SellerDeck 2013 – Best Testers' Guide

SellerDeck 2013 adds several new features:
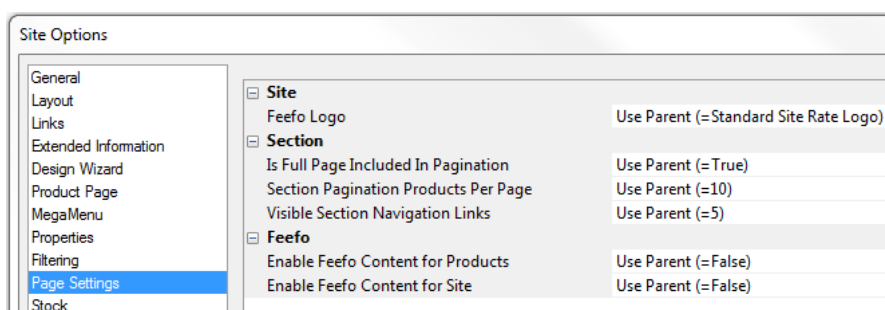
1. Pagination

Sections that contain many products may now be split into multiple pages, with navigation links generated automatically. Pagination is enabled by default for sections with more than 10 products.

Online Catalogue | Earrings | Birth Stone Earrings

Birth Stone Earrings
Page: **1** 2 > >> View All (12)

January - Garnet 24 in stock.	Quantity:	0

Price: £30.00 (Including VAT at 20%)

Total Price: £30.00 (Including VAT at 20%)
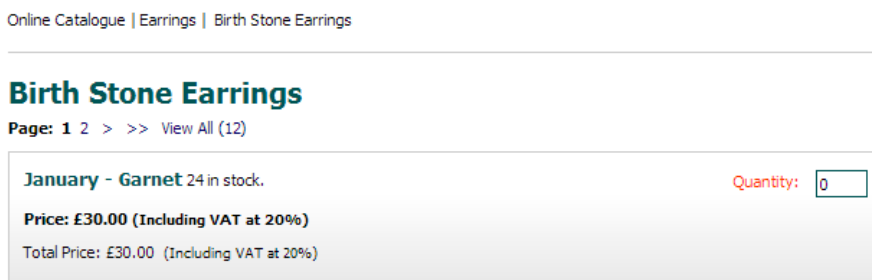
The defaults are set in Settings | Site Options | Page Settings | Section, but can be overridden Section by Section using the equivalent settings in the Page Settings tab of the Section Details.

Site Options

General		
Layout	**Site**	
Links	Feefo Logo	Use Parent (=Standard Site Rate Logo)
Extended Information	**Section**	
Design Wizard	Is Full Page Included In Pagination	Use Parent (=True)
Product Page	Section Pagination Products Per Page	Use Parent (=10)
MegaMenu	Visible Section Navigation Links	Use Parent (=5)
Properties	**Feefo**	
Filtering	Enable Feefo Content for Products	Use Parent (=False)
Page Settings	Enable Feefo Content for Site	Use Parent (=False)
Stock		

'Is Full Page Included In Pagination' – leave as 'True' to retain a 'View All' option for shoppers to view all the products in one page.

'Section Pagination Products Per Page' – sets the number of products per page. Default is 10. To disable pagination, change to zero.

'Visible Section Navigation Links' – the maximum numbered page links to be shown between the forward and back links. Default is 5:

Page: << < 1 **2** 3 4 5 > >> View All (52)

2. Filtering

Filtering is a popular browsing method that is widely adopted on larger ecommerce sites. It allows customers to successively refine their view of a set of products by making a series of selections. For example, when viewing a page of t-shirts, a shopper may choose to view only those which are available in size Medium and colour Red.

