○ Yes ◉ No

4. Choose **Yes** to enable the option.
5. Click the APPLY button to save your changes.

Gift Card Redemption

During the Basket Checkout Process, the shopper will have a tabbed list of payment options. The shopper can select REDEEM GIFT CARD and enter the Gift Card Number.

🔑 **Hint:** SiteLINK also allows you to Invoice a customer or accept COD Payments. For more information see *Additional Customer Payment Options* on page 57.

Setting Up Gift Certificate Redemption

A gift certificate is set up in M.O.M. as a special type of financial item with a serialized inventory to prevent a customer from making up a "fake" gift certificate number when calling in an order. When you sell

and redeem gift certificates, M.O.M. automatically takes care of issuing the unique serial number for you. You can create as many gift certificate items as you need based on how many different "stock" face value certificates you want to sell.These serial numbers can be used by your shoppers to redeem the Gift Certificates on your SiteLINK store.

Creating a Gift Certificate Item

1. On the Main Menu Bar,

🖱Click on: **Product**
Maintain Stock Items

2. The Stock Item Lookup screen is displayed.

3. Select the **General** tab in the Stock Item Information screen.

4. If you do not need to ship the gift certificate and do not want to include it in the shipping stages of Order Processing, check the box for **Service Item** in the Product Attributes area of the screen.

5. Set up the other information for the certificate just as you would for any other new item, completing all of the regular information on any/all of the Stock Item Information screen tabs.

☝ **Note:** Because you don't purchase gift certificates from a supplier, you do not have to set up any information in the **Supplier** tab.

6. Select the SAVE button when you are finished.

Admin Page Settings for Gift Certificates

Once your Gift Certificate Products have been setup and published,

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Settings section, select **Payment Settings**.

3. Find the option **Accept Gift Certificates**.

**SiteLINK
Admin Page**

Accept Google Checkout Payments	Merchant ID
	Merchant Key
	(Can be found in Settings->Integration in your Merchant Center)
	☐ Activate on your Site
Accept Points	○ Yes ◉ No
Accept Gift Certificates	○ Yes ◉ No

4. Choose **Yes** to enable the option.

5. Click the APPLY button to save your changes.

Gift Certificate Redemption

During the Basket Checkout Process, the shopper will have a tabbed list of payment options. The shopper can select REDEEM GIFT CERTIFICATE and enter the Gift Certificate Number.

🔑 **Hint:** SiteLINK also allows you to Invoice a customer or accept COD Payments. For more information see *Additional Customer Payment Options* on page 57.

Setting Up buySAFE

buySAFE is a third party service available so SiteLINK users with a 30-day free trial. The service is designed to increase consumer confidence by showing the merchant has been inspected, monitored, and guaranteed by buySAFE resulting in increased website conversions, better customer satisfaction, improved brand loyalty, and expanded profitability.

To sign up for the 30 day trial,

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).
2. Under the Miscellaneous top menu, select **Add buySAFE**.
3. Click **Enable Free Trial** and enter your E-Mail address.
4. Next, under the Settings top menu, select Payment Settings and click yes next to **Increase your sales with buySAFE**.
5. The buySAFE seal will now be in the bottom-right corner of every page of the site, and on the product detail page

🔑 **Hint:** buySAFE is not a payment method. It is a way to show your customers you are a safe vendor to purchase from.

Chapter 4

Setting Up Other Store Information in M.O.M.

This chapter provides detailed instructions on setting up other store information in M.O.M., including your general store preferences, customer shipping options, credit card payment options, advertising source keys for profit reporting, catalogs for customer information requests, and customer order acknowledgment e-mails. In addition, this chapter also provides instructions on setting up the M.O.M. Import/Export Module for use with SiteLINK.

Setting Up Store Preferences

Store preferences indicate the directory for any custom images or HTML code in your store, as well as additional payment options.

To access the SiteLINK Store Preferences screen,

1. From M.O.M.'s Main Menu,

Click on: **Options**
SiteLINK
Maintain Store Preferences

The Maintain Store Preferences screen is displayed.

Note: The items in the shaded area are no longer applicable to the latest version of SiteLINK. This screen is maintained for older versions of SiteLINK. For the latest SiteLINK software, these controls are now managed on the Administrative Options page of your Web site, reviewed in Chapter 5 of this Guide.

**Maintain
Store
Preferences**
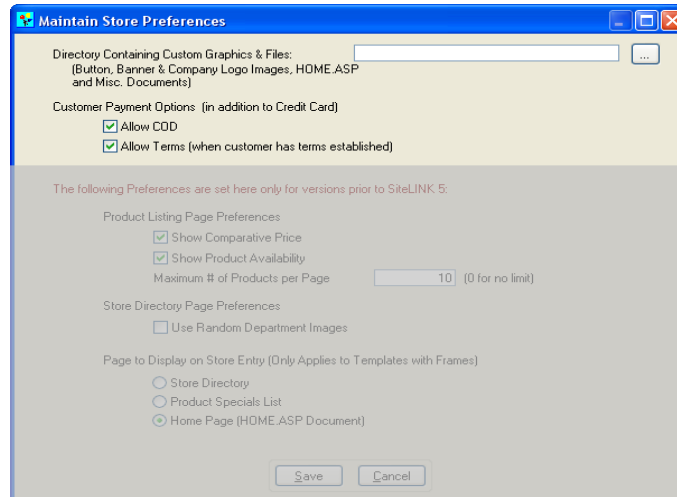
2. Select the path to your Custom and Graphic Files folder.

Directory for Custom Graphics and Files
Anything that is put in this directory is uploaded to your store site during the store publishing process. When selecting a directory, do not use the \SITELINK\IMAGES directory in the MOMWIN folder or any other folder within the MOMWIN folder.

The directory can be used for any/all of the following:

- Custom sets of buttons and banners. (See Chapter 5 of this Guide for specifications)
- Your Company logo. (See Chapter 5 of this Guide for details)
- Any additional images for your website.
- Special documents (HTML, text or PDF format only) that are referenced as hypertext links from product descriptions.

Additional Customer Payment Options

Besides electronic payments, you can also offer your customers the option of paying for their order C.O.D. and/or with terms on an open invoice. Only repeat web customers having a SiteLINK password and established terms in Multichannel Order Manager can log into the Web store and have the ability to select the Allow Terms payment option. A space is provided to enter an optional Purchase Order number.

- To enable C.O.D. Payments, check the box to **Allow COD**.
- To enable open invoicing, check the box to **Allow Terms**.

Setting Up Shipping Options for Shoppers

M.O.M. enables you to select what shipping methods you want to offer your customers in your store.

Note: For SiteLINK to calculate correct shipping costs, any product that is selected for your store in M.O.M. must have a shipping weight entered in the Maintain Stock Item function. Also, all zones and rate entries must be made for any shipping method used in your store.

1. On M.O.M.'s Main Menu Bar,

Click on: **Maintain**
Shipping Information
Shipping Methods

The Shipping Method Lookup screen is displayed.

2. Select the desired shipping method to display the Shipping Methods Maintenance screen.

**Shipping
Methods
Maintenance**

> 👆 **Note:** If comparative shipping methods are used, they both must be available on the web and published to your SiteLINK store.

3. To include the shipping method as an option for your shoppers, check the **Shipping Method is Available on the Web** box. Whatever customer shipping charges have been set up for the shipping method are applied to each shopper's order based on order weight, number of items, destination, etc.

Google Checkout

For SiteLINK Users that utilize Google Checkout as a payment method for their customers they must make certain shipping methods available to shoppers using Google Checkout.

> 👆 **Note:** You must have at least one shipping method available for Google Checkout and it is highly recommended that you have no more than 5.

1. Enter Carrier and Service Information for this method in the **Description** field. Shoppers will see this information when selecting a method.

2. Google Checkout is required to communicate with your SiteLINK store to determine the charges for any given order. If this communication fails, the customer will be charged the value entered in the **Default Charge** for shipping.

Setting Up Advertising Source Codes for Hyperlinks

M.O.M. allows you to associate M.O.M. advertising source codes with URL (Universal Resource Locator) referrers to include hyperlinks (search engine results, Web banner ads, free mentions on other sites, etc.) in your normal source code profit reporting through M.O.M.

Note: Depending upon hosting option selected, Service Version users may or may not be able to report on URL hyperlinks. Refer to URL Activity Reporting Considerations in Chapter 1. For those users who are unable to report on URLs, it is not necessary to complete this setup step in M.O.M.

1. From M.O.M.'s Main Menu,

Click on: **Maintain**
Advertising Information
Source Keys

The Source Key Lookup screen is displayed.

2. Select the source key to display the Source Key Information screen.

**Source Key
Information**

3. Enter a **Title/Description**. This field will populate the "How Did You Hear About Us?" drop-down menu when customers place an order on the Web site.

4. Enter the URL address of the referring site in the **Internet URL Referrer** field.

> **Hint:** To track individual pages within a site enter the unique URL with the **http://** down to the page level, like http:// www.yoursite.com/page1 and http:// www.yoursite.com/page2. If that level of tracking is not necessary, you can set up just one source key with the referrer entry such as www.yoursite.com. In these cases, do not enter the http://.

> **Note**: The Internet URL Referrer field is **<u>required</u>** in order for the Source Key to be published to your website.

5. Select the SAVE button.

6. To add a new source code, select the NEW button on the Source Key Lookup screen to display the Source Key Information screen.

7. Complete the fields as required.

8. Select the SAVE button when you have finished.

Setting Up Catalog Selection Options for Information Requests

SiteLINK enables you to specify which (if any) of your catalogs or brochures a customer may request when visiting the Information Request page in your store or Web site.

1. From M.O.M.'s Main Menu,

Click on: **Maintain**
                A<u>d</u>vertising Information
                <u>C</u>atalog Codes

The Catalog Code Lookup screen is displayed.

2. Select the catalog to display the Catalog Information screen.

Catalog Information
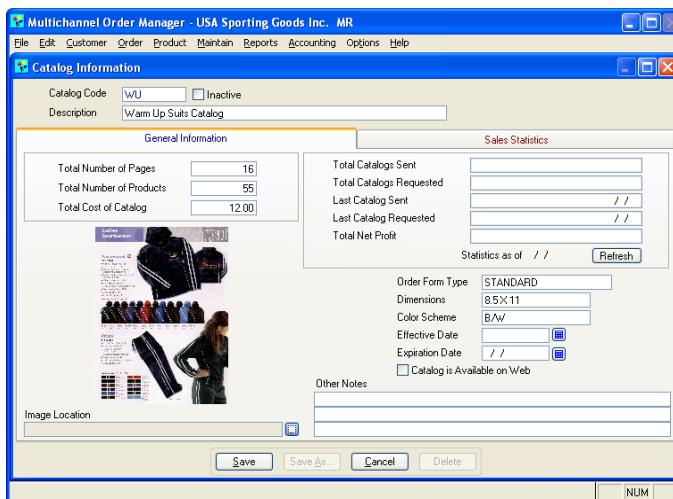
3. Check the **Catalog is Available on Web** box to set up the selected catalog as an selection option for information request.

4. Select the SAVE button.

Setting Up Order Promotions

SiteLINK allows you to use your existing order promotions in M.O.M. or you can create promotions that are exclusive to your SiteLINK store.

To setup Order Promotions,

1. On the Main Menu Bar,

Click on: **Maintain**
                 Advertising Information
                 Order Promotions

The Order Promotions Information screen is displayed.

