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# ZNODE MARKETPLACE 8.1.2 USER MANUAL

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April 2015



# Znode 8.1.2 Marketing Manual

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## 2 LOGIN TO THE MARKETPLACE ADMIN SITE

Users with Administrator access can login to the Marketplace administration website to manage every aspect of the Marketplace:

- Access the following web address in your browser:

Go to the URL <http://www.yourdomain.com/siteadmin> where **www.yourdomain.com** should be replaced with your storefront's domain name. Note that if the website is installed in your local machine the domain name will be "local host"

- The **Marketplace Management Login** page is displayed.

**MULTIFRONT®**

**Merchant Login**  
Log in to setup and manage your store.

**LOGIN**






Remember Me [Forgot your password?](#)

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- Type your administrator user name and password. When the Marketplace is first installed the default user name is "admin" and the password is "admin".
- Click **Login**.
- Upon successful login, the **Dashboard** page is displayed.

MULTIFRONT® **Dashboard** Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin12345! Account Help Log off

## Welcome

 <b>Setup</b> Create new stores, and configure shipping, payments and taxes.	 <b>Inventory</b> Manage your products and inventory.	 <b>Marketing</b> Manage promotions and optimize your store's search engine.	 <b>Orders</b> Manage your orders, RMA, service requests, and reviews.	 <b>Reports</b> Generate reports on sales, customers, and other metrics.
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### Alerts

- 5 products have low inventory.  
[Manage Inventory](#)
- 0 Failed login attempts  
[View Activity Log](#)

Create and manage multiple storefronts for your business. [Click Here.](#)

Download and upload data to your store including inventory. [Click Here.](#)

### Quick Statistics

**\$100002364.80** | Total Sales YTD

<b>85</b>   Orders YTD	<b>107</b>   Accounts Created YTD
------------------------	-----------------------------------

[RUN REPORTS](#)



## 3 MARKETING

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### 3.1 Promotions and Coupons

#### 5.1.1 View Promotions and Coupons

Discounts are offered to storefront customers through promotions. The **Promotions** page allows you to create and manage these discounts.

Each promotion can optionally have a coupon. These coupons have a unique code. The customer has to enter the code during the checkout process to apply the discount.

Different types of discounts can be offered that are applied to the "discount" line of the Shopping Cart:

- Amount Off Brand
- Amount Off Catalog
- Amount Off Category
- Amount Off Order
- Amount Off Product
- Amount Off Shipping
- Percent Off Brand
- Percent Off Catalog
- Percent Off Category
- Percent Off Order
- Percent Off Product
- Percent Off Shipping
- Percent Off X If Y Purchased
- Amount Off Displayed Product Price
- Percent Off Displayed Product Price
- Call For Pricing
- Product Details

In addition there are two other types of promotion that are applied to the displayed Product Price inside the catalog:

- A fixed amount of the product price.
- A percentage off the product price.

Promotions can be applied cumulatively. Promotions with a lower Display Order are applied first. Shopping Cart promotions are always applied after any Product Price promotions.



**MULTIFRONT®** Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Promotions and Coupons** + ADD

Manage promotional campaigns and discount coupons.

**Search**

Name  Amount  Start Date

End Date  Coupon Code  Discount Type

**SEARCH** **CLEAR**

[Advanced Search](#) | [Clear](#)

ID	Name	Store Name	Profile	Amount	Discount Type	Display Order	Start Date	End Date	Coupon Code	Edit	Delete
1	Christmas	All Stores	All Profiles	12.00	Amount Off Brand	1	20-Dec-2015	30-Dec-2015	3213442		

Show  Per Page Page  / 1

### 5.1.2 Add Promotions and Coupons

To add a promotion:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Promotions and Coupons** under **Marketing**. The **Promotions** page is displayed.
3. Click **Add a New Promotion**. The **Add a New Promotion** page is displayed.
4. Enter the following information:

- **Promotion Name:** Enter a name for this promotion.
- **Promotion Description:** Enter a description for this promotion.
- **Begin date (MM/DD/YY):** Enter a start date for the promotion in MM/DD/YY format.
- **End date (MM/DD/YY):** Enter a end date for the promotion in MM/DD/YY format.
- **Display Order:** Enter a number. This decides the order in which this promotion is displayed.
- **Select Discount Type:** Select the discount type from the drop-down list. For example: Select "Percent off Order" to apply this discount to the total order value.

For **Percentage/Amount off Product** discount types enter the following:

- **Select the Minimum quantity of Products required to receive this**

**Promotion:** From the drop-down list select the minimum quantity of products that must be ordered to receive this Promotion. Leave at default value if not sure.

- **Select the product the customer must purchase to get this discount:**  
Click on the search icon. A new dialog box opens displaying all the products. Click on the product that the customer must purchase to get this discount.

For **Percentage/Amount off X if Y purchased** discount types enter the following:

- **Select the Minimum quantity of Products required to receive this Promotion:** From the drop-down list select the minimum quantity of products that must be ordered to receive this Promotion. Leave at default value if not sure.
- **Select the product the customer must purchase to get this discount:**  
Click on the search icon. A new dialog box opens displaying all the products. Click on the product that the customer must purchase to get this discount.
- **Select the quantity of Products that will receive this Promotion:** From the drop-down list select the quantity of products that will receive this Promotion. Leave at default value if not sure.
- **Select the product you would like to discount:** Click on the search icon. A new dialog box opens displaying all the products. Click on the product that you want to discount.

For **Percentage/Amount off Displayed Product Price** discount types enter the following:

- **Select the product the customer must purchase to get this discount:** Click on the search icon. A new dialog box opens displaying all the products. Click on the product that the customer must purchase to get this discount.

For **Znode Variable Hour Promotion** discount types enter the following:

- **Select Store:** Select **Store** from the drop-down list.
- **Select the Profile** from the drop-down and Enter the **Rollback Hours** (Enter a hours, to check the quantity of the product purchased within this time period.)

For **Znode Call For Pricing Promotion** discount types enter the following:

- **Select the Profile** from the drop-down
- **Select the Product**
- **Select the Product SKU**
- Enter the **Call for Price Message**
- **Discount Amount:** Enter the amount to be discounted for amount based discounts or the percentage for percentage based discounts.

- **Select a Profile:** Select the profile from the drop-down list, for which this promotion is applicable.
- **Order Minimum Amount:** Enter the minimum amount the customer needs to order, to be eligible for this promotion.

For coupon based promotions enter the following Coupon Information:

- **Requires Coupon:** Select to activate coupon based promotions. The following fields will be displayed.
- **Enter Coupon Code:** Enter a code for this coupon. This code can be alphanumeric.
- **Promotion Message:** Enter a message to display when a coupon is applied in the shopping cart.
- **Enter Available Quantity:** Enter the number of available coupons.
- **Enable Coupon URL:** Select to enable the coupon URL.

5. Click **Submit**. The **Coupons** page is displayed, listing the newly added coupon.

**MULTIFRONT®** Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Add New Promotion** SUBMIT CANCEL

<p><b>General Information</b></p> <p>Promotion Name * <input type="text"/></p> <p>Description <input type="text"/></p> <p>Start Date * <input type="text" value="24-Apr-2015"/></p> <p>End Date * <input type="text" value="24-May-2015"/></p> <p>Promotion Code * <input type="text"/></p> <p>Display Order * <input type="text"/></p>	<p><b>Discount</b></p> <p>Discount Type <input type="text" value="Amount Off Brand"/></p> <p>Store * <input type="text" value="All Stores"/></p> <p><small>Store to which this promotion should be applied.</small></p> <p>Profile * <input type="text" value="All Profiles"/></p> <p><small>Profile to which this promotion should be applied.</small></p> <p>Discount Amount * <input type="text"/></p> <p><small>Amount to discount for this promotion.</small></p> <p>Required Brand * <input type="text" value="All Brands"/></p> <p><small>The brand or manufacturer to which this promotion should be applied.</small></p> <p>Minimum Quantity * <input type="text" value="1"/></p> <p><small>Minimum quantity that should be ordered for this promotion to be applicable.</small></p> <p>Minimum Order Amount * <input type="text" value="\$"/></p> <p><small>Minimum order amount required before being eligible for this promotion.</small></p>
---	---

**Coupon Information**

Requires Coupon

**SUBMIT CANCEL**

### 5.1.3 Edit Promotions and Coupons

To Edit a promotion:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Promotions** under **Marketing**. The **Promotions** page is displayed.
3. Click **Edit**. The **Edit Promotion** page is displayed.
4. Update the following information:
  - α. **Promotion Name**: Enter a name for this promotion.
  - β. **Promotion Description**: Enter a description for this promotion.
  - χ. **Begin date (MM/DD/YY)**: Enter a start date for the promotion in MM/DD/YY format.
  - δ. **End date (MM/DD/YY)**: Enter a end date for the promotion in MM/DD/YY format.
  - ε. **Display Order**: Enter a number. This decides the order in which this promotion is displayed.
  - φ. **Select Discount Type**: Select the discount type from the drop-down list. For example: Select "Percent off Order" to apply this discount to the total order value.

For **Percentage/Amount off Product** discount types enter the following:

- **Select the Minimum quantity of Products required to receive this Promotion**: From the drop-down list select the minimum quantity of products that must be ordered to receive this Promotion. Leave at default value if not sure.
- **Select the product the customer must purchase to get this discount**:  
Click on the search icon. A new dialog box opens displaying all the products. Click on the product that the customer must purchase to get this discount.

