



SellerDeck 2013 Reviewer's Guide

Help and Support

Support resources, email support and live chat:

<http://www.sellerdeck.co.uk/support/>



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Introduction

SellerDeck 2013 combines the stability and reliability of desktop-based ecommerce software with the richness and functionality that is usually only associated with online database-driven systems.

New features in SellerDeck 2013 include:

- Automatic splitting of long store sections into multiple pages
- Ability to set up custom search filters which allow online customers to refine their view by only showing products of a certain colour, a certain brand, a certain size etc.
- Ability to automatically populate sections that contain products with common characteristics
- Dynamic prices that automatically update based on what options a customer selects
- Product choices that change and update automatically based on what combinations of options are available
- Automatic suggestions when customers are filling in the quick search box, and ability for customers to sort the search results themselves
- Various design improvements such as easier wizard-based store design and HTML emails

This guide will talk you through the new features in SellerDeck 2013 and give you some steps to follow so you can see the functionality in action for yourself.

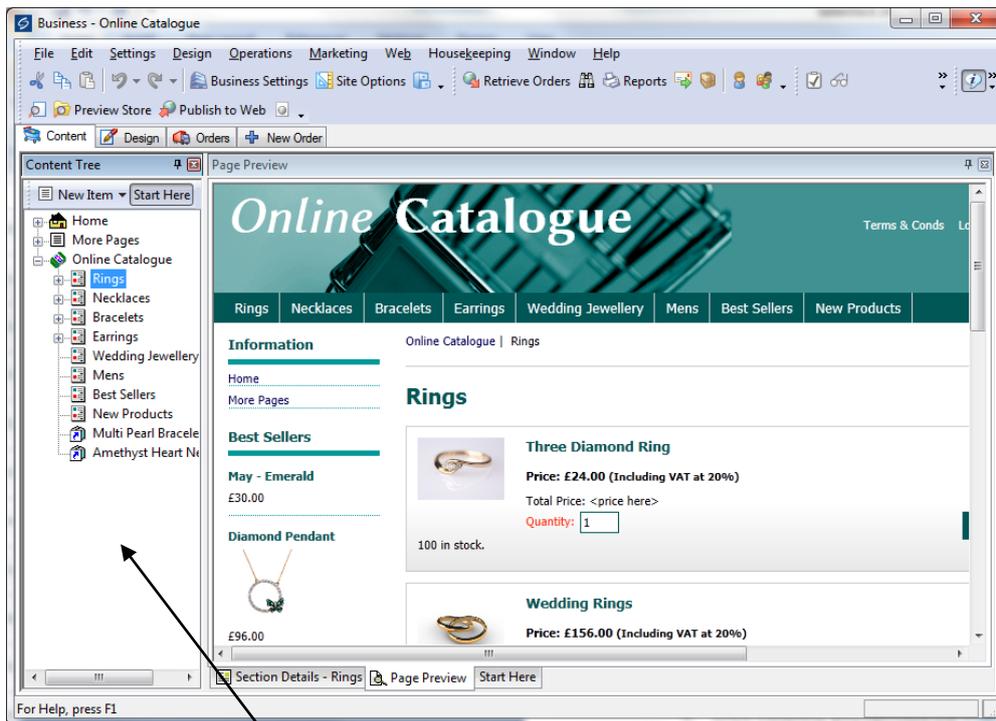
Before You Begin: Installation and Startup

SellerDeck 2013 needs to be installed on a Windows PC. Install SellerDeck as follows:

1. Double-click on the SellerDeck installation file and select 'Setup'. This will start the installation wizard.
2. Just accept all the defaults and enter your name and company name when prompted.
3. After the installer has finished installing the main application it will install the latest set of Payment Service Providers. Again, just accept all the defaults.
4. Once installed, you can double-click the  icon on your desktop to start SellerDeck.
5. On the 'Software Authorization Key' screen, enter the key you have been given in the supporting materials and click 'Authorize'.



Becoming Familiar with SellerDeck



At the left is the **Content Tree**. This is what you use to navigate through the content of the store.