**Order
Promotion
Information**
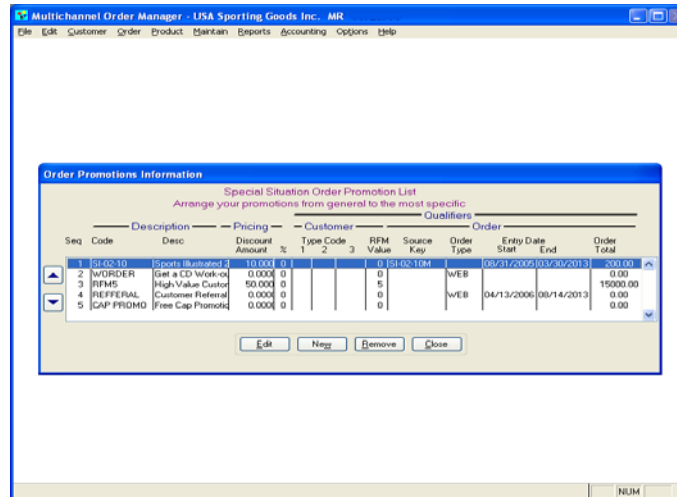
   Hint: To move a promotion either up or down on the list, select it
and click the arrows on the left of the screen. Order Promotions
should be listed by qualifications, from General to Specific.

2. To change an existing order promotion, select it from the list and
choose EDIT. For a new promotion, select the NEW button.

The Order Promotion Detail Information Screen is displayed.

**Order
Promotion
Detail
Information**
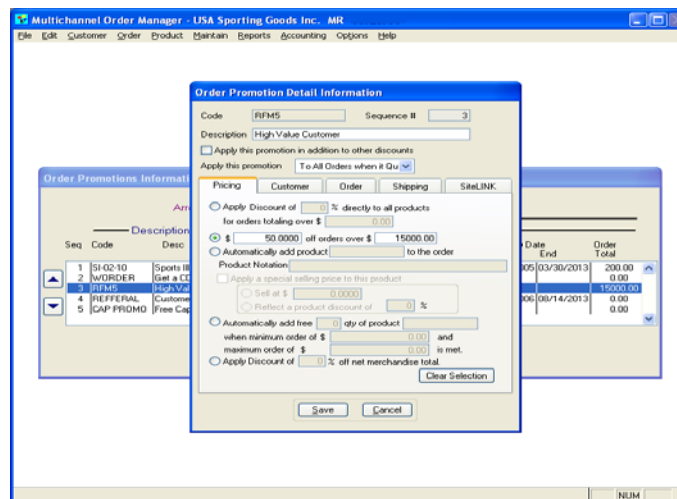
3. For a new promotion, enter the **Code** and a **Description**.

4. Optionally check the **Apply this promotion in addition to other discounts** to allow this promotion to apply along with a product or customer discount.

5. In the **Apply This Promotion** drop down menu, choose either:

■ To All orders when it Qualifies- Applies this promotion to any order that qualifies for it.

Note: The following two options will require the customer to create an account on your store, or log into an existing account.

■ Only on the first order of the Billing Customer- Limits this promotion to first time customers only.

■ Only once per Billing Customer- This option restricts the application of this order promotion to one per billing customer.

6. In the **Pricing** tab, various promotional pricing options are displayed.

■ **Apply Discount of __% directly to all products for orders totalling over $___-**This option will apply a flat percentage discount to each item on an order with a merchandise total that exceeds the specified amount.

■ **$___ off orders over $___-** This option will apply the specified discount for orders that exceed an entered amount.

■ **Automatically add product _____ to the order-** This option allows you to specify a promotional product to add to the qualifying orders. The **Product Notation** field can be used to enter a message that will appear on the invoice. Check the option **Apply a special selling price to the product** to give the promotional product either a special price or percentage discount.

■ **Automatically add free ____ qty of product _____ when minimum order of $____ and maximum order of $___ is met.-** This option allows you to add a specific quantity of the entered product, when the order amount is between the specified amounts.

■ **Apply Discount Of ____ % For Net Merchandise Total Range**.- This selection will give a discount on the item subtotal. This differs from the discount in the first option because this discount is applied on the total price of the items on the order instead of each individual item price.

7. In the **Customer** tab, the order promotion can be setup to allow customer type codes or an RFM value to trigger an order promotion. You can create an order promotion exclusively to one customer,

⌨Type In: the customer's number in the **Customer Number** field.

8. In the **Order** tab, the order promotion can be setup to allow order attributes to trigger an order promotion. You can also specify the

start and end dates for this promotion. Use the **Optional Message to appear on the Invoice** to enter a message that will display below the order totals on an invoice.

9. In the **Shipping** tab, you can optionally setup flat rate shipping amount for orders that qualify for this promotion. You can also specify which shipping method you wish to use for this order.

⚠ **Warning!** If a shipping method is specified in the order promotion, all boxes in the order must ship with the same shipping code to qualify or the discounted rate.

10. In the **SiteLINK** tab, SiteLINK users can check the option **This promotion is available on SiteLINK** to publish this promotion to their SiteLINK store for internet orders.

Creating Order and Shipment Acknowledgment E-Mails

SiteLINK is designed to automatically send out an Order Acknowledgment email to your customer when the order is placed. However, M.O.M. can also be set up to automatically send a separate e-mail acknowledging receipt of the order when the order is imported into M.O.M. and another separate e-mail when the order is shipped to the customer. The M.O.M. Customer Notices function is used to create these e-mails.

Creating an Order Acknowledgment E-Mail

The order acknowledgment e-mail is sent when the order is imported into M.O.M. using the Import/Export Module.

To create an order acknowledgment e-mail,

1. Create (or edit) an order acknowledgment letter using the Maintain Customer Notice function in M.O.M. Optionally, use key words to specify order information. See the section entitled, *Setting Up Custom Form Letters* in Chapter 3 of the M.O.M. User Reference Guide for instructions.
2. From M.O.M.'s Main Menu,

🖱Click on: **Options**
                Order Import/Export Module
                Define Settings

The Import/Export Module Default Settings screen is displayed.
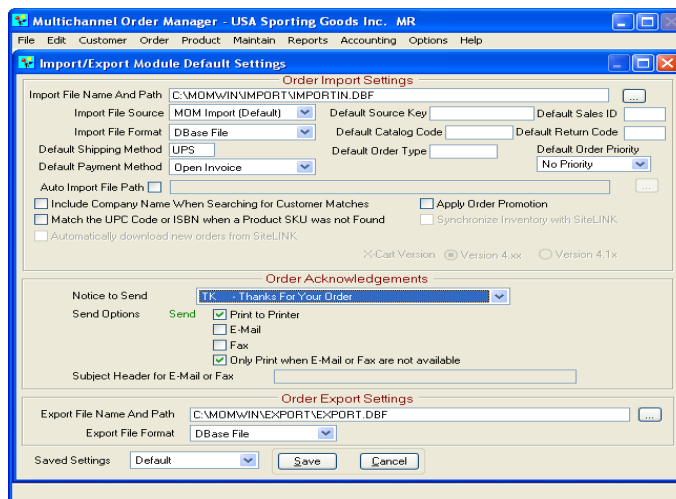
**Import/Export
Module
Define Settings**

3. Use the drop down menu in the **Notice to Send** field to select the notice written in Step 1.

4. Check the box for **E-Mail**.

5. Optionally, enter a subject header for the e-mail in the **Subject Header for E-Mail or Fax** field.

6. Select SAVE to exit.

Creating a Shipment Acknowledgment E-Mail

The shipment acknowledgment e-mail is generated when an order is processed for shipment in M.O.M. during Stage 11 - Shipping of the Order Processing function. It is actually "sent" in the very next run of Order Processing during Stage 7 - Customer Notices.

To create a shipment acknowledgment e-mail,

1. Create (or edit) a shipment acknowledgment letter using the Maintain Customer Notice function in M.O.M. See the section entitled, *Setting Up Custom Form Letters* in Chapter 3 of the M.O.M. Setup Guide for instructions. Optionally, use the special shipment information key words:

■ %%SHIPALL to include shipping tracking number, ship date, etc. for all order parts (including back orders).
■ %%SHIPMENT to include shipping tracking number, ship date, etc.

for only the order part actually being shipped
- %%SHIPORDER to include a list of the items being shipped.
- %%SHIPTRACK to include the same information as %%SHIPMENT along with a link to the carrier's package tracking web page.
- %%SHIPTRACKALL includes the same information as %%SHIPALL along with a link to the carrier's package tracking web page.

2. From M.O.M.'s Main Menu,

⁻Click on: **Maintain**
System Information
Global Parameters

Select the **Notices** tab, then the **Shipping** subtab.

Notices Tab

3. Use the drop down menu in the **Notice to Send** field to select the notice written in Step 1.
4. Check the box for **E-Mail**.
5. Optionally, enter a subject header for the e-mail in the **Subject Header for E-Mail or Fax** field.
6. Select SAVE to exit.

Chapter 5

Creating Your Store

This chapter provides instructions for creating and updating your store. It includes information on creating custom graphics and using the store design options to create a special look for your store.

Below are the basic steps needed to create your store.

- Step 1—URL Setup
- Step 2—Publishing Store Data from M.O.M.
- Step 3—Making a Hypertext Link to Your Store
- Step 4—Preparing and Loading Custom Graphics
- Step 5—Selecting Store Settings
- Step 7—Setting Up Store Text Pages
- Step 8—Maintain Marketing/SEO Information
- The **Maintain Rewrite URL Flag** setting gives you control to enable the URL Rewrite feature. By default, a specific product would have a URL that includes the HTML code that is enabling your site to display that specific product, e.g. "http://www.siteLINKstore.com/ prodinfo.asp?number=STOCKNO". The URL Rewrite feature will automatically change that address to "http://siteLINKstore.com/ descriptionfrommom/productinfo/STOCKNO", thus simplifying the address and also utilizing the description that you entered for your product in M.O.M. This increases your chances of high page ranking on major search engines. All existing links to your site from other websites will continue to function, the original URL's are still intact so no redirecting is required.
- The **Maintain Rewrite URL Flag** setting gives you control to enable

the URL Rewrite feature. By default, a specific product would have a URL that includes the HTML code that is enabling your site to display that specific product, e.g. "http://www.siteLINKstore.com/prodinfo.asp?number=STOCKNO". The URL Rewrite feature will automatically change that address to "http://siteLINKstore.com/descriptionfrommom/productinfo/STOCKNO", thus simplifying the address and also utilizing the description that you entered for your product in M.O.M. This increases your chances of high page ranking on major search engines. All existing links to your site from other websites will continue to function, the original URL's are still intact so no redirecting is required.

■ Step 11—Using LivePerson Chat Software

Step 1—URL Setup

For Users with Multiple SiteLINK stores, you can setup and maintain multiple stores from a single M.O.M. company.

1. From M.O.M.'s Main Menu,

Click on: **Options**
                SiteLINK
                Publish Store Data

The MOM URL Lookup screen is displayed.

2. Select <u>N</u>EW to create a new URL.

The URL Maintenance screen is displayed.

URL Maintenance
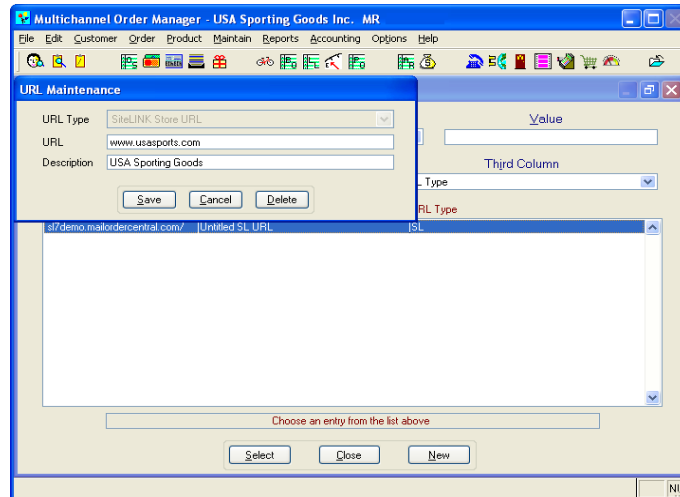
3. Enter your store information in the fields provided

⚠ **Warning!** When entering the URL of your store, do not enter the "http://".