For **Percentage/Amount off X if Y purchased** discount types enter the following:

- **Select the Minimum quantity of Products required to receive this Promotion**: From the drop-down list select the minimum quantity of products that must be ordered to receive this Promotion. Leave at default value if not sure.
- **Select the product the customer must purchase to get this discount**:  
Click on the search icon. A new dialog box opens displaying all the products. Click on the product that the customer must purchase to get this discount.
- **Select the quantity of Products that will receive this Promotion**: From the drop-down list select the quantity of products that will receive this Promotion. Leave at default value if not sure.
- **Select the product you would like to discount**: Click on the search icon. A new

dialog box opens displaying all the products. Click on the product that you want to discount.

For **Percentage/Amount off Displayed Product Price** discount types enter the following:

- **Select the product the customer must purchase to get this discount:** Click on the search icon. A new dialog box opens displaying all the products. Click on the product that the customer must purchase to get this discount.

For **Znode Variable Hour Promotion** discount types enter the following:

- **Select Store:** Select **Store** from the drop-down list.
- **Select the Profile** from the drop-down and Enter the **Rollback Hours** (Enter a hours, to check the quantity of the product purchased within this time period.)

For **Znode Call For Pricing Promotion** discount types enter the following:

- **Select the Profile** from the drop-down
  - **Select the Product**
  - **Select the Product SKU**
  - Enter the **Call for Price Message**
- **Discount Amount:** Enter the amount to be discounted for amount based discounts or the percentage for percentage based discounts.
  - **Select a Profile:** Select the profile from the drop-down list, for which this promotion is applicable.
  - **Order Minimum Amount:** Enter the minimum amount the customer needs to order, to be eligible for this promotion.

For coupon based promotions enter the following Coupon Information:

- γ. **Requires Coupon:** Select to activate coupon based promotions. The following fields will be displayed.
- η. **Enter Coupon Code:** Enter a code for this coupon. This code can be alphanumeric.
- ι. **Promotion Message:** Enter a message to display when a coupon is applied in the shopping cart.
- φ. **Enter Available Quantity:** Enter the number of available coupons.
- κ. **Enable Coupon URL:** Select to enable the coupon URL.
- λ. **Allow this coupon to use with other coupon :** If the store level setting is enable so Check this box if you want to use this coupon with other coupons codes

5. Click **Submit**. The **Coupons** page is displayed

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Edit Promotion - christmas

SUBMIT CANCEL

General Information

Promotion Name \* christmas

Description christmas

Start Date \* 20-Nov-2015

End Date \* 20-Dec-2015

Promotion Code \* 123

Display Order \* 1

Discount

Discount Type Amount Off Brand

Store \* All Stores

Profile \* All Profiles

Discount Amount \* 12.00

Required Brand \* All Brands

Minimum Quantity \* 1

Minimum Order Amount \* 24.00

Coupon Information

Requires Coupon

Coupon Code \* 001

Promotion Message christmas

Available Quantity \* 99

Enable Coupon URL

Allow this coupon to be used with other coupons

SUBMIT CANCEL

### 5.1.4 Delete Promotions and Coupons

To delete a promotion:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Promotions** and Coupons under **Marketing**. The **Promotions** page is displayed.
3. Click **Delete** on the promotion that you want to delete. The **Delete Coupon** page is displayed.
4. Click **Delete** to confirm. The **Promotions** page is displayed, with the deleted promotion removed from the list.

**Promotions and Coupons** + ADD

Manage promotional campaigns and discount coupons.

**Search**

Name  Amount  Start Date

End Date  Coupon Code  Discount Type

SEARCH CLEAR

[Advanced Search](#) | [Clear](#)

ID	Name	Store Name	Profile	Amount	Discount Type	Display Order	Start Date	End Date	Coupon Code	Edit	Delete
1	Christmas	All Stores	All Profiles	12.00	Amount Off Brand	1	20-Dec-2015	30-Dec-2015	3213442		

Show  Per Page Page  / 1

## 3.2 Gift Cards

Gift Cards is a type of promotion that keeps a balance. The balance on the promotion can be applied to the total purchase by the customer. When the balance reaches zero the promotion (Gift Card) will expire.

### 3.2.1 View Gift Cards

To view the available gift cards in your store:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Gift Cards** under **Marketing**. The **Gift Cards** page is displayed listing all the available store gift cards in the storefront.

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Hello admin123...! Account Help Log off

Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced

### Gift Cards

Create and Manage stored value gift cards for your customers. + ADD

**Search**

Name <input type="text"/>	Balance <input type="text"/>	Card Number <input type="text"/>
Account Id <input type="text"/>	Exclude Expired <input type="text" value="Exclude Expired"/>	

SEARCH
CLEAR

[Advanced Search](#) | [Clear](#)

ID	Name	Card Number	Create Date	Expiration Date	Amount	Edit	Delete
6	Daylilies	F28513CH8Q	22-Apr-2015	30-Apr-2015	\$345.00		
8	Peach	9QJ1P885Q3	23-Apr-2015	30-Apr-2015	\$10.00		
9	Apple	3YHBMZNM TU	24-Apr-2015	25-Apr-2015	\$1.00		
10	Cherries	71FBU22GSL	24-Apr-2015	07-May-2015	\$3.65		

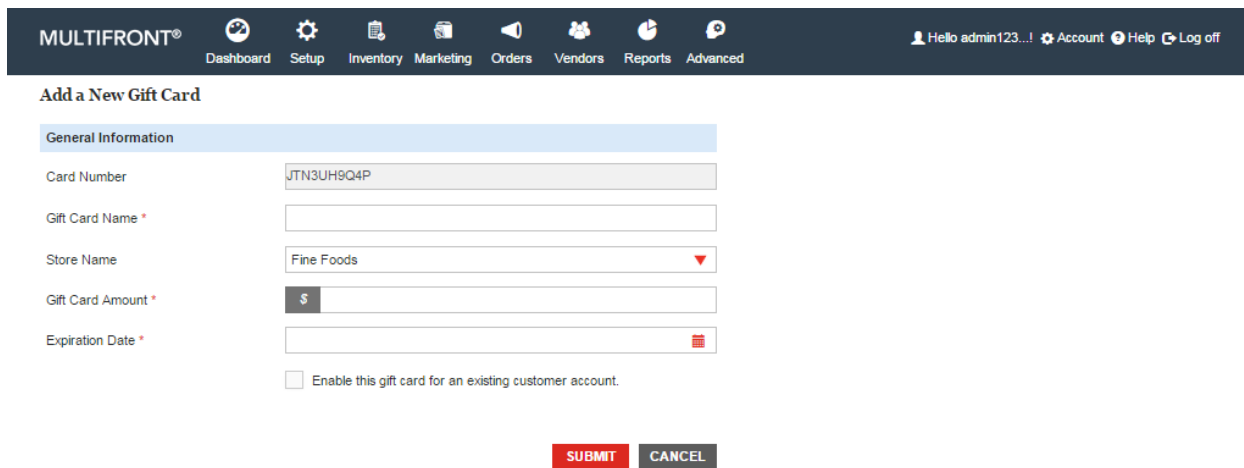
Show  Per Page
Page  / 1



### 3.2.2 Add Gift Card

To add a gift card:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Gift Cards** under **Marketing**. The **Gift Cards** page is displayed listing all the available gift cards in the storefront.
3. Click **Add New Gift Card**. The **General Information** page is displayed.
4. Enter the following details:
  - **Gift Card Name:** Enter a name for the gift card.
  - **Store Name:** Select a store name from drop-down list.
  - **Expiration Date (MM/DD/YYYY):** Select the expiration date for this gift card.
  - **Gift Card Amount:** Enter the amount for the gift card.
  - **Enable this gift card for an existing customer account:** Select if you want the gift card to be access by particular Account ID. If selected, enter the Account ID.
5. Click **Submit**. The **Gift Cards Page** is displayed listing the newly added Gift card.



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#### Add a New Gift Card

**General Information**

Card Number: JTN3UH9Q4P

Gift Card Name \*:

Store Name: Fine Foods

Gift Card Amount \*:

Expiration Date \*:

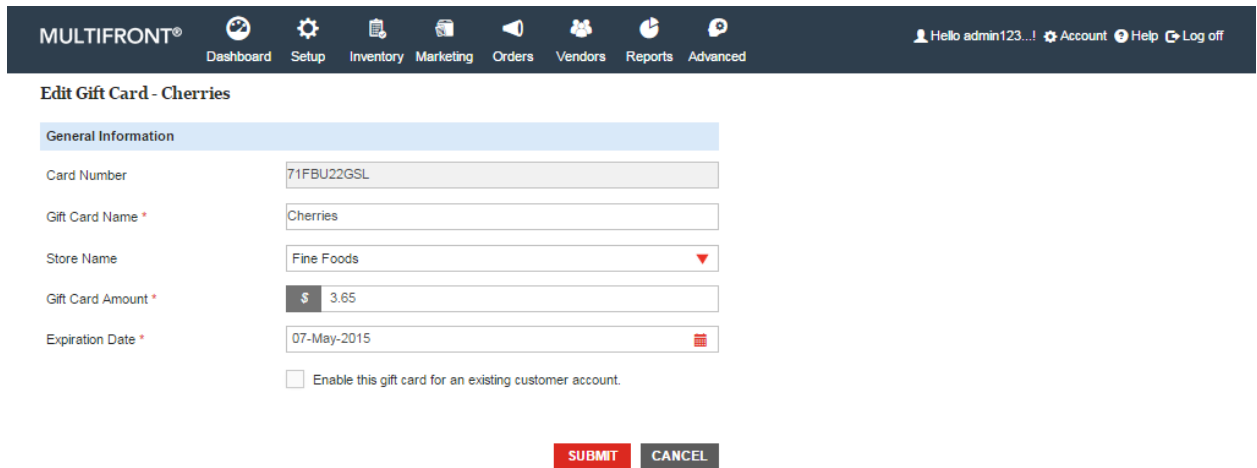
Enable this gift card for an existing customer account.