At the top are a set of **brochure pages** which control your information pages such as 'Home', 'About Us' etc.

Within each brochure page are one or more **fragments** - . These are information items you use to add in text and images into each brochure page.

Underneath the brochure pages is the shop part of the site – the start of which is shown by a green icon - . Below this icon are the **sections** and **products** in the store.

The white icons -  - are **sections** and they represent the different pages in the store. Each section in the store will become a page in the online site. The section you have selected appears in the **Preview Panel** to the right of the screen.

The blue icons -  - are the **products**. Some products also have options, but these are discussed later.

When you click on an item in the content tree to edit it, you can view the **details** of it in place of the preview.



Reference:

Short Description:

Price: Use Prices Tab Cost Price:

Full Description:

Image: Hide on Web Site

Thumbnail: Can Be Ordered Online

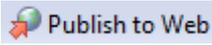
Category:

You can swap between the details and the preview using the tabs at the bottom.



Publishing Your Test Store Online

As most of the new features in SellerDeck are only visible in the published online store, you'll need to upload your store to the internet. We have supplied some test space for you, and some settings for you to import as follows:

1. Go to 'Web > Network Setup'
2. Click the 'Import' button at the right
3. Click 'Select Local File'
4. Browse to select the network settings file that was included in the materials you were sent
5. Click 'Open'
6. Click 'OK' to close Network Setup and go back to the main window
7. When the warning screen comes up about testing the settings, just click 'Yes'
8. You can now publish the store to the web by clicking the  button
9. Once published, you can view the online store by clicking the  button next to the 'Publish to Web' button



Automatic Pagination

Overview

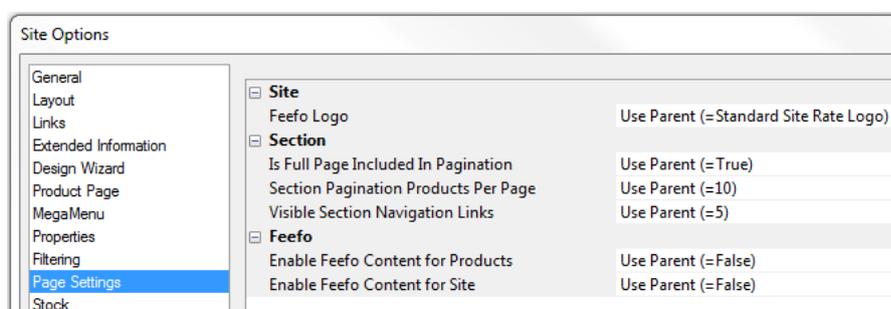
It's possible to create a section with a large number of products in it and have SellerDeck automatically split it into multiple pages.

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

Details

Online, these split pages are proper static HTML pages that will be completely visible and spiderable by search engines.

The default settings for pagination are controlled in 'Settings | Site Options | Page Settings' within the 'Section' part of the panel



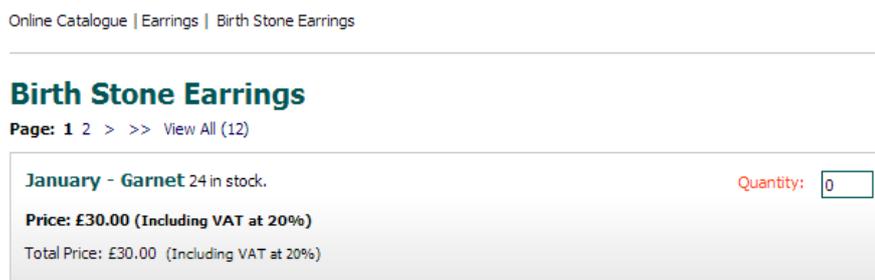
'Is Full Page Included In Pagination' – this sets whether a 'View All' option is included, allowing shoppers to see all the products on one page. Default is 'True', which does provide this option.

'Section Pagination Products Per Page' – this sets the number of products per page. Default is 10. If you want to turn off automatic pagination, you can set this to zero.

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

See It For Yourself

In the online test store, browse to the 'Earrings > Birth Stone Earrings' section.