Step 2—Publishing Store Data from M.O.M.

With SiteLINK, you must send files from M.O.M.'s database files to Dydacomp's servers. This is accomplished in one easy step using the Store Publisher screen in M.O.M.

Publishing the Store Files

This is the procedure that needs to be followed when you first create your store, and every time you want to update any information in the store, such as new products, new prices, specials, etc.

1. From M.O.M.'s Main Menu,

🖱Click on: **Options**
              SiteLINK
              Publish Store Data

The SiteLINK Store Publisher screen is displayed.

**Store Publisher
Screen**

Multichannel Order Manager - USA Sporting Goods Inc. MR

File   Edit   Customer   Order   Product   Maintain   Reports   Accounting   Options   Help

SiteLINK Store Publisher (Regular Version)

| Web Service Settings | SiteLINK | Google Base Data Feed |

Web Service Settings

☑ Use a Secure Connection

You can use these settings to adjust how many
records MOM sends to the web service on
each connection.

Stock File   100
Other Files   500

☑ Check for Invalid Characters Before Sending Data

Enter the URL for your SiteLINK store. For example: www.mailordercentral.com/dydacomp. Then enter your administrator
login ID and password for your store and click Update SiteLINK to update your SiteLINK store with your MOM data.

URL for your store https:// www.usasports.com
Admin Login ID ADMIN
Admin Password

Close

NUI

2. Select the **Web Service Settings** tab.

3. Select the **Use a Secure Connection** checkbox to enable a secure connection for enhanced security.

4. Optionally, change the default number of records M.O.M. sends on each connection for the **Stock File** and **Other Files**. This option limits the number of files sent using a single connection. For example, if you select to limit the **Stock File** to 100, M.O.M. will connect, send 100 files, connect again and send the next 100 files until all are completely sent.

5. Optionally, select the **Check for Invalid Characters Before Sending Data** checkbox to activate a scan for invalid characters in your files. When this box is selected, any attempted publication of invalid data (such as ASCII characters) will fail and not affect the functionality of your Web store.

6. Enter the URL for your SiteLINK store in the **URL for your store https://** field or select an existing URL from the drop down menu, see *Step 1—URL Setup* on page 68 for more information.

🖐 **Note:** Do not include the http:// or https:// part of the URL in this field.

7. Enter your **Admin Login ID**.

8. Enter your **Admin Password**.

9. Select the **SiteLINK** tab.

The SiteLINK tab is displayed.

**SiteLINK
Tab**
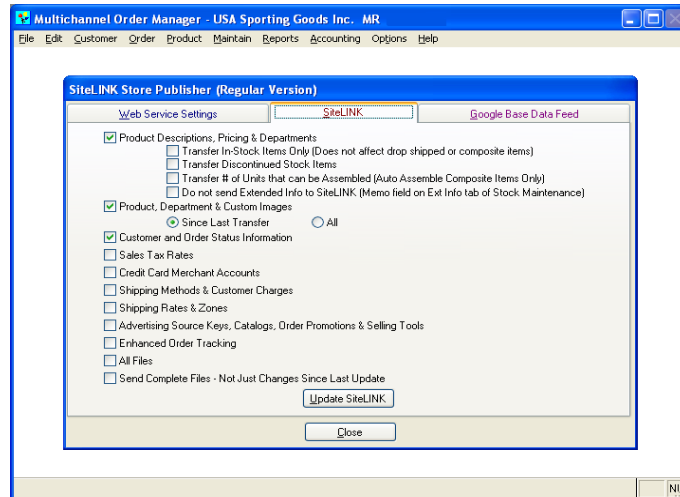
10. Use the check boxes to select the files to be uploaded to your store. (See *Descriptions* in the next section). It is best to select only the information that has changed since the last time you published to make the process more efficient. If you are using the screen for the first time, to create a new SiteLINK store or you need to change everything in your store, use the ALL FILES and SEND COMPLETE FILES - NOT JUST CHANGES SINCE LAST UPDATE options to include all the files.

11. After making your selections, click the UPDATE SITELINK button to begin the publishing process. A message is displayed indicating whether or not the process was successful.

12. When the files have been transferred, select the CLOSE button or choose the Google Base Data Feed tab to upload a list of your products to Google. See *Google Base Data Feed* which follows.

  Note: The speed of transmission is determined by the speed of your Internet connection.

13. Use your Web browser to access your store to review your new store or updated changes.

Description of Options

PRODUCT DESCRIPTIONS, PRICING AND DEPARTMENTS - For those products that you select as "Available on the Web," all of the information that you set up on the SiteLINK tab as well as the pricing information set up on the Pricing tab in the Stock Maintenance function. Optionally you can check one or more of the features below;

- TRANSFER IN-STOCK ITEMS ONLY- upload only information on items that have available inventory. This option does not affect items that are setup as Drop Ship or Composite Items, which usually do not have inventory.
- TRANSFER DISCONTINUED ITEMS- upload products that have been flagged as Discontinued. This will enable you to sell the remaining inventory on your SiteLINK store.

Note: Items that are discontinued will be sold on SiteLINK until the inventory is depleted, after which the customer will only have the option to add the product to a wish list if the wish list feature is enabled, see page 78 for more information.

- TRANSFER # OF UNITS THAT CAN BE ASSEMBLED- this option will publish the current inventory for any composite item that you have pre-assembled using the Assemble Kits function in M.O.M. For more information, see *Setting Up Special Types of Items* in Chapter 3 of the M.O.M. Setup Guide.
- DO NOT SEND EXTENDED INFO TO SITELINK- to speed up the process of publishing item information to your SiteLINK store, check this option to prevent the extended description information for each product from being published up to your store.

PRODUCT, DEPARTMENT AND IMAGES - Uploads all product and department images as well as any image or HTM file stored in the Custom Image directory for your SiteLINK store.

CUSTOMER AND ORDER STATUS INFORMATION - Uploads information for any customer with a password in the SiteLINK password field, including customer type (for special pricing), customer account information (terms) and order status information.

SALES TAX RATES - The sales tax rates setup in the Sales Tax Maintenance function.

CREDIT CARD MERCHANT ACCOUNTS - The merchant accounts (credit card payment methods) that you setup in the Merchant Account Maintenance function and select as "Available on the Web."

SHIPPING METHODS AND CUSTOMER CHARGES - For those shipping methods that you select as "Available on the Web," and the customer shipping charges as defined in the Shipping Method Maintenance function.

Note: If you do not have the Automatic Shipping Calculations Module installed with your M.O.M. system, your SiteLINK store cannot calculate shipping charges for your on-line customer.

SHIPPING RATES AND ZONES - Your shipping costs and zone information for those shipping methods that you select as "Available on the Web." You should only use this option if you add a new shipping method or make one "Available" that was previously not available. You should also use this if you made changes to the Rates or Zones tables in the Shipping Method Maintenance function or you have installed a Dydacomp-supplied carrier rate update to your M.O.M. System.

Note: If you do not have the Automatic Shipping Calculations Module installed with your M.O.M. system, this option will not function properly.

ADVERTISING SOURCE KEYS, CATALOGS AND PROMOTIONS- For those source keys for which you enter a URL REFERRER in the Source Key Maintenance function. SiteLINK automatically translates the URL Referrer for orders and/or prospects on your Web store into a M.O.M.-defined Source Key for use in the Source Key reports. This also applies to any/all catalogs that you want to make available for customers to select on the Request for Information page of your store. Finally, any order promotions that designated as available on the web will be published in this stage.

ENHANCED ORDER TRACKING - Enables customers to track order status, billing and shipping information, tracking numbers, etc. for both SiteLINK and M.O.M. orders.

Google Base Data Feed

This option allows you to check and send a listing of your products to Google Base. This will include your products when a product search is

performed through Google.

The information sent to Google is the information set up on the stock item Google Base tab.

☞ **Note:** You must have an account set up with GoogleBase before using this feature. For information on setting up an account, see *Creating a Google Base Account* on page 123.

After your account is activated and your stock items have been set up with Google Base Descriptions (See *Entering Product Description Information* on page 24), perform the following steps to send the data feed:

1. From M.O.M.'s Main Menu,
🖱Click on: **Options**
                        SiteLINK
                        Publish Store Data
Select the **Google Base Data Feed** tab.

2. Enter your **User ID**.
3. Enter your **Password**.
4. Enter your **Filename**. SiteLINK will use this filename as a basis for creating a text file that will later be sent back to GoogleBase containing a listing of your products. For example, if GoogleBase assigns you a **Filename** called *millionaire*, SiteLINK will create a file named *millionaire.txt* in your momwin folder. Once this file is sent, your products will be "searchable" in a Google Product Search.
5. Optionally, check the **Do not send items with zero units to Google** checkbox to avoid sending items with no units available for sale in M.O.M.
6. Select the **Send Data Feed** button.

Step 3—Making a Hypertext Link to Your Store

How you set up the hypertext link to your store depends on whether you are using Full Web Hosting or Store Only Hosting and on whether or not you have purchased your own SSL Certificate.

A SSL Certificate is a system of encryption that makes it possible for shoppers and visitors to do business and share information on your Web site without worrying about exposing confidential information,

such as credit card numbers.

- For Full Web Hosting with your own SSL Certificate, the hypertext link to the store is: **www.*domainname*.com**
  Where "domainname" is the domain name of your SiteLINK store.
- For Store Only Hosting and Full Web Hosting using Dydacomp's SSL Certificate, the hypertext link to the store is:
  www.mailordercentral.com/*name*
  Where "name" is a user assigned name.

Note: For information about creating other links to your store, see *Creating Custom Hypertext Links To Your Store* on page 110.

Step 4—Preparing and Loading Custom Graphics

In the Step 6—Creating Store Style, you can select from several "in-house" sets of buttons or have them created by a graphic artist to Dydacomp's specifications. Custom designed buttons and a company logo/banner need to be created as their own files that are sized to the required dimensions and named using the file names in the tables that follow. The files must saved as GIF files.

When complete, all custom graphics images must be placed in the Custom Graphics directory identified in the Maintain Store Preferences screen. See *Setting Up Store Preferences* on page 55.

Buttons

File Name	Description
btn-addgiftmessage	The Add Gift Message button on the Basket Page.
btn-addtoaddressbk	The Add to Address Book button in the Customer's Address Book Page.
btn-buy.gif	The buy button for each product.
btn-buynow.gif	The Buy Now button on the Checkout Page. This button submits the order.
btn-completeorder.gif	The Complete Order button on the Receipt Page. This button closes the session and starts a new order.
btn-continue.gif	The Continue button on the Checkout Page.
btn-continueshopping.gif	The Continue Shopping button on the Checkout Page.
btn-emptybasket.gif	The Empty Basket button on the Basket Page.

btn-proceedtocheckout.gif	The Proceed To Checkout button on the Basket Page.
btn-placeneworder.gif	The Place New Order button on the Order Receipt Page.
btn-register.gif	The Register button is on the Register/Login Pages.
btn-reset.gif	The Reset button on any form.
btn-shiptomultiple	The Ship To Multiple Addresses button on the Basket Page.
btn-updateaddress	The Update Address button in the Customer's Address Book Page.
btn-updatebasket.gif	The Update Basket button on the Basket Page.

Company Banner

You will assign the name on the Admin page, and the width can be no longer than 780 pixels wide.

Step 5—Selecting Store Settings

Store Settings also allows you to customize the checkout process that your customers will experience when completing an order on your store.

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. On the top menu find the Settings menu.

Settings Menu

SETTINGS   DESIGN

Account Settings

Payment Settings

Cart Checkout Settings

Page Settings

Customer Management Settings

Product Search Settings

Product Display Settings

Home Page Featured Products Settings

Departments

Store Status
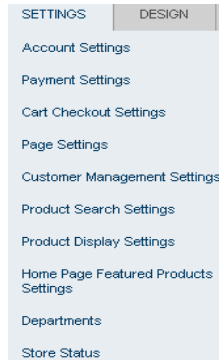
3. In the **Account Settings** section, the admin password can be changed by following the on screen instructions. The admin email address may also be updated. This email address is used for the Retrieve Admin Password function.