**SUBMIT** **CANCEL**

### 3.2.3 Edit Gift Card

To edit a gift card:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Gift Cards** under **Marketing**. The **Gift Cards** page is displayed listing all the available gift cards in the storefront.
3. Click **Edit** on the gift card to edit it. The **Edit Gift Card** page is displayed..
4. Edit the following details:
  - **Gift Card Name:** Enter a name for the gift card.
  - **Store Name:** Select a store name from drop-down list.
  - **Expiration Date (MM/DD/YYYY):** Select the expiration date for this gift card.
  - **Gift Card Amount:** Enter the amount for the gift card.
  - **Enable this gift card for an existing customer account:** Select if you want the gift card to be access by particular Account ID. If selected, enter the Account ID.
5. Click **Submit**. The **Gift Cards Page** is displayed listing the newly edited Gift card..



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**Edit Gift Card - Cherries**

**General Information**

Card Number: 71FBU22GSL

Gift Card Name \*: Cherries

Store Name: Fine Foods

Gift Card Amount \*: \$ 3.65

Expiration Date \*: 07-May-2015

Enable this gift card for an existing customer account.

**SUBMIT** **CANCEL**

### 3.2.4 Delete Gift Card

To delete a gift card:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Gift Cards** under **Marketing**. The **Gift Cards** page is displayed listing all the available gift cards in the storefront.
3. Click **Delete** on the gift card you want to delete. The **Please Confirm** page is displayed.
4. Click **Delete** to confirm. The **Gift Cards** page is displayed with the deleted gift card removed from the list.

**MULTIFRONT®** Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Gift Cards** + ADD

Create and Manage stored value gift cards for your customers.

**Search**

Name  Balance  Card Number

Account Id  Exclude Expired

SEARCH CLEAR

[Advanced Search](#) | [Clear](#)

ID	Name	Card Number	Create Date	Expiration Date	Amount	Edit	Delete
6	Daylilies	F28513CH8Q	22-Apr-2015	30-Apr-2015	\$345.00		
8	Peach	9QJ1P885Q3	23-Apr-2015	30-Apr-2015	\$10.00		
9	Apple	3YHHMZNMTU	24-Apr-2015	25-Apr-2015	\$1.00		
10	Cherries	71FBU22GSL	24-Apr-2015	07-May-2015	\$3.65		

Show 10 Per Page Page 1 / 1

### 3.3 Customer Reviews

**Customer Reviews** page allows you to manage product reviews done by the customer. You can view, edit, activate or delete them.

#### 3.3.1 Search and View Customer Reviews

To search and view product reviews done by customers:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Customers Reviews** under **Marketing**. The **Customer Reviews** page is displayed listing all product reviews done by customers.
3. To search for a customer review, under the **Search Product Review** section, enter any or all of the following:
  - **Search Keyword:** Enter any or all of the following keywords: Review Title or Nick Name.
  - **Product Name:** Select a product from the drop-down list.
  - **Status:** Select a status from the drop-down list. Leave at **All**, if unsure.
  - Click **Search**. All cases meeting the above search criteria will be displayed under **Product Reviews List**.

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Hello admin123...! Account Help Log off

Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced

**Customer Reviews**  
Approve or disable reviews submitted by customers.

**Search**

All ▼

SEARCH
CLEAR

[Advanced Search](#) | [Clear](#)

Id	Product Name	Headline	Comments	User Name	User Location	Rating	Create Date	Status	Action	Change Status	Delete
6	Lemon	Perfect for summer drinks	We made lemon aid with them.	Bill	Florida	3	06-Dec-2010	Active			
7	Lime	Best ingredient for Key Lime pie	Came out perfect	Mike	Origon	5	06-Dec-2010	Active			
8	Merlot	Nice and mellow	Needs a little aging but then it will be just right.	Arthor	California	3	06-Dec-2010	New			
2	Mushroom	You wont find better mushrooms elsewhere	Great stuff! Highly recommended..	Dave	San Jose, CA	4	14-Jun-2008	Active			
9	Pepper	Great for subs	We fire roasted them.	Phil	PA	4	06-Dec-2010	Active			
12	Swiss Cheese	Aged just right	Nice flavor. Perfect for a ham sandwich.	Jacob	Texas	2	06-Dec-2010	Inactive			
11	Whole Salted Cashews	I can't stop eating them	Perfect and really big.	Walter	Illinois	5	06-Dec-2010	Active			

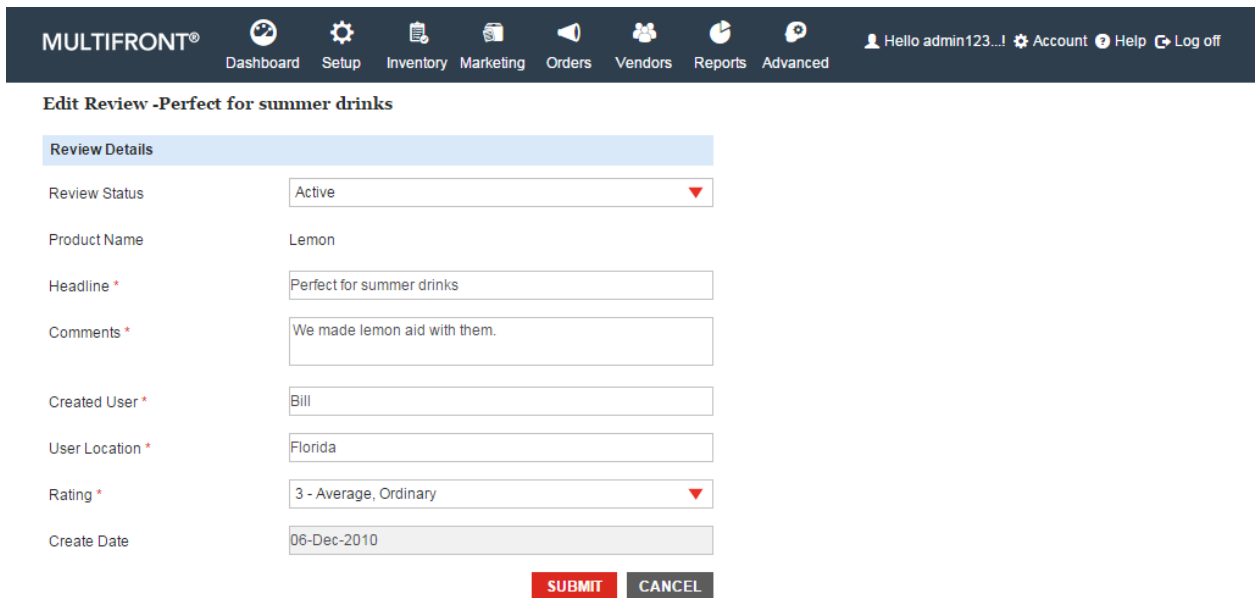
Show 10 Per Page

◀◀
◀
Page
1
/ 1
▶
▶▶

### 3.3.2 Edit Customer Reviews

To edit a product review done by customers:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Customers Reviews** under **Marketing**. The **Product Reviews** page is displayed listing all product reviews done by customers.
3. Click **Edit** on the product review you want to edit. **Edit Review** page is displayed.
4. Edit the following details:
  - **Headline:** Edit the headline.
  - **Comments:** Edit the comments.
  - **Review Status:** Select the status from the drop-down list.
5. Click **Submit**. The **Product Reviews** page is displayed after updating the edited details.



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**Edit Review -Perfect for summer drinks**

Review Details	
Review Status	Active
Product Name	Lemon
Headline *	Perfect for summer drinks
Comments *	We made lemon aid with them.
Created User *	Bill
User Location *	Florida
Rating *	3 - Average, Ordinary
Create Date	06-Dec-2010

**SUBMIT** **CANCEL**

### 3.3.3 Change Review Status

To change the review status:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Customers Reviews** under **Marketing**. The **Product Reviews** page is displayed listing all product reviews done by customers.
3. Click **Change Status** on the product review you want to edit. **Review Title** page is displayed.
4. Select the status from the drop-down list. Selecting **Active** posts the review on the site. **New** or **Inactive** reviews will not be shown on the public site.
5. Click **Submit**. The **Product Reviews** page is displayed after updating the new status.

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Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced

#### Customer Reviews

Approve or disable reviews submitted by customers.

**Search**

Status












All ▼

SEARCH
CLEAR

[Advanced Search](#) | [Clear](#)

Id	Product Name	Headline	Comments	User Name	User Location	Rating	Create Date	Status	Action	Change Status	Delete
6	Lemon	Perfect for summer drinks	We made lemon aid with them.	Bill	Florida	3	06-Dec-2010	Active			
7	Lime	Best ingredient for Key Lime pie	Came out perfect	Mike	Origon	5	06-Dec-2010	Active			
8	Merlot	Nice and mellow	Needs a little aging but then it will be just right.	Arthor	California	3	06-Dec-2010	New			
2	Mushroom	You wont find better mushrooms elsewhere	Great stuff! Highly recommended..	Dave	San Jose, CA	4	14-Jun-2008	Active			
9	Pepper	Great for subs	We fire roasted them.	Phil	PA	4	06-Dec-2010	Active			
12	Swiss Cheese	Aged just right	Nice flavor. Perfect for a ham sandwich.	Jacob	Texas	2	06-Dec-2010	Inactive			
11	Whole Salted Cashews	I can't stop eating them	Perfect and really big.	Walter	Illinois	5	06-Dec-2010	Active			


Show  Per Page
Page  / 1

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**Review Title - Perfect for summer drinks**

Select "Active" to post the review on the site. "New" or "Inactive" reviews will not be shown on the public site.