There are 12 products within this section, but currently only the first 6 are shown. You can view the rest of them by using the navigation tools at the top of the product list.



Note: The setting which has restricted this section to only showing 6 products is within the 'Page Settings' panel of the 'Birth Stone Earrings' section:

| Section | |
|--------------------------------------|---------------------|
| Is Full Page Included In Pagination | Use Parent (= True) |
| Section Pagination Products Per Page | 6 |
| Visible Section Navigation Links | Use Parent (=5) |

The '6' in this field overwrites the '10' which is set in 'Settings > Site Options'. Try changing this to something else, uploading and then seeing the effect.



Custom Filters

Overview

When customers are looking at a long list of products they can use new custom filter tools to change what products are visible on the page. For example, if you look at the 'Mens' section in the test online store, you'll see you have the ability to filter the view by the 'Jewellery Type'.

Filter By Clear All

Jewellery Type Clear

- Any (3)
- None (0)
- Ring (1)
- Necklace (1)
- Bracelet (1)
- Earring (0)
- Locket (0)

This is a fairly limited example, but if you can imagine that instead of 3 products on this page there were actually 300, you start to see how these sorts of filters become very useful.

These filter tools are set up and managed by the storeowner and are completely customisable. They can either be based on certain features of the product (e.g. "Just show me all the shoes that have 4 inch heels") and/or by options of the products (e.g. "Now show me which of these shoes is available in a size 5").

Details

Filters are set up within the 'Settings > Search and Filtering Settings > Filtering' tab. Here is where you can set whether a filter is based on a 'Property' (a feature of the product) or an Attribute (the choices that are available for that product).

Filter Name

Allow Searching By Subsections
Depth of Subsections in Filter Lists

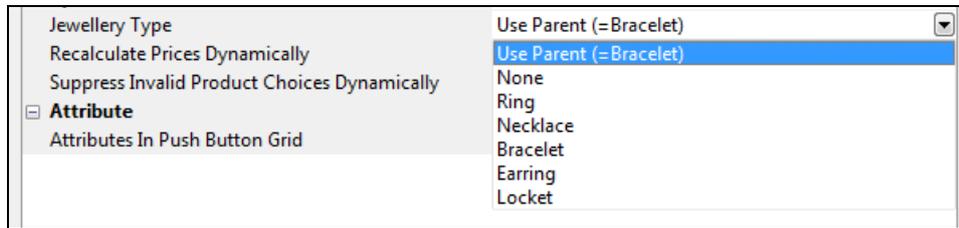
Allow Searching By Price Band
Price Bands:

| | + | Minimum | Maximum |
|--|---|---------|---------|
| To add rows, click the '+' button in the top left hand corner of the grid. | | | |

| | + | Property | Label | HTML Representation | Is Opt... | Default |
|--|---|---------------------|--------------|---------------------|-------------------------------------|---------|
| | ▶ | JewelleryType (...) | Jewellery... | Filter Checkbox | <input checked="" type="checkbox"/> | Any |



There is already a filter here called 'TypeOfJewellery' which is based on the 'Jewellery Type' property. Values for 'Jewellery Type' are set in the 'Properties' tab of the products in the example store:



Then if you go to the 'Mens' section in the content tree and go to the 'Filtering Panel', you will see that 'TypeOfJewellery' has been selected in the 'Details of Filter' area at the bottom.



This means that the 'TypeOfJewellery' filter will appear online for this section page.

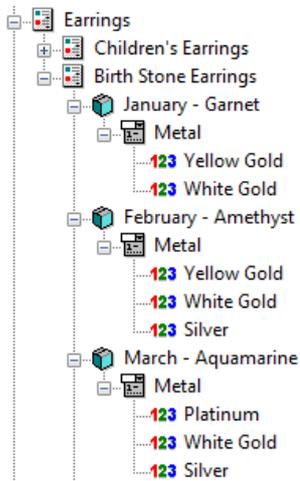
You'll also notice the 'Mens' section has some other filter settings set up, which will be discussed later.