4. In the **Cart Checkout Setting** section, you can configure the following options:

■ REGISTER / LOGIN BEFORE CHECKOUT - Select YES if you want the customer to Login (if the customer has already Registered) or Register for your Store before checkout; otherwise choose NO if you don' t want the customer to Login or Register at checkout.

■ ENABLE LIVE INVENTORY UPDATE- This option will allow SiteLINK to utilize the inventory count received from the last published product information from M.O.M., thus allowing SiteLINK to prevent orders for items that have run out of units available for sale.

■ SHIPPING METHOD DISPLAY- Choose the criteria that you wish to sort your shipping methods on, then select the order in which they should appear.

■ DEFAULT SHIPPING METHOD- Select the shipping method you wish to have selected by default when a shopper is on the checkout screen.

■ HIDE SHIPPING METHOD- This option enables you to select which shipping methods should be displayed to the shoppers on your SiteLINK Store.

5. In the **Page Settings** section, the following options are available:

■ SHOW SIDE NAV ON CHECKOUT PAGES- Choose to display the Departments and Account Info menu during the checkout pages.

■ LEFT SIDE NAV WIDTH- Select the width of the Departments and

Account Info menus, in pixels.

■ COMPANY LOGO - Enter the name of the company logo image for you store (you do not need to specify a path to the image). The image will be uploaded from the location you specified in the Maintain Store Preferences screen. Size Limit is 780 pixels wide.

6. The **Customer Management Settings** section lists the following options:

■ ENABLE WISH LIST- This option will keep a wish list of items that the customer specifies for purchase at a later time. The customer can view this list and purchase from it at any time. Select YES to enable the Wish List, NO to disable this feature.

■ ALLOW MULTI SHIP TO (For Multiple Ship-to Addresses)- This option will allow the customer to ship items to multiple recipients within a single order.

■ CREATE PROSPECT UPON REGISTRATION- This option will automatically generate a catalog request for visitors when they register in your store if YES is selected; otherwise choose NO if you prefer the visitor to request a catalog on their own.

■ ENABLE CUSTOMER'S ADDRESS CHANGE- This option allows registered customers to change their address information before placing an order. When an order is placed and imported into M.O.M., the customer's address information is automatically updated.For more information see *Customer Address and Password Changes* on page 101.

■ BILL-TO FPHONE FIELD REQUIRED - This options requires the bill-to phone number be entered before submitting the order.

7. The **Product Search Settings** gives you these options:

■ USE ADVANCED SEARCH- Select to allow the shoppers on your SiteLINK store to use the Advanced Search criteria that has been preset in M.O.M. See *Entering Advanced Search Criteria* on page 32 for more information.

■ SEARCHABLE FIELDS- Choose the Stock Item criteria that can be used for searches on your store.

8. In the **Product Display Settings** section, use these options to customize the Product Listings Page and the Product Detail Page.

■ PRODUCTS PER PAGE- Enter the number of products you want to have on a page. Also choose if you would like a list view or grid view for the products. The list view displays one product per row. The grid view displays multiple products per row. If you choose grid view, you can define how many products will show per row.

■ PRODUCT THUMBNAIL SIZE- Enter the size of the Product Thumbnail images (in pixels). This is the restriction on the size of

the image. Smaller or larger images will be resized to fit this restriction. (Leave this field blank if you do not want SiteLINK to resize the images.)

■ DISPLAY IN STOCK / OUT OF STOCK- Select YES if you want the In Stock / Out of Stock for a product to be displayed on your store; otherwise select NO.

■ DISPLAY DUE DATES FOR OUT OF STOCK- If the Display In Stock / Out of Stock option is set to YES, then you can include the due date for the out of stock items by selecting YES; otherwise select NO and the due date will not be shown.

■ DISPLAY COMPARE AT PRICE - Select YES if you want the Compare at Price for a product to be displayed; otherwise select NO.

■ ALLOW BUYING FROM PRODUCT LISTING PAGE - Select YES if you want customers to be able to purchase products from the Product Listing Page; otherwise select NO and the customers can only buy the item from the Product Detail Page.

■ ENABLE PRODUCT REVIEWS - Select YES if you want customers to be able to review products, so other shoppers can see reviews of products.

■ ENABLE RECENTLY VIEWED PRODUCTS - Select YES if you would like shoppers to be able to view the products they have recently viewed

■ DISPLAY MIN/MAX PRICE ON PRODUCT LISTING PAGE - Select YES if you would like to display the min/max price on the product listing page.

■ DISPLAY PRODUCT SPECIFIC SHIPIPNG CHARGE ON PRODUCT DETAILS PAGE - Select YES if you would like to display any product specific shipping charge set up in M.O.M. to display.

■ DISPLAY BEST SELLERS ON HOME PAGE - Select YES for to display a best sellers section on the home page and choose how many products to display.

9. In the **Home Page Featured Products Display Settings** you can select an existing department to act as a Featured Products product listing to be displayed on the home page.

■ DEPARTMENT FOR 'FEATURED PROUDUCTS' - Choose the department to be used for the Featured Products to display.

■ PRODUCT DISPLAY OPTION - Select how the products should display, with a list view, or grid view. If using the grid view, define how many products per grid.

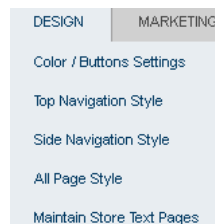■ TOTAL PRODUCTS TO DISPLAY - Choose how many products of the selected department to display.

10. In the **Departments** section, you can customize the way your Departments are viewed.

- NUMBER OF DEPARTMENTS PER ROW- Enter the number of Departments across the screen (row).
- DEPARTMENT THUMBNAIL SIZE- Enter the size of the Department Thumbnail images (in pixels). This is the restriction on the size of the image. Smaller or larger images will be resized to fit this restriction. (Leave this field blank if you do not want SiteLINK to resize the images.)

11. In the **Store Status** section, you can choose to close/open the store.

Step 6—Creating Store Style

The Design menu gives you options to customize the look of your SiteLINK Store.

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. The Main Admin Page is displayed. On the top is the **Design** menu..

Design Menu

DESIGN   MARKETING

Color / Buttons Settings

Top Navigation Style

Side Navigation Style

All Page Style

Maintain Store Text Pages

3. In the **Color/Buttons Settings** section, select an attractive background color or image and button combination to give your store a unique look.

- SITE BGCOLOR - Choose the background color for your store by entering the color value in this field or by using the pop-up color picker.
- SITE BGIMAGE - Enter the name of the background image for you store (you do not need to specify a path to the image). The image will tile in the background of your store. The image will be uploaded from the location you specified in the Maintain Store Preferences screen.
- BUTTONS- select one of the button templates to use on your site, or you may also upload your own button templates if you prefer.

4. In the **Top Navigation Style Settings** section, the following options can be configured:

Top Nav Background Color - Choose the top nav background color by entering the color value in this field or by using the pop-up color picker, or choose a background image.

Top Nav Links - This is the top row that contains Home, About us, Account Login, Testimonials, Quick Order, Wish List, Privacy Policy, Contact Us and Faq.

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).

Note: If you specify your own font, a customer visiting your store will need to have that font installed; otherwise, the font will display in their default font for their browser.

- Font Weight - Choose to have the text Bold or Non Bold.
- Link - Choose to have the link text Underline or No Underline.
- On Hover - Choose to have the link text Underline or No Underline when the mouse cursor hovers over the link.

Top Nav Text - This second row from the top that contains SubTotal, Qty in Basket and Search.

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.

⚠ Optionally, select RESTORE DYDACOMP TOP NAV STYLE SHEET to return the store to the default settings.

5. In the **Side Navigation Style Settings** section, the following options can be configured:

Side Nav Background Color - Choose the side nav background color by entering the color value in this field or by using the pop-up color picker.

Side Nav Text - Departments and Account Information.

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.
- Font Weight - Choose to have the text Bold or Non Bold.

Side Nav Links - All other links in the side navigation besides the header text such as department names.

- Side Nav Links - All other links in the side navigation besides the header text such as department names.
- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.
- Link - Choose to have the link text Underline or No Underline.
- On Hover - Choose to have the link text Underline or No Underline when the mouse cursor hovers over the link.
    - Optionally, select RESTORE DYDACOMP SIDE NAV STYLE

    SHEET to return the store to the default settings.

6. In the **All Page Style** section, the following options can be configured:
Background Color - Choose the browsing page background color by entering the color value in this field or by using the pop-up color picker.

Page Title - All other links.

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.
- Background Color - Choose the background color of all your browsing pages by entering the color value in this field or by using the pop-up color picker.

Table Header - Departments and Account Information.

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.
- Background Color - Choose the background color of your table headers by entering the color value in this field or by using the pop-up color picker.

Alternating Row 1 Color - Choose the alternating row 1 color by entering the color value in this field or by using the pop-up color picker.

Alternating Row 2 Color - Choose the alternating row 2 color by entering the color value in this field or by using the pop-up color picker.

Active Links

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.
- Link - Choose to have the link text Underline or No Underline.

Text

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.

Product Title

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.

- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.

Product Price

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.

Comparative Price

- Font Color - Choose the text color by entering the color value in this field or by using the pop-up color picker.
- Font Size - Choose the size for the font that you will be using.
- Font Face - Choose the font you wish to use (Arial, Times Roman, Courier, Verdana or specify your own font).
- Font Weight - Choose to have the text Bold or Non Bold.
- Font Weight - Choose to have the text Bold or Non Bold.
    - Optionally, select RESTORE DYDACOMP STYLE SHEET to return the store to the default settings.

7. In the **Maintain Store Text Pages Style** section, a custom look for your store pages can be created. This screen will allow you to select any of the following pages/sections to make changes:

- Footer Text
- Home
- About Us
- Contact Us
- Privacy Policy
- Testimonials
- Help
- Returns
- Terms & Conditions

Step 7—Setting Up Store Text Pages

1. Click the store text page you would like to edit.
2. The following screen will display.

Maintain Store Text Pages

Text for Footer

Copyright © 2011 USA Sporting Goods, Inc. All rights reserved.
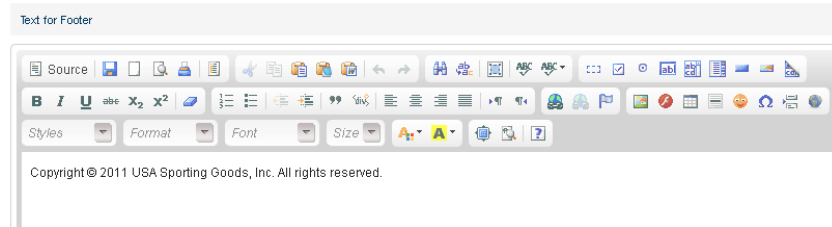
3. Enter plain text or HTML in this field to be displayed on this page. You can use the HTML Editor we have provided to easily convert plain text to HTML.

4. Select the UPDATE STORE TEXT PAGE button to save the changes that you have made to your store.

Hints:

- When copy/pasting HTML code from a html editor into the area for the information pages, remember you only use the code between the BODY tags (<BODY>... </BODY>). Do not copy any code before or after the BODY tags. Also, do not copy the body tags themselves, only the code between them.
- When creating images for SiteLINK, DO NOT name your images with spaces. Use an underscore (_) or a dash (-) between words in the name of an image.
- When referencing an image, be sure to reference it to its location on the Web server, e.g., images/site.jpeg
- If you specify your own font, a customer visiting your store will need to have that font installed; otherwise, the font will display in their default font for their browser.