SellerDeck 2013 makes the same functionality available for the first time in a desktop ecommerce package.
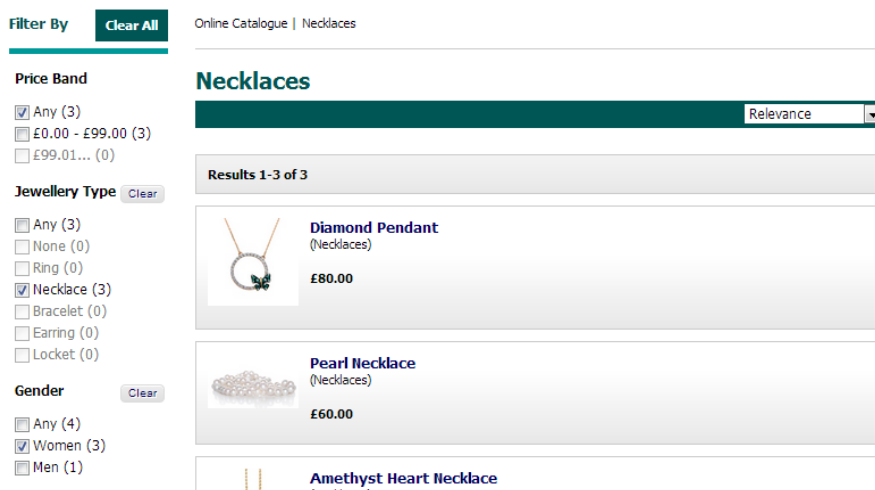
By default, each selection in the filter shows the number of results it will return, and options with zero results are shown but greyed out. Counts can be disabled and no-result options suppressed via new settings in the 'Options' tab of the 'Search And Filtering Settings' dialog (formerly 'Search Settings').
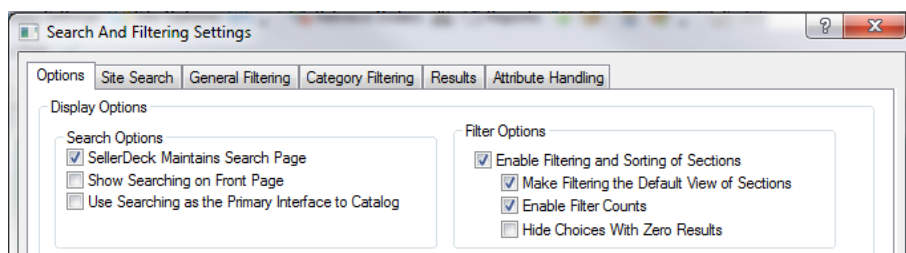
Filtering can also be used to populate pages dynamically with products from elsewhere in the site, enabling you to create multiple site hierarchies without using product duplicates (see below).

a. General Filtering

You can create any number of filters which can be used in any section of the site.

First we need to add an attribute to filter on:

1. Click the [+] icon next to the 'Earrings' section in the Content Tree, and then the same icon next to the 'Birth Stone Earrings' subsection.

2. Right-click on the 'January – Garnet' earring and select 'New Attribute'.

3. Enter 'Metal' for the attribute name.

4. Right-click on the 'Metal' attribute and select 'New Choice'. Enter 'Yellow Gold' for the choice name, and add a further choice of 'White Gold'.

5. Hold down the Ctrl key and drag the Metal attribute to the next earring. Add an additional choice eg 'Platinum' or 'Silver'.

6. Repeat for the other earrings, varying the list of choices in each case.
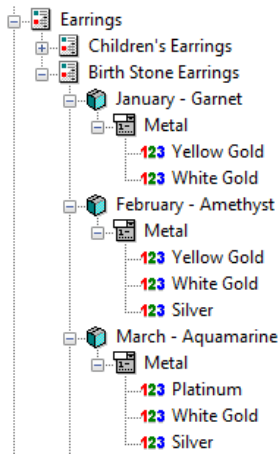
Next, we need to create a filter that uses the attribute, and apply it to this section:

7. Click on the 'Birth Stone Earrings' section. Click the 'Section Details' tab at the bottom of the screen, and then on 'Filtering'.

