



MageSuite.io

User Guide

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1. Preface

MageSuite is an open-source software based on Magento 2. This guide intends to describe the MageSuite features in functional way. The basic Magento 2 features are not described here, for the basic Magento 2 user guide please see the official Magento 2 documentation:

<https://docs.magento.com/user-guide>

You can find instructions how to install MageSuite in GitHub:

<https://github.com/magesuite/magesuite>

This user guide has been written using following software version:

- Magento version: 2.4.21
- MageSuite version: 6.0.0 (May 2021)
- Operating system: macOS Catalina version 10.15.x
- Browser: Google Chrome version 77.x
- Github link: <https://github.com/magesuite>

Depending on the software version used the Magento 2 and MageSuite admin panel may differ. MageSuite was previously known as “creativeshop”. Due to this reason, you may find the expression “creativeshop” on some screenshots as well as in the admin panel.

2. Content Management

This chapter features the content management system built in the MageSuite which is hereafter called Content Constructor (“CC”). The CC allows to build CMS pages using CC components. All components can be moved and edited. Furthermore, this chapter explains MageSuite features that allow grouping and tagging of CMS pages.

2.1. Creating CMS pages using CC components

In order to create a new CMS page access the admin panel and then go to **CONTENT / ELEMENTS / PAGES**.

On the top right side click **ADD NEW PAGE**.

Expand the **CONTENT (MS)** section.

At the top of this section you are able to select the storefront visibility:

- **MOBILE**: when enabled, the configured CC components are only visible on mobile devices
- **DESKTOP**: when enabled, the configured CC components are only visible on desktop devices
- **NOT VISIBLE**: when enabled, the configured CC components are not visible on the storefront

In order to add a new CC component, navigate in between the header and footer wireframe and click the "+".

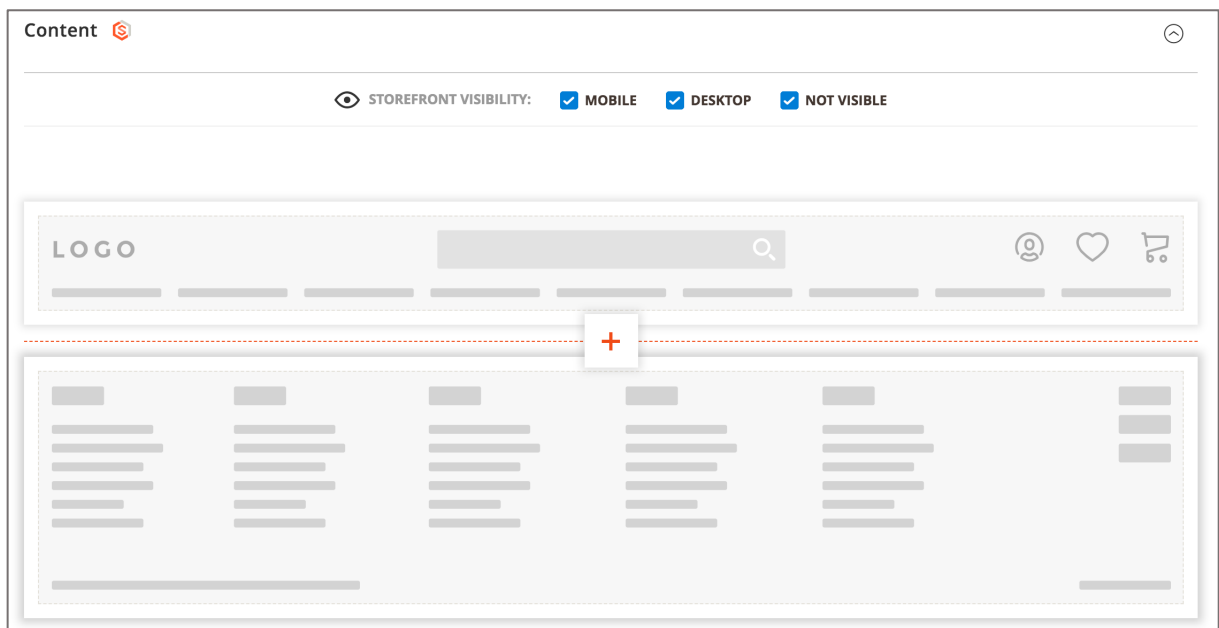


Figure 1 Add CC components

On the next overlay page you can add CC components to the CMS page.

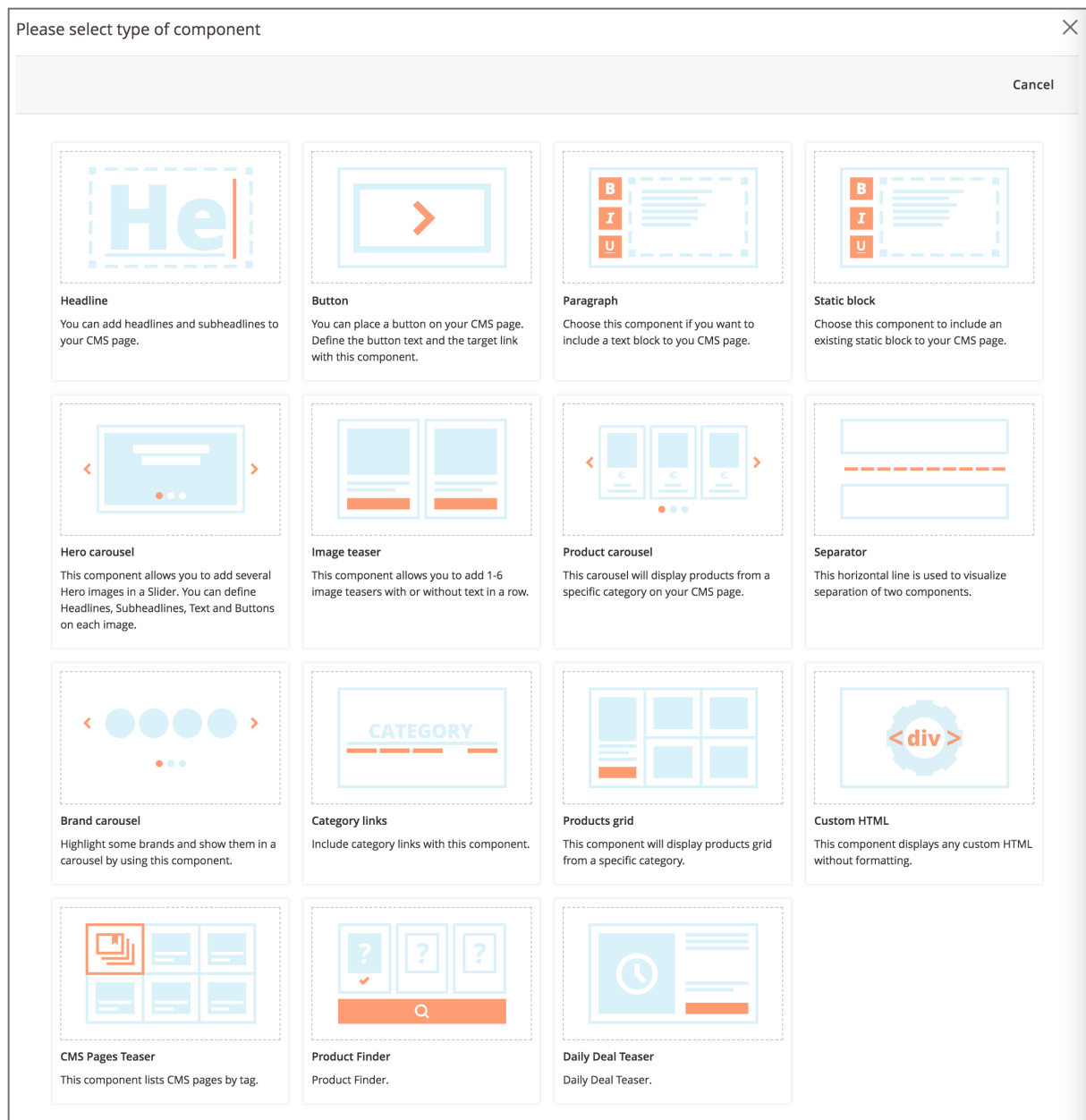


Figure 2 Available CC components

The following sections explain how to setup the above CC components.

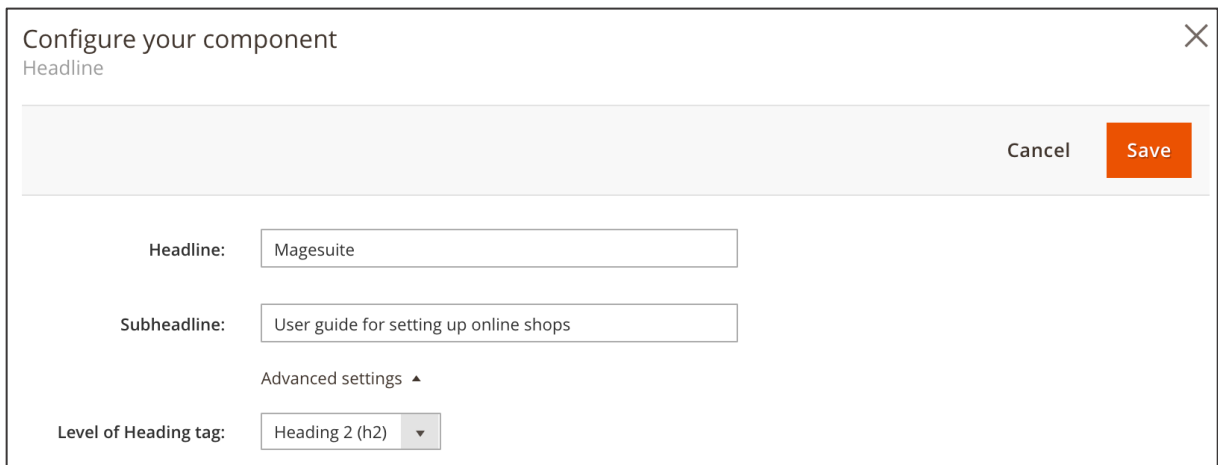
2.1.1. Headline

The CC Headline components allows to add headlines and subheadlines to CMS pages. In this component you can use the text input fields to configure following elements:

- **HEADLINE:** located at the top of the CC component
- **SUBHEADLINE:** located below headline and less prominent

Additionally under the “**ADVANCED SETTINGS**” you can adjust the **LEVEL OF HEADING TAG** for SEO purposes. You can choose following options:

- H1
- H2
- H3
- H4
- H5
- H6



Configure your component

Headline

Cancel Save

Headline: Magesuite

Subheadline: User guide for setting up online shops

Advanced settings ▲

Level of Heading tag: Heading 2 (h2) ▼

Figure 3 CC Headline component (admin panel)

When the desired text has been entered click **SAVE** to save the CC component.

On the storefront the CC Headline component looks as shown on the screenshot below.

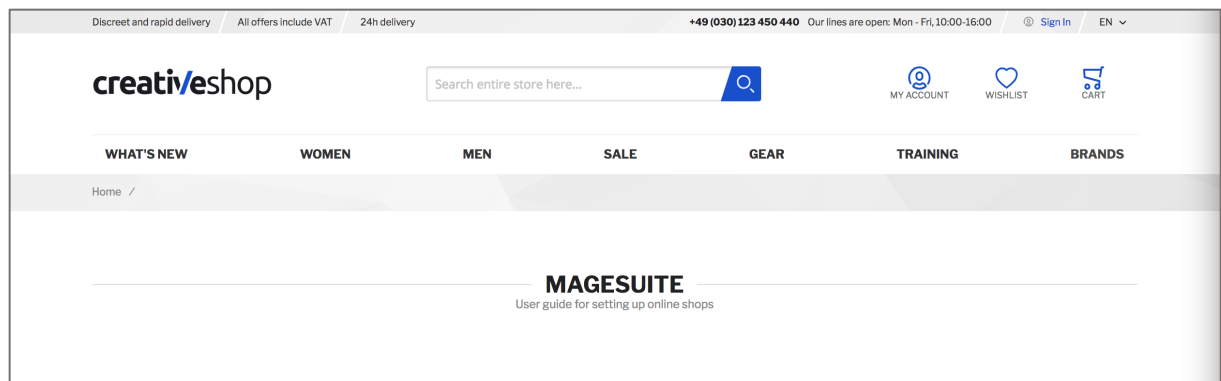


Figure 4 CC Headline component (storefront)

2.1.2. Button

This component allows to place CTA buttons prominently. On CMS pages this component may be used to promote products contained in the shop or to refer to external websites.

In order to use the Button component following fields have to be filled out:

- **LABEL:** the text input will be displayed on the button on the storefront
- **TARGET:** the target of the button



Configure your component

Button

Cancel Save

Label: Check this out

Target: dash-digital-watch

Figure 5 CC Button component (admin)

The **TARGET** can be either an URL key from the Magento 2 instance, an external URL or a Magento 2 widget. Following native Magento 2 widget types are supported:

- CMS Page Link
- Catalog Category Link
- Catalog Product Link
- File URL

When the desired settings have been made, click **SAVE**. On the storefront the Button component may look like shown on the below screenshot.

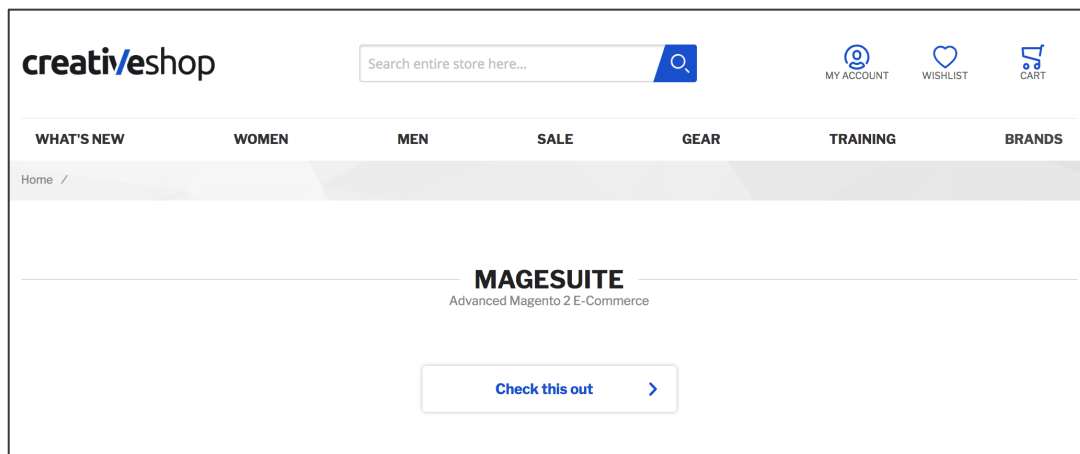


Figure 6 CC Button component (storefront)

2.1.3. Paragraph

The CC Paragraph component allows to add a text block as well as images and widgets to the CMS page. In order to include Paragraph components following steps have to be done.


1. Select the **PARAGRAPH WIDTH**: You can either select *Container width* (the Paragraph content will be displayed on the whole container width on the storefront) or *Optimal reading width* (the Paragraph content will be displayed more narrow). The latter option enhances readability of text section and may be used for blog articles included in the Magento 2 instance.
2. Enter **IDENTIFIER**: Enter a unique identifier that will be used to identify and re-use the given Paragraph component.
3. Enter **TITLE**: Enter a title for the Paragraph component.
4. Select **NUMBER OF COLUMNS** (only for *Container width*): Select the number of columns the Paragraph content should be split into, i.e. one, two, three or four columns. This setting has no effect on small screen resolutions (such as smartphones) where content is always displayed in one column.
5. Insert content using the **HTML** editor: You can prepare content using the HTML editor either using HTML view or the WYSIWYG editor by clicking **SHOW / HIDE EDITOR**. Also inserting widgets, images and variables is supported.


Configure your component

Paragraph

CancelSave

Paragraph width


Container width


Optimal reading width

Identifier:

imagesuite-intro-text

Title:

imagesuite Introduction


Number of columns:

Don't split content - display full width

Defines the way of content display. Content can be splitted into defined number of columns. This setting has no effect on small screen resolutions (such as smartphones) where content is always displayed in one column.

HTML:

Show / Hide Editor



Test text written to introduce the imagesuite features

Path: p

Figure 7 CC paragraph component (admin panel)

When the desired settings have been made click **SAVE**.

2.1.4. Static Block

This CC component does allow including CMS blocks that are already existing.

In order to include a CMS block to this component you firstly have to create a given CMS block. This can be done in **CONTENT / ELEMENTS / BLOCKS**. On the top right-hand side click **ADD NEW BLOCK**. Now following steps have to be done in order to create a CMS block:

1. Select if you want to **ENABLE BLOCK**: When ticked, you can use the CMS block after saving.
2. Enter **BLOCK TITLE**: Enter a title for the CMS block.
3. Enter **IDENTIFIER**: Enter a unique identifier that will be used for used to identify and re-use the given CMS block e.g. in the CC Static Block component.
4. Select **STORE VIEW**: Select the store view you would like to use the CMS block in.
5. Insert content using the editor: You can prepare content using the HTML editor either using HTML view or the WYSIWYG editor by clicking **SHOW / HIDE EDITOR**. Also inserting widgets, images and variables is supported.

When the CMS block has been saved it can be added to a CC Static Block component. In the CC Static Block configurations you can select the given CMS block in the **STATIC BLOCK** dropdown field. Additionally you can reset the CMS block styling to the default styles by ticking the **RESET DEFAULT STYLES OF CMS STATIC BLOCK** checkbox.

Worth noting is that it is also possible to add an Image teaser component to any of your CMS blocks. Which then can be implemented to any page. This opens another way of presenting your content.

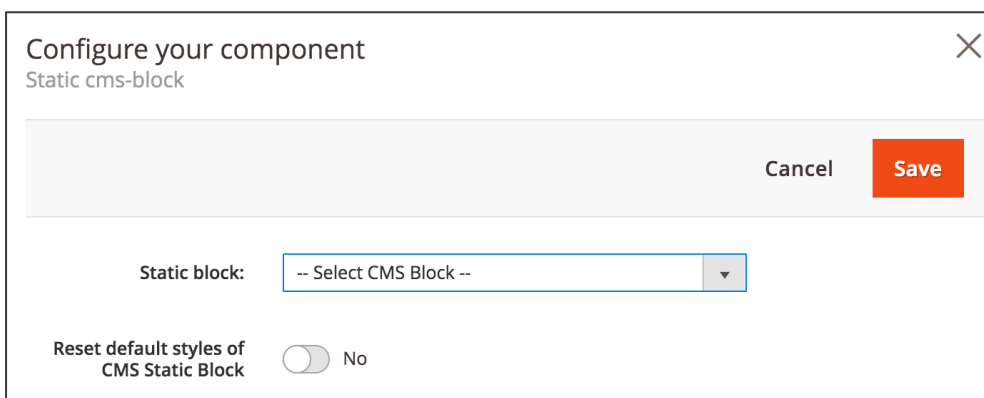


Figure 8 CC Static block (admin panel)

When the settings have been made click **SAVE**.

2.1.5. Hero Carousel

This CC component allows displaying hero images which is especially useful for landing pages. Hero images do contain following elements (depending on the styling and the configuration in the admin panel):

- A headline displayed on the hero image
- A subheadline displayed on the hero image
- A text paragraph displayed on the hero image
- A call-to-action (“CTA”) button including a link on the hero image

In order to display the hero carousel component you firstly have to select a **MOBILE DEVICES SCENARIO**.¹ Here you can select following options:

- **LARGE TEASER**: On mobile devices the hero images are displayed in vertical order, i.e. the first hero will be displayed on top.
- **SLIDER**: On mobile devices only one hero image will be displayed. There is a slider functionality which allows rotation of proceeding hero images.
- **HIDDEN**: On mobile devices this CC component will not be displayed.

In the **CONTENT** area you can now add and configure hero images by clicking the “+” icon. The following settings can be made here:

1. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer.² If you already have a hero image, you can remove it using the “bin” icon. If you have more than one hero image (added using the the “+” icon) you can move the given hero image using the “arrow up” and “arrow down” icons. Also you can change the existing hero image by clicking “change”.
2. Select the **DISPLAY VARIANT**, which controls the text location on the hero image. Depending on the styling of the Magento 2 instance, the options are
 - i. Text vertically centered on the left
 - ii. Text on the bottom, left corner
 - iii. Text vertically centered in the middle
 - iv. Text on the bottom – centered
3. Select **TEXT COLOR SCHEME**, which controls the font color of the text depending on the styling.
4. Enter the **HEADLINE** text which will be the most prominent text element on the hero image (depending on the styling).

¹ ¹ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

² It is recommended to use JPG and PNG (RGB format) file types for images

5. Enter the **SUBHEADLINE** text which will be the text element located underneath the headline on the hero image (depending on the styling).
6. Enter the **PARAGRAPH** text which will be the text element located underneath the subheadline on the hero image (depending on the styling).
7. Enter a **CTA LABEL** text in case you want to include a CTA button on the hero image.
8. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

Configure your component
Hero carousel
Cancel Save

Mobile Devices Scenario

Large teaser

Slider

Hidden

Content

Display variant:
Text vertically centered on tr
Text color scheme:
Light
Headline:
Garmin
Subheadline:
fenix® Chronos
Paragraph:
text
CTA label:
Check it!
CTA target link:
cronus-yoga-pant

Figure 9 CC Hero carousel (admin panel)

When the settings have been made, click **SAVE**.

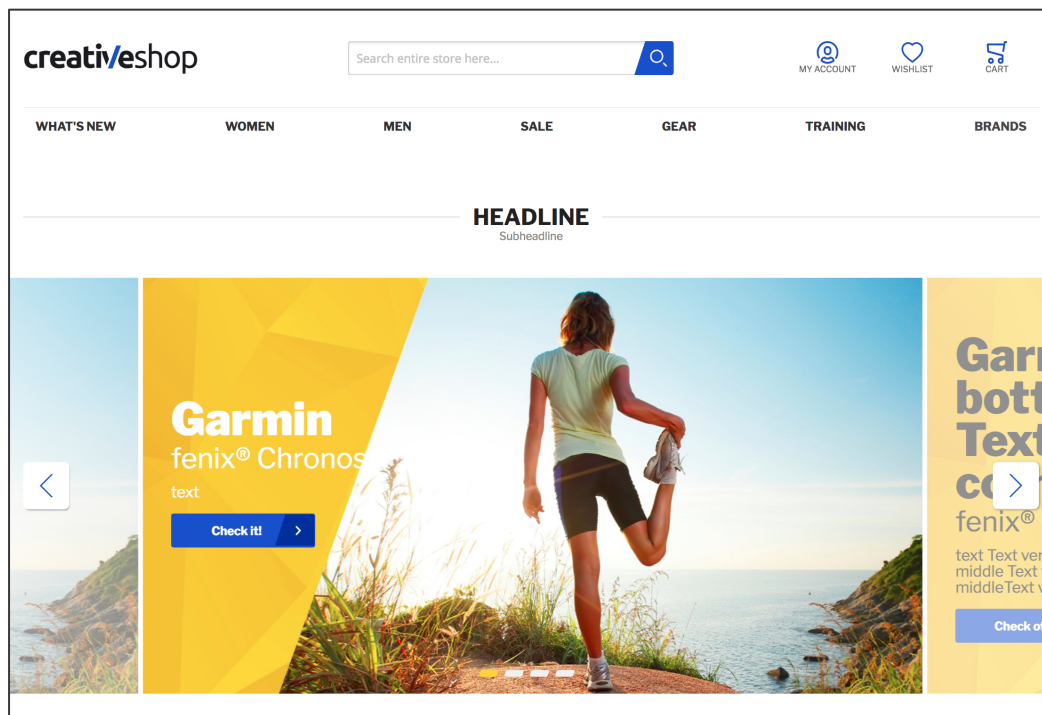


Figure 10 CC Hero carousel (storefront)

2.1.6. Image Teaser

The CC Image Teaser component allows including numerous scenarios of image teaser areas which can be used for landing pages, intermediary category pages, category pages and product detail pages. Image teasers do contain following elements (depending on the styling and the configuration in the admin panel):

- A headline displayed on the image teaser
- A subheadline displayed on the hero image teaser
- A text paragraph displayed on the hero image teaser
- A call-to-action (“CTA”) button including a link on the hero image teaser

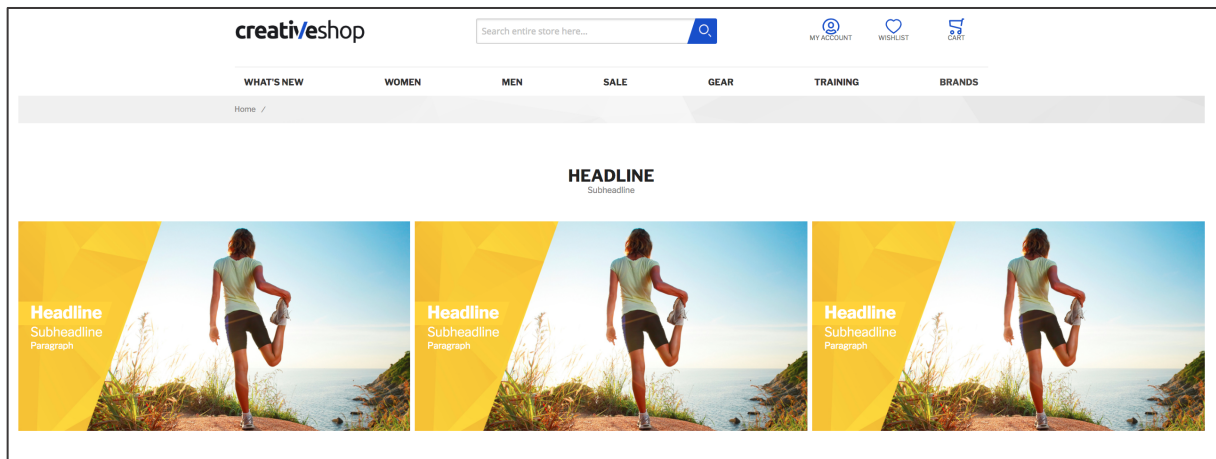


Figure 11 CC Image teaser component (storefront)

In order to set up an CC Image teaser component you firstly have to select a **TEASER WIDTH** from following options:

- **CONTAINER WIDTH:** The image teaser area is limited by the container width.
- **WINDOW WIDTH:** The image teaser area does exceed the container and is limited by the window width.
- **CONTENT WIDTH SLIDER:** The image teaser area is limited by the container width. Image teasers that do not fit in the carousel can be accessed using the slider arrows.
- **WINDOW WIDTH SLIDER:** The image teaser area does exceed the container and is limited by the window width. Image teasers that do not fit in the carousel can be accessed using the slider arrows.

Next you can configure the **DESKTOP LAYOUT** by choosing from following options:

- **1 IN A ROW:** One image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **2 IN A ROW:** Two image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **3 IN A ROW:** Three image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **4 IN A ROW:** Four image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **6 IN A ROW:** Six image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **8 IN A ROW:** Eight image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.

In the **TEXT POSITIONING** configuration you can choose where the text should be located at:

- **TEXT OVER IMAGE:** The text input will be displayed on image teasers.
- **TEXT BELOW IMAGE:** The text input will be displayed underneath image teasers.

Next you can specify the **MOBILE LAYOUT**:³

- **LARGE TEASER**: Per row there will be one large image teaser displayed (only available if there will be only one image teaser included).
- **SLIDER**: All image teasers are included in one row and can be accessed using the slider functionality.
- **TEASERS IN ROW**: Per row there will be two image teaser displayed (only available if there will be two image teasers included).
- **TEASERS IN COLUMN**: All image teasers are included in one column in succeeding rows (only available if there will be two, four or six image teasers included).
- **BIG, TWO SMALL**: In the first row there will be one large image teaser displayed, the succeeding row does display two image teasers (only available if there will be three image teasers included).
- **2 IN ROW, 2 ROWS**: Per row there will be two image teasers displayed, further image teasers are displayed in succeeding row in the same manner (only available if there will be four image teasers included).
- **BIG, TWO SMALL, BIG**: In the first row there will be one large image teaser displayed, the succeeding row does display two image teasers. The last row does display one large image teaser (only available if the will be four image teasers included).
- **2 IN ROW, 3 ROWS**: Per row there will be two image teasers displayed, further image teasers are displayed in succeeding rows in the same manner (only available if there will be six image teasers included).

In the **CONTENT** area you can now add and configure hero images by clicking the “+” icon. Here following settings can be made:

1. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer.⁴ If you already have an image, you can remove it using the “bin” icon. If you have more than one image teaser (added using the the “+” icon) you can move the given image using the “arrow up” and “arrow down” icons. You can also change the existing image by clicking “change”.
2. Select the **DISPLAY VARIANT**, which controls the text location on the image teaser. Depending on the styling of the Magento 2 instance, the options are
 - i. Text vertically centered on the left
 - ii. Text on the bottom, left corner
 - iii. Text vertically centered in the middle
 - iv. Text on the bottom – centered
3. Select **TEXT COLOR SCHEME**, which controls the font color of the text depending on the styling.
4. Enter the **HEADLINE** text which will be the most prominent text element on the image teaser (depending on the styling).

³ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

⁴ It is recommended to use JPG and PNG (RGB format) file types for images

5. Enter the **SUBHEADLINE** text which will be the text element located underneath the headline on the image teaser (depending on the styling).
6. Enter the **PARAGRAPH** text which will be the text element located underneath the subheadline on the image teaser (depending on the styling).
7. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
8. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

Configure your component
Image teaser

Cancel
Save

Teaser Width

Container width

Window width

Content width Slider

Window width Slider

Desktop Layout

1 in row

2 in row

3 in row

4 in row

6 in row

8 in row

Text Positioning

Text over image

Text below image

Mobile Layout

Large teaser

Slider

Teasers in row

Teasers in column

Big, two small

2 in row, 2 rows

Big, two small, big

2 in row, 3 rows

Display variant:
Text vertically centered on the left
Text color scheme:
Light

Headline:

Subheadline:

Paragraph:

CTA label:
More
CTA target link:

Figure 12 CC Image teaser component (admin panel)

When the settings have been made, click **SAVE**.

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2.1.7. Image Teaser 2.0

The newly added CC Image Teaser 2.0 component enhances contrast of the text located on image teaser and thus improves the readability. It can be embedded on landing pages, intermediary category pages, category pages and product detail pages.

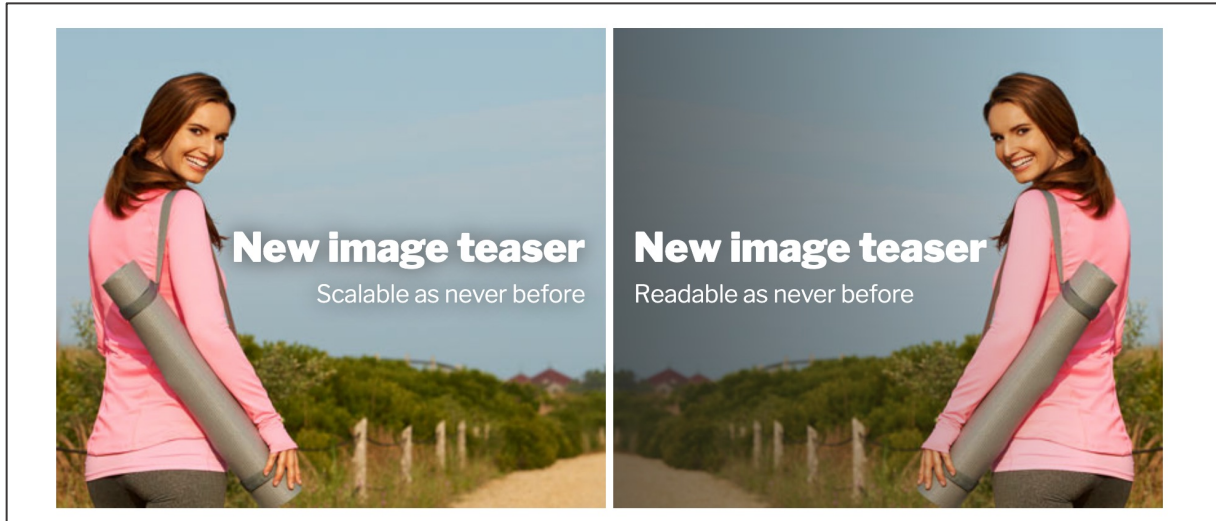


Figure 13 Image Teaser 2.0 (storefront)

The new Image Teaser 2.0 contains now the following tabs:

Content tab

- A slogan displayed on the image teaser
- A text description displayed on the hero image teaser
- A call-to-action (“CTA”) button including a link on the hero image teaser
- An interactive content align option

Style tab

- A contrast optimizer with different options
- A text color scheme to adjust font color

When setting up a new Image teaser 2.0 component you must first choose the **TEASER WIDTH** from following options:

- **CONTAINER WIDTH:** The image teaser area is limited by the container width.
- **WINDOW WIDTH:** The image teaser area does exceed the container and is limited by the window width.
- **CONTENT WIDTH SLIDER:** The image teaser area is limited by the container width. Image teasers that do not fit in the carousel can be accessed using the slider arrows.

- **WINDOW WIDTH SLIDER:** The image teaser area does exceed the container and is limited by the window width. Image teasers that do not fit in the carousel can be accessed using the slider arrows.

Choose one of the following options in order to specify **DESKTOP AND TABLET LAYOUT:**

- **1 IN A ROW:** One image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **2 IN A ROW:** Two image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **3 IN A ROW:** Three image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **4 IN A ROW:** Four image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.

Next you can determine the **MOBILE LAYOUT:**⁵

- **SLIDER:** All image teasers are included in one row and can be accessed using the slider functionality.
- **TEASERS IN ROW:** Per row there will be two image teaser displayed (only available if there will be two image teasers included).
- **TEASERS IN COLUMN:** All image teasers are included in one column in succeeding rows (only available if there will be two, four or six image teasers included).

In the **TEXT POSITIONING** configuration, you can choose where the text should be located at:

- **TEXT OVER IMAGE:** The text input will be displayed on image teasers.
- **TEXT BELOW IMAGE:** The text input will be displayed underneath image teasers.

⁵ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

In the **CONTENT** area you can now add and configure hero images by clicking the “+” icon. Here following settings can be made:

1. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer.⁶ If you already have an image, you can remove it using the “bin” icon. If you have more than one image teaser (added using the “+” icon) you can move the given image using the “arrow up” and “arrow down” icons. Also by clicking “change” you can change an existing image. Regardless whether you have chosen an image or not there always will be shown a live preview with your slogan and description.
2. In the **CONTENT ALIGN** area you are able to control the text appearance on the image teaser. Just click on the desired position field where the text should be shown.
3. Enter the **SLOGAN** text which will be the most prominent text element on the image teaser (depending on the styling). Additionally it is possible to insert dynamic content in this text area and any other textfield of this component, e.g. **HEADLINE** and **DESCRIPTION**, using Content Constructor Directives. By adding directives it will display your products’ price or a products’ discount percentage to your desired text field.
 - i. Fetching a products’ price can be done with this directive:
`{{price sku="your_product_sku" withCurrency="true"}}`
When choosing “false” as your parameter there is no currency sign displayed.
 - ii. If you wish to display a discount percentage of a certain product use following directive:
`{{discountPercentage sku="your_product_sku"}}`
However only an integer value will be shown.
4. Enter the **DESCRIPTION** text which will be the text element located underneath the slogan on the image teaser (depending on the styling). Also Constructor Directives can be used here.
5. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
6. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

In the **STYLE** tab you can make adjustments to the contrast of the text (only adjustable when text positioning is not below image)

1. **CONTRAST OPTIMIZER.**

- i. **Overlay:** If you have chosen your text style to appear as ‘light’ then the intensity slider darkens the entire image depending on the slider’s position and vice versa when text style is set to ‘dark’.

⁶ It is recommended to use JPG and PNG (RGB format) file types for images

- ii. Gradient shadow: Similar to the 'overlay' option you can adjust the gradient shadow's intensity with its slider. You can determine the gradient shadow's direction by clicking the adjustment field next to it.
 - iii. Container: The Container option provides a frame behind the text. Depending on the chosen 'text style' and the intensity slider the frame appears in black or white.
 - iv. Text shadow: If Text Shadow is selected then a shadow is cast around the text. The slider controls the brightness of the shadows.
2. The **INTENSITY SLIDER** is located directly below. It controls the intensity of the adjustments mentioned above. Ranging from 0 to 100 where the higher the number the more intensive the color gradient.
 3. On the right-hand side you can set **DIRECTION**. Click on one of the boxes to specify where the 'Gradient shadow' fade starts. (It is only available for 'Gradient shadow')
 4. **TEXT STYLE** option controls the coloring of the font appearing on the Image teaser. You have a choice between "**LIGHT**" and "**DARK**". Light colors the slogan and description in bright text while dark results in black lettering.
 5. **MIRROR IMAGE** can be toggled on or off. This feature gives the possibility to flip your image horizontally.

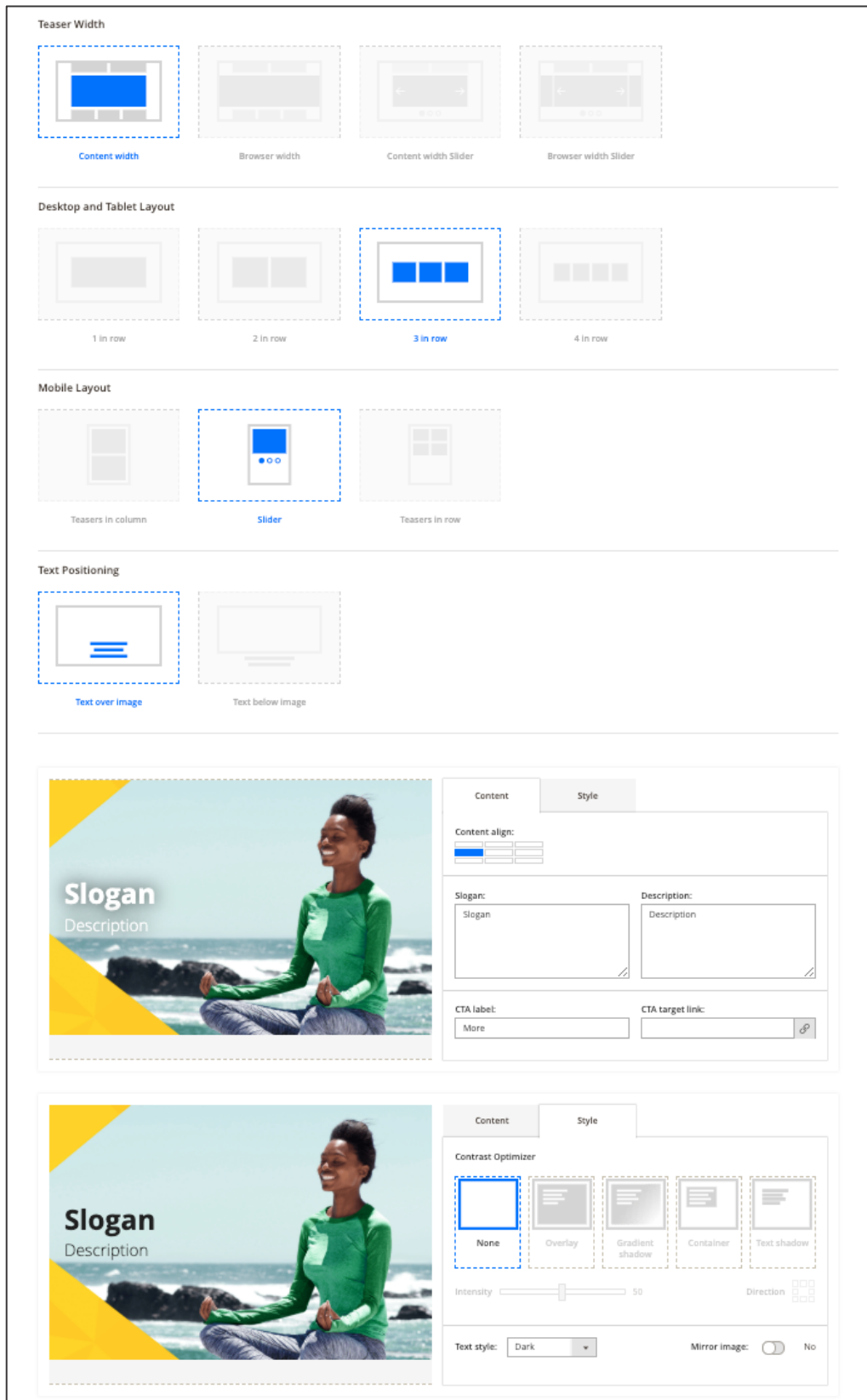


Figure 14 CC Image teaser 2.0 content and style tab (admin panel)

2.1.8. Product Carousel

The CC Product Carousel component allows to include products from several categories or specific SKUs in a carousel format. Depending on the styling and the configuration, the Product Carousel component does contain product tiles as well as product tile hover effects.

In order to add products to the product carousel you can select **CATEGORIES** in the multi-select field.

Alternatively, you can add products via the **SKUS** input (comma separated). However, providing a list of SKUs will disable any filtering and sorting configured for that component. Also the category selection (if specified) will also not be taken into account. Only products with specified SKUs will be displayed in exactly the same order as they are provided in SKUs field.

The **CUSTOM DATA PROVIDER** input has been used for creating custom criteria. It is recommended to be used only by developers.

You can also set a **FILTER** to e.g. display only new products.

In the **ORDER BY** select fields you can pick an attribute used to sort the products (ascending or descending).

The **SHOW** dropdown sets the max. amount of products included in the product carousel component.

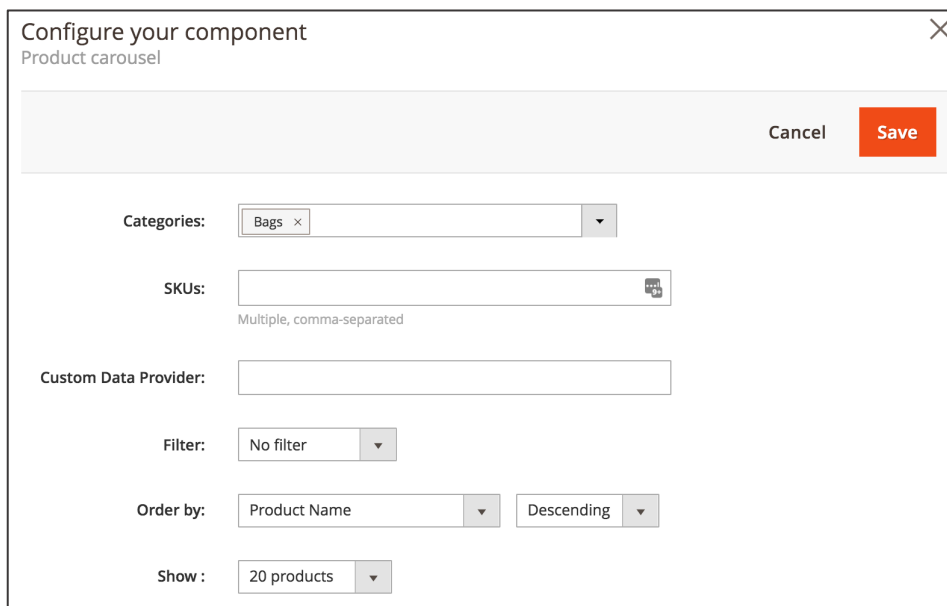


Figure 15 CC Product carousel component (admin panel)

When the settings have been made, click **SAVE**.

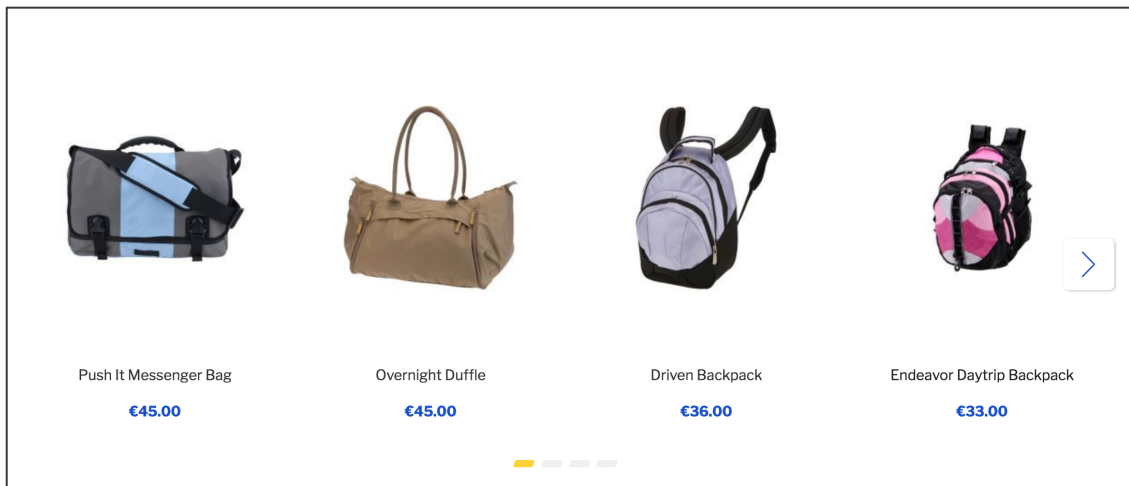


Figure 16 CC Product carousel component (storefront)

2.1.9. Separator

The CC Separator component adds a horizontal line on CMS pages. The CC Separator component may be used to visualize separation of two CC components. For this component, there is no configuration in the admin panel needed.

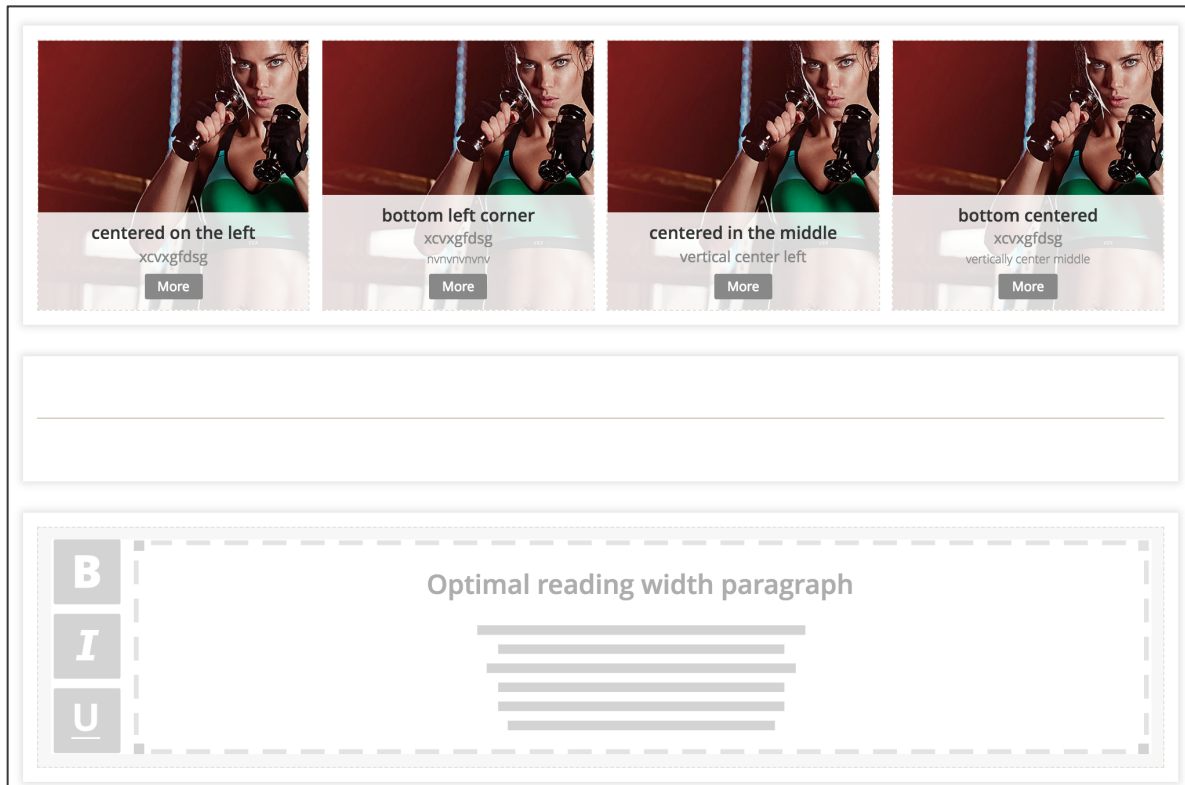


Figure 17 CC Separator component in between image teaser and paragraph component (admin panel)

Depending on the styling of this CC component, the storefront will look as shown below.

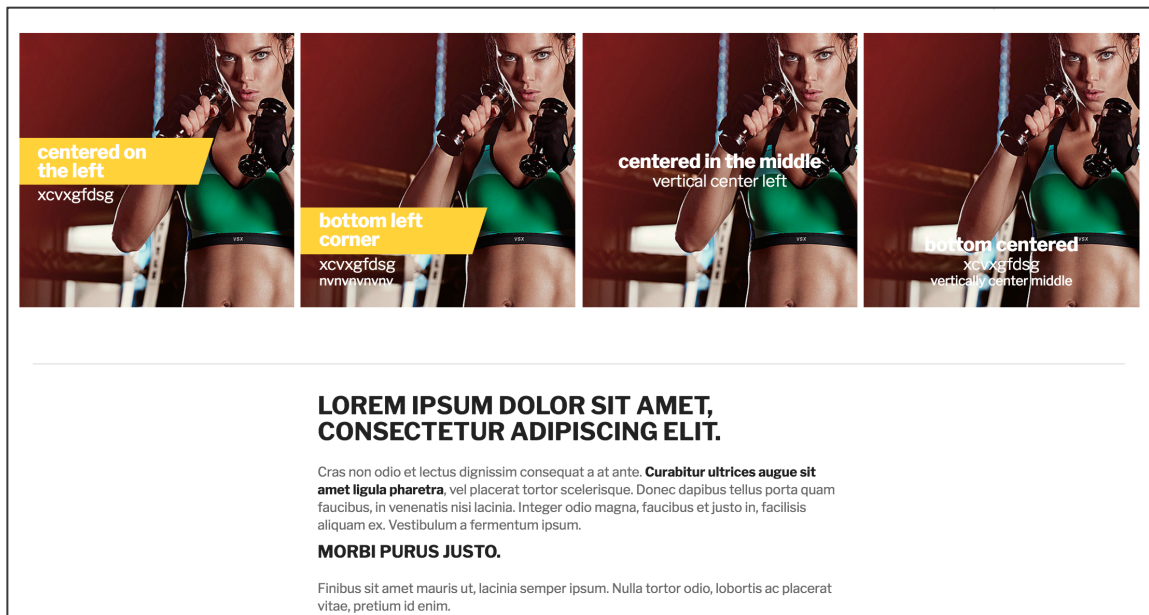


Figure 18 CC Separator component in between image teaser and paragraph component (storefront)

2.1.10. Brand Carousel

The CC Brand Carousel component allows including a carousel containing brands. In order to add brands and display them in the CC Brand Carousel component, the brands have to be set up at first (see section Brands). For this component, there is no configuration in the admin panel needed.

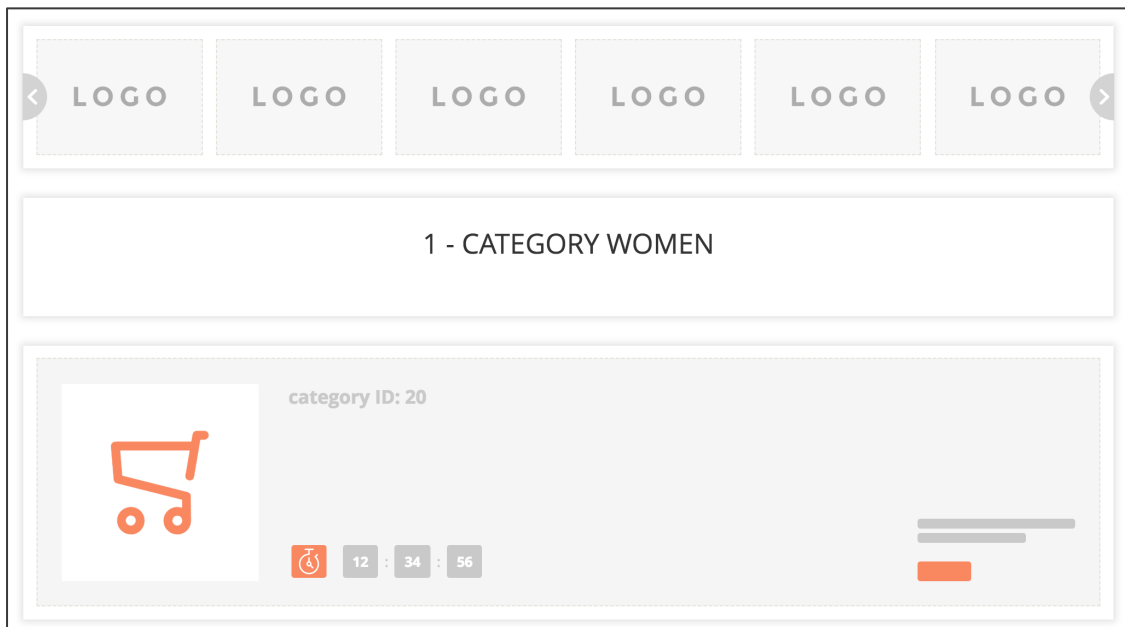


Figure 19 CC Brand Carousel component above CC Headline component (admin panel)

Depending on the styling of this CC component, the storefront will look the following.



Figure 20 CC Brand carousel component (storefront)

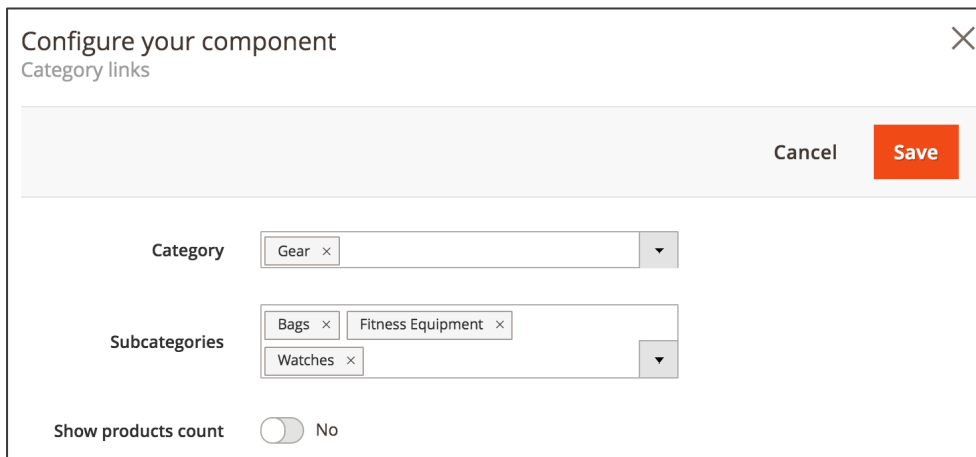
2.1.11. Category Links

The CC Category Links component includes subcategory links of a given parent category on CMS pages.

At first you need to define the parent category in the **CATEGORY** select field. In case you want to include subcategories of further categories, you can use the multi-select functionality.

Next select the **SUBCATEGORIES** of the above parent category that you want to display as category links. You can use the multi-select functionality

In case you want to include a product count behind the category links, tick the **SHOW PRODUCTS COUNT** checkbox.



The screenshot shows a configuration window titled "Configure your component" with a subtitle "Category links". At the top right is a close button (X). Below the title bar are "Cancel" and "Save" buttons. The main area contains three settings: "Category" with a dropdown menu showing "Gear" and a close button (x); "Subcategories" with a multi-select field showing "Bags", "Fitness Equipment", and "Watches", each with a close button (x); and "Show products count" with a toggle switch currently set to "No".

Figure 21 CC Category links component (admin panel)

When the settings have been made, click **SAVE**.

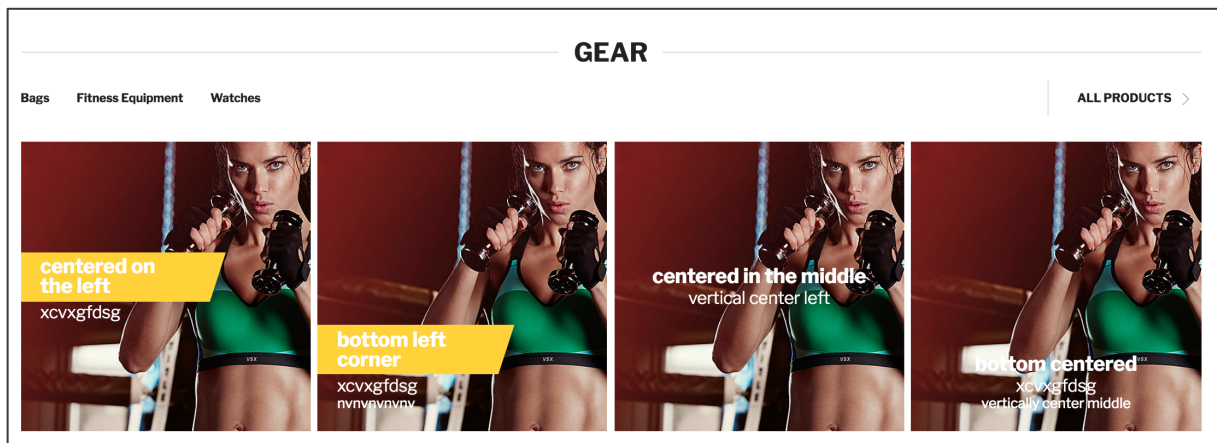


Figure 22 CC Category links component in between CC headline and Image teaser component (storefront)

2.1.12. Products Grid

The CC Products Grid component does allow including a product grid of a specific category or SKUs. The Products Grid component includes product tiles as well as product tile hover effects (depending on the styling and configuration). Additionally it allows adding a hero image inside the product grid.

In order to add products to the product carousel you can select **CATEGORIES** in the multi-select field.