Step 8—Maintain Marketing/SEO Information

The Marketing/SEO menu gives you options to customize the look of your SiteLINK Store.

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. The Main Admin Page is displayed. On the top is the **Marketing/ SEO** menu**.**
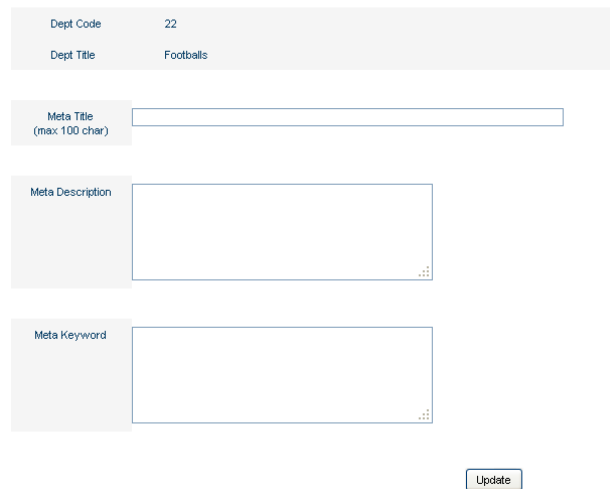
Misc Admin Menu
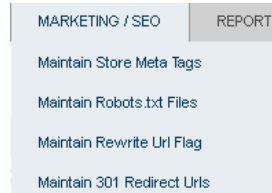
3. Select the option **Maintain Store Meta Tags**

4. Select an existing Department Code from the list. For instructions on setting up a department code, see *Setting Up Departments* on page 19.

The following screen is displayed.

Generate Meta Tag

5. Enter the Department Details in the fields. For more information on Meta Tags, see *Meta Tags* on page 122.

6. The **Maintain Robots.txt File** section gives you control over this optional file that resides in the root folder of the website and informs a search engine robot/spider/crawler of what pages should

or should not be indexed.

Maintain Robots.txt File

MAINTAIN ROBOTS.TXT FILE ?

User-agent: *

Update Robots file   Restore Default Robots.txt Settings

7. The **Maintain Rewrite URL Flag** setting gives you control to enable the URL Rewrite feature. By default, a specific product would have a URL that includes the HTML code that is enabling your site to display that specific product, e.g. "http://www.siteLINKstore.com/prodinfo.asp?number=STOCKNO". The URL Rewrite feature will automatically change that address to "http://siteLINKstore.com/descriptionfrommom/productinfo/STOCKNO", thus simplifying the address and also utilizing the description that you entered for your product in M.O.M. This increases your chances of high page ranking on major search engines. All existing links to your site from other websites will continue to function, the original URL's are still intact so no redirecting is required.

8. The **Maintain 301-Redirects** is a redirect of one URL to another URL. A URL redirect with an HTTP response code of 301 is a permanent redirect, indicating to search engines that the previous URL has permanently moved to the new URL and that the search engine should update its index with the new URL. Any search engine index history or page ranking for the old URL will be retained under the new URL. This is especially useful if moving from a different e-commerce platform to SiteLINK.
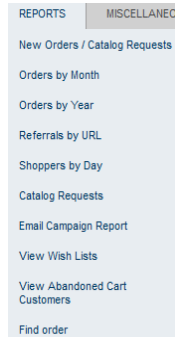
Step 9 - Reporting

The Reports menu gives you options to customize the look of your SiteLINK Store.

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).
2. The Main Admin Page is displayed. On the top is the **Reports**

menu.

Reports Menu

REPORTS   MISCELLANEOU

New Orders / Catalog Requests

Orders by Month

Orders by Year

Referrals by URL

Shoppers by Day

Catalog Requests

Email Campaign Report

View Wish Lists

View Abandoned Cart
Customers

Find order

The Reports menu has reports to see new orders, orders by month or year, referrals by URL, shoppers by day, catalog request history, email campaign, wishlists, and abandoned cart customers. These reports are explored in Chapter 6 of this book.

Step 10—Using Google Analytics

Although SiteLINK offers a number of reports to obtain a greater level of detail regarding the traffic on your site, its origin, and its actions while on your site, Google Analytics is the recommended tool. To read more about Google Analytics and to obtain an account for this free tool, navigate to "http://www.google.com/analytics/". After your account is created you can use the **Add Google Analytics** option to link your account to your SiteLINK store.

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Miscellaneous section on the top menu, click **Add Google Analytics**.

The Add Google Analytics screen is displayed.

Add Google Anayltics

ADD GOOGLE ANALYTICS ?

**Google Analytics Account #:
(Usually begins with "UA-"**

Analytics Company Name:

Apply

3. Enter your Google Analytics Account number and the Company Name you used when registering your site.

4. Click the APPLY button when finished.

Step 11—Using LivePerson Chat Software

A possible downside to Web Commerce is that customers are left alone to browse for products and complete the transaction, leaving the customer without an easy way to ask for help when necessary. Providing a customer service number on your site may cause many customers to simply circumvent your site and put the burden on your call center. With the chat feature from LivePerson, your customers can simply click on a link and request assistance. Using the LivePerson software, your Reps can respond to customer inquiries, monitor and send messages to customers that are currently browsing, and even open a web browser and guide the customer through your website.

For more information on the features of LivePerson, go to http://solutions.liveperson.com.

To enable the LivePerson features on your SiteLINK Store,

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Miscellaneous section on the top menu, click **Add LivePerson Chat**.

The Add Live Person Chat screen is displayed.

Add LivePerson Chat

Add LivePerson Chat ?

LIVEPERSON

Click here to sign up for Live Person for a 20% monthly discount, exclusively for Dydacomp customers.

Already have a Live Person account? Enter your Live Person "Button" tag below

3. This screen allows you to create a demo account that you can easily convert into a Live Account by choosing Click here to sign up for Live Person.

4. Once registered, a link will appear allowing you to download and install the LivePerson chat software.

5. Choose ON for the LIVE PERSON ACTIVATION ON YOUR SITE option to display the Live Chat links throughout your SiteLINK store.

This page left blank intentionally.

Chapter 6

Using SiteLINK on a Daily Basis

This chapter covers the day to day operations involved in using SiteLINK in conjunction with M.O.M, including viewing and downloading orders and information requests, reporting on order and store activity, and uploading customer and order information to your store.

Closing/Opening the Store for Business

A click of a button can open or close your store.

Access your Administrative Options screen, using your Web browser and the Login ID and Password that you obtained from your SiteLINK Administrator. On the top menu bar, use the Settings menu to choose Store Status.

Administrative Options Screen

STORE STATUS ?

Store is Open (Close Store)

1. If the status is "Open," click on the words Store is Open (Close Store) to change the status to "Closed."
2. If the status is "Closed," click on the words Store is Closed (Open Store) to open your store for business.

Downloading Orders and Information Requests into M.O.M.

Preparing for Download

Prior to downloading your orders and information requests into M.O.M., you may wish to view them online, and if necessary, delete any invalid orders and/or information requests.

Viewing New Orders

View your new orders to ensure that the orders you are downloading are valid orders.

From the Administrative Options screen,

1. By default, all new orders and catalog requests will be displayed on the main Administrative Options screen. However, if you are navigating between various pages, this information   can be accessed by select the <u>New Orders/Catalog Requests</u> option under the **Reports** section.
2. To view a particular order for that day, click on the desired order number under **Order**.

   Note: The order number shown above is the "Web Confirmation Number" the customer receives after the order is placed. This order number will also become the alternate order number when the order is imported into M.O.M.

The Order Detail screen is displayed.

New Orders Details

	Billing Information			Shipping Information
	Dyda Comp			Dyda Comp
	11 Commerce Way			11 Commerce Way
	Totowa NJ United States 07512			Totowa NJ United States 07512

Qty	Description	Total
5	Authentic NFL Football LICENSED WITH LOGO **Item:** E-FT-BAL **Price:** $69.99 **Ship Via:** UNITED PARCEL SERVICE - RESIDENTIAL GROUND SERVICE	$349.95
3	WARM UP SUIT BLUE, MEDIUM **Item:** C-WUS BL-M **Price:** $12.00 **Ship Via:** UNITED PARCEL SERVICE - RESIDENTIAL GROUND SERVICE	$36.00
3	WARM UP SUIT RED, MEDIUM **Item:** C-WUS RE-M **Price:** $12.00 **Ship Via:** UNITED PARCEL SERVICE - RESIDENTIAL GROUND SERVICE	$36.00

Subtotal:	$421.95
Shipping:	$8.50
Tax:	$25.32
Grand Total:	$455.77

Note: The **Order Entry Date To Assign** field in M.O.M. does not pertain to SiteLINK, since SiteLINK date stamps each order when placed by your Web shoppers.

3. If a "bad" or invalid order is found, select the DELETE THIS ORDER button on the lower right to eliminate it.
4. Use your browser's BACK button to return to the Administrative Options screen when you are finished.

Viewing New Information Requests

An info request is a person who used your Request Catalog page in your SiteLINK store to request literature or a catalog from you. (See Chapter 7 for instructions on creating a link to this special page from your Web site.) When you download info requests to M.O.M. and import them, they are entered into the M.O.M. database as prospects.

Like your new orders, new info requests should be viewed prior to downloading them into M.O.M.

1. Select the New Orders/Catalog Requests option under the **Reports** section.
2. To view a particular catalog request for that day, click on the desired name under **New Catalog Requests**.
The Information Detail screen is displayed.

**Information
Request
Details**

CATALOG REQUEST FOR DYDA COMP

Delete this Request

Name :	Dyda Comp
Address :	11 Commerce Way
	Totowa NJ United States 07512
Email :	
Phone :	
Referral Url :	None

3. If a "bad" or invalid request is found, select the DELETE THIS REQUEST button on the upper left to eliminate it.
4. Use your browser's BACK button to return to the Administrative Options screen when you are finished.

Downloading and Importing Orders

1-Click Download

To use the 1-Click Download, follow these steps:

1. From the main M.O.M. screen, select Options > SiteLINK > Download New Orders.

2. Enter the URL for your store https:// (ex. www.mydomain.com/ mystore). Once this field has been entered, it will not have to be entered again.

3. Enter your Admin Login ID. Once this field has been entered, it will not have to be entered again.

4. Enter your Admin Password.

5. M.O.M. will process the request and then download any new orders using an SSL connection.

6. After the new orders have been downloaded, M.O.M. will open the Import/Export Module for you to preview or process the orders.

Note: If you select Cancel on the Import/Export screen, the orders will not be processed, but can be downloaded again from SiteLINK. Also, you will still have the option to go to the Admin page to download these orders.

Alternate Method for Importing

Although the 1-Click method for importing is preferred, you can also import your orders and info requests from SiteLINK to M.O.M. using these alternate methods.

Automatic Import Method

Using the Automatic Import function of the Import/Export Module, you can automatically retrieve your orders from SiteLINK. This function gives you the added benefit

1. From M.O.M.'s main menu,

Click on: **Options**
                Order Import/Export Module
                Define Settings

2. Check the option **Auto Import File Path** and enter a path. If you are not using the Auto Import feature, you can enter a path of C:\.

3. Check the option **Automatically download new orders from SiteLINK**.

4. Optionally, you can check the **Synchronize Inventory with SiteLINK** option. This will match the inventory in SiteLINK with the inventory in M.O.M.

5. Choose save, then from M.O.M.'s main menu,

Click on: **Options**
                Order Import/Export Module
                Automatic Import

6. The Auto Import Process screen is displayed.

7. For Google Checkout Orders, it is required that you check the option titled **This import is an Internet feed file**. Then select **SiteLINK Store URL**, finally choose/enter your URL from the drop-down.

8. Then choose PROCESS.

9. Enter the URL for your store https:// (ex. www.mydomain.com/mystore).

10. Enter your Admin Login ID. Once this field has been entered, it will not have to be entered again.

11. Enter your Admin Password.

12. M.O.M. will process the request and then download any new orders using an SSL connection.

13. After the new orders have been downloaded, M.O.M. will open the Import/Export Module for you to preview or process the orders.