8. Click the 'Add / Edit Filters' button. In the 'General Filtering' tab of the dialog that opens, click 'New Filter'.

9. Give the filter the name 'Earrings'.

10. Click the [+] icon against 'Property' and select 'Metal' from the drop-down. (You can add as many properties as you like to a filter. You can also add price bands if you want shoppers to be able to select products in a particular price range).
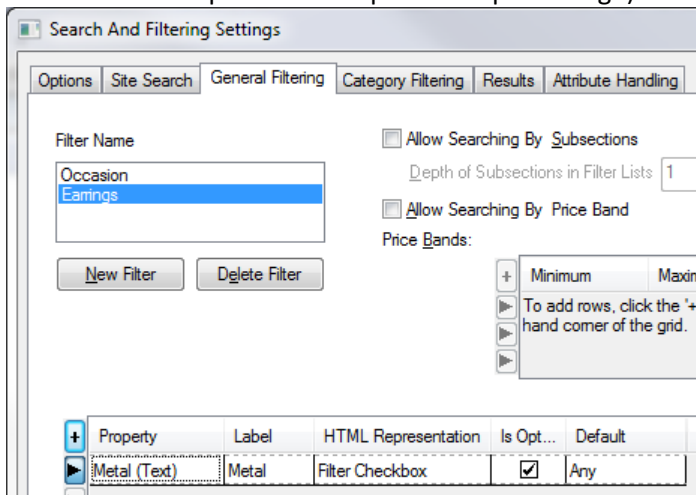
11. Click 'OK'.

12. Back in the 'Filtering' tab of the Section Details, tick 'Enable Filtering and Sorting' and untick 'Make Filtering the Default View'.

13. Under 'Details of Filter', select the General Filter 'Earrings'.

14. Click 'Apply'.
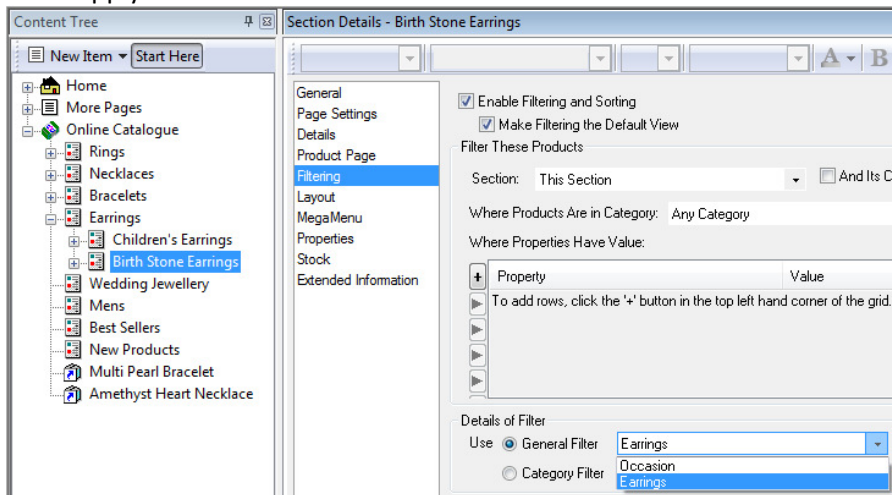
Preview the page and you will see the filter choices in the left-hand sidebar.

NB filtering uses scripts and consequently does not function in local preview. You will need to upload the site to try your filters out. You can do this in Test Mode to avoid overwriting your live site.

b. Category Filtering

In the real world, different types of product can have different and unique characteristics that do not apply to other types of product. For example, when browsing digital cameras you may want to select by the number of megapixels, but this selection would not be relevant for T-shirts.

Category Filtering recognizes these distinctions, enabling you to create different Categories for different types of product, each with its own unique set of filters.

You only need to use Category Filtering if your catalogue has this type of product-specific data, and you want to enable shoppers to make selections based upon it.

First, we need to create a Category and its corresponding variable(s), and allocate products to the Category.

1. Select 'Content Categories' from the 'Design' menu and then select 'Product'.

2. Click the 'New' button and enter 'Necklaces', then click 'OK'.
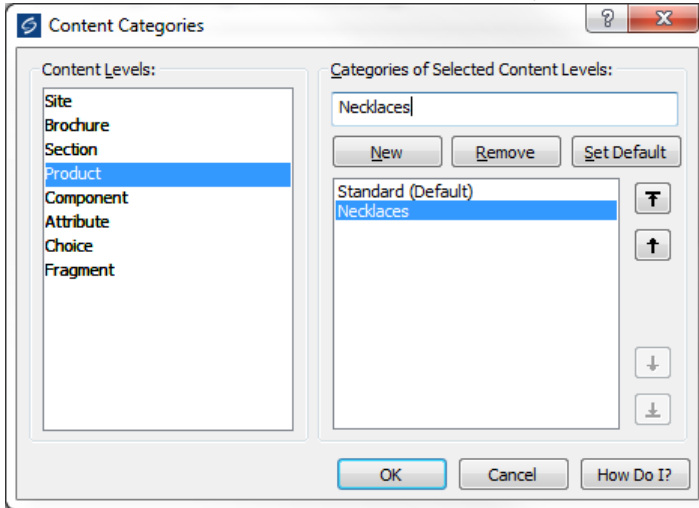
3. Select 'Library' from the 'Design' menu and click the 'Variables' tab.