See It For Yourself

If you wanted to explore filtering in more depth, this exercise will step you through setting up a brand new filter which will be based on the options available for some earrings.

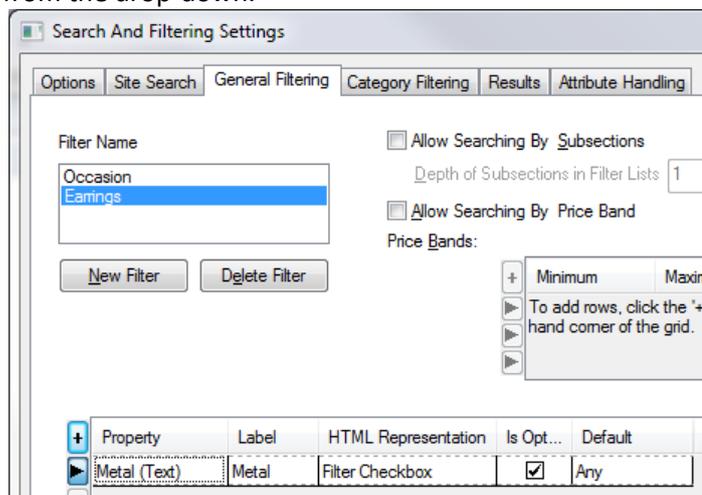
To begin, you need to add an attribute to filter on:

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 e.g. 'Platinum' or 'Silver'.
6. Repeat for the other earrings, varying the list of choices in each case.



Next, you 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 go to the 'Filtering' panel.
8. Click the 'Add / Edit Filters' button. In the 'Filtering' tab of the window that opens, click 'New Filter'.
9. Give the filter the name 'Earrings'.
10. Click the '+' icon at the top left of the grid and in the 'Property' field select 'Metal (Text)' from the drop-down.



Note: 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' panel of the 'Birth Stone Earrings' section, tick 'Enable Filtering and Sorting' and untick 'Make Filtering the Default View'.
13. Under 'Details of Filter', select the 'Earrings' filter.



14. Click 'Apply'.

Enable Filtering and Sorting
 Make Filtering the Default View

Filter These Products

Section: And Its Child Sections

Where Products Are in Category:

Where Properties Have Value:

| + | Property | Value |
|---|--|-------|
| ▶ | To add rows, click the '+' button in the top left hand corner of the grid. | |
| ▶ | | |
| ▶ | | |
| ▶ | | |

Details of Filter

Use Filter:

Preview the page and you will see the filter choices in the left-hand sidebar.

Note that filtering uses scripts and consequently does not function in local preview. You will need to upload the site to try your filters out.



Dynamically Filling A Page With A Filter

Overview

As well as using filters to hide products, it is also possible to use filters to list all products of a certain 'type' within a page. This means store owners can easily set up additional sections in their store (e.g. a separate section for each main brand the storeowner sells) and then automatically show all products belonging to a certain brand on that page without having to manually move any products about.

In the example store, you've already seen the example of the 'Mens' section. In the content tree this section is empty, but yet there are products listed within it online.

Mens

Relevance

Results 1-3 of 3

 **Wedding Rings**
(Rings)
£130.00

 **Gold Chain**
(Necklaces)
£80.00

 **Mens Engraved Bracelet**
(Bracelets)
£30.00

Results 1-3 of 3

This section is automatically populated via a filter.

Details

In order to create one of these sections, you need to assign a common property to several products in the store. For example, there is a property in the example store called 'Gender' which is set in the 'Properties' panel of the products:

Product

- Choose Gender
- Choose Occasion
- Dynamic Price Prefix
- Jewellery Type

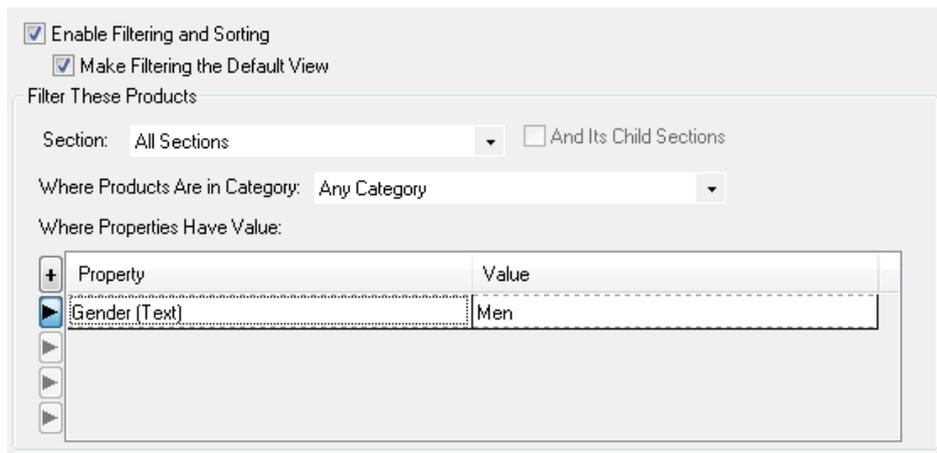
Use Parent (=Women)

Use Parent (=Women)

Women

Men

Within the 'Filtering' panel of the 'Mens' section there are some settings that use this property value:

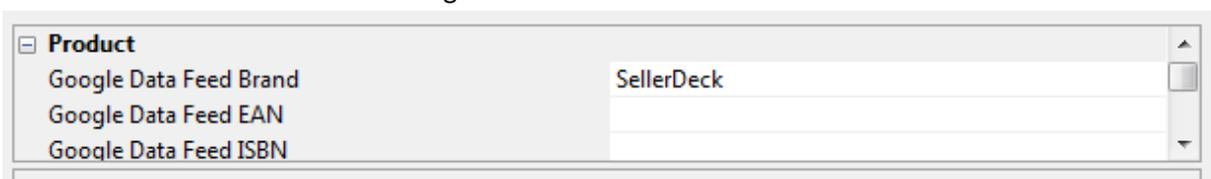


- 'Make Filtering the Default View' is ticked
- The 'Section' is set to 'All Sections'
- The 'Where Properties Have Value' grid has a row in for 'Gender' and this is set to 'Men'

See It For Yourself

This exercise will step you through setting up a filter based on the brand of the products, and then creating a section that just shows products of a certain brand.

1. Go into each product in the 'Necklaces' section and assign a value for 'brand' ('Product Details | General | Google Data Feed Brand'). Give two of the necklaces a brand of 'SellerDeck' and the others something different.



2. Also go into the 'General' panel of a few other products and enter a brand of 'SellerDeck'.
3. In the content tree, create a new section called 'SellerDeck' (right-click on an existing section and select 'New Section') but don't add any products to it.
4. In the Filtering panel of your new 'SellerDeck' section, tick 'Enable Filtering and Sorting' and 'Make Filtering the Default View'. (The 'Make Filtering the Default View' option tells SellerDeck to populate this section dynamically with products that fit the criteria specified).
5. Set 'Section' to 'All Sections' and set 'Category' to 'Any Category'.
6. Click the '+' icon against 'Property', select 'brand' from the drop-down menu and select a value of 'SellerDeck'.



7. Upload and go to the 'SellerDeck' section page and you should see something like the following:

The screenshot displays the SellerDeck interface. On the left is a sidebar with a 'Filter By' section containing a 'Clear All' button and a 'Jewellery Type' list with checkboxes for 'Any (2)', 'None (0)', 'Ring (0)', 'Necklace (2)', 'Bracelet (0)', 'Earring (0)', and 'Locket (0)'. Below this are sections for 'Information' (Home, More Pages), 'Best Sellers' (May - Emerald, £30.00), and 'Diamond Pendant' (£96.00). The main content area is titled 'SellerDeck' and features a 'Relevance' dropdown menu. It shows two result sections, each with 'Results 1-2 of 2'. The first section lists 'Gold Chain (Necklaces)' for £80.00, and the second lists 'Pearl Necklace (Necklaces)' for £60.00. At the bottom of the main area, there are links for 'Online Catalogue' and 'SellerDeck'.