Alternatively, you can add products via the **SKUS** input (comma separated). However, providing a list of SKUs will disable any filtering and sorting configured for that component. Also the category selection (if specified) will also not be taken into account. Only products with specified SKUs will be displayed in exactly the same order as they are provided in SKUs field.

The **CUSTOM DATA PROVIDER** input has been used for creating custom criteria. It is recommended to be used only by developers.

You can also set a **FILTER** to e.g. display only new products.

In the **ORDER BY** select fields you can pick an attribute used to sort the products (ascending or descending).

Next you need to define the layouts for specific devices:

- **MOBILE LAYOUT:** Here you can select either one, two, three or four rows of products that you want to display in the product grid on mobile devices. In case you want to include a custom number of rows, you can type the number of rows to be displayed in the input field of the last option.
- **TABLET LAYOUT:** Here you can select either one, two, three or four rows of products that you want to display in the product grid on tablet devices. In case you want to include a custom number of rows, you can type the number of rows to be displayed in the input field of the last option.
- **DESKTOP LAYOUT:** Here you can select either one, two, three or four rows of products that you want to display in the product grid on desktop devices. In case you want to include a custom number of rows, you can type the number of rows to be displayed in the input field of the last option.⁷

In the **HERO TEASER** you can choose if you want to display a hero image inside the product grid. Following options are available:

⁷ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

- **NO HERO TEASER:** There will be no hero teaser displayed.
- **HERO TEASER ON THE LEFT:** There will be a hero teaser displayed on the top row and the left-hand side in the product grid.
- **HERO TEASER ON THE RIGHT:** There will be a hero teaser displayed on the top row and the right-hand side in the product grid.

In case you selected an option to include an image teaser you can now configure it. In the **CONTENT** area following settings can be made:

1. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer.⁸ If you already have an image, you can remove it using the “bin” icon. If you have more than one image teaser (added using the the “+” icon) you can move the given image using the “arrow up” and “arrow down” icons. Also you can change the existing image by clicking “change”.
2. In the **CONTENT ALIGN** area you are able to control the text appearance on the image teaser. Just click on the desired position field where the text should be shown.
3. Enter the **SLOGAN** text which will be the most prominent text element on the image teaser (depending on the styling). Additionally it is possible to insert dynamic content in this text area and any other textfield component, e.g. **HEADLINE** and **DESCRIPTION** using Content Constructor Directives. By adding directives it will display your products’ price or a products’ discount percentage to your desired text field.
 - i. Fetching a products’ price can be done with this directive:

```
{{price sku="your_product_sku" withCurrency="true"}}
```

 When choosing “false” as your parameter there is no currency sign displayed.
 - ii. If you wish to display a discount percentage of a certain product use following directive:

```
{{discountPercentage sku="your_product_sku"}}
```

 However only an integer value will be shown.
4. Enter the **DESCRIPTION** text which will be the text element located underneath the slogan on the image teaser (depending on the styling). Also Constructor Directives can be used here.
5. Enter a **BUTTON LABEL** text in case you want to include a button on the image teaser.
6. Enter a URL in the **URL** input in case you want to add a link to the button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

In the **STYLE** tab you can make adjustments to the contrast of the text:

⁸ It is recommended to use JPG and PNG (RGB format) file types for images

1. **CONTRAST OPTIMIZER.**

- i. **Overlay:** If you have chosen your text style to appear as 'light' then the intensity slider darkens the entire image depending on the slider's position and vice versa when text style is set to 'dark'.
 - ii. **Gradient shadow:** Similar to the 'overlay' option you can adjust the gradient shadow's intensity with its slider. You can determine the gradient shadow's direction by clicking the adjustment field next to it.
 - iii. **Container:** The Container option provides a frame behind the text. Depending on the chosen 'text style' and the intensity slider the frame appears in black or white.
 - iv. **Text shadow:** If Text Shadow is selected then a shadow is cast around the text. The slider controls the brightness of the shadows.
2. The **INTENSITY SLIDER** is located directly below. It controls the intensity of the adjustments mentioned above. Ranging from 0 to 100 where the higher the number the more intensive the color gradient.
 3. On the right-hand side you can set **DIRECTION**. Click on one of the boxes to specify where the 'Gradient shadow' fade starts. (It is only available for 'Gradient shadow')
 4. **TEXT STYLE** option controls the coloring of the font appearing on the Image teaser. You have a choice between "**LIGHT**" and "**DARK**". Light colors the slogan and description in bright text while dark results in black lettering.
 5. **MIRROR IMAGE** can be toggled on or off. This feature gives the possibility to flip your image horizontally.

The last **POSITION** tab adjusts the image teasers' size and position properties:

1. With **TEASER SIZE** you determine the height and width of the image.
 - i. 1x1: The image size is equal to one product tile in height and width (one row and one column).
 - ii. 2x2: The image size occupies two product tiles in height and width (two rows and two columns).
 - iii. 2x1: The image size width is equal to two product tiles and its height occupies one product tile (one row and two columns).
 - iv. 1x2: The image size width is equal to one product tile and its height occupies two product tiles (two rows and one column).
2. The **POSITION** of the image teaser can be located:
 - i. Left: Image is left aligned
 - ii. Center: Image is in the center
 - iii. Right: Image is right aligned
3. Depending whether **ROW 1** or **ROW 2** is selected the image is placed in the corresponding row.
4. The toggle **SHOW IN MOBILES** lets you set if the image is shown on mobile devices.

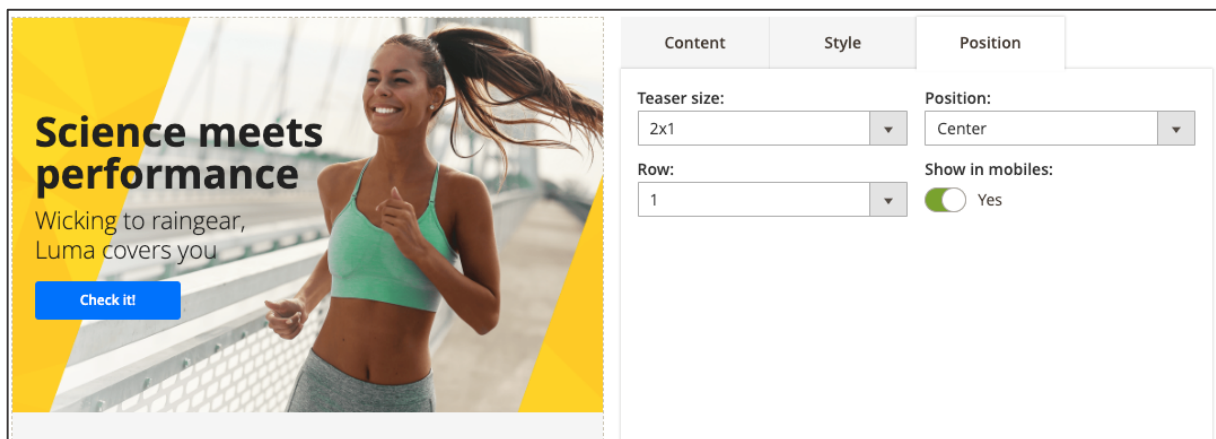


Figure 23 Product grid image settings (admin panel)

Configure your component

Product grid

Cancel

Save

Category ID:

Bottoms

SKUs:

Multiple, comma-separated

Custom Data Provider:

Filter:

No filter

Order by:

Price

Ascending

Mobile Layout:

1 row of products

2 rows of products

3 rows of products

4 rows of products

5 rows of products

Tablet Layout:

1 row of products

2 rows of products

3 rows of products

4 rows of products

5 rows of products

Desktop Layout:

1 row of products

2 rows of products

3 rows of products

4 rows of products

5 rows of products

Hero Teaser:

No Hero Teaser

Hero Teaser on the left


Hero Teaser on the right

Figure 24 CC Products grid component (admin panel)

When the settings have been made, click **SAVE**.


INSPIRATION FOR YOU

Not sure what to choose?




Cronus Yoga Pant

€38.40




Aether Gym Pant

€59.20




Orestes Yoga Pant

€52.80




Livingston All-Purpose Tight

€60.00




Zeppelin Yoga Pant

€65.60




Thorpe Track Pant

€54.40



Mithra Warmup Pant

€22.40



Kratos Gym Pant

€45.60

Figure 25 CC Products grid component underneath CC headline component (storefront)

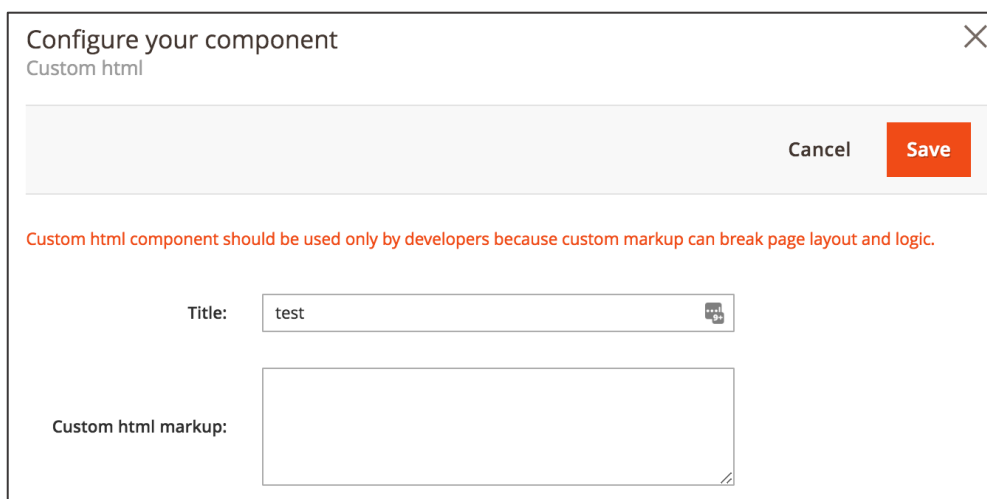
2.1.13. Custom HTML

The CC Custom HTML component allows including custom HTML markup.

In order to set up this component, you firstly need to enter a **TITLE** which will be used only for internal identification in the admin panel.

After that you can insert the **CUSTOM HTML MARKUP** in the input field below.

Note: The Custom HTML component should be used by developers only because custom markup can break the page layout and logic.



The screenshot shows a dialog box titled "Configure your component" with a subtitle "Custom html". At the top right is a close button (X). Below the title bar is a light gray area containing "Cancel" and "Save" buttons. A red warning message states: "Custom html component should be used only by developers because custom markup can break page layout and logic." Below this, there is a "Title:" label followed by a text input field containing the word "test". Underneath is a "Custom html markup:" label followed by a large, empty text area for entering the markup.

Figure 26 CC Custom HTML component (admin panel)

2.1.14. CMS Pages Teaser

The CMS Page Teaser component does allow including a grid of CMS pages' image teaser on another CMS page. This approach does help creating a structure for CMS pages which is especially useful for blogs, how-to guides, FAQs etc. The CMS Pages Teaser component does include Image Teasers of a given CMS page which contain following elements:

- CMS Page Image Teaser (set in the Image Teaser area of a given CMS page, see section CMS Page Image Teaser)
- CMS Page title (set in the very top area when editing / creating a CMS page)

In order to actually display image teasers of CMS in this component it is necessary to firstly upload an image teaser of the given CMS page to be displayed (see section CMS Page Image Teaser). Also it is useful to work with CMS Pages tags (see section CMS Page Tagging).

When setting up the CMS Pages Teaser component you firstly need to define which CMS pages' image teasers to display. This can be done either using **CMS TAGS** that need to be set on the actual CMS page to be included in this component. Please see section CMS Page Tagging how to achieve this. When the CMS pages tags have been selected in this multi-select field, all CMS pages with the given tag will be included in this component.

Alternatively, you can work with **CMS PAGES IDS** that can be read in the CMS pages grid overview (**CONTENT / ELEMENTS / PAGES**). The CMS page IDs can be entered comma separated. However, providing a list of comma separated IDs will result in ignoring any CMS tags (if specified). Only pages with specified IDs will be displayed in exactly the same order as they are provided in the field.

Next you can select the **TEASER LIMIT** from following options:

- 4 Teasers: Only 4 CMS Page Image Teaser will be included in this component. Further CMS pages, if specified by CMS tags or page IDs, will be ignored.
- 8 Teasers: Only 8 CMS Page Image Teaser will be included in this component. Further CMS pages, if specified by CMS tags or page IDs, will be ignored.
- 16 Teasers: Only 16 CMS Page Image Teaser will be included in this component. Further CMS pages, if specified by CMS tags or page IDs, will be ignored.
- All available teasers: All CMS Page Image Teaser will be included in this component.

Further you can select the **DISPLAY VARIANT**, which controls the text location on the image teaser. Depending on the styling of the Magento 2 instance, the options are

- Text vertically centered on the left
- Text on the bottom, left corner
- Text vertically centered in the middle
- Text on the bottom – centered

In the last step you need to define the layouts for specific devices.⁹

On the **DESKTOP LAYOUT** you can choose:

- **2 IN ROW:** Two CMS Image Teasers per row will be displayed on desktop devices. The amount of rows does depend on the amount of CMS Pages Teasers to be included in this component.
- **4 IN ROW:** Four CMS Image Teasers per row will be displayed on desktop devices. The amount of rows does depend on the amount of CMS Pages Teasers to be included in this component.

On the **MOBILE LAYOUT** you can choose:

- **SLIDER:** One CMS page image teaser will be displayed. Further CMS page image teaser will be accessed using the slider functionality.
- **GRID:** Two CMS page image teaser will be displayed per row. The amount of rows does depend on the amount of CMS page image teasers to be included in this component.

⁹ ⁹ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

Configure your component

Cms teaser

Cancel

Save

Data source

CMS Tags:

fashion ×

Teasers limit:

4 teasers

CMS Pages IDs:

Multiple, comma-separated.

Display variant:

Text vertically centered on the left

Desktop Layout

2 in row

4 in row

Mobile Layout

Slider

Grid

Figure 27 CC CMS Pages Teaser component (admin panel)

When the settings have been made, click **SAVE**.

4 IN ROW / 8 TEASERS

Text on the bottom, left corner

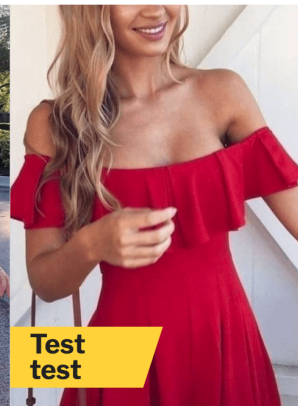
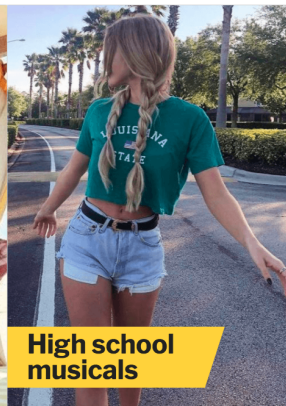
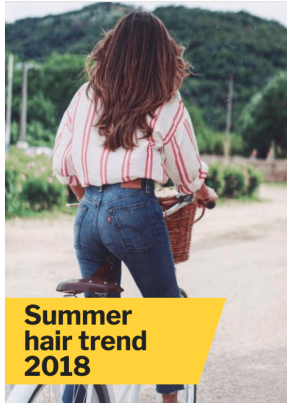


Figure 28 CC CMS Pages Teaser component underneath CC Headline component (storefront)

2.1.15. Product Finder

The CC Product Finder component is a great instrument for guiding the customer to a specific product or category. The customer faces several steps with options which he can choose. Depending on his selection, the customer will be guided to a different set of products. All the steps contained in the CC Product Finder selection itself are contained in one URL. The URL change when the specific set of products will be displayed. The technology used for defining the several steps and actions in the admin panel is JSON.

When setting up the CC Product Finder component you need to define the layouts of a single step for the specific devices:

- **MOBILE LAYOUT:** You can display either one, two or three options per row on mobile devices. The amount of rows does depend on the amount of options included in the single step.
- **TABLET LAYOUT:** You can display either two, three or four options per row on tablet devices. The amount of rows does depend on the amount of options included in the single step.
- **DESKTOP LAYOUT:** You can display either three, four, five or six options per row on desktop devices. The amount of rows does depend on the amount of options included in the single step.¹⁰

Next you can add steps to be included in the CC Product Finder component by clicking the “+” button. You can insert an image for the options included in this step by using the Magento 2 media explorer by clicking **INSERT IMAGE**.¹¹ It is recommended to upload one picture per option. In the JSON input field you can define the image to be used for a given option

If you already have more than one step in the CC Product Finder component, you can remove it using the “bin” icon. Also you can move the given step by using the “arrow up” and “arrow down” buttons.

Next you need to configure the single steps of the CC Product Finder component in the JSON input field on the right-hand side (underneath the **INSERT IMAGE** button). Following attributes are needed here:

- "id": (required attribute) This is a unique identifier of a step, it is later used to reference options' destinations.
- "title": (optional attribute) This attribute defines the title of a step, usually displayed as a headline at the top.
- "description": (optional attribute) This is the description of a step, usually displayed as a paragraph below the headline.

¹⁰ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

¹¹ It is recommended to use JPG and PNG (RGB format) file types for images

- "additional_css_class": (optional attribute) This attribute adds an additional class which allows applying custom styles.
- "options": (required attribute) This is the array containing the actual options of the given step
 - "label": (optional attribute) This is the option label displayed next to the option. It is recommended to use one image and one label per option.
 - "image": (optional attribute) This attribute defines the image URL to be used for the given step. It is recommended to use the Magento 2 media URL variable, i.e. "`{{media url=\"filename.png\"}}`". It is recommended to use one image and one label per option.
 - "attributes": (optional attribute) This attribute does define with whom product attribute the option should be associated with for searching the desired set of products of the given option. Each step can set either attributes or category ID („category_id“) or both.
 - "code": This attribute defines the Magento 2 product attribute code to be used for searching the desired set of products of the given option (you can find it in admin panel under **STORES / ATTRIBUTES / PRODUCT**).
 - "values": This attribute defines the values of the product attribute that should be matched to search the desired set of products of the given option. Products that have at least one of given values of above attribute will be matched.
 - "range": This attribute does define a range of numeric values (e.g. price) which the specific set of products should be searched in.
 - "category_id": (optional attribute) This attribute does define the category to search for in the given step. The numeric Magento's category identifier can be found in the category settings under **CATALOG / INVENTORY / CATEGORIES** next to its name at the top left corner.
 - "next_step": (required attribute) Id of the step to which this step should lead to ("id" attribute of the step). By setting this value to "search" the user will be redirected directly to result search page.
- "optionsPerRow": (optional attribute) It is possible to provide a custom number of options that will be displayed in each row for mobile and tablet devices (only given breakpoints will be overwritten, rest will stay as default). The values might be e.g. "mobile": 2 or "tablet": 4.

Notes:

- It is not necessary to provide both attributes and categories to search for a specific set of products. It is sufficient to provide only values for "attributes" or "category_id".
- It is not necessary to provide both images and labels for a given option. However it is recommended to provide a visual differentiation of the option by using different values for both the "label" and "image" attributes.
- The image filename in the "image" attributes needs to be explicitly the same as the image filename uploaded for the given step.

- It is possible to add a step which ignores all previously selected attributes and search for a specific category instead. In order to do so you need to add the attribute *"category_only": true* and the corresponding category (*"category_id"*).

On the left-hand side of the JSON input field there is a preview window which shows the JSON input (title, description, image and labels of options) in real-time.

Configure your component
Product finder
Cancel Save


Default settings:


Mobile layout:
1 option per row

Tablet layout:
4 options per row

Desktop layout:
3 options per row

What gender are you?
In order to help us finding the most suitable products for you, please specify your gender.


Man


Woman


Insert Image...


```


},
{
  "label": "Woman",
  "image": "{media url='wysiwyg/woman.png'}",
  "attributes": [],
  "category_id": "20",
  "next_step": "woman1"
}
]


```


What colour do you like?
In order to help us finding the most suitable products for you, please specify the color of products you are searching in.



No label



No label



No label


No label


No label


No label


No label


No label


Insert Image...


```


{
  "id": "woman1",
  "title": "What colour do you like?",
  "description": "In order to help us finding the most suitable products for you, please specify the color of products you are searching in.",
  "options": [
    {
      "label": "",
      "image": "{media url='wysiwyg/black.png'}",
      "attributes": [
        {
          "code": "color",
          "values": [
            "Black"
          ]
        }
      ]
    }
  ]
}

```

What clothes type your are interested in?
In order to help us finding the most suitable products for you, please specify the category of products you are searching in.


Bras


Leggings


Shorts

Insert Image...

```

{
  "id": "woman2",
  "title": "What clothes type your are interested in?",
  "description": "In order to help us finding the most suitable products for you, please specify the category of products you are searching in.",
  "options": [
    {
      "label": "Bras",
      "image": "{media url='wysiwyg/bras_2018-08-03_13-10-10.png'}"
    }
  ]
}

```

Figure 29 CC Product Finder component (admin panel)

When the settings have been made, click **SAVE**.



Figure 30 CC Product Finder component - first step (storefront)

2.1.16. Icon Component

With the Icon Component you can add e.g. your shop USPs on CMS pages, category pages or product detail pages..

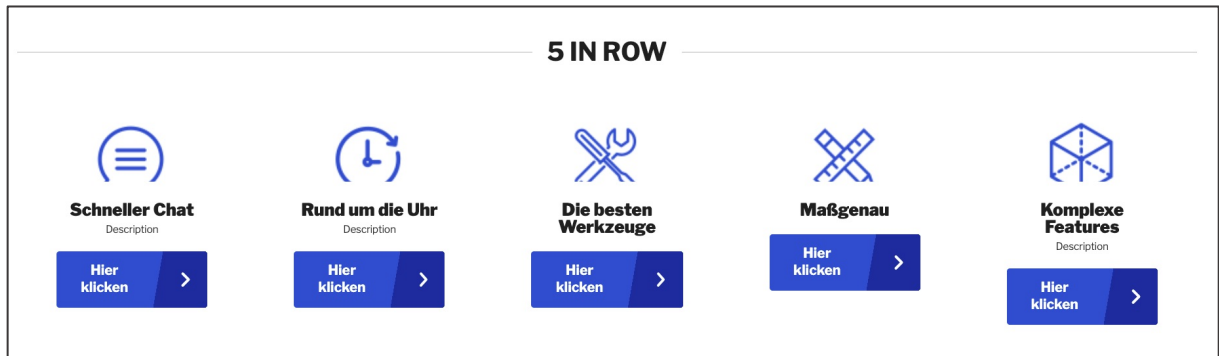


Figure 31 Icon Component (storefront)

When setting up the component you firstly have to select a **TEASER WIDTH, DESKTOP, TABLET LAYOUT, MOBILE LAYOUT** and the **TEXT POSITIONING**.

CONTENT WIDTH: The image teaser area is limited by the container width.

MOBILE LAYOUT: On mobile devices only two icons will be displayed. There is a slider functionality which allows rotation of further icon images.

The **TEXT POSITIONING: BELOW IMAGE** will display your text underneath icon images.

DESKTOP LAYOUT AND TABLET LAYOUT provides different number of images per row:

- **5 IN A ROW:** Four image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **6 IN A ROW:** Six image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **7 IN A ROW:** Eight image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **8 IN A ROW:** Eight image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.

The **MOBILE LAYOUT** is fixed to **"SLIDER"** and **TEXT POSITIONING** is fixed to **"TEXT BELOW IMAGE"**.

In the next step you can add icons the same way as image teasers. By clicking the “+” icon new images will be added. You may configure your icon images in the **CONTENT** area. Here following settings can be made:

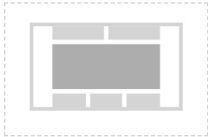
1. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer.¹² If you already have an image, you can remove it using the “bin” icon. If you have more than one image teaser (added using the the “+” icon) you can move the given image using the “arrow up” and “arrow down” icons. Also by clicking “change” you can change an existing image. Regardless whether you have chosen an image or not there always will be shown a live preview with your slogan and description.
2. Enter the **SLOGAN** text which will be the most prominent text element on the image teaser (depending on the styling). Additionally it is possible to insert dynamic content in this text area and any other textfield component, e.g. **HEADLINE** and **DESCRIPTION** using Content Constructor Directives. By adding directives it will display your products’ price or a products’ discount percentage to your desired text field.
 - i. Fetching a products’ price can be done with this directive:
`{{price sku="your_product_sku" withCurrency="true"}}`
When choosing “false” as your parameter there is no currency sign displayed.
 - ii. If you wish to display a discount percentage of a certain product use following directive:
`{{discountPercentage sku="your_product_sku"}}`
However only an integer value will be shown.
3. Enter the **DESCRIPTION** text which will be the text element located underneath the slogan on the image teaser (depending on the styling). Also Constructor Directives can be used here.
4. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
5. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

In the tab **STYLE** two additional customizations can be made.

1. Choosing **TEXT STYLE** ‘light’ provides a black box with white font. If ‘dark’ is selected it is the other way around, providing a black text font on a white background. Both coloring changes are in each case applied to slogan and description.
2. **MIRROR IMAGE** can be toggled on or off. This feature gives the possibility to flip your image horizontally.


¹² It is recommended to use JPG and PNG (RGB format) file types for images

Teaser Width




Content width


Desktop and Tablet Layout




5 in row



6 in row




7 in row




8 in row

Mobile Layout

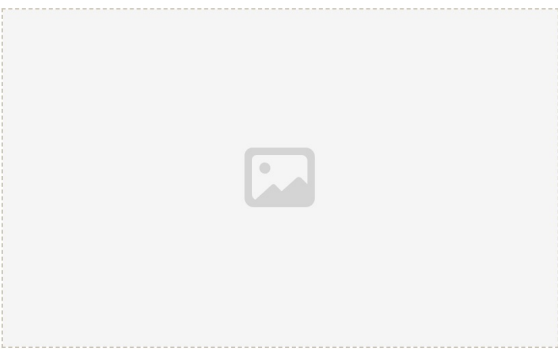


Slider

Text Positioning



Text below image



ContentStyle

Content align:

Slogan:

Description:

CTA label:

More

CTA target link:

Figure 32 Setting up an Icon Component (admin panel)

When the changes are done click **“SAVE”** on the right-hand side in the top area.

2.1.17. Daily Deal Teaser

The CC Daily Deal Teaser component allows including existing Daily Deal products to be displayed on CMS pages. Both simple products and configurable products can be displayed in this component. For more information on Daily Deals and how to set them up, see section Daily Deal. On the storefront the component itself contains following elements (depending on the styling):

- The product image including a Daily Deal badge
- The product name
- The review summary
- The time left for the given Daily Deal
- The amount of items available for the given Daily Deal
- The discount badge
- The price and the strike price (only for simple products)
- The add-to-cart button

In order to add products to the Daily Deal Teaser component you can select **CATEGORIES** in the multi-select field.

Alternatively, you can add products via the **SKUS** input (comma separated). However, providing a list of SKUs will disable any filtering and sorting configured for that component. Also the category selection (if specified) will also not be taken into account. Only products with specified SKUs will be displayed in exactly the same order as they are provided in SKUs field.

On the CC Daily Deal Teaser component only one product will be displayed. However, the logic of this component does allow including more than one product which will be displayed in a specific order. The order of products to be displayed on the storefront depends on the order set in the admin panel for the component.

- In case products have been added via the **SKUS** field, the products will be displayed in the exact order are entered in the field. Filtering (**FILTER**) and Sorting (**ORDER BY**) will be ignored. If the first product runs out the Daily Deal period, the next product will be displayed.
- In case products have been added via the **CATEGORIES** select field, the products will be displayed taking into account the **ORDER BY** setting. When setting the attribute “offer to” to be used for **ORDER BY**, the Daily Deal run-time period will be taking into account, i.e. the product that has either the shortest or the longest Daily Deal period will be displayed first. If the first product runs out the Daily Deal run-time period, the next product will be displayed.

The **CUSTOM DATA PROVIDER** input has been used for creating custom criteria in existing MageSuite projects. However it used by developers only and it is not recommended for customer use.

You can also set a **FILTER** to e.g. display only new products.

In the **ORDER BY** select fields you can pick an attribute used to sort the products (ascending or descending).

The screenshot shows the 'Configure your component' admin panel for the 'Daily deal-teaser'. The panel has a title bar with a close button (X) and a subtitle 'Daily deal-teaser'. Below the title bar is a light gray bar with 'Cancel' and 'Save' buttons. The main configuration area contains the following fields:

- Categories:** A dropdown menu with 'Select...' as the placeholder.
- SKUs:** A text input field containing '24-UG05,24-UG02'. Below the field is a small icon of a document with a list and a note: 'Multiple, comma-separated'. Below the note is an information icon (i) and a paragraph: 'Providing list of comma separated SKUs will disable any filtering and sorting configured for that component. Category (if specified) will also not be taken into account. Only products with specified SKUs will be displayed in exactly the same order as they are provided in SKUs field.'
- Custom Data Provider:** A text input field.
- Filter:** A dropdown menu with 'No filter' as the selected option.
- Order by:** Two dropdown menus. The first is set to 'Not specified' and the second is set to 'Descending'.