4. Right-click 'Product' and select 'New'.

5. Enter 'Length' for the Name and Prompt. And tick 'Product' under 'Place of Setting'

6. Tick 'Searchable' and change the Type from 'Text' to 'List of Choices.

7. Select the 'Values' tab, click 'New' and type '13"'. Repeat and add values of 18" and 20".
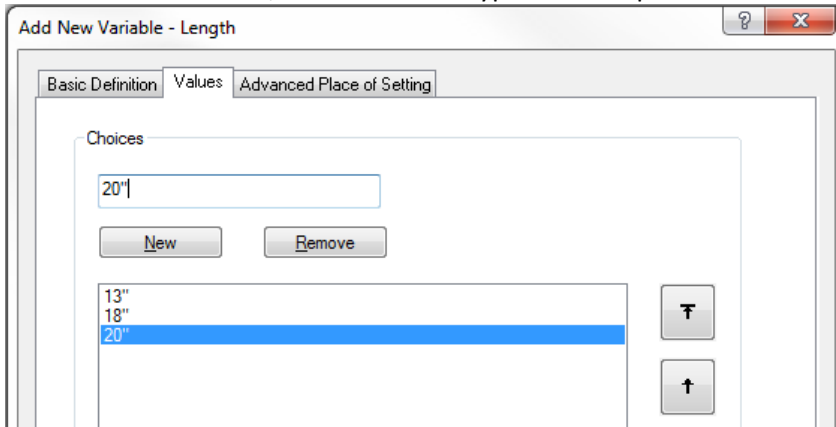
8. Select the 'Place of Setting' tab.

9. Expand 'Product' by clicking its [+] icon and untick 'Standard', then click 'OK'.

10. Lastly, click on each product in the Necklaces section. Change the Category of each to 'Necklaces' (in the 'General' tab of the Product Details) and select a Length for each one (In the 'Properties' tab of the Product Details).

Now we can define the filters to be made available when shoppers browse the necklaces page.

1. Click on the 'Necklaces' section. Click the 'Section Details' tab at the bottom of the screen, and then on 'Filtering'.

2. Click the 'Add / Edit Filters' button. In the dialog that opens, select the 'Category Filtering' tab.

3. With Product Category 'Necklaces' selected, click the [+] icon in the corner of the 'Property' table and select 'Length' from the drop-down menu.
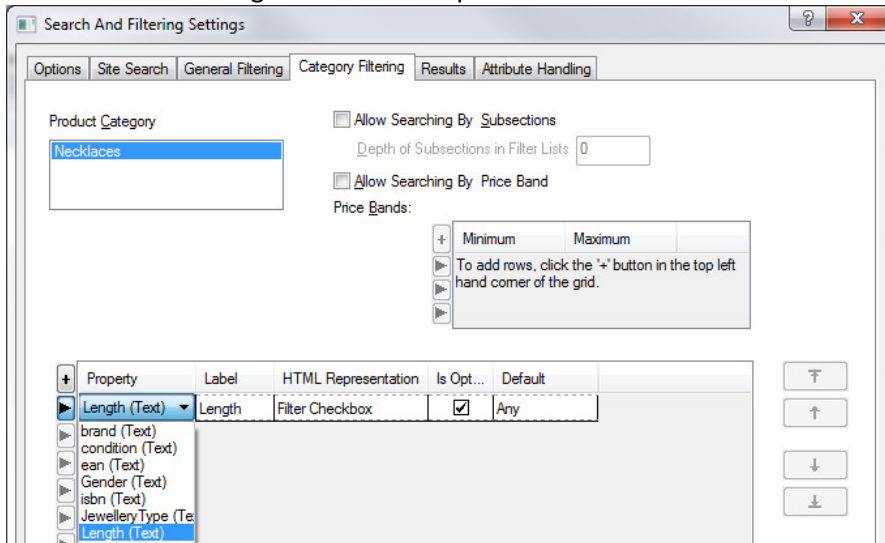
4. Click 'OK' to save the filter and return to the Section 'Filtering' tab. Change 'Where Products Are in Category' to 'Necklaces'.
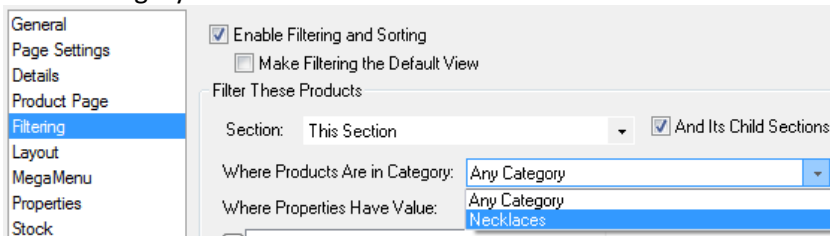
c. Using Filters To Fill Sections Dynamically