Note: this section has the 'Jewellery Type' filter appearing automatically, but if a store sold a wide variety of products (that required a wide variety of filters) it is possible to set up SellerDeck so different filters only appear for certain types of products.



Dynamic Choices

Overview

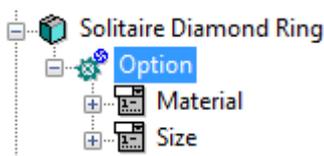
When a shopper starts selecting options for a product, the available options will all change dynamically based on which combinations of choices are valid/invalid. This is a new feature in SellerDeck 2013.

Details

SellerDeck allows you to set up simple options like 'Size', 'Colour' etc. For more sophisticated configuration of these options (e.g. how much the choice costs and how many are in stock) it uses items in the tree called 'Components' to control advanced settings for the choice. It is these 'Components' that also allow you to set which combinations of choices are valid.

See It For Yourself

In the SellerDeck content tree, go to the 'Solitaire Diamond Ring' product (in the 'Rings' section) and click the '+' to expand it. You'll see a component called 'Options' with an icon that looks like two small cogs.



Select this component and then select the 'Permutations' panel. You'll see all the combinations of metal and size that are available for this product, and you'll see that some rows have got 'Valid' de-selected.

| Material | Size | Valid | Pricing | Price |
|-------------|------|-------------------------------------|----------|-------|
| Yellow Gold | I | <input checked="" type="checkbox"/> | Override | £150 |
| Yellow Gold | J | <input checked="" type="checkbox"/> | Override | £150 |
| Yellow Gold | K | <input checked="" type="checkbox"/> | Override | £150 |
| Yellow Gold | L | <input type="checkbox"/> | Override | £150 |
| Yellow Gold | M | <input checked="" type="checkbox"/> | Override | £150 |
| Yellow Gold | N | <input checked="" type="checkbox"/> | Override | £150 |
| Yellow Gold | O | <input type="checkbox"/> | Override | £150 |
| Yellow Gold | P | <input checked="" type="checkbox"/> | Override | £150 |
| White Gold | I | <input checked="" type="checkbox"/> | Override | £170 |
| White Gold | J | <input type="checkbox"/> | Override | £170 |
| White Gold | K | <input checked="" type="checkbox"/> | Override | £170 |
| White Gold | L | <input checked="" type="checkbox"/> | Override | £170 |
| White Gold | M | <input type="checkbox"/> | Override | £170 |

Now view the 'Diamond Solitaire Ring' product online. Select 'White Gold' in the 'Material' dropdown and then look at the available choices for 'Size'. Now select 'Yellow Gold' and you'll see how the available sizes have changed.



Dynamic Prices

Overview

When shoppers select different options for a product that affect the online price, the price shown on the web page will now update automatically so the shopper knows exactly how much they are spending before they add the product to their basket.

Details

Within the 'Permutations' panel of a component, you can also control how each choice (or combination of choices) will affect the price. The 'Diamond Solitaire Ring' product in the store has different prices for different options - in this case 'White Gold' costs more than 'Yellow Gold'.

| | Material | Size | Valid | Pricing | Price | Product | Name... |
|---|-------------|------|-------------------------------------|----------|---------|--------------------|--------------------------|
| ▶ | Yellow Gold | J | <input checked="" type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | Yellow Gold | K | <input checked="" type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | Yellow Gold | L | <input type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | Yellow Gold | M | <input checked="" type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | Yellow Gold | N | <input checked="" type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | Yellow Gold | O | <input type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | Yellow Gold | P | <input checked="" type="checkbox"/> | Override | £150.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | White Gold | I | <input checked="" type="checkbox"/> | Override | £170.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | White Gold | J | <input type="checkbox"/> | Override | £170.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | White Gold | K | <input checked="" type="checkbox"/> | Override | £170.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | White Gold | L | <input checked="" type="checkbox"/> | Override | £170.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | White Gold | M | <input type="checkbox"/> | Override | £170.00 | Solitaire Diamo... | <input type="checkbox"/> |
| ▶ | White Gold | N | <input checked="" type="checkbox"/> | Override | £170.00 | Solitaire Diamo... | <input type="checkbox"/> |

See For Yourself

Now browse to the 'Diamond Solitaire Ring' product within the 'Rings' section in the online store. You can select different options and see how this affects the 'Total Price' shown.