Figure 33 CC Daily Deal Teaser component (admin panel)

When the settings have been made, click **SAVE**.

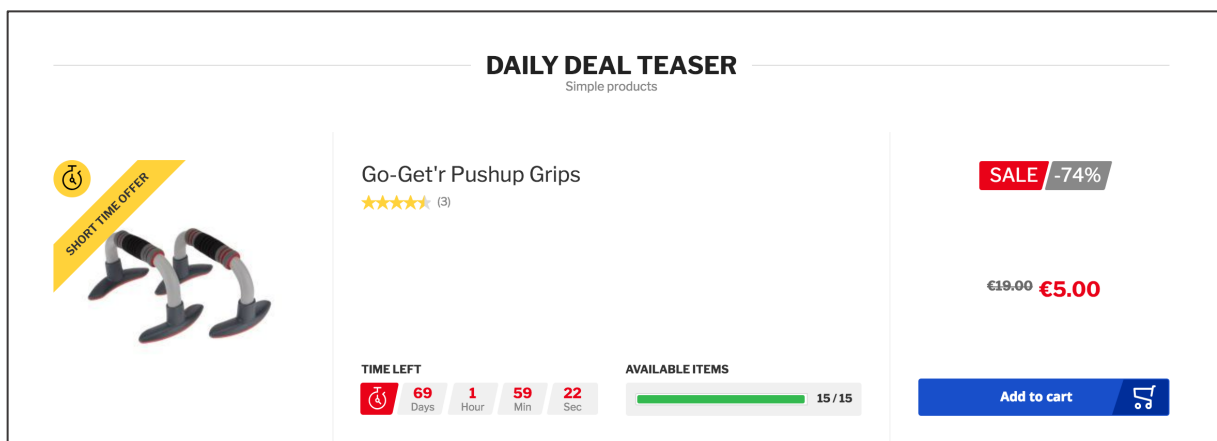


Figure 34 CC Daily Deal Teaser component underneath CC Headline component (storefront)

2.1.18. Teaser and text

The CC Teaser and text component provides you an option to add an image and a text which can be used for numerous scenarios, e.g. category pages, landing pages and product detail pages. Both teaser and text can be adjusted and enhanced with the contrast optimizer.

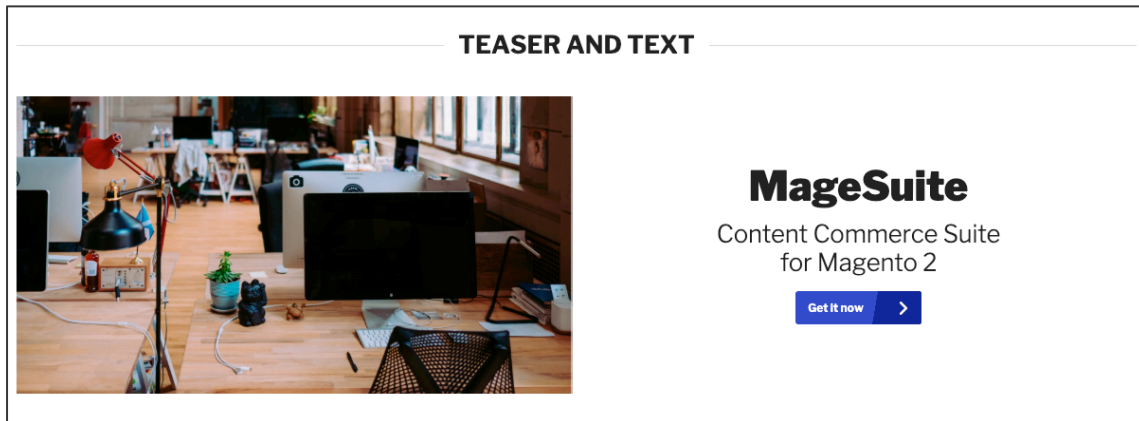


Figure 35 CC Teaser and text (storefront)

The new featured contrast optimizer contains following options:

Content tab

- A slogan which can be displayed either on teaser or text area
- A text description on teaser or text area
- A call-to-action (“CTA”) button including a link on either teaser or text area
- An interactive content align option

Style tab

- A contrast optimizer with different options
- A text color scheme to adjust font color

Teaser Width


Content width

Browser width

Mobile Order

Image (top) - text (bottom)

Text (top) - image (bottom)



Content

Style

Content align:

Slogan:

Description:

CTA label:

CTA target link:

Content

Style

Contrast Optimizer

None

Overlay

Gradient shadow

Container

Text shadow

Intensity

50

Direction

Text style:

Dark

Mirror image:

No

Figure 36 CC Teaser and text component (admin panel)

Before setting up a new Teaser and text component you must first choose the **TEASER WIDTH** from one of the following options:

- **CONTENT WIDTH:** The Teaser and text area is limited by the container width.
- **BROWSER WIDTH:** The Teaser and text area does exceed the container and is limited by the window width.

Next you can specify the **MOBILE LAYOUT**¹³. Depending on which option you have selected here, the appearances on mobile devices will differ. Choosing either the image above and a text below or vice versa.

In the **CONTENT** area you can now add and configure your images by clicking the “+” icon. Here following settings can be made:

1. In the image upload area you can insert an image using the Magento 2 media explorer.¹⁴ If you already have an image, you can remove it using the “bin” icon. By clicking “change” you can change an existing image. Regardless whether you have chosen an image or not there always will be shown a live preview with your slogan and description.
2. In the **CONTENT ALIGN** area you are able to control the text appearance on the image teaser. Just click on the desired position field where the text should be shown.
3. Enter the **SLOGAN** text which will be the most prominent text element on the image teaser (depending on the styling). Additionally it is possible to insert dynamic content in this text and any other textfield component, e.g. **HEADLINE** and **DESCRIPTION** using Content Constructor Directives. By adding directives it will display your products’ price or a products’ discount percentage to your desired text field.
 - i. Fetching a products’ price can be done with this directive:
`{{price sku="your_product_sku" withCurrency="true"}}`
When choosing “false” as your parameter there is no currency sign displayed.
 - ii. If you wish to display a discount percentage of a certain product use following directive:
`{{discountPercentage sku="your_product_sku"}}`
However only an integer value will be shown.
4. Enter the **DESCRIPTION** text which will be the text element located underneath the slogan on the image teaser (depending on the styling). Also Constructor Directives can be used here.
5. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
6. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

In the **STYLE** tab you can make adjustments to the contrast of the text (only adjustable when text positioning is not below image)

7. CONTRAST OPTIMIZER.

¹³ The breakpoints for the devices are: mobile up to 767px, tablet 768 - 1023px, desktop 1024px

¹⁴ It is recommended to use JPG and PNG (RGB format) file types for images

- i. Overlay: If you have chosen your text style to appear as 'light' then the intensity slider darkens the entire image depending on the slider's position and vice versa when text style is set to 'dark'.
 - ii. Gradient shadow: Similar to the 'overlay' option you can adjust the gradient shadow's intensity with its slider. You can determine the gradient shadow's direction by clicking the adjustment field next to it.
 - iii. Container: The Container option provides a frame behind the text. Depending on the chosen 'text style' and the intensity slider the frame appears in black or white.
 - iv. Text shadow: If Text Shadow is selected then a shadow is cast around the text. The slider controls the brightness of the shadows.
8. The **INTENSITY SLIDER** is located directly below. It controls the intensity of the adjustments mentioned above. Ranging from 0 to 100 where the higher the number the more intensive the color gradient.
 9. On the right-hand side you can set **DIRECTION**. Click on one of the boxes to specify where the 'Gradient shadow' fade starts. (It is only available for 'Gradient shadow')
 10. **TEXT STYLE** option controls the coloring of the font appearing on the Image teaser. You have a choice between "**LIGHT**" and "**DARK**". Light colors the slogan and description in bright text while dark results in black lettering.
 11. **MIRROR IMAGE** can be toggled on or off. This feature gives the possibility to flip your image horizontally.

Headline:

Hot sellers

Subheadline:

Best products in best prices from {{price sku="24-MB02"}}


Advanced settings ▼

Figure 37 Headline with dynamic content (admin panel)

HOT SELLERS

Best products in best prices from 10,00 €


KOSTENLOSER VERSAND



Wayfarer Messenger Bag

45,00 €

KOSTENLOSER VERSAND




Overnight Duffle

45,00 €

-25%


KOSTENLOSER VERSAND



Savvy Shoulder Tote

~~32,00 €~~ 24,00 €

KOSTENLOSER VERSAND



Driven Backpack

36,00 €

Figure 38 Headline with dynamic content (storefront)

2.1.19. Instagram Feed

The Instagram Feed component gives you a great opportunity to display your latest Instagram content on your pages. It is especially well suited for landing pages, intermediary category pages, category pages and product detail pages. Each Instagram image is clickable and redirects the user to your target account on Instagram. Depending on your configurations an image gallery or a carousel is shown with 4, 8 or 12 images.



Figure 39 CC Instagram Feed (storefront)

The Instagram Feed component is based on Instagram Basic Display API. You can find all information and specification about creating Instagram API and tokens [here](https://developers.facebook.com/docs/instagram-basic-display-api) (URL: <https://developers.facebook.com/docs/instagram-basic-display-api>).

(Site Note: The total number of calls component can make per hour is 240 times the number of users. User can make more than 240 calls per hour, as long as the total for all users does not exceed the app maximum)

In first place you should enter your Instagram access token in **STORES / SETTINGS / CONFIGURATION** under **MAGESUITE / CONTENT CONSTRUCTOR**.

Collapse the **INSTAGRAM DATA FEED COMPONENT CONFIGURATION** area and enter your unique Instagram Access Token {long-lived Access Token}, User ID {User ID}, Media API URL and User ID API URL. After this step, click **SAVE CONFIG** in the top section on the right-hand side.

Now you can add the Instagram Feed component to your CMS pages.

Configuration

Scope: Default Config
Save Config

GENERAL
CATALOG
SECURITY
AHEADWORKS EXTENSIONS
SECURITY SUITE
ELASTICSUITE
CUSTOMERS
MAGESUITE
PWA
Performance Improvements
Bulk Goods
Business Checkout
Defer JS
Product Variants
Back In Stock Subscriptions
Cache Warmer
Bestsellers
Brands
Content Constructor

Configuration

Enable components list test page
Yes
Sort Subcategories Alphabetically
No

Instagram Data Feed Component Configuration

Access Token
User ID
Media Api Uri
User ID Api Uri

Figure 40 CC Instagram Feed configurations (admin panel)

Configure your component *Instagram feed*

Cancel
Save

Instagram images limit:

Instagram images limit: 8 Instagram Images

Figure 41 CC Instagram Feed configuration

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2.1.19.1. How to create Access Token

Go to Facebook Developer App dashboard, then Instagram Basic Display API → Basic Display and copy {Instagram App Id}, {Instagram App Secret} and {Valid OAuth Redirect URIs}.

With these details you have to create the request and have to enter the parameters in the appropriate places.

- <https://api.instagram.com/oauth/authorize>
?client_id={Instagram App Id}
&redirect_uri={Valid OAuth Redirect URIs}
&scope=user_profile,user_media
&response_type=code

You will be redirected now to Instagram authorization page. Confirm with “Authorize” and wait for redirection. After successful authorization, you will be redirected to page that you passed to request as {Valid OAuth Redirect URIs}.

Copy and save code parameter of the redirected URL. This is your {authorization code}, this will remain active for 1h.

Prepare request for getting short-lived Access Token and replace parameters with your values:

- `curl -X POST \`
`https://api.instagram.com/oauth/access_token \`
`-F client_id={Instagram App Id} \`
`-F client_secret={Instagram App Secret} \`
`-F grant_type=authorization_code \`
`-F redirect_uri={Valid OAuth Redirect URIs} \`
`-F code={authorization code}`

This will contain the short-lived Access Token (“access_token” value = {short-lived Access Token}) and User ID (“user_id” value = {User ID}).

To get long-lived Access Token you need to prepare request for exchanging short-lived Access Token for long-lived one. Fill the sample below with your data (same way as for short-lived Access Token) paste it into your browser and send the request:

- https://graph.instagram.com/access_token
?grant_type=ig_exchange_token
&client_secret={Instagram App Secret}
&access_token={short-lived Access Token}

The response will contain your access token and expire timestamp. Make sure you saved the long-lived Access Token (“access_token” value = {long-lived Access Token}).

2.1.20. Mosaic

With the help of the brand-new Mosaic CMS component there is a new and easy way to add asymmetric image teasers to your storefront. This CMS component provides the same configuration possibilities as the Image teaser and the Teaser and text component. You can use the admin panel to adjust the proportions of the images with ease.

The use of this component could look like this:



Figure 42 CC Mosaic component (storefront)

Before setting up a new Mosaic component you must first choose the **TEASER WIDTH** from one of the following options:

- **CONTENT WIDTH:** The Mosaic area is limited by the container width.
- **BROWSER WIDTH:** The Mosaic area does exceed the container and is limited by the window width.

Then you may choose the images **PROPORTIONS**. Selecting the first option allows the left image to take up more screen space than the right image (2/3 to 1/3 ratio). The second option increases the right images' screen space instead (1/3 to 2/3 ratio).

The contrast optimizer contains following options:

Content tab

- A slogan which can be displayed on teaser
- A text description on teaser
- A call-to-action (“CTA”) button including a link on teaser
- An interactive content align option

Style tab

- A contrast optimizer with different options
- A text color scheme to adjust font color

In the **CONTENT** area you can now add and configure your images by clicking the “+” icon. Here following settings can be made:

1. In the image upload area you can insert an image using the Magento 2 media explorer.¹⁵ If you already have an image, you can remove it using the “bin” icon. By clicking “change” you can change an existing image. Regardless whether you have chosen an image or not there always will be shown a live preview with your slogan and description.
2. In the **CONTENT ALIGN** area you are able to control the text appearance on the image teaser. Just click on the desired position field where the text should be shown.
3. Enter the **SLOGAN** text which will be the most prominent text element on the image teaser (depending on the styling). Additionally it is possible to insert dynamic content in this text and any other text field component, e.g. **HEADLINE** and **DESCRIPTION** using Content Constructor Directives. By adding directives it will display your products’ price or a products’ discount percentage to your desired text field.
 - i. Fetching a products’ price can be done with this directive:
`{{price sku="your_product_sku" withCurrency="true"}}`
When choosing “false” as your parameter there is no currency sign displayed.
 - ii. If you wish to display a discount percentage of a certain product use following directive:
`{{discountPercentage sku="your_product_sku"}}`
However only an integer value will be shown.
4. Enter the **DESCRIPTION** text which will be the text element located underneath the slogan on the image teaser (depending on the styling). Also Constructor Directives can be used here.
5. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
6. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

¹⁵ It is recommended to use JPG and PNG (RGB format) file types for images

In the **STYLE** tab you can make adjustments to the contrast of the text (only adjustable when text positioning is not below image)

7. **CONTRAST OPTIMIZER.**

- i. Overlay: If you have chosen your text style to appear as 'light' then the intensity slider darkens the entire image depending on the slider's position and vice versa when text style is set to 'dark'.
 - ii. Gradient shadow: Similar to the 'overlay' option you can adjust the gradient shadow's intensity with its slider. You can determine the gradient shadow's direction by clicking the adjustment field next to it.
 - iii. Container: The Container option provides a frame behind the text. Depending on the chosen 'text style' and the intensity slider the frame appears in black or white.
 - iv. Text shadow: If Text Shadow is selected then a shadow is cast around the text. The slider controls the brightness of the shadows.
8. The **INTENSITY SLIDER** is located directly below. It controls the intensity of the adjustments mentioned above. Ranging from 0 to 100 where the higher the number the more intensive the color gradient.
9. On the right-hand side you can set **DIRECTION**. Click on one of the boxes to specify where the 'Gradient shadow' fade starts. (It is only available for 'Gradient shadow')
10. **TEXT STYLE** option controls the coloring of the font appearing on the Image teaser. You have a choice between "**LIGHT**" and "**DARK**". Light colors the slogan and description in bright text while dark results in black lettering.
11. **MIRROR IMAGE** can be toggled on or off. This feature gives the possibility to flip your image horizontally.

Configure your component *Mosaic*
✕

Cancel
Save

Teaser Width

Content width

Browser width

Proportions

Text Positioning

Text over image

Text below image

Content

Style

Content align:

Slogan:

Description:

CTA label:

More

CTA target link:

Content

Style

Contrast Optimizer

None

Overlay

Gradient shadow

Container

Text shadow

Intensity

50

Direction

Text style:

Dark

Mirror image:

No

Figure 43 Mosaic configurations (admin panel)

Click on **SAVE** when your settings have been made.

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2.1.21. Accordion

This feature component opens new ways to design your CMS page. You can now create e.g. FAQ pages in a convenient and simple way.

As depicted in Figure 44 you can create a collapsible text section where all questions can be unfolded to reveal the text underneath. With this solution valuable information can be presented without losing the clarity of an overview page.

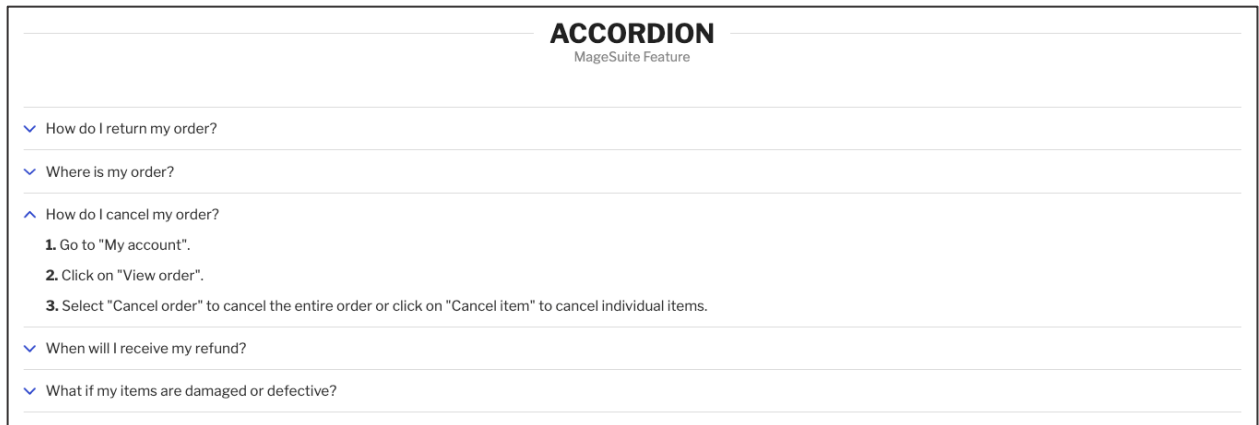


Figure 44 CC Accordion (storefront)

In order to configure and set an Accordion navigate to your desired CMS page and add the component to your CMS page by clicking the “+” icon in the **CONTENT** area and select Accordion. Here following settings can be made:

Global options, by default both options are enabled:

- Allow multiple sections to be opened at the same time
- Unfold first entry on page loaded

Configure your component:

1. Enter your **HEADLINE** text. This section will be displayed at any given time. By clicking on this area the answer will be unfolded.
2. Enter the **PARAGRAPH** text which will be the text element located underneath the HEADLINE when unfolded.

If you want to add more paragraph sections you can add them by using the “+” icon. Each section can be moved using the “arrow up” and “arrow down” icons.

2.1.22. Product teaser

With the Product teaser component you now may guide your customer's focus to your desired product. The component can be applied to any of your CMS pages, categories or product detail page in your storefront.

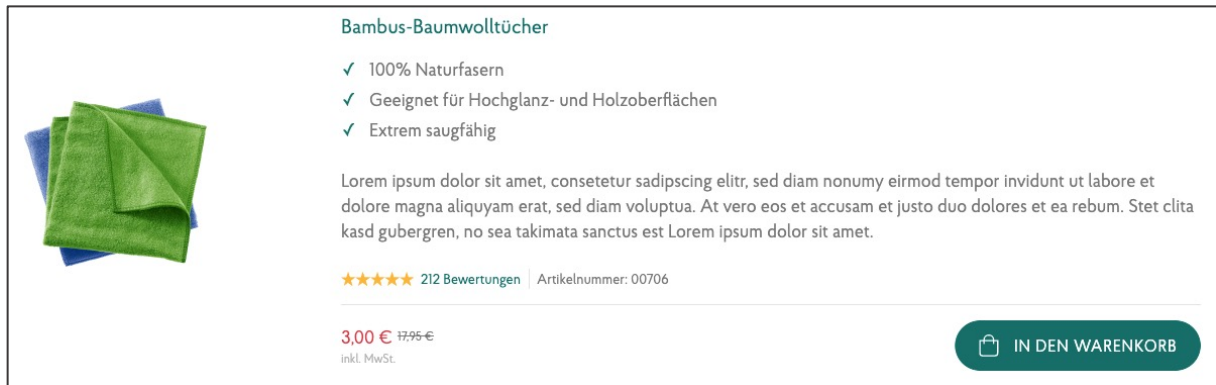


Figure 46 Product teaser component (store front)

In order to add a Product teaser, simply navigate to your desired page, product or category. Scroll down and find **CONTENT CONSTRUCTOR**, expand this section and add a new component by clicking on “+” and selecting Product teaser component.

Add your SKU in this entry field and click “**SAVE**” on top and right-hand side. Each component instance may only be provided with one SKU.

The content displayed within the product teaser component, such as description, short description, SKU, etc., does depend on the project customizations.

2.1.23. Tips and tricks for CC components

Magento allows to use Content Constructor components in CMS Blocks. This gives editor power of pre-configure bunch of Content Constructor components.

“I’d like to use the same Image Teaser multiple times on 10 different CMS pages”

To avoid configuring the Image Teaser 2.0 component 10 times, the editor can simply create CMS Block, configure the Image Teaser once, and then re-use it on multiple CMS Pages by choosing Static Block component from CC component’s list and pick created block from the list of available ones.

“I have a Hero component which is 1000x400px and it looks good on desktops but it’s too small for smartphones”

In this case, editor should avoid showing this hero to mobile users. Instead, he should prepare another version of the image, for instance 500x700 and create another hero component above/below the one for desktop users. Then being on the draft preview, editor can toggle Component Visibility for both them: uncheck “mobile” for the desktop hero and “tablet and desktop” for the one created for mobile devices. This way, desktop hero will only be displayed on the storefront only for screen resolutions wider than 767px and mobile hero will be displayed only on screens not wider than 767px.

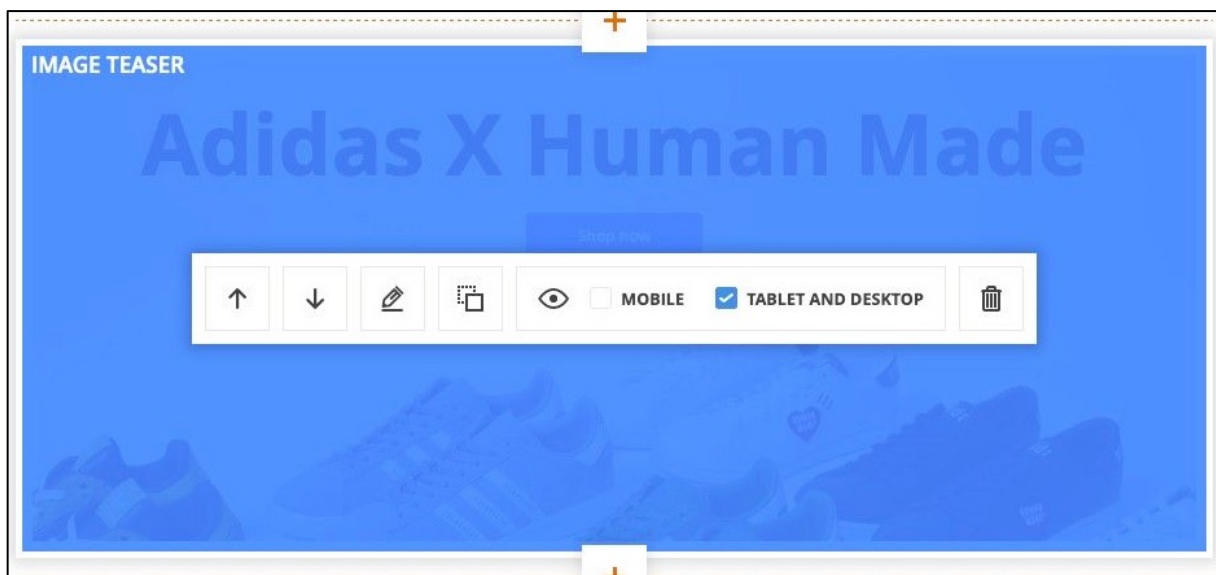


Figure 47 Enabling and disabling components per device

“I’m preparing CMS page for a promotion. I want to have it ready and just deploy it when it’s time, but I don’t want to show it yet to the users.”

In this case editor can create CMS Page and configure it to be ready for the promotion launch but not make it public yet. In order to do this, editor should keep CMS Page disabled and user preview button placed in the action’s bar of the CMS Page. During content build editor can preview page anytime without a need to publish it.

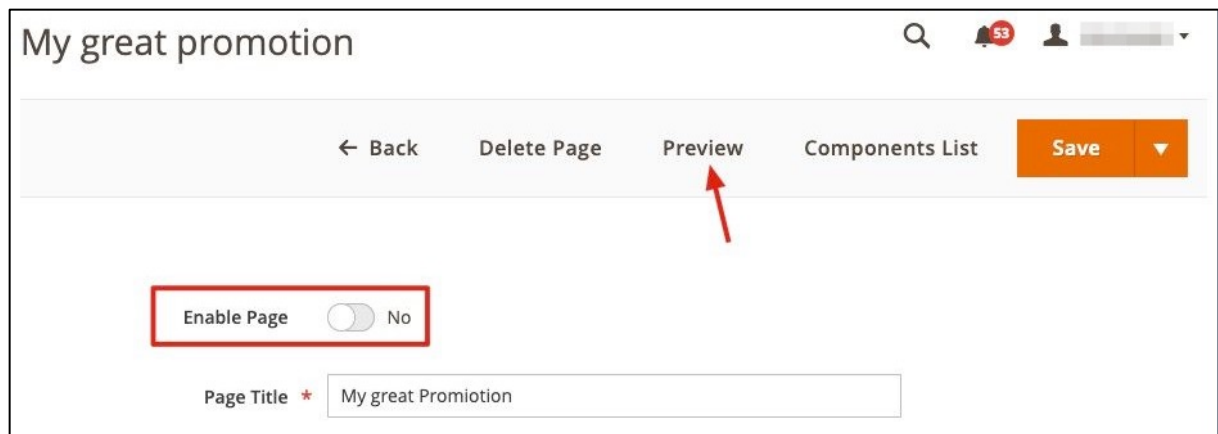


Figure 48 Publishing a CMS page

“I’m working on the page that is already published. I want to prepare a hero component but I don’t want to show it yet until it’s time”

In this case editor can prepare hero component and leave it hidden. Just like in our second use case with unchecking “mobile” or “tablet & desktop” visibility. This time however, editor can uncheck both of them and save the page. This component will become then greyed-out on the draft preview. Don’t worry, it will not be just hidden on the storefront, it will not render at all until at least one of visibility checkboxes is checked. When it’s time to display it on your page, just enable it for devices it should show up and save the page.

2.2. Working with existing CC Components

When already having CC components in the **CONTENT** area the components can be moved (switched with other CC components), edited, duplicated and removed. Furthermore, the visibility of CC components can be adjusted for desktop and mobile views. In order to display these options you need to move the cursor on the area of a given CC component.

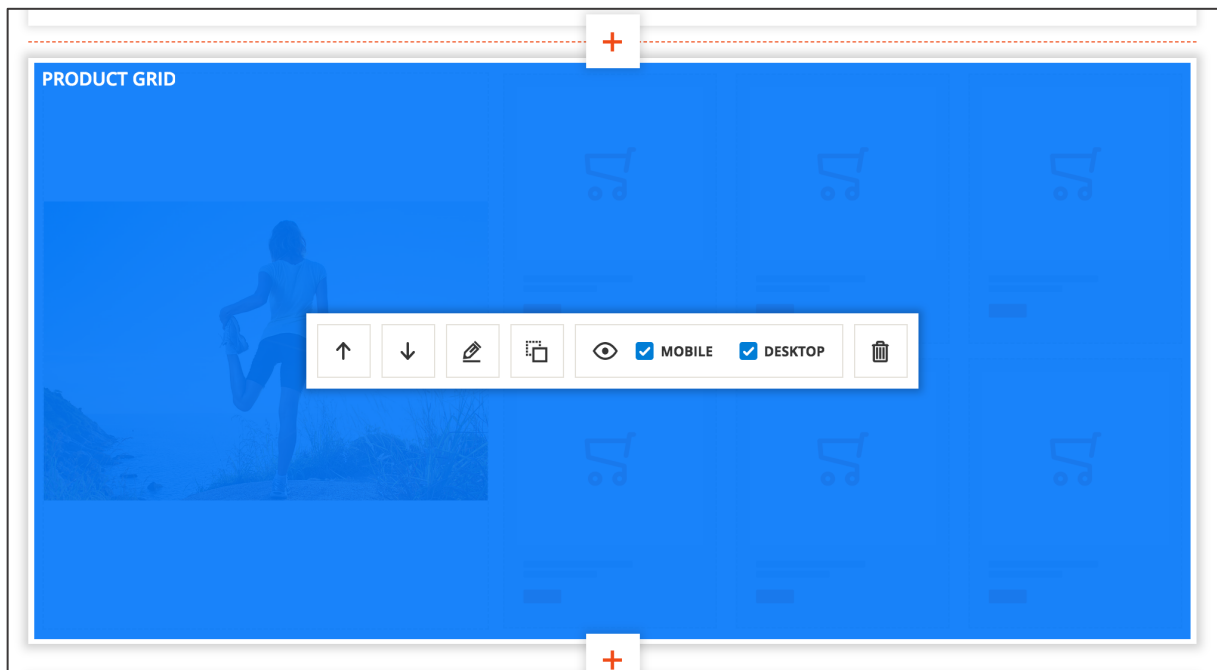


Figure 49 Options when working with existing CC components

Moving CC components

In order to move the given CC component up (switching it with the CC component located above) hit the **“ARROW UP”** button. In order to move the given CC component down (switching it with the CC component located underneath) hit the **“ARROW DOWN”** button.