Status Details

Active 

**SUBMIT** **CANCEL**

### 3.3.4 Delete Customer Review

To delete a customer review:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Customers Reviews** under **Marketing**. The **Product Reviews** page is displayed listing all product reviews done by customers.
3. Click **Delete** on the product review you want to delete. The **Please Confirm** page is displayed.
4. Click **Delete** to confirm. The **Product Reviews** page is displayed with the deleted customer review removed from the list.

### 3.4 Facets

Facets Groups allow customers to quickly filter product search results based on familiar criteria. You can manage the facets to different Categories.

#### 3.4.1 Search and View Facets Group

To Search the Facets Group:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the **Marketing** tab and select **Facets** link. Facets page is displaying.
3. To Search for the Facets Group under the Search facets group. Enter any of the following
  - **Search Keyword:** Enter any or all the following keywords
  - **Facets Group Name:** Enter the Facets group name
  - **Catalog:** Select any catalog from the drop down.
4. Click **Search** button, All the cases meeting with above search criteria will be displays under the facets group list.

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**Facet Groups** + ADD

Facets enable customers to quickly filter product search results based on familiar criteria.

**Search**

Name  Catalog  **SEARCH** **CLEAR**

[Advanced Search](#) | [Clear](#)

Id	Name	Display Order	Action	Delete
1	Calories			
2	Brands			
3	Special Features			
4	Color			
5	Price Range			
7	Family			
8	Specials			
11	Sharp			
12	Mild			
15	Grape Color			

Show  Per Page Page  / 2



### 3.4.2 Add Facets Group

To add new Facets:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the **Marketing** tab and select **Facets** link. Facets page is displaying.
3. Click on the Add Facets button. Create New Facets page is display
4. Enter the following details.
  - **Facets Group Name:** Enter the facets group name.
  - **Display Order:** Enter the Number which decides the order of this facets
  - **Select Catalog:** Select any catalog from the drop down.
  - **Unassociated Categories:** All the Categories is displaying here. Select single or Multiple Categories
  - **Associated Categories:** All the selected categories is displaying in this section
5. Click on the **submit** button and New facets group is displaying in the Facets list

### 3.4.3 Edit Groups

To Edit the Facets:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Facets link. Facets page is displaying.
3. Click on the Manage link from any facets group name. Edit Facets Group page is displaying.
4. Update the following information.
  - **Facets Group Name:** Enter the facets group name.
  - **Display Order:** Enter the Number which decides the order of this facets
  - **Select Catalog:** Select any catalog from the drop down.
  - **Unassociated Categories:** All the Categories is displaying here. Select single or Multiple Categories
  - **Associated Categories:** All the selected categories is displaying in this section.
5. Click on the **Submit** button. Updated Facets group is displaying on the list.

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**Edit Facet Group - Calories**

**Facet Group Information** Associated Facet

**General Settings**

Facet Group Name \*   
Use only characters a-z and 0-9. Do not use a special or other language characters in your facet name.

Display Order \*

**Associate Facet Groups With Categories**

Unassociated Categories

- Cheese
- Flowers
- Gifts
- Nuts
- Organic Fruits
- Organic Produce
- Peanuts
- Premium Fruit
- Wine

Associated Categories

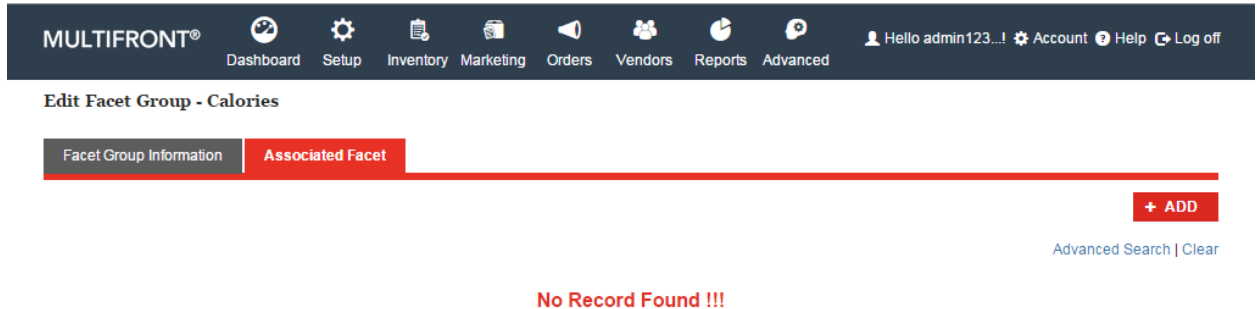
- Fruit
- Vegetables

**SUBMIT** **CANCEL**

### 3.4.4 Associate Facets

To associate facets to facets group:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Facets link. Facets page is displaying.
3. Click on the Manage link from any facets group name. Edit Facets Group page is displaying.
4. Click on the Associate facets tab.



### 3.4.5 Add Facets

To add a facets value to the facets group:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Facets link. Facets page is displaying.
3. Click on the Manage link from any facets group name. Edit Facets Group page is displaying.
4. Click on the Associated Facets tab and click on the Add Facets button
5. Enter the following information:
  - **Facets Value:** Enter the facets value. This facets value will display in the facets group drop down
  - **Display Order:** Enter the Number.
6. Click on the **submit** button. This facets value is display in the Facets List.

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**Add Facet**

**Add Facet Information**

Facet Value \*

Use only characters a-z and 0-9. Do not use a special or other language characters in your facet name.

Display Order \*

Enter a number. Items with a lower number are displayed first on the page.

**SUBMIT** **CANCEL**

### 3.4.6 Edit Facets

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Facets link. Facets page is displaying.
3. Click on the Manage link from any facets group name. Edit Facets Group page is displaying.
4. Click on the Associated Facets tab and click on the Edit link of any Facets value
5. Update the following information:
  - **Facets Value:** Enter the facets value. This facets value will display in the facets group drop down
  - **Display Order:** Enter the Number.
6. Click on the submit button. Updated facets value is display in the Facets List.

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**Edit Facet**

**Add Facet Information**

Facet Value \*

Use only characters a-z and 0-9. Do not use a special or other language characters in your facet name.

Display Order \*

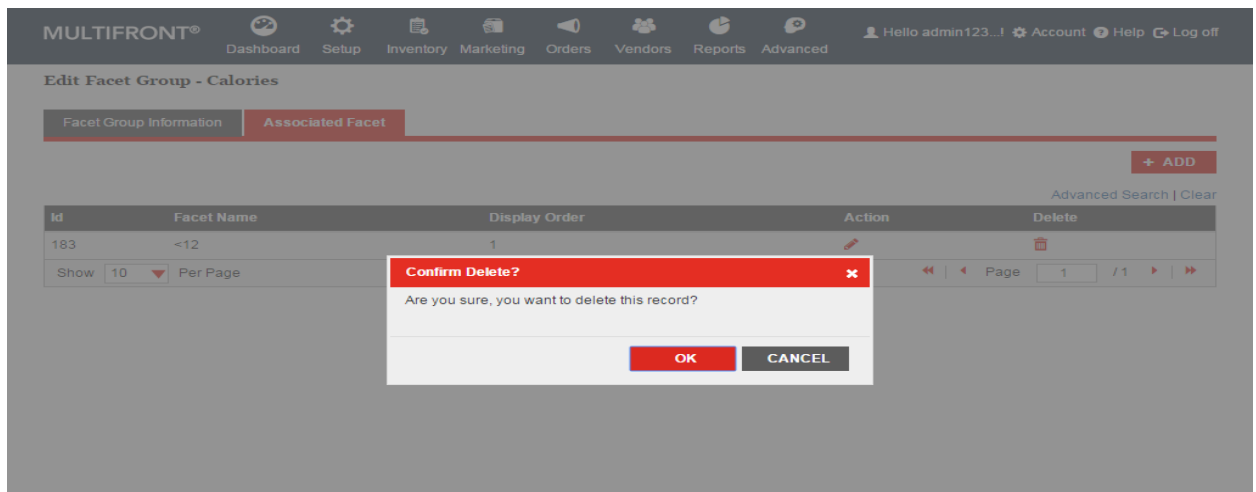
Enter a number. Items with a lower number are displayed first on the page.

**SUBMIT** **CANCEL**

### 3.4.7 Delete Facets

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Facets link. Facets page is displaying.
3. Click **Delete** on the Facets you want to delete. The **Please Confirm** page is displayed.
4. Click **Delete** to confirm. Facets page is display with deleted facets group from the grid

**Note:** The Facets cannot be deleted until all associated items are removed. Ensure that the Facets to be deleted does not contain Facets Values. If it does, then delete the Facets values and products first.



## 3.5 Product Search Setting

Control the ranking of products displayed to your users on category pages and search results. Products with a higher boost value are ranked better in search results.

### 3.5.1 View Product Level

Control the ranking of products displayed to your users on category pages and search results.

Products with a higher boost value are ranked better in search results.

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Product Search Setting link. Product Search setting page is display.
3. To Search product under the Search Product section, enter any one of the following.
  - **Product Name:** Enter the any product name in this field.
  - **Product:** Enter the product ID.
  - **SKU:** Enter the SKU of any product
  - **Catalog:** Select any catalog from the drop down
  - **Brands:** Select the brand name from the drop down and other fields leave blank if it is not in use
  - **Product Type:** Select any product type from the drop down and other fields leave blank if it is not in use
  - **Product Category:** Select any category from the drop down and other fields leave blank if it is not in use
4. Click on the **search** button. All the cases meeting with above criteria will be display under the search result (List).
5. Enter any value in the Global boost value field. Highest value is display on the top of the list of the product.

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**Product Search Settings**

Control the ranking of products displayed to your users on category pages and search results.