Solitaire Diamond Ring

Price: £180.00 (Including VAT at 20%)

Total Price: £204.00 (Including VAT at 20%)

Quantity:

Option

Material

Size



Search Enhancements

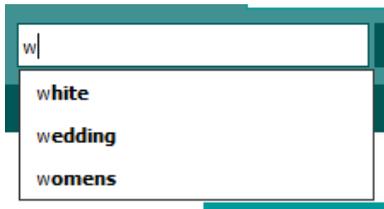
Overview

SellerDeck 2013 includes a few enhancements to how searching works in the store. First of all, an auto-suggest feature has been added to the quick search bar.

Also, it is now possible to sort the search results by a variety of criteria.

See It For Yourself

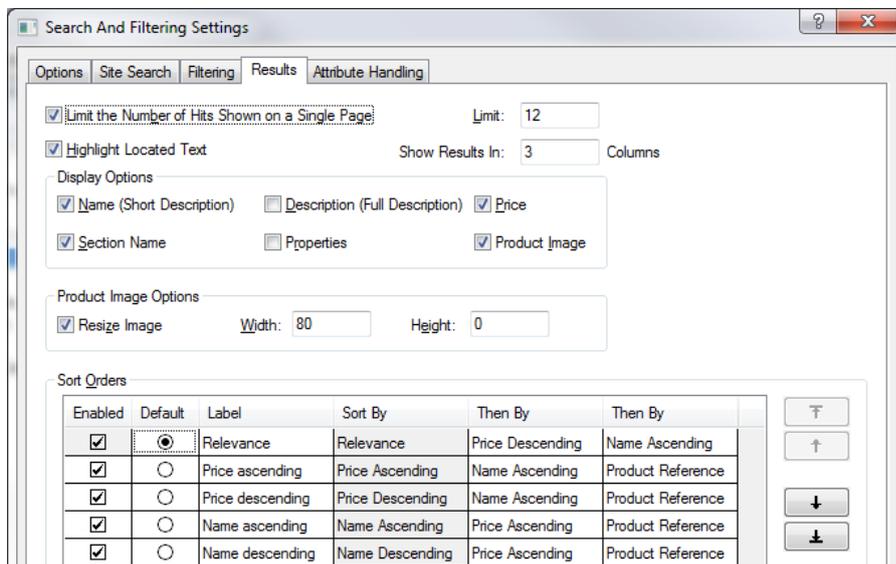
In the test online store, enter a 'w' in the quick search bar:



You should see an 'auto-suggest' panel appearing. Select 'white' from the list and then click 'Go'.

You'll now get a set of results that you can sort by name, price and relevance.

Search result sorting is configured in the 'Results' tab of 'Search and Filtering Settings':