You can use filtering to create sections that are populated automatically with products that fit a specific filter. See the following examples:

1. **Create a section for a specific brand**.

   a. Give each of your Necklaces a brand (Product Details | General | Google Data Feed Brand). Make two of them 'SellerDeck' and the others something different.

   b. Set the Brand to 'SellerDeck' for some other products in different sections.

   c. Create a new General filter called 'Brand', and add the property 'Brand' to it. Add some price bands as well.

   d. Create a new section and call it SellerDeck, but don't add any products to it.

   e. In the section Filtering tab, tick 'Enable Filtering and Sorting' and 'Make Filtering the Default View'. (*The latter selection tells SellerDeck to populate this section dynamically with products that fit the criteria specified below*).

   f. Leave Section set to 'All Sections' and Category set to 'Any Category'

   g. Click the '+' icon against 'Property, select 'brand' from the drop-down menu and enter a value of SellerDeck.

h. Under 'Details of Filter' select 'General Filter' and 'Brand'. (*This defines which set of filtering options will be offered in the left-hand sidebar of the web page. The other settings define which products will appear on the page initially*).

i. Upload and go to the Nikon page and you will see something like the following:

You can use any valid product property or attribute to define the content of a section. You can also limit the selection to products in a specific Category by choosing it in the Category drop-down. In this case, the filter for that Category will automatically be applied in the left-hand sidebar.

It's easy to combine these two approaches to create, for example, a 'Nikon' section with subsections for different Categories of product.

3. Dynamic Choices

In earlier versions of SellerDeck (and Actinic Desktop) applications, product choices were not interdependent; it was not possible to vary the choices offered for one property (eg size) depending on the selection made by the shopper for another (eg colour).

The new Dynamic Choices feature introduces this level of dependency, allowing invalid combinations to be suppressed dynamically on the web site. If a shopper selects, for example, size Medium, the colour drop down will change to offer only colours that are available in that size.

The Dynamic Choices feature is enabled by default for all products. The function comes into effect wherever a product has a Component with multiple Attributes. The Component is required, but can be hidden by blanking the 'HTML for Name' field in the General tab of the Component Details.

To define which combinations of choices are valid and invalid, go to the 'Permutations' tab of the Component and click the 'Fill List' button. Then untick the 'Valid' checkbox for any permutations that you want to prevent being ordered:


NB 'Fill List' is greyed out if all possible combinations are already listed in the table

Dynamic Choices can be disabled for any product in its Properties tab, by setting Suppress Invalid Product Choices Dynamically' to 'False'; or disabled for the whole site in Settings | Site Options | Properties | Product.