Retrieving Previous Downloads (Recovery)

If there is a problem with your system, and you lose a day's worth of orders or a download file, you can recover that information.

1. In M.O.M. go to **Options -> SiteLINK -> Download Previous Orders**.

The following screen is displayed.

Previous Order Download

2. Fill in the **URL for the store, Admin Login ID** and **Admin Password** and select a **Start Date** and **End Date** for the download or leave blank for all and choose the RETRIEVE button.

3. Select the appropriate download to recover.

Reporting on Orders and Store Activity

The Administrative Options Screen lets you study order and customer activity with several different reports.

Orders by Month

Using the Administrative Options Screen, you can look at your orders for a given month.

1. To view the orders by month, select the <u>Orders By Month</u> option under the **Reports** section.

The Orders by Month screen is displayed.

**Orders
by Month**

ORDERS BY MONTH ?

Month	Order Totals	# of Orders
October 2011	$1,534.49	7

2. Click on the desired month for more detailed information.
The orders for that particular month are displayed.

**Orders
by Day**

ORDERS FOR 10/2011 ?

Day	# of Orders	Order Totals
10/5/2011	1	$36.13
10/17/2011	1	$35.00
10/21/2011	1	$923.65
10/22/2011	1	$27.98
10/23/2011	1	$27.98
10/24/2011	1	$27.98
10/26/2011	1	$455.77

3. To view the orders for a particular day during the month, click on the desired day.
The orders for that day are displayed and once again you can select the desired order number to view the details of a specific order.

Orders by Year

Viewing your orders by year provides you with the total number of orders and the total dollar value for each year listed.

1. To view the orders for a particular year, select the <u>Orders By Year</u> option under the **Reports** section.

The Orders by Year screen is displayed.

**Orders
by Year**

ORDERS BY YEAR ?

# of Orders	Total Dollars	Year
12	$1,815.08	2011

URL Activity

The Administrative Options Screen also enables you to examine your URL activity. You can look at which URL's are being used to access your store from other sites or your own web ads.

1. Select the Referrals by URL option under the **Reports** section.
2. Enter the **Start Date** and **End Date** or leave the entry field blank for all and select the GET REPORT button.
The following screen is displayed.

**URL Referrer
Activity**

REFERRAL REPORT ?

Start Date : [   ]

End Date : [   ] GET REPORT

3. To view the complete URL address for each listed domain, select the desired URL.

Hint: This information is particularly helpful with search engine type referrals to see the criteria that people have used for each "hit" on your site.

In the **Orders** column, you may select the underlined number to display all the orders generated by that particular URL.

Shoppers By Day

Besides viewing order reports, you can also examine your store's activity from the Administrative Options screen.

1. Select the Shoppers By Day option under the **Reports** section.

The following screen is displayed.

Shoppers By Day

DAILY SHOPPER REPORT ?

Start Date :

End Date :   GET REPORT

2. Enter the **Start Date** and **End Date** select the GET REPORT button.

Catalog Request History

The Administrative Option screen can display a report detailing the requests for catalogs that have been placed on your site.

1. Select the Catalog Requests option under the **Reports** section. The following screen is displayed.

Report Date Screen

CATALOG REQUEST REPORT ?

Start Date :

End Date :   GET REPORT

2. Enter the **Start Date** and **End Date** or leave the entry field blank for all and select the GET REPORT button.

Order Information in M.O.M.

The SiteLINK order checkout page allows customers to specify any special requirements they may have with regards to the manner in which their orders are filled and shipped.

Order Hold Date

The Order hold date will prevent the order from being processed in

M.O.M. until the date is reached.

Order Hold Date

Shipping Instructions (1200 max characters)

Order Hold Date [   ]

Order Hold Controls

Current Status
- ○ Not on Hold
- ○ Do Not Ship/Manifest Until...
- ⦿ Do Not Process Order Until ...   [/ /]
- ○ On Permanent Hold

Reason for Order Hold [▼]

[OK]   [Cancel]

Special Instructions

Special Instructions entered in a SiteLINK Order will appear in the Order Memo field in the Sales Information Tab of the M.O.M. Order.

This Information will then print on the Packing Slip/Invoice when the order is processed.

Special and Shipping Instructions

Shipping Instructions (1200 max characters)
Order Hold Date [   ]

Shipping Instructions

Shipping Instructions entered in a SiteLINK Order will appear in the Fulfilment Instructions in the Instructions/Notes tab of the M.O.M. order. This will print on the pick ticket when the order is processed.

Managing Customer and Order Information

Uploading New Customer and Order Information to SiteLINK

Any changes in customer and order information in M.O.M. must be uploaded back into SiteLINK. This includes changes to a customer's name and address, terms or credit limit for open invoicing and customer type codes for special discounts in your store. It also includes changes or updates to order status information such as order ship date or back orders for an order previously entered. Because SiteLINK automatically recognizes a repeat shopper, this order information is used to provide on-line updates for each customer in the Order Status page of your Web store.

To upload new customer and order information, follow the procedure detailed in Chapter 5 of this Guide. On the SiteLINK Store Publisher screen, select the option for "Customer and Order Status Information."

How often you perform this upload procedure is your decision, but once-a-day after your final order processing cycle in M.O.M. is a good rule to follow.

Customer Address and Password Changes

SiteLINK gives you the option to allow a registered customer to change his or her address and password. These changes will update the customer's information in M.O.M. once a new order is downloaded for this customer.

SiteLINK Customer Information Screen

Customer Information

Billing Address (* Required)

First Name Dyda *
Last Name Comp *
Company
Address 11 Commerce Way *
Address 2
City Totowa *
State NEW JERSEY *
Zip Code 07512 *
Country United States
Phone
E-Mail *

Current Password *********

To enable this option:

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Settings section on the top menu, click **Customer Management Settings**.

3. Find the option **Enable Customer's Address Change**.

4. Choose **Yes** then click the **Apply** button.

SiteLINK Admin Page

CUSTOMER MANAGEMENT SETTINGS ?

Enable Wish List   ⊙ Yes ○ No
Allow Multi Shipto   ○ Yes ⊙ No
Create prospect Upon Registration   ○ Yes ⊙ No
Enable Customer's Address Change   ⊙ Yes ○ No
Bill-to phone field required   ○ Yes ⊙ No

Purge Customer Data

Similar to how your M.O.M. system operates, your SiteLINK store keeps a database of a customer address information and order history.

To permanently delete a specific customer record:

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Miscellaneous section on the top menu, click **Purge Customer Data**.

SiteLINK Admin Page
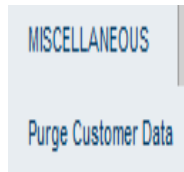
The Purge Customer page is displayed.

3. Use the Last Name or Email Address fields to find a specific customer. Select **Get Customer** to display the results.

.

Purge Customer Page

4. To export the list, check the customers on the list that you wish to appear in the export file.

5. Use the checkboxes within the red export section to select the fields

you wish to appear in your file.

View and Export Wish Lists

With the Wish List option enabled (See *Step 5—Selecting Store Settings* on page 76 for more information), customers can create a list of items that they would like to purchase from your website in a future date.

To view and export this list:

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Reports section on the top menu, click **View Wish Lists**.

**SiteLINK
Admin Page**
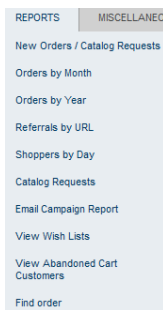
The Wish List page is displayed.

3. Use the fields to find a specific customer's wish list. Select **Process** to display the results.

4. Hover your mouse pointer over or click on the customer's name to display a list of the items that are on the wish list.

Customer Wish List Page

VIEW WISH LIST ?

Last name : comp   First name :

Email Address :   Item Number :   Process

FirstName   Address1   City   Sku

Select the information that you need to export to a flat file.   LastName   Address2   State

Export Current List   Address3   ZipCode

Country

Check all / Uncheck all

Add	Customer	Address
☑	Comp Dyda	11 Commerce Way Totowa NJ 07512

5. To export the list, check the customers on the list that you wish to appear in the export file.

6. Use the checkboxes within the red export section to select the fields you wish to appear in your file.

7. Select **Export Current List** to create the file. SiteLINK will create a Comma Delimited file named *wishlist.csv.*

View Abandoned Cart Customers

Your SiteLINK store can record the address and order information of customers that were in the process of placing an order in your store, but leave your site and abandon their shopping carts.

To view and export this list:

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Reports section on the top menu, click **View Abandoned**

Cart Customers.

**SiteLINK
Admin Page**

REPORTS   MISCELLANEOU
New Orders / Catalog Requests
Orders by Month
Orders by Year
Referrals by URL
Shoppers by Day
Catalog Requests
Email Campaign Report
View Wish Lists
View Abandoned Cart Customers
Find order
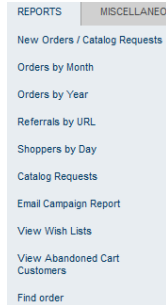
The Abandoned Cart Customers page is displayed.

3. Use the date fields to narrow the list. Select **Process** to display the results.

**Customer
Abandoned Cart
Customers Page**

ABANDONED CART CUSTOMERS ?

Start Date :
End Date :

Process

Select the information that you need to export to a flat file.

Export Current List

☐ FirstName   ☐ Address1   ☐ City
☐ LastName   ☐ Address2   ☐ State
☐ Address3   ☐ ZipCode

4. To export the list, check the customers on the list that you wish to appear in the export file.
5. Use the checkboxes within the red export section to select the fields you wish to appear in your file.
6. Select **Export Current List** to create the file. SiteLINK will create a Comma Delimited file named *abndcartlist.csv*.

Tracking Email Advertising Campaigns

Using the email campaign feature, you can view the rate of response to your advertising emails by associating the url that you use in your email to a source key you have setup in M.O.M. Once the shopper navigates to the SiteLINK generated hyperlink, SiteLINK will display

that session in the Email Campaign Report.

To create an Email Campaign link:

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Miscellaneous section on the top menu, click **Create Email Campaign Link**.

Email Campaign Page

CREATE EMAIL CAMPAIGN LINK ?

Select Source Key: CD-05-11

Enter Url : http://sl7   .com/departments.asp?dept=9

Generate Link

3. Select the Source Key published from M.O.M.

4. Enter the URL that you would like the shoppers to land on. This can either be a page created for this specific advertisement or simply your home page.

5. Click the GENERATE LINK button.

6. SiteLINK will provide a link that you can copy and paste into your email.

7. To view the Email Campaign Report,

⌐ Click On: **Email Campaign Report** from the Reports section.

⌐

Chapter 7

Customizing Your Store

This chapter explains how SiteLINK uses Active Server Pages (ASP) and how those pages can be customized. This chapter also provides instructions for creating custom hypertext links to pages in your store.

How SiteLINK and Active Server Pages and XML Work Together

SiteLINK consists of a set of Active Server Page (ASP) documents along with a server component which handles requests for information from the documents. ASP documents are just like standard HTML documents with the additional feature of being able to bring together both dynamic data and static text. In the case of SiteLINK, the ASP documents are the actual store pages that a shopper sees during the shopping process. The store directory, department list, product display, shopping basket, etc. are each an individual ASP document. The data on these pages consists of information returned from the M.O.M. databases about products, shipping methods, sales taxes, customers, etc. Microsoft's Internet Information Server (IIS) is responsible for bringing together the documents and information requests made to SiteLINK for information.

When ASP requests information from the Web server, it must first communicate the request through a Common Object Module (COM), never directly with the SiteLINK databases. Once the request is processed, SiteLINK sends back the data directly to ASP in an XML stream, which then gets stored on the local machine.