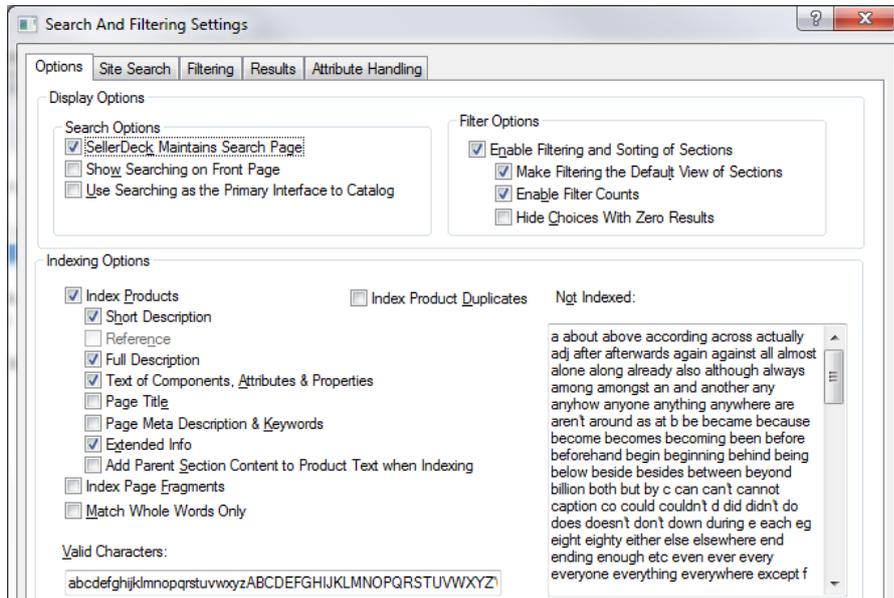


These controls allow you to set which order the results appear in initially, and which other sort options are offered.

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.



Finally, there have been some changes to the way SellerDeck creates the search index. If you go to 'Settings > Search and Filtering Settings > Search Options > Indexing Options' you can precisely refine which text in the store will be searched on:





Design Improvements

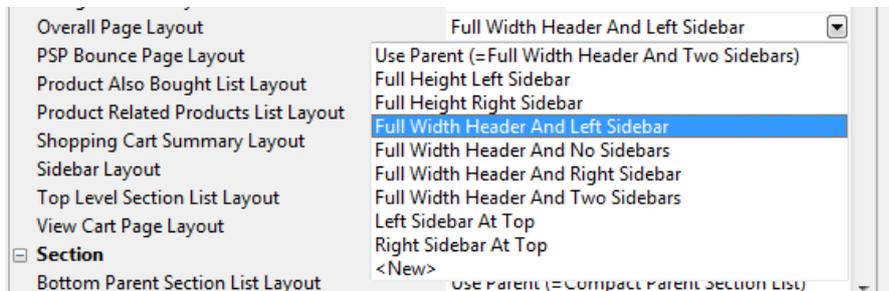
Overview

In previous releases of SellerDeck and Actinic, each built-in design theme was presented 'as is' with very few layout options. 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.

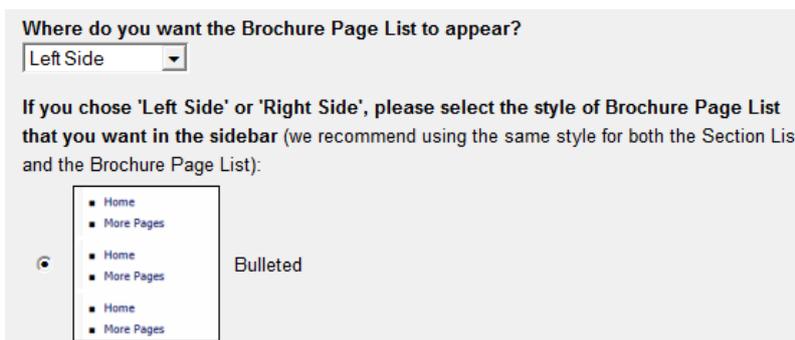
See It For Yourself

Go to 'Settings > Site Options > Layout' and change the 'Overall Page Layout' to 'Full Width Header and Left Sidebar'. Click 'OK'.

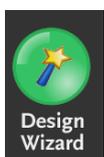


You should now see that your store pages just have one sidebar down the left, rather than a sidebar down each side.

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.



To run the 'Design Wizard', click the 'Start Here' tab at the bottom of the page preview, and then click the 'Design Wizard' button.





Also: HTML Emails

In SellerDeck 2013, emails from the desktop are sent in MIME format with both HTML and plain text content. This allows the emails to be designed in the same way as all the other elements in the online store. The email templates can include HTML elements including the company logo.



APPENDIX – Technical Details about SellerDeck 2013 and use of AJAX.

A fundamental principle of SellerDeck/Actinic Desktop has always been to serve up statically generated pages. These are fast and well ranked by search engines. Recently, some AJAX-based 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.

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 (e.g. the 'Mens' section) 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.