Editing CC components

In order to edit the given CC component, click the **“EDIT”** button (pencil icon). You can now edit the configuration of the given CC component and save or cancel the changes. Please note, that not all CC components can be edited.

Duplicating CC components

In order to duplicate the given CC component, click the **“DUPLICATE”** button (icon with two windows). Please note, that not all CC components can be duplicated.

Adjusting visibility of CC components

In order to hide the given CC component for a specific device, you can use the **MOBILE** and **DESKTOP** checkbox. When ticked, the given component is visible on the specific device. Per default CC components are visible for both mobile and desktop devices.

Removing CC components

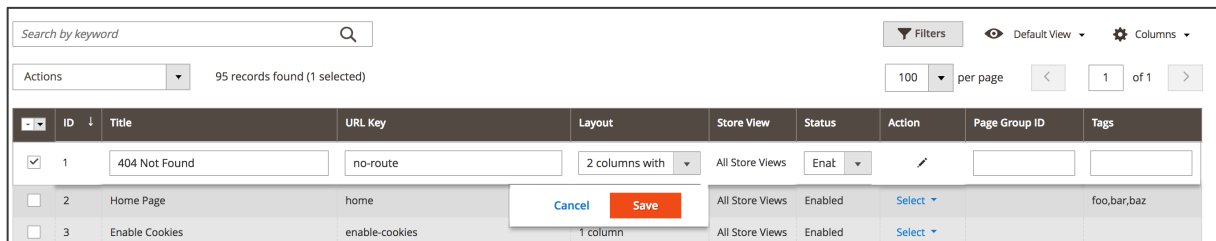
In order to remove a given CC component, click the **"BIN"** button (bin icon). You can either confirm the removal or cancel it.

2.3. Working with existing CMS Pages

When accessing **CONTENT / ELEMENTS / PAGES** you are in the CMS page overview grid. Here you have the possibility to work with existing CMS pages.

Quick Edit¹⁶

In order to perform a quick edit from the CMS page overview grid just click inside the area of a CMS page row. Now you are able to perform a quick edit from the CMS page overview grid.



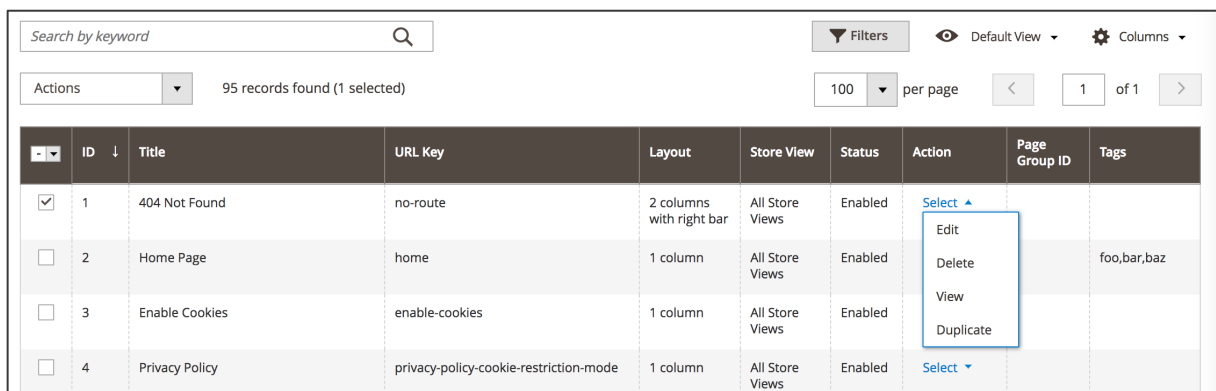
The screenshot shows the CMS page overview grid with a search bar at the top. Below the search bar, there are filters and pagination controls. The grid has columns: ID, Title, URL Key, Layout, Store View, Status, Action, Page Group ID, and Tags. Row 1 is selected, and a quick edit modal is open over it. The modal has 'Cancel' and 'Save' buttons.

ID	Title	URL Key	Layout	Store View	Status	Action	Page Group ID	Tags
1	404 Not Found	no-route	2 columns with	All Store Views	Enat			
2	Home Page	home		All Store Views	Enabled	Select		foo,bar,baz
3	Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Select		

Figure 50 CMS page overview grid - quick edit

Editing CMS pages

In order to edit an existing CMS page navigate to the **"ACTION"** column and the corresponding CMS page row. Now click **"SELECT"** and **"EDIT"**.



The screenshot shows the CMS page overview grid with a search bar at the top. Below the search bar, there are filters and pagination controls. The grid has columns: ID, Title, URL Key, Layout, Store View, Status, Action, Page Group ID, and Tags. Row 1 is selected, and the 'Action' column for row 2 is open, showing a dropdown menu with options: Edit, Delete, View, and Duplicate.

ID	Title	URL Key	Layout	Store View	Status	Action	Page Group ID	Tags
1	404 Not Found	no-route	2 columns with right bar	All Store Views	Enabled	Select		
2	Home Page	home	1 column	All Store Views	Enabled	Edit		foo,bar,baz
3	Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Delete		
4	Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	View		

Figure 51 CMS page overview grid - Edit

Deleting CMS pages

In order to delete an existing CMS page navigate to the **"ACTION"** column and the corresponding CMS page row. Now click **"SELECT"** and **"DELETE"** (see the screenshot above).

¹⁶ Please note that the columns depicted on the screenshot may deviate to you admin panel view depending on the columns configuration in „**COLUMNS**“ underneath the „**ADD NEW PAGE**“ button.

Viewing CMS pages

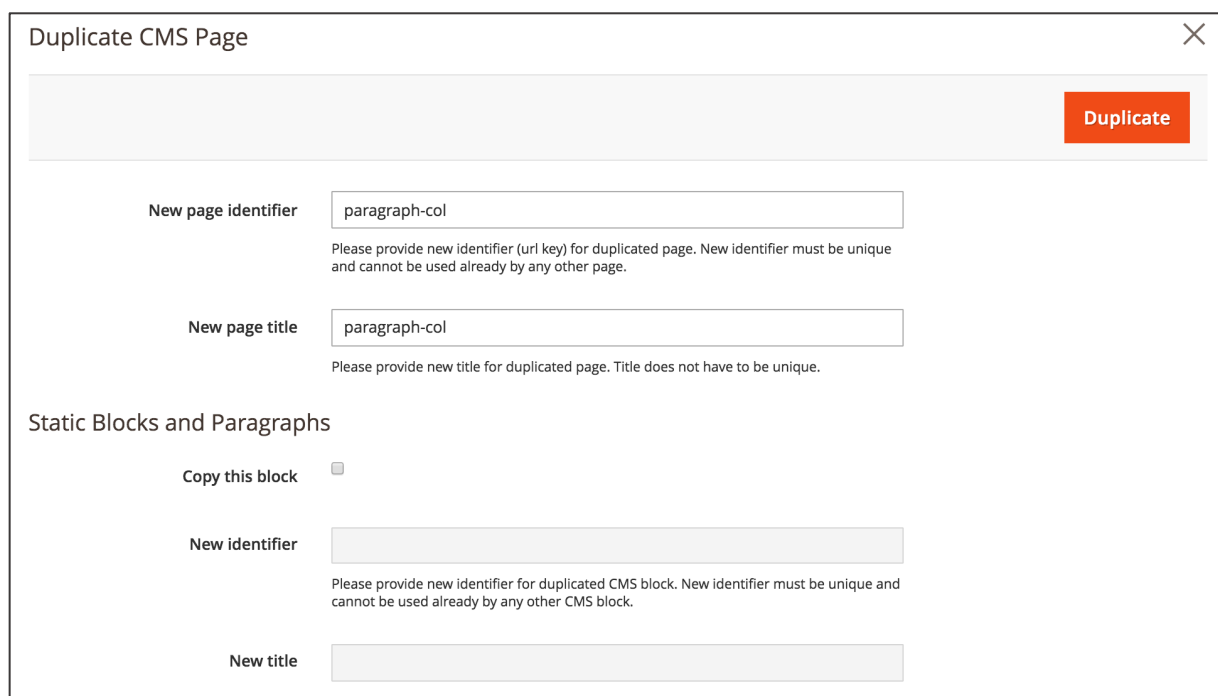
In order to view an existing CMS page navigate to the “**ACTION**” column and the corresponding CMS page row. Now click “**SELECT**” and “**VIEW**” (see the screenshot above). Please note, that the CMS page to be viewed will display in the same window.

Duplicating CMS pages

In order to duplicate an existing CMS page navigate to the “**ACTION**” column and the corresponding CMS page row. Now click “**SELECT**” and “**DUPLICATE**” (see the screenshot above).

In the proceeding overlay you will be asked to enter a **NEW PAGE IDENTIFIER** (URL key), which has to be unique. Additionally you have to enter a **NEW PAGE TITLE**, which does not have to be unique.

In case you are about to duplicate a CMS page containing a CC Paragraph or CC Static block component, you can copy these components. In order to do so you need to tick the **COPY THIS BLOCK** checkbox and enter a **NEW IDENTIFIER** for the duplicate paragraph or static block (the new identifier must be unique and cannot be used already by any other CMS block). Also you can enter a **NEW TITLE** for the duplicate paragraph or static block. If you do not tick the **COPY THIS BLOCK** checkbox, changes in the original CMS page’s paragraph or static block components will also lead to changes in the duplicate CMS page’s paragraph and static block components.



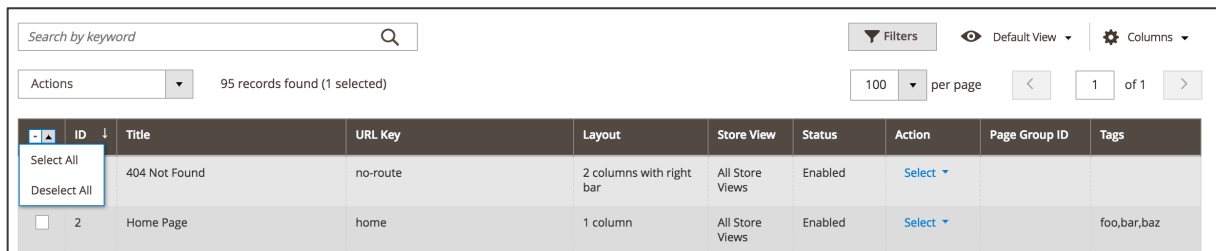
The screenshot shows a modal window titled "Duplicate CMS Page" with a close button (X) in the top right corner. Inside the modal, there is a light gray header bar with a red "Duplicate" button on the right. Below the header, the form contains the following fields and labels:

- New page identifier:** A text input field containing "paragraph-col". Below it, a small gray box contains the text: "Please provide new identifier (url key) for duplicated page. New identifier must be unique and cannot be used already by any other page."
- New page title:** A text input field containing "paragraph-col". Below it, a small gray box contains the text: "Please provide new title for duplicated page. Title does not have to be unique."
- Static Blocks and Paragraphs:** A section header.
- Copy this block:** A checkbox that is currently unchecked.
- New identifier:** A text input field. Below it, a small gray box contains the text: "Please provide new identifier for duplicated CMS block. New identifier must be unique and cannot be used already by any other CMS block."
- New title:** A text input field.

Figure 52 Duplicating CMS pages

Mass Action

In order to perform a mass action in the CMS page overview grid you firstly have to select the CMS pages to be changed. You can do this either using the checkbox dropdown and **SELECT ALL** CMS pages (see screenshot below) or by ticking the checkboxes of specific CMS pages in the checkbox column.



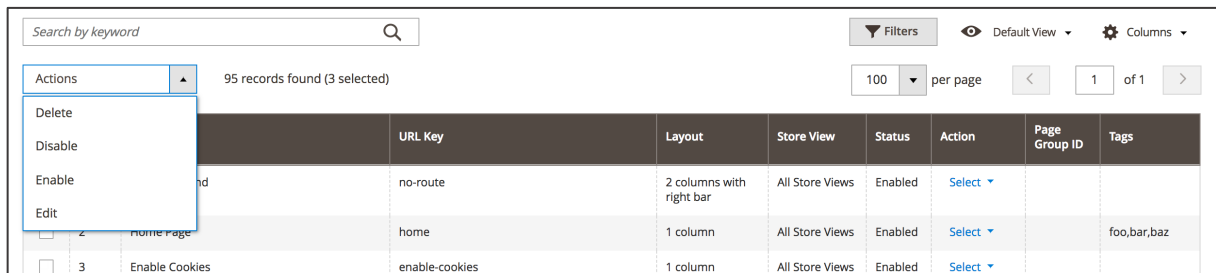
The screenshot shows the CMS page overview grid. At the top, there is a search bar with the text "Search by keyword" and a magnifying glass icon. To the right of the search bar are buttons for "Filters", "Default View", and "Columns". Below the search bar, there is a dropdown menu for "Actions" and a status indicator "95 records found (1 selected)". To the right of this is a pagination control showing "100 per page" and "1 of 1". The main table has columns: ID, Title, URL Key, Layout, Store View, Status, Action, Page Group ID, and Tags. The first row is highlighted, and a dropdown menu is open over the "Action" column, showing "Select All" and "Deselect All" options.

ID	Title	URL Key	Layout	Store View	Status	Action	Page Group ID	Tags
1	404 Not Found	no-route	2 columns with right bar	All Store Views	Enabled	Select		
2	Home Page	home	1 column	All Store Views	Enabled	Select		foo,bar,baz

Figure 53 Mass Action CMS page selection

When the desired CMS pages have been selected you can use the **ACTION** dropdown field to select the action to be performed:

- **DELETE:** The selected CMS pages will be removed.
- **DISABLE:** The selected CMS pages will be disabled for the storefront.
- **ENABLE:** The selected CMS pages will be enabled for the storefront.
- **EDIT:** A quick edit will be performed for the selected CMS pages.



The screenshot shows the CMS page overview grid with the "Actions" dropdown menu open. The dropdown menu lists four options: "Delete", "Disable", "Enable", and "Edit". The main table is the same as in Figure 53, but the "Action" column now shows "Delete" for the first row and "Enable" for the second row.

ID	Title	URL Key	Layout	Store View	Status	Action	Page Group ID	Tags
1	404 Not Found	no-route	2 columns with right bar	All Store Views	Enabled	Delete		
2	Home Page	home	1 column	All Store Views	Enabled	Enable		foo,bar,baz
3	Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Select		

Figure 54 Mass Action options for CMS pages

2.4. CMS Page Grouping

The CMS Page Grouping feature does allow redirecting to another CMS page with the same page group identifier ("Page Group ID") when switching store views. This is especially useful in case the user switches the language (store view) using the language switcher on the storefront.

On the below screenshots' example there are two CMS pages for the imprint section:

- Page ID 10002 (page title "Impressum") for the German store view
- Page ID 10003 (page title "Imprint") for the English store view

Both CMS pages use the same **PAGE GROUP ID** ("imprint") as can be seen on the CMS page overview grid on Figure 56. Now in case the user is located on the "Impressum" CMS page (Page ID 10002) and chooses to switch to the English store view (see Figure 57) he will be automatically redirected to the "Imprint" CMS page (Page ID 10003) due to being in the same CMS Page Group ("imprint").

CMS Page Group IDs can be set by two methods.

Method 1: CMS Page Configuration

Access the CMS Page overview grid in **CONTENT / ELEMENTS / PAGES**. Now navigate to the CMS Page to add the CMS Page Group ID and click **"EDIT"** in the **"ACTION"** column. Now expand the **SEARCH ENGINE OPTIMIZATION** area. You can put in the desired **PAGE GROUP ID** identifier (unique) in the corresponding input field (see Figure 55). In order to save the changes click **"SAVE PAGE"** on top of the CMS Page configuration view.

Imprint
Back
Delete Page
Preview
Components List
Reset
Save and Continue Edit
Save Page

Page Title *
Imprint

Content

Tags

Image Teaser

Search Engine Optimization

URL Key
imprint

Meta Title

Meta Keywords

Meta Description

Page Group ID
imprint

Please enter an identifier of the multilingual pages that you want to group. This page will redirect to another page with the same identifier in case that you switch between languages in your storefront.

Figure 55 CMS Page Group ID configuration (admin panel)

Method 2: CMS Page overview grid quick edit

Access the CMS Page overview grid in **CONTENT / ELEMENTS / PAGES**. Now navigate to the CMS Page to add the CMS Page Group ID and click inside the area of the CMS Pages' row. By doing so you enabled the quick edit mode of the given CMS page. Now you can enter the desired **PAGE GROUP ID** in the input field.¹⁷ When the input has been entered click **SAVE** underneath the quick edit bar to save the changes.

Pages									
Actions		95 records found (1 selected)		100					
	ID	Title	URL Key	Layout	Store View	Status	Action	Page Group ID	Tags
<input type="checkbox"/>	10002	Impressum	impressum	1 column	Main Website Main Website Store DE	Enabled	Select	imprint	
<input type="checkbox"/>	10003	Imprint	imprint	1 column	Main Website Main Website Store EN	Enabled	Select	imprint	

Figure 56 CMS Page Group ID in the CMS page overview grid (admin panel)

¹⁷ In case there is no such column „PAGE GROUP ID“ you need to firstly enable it for the CMS Page overview grid in „COLUMNS“ by ticking the checkbox **PAGE GROUP ID**.

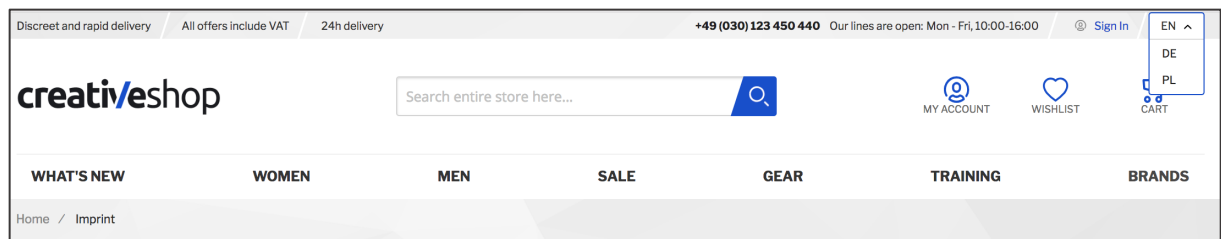


Figure 57 Switching languages / store views via language switcher (storefront)

2.5. CMS Page Tagging

The CMS Page Tagging feature allows creating CMS Page tags that can be later used for referencing CMS pages in the CC CMS Pages Teaser component (see CMS Pages Teaser). As can be seen on Figure 58 existing CMS Page Tags can be used in the **CMS TAGS** multi-select field to add CMS Pages with a specific Tag to the CC CMS Pages Teaser component.

CMS Page Tags can be set by two methods.

Method 1: CMS Page Configuration

Access the CMS Page overview grid in **CONTENT / ELEMENTS / PAGES**. Now navigate to the CMS Page to add the CMS Page Tag and click **“EDIT”** in the **“ACTION”** column. Now expand the **TAGS** area. You can put in the desired **TAGS** identifier (unique) in the corresponding input field (see Figure 59). In order to save the changes click **“SAVE PAGE”** on top of the CMS Page configuration view.

The screenshot shows the 'Configure your component' dialog for the 'Cms teaser' component. The dialog has a title bar with a close button (X) and a subtitle 'Cms teaser'. Below the title bar are 'Cancel' and 'Save' buttons. The main content area is divided into three sections: 'Data source', 'Desktop Layout', and 'Mobile Layout'.
In the 'Data source' section, there are four fields: 'CMS Tags' (a multi-select dropdown showing 'fashion'), 'CMS Pages IDs' (a text input field with a help icon and the text 'Multiple, comma-separated.'), 'Teasers limit' (a dropdown showing '4 teasers'), and 'Display variant' (a dropdown showing 'Text vertically centered on the left').
In the 'Desktop Layout' section, there are two layout options: '2 in row' (represented by two gray squares) and '4 in row' (represented by four blue squares).
In the 'Mobile Layout' section, there are two layout options: 'Slider' (represented by a blue square with three dots) and 'Grid' (represented by a gray square with four smaller squares).

Figure 58 CC CMS Pages Teaser component (admin panel)

Tags

Tags

fashion

Please insert all tags assigned to this CMS Page. Follow comma separated pattern without surrounding spaces. Example: "first tag,second tag,tagThree,lastTag"

Figure 59 CMS Page Tags (admin panel)

Method 2: CMS Page overview grid quick edit

Access the CMS Page overview grid in **CONTENT / ELEMENTS / PAGES**. Now navigate to the CMS Page to add the CMS Page Tag and click inside the area of the CMS Pages' row. By doing so you enabled the quick edit mode of the given CMS page. Now you can enter the desired **TAGS** in the input field.¹⁸ When the input has been entered click **SAVE** underneath the quick edit bar to save the changes.

Pages

Add New Page

Actions

95 records found (1 selected)

Q

F

E

G

100

<

>

	ID	Title	URL Key	Layout	Store View	Status	Created	Modified	Action	Page Group ID	Tags
<input type="checkbox"/>	38	Ice cream is always good idea	ice-cream-is-always-good-idea	Empty	All Store Views	Enabled	Apr 26, 2018 12:52:38 PM	Jun 6, 2018 4:06:51 PM	Select		fashion
<input type="checkbox"/>	39	Page title goes here	page-title-goes-here	1 column	All Store Views	Enabled	Apr 26, 2018 12:53:39 PM	Aug 22, 2018 1:47:21 PM	Select		fashion
<input type="checkbox"/>	40	Lorem ipsum	lorem-ipsum	1 column	All Store Views	Enabled	Apr 26, 2018 12:56:08 PM	Aug 22, 2018 1:36:12 PM	Select		fashion
<input type="checkbox"/>	41	Summer skirts	summer-skirts	Empty	All Store Views	Enabled	Apr 26, 2018 12:57:51 PM	Jun 6, 2018 4:06:51 PM	Select		fashion

Figure 60 CMS Page Tags in the CMS page overview grid (admin panel)

¹⁸ In case there is no such column „TAGS“ you need to firstly enable it for the CMS Page overview grid in „COLUMNS“ by ticking the checkbox **TAGS**.

2.6. CMS Page Image Teaser

The CMS Page Image Teaser feature does allow adding an Image Teaser for a CMS Page that will be displayed on the CC CMS Pages Teaser component (see CMS Pages Teaser). As can be seen on Figure 61 the CMS Pages included on the CC CMS Pages component do display Image Teaser which can be set using this feature.

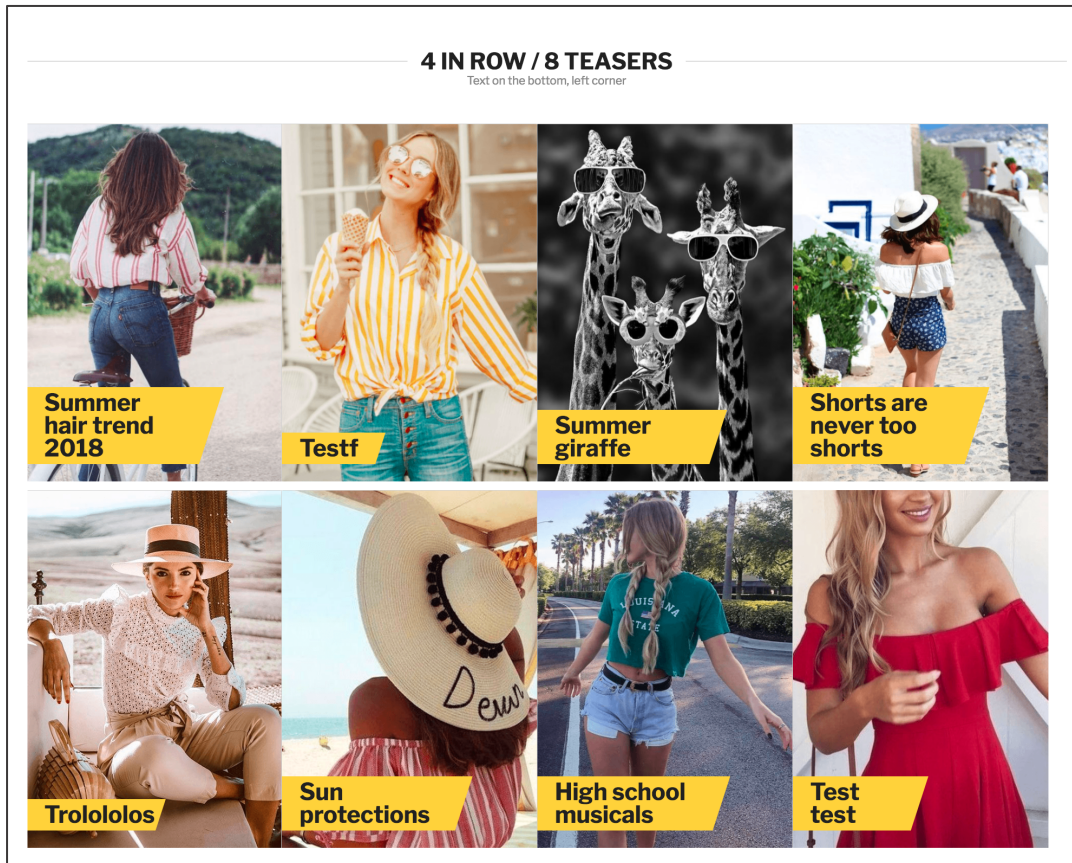


Figure 61 CC CMS Pages Teaser component underneath CC Headline component (storefront)

In order to add an Image Teaser for a given CMS Page, access the CMS Page overview grid in **CONTENT / ELEMENTS / PAGES**. Now navigate to the CMS Page to add the CMS Image Teaser and choose **"EDIT"** in the **"ACTION"** column. Now expand the **IMAGE TEASER** area (see Figure 62). You can upload an image by clicking the **UPLOAD** button.¹⁹ In order to save the changes click **"SAVE PAGE"** on top of the CMS Page configuration view.²⁰



Figure 62 CMS Image Teaser configuration (admin panel)

¹⁹ Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1MB.

²⁰ In order to make the changes visible on the storefront you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

2.7. Brands

The Brands module is a great tool to inform the user about featured brands. The Brands module does allow setting up several brands and adding products to a specific brand. With the CC integration you can create dedicated brand presentation pages which inform the user about the brand itself and its featured products. Additionally there are CMS features which give the user an overview of the featured brands, such as the CC Brand Carousel component (see

Brand Carousel) and Brands overview pages.