XML (eXtensible Markup Language) is designed to structure, store and send information. While XML is a markup language like HTML, it is not a replacement for it. XML and HTML each have their own function on a site. HTML is designed to display data and focuses on how the data looks to the shopper; XML describes the data and focuses on what the data is.

SiteLINK information requests take the form of a function call from within an ASP document (store page). In some cases this call might be for a piece of information, such as a product description or price. In

other cases the information request function might pass information or perform some activity, such as when a product is added to the user's shopping basket, or the customer's name and address is recorded. This second type of use is typically done in response to some action taken by the shopper, such as clicking on a button or image.

Since each shopper is individually tracked by SiteLINK, information about the shopper is accumulated rather than lost from page to page when using traditional HTML documents. SiteLINK keeps track of the contents of each shopper's basket, the last product viewed, etc. This makes the use of SiteLINK functions quite flexible. The information requests can be positioned differently on the page to vary the appearance of a store page. Store pages can be called in different ways. As an example, your store might use a traditional approach where a shopper is first taken to a product information page before being allowed to order a product. You might also call a SiteLINK function to directly add an item to the shoppers basket without going to the product information store page. Microsoft's FrontPage and Adobe's Dreamweaver can be used to edit ASP documents. It allows viewing and editing of an ASP document containing both static content and SiteLINK function calls.

Making Changes to Store Pages

Upon request, your site can be setup to allow you to manually change certain aspects of your site or to add a few pages. It is important to keep in mind that SiteLINK support can only help you with changes to your site either made by your admin page, by M.O.M. or by custom work done by Dydacomp.

The types of changes that you can make to pages include the following:

- Page Text — The Dydacomp-provided wording on a page.
- Layout or Format — The position on the page of the various components, for example on the product page, the product picture, product description, price, etc.
- Function Calls - You may want to insert or delete changes to the SiteLINK function calls on a store page, or you may want to create an entirely new page from scratch.

Using an Editor to Modify a Page

In most cases, for text and general page layout or format changes, a standard web editor like Microsoft's FrontPage or Adobe's Dreamweaver can be used to open and edit any of the store pages. Contact SiteLINK support to have your site setup to allow your web editor access to your site's pages.

For more complicated changes to SiteLINK function calls, scripts, or in cases where new function calls are needed, Dydacomp requests that you contact the SiteLINK Design Department via telephone at (800) 858-3666 x 260 or via email at sitelinkservice@dydacomp.com since complex functionality needs to be written into the store's COM object.

Note: When using FrontPage, it is advised that the view format marks be set on. This can be found on the menu under View. Be sure that a check mark appears next to the entry "Format Marks." Once set, small images will identify those spots on the page where a SiteLINK information request or script exists. Double clicking on one of these format marks will reveal the script or SiteLINK Information Request..

Note: It is a good idea to save copies of the original store pages before beginning any modification.

Creating Custom Hypertext Links To Your Store

Very often, you may want to take shoppers to specific store locations from your Web site or other Web sites, bypassing the normal flow of pages in a given template. This type of special navigation can be accomplished by using the following "go-to" hypertext links.

Go-To Product Page

Use this hypertext link if you want to offer a product special on a non-store page or create a product "ad" on somebody else's Web site. This hypertext link takes a shopper directly to a specific product.

For Service Version with store-only hosting

www.mailordercentral.com/*name*/prodinfo.asp?number=*yyyy*

where:*name* is the store id assigned to your store *yyyy* is the stock number you wish to show.

For all others

www.*YourDomainName*.com/Prodinfo.asp?number=*yyyy*

where: *yyyy* is the stock number you wish to show.

Go-To Product Listing Page

Use this hypertext link to show a list of products for a given department.

For Service Version with store-only hosting

www.mailordercentral.com/*name*/Products.asp?dept=*yyyy*

where: *name* is the store id assigned to your store *yyyy* is the department number you wish to show.

For all others

www.*YourDomainName*.com/Products.asp?dept=*yyyy*

where: *yyy* is the department number you wish to show

Note: Department numbers are displayed in the Maintain Departments function. See *Setting Up Departments* in Chapter 2.

Go-To Information Request Page

Use this hypertext link to go to the information request screen to enable your Web shopper to enter their name and address for a catalog or brochure to be sent.

For store-only hosting

www.mailordercentral.com/*name*/InfoRequest.ASP

where: *name* is the store id assigned to your store.

For all others

www.*YourDomainName*.com/InfoRequest.asp

Go-To Order Status (Customer Service) Page

Use this hypertext link to go to the customer service page to enable customers to inquire about order status or account status.
www.*YourDomainName*.com/Statuslogin.asp

For store-only hosting

www.mailordercentral.com/*name*/Statuslogin.asp

where: *name* is the store id assigned to your store.

For all others

www.*YourDomainName*.com/Statuslogin.asp.

List of Selected SiteLINK Store Pages

This section provides the.ASP file name and a full description of selected store pages in alphabetical order.

File Name	Description
aboutus.asp	About Us contents
additem.asp	Will add item to cart
AddNewAddressBook.asp	Adds new address to the Address Book
address.asp	List of addresses from your Address Book
AddToAddressBook.asp	Adds new address to the Address Book
addtocart.asp	Adds item from Wish List to cart
admindeleteorder.asp	Deletes an order
admindeletepros.asp	Deletes a prospect
adminexpired.asp	Support expired
adminrefurl.asp	Orders, shoppers, referral URL report.
adminrefurlone.asp	Details report for a single URL
adminrefurlonedet.asp	Breakdown of orders for a single URL
adminshoppers.asp	Shoppers by Day report
adminstore.asp	Open and close Sitelink Store
basket.asp	Displays cart contents
Bestseller.asp	Displays best selling items
calender.js	Date Picker (No ability to pick past dates)
calender_old.js	Date Picker (Ability to pick past dates, available in admin section)
checkout.asp	Checkout - Payment
closed.asp	Displays Store is Closed
contactus.asp	Contact Us contents
cookiedisabled.asp	Displays cookies are disabled
cookieerror.asp	Displays cookies are disabled
custerror.asp	Displays billing/shipping missing information error
custinfo.asp	Billing/shipping entry
default.asp	First page
deleteerror.asp	Displays error in deleting an order/prospect
deletesuccess.asp	Displays success in deleting an order/prospect
departments.asp	Displays Department listing
detailorder.asp	Details of Sitelink/MOM order

display_results.asp	Displays products when entered through Quick Order and has size/color
download.asp	Download orders
downloadold.asp	Previous Download
EditAddressBook.asp	Edit Address Book
editcustomInfo.asp	Edit Address Book
EditGiftMessage.asp	Edit Gift Message
emailpassword.asp	Login Password is emailed
emptybasket.asp	Displays cart is empty
estimate_shipping.asp	Estimates shipping cost
faq.asp	Display FAQ contents
firsttimeregister.asp	Registration
getauthnetInfo.asp	Get Authnet information
Include/AdminBackground.asp	Background for admin section
Include/adminfooter.asp	Footer for admin section
Include/adminside_nav.asp	Right Side Nav for admin section
Include/AdminTop_nav.asp	Top Nav for admin section
Include/BottomLinks.asp	Bottom links on the site
Include/side_nav.asp	Side navigation for Site (Usually top level departments)
Include /Top_nav.asp	Top Nav for Site
infodetail.asp	Details of Prospect
inforequest.asp	Catalog/Prospect entry page
itemadd.asp	Adds items to the cart
learnmore.asp	Displays information on where to find CID Number on credit card
loggedIn.asp	Displays Login information
login.asp	Login/Register
options.asp	First page in admin section
orderdays.asp	Orders by Day report
orderdetail.asp	Order Detail (admin section)
ordererror.asp	Displays order error information (if something is wrong on checkout page)
ordermonth.asp	Details Orders by Month report
OrdersByMonth.asp	Orders by Month report
OrdersByYear.asp	Orders by Year Reports
print-multiship.asp	Printable receipt (When multiship to feature)
print-no-multiship.asp	Printable receipt (When no multiship to feature)
privacy.asp	Displays Privacy Contents
prodinfo.asp	Displays Product Detail information
productalt.asp	Displays Upsell Product Detail information
products.asp	Displays Product Listing
proserror.asp	Displays Error (error on registration, catalog request)
Quick_order.asp	Quick Order form
quick_ordererror.asp	Quick Order error

receipt.asp	Receipt
repeatorder.asp	Repeat an existing order
searchprods.asp	Displays product listing from search
SelectAddress.asp	Select an address to the cart
selectshipping.asp	Display Shipping options with cost
SiteMap.asp	Site Map
specials.asp	Displays Specials
statuslogin.asp	Login for Order Status
statusoforders.asp	Displays customer's previously placed orders
testimonials.asp	Displays Testimonials contents
Updateaddress.asp	Updates Address Book
updatebasket.asp	Updates Basket
updatewishlist.asp	Updates Wish List
verifyshopper.asp	Verifies login information
wishlist.asp	Display Wish List

Making Changes to the Order Confirmation E-mail

1. Login to the admin page of your SiteLINK store.(ex. *www.yourstore.com/admin.asp*).

2. Under the Miscellaneous section on the top menu, click **Maintain Order Confirmation Email Text**.

In the text box you can edit the static content of the order confirmation e-mail that is sent to customers after they've completed an order on your SiteLINK store. HTML code is not supported. The dynamic content, such as item and order details, can't be edited. If further edits are needed, contact the SiteLINK support team at sitelinkadmin@dydacomp.com.

This page left blank intentionally.

Chapter 8

Tips for Web Marketing

The Web today is a valuable resource of products, services and information for consumers and one of the most powerful and cost-effective marketing tools available for your business. The intent of this chapter is to help you find the best way to market your overall Web site while making special suggestions and recommendations considering your use of the SiteLINK program.

Web Site Content — Information and Commerce

There are two major "content" sections of most commercial Web sites.

- Information—this portion of your site is your company's brochure. It tells people who you are and what you do, but does not sell them anything. The "information only" portion is created by you using an ordinary Web editor like Microsoft's FrontPage.
- Commerce—this portion of your site is your store or catalog. It shows your customers your products and special pricing, and "checks out" your customer with shipping, sales tax and payment information. The commerce portion of your site can be created entirely for you by SiteLINK.

Both sections can be "tied together" for visitors with hypertext links.

Making Your Web Site Work For You

A Web site is only as powerful as the traffic it generates. If your site is attracting the wrong type of visitor or if the site is not generating any visitors at all, your site will not be successful. With this in mind, it is crucial to start the promotion of your Web site by including your Web address (URL) in all of your marketing materials—catalogs, advertisements, invoices, letterhead, etc.

Another way to generate leads is by establishing links from other third party sites to your site, including free mentions on other sites and paid banner ads.

Site Architecture

The way links are set up within your Web site is extremely important. The site's navigation should be logical and intuitive enough so that the average person can find what they are looking for. Text links are better than image links, but if image links are used, it is recommended to include text within the Alt tags for those images.

Site Map and Breadcrumb Navigation are also very beneficial in helping "spiders" navigate the deeper parts of your Web site. Each page should have 200-250 words of text, but at the very minimum, make sure that amount appears on your homepage.

Additionally, having links on your homepage to different items on your site will help spiders find those items quickly. Always use relevant keywords in the hyperlink text, and avoid using "click here" for the text itself.

Getting Customers to Find You

You should start noticing "hits" or visitors to your site about 2-8 weeks after you first submit your URL to be included in a search engine's directory. "How" you list your site is just as important as "where" you list your site. Although each search engine uses different information from your site to determine how your site will be referenced, most search for domain name first and "first-page" content second.

Domain Names

When applying for a domain name, you should probably try to register your company's name, i.e., http://www.*yourcompany*.com. The logic here being if a search engine user types in your company's name as a keyword during their search, your site will be referenced as a very close match. If your company's name is not available (somebody has already registered it), then try to register for another name that uses terminology that your customer may use when trying to find you, for instance, one of your company's product names.