**Product Level** | Category Level | Field Level

**Product Level Settings**

Search for the product to set their boost value. Products with a higher boost value are ranked better in search results.

**Search**

Name  Product #  SKU

Catalog  Brand  Product Type

Product Category

**SEARCH** **CLEAR**

[Advanced Search](#) | [Clear](#)

Product Id	Name	Global Boost Value
304	Pear	<input type="text" value="1.00"/>
305	Grapes	<input type="text" value="1.00"/>
306	Cherries	<input type="text" value="1.00"/>
314	Mushroom	<input type="text" value="1.00"/>
315	Pepper	<input type="text" value="1.00"/>
316	Asparagus	<input type="text" value="1.00"/>
317	Zucchini	<input type="text" value="1.00"/>
318	Beans	<input type="text" value="1.00"/>
319	Radish	<input type="text" value="1.00"/>
326	Allium	<input type="text" value="1.00"/>

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**SUBMIT** **CANCEL**

### 3.5.2 View Category Level

Search for the products to set their boost value at a category level. Products with a higher boost value within that category are ranked better in search results.

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Product Search Setting link. Product Search setting page is display.
3. Click on the category tab.
4. To Search product under the Category level, enter any one of the following.
  - **Product Name:** Enter the any product name in this fields.
  - **Product:** Enter the product ID.
  - **SKU:** Enter the SKU of any product
  - **Catalog:** Select any catalog from the drop down
  - **Brands:** Select the brand name from the drop down and other fields leave blank if it is not in use
  - **Product Type:** Select any product type from the drop down and other fields leave blank if it is not in use
  - **Product Category:** Select any category from the drop down and other fields leave blank if it is not in use
6. Click on the **Search** button and All the cases meeting with above criteria will be display under the search result (List).
7. Enter the value in the category level fields and click on the **save** button Highest value is display on the top.



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### Product Search Settings

Control the ranking of products displayed to your users on category pages and search results.

Product Level
Category Level
Field Level

#### Category Level Settings

Search for the products to set their boost value at a category level. Products with a higher boost value within that category are ranked better in search results.

#### Search

Product Name <input type="text"/>	Product # <input type="text"/>	SKU <input type="text"/>
Catalog All ▼	Brand All ▼	Product Type All ▼
Product Category All ▼		

SEARCH CLEAR

[Advanced Search](#) | [Clear](#)

Product Id	Product Name	Category Name	Category Level Boost Value
304	Pear	Fruit	<input type="text" value="1.00"/>
304	Pear	Organic Fruits	<input type="text" value="1.00"/>
305	Grapes	Fruit	<input type="text" value="1.00"/>
306	Cherries	Fruit	<input type="text" value="1.00"/>
306	Cherries	Gifts	<input type="text" value="1.00"/>
314	Mushroom	Vegetables	<input type="text" value="1.00"/>
315	Pepper	Vegetables	<input type="text" value="1.00"/>
316	Asparagus	Vegetables	<input type="text" value="1.00"/>
316	Asparagus	Organic Produce	<input type="text" value="1.00"/>
317	Zucchini	Vegetables	<input type="text" value="1.00"/>

Show  Per Page

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SUBMIT CANCEL

### 3.5.3 View Field Level

Change boost settings based on individual product fields.

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu click on the Marketing tab and select Product Search Setting link. Product Search setting page is display.
3. Click on the Fields level tab.
4. Insert the any boost value to any fields name.
5. Click on the **save** button. Highest boost value is display on the top of the list.

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#### Product Search Settings

Control the ranking of products displayed to your users on category pages and search results.

Product Level
Category Level
Field Level

#### Field Level Settings

Change boost settings based on individual product fields.

[Advanced Search](#) | [Clear](#)

Field Name	Boost Value
Brand	<input style="width: 80%;" type="text" value="1.00"/>
Category	<input style="width: 80%;" type="text" value="1.00"/>
Description	<input style="width: 80%;" type="text" value="1.00"/>
Features	<input style="width: 80%;" type="text" value="1.00"/>
Name	<input style="width: 80%;" type="text" value="1.00"/>
ShortDescription	<input style="width: 80%;" type="text" value="1.00"/>
Specifications	<input style="width: 80%;" type="text" value="1.00"/>

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SUBMIT
CANCEL

### 3.6 Personalization

In this section you can manage the product in the You May Also Like and Frequently Bought section. We can associate multiple products for a single product.

#### 5.6.1 Search and View Product

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Personalization** under **Marketing**. The **Personalization** page is displayed.
3. To search for the product, enter any of the following
  - **Store Name:** Select a store name from the drop-down list. All the categories is loaded in the Category drop down.
  - **Product Name:** Enter the product name which you want to associate multiple product
  - **SKU:** Enter the SKU for the product
  - **Category:** Select any category from the down.
4. Click **Search** button, All the case meeting with above criteria will be display under the product list.

The screenshot shows the Multifront administration interface. At the top is a navigation bar with icons for Dashboard, Setup, Inventory, Marketing, Orders, Vendors, Reports, and Advanced. The 'Personalization' section is active, with sub-tabs for 'You May Also Like' and 'Frequently Bought'. Under 'You May Also Like', there is a search area with a 'Select Store' dropdown (set to 'Fine Foods') and a 'Search Products' section with input fields for 'Product Name', 'SKU', and 'Category' (set to 'All'). Below the search area are 'SEARCH' and 'CLEAR' buttons. A table displays the search results with columns for 'Product Name', 'Associated Item', 'Manage', and 'Delete'. The table lists products like Allium, Alstroemeria, and Arrangement Comestibles. At the bottom, there is a pagination control showing 'Page 1 / 8' and a 'Per Page' dropdown set to 10.

Product Name	Associated Item	Manage	Delete
Allium			
Alstroemeria			
Arrangement Comestibles			
Arreglos Comestibles			
Artichoke			
Asparagus			
Beans			
Blackberries			
Bleu Cheese			
Brie			

### 5.6.2 You May Also Like

Manage which items to appear with this item in the You May Also Like section

1. Login the Marketplace website. Dashboard page is display
2. On the top menu click on the Personalization link under the Marketing menu.
3. Personalization page is display
4. Click on the Manage link of any product.
5. To search for a product, enter any of the following.
  - **Product Name:** Enter the product name.
  - **SKU:** Enter the SKU of any product.
  - **Category:** Select any category from the drop down
6. Click on the **search** button and leave other fields blank if it is un use.
7. Select single or multiple products from unassociated products section.
8. Click on the Add button. Selected product is moved to the Associate product section.
9. Click on the save button associate product is display in the product list page.

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Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced

**Associated Products for Allium**

Manage which items to appear with this item in the Frequently Bought Together section.

Search

Product Name

SKU

Category

SEARCH
CLEAR

Unassociated Products

Asparagus  
Beans  
Blackberries  
Bleu Cheese  
Brie  
Broccoli  
Cabernet Sauvignon  
Carnations  
Carrots  
Champagne  
Chardonnay  
Cheddar  
Cherries

Associated Products

Alstroemeria  
Arrangement Comestibles  
Arreglos Comestibles  
Artichoke

SUBMIT
CANCEL

### 5.6.3 Frequently Bought

In this section we can associate two products for a single product in frequently bought section.

1. Login the Marketplace website. Dashboard page is display.
2. Click on the **Personalization** link under the **Marketing** tab. Personalization page is display.
3. Click on the manage link of any product and select Frequently bought tab
4. Frequently bought page is display
5. To Search for a product, enter the following details

- **Select Store:** Select any store name from the drop down.
- **Product Name:** Enter the product name.
- **SKU:** Enter the SKU for any product.
- **Category:** Select any category from the drop down.

6. Click on the search button.
7. All the cases meeting with above criteria will be display in the list

Manage which items to appear with this item in the Frequently Bought Together section.

1. Login the Marketplace website. Dashboard page is display.
2. Click on the **Personalization** link under the **Marketing** tab. Personalization page is display.

3. Click on the manage link of any product and select Frequently bought tab
4. Now select Manage link from the frequently bought page.
5. Select any of the following details.
  - **Product Name:** Enter the product name.
  - **SKU:** Enter the SKU for any product.
  - **Category:** Select any category from the drop down.
6. Click **search** button, Categories is display in the unassociated product section.
7. Select any two products from the unassociated section and click on the Add button.
8. Here we can select maximum two products.
9. Click **Save** button Associated Product is display in the frequently bought list.

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**Associated Products for Allium**

Manage which items to appear with this item in the Frequently Bought Together section.

**Search**

Product Name

SKU

Category

SEARCH
CLEAR

Alstroemeria

Arrangement Comestibles

Asparagus

Beans

Blackberries

Bleu Cheese

Brie

Broccoli

Cabemet Sauvignon

Carnations

Carrots

Champagne

Chardonnay

➔

➜

Arreglos Comestibles

Artichoke

⬆

⬇

SUBMIT
CANCEL

## 3.7 SEO Settings

Search Engine Optimization (SEO) is the science of getting a web site to rank high in search results. Users rely on the top search engines (like Google and Yahoo) to find what they're looking for.

Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. These include filling your site with quality content, choosing correct keywords, page titles, meta tags and internal link structures.

Using the links in this section you can manage the Search Engine Optimization (SEO) settings for your Marketplace.

### 3.7.1 Default SEO Settings

**Default SEO settings** page allow you to set default meta tags for each page in your storefront. These settings can also be overridden in the SEO section of the Product, Category and Content admin pages.

You can add substitution variables in your default Meta tag text that will be substituted with the appropriate values at runtime when the page is displayed. For example "Shop now at mystore.com for <NAME>" will have the Product Name substituted into the Meta tag when the product page is displayed.