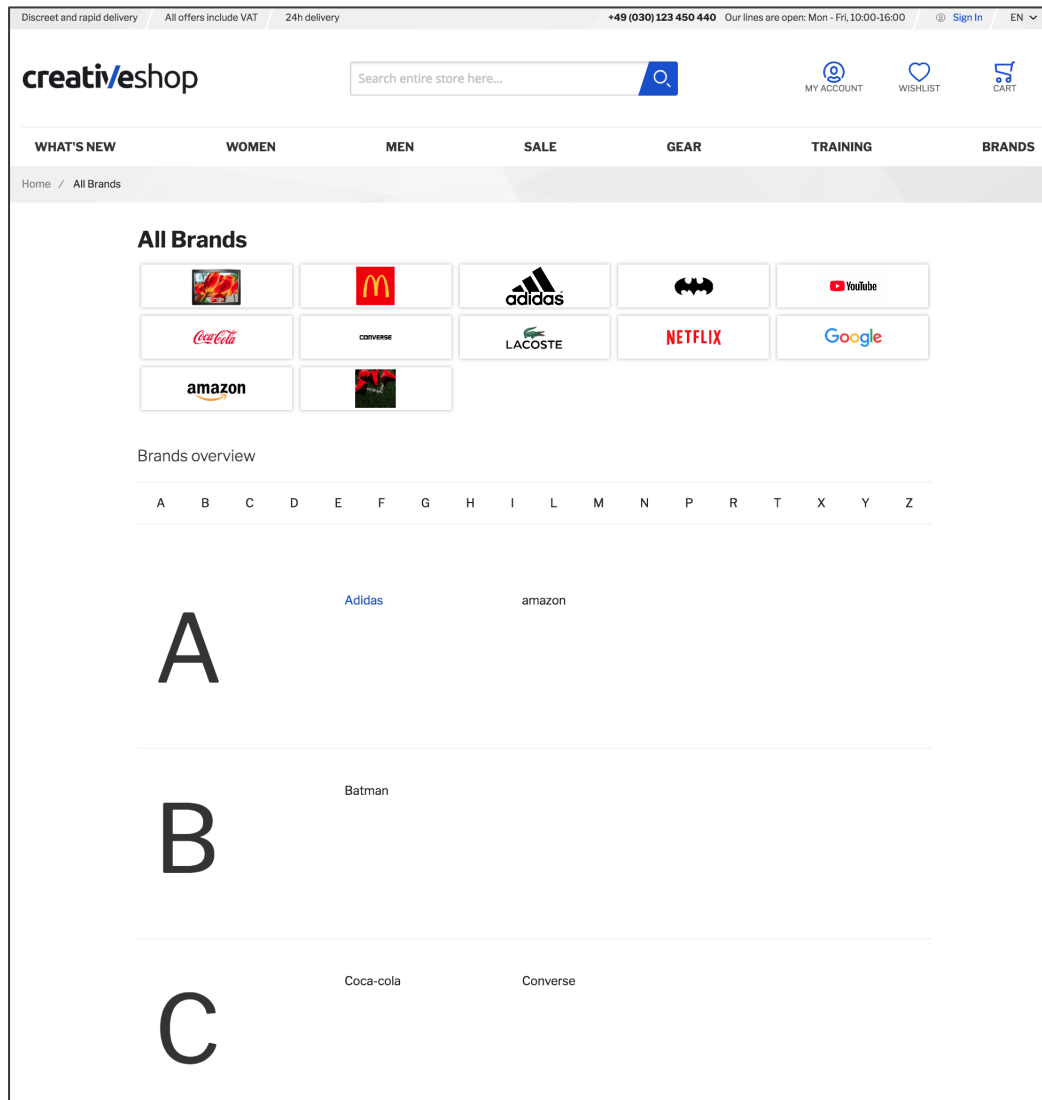
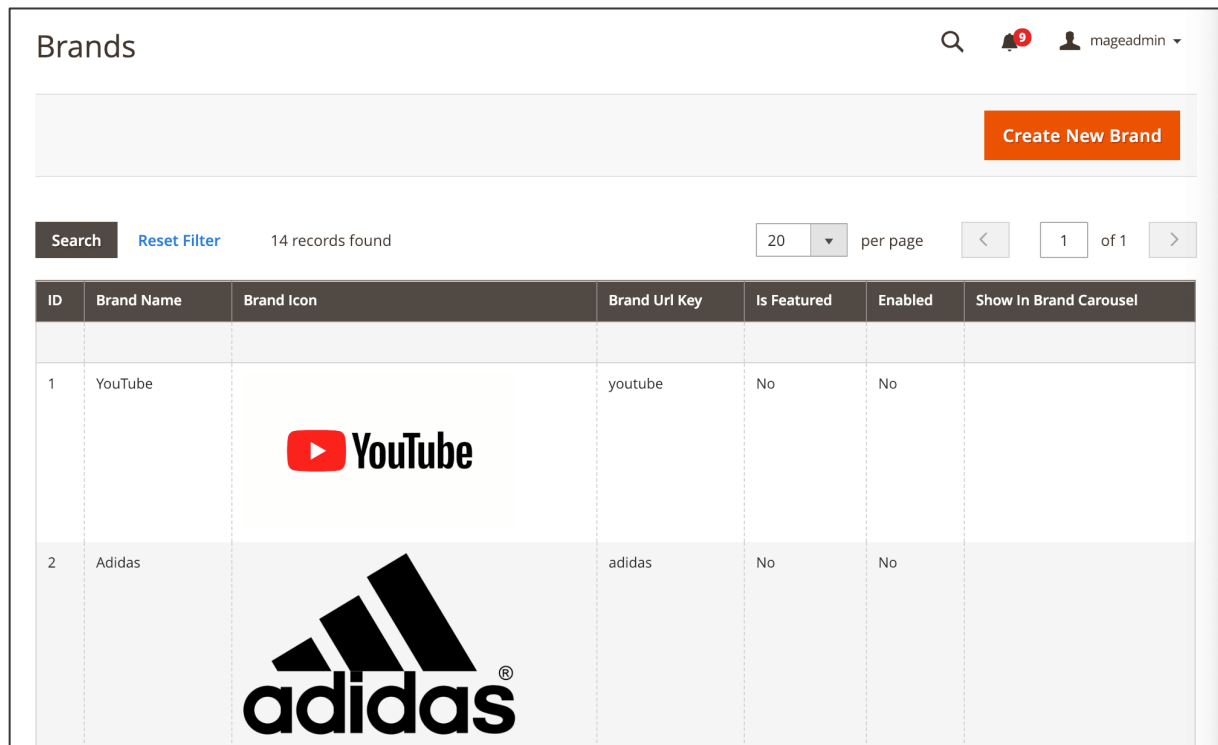


Figure 63 Brand list page (storefront)

2.7.1. Setting up brands

In order to access the Brands overview grid in the admin panel navigate to **CATALOG / INVENTORY / BRANDS**.





ID	Brand Name	Brand Icon	Brand Uri Key	Is Featured	Enabled	Show In Brand Carousel
1	YouTube		youtube	No	No	
2	Adidas		adidas	No	No	

Figure 64 Brands overview grid (admin panel)

In this view you can edit existing brands by simply clicking into the corresponding row. In order to add new brands click **CREATE NEW BRAND** on the top area on the right-hand side.

At the very beginning make sure in which store view you are working in. In order to create brands which should be applicable for all store view, select “ALL STORE VIEWS” in the **STORE VIEW** section at the top section.

Now you can go ahead with the new brand configuration in the **BRAND DETAILS** section.

Firstly you can either enable or disable the brand for the storefront display by ticking the **ENABLED** checkbox. It is recommended to firstly disable the brand until you finalized the configuration and CMS content.

Next you enter a **BRAND NAME** in the input field. This name will be used on the storefront and in the admin panel as an identifier.

After you can add a brand logo to be displayed on the CC Brands Carousel component by clicking **UPLOAD** next to the **BRAND ICON**.²¹ You can also upload an additional brand logo to be displayed on the Product Detail Page (instead of the first brand logo) by clicking **UPLOAD** next to the **BRAND ADDITIONAL ICON**.²²

Next you enter a unique **URL KEY** in the input field.

By ticking the **IS FEATURED** checkbox you can control if the brand should be contained on the Brand list page.

The **SHOW IN BRAND CAROUSEL** checkbox does enable and disable brands for displaying them in the CC Brands Carousel component (see

²¹ Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1MB.

²² Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1MB.

Brand Carousel).

Next you can enter a **SHORT DESCRIPTION** in the text input field, which will be displayed on top or below the product overview area (product grid), depending on the styling.

Additionally you can enter a **FULL DESCRIPTION** in the text input field, which will be displayed on top or below the product overview area (product grid), depending on the styling.

The **LAYOUT UPDATE XML** input field allows you to enter a custom XML code in order to control the layout of the brand presentation page.

When the brand page configuration has been done you can save the configuration by clicking the **SAVE BRAND** button at the top area on the right-hand side.

At this point the brands presentation page is empty, i.e. there is no CMS content and no products contained. In order to add products see section Adding brands to a product. How to add CMS content to a brands presentation page is described in section Brand presentation page.

New Brand

9

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Store View: All Store Views ?

← Back

Save Brand

Brand Details

Enabled *

Yes

When enabled brand will be visible on frontend.

Brand Name *

Brand Icon

Upload

Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1MB.

Brand Additional Icon

Upload

Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1MB.

☒ Use Default Value

URL Key *

Is featured *

Yes

When enabled brand will be visible in featured section brand list.

Show In Brand Carousel *

Yes

When enabled brand will be visible in brand carousel.

Short Description *

Full Description *

Layout Update XML *

Content Constructor

Figure 65 Creating a new brand (admin panel)

2.7.2. Brand presentation page

The brand presentation page itself is a product overview page of a specific brand incl. a CMS content area, filtering, sorting etc. The purpose of this page is to

- inform the user about the brand, e.g. by using CMS content
- inform the user about the brand's products by using a product overview section (product grid)

In order to attach products to a specific brand see section Adding brands to a product. When this is done, the corresponding products will automatically appear in the product overview section (product grid) on the Brands presentation page.

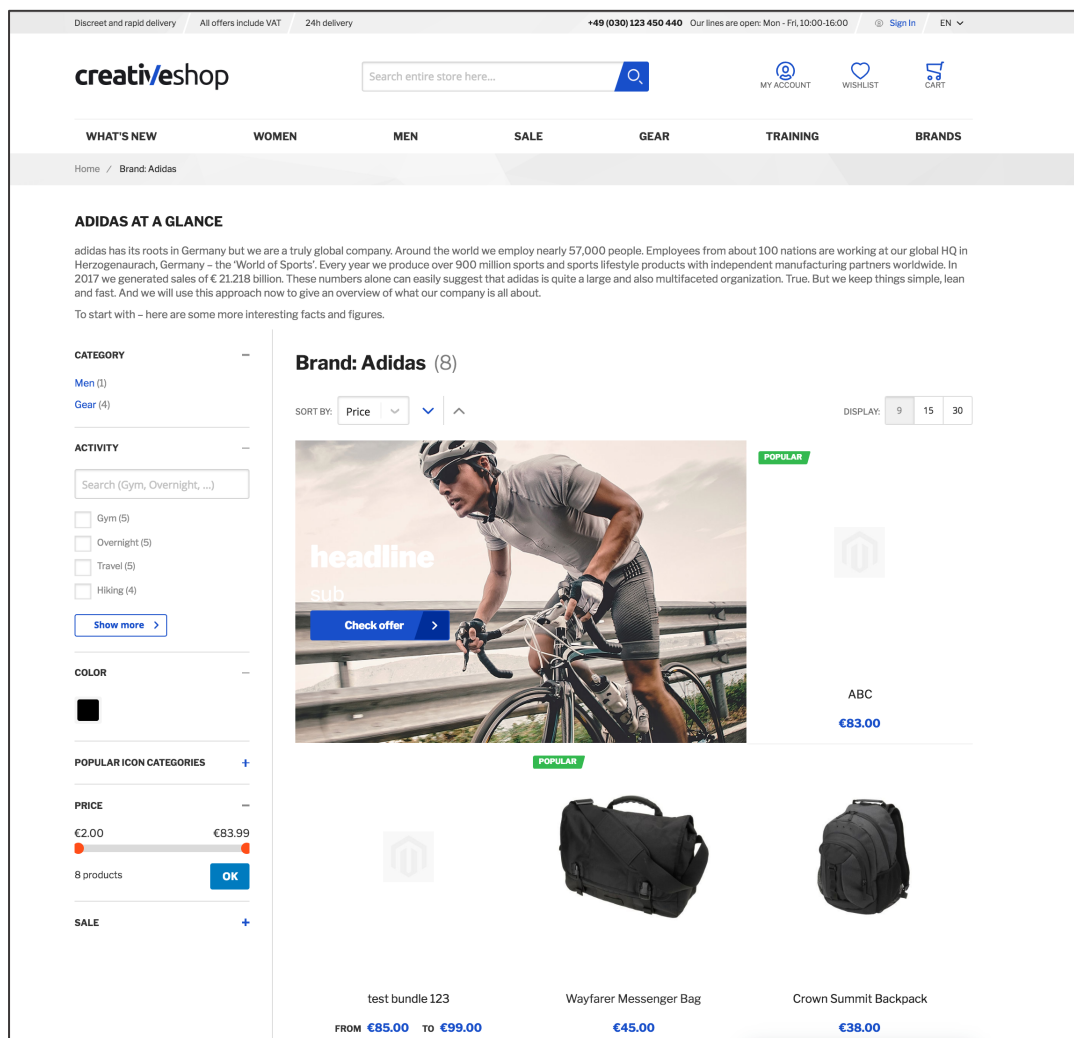


Figure 66 Brand presentation page (storefront)

In order to add CMS content to the Brands presentation page you can use all available Content Constructor components. Navigate to the Brands overview grid in the admin panel in **CATALOG /**

INVENTORY / BRANDS. Now expand the **CONTENT CONSTRUCTOR** section. Here you can add all Content Constructor components as described in section 2.1 and its sub-sections.

In order to save the changes click the **SAVE BRAND** button at the top area on the right-hand side.

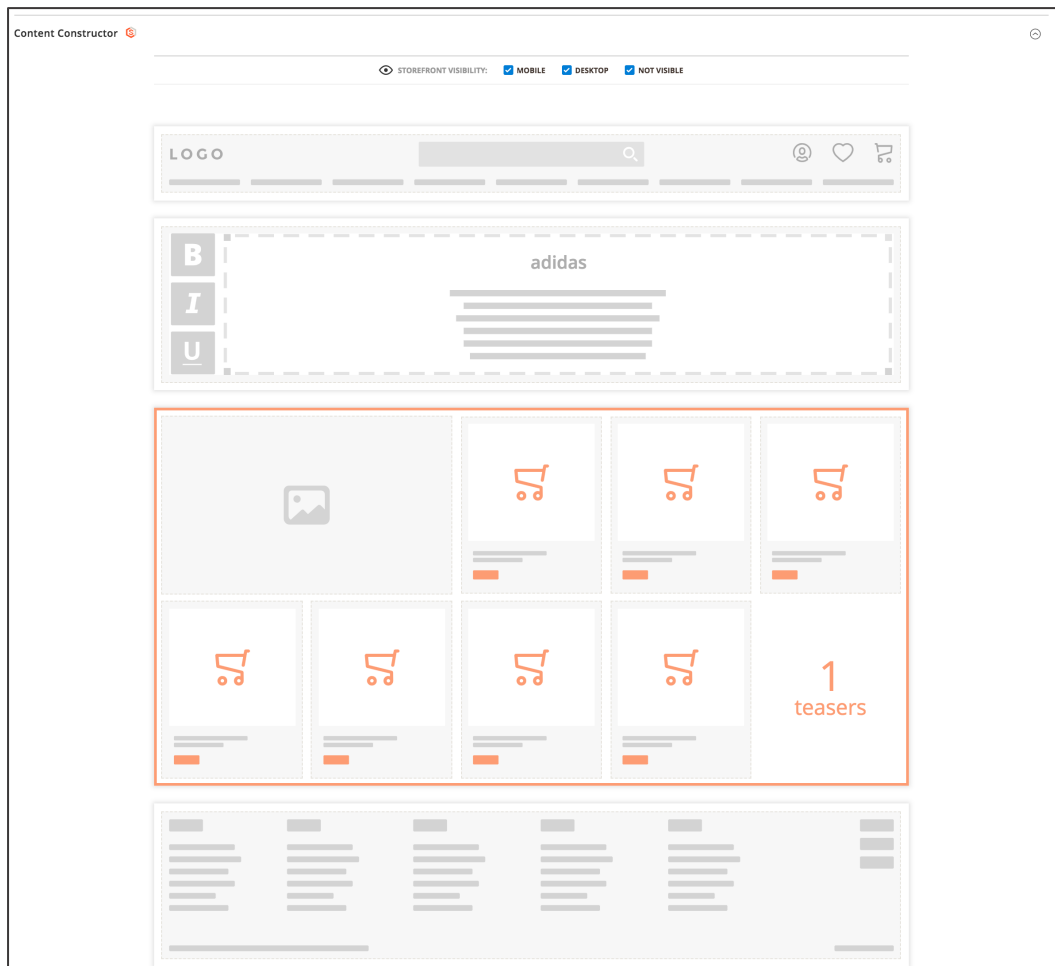


Figure 67 Brand presentation page Content Constructor configuration: CC Paragraph and Product Grid (admin panel)

2.7.3. Adding brands to a product

After you have created a brand you have to attach products to the brand. This is necessary to

- display products in the Products Grid on the Brands Presentation page and
- show the brand logo on the Product detail page (depending on the styling).

In order to add products to a brand you need to firstly access the Product Overview grid in **CATALOG / INVENTORY / PRODUCTS**. Now there are two methods how to add products to a given brand.

Method 1: Product Page Configuration

When being in the Product Overview grid click the **EDIT** button in the **ACTION** column of the product you would like to add the brand to. In the top attributes area navigate to the **BRANDS** multi-select field and select the Brand.²³ After making the changes click the **SAVE** button on the top section on the right-hand side.

²³ Please make sure that the attribute code „brand“ is attached to the default attribute set in **STORES / ATTRIBUTES / ATTRIBUTE SET**

2.7.4. Brands list page

The Brands list page is an overview page of brands on the storefront. All brands that meet the following criteria are displayed here:

- the **ENABLED** checkbox on the brand configuration page is ticked (see Setting up brands)
- the **IS FEATURED** checkbox on the brand configuration page is ticked (see Setting up brands)

Depending on the styling, the Brands list page typically shows two sections on the storefront:

- the “All Brands” area on top where you can find all the brands’ logos and corresponding links to their Brands presentation page
- the “Brands overview” area underneath the “All Brands” area where you can find all the brands in alphabetical order

The Brands list page can be accessed on the storefront under the URL key “brands”²⁵, the final URL might thus be “*www.yourshopname.com/brands*”. You may introduce a link to the Brands list page by adding a Custom Link in the Navigation (see Custom Links in Main Navigation).

²⁵ The URL key can be only changed via code modifications

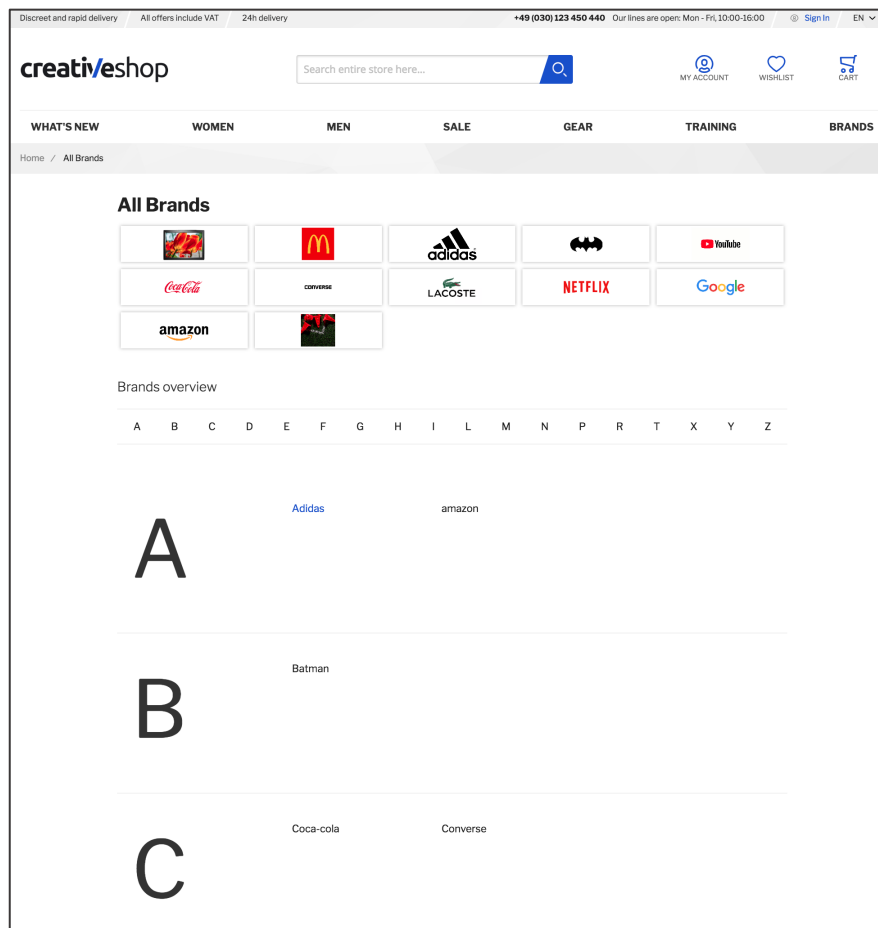


Figure 70 Brands list page (storefront)

2.7.5. Brands carousel

The Brands carousel is a teaser of brands on the storefront. The Brands carousel itself is a Content Constructor component which can be set on any CMS page, such as the homepage (see Brand Carousel). All brands that meet the following criteria are displayed here:

- the **ENABLED** checkbox on the brand configuration page is ticked (see Setting up brands)
- the **SHOW IN BRAND CAROUSEL** checkbox on the brand configuration page is ticked (see Setting up brands)



Figure 71 CC Brand carousel component (storefront)

2.8. FAQ Pages

MageSuite is using the Aheadworks FAQ Extension for Magento 2.²⁶ The extension allows writing as well as grouping of FAQ articles into categories. You can use a search input for searching FAQ articles. Also the extension does include a rating feature (such as “was this article helpful?”).

The proceeding section will give a brief overview of the configuration of FAQ pages and the extension. You can view the full Aheadword FAQ Extension documentation here:

[http://confluence.aheadworks.com/display/EUDOC/FAQ++Magento+2 - FAQ-Magento2-Gettingaround](http://confluence.aheadworks.com/display/EUDOC/FAQ++Magento+2+-FAQ-Magento2-Gettingaround)

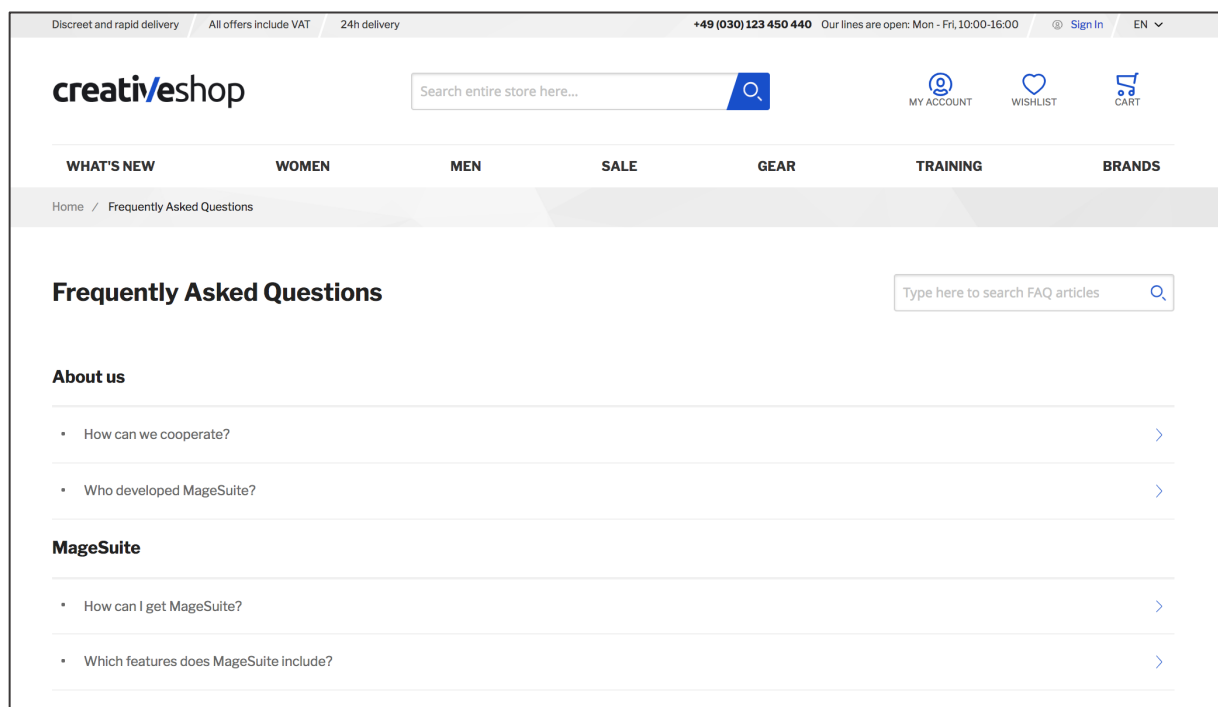


Figure 72 FAQ Pages extension (storefront)

In first place you should configure the FAQ extension in **STORES / SETTINGS / CONFIGURATION** under **AHEADWORKS EXTENSION / FAQ**.

In the **GENERAL SETTINGS** area you may enter a title for the FAQ section in **STOREFRONT FAQ NAME**. Also you should select an URL key for the FAQ section in the **FAQ ROUTE** input. Finally you can disable or enable the FAQ section for specific customer groups in the **DISABLE FOR CUSTOMER GROUPS** multi-select. You can also disable or enable the article rating feature in the **ARTICLE HELPFULNESS** section and the **WHO CAN VIEW HELPFULNESS** multi-select.

²⁶ <https://ecommerce.aheadworks.com/magento-2-extensions/faq>

General Settings

StoreFront FAQ Name

[store view]

Frequently Asked Questions

FAQ Route

[website]

faq

E.g.: "faq" will make the FAQ accessible from http://mydomain.com/faq

FAQ Index Meta Title

[store view]

FAQ

FAQ Index Meta Description

[store view]

Default Number of Columns on FAQ Index

[store view]

1

Allow search FAQ articles

[store view]

Yes

Show FAQ link in Top menu

[store view]

Yes

Show FAQ link in Categories menu

[store view]

Yes

Show FAQ link in Footer menu

[store view]

Yes

Disable FAQ for Customer Groups

[store view]

ALL GROUPS

NOT LOGGED IN

General

Wholesale

Retailer

Ludzie bezdomni

VAT - Domestic

VAT - Intra-EU

Use system value

Articles Helpfulness

Figure 73 FAQ extension configuration (admin panel)

After the FAQ Pages extension configuration you may go ahead with adding FAQ categories. Working with categories gives a better structure of FAQ articles when having a significant amount of entries. Access **CONTENT / FAQ BY AHEADWORKS / CATEGORIES**. In this FAQ Categories grid you may edit existing categories or create new categories by clicking the **ADD NEW CATEGORY** button.

FAQ Categories

9

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FAQ Categories

Add New Category

✓ You saved the category.

Search by keyword

Filters

Default View

Columns

Actions

2 records found

20 per page

1 of 1

	ID	Category Name	URL Key	Status	Store View	Sort Order
<input type="checkbox"/>	1	MageSuite	category	Enabled	All Store Views	0
<input type="checkbox"/>	2	About Us	about-us	Enabled	All Store Views	0

Figure 74 FAQ Categories grid (admin panel)

Enter a descriptive **CATEGORY NAME** in the input field. Also you are asked to enter a unique **URL KEY** for the given category. Next choose the **STORE VIEW** you would like to use the FAQ category in. All other settings are optional. When finishing the setup you may tick the **ENABLE CATEGORY** checkbox to make it visible on the storefront and hit the **SAVE CATEGORY** button.

MageSuite

9

mageadmin

FAQ Categories

← Back

Delete Category

Save Category

Enable Category

Yes

Category Name *

MageSuite

URL Key *

category

Store View *

All Store Views

Main Website

Main Website Store

Default Store View

Spanish

Sort Order

0

Categories with lower value will appear first

Number articles to display

5

0 or empty disables limitation

Category icon

Upload

Article list icon

Upload

SEO

Meta Title

Meta Description

Figure 75 FAQ Category configuration

Now you can go to the FAQ Articles overview grid under **CONTENT / FAQ BY AHEADWORKS / ARTICLES**. Here you can edit existing FAQ Articles as well as create new ones by clicking **ADD NEW ARTICLE**.

FAQ Articles						
<div> <div>FAQ Articles ▾</div> <div>Add New Article</div> </div>						
<div> <div>Search by keyword</div> <div>Filters</div> <div>Default View ▾</div> <div>Columns ▾</div> </div>						
<div> <div>Actions ▾</div> <div>5 records found</div> <div>20 per page</div> <div>1 of 1</div> </div>						
<input type="checkbox"/>	ID	Article Name	URL Key	Status	Sort order	Store View
<input type="checkbox"/>	1	Which features does MageSuite include?	magesuite-features	Enabled	0	Main Website Main Website Store EN
<input type="checkbox"/>	3	Test article	test_article_de	Enabled	0	Main Website Main Website Store DE
<input type="checkbox"/>	4	How can I get MageSuite?	github	Enabled	0	All Store Views
<input type="checkbox"/>	5	Who developed MageSuite?	developers	Enabled	0	All Store Views
<input type="checkbox"/>	6	How can we cooperate?	cooperation	Enabled	0	All Store Views

Figure 76 FAQ Articles overview grid (admin panel)

Firstly enter a descriptive **ARTICLE TITLE** and a unique **URL KEY** in the input fields. Choose the **STORE VIEW** you would like to use the FAQ Article in. Next you can select a **CATEGORY** from the categories created in the previous step. Finally insert **CONTENT** for the FAQ Article using the WYSIWYG editor. All other settings are optional. When the settings have been made you may enable the FAQ Article for the storefront by ticking the **ENABLE ARTICLE** checkbox and saving by hitting **SAVE ARTICLE**.

Now you have added FAQ Categories and FAQ Articles. In order to make the FAQ section easily accessible on the storefront you may add a reference in the footer section. Navigate to **CONTENT / ELEMENTS / BLOCKS**. Choose the footer link CMS block you would like to use the FAQ section in and click **EDIT** in the **ACTION** column. In the WYSIWYG editor you may add a simple href link, such as "`<li class='cs-footer-list__item'>FAQ`".²⁷ Also you may add a Custom Link in the navigation (see Custom Links in Main Navigation).