4. Dynamic Pricing

Dynamic Pricing enables the price shown on the web page to change dynamically if a shopper makes a selection that affects it; for example, by selecting a component that adds to the price. Dynamic Pricing is enabled by default for all products that have Components which affect the overall price of the product.
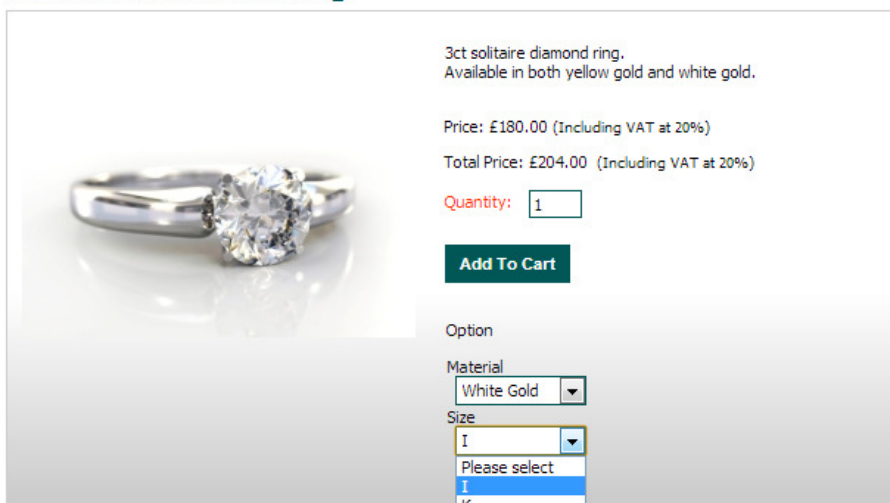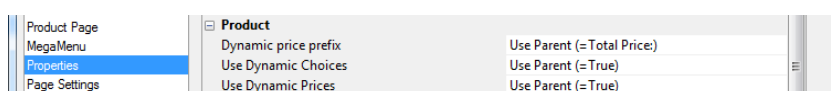

The dynamic price also changes to reflect the order quantity:

Dynamic Pricing can be disabled for any product in its Properties tab, by setting 'Recalculate Prices Dynamically' to 'False'; or disabled for the whole site in Settings | Site Options | Properties | Product.

The text shown in front of the dynamic price (default 'Total Price') can also be changed, by entering a different value for 'Dynamic Price Prefix'.
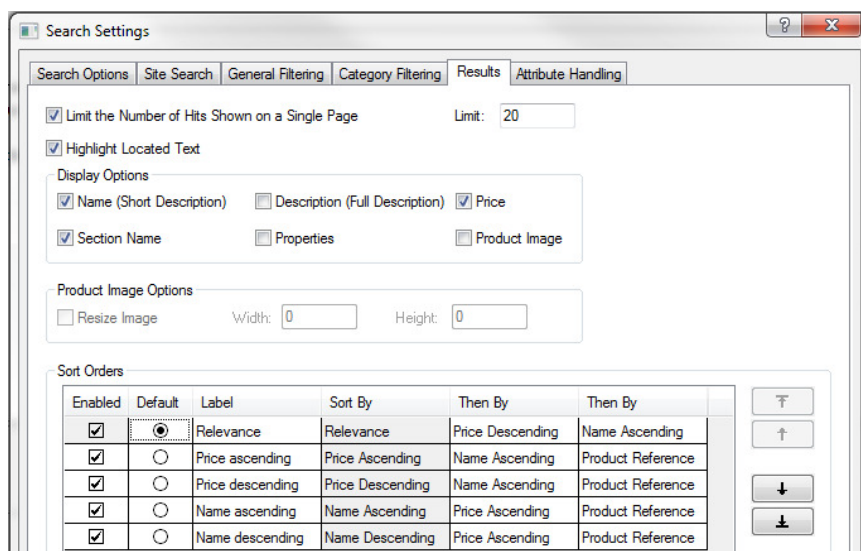
For products that use Dynamic Pricing, the standard Product Price Description of 'Price' can be changed to something more appropriate like 'Base Price' in the General tab of the Product Details:

5. Search Improvements

a. Results Sorting

By default, shoppers can re-sort search results by Relevance, Price Ascending, Price Descending, Name Ascending or Name Descending. There are several related settings in the Results tab of the Search Settings:

- The radio button 'Default' sets the order in which the search results first appear to the shopper. The factory default is Relevance
- The Label is the description used for that search order on the web site
- The order in the table controls the order in which the sort options are presented to the shopper. It can be changed using the arrow keys to the right
- You can disable sorting by any particular order by unticking its 'Enabled' checkbox

Sorting by relevance uses a weighting system to put the most relevant results first. For example, if a search term appears in a product name, the product will be listed higher than if it only appeared in the description.