Substitution Variables:

<NAME> - Will substitute the Product Name, Category Name or Content Page title. <PRODUCT\_NUM> - Will substitute the Product Number (only for Product Pages). <SKU> - Will substitute the Product SKU (only for Product Pages). <BRAND> - Will substitute the Product Brand (only for Product Pages).

To set the default SEO settings for your storefront:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Default Settings** under **Marketing**. The **Default SEO Settings** page is displayed.
3. **Select Store:** Select the store from the drop-down list to set its default SEO settings..
4. Enter the following details under **SEO Product Settings**:
  - **SEO Product Title:** Enter the SEO product title.
  - **SEO Product Description:** Enter the SEO product description.
  - **SEO Product Keyword:** Enter the SEO product keyword.
5. Enter the following details under **SEO Department Settings**:
  - **SEO Category Title:** Enter the SEO department title.
  - **SEO Category Description:** Enter the SEO department description.
  - **SEO Category Keyword:** Enter the SEO department keyword.
6. Enter the following details under **SEO Content Settings**:
  - **SEO Content Title:** Enter the SEO content title.

- **SEO Content Description:** Enter the SEO content description.
- **SEO Content Keyword:** Enter the SEO content keyword.

7. Click **Submit**. The **Search Engine Optimization (SEO)** page is displayed.

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### Manage SEO

Optimize your store for search engines so visitors can find your store.

**Default Settings** Products Categories Content Pages 301 URL Redirect

**Store Settings**

Store Name: Fine Foods

**Default Product Settings**

SEO Product Title:

SEO Product Description:

SEO Product Keyword:

**Default Category Settings**

SEO Category Title:

SEO Category Description:

SEO Category Keyword:

**Default Content Page Settings**

SEO Content Title:

SEO Content Description:

SEO Content Keyword:

**SUBMIT** **CANCEL**

**SUBMIT** **CANCEL**



### 3.7.2 Product SKU Settings

To manage product SEO settings:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Product Settings** under **Marketing**. The **Product SEO Settings** page is displayed listing all the available products in the storefront.
3. To search for a product do the following, else skip to step 4:
  - Enter any or all of the following keywords: **Product Name**, **Product Number** and **SKU**.
  - Select any or all from the following: **Catalog**, **Brand**, **Product Type** and **Category**.
  - Click **Submit**. The **Products** page is displayed listing all the products matching the above search criteria.
4. Click **Manage** on the product to manage its SEO settings. The **Edit Product SEO Settings** page is displayed.
5. Edit the following details:
  - **Product Name**: Edit the product.
  - **Title for Search Engines**: Edit the title. Leave this section blank if unsure.
  - **Keywords for Search Engines**: Enter comma separated keywords. Leave this section blank if unsure.
  - **Description for Search Engines**: Edit the description. Leave this section blank if unsure.
  - **SEO friendly name for the URL**: Edit the search engine friendly, static URL. Use only characters a-z and 0-9. Use "-" instead of spaces. Do not use a file extension or parameters in your product name.
  - **Short Description**: Edit the short description for the product, if it has one. The description should be less than 100 characters.
  - **Long Description**: Edit the detailed description for the product in this Rich Text Box.
  - **Product Features**: Edit the product's features. This will be displayed under a "Features" tab on the product page in the storefront.
  - **Product Specifications**: Edit the product's specification. This will be displayed under a "Specifications" tab on the product page in the storefront.
  - **Additional Information**: Edit the additional information. This will be displayed under a "Additional Information" tab on the product page in the storefront.
6. Click **Submit**. The **Product SEO Settings** page is displayed.

MULTIFRONT® Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Manage SEO**

Optimize your store for search engines so visitors can find your store.

Default Settings **Products** Categories Content Pages 301 URL Redirect

Update Product level SEO settings such as title, description, meta tags and page URL.

**Search**

Product Name  Product Number  SKU

Catalog  Brand  Product Type

Product Category

**SEARCH** **CLEAR**

[Advanced Search](#) | [Clear](#)

ID	Image	Product Name	Enabled	Manage
1185		Daylilies	✗	
1173		Strawberry	✓	
1092		Apple	✓	
1097		Peach	✓	
304		Pear	✓	
551		Uvas	✓	
543		Cerezas	✓	
348		Swiss Cheese	✓	
314		Mushroom	✓	
318		Beans	✓	

Show  Per Page ◀◀ Page  /30 ▶▶

### 3.7.3 Category SEO Settings

To edit department SEO settings:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Department Settings** under **Marketing**. The **Category SEO Settings** page is displayed listing all the available categories in the storefront.
3. To search for a category do the following, else skip to step 4:
  - Enter the category **Name**.
  - **Catalog**: Select a catalog from the drop-down list.
  - Click **Submit**. The **category SEO Settings** page is displayed listing all the categories matching the above search criteria.
4. Click **Edit** on the category to edit its SEO settings. The **Edit category SEO Settings** page is displayed.
5. Edit the following details:
  - **Category Title**: Enter a title for the category page. (ex: "Dazzling Jewelry"). Leave blank, if you do not want to display the title.
  - **Title for Search Engines**: Enter a title. Leave this section blank if unsure.
  - **Keywords for Search Engines**: Enter comma separated keywords. Leave this section blank if unsure.
  - **Description for Search Engines**: Enter a description. Leave this section blank if unsure.
  - **SEO friendly name for the URL**: Use only characters a-z and 0-9. Use "-" instead of spaces. Do not use a file extension or parameters in your url name.
  - **Short Description**: Enter an optional short description (less than 100 characters) to be displayed in the category listing grid.
  - **Long Description**: You can enter rich text and upload images using the editor. This will allow you to create a splash page for your category or provide a text introduction that will show above your products. You may leave this field blank.
6. Click **Submit**. The **Category SEO Settings** page is displayed.

MULTIFRONT® Hello admin12345!

### Manage SEO

Optimize your store for search engines so visitors can find your store.

[Default Settings](#) [Products](#) [Categories](#) [Content Pages](#) [301 URL Redirect](#)

Update Category level SEO settings such as title, description, meta tags and page URL.

**Search**

Name  Catalog

[Advanced Search](#) | [Clear](#)

Id	Name	Enabled	Manage
94	Reds	✗	
94	Reds	✗	
95	Whites	✓	
95	Whites	✓	
95	Whites	✓	
95	Whites	✓	
96	Bubbly	✗	
96	Bubbly	✗	
96	Bubbly	✗	
97	Regional	✓	

Show  Per Page Page 1 / 23

### 3.7.4 Content Page SEO Settings

To edit content page SEO settings:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Page Settings** under **Marketing**. The **Content Page SEO Settings** page is displayed listing all the available pages in the storefront.
3. Click **Edit** on the page name to edit its SEO settings. The **Edit Page** is displayed.
4. Edit the following details:
  - **Page Title:** Edit the page title. This will be displayed at the beginning of the page. Leave this field blank if you do not want to display the title.
  - **SEO title for the page:** Edit the title. This title will be used for search engine optimization. Leave blank if unsure.
  - **Meta Keywords:** Edit the comma separated keywords for the search engines to index on your page. Leave blank if unsure.
  - **Meta Description:** Edit the description for search engine listings. Leave blank if unsure.
  - **SEO friendly name for the URL:** Edit the search engine friendly, static URL. Use only characters a-z and 0-9. Use "-" instead of spaces. Do not use a file extension or parameters in your product name.
  - **Page content:** Edit the page content. Using this WYSIWYG editor, you can easily add rich content such as text, images, flash movies and document links.
5. Click **Submit**. The **Content Page SEO Settings** page is displayed.

MULTIFRONT®
Hello admin123...! Account Help Log off

Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced

#### Manage SEO

Optimize your store for search engines so visitors can find your store.

Default Settings
Products
Categories
Content Pages
301 URL Redirect

Update Content Page level SEO settings such as title, description, meta tags and page URL.

[Advanced Search](#) | [Clear](#)

ID	Page Name	Store Name	Manage
23	aboutus	Fine Foods	⚙️
24	help	Fine Foods	⚙️
25	termsofservice	Fine Foods	⚙️
26	returnpolicy	Fine Foods	⚙️
27	privacypolicy	Fine Foods	⚙️
28	Certification	Fine Foods	⚙️
29	Home	Fine Foods	⚙️
30	Home	Wine & Cheese	⚙️
31	Home	Nut Wholesaler	⚙️
32	aboutus	Wine & Cheese	⚙️

Show  Per Page

 ⏪ ⏩ Page  / 6 ⏪ ⏩

### 3.7.5 301 URL Redirect Settings

Once a search engine indexes your page you want to be able to keep those search rankings even if your page URL changes. 301 redirects are a way to tell the search engines that "this page has been permanently moved to a new URL". This allows you to type in a new friendly URL for a product or category and have people or search engines automatically redirected to the new URL even if they type in the old URL.

To add URL 301 redirects:

1. Login to the Marketplace administration website.. The **Marketplace Dashboard** page is displayed.
2. On the top menu, click **301 Redirects** under **SEO**. The **URL 301 Redirects** page is displayed listing all the available URL redirects in the storefront.
3. Click **Add URL 301 Redirect**. The **Add URL 301 Redirect** page is displayed.
4. Enter the following details:
  - **URL to redirect From:** Enter the URL from where you want to redirect. Ensure that you include the .aspx file extension. Note that this only works on internal top level pages such as "apple.aspx". You can not include directory names in the redirect.
  - **URL to Redirect To:** Enter the URL to where you want to redirect. Ensure that you include the .aspx file extension. Like the From URL this must be a top level page name to direct to such as "my-apple.aspx".
  - **Enable this Redirection:** Select to enable this redirect.
5. Click **Submit**. The **URL 301 Redirects** page is displayed listing the newly added URL redirect.