²⁷ Here you need to add the URL key you have chosen in **STORES / SETTINGS / CONFIGURATION** under **AHEADWORKS EXTENSION / FAQ** in the **FAQ ROUTE** input field.

2.9. Custom Links in Main Navigation

The MageSuite does offer the possibility to add a custom link in the main navigation. In this case the user will be redirected to a custom target URL instead of the product overview page. This is especially useful for CMS content, such as blog pages, about us pages etc.

In order to add a custom link in the navigation firstly access the category overview in **CATALOG / INVENTORY / CATEGORIES**. Click the category you would like to add the custom link in on the category tree on the left-hand side. In the **CUSTOM TARGET URL** input field you can now enter the custom link. Instead of the corresponding product overview page (category page) the user will now be redirected to the URL you have entered here. For external references you need to enter the full URL (e.g. <http://www.magesuite.io/>). For internal references on the same domain you may use relative URLs (e.g. `/men-cms-page`).²⁸

When the settings have been made click the **SAVE** button on the top section on the right-hand side.

The screenshot displays the 'Men (ID: 11)' category configuration page in the MageSuite admin panel. The top navigation bar includes a search icon, a notification bell with '9', and a user profile 'mageadmin'. Below the bar, the 'Store View' is set to 'All Store Views'. The main configuration area features four toggle switches, all currently turned 'Yes': 'Enable Category', 'Include in desktop navigation', 'Include in mobile navigation', and 'Include in main bar'. Each toggle has a descriptive note. Below the toggles are three input fields: 'Category Name' (containing 'Men'), 'Category Identifier' (empty), and 'Custom target URL' (containing '/men-cms-page'). The 'Custom target URL' field has a detailed note explaining the use of absolute vs. relative URLs. On the left side, a category tree shows the hierarchy: 'Default Category (2047)' > 'What's New (0)' > 'Women (1012)' > 'Men (982)' > 'Tops (678)' > 'Bottoms (304)' > 'Test category (0)' > 'Gear (47)' > 'Sale (0)' > 'Training (6)' > 'Collections (989)' > 'Promotions (654)'. The 'Men' category is selected and highlighted.

Figure 78 Adding Custom Links in Categories configuration (admin panel)

²⁸ In order to find out the URL keys of CMS pages go to the CMS Page overview grid in **CONTENT / ELEMENTS / PAGES** and see the column **URL KEY**.

2.10. CC Components on product overview pages & Image Teaser in Product grid

Magento does allow adding CC components on Magento product overview pages. All CC components from section 2.1 can be used here. Additionally you can add Image Teasers into the Product Grid. Including CMS content to product overview pages is a great way to boost SEO performance on one side. On the other side you can provide the customer with further information and references using e.g. Text Paragraphs. Furthermore Image Teasers in the Product grid might be used to inform the customer about cross-selling products as well as marketing campaigns.

In order to access the Content Constructor section for categories navigate to **CATALOG / INVENTORY / CATEGORIES**. Now scroll down and expand the **CONTENT CONSTRUCTOR** section. Here you can choose the visibility of CC components for **MOBILE, DESKTOP** or make it **NOT VISIBLE**. You can add all CC components from section 2.1.

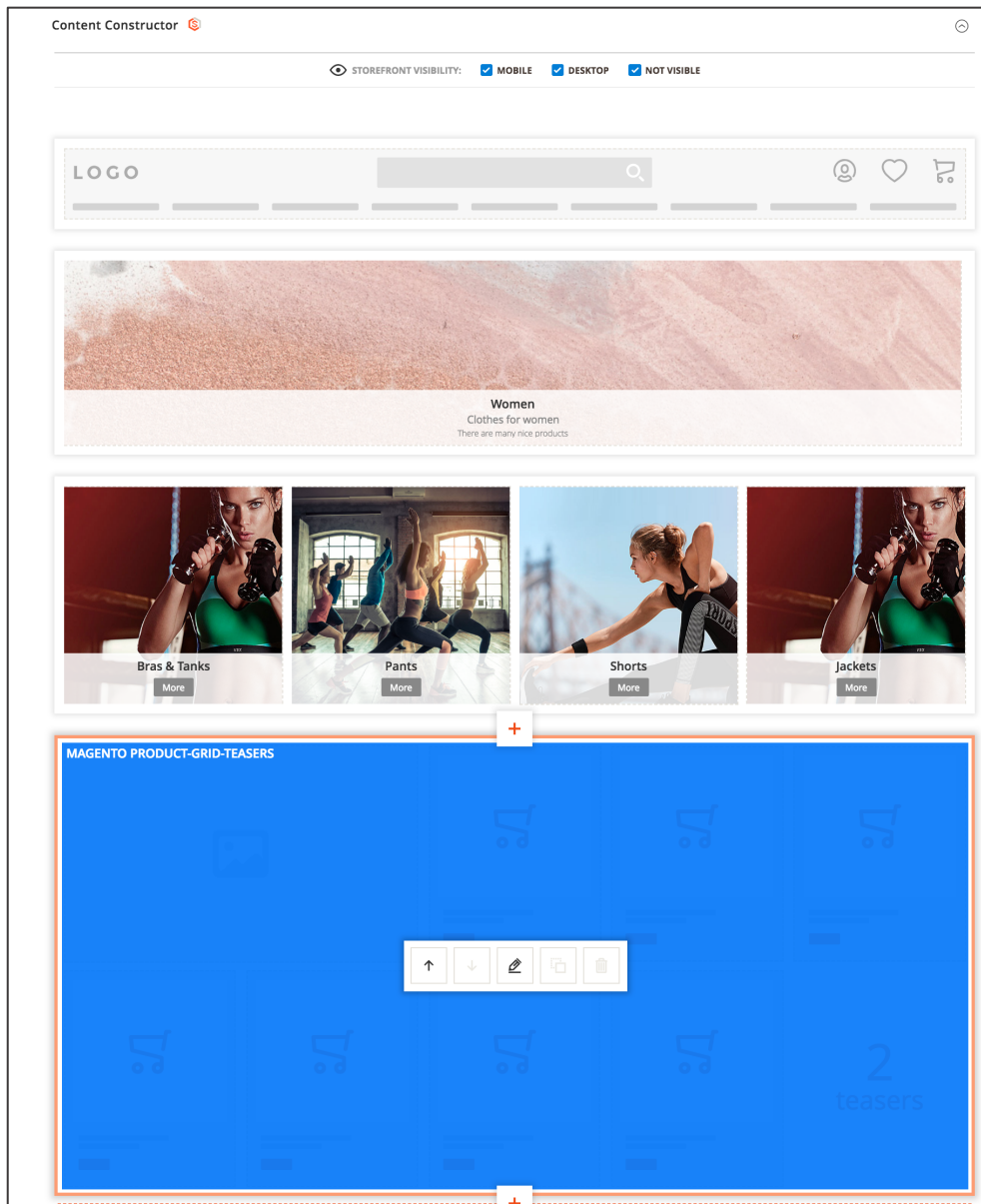


Figure 79 Content Constructor on Categories configuration (admin panel)

Also there is an CC component called **MAGENTO PRODUCT-GRID-TEASERS** which cannot be removed. This component is actually the Magento Product grid on product overview pages. You can move this component up by clicking the **“ARROW UP”** button and move it down by clicking the **“ARROW DOWN”** button. Using this component you can add Image Teasers to the product grid. In order to do so click the **“EDIT”** button.

On the next page you are able to add Image Teasers by clicking the **“+”** button. Here the following settings can be made:

1. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer.²⁹ If you already have an image, you can remove it using the “bin” icon. If you have more than one image teaser (added using the “+” icon) you can move the given image using the “**ARROW UP**” and “**ARROW DOWN**” icons. Also you can change the existing image by clicking “**CHANGE**”.
2. Select the **TEASER SIZE**:
 - i. 1x1: The Image Teaser will fit into one row and one column entry (it has the same dimensions as a product tile)
 - ii. 1x2: The Image Teaser will fit into one row and two column entries
 - iii. 2x1: The Image Teaser will fit into two rows and one column entry
 - iv. 2x2: The Image Teaser will fit into two rows and two column entries
3. Select the **POSITION**:
 - i. Left: The Image Teaser will be located on the very left column of the Product Grid
 - ii. Center: The Image Teaser will be located in the middle column of the Product Grid
 - iii. Right: The Image Teaser will be located on the very right column of the Product Grid
4. Select the **ROW**:
 - i. 1: The Image Teaser will be located in the first row in the Product Grid
 - ii. 2: The Image Teaser will be located in the second row in the Product Grid
 - iii. 3: The Image Teaser will be located in the third row in the Product Grid
 - iv. As last: The Image Teaser will be located in the last row in the Product Grid
5. Select the **DISPLAY VARIANT**, which controls the text location on the image teaser. Depending on the styling of the Magento 2 instance, the options are
 - i. Text vertically centered on the left
 - ii. Text on the bottom, left corner
 - iii. Text vertically centered in the middle
 - iv. Text on the bottom – centered
6. Select **TEXT COLOR SCHEME**, which controls the font color of the text depending on the styling.
7. Enter the **HEADLINE** text which will be the most prominent text element on the image teaser (depending on the styling).
8. Enter the **SUBHEADLINE** text which will be the text element located underneath the headline on the image teaser (depending on the styling).
9. Enter the **PARAGRAPH** text which will be the text element located underneath the subheadline on the image teaser (depending on the styling).
10. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
11. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

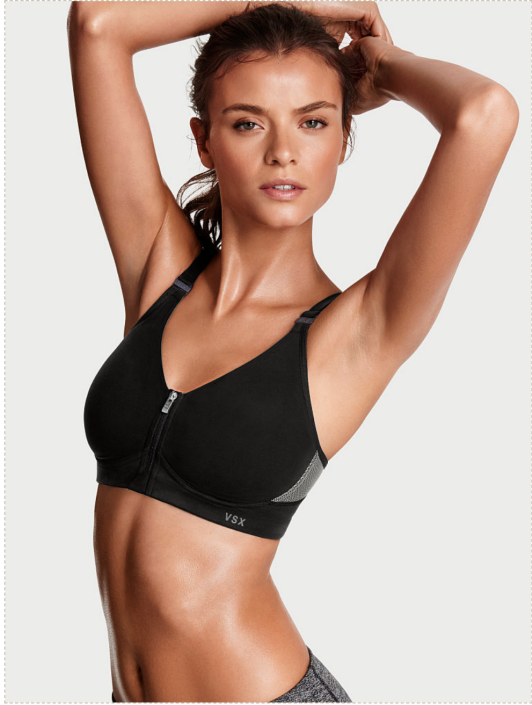
²⁹ It is recommended to use JPG and PNG (RGB format) file types for images

Configure your component

Magento product-grid-teasers

Cancel

Save



Teaser size: 1x1

Position: Left

Row: 1

Show in mobiles: ☒ Yes

Display variant: Text vertically centered on the left

Text color scheme: Light

Headline: Centered - left

Subheadline: Left

Paragraph:

CTA label: Check offer

CTA target link:

Figure 80 Image Teaser in Product grid configuration on Categories (admin panel)

When the settings have been made click **SAVE** on this page. On the Categories configuration page also click **SAVE**.

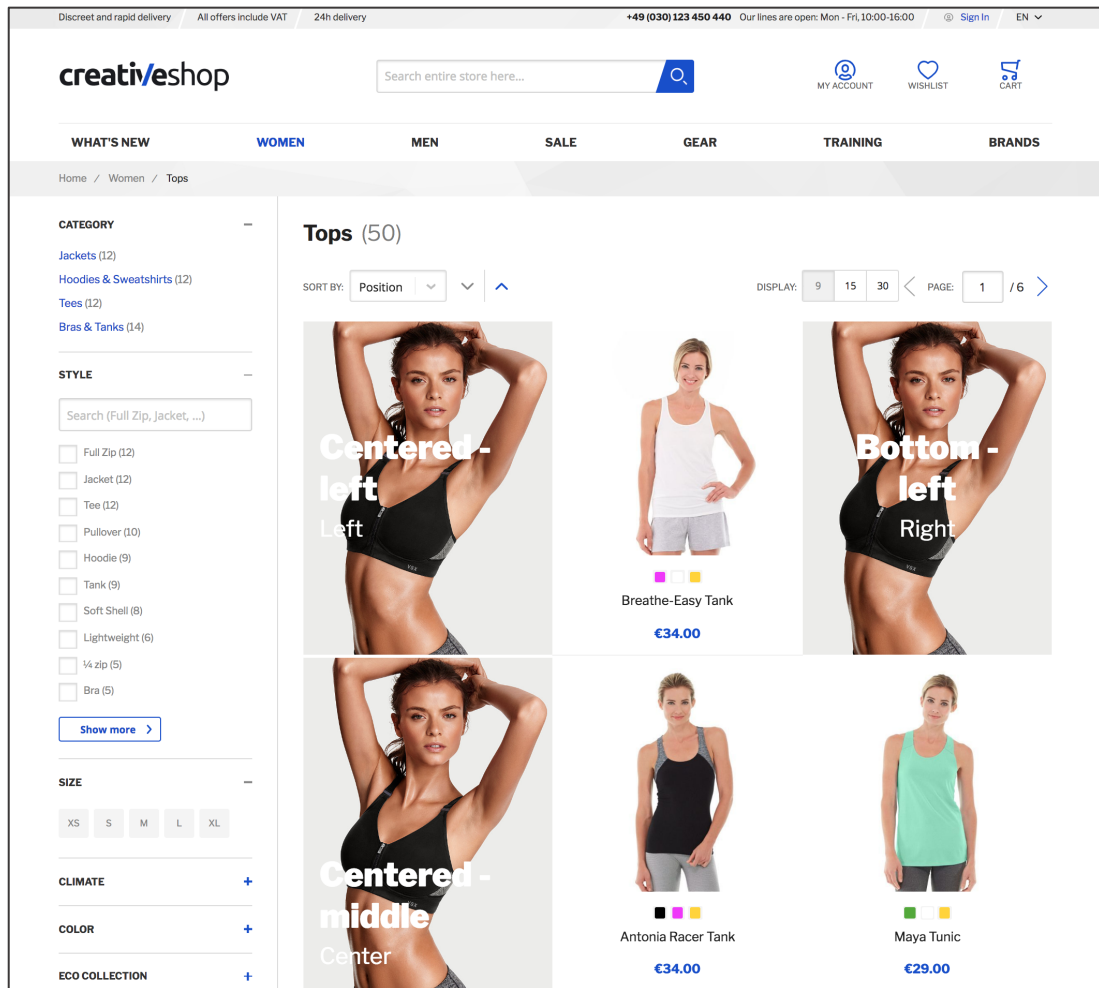


Figure 81 Image Teaser in Product Grid on Categories (storefront)

2.11. CC Components on product detail pages

MageSuite allows adding CC components on Magento product detail pages. All CC components from section 2.1 can be used here. Additionally you can add Image Teasers into the Product Grid. Including CMS content to product detail pages is a great tool to increase the SEO performance on one hand. On the other hand you can present the product's features using hero carousels, image teaser and other CMS components which attract the customer's attention and increase the conversion rate.

In order to access the Content Constructor section for products navigate to **CATALOG / INVENTORY / PRODUCTS**. Now scroll down and expand the **CONTENT CONSTRUCTOR** section. Here you can choose the visibility of CC components for **MOBILE**, **DESKTOP** or make it **NOT VISIBLE**. You can add all CC components from section 2.1.

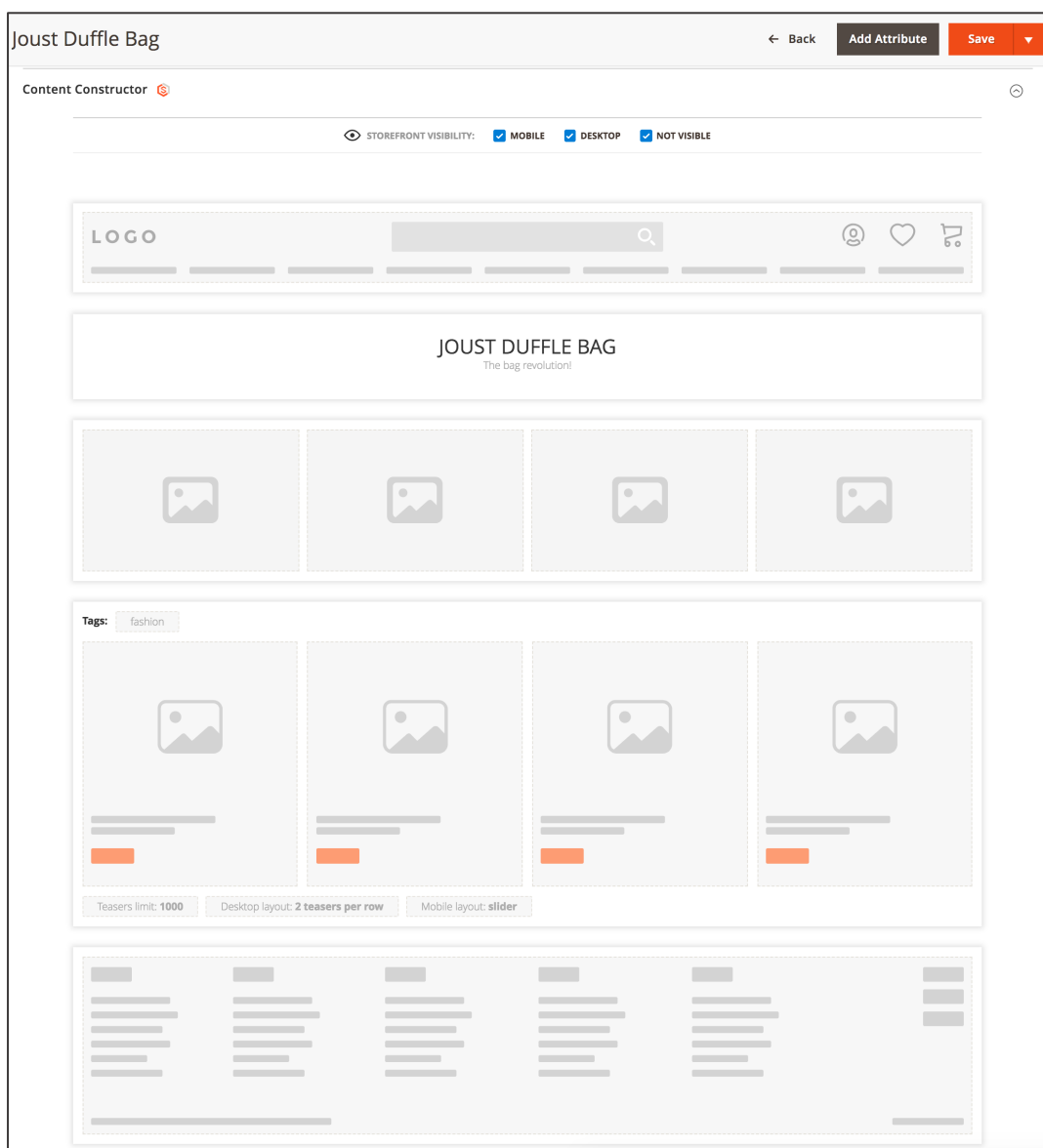


Figure 82 Content Constructor on Product page configuration (admin panel)

When the settings have been made click **SAVE** on this page. On the Product configuration page also click **SAVE**.

2.12. Image Teaser in Flyout Navigation

Magento allows to include an Image Teaser in the Flyout Navigation. By doing so you can insert e.g. emotional content and attract the customer for specific products. Also you can add Teasers to promote marketing campaigns.

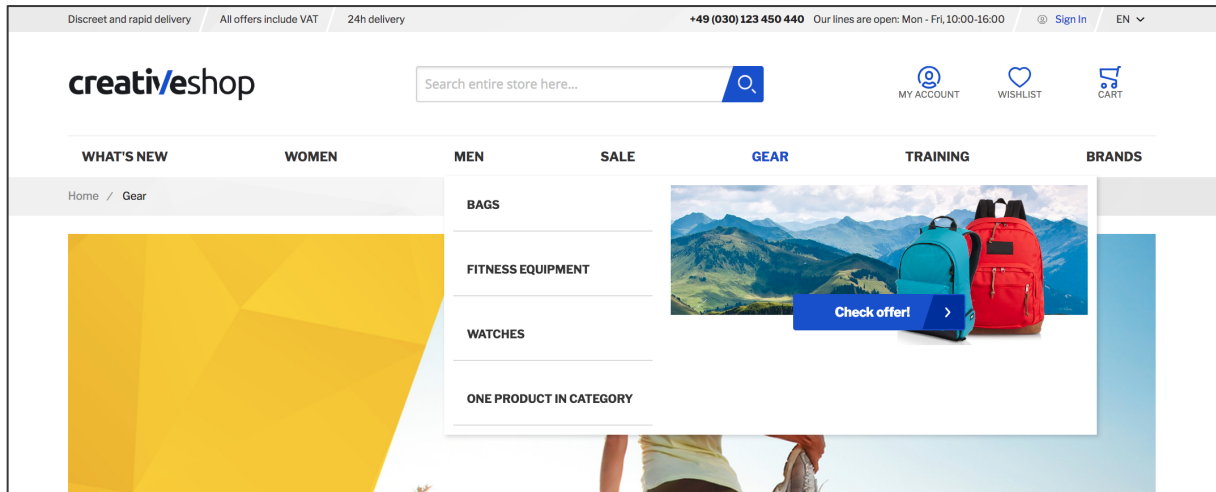


Figure 83 Image Teaser in Flyout Navigation (storefront)

In order to insert an Image Teaser in the Flyout Navigation firstly access the Categories configuration in **CATALOG / INVENTORY / CATEGORIES**. Here scroll down to the **IMAGE TEASER** section and expand it.

Here you can do the following settings:

1. Enter the **HEADLINE** text which will be the most prominent text element on the image teaser (depending on the styling).
2. Enter the **SUBHEADLINE** text which will be the text element located underneath the headline on the image teaser (depending on the styling).
3. Enter the **PARAGRAPH** text which will be the text element located underneath the subheadline on the image teaser (depending on the styling).
4. Insert an **IMAGE** as the Image Teaser using the **UPLOAD** button.³⁰
5. Enter a **BUTTON LABEL** text in case you want to include a button on the image teaser.
6. Enter a URL in the **BUTTON LINK** input in case you want to add a link to the button

³⁰ Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1MB.

Gear (ID: 3)
Delete
Regenerate URLs
Save

Image Teaser


Headline

Subheadline

Paragraph

Image

Upload



banner_1.jpg

1160x444 411 KB

Button Label

Check offer!

Button Link

/bags

Figure 84 Image Teaser in Flyout Navigation configuration (admin panel)

When the settings have been made click **SAVE** on the top section on the right-hand side.³¹

³¹ In order to make the changes visible on the storefront you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

2.13. Video Layer

Magento Suite allows displaying a Video Layer of a given YouTube Link. The Video Layer will be displayed when clicking Image Teasers. Following CC components and elements support displaying a Video Layer:

- CC Image Teaser component (see Image Teaser)
- Image Teasers in CC Products Grid component (see Products Grid)
- Image Teaser in Magento Products grid (see CC Components on product overview pages & Image Teaser in Product grid)

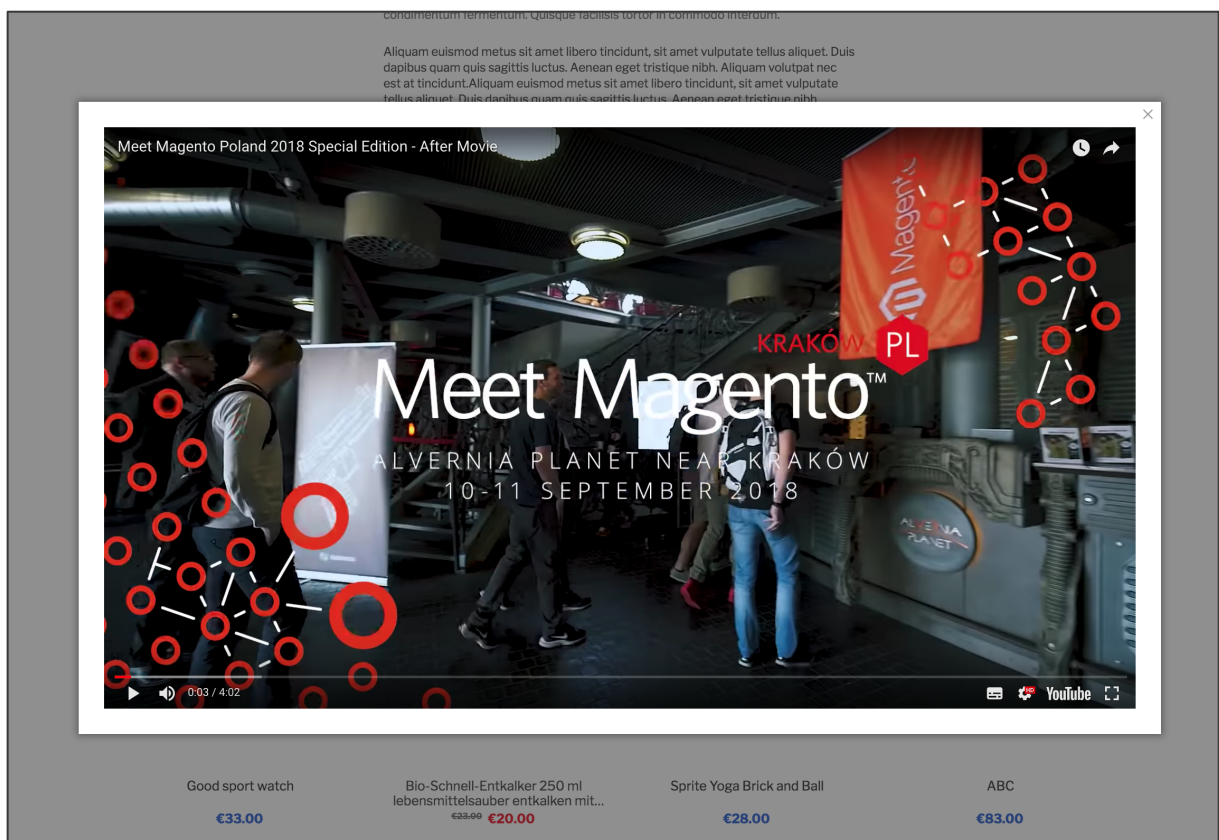


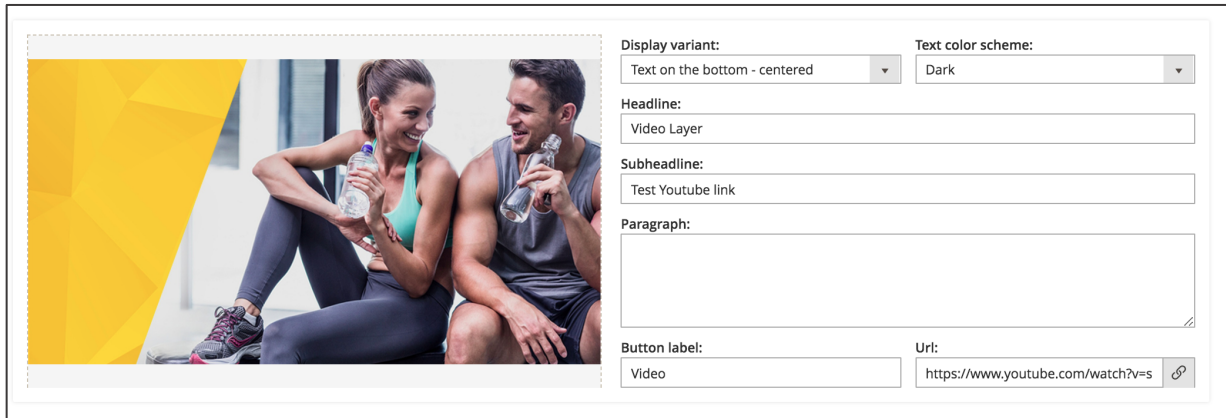
Figure 85 Video Layer in Product Grid (storefront)

When being in the configuration of the above CC components and elements you will have the possibility to add an URL link to the button on the Image Teaser area. I.e.

- for Image Teasers in the CC Products grid component you will have the **BUTTON LABEL** and **URL** input fields
- for Image Teasers in the CC Image Teaser component you will have the **CTA LABEL** and **CTA TARGET LINK** input fields

- for Image Teasers in the Magento Product grid (Categories) you will have the **CTA LABEL** and **CTA TARGET LINK** input fields

Add the full YouTube Video URL to the **URL** or **CTA TARGET LINK** input fields. MageSuite will recognize based on the domain that you want to add a YouTube Video and so it renders the Video Layer on the storefront.



Display variant: Text on the bottom - centered

Text color scheme: Dark

Headline: Video Layer

Subheadline: Test Youtube link

Paragraph:

Button label: Video

Url: <https://www.youtube.com/watch?v=s>

Figure 86 Image Teaser configuration in CC Products grid component (admin panel)

When the component has been configured click **SAVE** on the component configuration page and then **SAVE PAGE** on the CMS page configuration or **SAVE** on the Categories configuration.