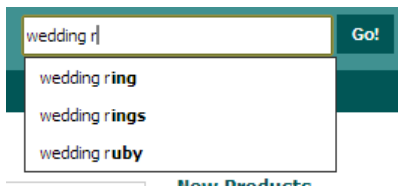## b. Refined indexing

SellerDeck 2013 provides more control over which fields are indexed for text searching. See Settings | Search Settings | Search Options | Indexing Options:
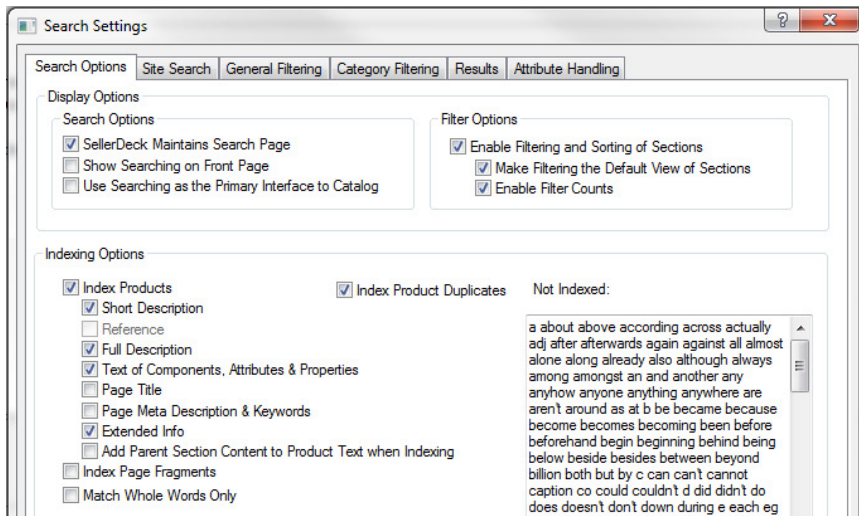
c. Auto-suggest

When you type more than one word into the Quick Search bar, SellerDeck will offer search suggestions in a drop down box. Click on one and then click 'Go' to execute the search.

6. Design Improvements

In previous releases of SellerDeck and Actinic, each theme was limited to the one or two page layouts supplied with it. The Design Wizard offered greater flexibility, but operated independently of any theme.

SellerDeck 2013 takes a more holistic approach. The software is supplied with a set of eight different page layouts, each of which can be used with any of the eleven built-in themes. Any page layout can be used for any page of any site. The Design Wizard further refines the selected theme / layout combination, adjusting the page and / or sidebar widths, repositioning key elements such as the search bar and cart summary and modifying their styles.
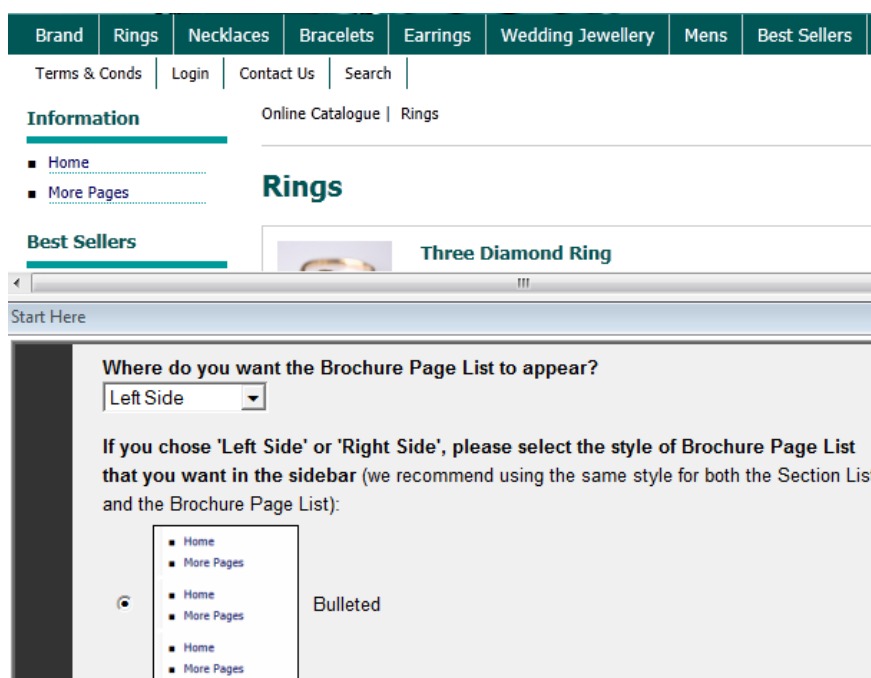
7. HTML Emails

In SellerDeck 2013 Alpha 2, emails from the desktop are sent in MIME format with both HTML and plain text content. The email outer layout can include HTML elements including the company logo.