There are several companies that can register your domain name for you. Contact your SiteLINK Administrator for additional information. Typically, there is a renewable fee charged for each name registration.

Search Engines

Search engines are special Web sites that act as information directories of the Web. Every day they help thousands of individuals locate the specific Web sites that contain the information, products or services they need. By visiting a search engine and typing in a keyword, or string of keywords, "Web surfers" get an on screen listing of hypertext links to Web sites that best fit the criteria of the search.

There are two types of search engine services: paid and free of charge. Whichever you choose, the success of your site heavily depends on how well you are represented among the major search engines including: Google (www.google.com), Yahoo! - (www.yahoo.com), MSN (www.msn.com), Ask (www.ask.com), AllTheWeb (www.alltheweb.com), AOL Search (aolsearch.aol.com or search.aol.com), and HotBot (www.hotbot.com).

Let's examine the top three search engines, see how often they are used and how they operate.

- Google - 62% of U.S. Searches*
- Yahoo! - 21% of U.S. Searches*
- MSN   - 8.5% of U.S. Searches*

*At the time of this writing. Numbers will vary with time.

It's important to note that although each search engine manages heavy traffic, there are major differences in the way Yahoo and MSN function when compared to Google. Both Yahoo and MSN are very straightforward; they list and rank your Web site based upon the relevance of your site's keywords in relation to the item being searched.Google, on the other hand, is completely different; it lists and ranks your site based upon a PageRank score using an internal, proprietary calculation algorithm in addition to your site's keywords and site architecture. Sites with a higher PageRank get "crawled" earlier, faster and deeper by Google. Google will be discussed at length in this chapter.

Search Engine Optimization (SEO) Tips

In order to increase your site's visibility in search engines you must utilize all of the available item information fields in M.O.M. The more detail you can provide regarding your products, the more likely a search engine will display your site on a search results page.

M.O.M. Data Suggestions

- Add Descriptions to your Departments.
- Use the Short Description field in your stock items.
- Use the Product Keywords field in your stock items.
- Add Google Base Product Descriptions- obtain a free Google Base account, then use the Google Base Description field for each stock item. Post all of the entered information to Google.

Hint: Users who do not wish to post data to Google Base should still utilize the Google Base Descriptions fields. This information is also read by search engine spiders and can help increase the likelihood of your product being listed on a search engine results page.

- Make your Thumbnail Images a uniform size- Use square dimensions and keep the file size between 2-6 KB.
- It is recommended that your images are not wider than 250 pixels.

SiteLINK Site Suggestions

- Add relevant text, images (with alt and title tags), and links (to specific products) on your site's home page to help with search engine spidering.
- Generate a Google/Yahoo sitemap from the admin page of your SiteLINK store once the store has gone live then submit that sitemap to Google and Yahoo.
- Keep in mind that search engines cannot read Java or Flash, relevant product information should be kept in HTML.

Google

Building your site with search engine optimization in mind and submitting your site isn't quite enough to achieve big results with Google.

A major part of the Google riddle concerns the previously mentioned PageRank system. PageRank is determined by too many factors to list, but there are a few major things that can effect it. The biggest factor involved in determining a site's PageRank is how many sites on the Internet link to your site. Every link to your site counts as a validation that your site is important and relevant; therefore, it is of the utmost importance to increase the amount of websites that link to your site. This can be done many ways, but here are some pointers:

To Increase Links on the Internet

- Create a blog (Web log) for yourself. Blogs tend to get spidered well, and since you can control the content, you can include information about your company and add links to your site(s) or specific products on your site. Keep the content fresh, and you'll keep the spiders coming back often. You can get a free blog from http://www.blogger.com/ or http://www.livejournal.com/ among others.
- Post on other peoples' Blogs, Forums or Bulletin Boards. If you actively post to these sites, don't try to "sell" to the other visitors. It is better to legitimately participate in the conversations, especially for sites in your industry, and put your website link in your signature. That way, you'll add to the amount of links to your site without getting banned by the website or search engines.
- Have your friends put a link to your site in the "Links" section of their Web sites.
- Work out deals with your suppliers, vendors, etc., to put a link to your site on their site as a "Corporate Partner."

Hint: Links from sites with a higher PageRank are better than sites having a lower PageRank.

A useful tool in determining the PageRank of the site you are visiting is the Google Toolbar (available at http://toolbar.google.com). You can also find your Web store's PageRank by finding your site on Google Directory (http://directory.google.com). If you site isn't listed at the bottom of the page, select "Submit a Site." You'll be taken to the Open Directory Project (http://dmoz.org/about.html) to submit it.

Some tools you can use to check the link popularity of your site are:

- http://www.netconcepts.com/linkcheck
- http://www.netconcepts.com/productcheck Key in your site's URL and a page name used in SiteLINK. (prodinfo.asp, products.asp or departments.asp are the best ones to check.)
- http://sitesolutions.com/webtools.asp?F=Form&T+WSLC Web Site Link Checker examines all the links in your web site to your graphics, web site links, web page links and form calls. http://www.sitesolutions.com/webtools.asp?F=Form&T=SERC Search Engine Position Checker provides the actual position your Web site appears for a particular keyword or key phrase.

- http://www.sitesolutions.com/webtools.asp?F=Form&T=SELC
  Search Engine Checker, scans to see if your site is listed in the top
  search engines.

Things to Avoid

- "Link Farms," FFA (Free For All) sites or Link Exchange services.
  These are frowned upon by many search engines, and could even
  cause your site to be excluded from searches.
- Doorway Pages that serve no purpose other than driving spiders to
  your website.
- Spamming your URL on Web Blogs, Forums, or Bulletin Boards. If
  you post simply to get your URL listed in many sites, you will most
  likely get banned by that particular site and your posts will be
  removed.

How to Register

To submit your site to the search engines directly, use the following
links:

http://google.com/addurl/?hl=en&continue=/addurl

https://login.yahoo.com/config/login?.src=srch&.done=http://
submit.search.yahoo.com/free/request

http://search.msn.com/docs/submit.aspx?FORM=WSDD2

As mentioned earlier, it's extremely important to get your site listed on
Google Directory. Follow the directions of this guide to submit your
site for Google's Open Directory Project.

Finally, it is important to know that some search engines overlook the
content on your site and just reference the information you submit
when you register. In fact, in many cases this information supersedes
all site content. Be sure to read the directions of each search engine
before you submit and make sure that your registration information is
as complete as possible.

Other Search Criteria

In addition to domain and first page content, there are several other
ways that a search engine may find you.

Copy Content

In addition to your first page of copy, many search engines "spider," or search through your entire site. Having keywords embedded in the copy throughout your site can help your main URL get referenced, and make search engines link to other pages in your site.

Meta Tags

Meta tags are words or phrases that are embedded within the code of your sites' pages, but invisible to the casual visitor. Many search engines reference these tags with or instead of page content. For information on entering Meta Tags through your Admin Page see *Step 8—Maintain Marketing/SEO Information* on page 85.

Meta Title Tags

Without a doubt, the Meta Title tag is the most important tag in your entire Web site. Here are some guidelines for their setup.

- Try not to exceed 100 letters and spaces.
- Use your keywords in your Meta Title tag.
- Place your most important keywords first.
- Do not use ALL CAPS in your Meta tags.

Other Tags

In addition to the Meta Title tag, there are two other types of Meta tags that can improve your search engine submissions.

- Keywords – A listing of words or word phrases that describe your site, company, products, departments, etc. Try not to exceed 40 keywords.
- Descriptions – One or two complete sentences that briefly describe your site, company, products, departments, etc.

Special Consideration for Web Sites Hosted by Dydacomp

For those SiteLINK users who have their entire Web site hosted by Dydacomp (not just the store portion), there is an important consideration to be made with your default page. This is the page that a visitor "hits" when they first link to your domain.

Home Page Name

DEFAULT.ASP is the name that must be used for your home page.

Creating a Google Base Account

Google Base is a free service provided by Google designed to connect customers looking for a specific product with the Internet Retailers selling the product. Using the SiteLINK Publishing screen detailed in Chapter 5, you can post information about your products and make these details available for searching in Google Product search engines.

1. Register for an account with Google

If you have not already done so, you must first make a Google account. You must use this URL: https://www.google.com/accounts/NewAccount

Google Base Account Creation Screen

Fill out your personal information and read their Terms of Service. Once you have completed the registration process, click the accept button, and your new account will be created.

2. Register a Bulk Upload file with Google Base

In your web browser, go to http://base.google.com, and select the "Data feed" link.

From here, we need to register a new Data Feed with Google.

Google requires you to **Register** a file with them before it can be submitted to Google Base. Click **New Data Feed** and select the target country, format, and data feed filename. Remember this filename, as this will be the name of the file we will be creating from within M.O.M.

Enter the required information and click "Save changes" to proceed.

Categories

You must also select an "Item type" for the items that you will be selling on Google Base. Google provides you with the option of choosing from a pre-defined list, or creating your own custom item type. Either is acceptable for Bulk upload registration.

Naming your file

You must give your bulk upload a filename on this page. It is very important that you remember the filename that you choose, as this will be the name of the file that is generated from within M.O.M.

Note: Google will automatically reject names such as "Sample.txt" "test.txt" and other filenames that imply that the items within are sample items.

Google Base Data Feed Screen

After you are finished on this page, click "Register bulk upload file and continue to Formatting instructions." to proceed.

The next page specifies how to format your file for submission to Google Base. It is irrelevant, because M.O.M. generates this file automatically when you publish the Data Feed.

Scroll to the bottom and click "I'm done formatting my file, continue to upload"

Once you have successfully registered a Bulk upload file, you will be brought back to the Bulk Uploads page. Now, we need to register for FTP access with the Google Base Servers.

3. Getting FTP Access to Google's Servers

This is the most important and most overlooked step in the Bulk Upload process. You must explicitly request FTP access from Google before you will be able to publish to their FTP site.

The following URL: http://base.google.com/support/bin/answer.py?answer=40051 explains how to get FTP access to ftp://uploads.google.com. After registering for FTP access, it takes anywhere between 15 minutes to several hours for the account to become active. They will not notify you when it becomes active, you must simply check up on it periodically.

When you have successfully registered for FTP access, you will see the following information on the right hand side of the screen with your unique Login ID.

**Google Base
FTP Info**
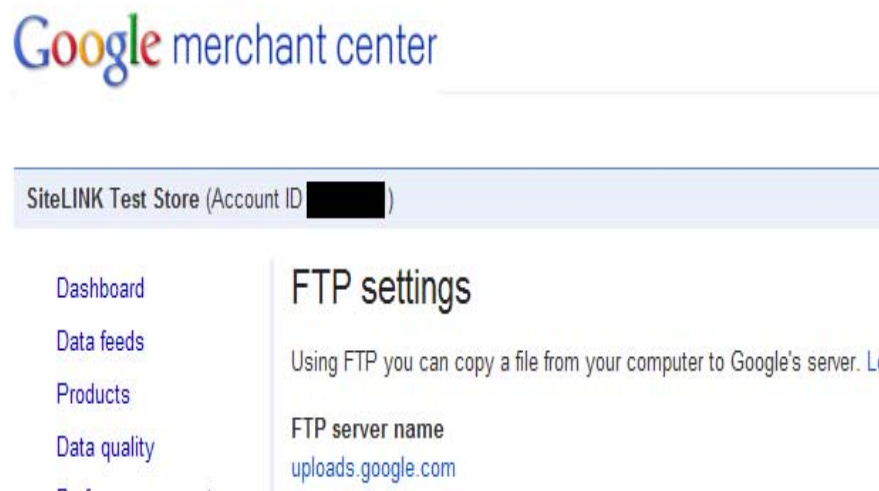
When your account is completely setup review the SiteLINK Publishing screen detailed in Chapter 5 to publish your information