**Note:** To edit URL 301 redirects:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **URL 301 Redirects** under **SEO**. The **URL 301 Redirects** page is displayed listing all the available URL redirects in the storefront.
3. Click **Edit** on the URL redirect to edit it. The **Edit URL 301 Redirect** page is displayed.
4. Edit the following details:
  - **Enter URL to Redirect From:** Edit the URL from where you want to redirect. Ensure that you include the .aspx file extension.
  - **Enter URL to Redirect To:** Edit the URL to where you want to redirect. Ensure that you include the .aspx file extension.
  - **Enable this Redirection:** Select to enable this redirect.
5. Click **Submit**. The **URL 301 Redirects** page is displayed.

MULTIFRONT® Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Manage SEO**

Optimize your store for search engines so visitors can find your store.

Default Settings | Products | Categories | Content Pages | **301 URL Redirect**

**301 URL Redirect** + ADD

**Search**

From URL  To URL  URLType All

**SEARCH** **CLEAR**

[Advanced Search](#) | [Clear](#)

ID	From URL	To URL	Enabled	Edit	Delete
3	product/hp9/561	product/hp99/561	✓		
5	product/Delicious12/329	product/Delicious128/329	✓		

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MULTIFRONT® Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Add URL 301 Redirect**

**General Information**

URL to Redirect From \*   
This is the old uri for the product / category  
 (Example for category : category/fruits/fruit or fruits or could be invalid Uri )

URL to Redirect To \*   
This is the new uri for the product / category  
 (Example for product : product/strawberry/329 or strawberry . needs to be valid uri)

Enable this Redirection

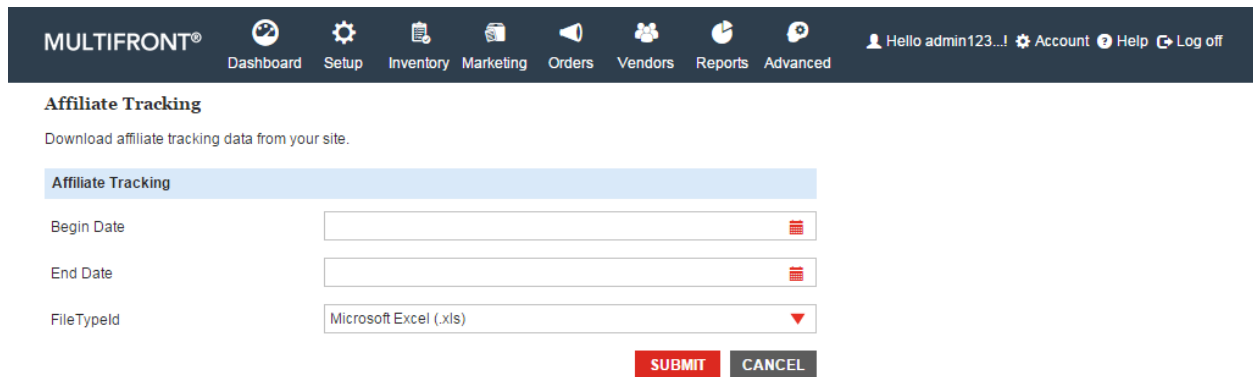
**SUBMIT** **CANCEL**

### 3.8 Affiliate Tracking

Affiliate tracking data that has been collected on the site. You can use this data in your favorite reporting tool to analyze site traffic.

To download tracking data:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Tracking Data** under **Marketing**. The **Affiliate Tracking** page is displayed.
3. Enter the following details:
  - **Begin Date:** Enter the begin date from when you want the Tracking data, in MM/DD/YYYY format.
  - **End Date:** Enter the end date till when you want the Tracking data, in MM/DD/YYYY format.
  - **File Type:** Select the format of the download file from the drop-down list.
4. Click **Download Tracking Data**. The **Download file** dialog box opens.
5. Click **Save**. The **Save As** dialog box opens. Choose a location and enter the file name. Click **Save**. The file is now saved to the specified location.



The screenshot shows the Multifront user interface. At the top is a dark navigation bar with the Multifront logo and menu items: Dashboard, Setup, Inventory, Marketing, Orders, Vendors, Reports, and Advanced. On the right of the navigation bar, it says 'Hello admin123...!', 'Account', 'Help', and 'Log off'. Below the navigation bar, the page title is 'Affiliate Tracking'. Underneath the title is the instruction 'Download affiliate tracking data from your site.' The main content area contains a form with three input fields: 'Begin Date', 'End Date', and 'FileType'. The 'Begin Date' and 'End Date' fields are empty text boxes with a red calendar icon on the right. The 'FileType' field is a dropdown menu currently showing 'Microsoft Excel (.xls)'. At the bottom right of the form are two buttons: a red 'SUBMIT' button and a grey 'CANCEL' button.



### 3.9 Google Site Map

This page will create the XML Site Map file for the Google XML Site Map / Product Feed store in the content folder.

To generate Google site map:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Generate Google Site Map** under **Marketing**. The **Generate Google Site Map** page is displayed.
3. Enter the following details:
  - **Change Frequency of the page:** Select the frequency of the page change.
  - **Last Modification:** Select the modification date and time.
  - **Priority:** Select the priority of the page
  - **Type of XML Site Map:** Select Google XML Site Map to generate site map for content or category page.
  - Select Google Product feed to generate product feed.
  - **XML file name:** Enter the file name in which you wanted the files to be generated.
  - **Store:** You can select multiple store.
4. Click **Submit**. On success you will be shown a message and link to the generated files.

**MULTIFRONT®** Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Google Site Map**  
The XML site map is used by Google to index your website.

**General Information**

Frequency:

Last Modification:  None  Use the database update date  Use date / time of this update

Priority:

Type of XML Site Map:

XML Site Map:  Category  Content Pages

XML File Name:   
Example : MySiteMap (Do not specify file extension)

Stores:  All Stores

**SUBMIT** **CANCEL**

### 3.10 Store Locator

The **Store Locator** page allows you to add and manage your stores. All your stores will be displayed in the Store Locator.

**Note:** Before using the Store Locator you first need to purchase and load zip code data. Visit our knowledge base for instructions on where to obtain data and load it.

#### 3.10.1 View Store Locators

To view the stores in the storefront:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Store Locator** under **Marketing**. The **Store Locator** page is displayed listing all the stores in the Marketplace.

**Store Locator** ? + ADD

Manage locations of your physical stores that can then be searched via a store locator.

**Search**

Store Name  City  State

Zip Code

SEARCH CLEAR

[Advanced Search](#) | [Clear](#)

Store Name	City	State	Zip Code	Is Active	Manage	Delete
Fine Foods	Jena	LA	71342	✓	⚙️	🗑️

Show  Per Page ⏪ | Page  / 1 | ⏩

### 3.10.2 Add New Store Locator

To add a store:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Store Locator** under **Marketing**. The **Store Locator** page is displayed listing all the stores in the storefront.
3. Click **Add New Store Location**. The **Add Store Location** page is displayed.
4. Enter the following details:

- **Select Store**
- **Store Name**
- **Address Line 1**
- **Address Line 2**
- **Address Line 3**
- **City**
- **State / Province**
- **Zip / Postal Code**
- **Phone Number**
- **Fax Number**
- **Contact Name**
- **Display Order**: Enter the order that this store should be displayed in the search results. Stores are sorted from lowest to highest.
- **Display Store**: Select to display this store in the store locator search results.
- **Select an Image**: Click **Browse**, under the **Store Image** section. The **Choose file** dialog box opens. Choose a location and enter the filename of the store image to upload. Click **Open**. The location of the image is now displayed next to the **Browse** button.  
**Note**: Only JPG, GIF and PNG images are supported. Make sure your image is 1.5 Mb in size or less.

Click **Submit**. The **Store Locator** page is displayed listing the newly added store.

MULTIFRONT® Hello admin12345! [Account](#) | [Help](#) | [Log off](#)

### Add Store Location

#### General Information

Select Store

Store Name \*

Will be displayed in search results. For example: "Maxwell Foods - NYC".

Address Line 1

Address Line 2

Address Line 3

City

State / Province

Zip / Postal Code

Phone Number

Fax Number

Contact Name

Display Order \*

Enter the order that this store should be displayed in the search results. Stores are sorted from lowest to highest.

Display Store  Display this store in search results

Check this box to display this store in the store locator search results.

#### Store Image

Upload a suitable image for your Store. Only JPG, GIF and PNG images are supported. The file size should be less than 1.5 Meg. Your image will automatically be scaled so it displays correctly.

Select an option  Upload New Image  No Image

Select Image

### 3.10.3 Edit Store

To edit a store:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Store Locator** under **Marketing**. The **Store Locator** page is displayed listing all the stores in the storefront.
3. Click **Manage** on the store you want to edit. The **Manage Store** page is displayed.
4. Edit the following details:

- **Select Store**
- **Store Name**
- **Address Line 1**
- **Address Line 2**
- **Address Line 3**
- **City**
- **State**
- **Zip Code**
- **Phone Number**
- **Fax Number**
- **Contact Name**
- **Display Order**: Edit the order that this store should be displayed in the search results. Stores are sorted from lowest to highest.
- **Display Store**: Select to display this store in the store locator search results.
- **Select an Image**: Select **Keep Current Image** to retain this store image. OR

To change the store image, select **Upload New Image**. **Select an Image** field is displayed. Click **Browse**. The **Choose file** dialog box opens. Choose a location and enter the filename of the store image to upload. Click **Open**. The location of the image is now displayed next to the **Browse** button.

**Note**: Only JPG, GIF and PNG images are supported. Make sure your image is 1.5 Mb in size or less.

5. Click **Submit**. The **Store Locator** page is displayed listing the newly edited store.

MULTIFRONT® Hello admin12345!