This feature is still in development and will be further improved before the production release. The beta release supports HTML format for emails sent from the Orders dialog, ie:

> Order Received Email
> Payment Received Email
> Order Shipped Email
> User Definable Emails

HTML emails can be enabled for each of these email types as follows:

1. Go to the Library (from the 'Design' menu).

2. Select the 'Layouts' tab and scroll down to the 'Email Outer Layout' group. Expand it by clicking on the [+] icon to its left.

3. Find the OrderEmailLayout selector and double-click on it.

4. Untick 'Hide Selector if Only One Choice Available' and click 'OK'.
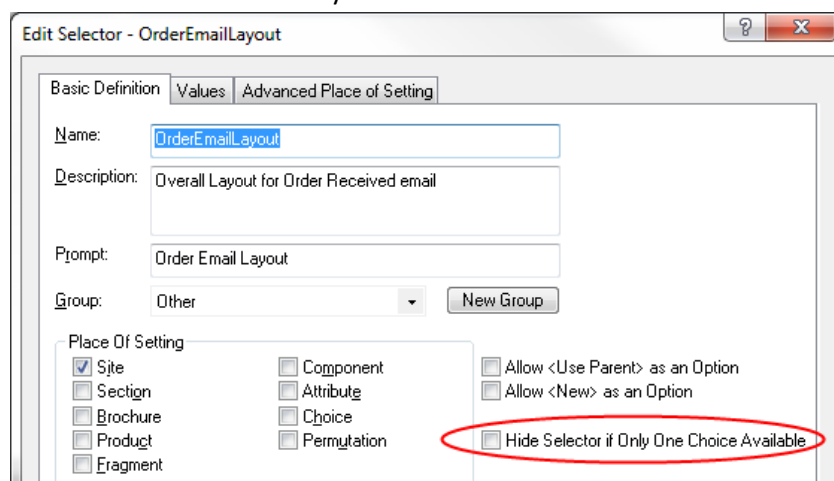
5. Do the same for the 'OrderShippedEmailLayout', 'PaymentReceivedEmailLayout' and 'OtherEmailLayout' selectors.

6. Click 'Close' and select 'Settings' from the 'Site Options' menu.

7. Click the 'Layout' tab and scroll down to the 'Other' section.

8. For each of the following email types, select the 'Standard Email Layout'. Even if it is the only choice available, in the Beta version you must explicitly re-select it.

> Order Email Layout
> Order Shipped Email Layout
> Other Email Layout
> Payment Received Email Layout

9. Click OK.

NB in the beta release, HTML code is visible in the Mail editing dialog .

APPENDIX – Web 2.0 features and use of AJAX.

A fundamental principle of SellerDeck/Actinic Desktop has been to serve up statically generated pages. These are fast and well ranked by search engines. Recently, some Web 2.0 techniques have been used to extend what has been shown on these static pages after loading the page (including display of stock levels) by querying the server from the browser - AJAX calls.

SellerDeck has always had a set of index files on the server for the search functionality but these were rarely used to their full power. The main index relates words, attributes and properties to product references. An additional index file relates product references to full information about the product.

With SellerDeck 2013 we have retained the static pages but have used AJAX to make the consumer's experience as smooth as possible for the new filtering pages. These calls exploit the indexes, which have been extended to include sorting information (e.g. price ascending, relevance) that can be applied in the server or web client.

On opening a filtering page the browser calls the server and requests a list of all the products that match the filtering specification. The list is a compact set of product references including sorting information. Details of the products, as required, are loaded in a separate call. These are retained in the browser and are used when going through pages of filtering results or calculating counts for filter options. This ensures that calls to the server are kept to a minimum.

A restricted set of functionality for filtering has been implemented purely in the server so that consumers with JavaScript disabled in the browser can still use filtering.

Dynamic Pricing also uses AJAX calls to the server, ensuring that the correct price is displayed in all circumstances including when the customer is logged in and may have a special price.