### Edit Store Location

#### General Information

Select Store

Store Name \*   
Will be displayed in search results. For example: "Maxwell Foods - NYC".

Address Line 1

Address Line 2

Address Line 3

City

State / Province

Zip / Postal Code

Phone Number

Fax Number

Contact Name

Display Order \*   
Enter the order that this store should be displayed in the search results. Stores are sorted from lowest to highest.

Display Store  Display this store in search results  
Check this box to display this store in the store locator search results.

#### Store Image

Upload a suitable image for your Store. Only JPG, GIF and PNG images are supported. The file size should be less than 1.5 Meg. Your image will automatically be scaled so it displays correctly.



- Select an option
- Keep Current Image
  - Upload New Image
  - No Image

**SUBMIT** **CANCEL**

### 3.10.4 Delete Store Locator

To delete a store:

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click **Store Locator** under **Marketing**. The **Store Locator** page is displayed listing all the stores in the storefront.
3. Click **Delete** on the store you want to delete. The **Delete Store** page is displayed.
4. Click **Delete** to confirm. The **Store Locator** page is displayed with the deleted store removed from the list.

**MULTIFRONT®** Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin123...! Account Help Log off

**Store Locator** ? + ADD

Manage locations of your physical stores that can then be searched via a store locator.

**Search**

Store Name  City  State

Zip Code

SEARCH CLEAR

[Advanced Search](#) | [Clear](#)

Store Name	City	State	Zip Code	Is Active	Manage	Delete
Fine Foods	Jena	LA	71342	✓	⚙️	<span style="border: 1px solid red; border-radius: 50%; padding: 2px;">🗑️</span>

Show  Per Page ◀ | Page  / 1 | ▶▶

### 3.11 Email Templates

The **Email Templates** are use for the messages that are send to the Users/Customers.

**MULTIFRONT®** Dashboard Setup Inventory **Marketing** Orders Vendors Reports Advanced Plugins Hello admin12345 Account Support Help Log off

**Email Templates** + ADD

Email Templates are used as basic messages that are send to users.

Search ▼

File Name  SEARCH CLEAR

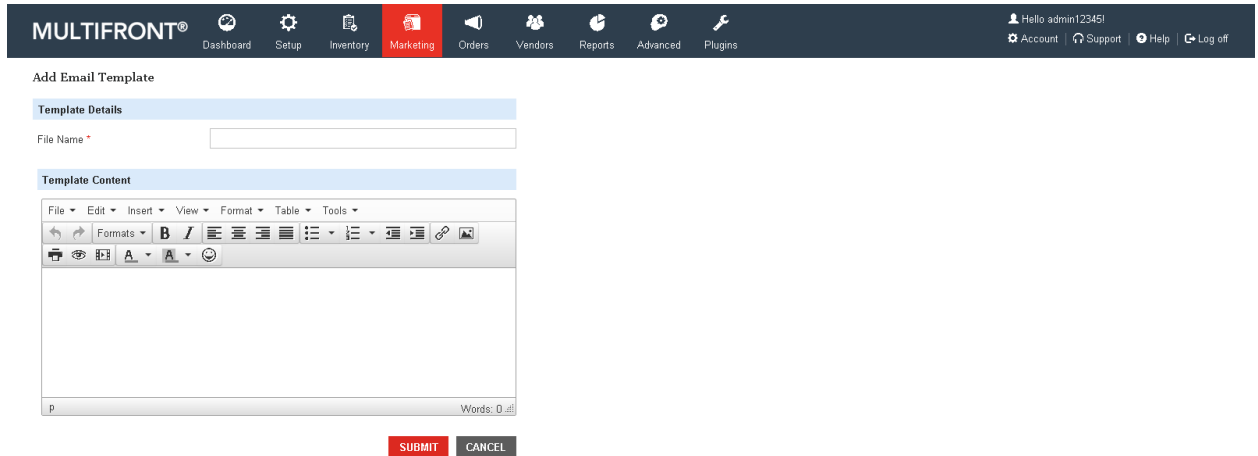
[Advanced Search](#) | [Clear](#)

File Name	Preview	Edit	Delete
AccountActivatedNotification.htm			
AdminResetPassword.htm			
AdminResetPassword_en.htm			
ApproveMultipleProducts.html			
ApproveSingleProduct.html			
NewUserAccount_en.htm			
OrderStatusNotification.htm			
ProductAddedByVendor.html			
ProductCompare.html			
Receipt.htm			
Receipt_en.htm			
Receipt_mobile.htm			
ResetPassword@AdminCatmin.htm'			
ResetPassword_en.htm			
ResetPassword_es.htm			
ResetPassword_fr.htm			
RMARReport.htm			
RMARReport_en.htm			
RMARReport_es.htm			
RMARReport_fr.htm			
Test-Demo.html			
TrackingNumber.htm			
UserRegistrationEmailTemplate.html			
VendorUserEmailTemplate.htm			

#### 3.11.1 Add New Email Template

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click on the **Email Templates** under the **Marketing**. The **Email Templates** page is display listing all the templates in the storefront
3. Click on the Add button to create new template for the store





4. Enter the following details:

- **File Name** : Enter the file name for the template
- **Template Content**: Enter the content for the Email in the html format.

5. Click on the Submit button. Newly added template will display in the list

### 3.11.2 Edit Email Template

To update the Email Template, update the following details

- **File Name** : Can not change the file name for the template
- **Template Content**: Enter the content for the Email in the html format.

6. Click on the Submit button. Updated email template will display in the list.

Email Templates

**Template Details**

File Name \*

**Template Content**

File Edit Insert View Format Table Tools

Formats B I [List of icons]

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title> Account Activation</title>
<STYLE type="text/css">
.Head{background-color: #6074a6;font-size: 1.5em;font-weight: bold;padding-top:
.5em;padding-bottom:.5em;padding-left: 1em;border-bottom: solid 1px #edfff;
color:White;}
.SubHead{color: #6b7aa3;font-weight: bold;font-size: 11px;padding-bottom:5px;}
td{font-family: Verdana, Helvetica, sans-serif; color: #333333;font-size: 10px;?
p
```

Words: 107

**SUBMIT** **CANCEL**

### 3.11.3 Preview Email Template

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click on the **Email Templates** under the **Marketing**. The **Email Templates** page is display listing all the templates in the storefront
3. Click on the Preview link. Here Email Template is display.

MULTIFRONT® Dashboard Setup Inventory **Marketing** Orders Vendors Reports Advanced Plugins Hello admin12345 Account Support Help Log off

**Email Templates** ADD

Email Templates are used as basic messages that are send to users.

Search Advanced Search | Clear

File Name	Edit	Delete
12.html		
AccountActivatedNotification.htm		
AdminResetPassword.htm		
AdminResetPassword_en.htm		
ApproveMultipleProducts.html		
ApproveSingleProduct.html		
filename.html		
NewUserAccount_en.htm		
OrderStatusNotification.htm		
ProductAddedByVendor.html		
ProductCompare.html		
ProductsAddedByFranchisee.html		
Product_Details.html		
Receipt.htm		
Receipt_en.htm		
Receipt_es.htm		

**Account Activation**

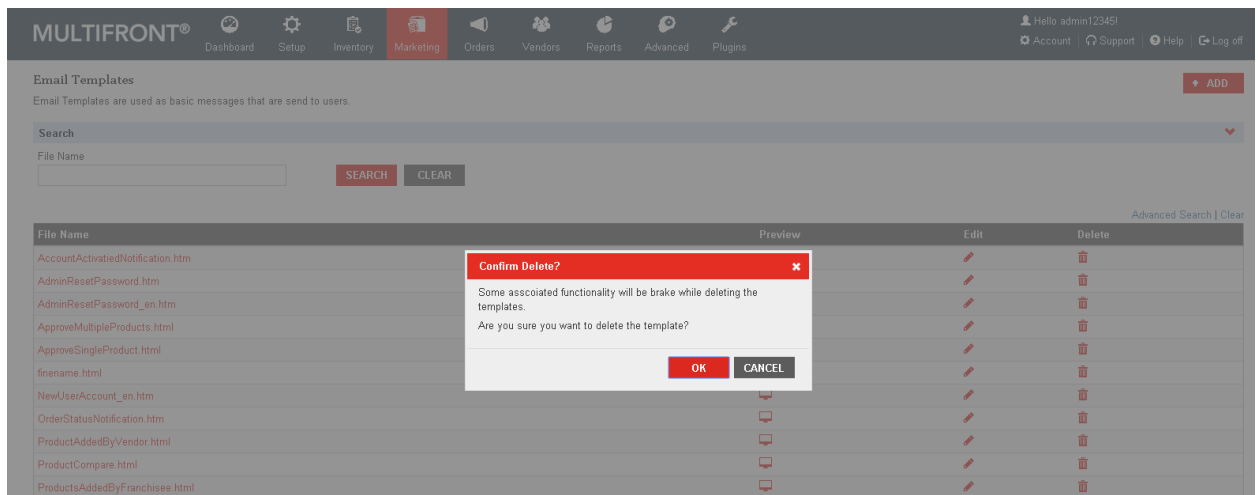
Dear #BillingFirstName#,

This email is to inform you that your account has been activated and you can now log in.

Thank you  
Admin

### 3.11.4 Delete Template

1. Login to the Marketplace administration website. The **Dashboard** page is displayed.
2. On the top menu, click on the **Email Templates** under the **Marketing**. The **Email Templates** page is display listing all the templates in the storefront
3. Click on the **Delete** link to delete any template from the list
4. Click on the OK button to delete available template in the list.



**Note :** To add deleted Email Template so click on the Add button and click on the File Name drop down. Here all the deleted templates are display in the drop down.