2.14. CMS Product Backlink

The CMS Product Backlink feature allows referencing CMS Pages on the Product Detail page in case the product has been linked on the corresponding CMS Page. This is especially useful when having e.g. "how-to" CMS pages which contain Products (CC Product Carousel or CC Product Grid components). When accessing the product detail pages the user will have a backlink to the actual "how-to" CMS page. This feature allows attracting the user's attention and keeping him within the shop. In turn this might lead to higher conversions. On the other hand having a more sophisticated backlink structure on the domain will increase the shop's SEO performance.

In order to use this feature you firstly have to set it up. Access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and **CMS PRODUCT BACKLINK**. Here you have to enable the feature using the **IS ENABLED** select field.

Also you can enable **UPDATE BACKLINK ON SAVE**. If you select "Yes", the CMS Backlinks will appear right after saving the CMS page. If you select "No", the CMS Backlinks will appear after the cronjobs processed the change.³²

Further you may want to disallow certain pages from the backlink feature, such as the 404 error page. You can disallow such pages in the **EXCLUDED PAGES** multi-select field (pages selected here will not appear as CMS Page links on the product detail pages).

After making the configuration here click **SAVE CONFIG** in the top section on the right-hand side.

³² For the cronjob configuration access **STORES / SETTINGS / CONFIGURATION** and navigate to **ADVANCED / SYSTEM / CRON (SCHEDULED TASKS)**

The screenshot shows the 'Configuration' page in the Magento 2 admin panel. The left sidebar contains a menu with categories: GENERAL, CATALOG, SECURITY SUITE, SMILE ELASTICSUITE, CUSTOMERS, and MAGESUITE. The 'General' section is selected. The main content area shows the 'CMS Product Backlink' configuration. It includes three settings: 'Is Enabled' (set to 'Yes'), 'Update Backlink On Save' (set to 'Yes'), and 'Excluded Pages' (a list of pages including '404 Not Found', 'Home Page', 'Enable Cookies', 'Privacy Policy', 'About us', 'Customer Service', 'Test Page Title', 'products-grid', and 'product-carousel'). Each setting has a 'Use system value' checkbox. A 'Save Config' button is located in the top right corner.

Figure 87 CMS Product Backlink configuration (admin panel)

Now you can add a Product Backlink component to CMS pages. Access CONTENT / ELEMENTS / PAGES. Here you can navigate to the CMS Page you would like to add the Product Backlink component and click EDIT in the ACTION column. Navigate to the CONTENT section and add either a CC Product grid or CC Product Carousel component using the “+” button. Configure the components as described in sec. Product Carousel and sec. Products Grid. When done, click SAVE on the component configuration page and then SAVE PAGE on the CMS Page configuration.

The screenshot shows the 'Configure your component' dialog for the 'Product carousel' component. The dialog has a title bar with a close button (X) and a 'Cancel' button. The main content area contains several configuration fields: 'Categories' (a dropdown menu with 'Bags' selected), 'SKUs' (a text input field with a placeholder 'Multiple, comma-separated'), 'Custom Data Provider' (a text input field), 'Filter' (a dropdown menu with 'No filter' selected), 'Order by' (a dropdown menu with 'Not specified' selected), and 'Show' (a dropdown menu with '20 products' selected). A 'Save' button is located in the bottom right corner.

Figure 88 CC Product Carousel configuration (admin panel)

Depending on the configuration in the **UPDATE BACKLINK ON SAVE** field the CMS backlinks should now be visible on the storefront. No further changes are needed in the product configuration. You can access the CMS page with the added Product Backlink components (CC Product Carousel or CC Product Grid components) on the storefront. Click a product and verify on the product detail page. On the very top section (above the footer section) you should have a “CMS PAGES” section including the CMS Page Image Teaser (see CMS Page Image Teaser) and CMS Page title, similar as shown on Figure 89. The location is depending on the styling.

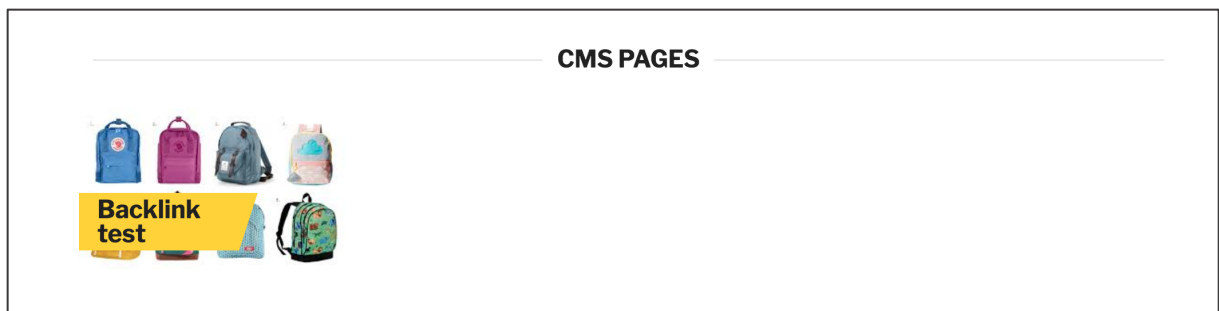


Figure 89 CMS Page Image Teaser on Product detail page (storefront)

2.15. Form Builder

MageSuite offers the possibility to build and manage forms using the Plugin Company Contact Forms extension.³³ You can find the full user manual of the extension under following link:

<https://plugin.company/knowledge-base/docs/magento2-custom-contact-forms/user-manual/form-builder/>

In the following you will only find a brief introduction to the extension. We recommend to take a look at the full user manual from the link above to obtain further details.

CONTACT US

Please drop us a line below and we'll get in touch with you shortly!

Name *

E-mail *

Inline Checkboxes
☐ 1 ☐ 2 ☐ 3 ☐ 4

Phone

Contact me by
☒ E-mail ☐ Phone

Radio List
☒ Option one
☐ Option two

Checkbox List
☐ test 1
☐ test 2
☐ test 3
☐ test 4

Question for

Subscribe
☐ Subscribe to our newsletter

Message *

Submit >

Figure 90 CMS Page with contact form (storefront)

Before starting to create new contact forms you should take a look on the configuration. Access **CONTENT / CONTACT FORMS / CONFIGURATION**. In the **GENERAL SETTINGS** section you can adjust

³³ Here you can find the extension: <https://plugin.company/magento2-extensions/custom-contact-forms.html>

settings for breadcrumbs, URL generation as well as the ReCaptcha keys. In order to configure the customer notification settings, i.e. e-mail sending to customers, open the **DEFAULT CUSTOMER NOTIFICATION SETTINGS** area. Also you should take a look on the configuration of **DEFAULT ADMIN NOTIFICATION SETTINGS** and adjust the notifications sent to the admin.

The screenshot shows the Magento 2 Configuration interface. On the left, a sidebar lists various configuration areas: GENERAL, CATALOG, SECURITY SUITE, SMILE ELASTICSUITE, CUSTOMERS, MAGESUITE, AHEADWORKS EXTENSIONS, MAGEPAL, SALES, DOTMAILER, and PLUGIN COMPANY. The 'PLUGIN COMPANY' section is expanded, showing 'License Manager' and 'Contact Forms'. The 'Contact Forms' section is selected, leading to the 'General Settings' configuration page. This page includes a search bar, a 'Store View' dropdown set to 'Default Config', and a 'Save Config' button. The main content area contains the following settings:

- Enable breadcrumbs** [store view]: A dropdown menu set to 'Yes'. Below it, a note says 'Show breadcrumbs navigation on contact form pages.'
- Create front-end URLs** [store view]: A dropdown menu set to 'Yes'. Below it, a note says 'Create a new front-end page for each contact form.'
- Default URL prefix** [store view]: A text input field containing 'contact'. Below it, a note says 'Optional URL prefix for contact form pages. Example: http://www.domain.com/{prefix}/{urlkey}{suffix}'.
- Default URL suffix** [store view]: A text input field containing '.html'. Below it, a note says 'Optional URL suffix for contact form pages. Example: http://www.domain.com/{prefix}/{urlkey}{suffix}'.
- ReCaptcha site key** [store view]: An empty text input field. Below it, a note says 'Your Google ReCaptcha site key, which can be obtained [here](#).'
- ReCaptcha secret key** [store view]: An empty text input field. Below it, a note says 'Your Google ReCaptcha secret key, which can be obtained [here](#)'.

At the bottom of the configuration area, there are two sections: 'Default Customer Notification Settings' and 'Default Admin Notification Settings', each with a dropdown arrow indicating further configuration options.

Figure 91 Contact Forms configuration (admin panel)

Now you can start working on new contact forms. Access **CONTENT / CONTACT FORMS / MANAGE FORMS**. Here you have an overview of existing contact forms. In order to edit a contact form, click **EDIT** in the **ACTION** column of the form to be edited. In order to create a new form, click **ADD NEW FORM**.

New Form

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mageadmin

← Back

Save and Continue Edit

Save Form

Front-end Style

Form Builder

Contact Form

Build up your contact form below using the form components on the right.

Please drop us a line below and we'll get in touch with you shortly!

Name *

{{var customer.getName()}}

E-mail *

{{var customer.getEmail()}}

Phone

Contact me by

☒ E-mail
 ☐ Phone

Question for

-- Please Select

Message *

Submit

Form Components

Drag and drop selected form components into the Contact Form area.

Input

Select

Options

Other

Text

Text Input

placeholder

help

Text Area

placeholder text

Figure 93 Form configuration page (admin panel)

The new form is now saved and can be used on CMS pages. For this you will need the **ID** of the given form which can be checked in the corresponding column. Now navigate to **CONTENT / ELEMENTS / PAGES**. Here you can either create a new page or insert the contact form in an existing CMS page. In either case, expand the **CONTENT** section in the CMS page configuration. Now add an CC Paragraph component (see

Paragraph). Here you can use a widget to include the form created. Use the following widget in the HTML editor with the **ID** from the form to be included:

```
<p>{{widget type="PluginCompany\ContactForms\Block\Form\Widget\View" form_id="ID"
show_form_as="form"}}</p>
```

When done, click **SAVE** on the CC Paragraph configuration. Additionally you are required to make changes in the design configuration of the CMS page. On the CMS configuration page expand the **DESIGN** area. In the **LAYOUT UPDATE XML** input enter embed following code snippet:

```
<referenceContainer name="content">
<block class="Magento\Contact\Block>ContactForm" name="contactForm"
template="Magento_Contact::form.phtml">
<container name="form.additional.info" label="Form Additional Info"/>
</block>
</referenceContainer>
```

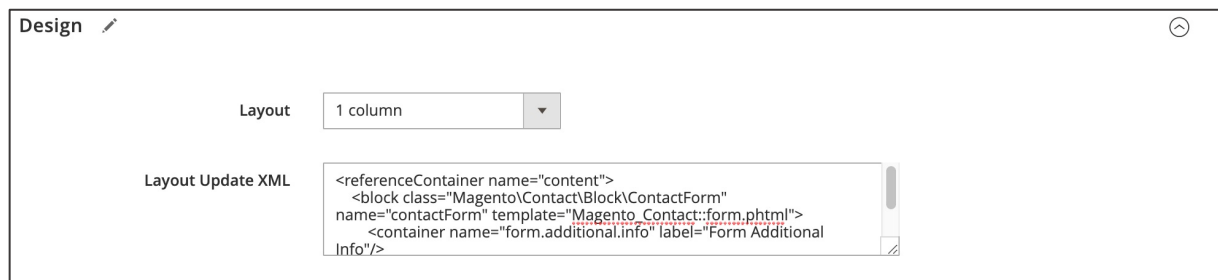


Figure 94 Updating Layout XML for adding contact forms (admin panel)

Click **SAVE PAGE** on the CMS Page configuration page. Now you can access the form using the CMS Page's URL key you just created or edited.

3. Marketing

3.1. Daily Deal

The Daily Deal feature is a simple but yet powerful marketing tool. In contrast to a simple product discount (catalog price rule) a daily deal promotes a discount

- for a limited amount of products (“15 items left”)
- for a limited amount of time (“limited time offer, 61 days, 0 hours, 53 mins, 42 sec”)

Due to this perception of shortages the user might be incentivized to purchase the product which increased conversions in turn. Daily Deal products can be promoted throughout the shop. I.e. Daily Deal products can be used on following CC components and pages:

- Product Detail pages (see Figure 96)
- Product Overview pages – Product tiles (see Figure 97)
- CC Products Grid component – Product tiles (see Products Grid)
- CC Products Carousel component – Product tiles (see Image Teaser 2.0)
- CC Daily Deal Teaser component (see Icon Component)

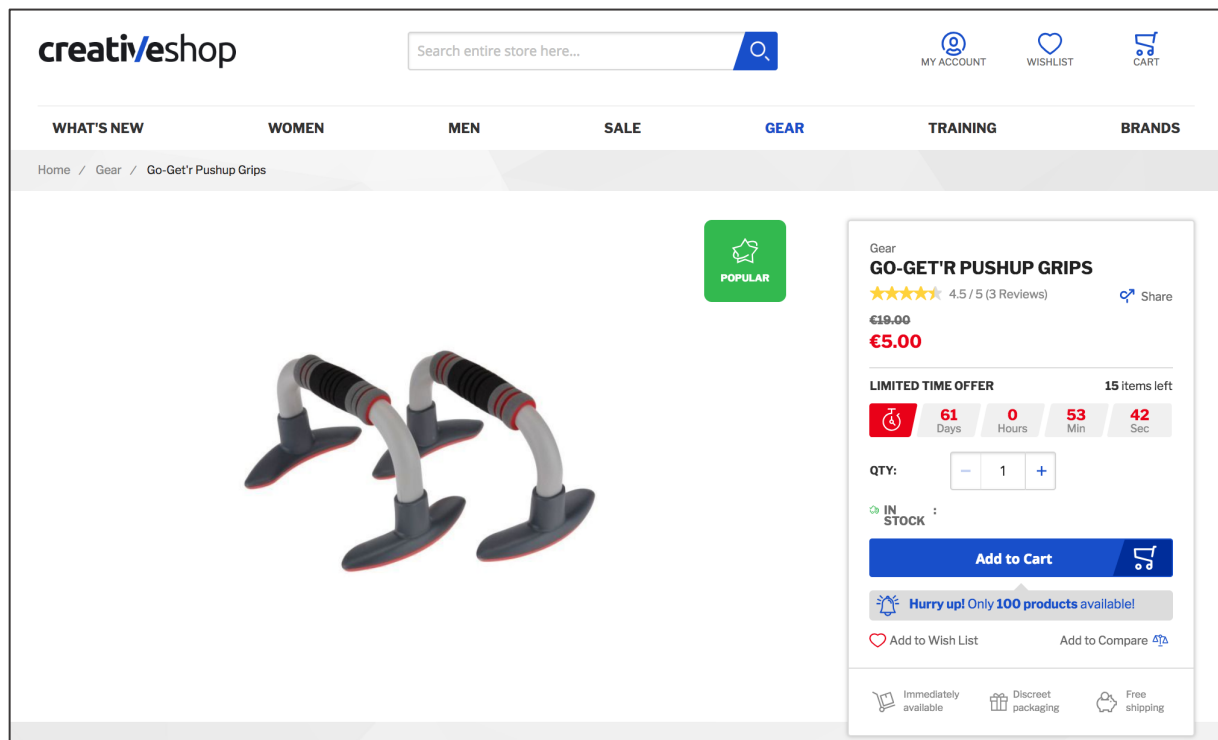


Figure 96 Daily Deal on product detail page (storefront)

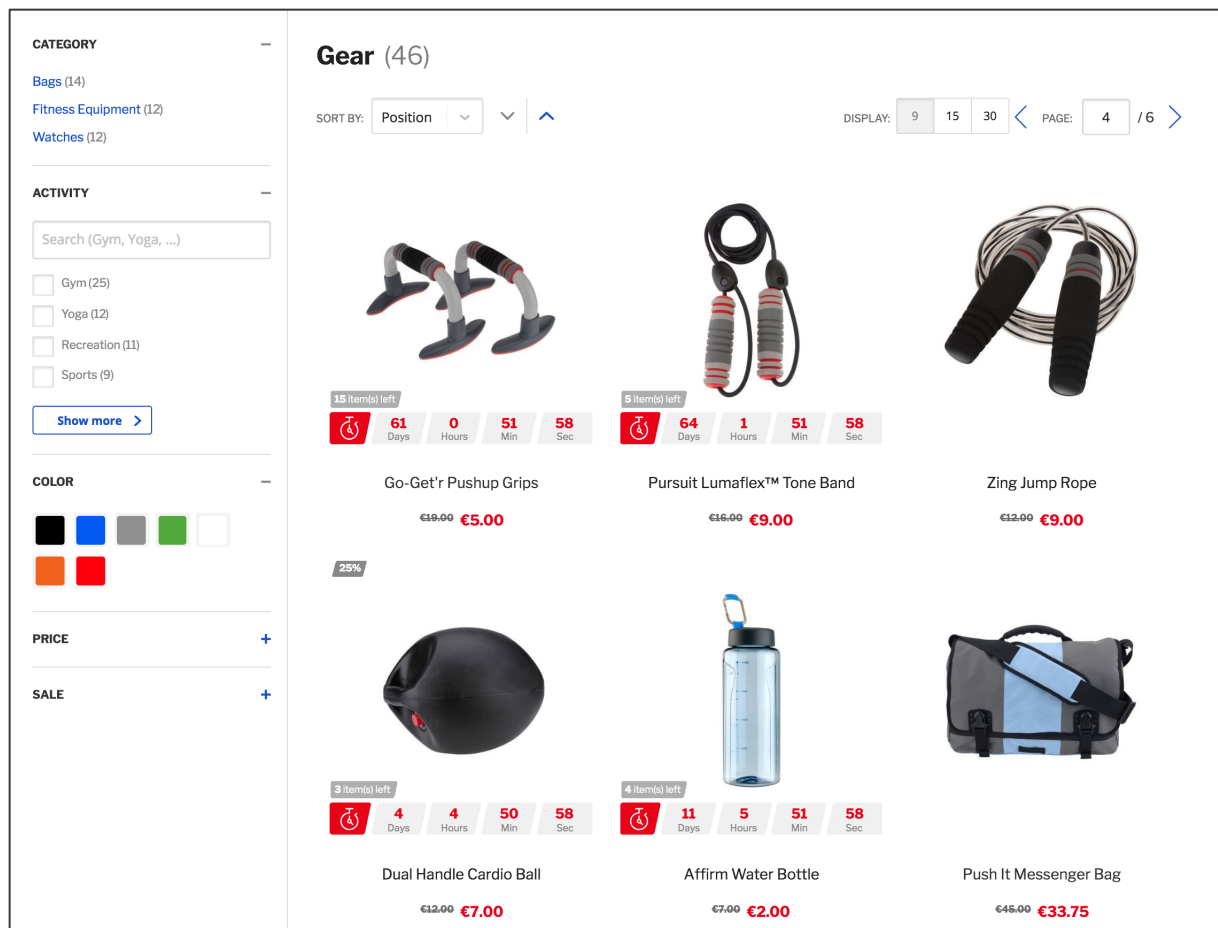


Figure 97 Daily Deal Products on Product overview page (storefront)

Before setting Daily Deals for products it is worth checking the basic configuration. Access **STORES / SETTINGS / CONFIGURATION**. Now navigate to **MAGESUITE** and **DAILY DEAL**. In order to enable the Daily Deal feature, use the **ENABLED** select. Also you can choose to apply Daily Deals only for a limited quantity of products in stock. In order to do so use the **USE QTY LIMITATION** select. Further you can select to display Daily Deals on product tiles in the **SHOW ON PRODUCT TILE** dropdown:

- "None": There will be no hint on product tiles concerning Daily Deals
- "Compact (as badge)": There will be a small badge pointing out Daily Deal products (similar to the "NEW" and "SALE" badge)
- "Full (with countdown)": There will be a prominent overlay on product tiles pointing out Daily Deal products (see Figure 97)

The screenshot shows the 'Configuration' page in the Magento admin panel. The 'Store View' is set to 'Default Config'. The 'GENERAL' tab is selected in the sidebar. The main content area shows the 'General' configuration for the 'Daily Deal' feature. It includes three settings, each with a dropdown menu and a 'Use system value' checkbox:

- Enabled** (store view): Set to 'Yes'.
- Use Qty limitation** (store view): Set to 'Yes'.
- Show on product tile** (store view): Set to 'Full (with countdown)'.

A 'Save Config' button is located in the top right corner of the configuration area.

Figure 98 General Daily Deal configuration (admin panel)

After making the basic configuration you can set Daily Deals for products. Access **CATALOG / INVENTORY / PRODUCTS**. Select a product in the product overview grid to apply the Daily Deal with and click it. Now scroll down to the **DAILY DEAL** section and expand it. Now you need to make following settings:

1. Enter an **OFFER PRICE** for the Daily Deal. This price will be displayed prominently which the old price will be displayed strike-through.
2. In the **OFFER FROM** date selection choose the date and time the Daily Deal should begin for the given product.
3. In the **OFFER TO** date selection choose the date and time the Daily Deal should end for the given product.
4. In the **OFFER LIMIT** enter the amount of products you would like to apply the Daily Deal for. E.g. if the stock quantity is 100 and the **OFFER LIMIT** is set to 50, only 50 items will be sold as Daily Deals (during the Daily Deal period set in **OFFER FROM** and **OFFER TO**). The **OFFER LIMIT** is limited by the stock quantity contained in Magento.
5. In the **INITIAL AMOUNT OF PRODUCTS** you can set another amount of products that shall be used as an offer limit. This amount is used on the progress bar on the CC Daily Deal Teaser component Icon Component
- 6.

With the Icon Component you can add e.g. your shop USPs on CMS pages, category pages or product detail pages..

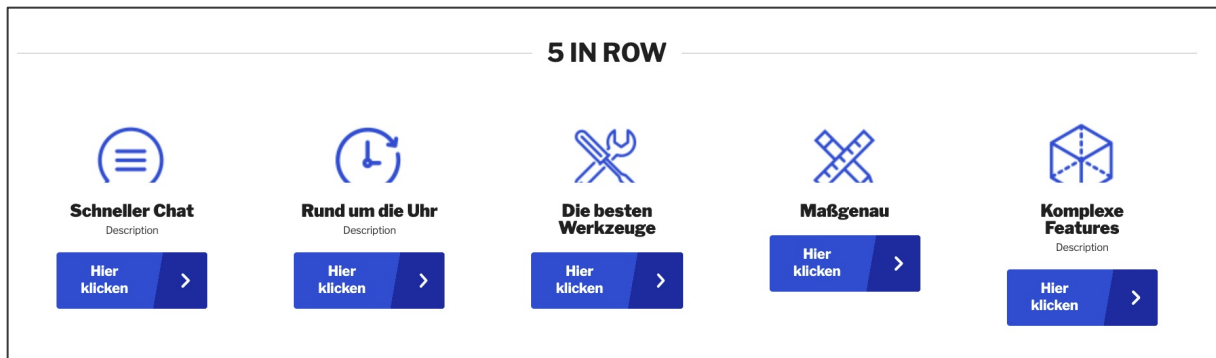


Figure 31 Icon Component (storefront)

When setting up the component you firstly have to select a **TEASER WIDTH, DESKTOP, TABLET LAYOUT, MOBILE LAYOUT** and the **TEXT POSITIONING**.

CONTENT WIDTH: The image teaser area is limited by the container width.

MOBILE LAYOUT: On mobile devices only two icons will be displayed. There is a slider functionality which allows rotation of further icon images.

The **TEXT POSITIONING: BELOW IMAGE** will display your text underneath icon images.

DESKTOP LAYOUT AND TABLET LAYOUT provides different number of images per row:

- **5 IN A ROW:** Four image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **6 IN A ROW:** Six image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **7 IN A ROW:** Eight image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.
- **8 IN A ROW:** Eight image teaser per row will be displayed in the image teaser area. In case more image teasers are included in the component they can be accessed using the slider functionality.

The **MOBILE LAYOUT** is fixed to **"SLIDER"** and **TEXT POSITIONING** is fixed to **"TEXT BELOW IMAGE"**.

In the next step you can add icons the same way as image teasers. By clicking the "+" icon new images will be added. You may configure your icon images in the **CONTENT** area. Here following settings can be made:

6. In the image upload area on the left-hand side you can insert an image using the Magento 2 media explorer. If you already have an image, you can remove it using the "bin" icon. If you have more than one image teaser (added using the "+" icon) you can move the given image using the

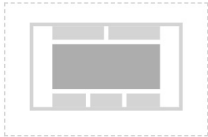
“arrow up” and “arrow down” icons. Also by clicking “change” you can change an existing image. Regardless whether you have chosen an image or not there always will be shown a live preview with your slogan and description.

7. Enter the **SLOGAN** text which will be the most prominent text element on the image teaser (depending on the styling). Additionally it is possible to insert dynamic content in this text area and any other textfield component, e.g. **HEADLINE** and **DESCRIPTION** using Content Constructor Directives. By adding directives it will display your products’ price or a products’ discount percentage to your desired text field.
 - i. Fetching a products’ price can be done with this directive:
`{{price sku="your_product_sku" withCurrency="true"}}`
When choosing “false” as your parameter there is no currency sign displayed.
 - ii. If you wish to display a discount percentage of a certain product use following directive:
`{{discountPercentage sku="your_product_sku"}}`
However only an integer value will be shown.
8. Enter the **DESCRIPTION** text which will be the text element located underneath the slogan on the image teaser (depending on the styling). Also Constructor Directives can be used here.
9. Enter a **CTA LABEL** text in case you want to include a CTA button on the image teaser.
10. Enter a URL in the **CTA TARGET LINK** input in case you want to add a link to the CTA button (also the Magento 2 widget types CMS Page Link, Catalog Category Link, Category Product Link, File URL are supported).

In the tab **STYLE** two additional customizations can be made.


3. Choosing **TEXT STYLE** ‘light’ provides a black box with white font. If ‘dark’ is selected it is the other way around, providing a black text font on a white background. Both coloring changes are in each case applied to slogan and description.
4. **MIRROR IMAGE** can be toggled on or off. This feature gives the possibility to flip your image horizontally.

Teaser Width




Content width


Desktop and Tablet Layout




5 in row



6 in row




7 in row




8 in row

Mobile Layout

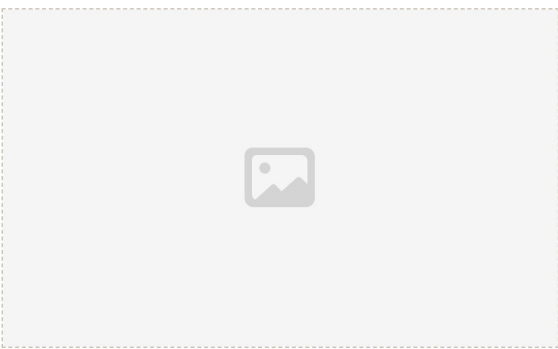


Slider

Text Positioning



Text below image



ContentStyle

Content align:

Slogan:

Description:

CTA label:

More

CTA target link:

Figure 32 Setting up an Icon Component (admin panel)

When the changes are done click **“SAVE”** on the right-hand side in the top area.

7. Daily Deal Teaser. You can set the **INITIAL AMOUNT OF PRODUCTS** equal to **OFFER LIMIT**.
8. If the Daily Deal is active (you are editing a product during an active Daily Deal time period) the **ENABLED** checkbox will be ticked. This is greyed out and you cannot control it.

Daily Deal

Offer price
[website]

€ 5.00

Daily deal offer price

Offer from
[store view]

04/1/2018 9:42

Daily deal offer from. Use 5 min interval when setting time e.g. 8:30, 8:35, 9:40.

Offer to
[store view]

12/20/2018 9:00

Daily deal offer to. Use 5 min interval when setting time e.g. 8:30, 8:35, 9:40.

Offer limit
[store view]

15

Daily deal offer limit

Initial Amount of products
[store view]

15

Daily deal initial amount. Value is used to show progress like 3 of 10 left. If empty, progress bar will not be visible.

Enabled
[store view]

☒ Yes

Figure 99 Daily Deal configuration on Products (admin panel)

When the Daily Deal settings have been made click **SAVE** on top of the page on the right-hand side. In case the Daily Deal period has been set to begin now, the Daily Deal should be applied within 5 minutes (the time-period here depends on the cron settings).

3.2. Bestseller Products Logic

The Bestseller Products Logic is a powerful sorting logic that allows displaying products according to their sales performance. You can apply this mechanism in many pages and elements in the shop, e.g. in the CC Product Carousel component (see Figure 100). The mechanism does periodically calculate and check the sales performance ("Bestseller Score") of the shop's products and arranges them according to the configuration. Thus, when applying sorting by Bestseller Score the customer will actually be faced with the current best-selling products.

The sorting logic can be applied in following components and page types:

- CC Products grid component, selected in the **ORDER BY** dropdown (see Products Grid)
- CC Product Carousel component, selected in the **ORDER BY** dropdown (see Image Teaser 2.0)
- Category configuration, selected under **DISPLAY SETTINGS** in the **AVAILABLE PRODUCT LISTING** **SORT BY** select field and the **DEFAULT PRODUCT LISTING SORT BY**

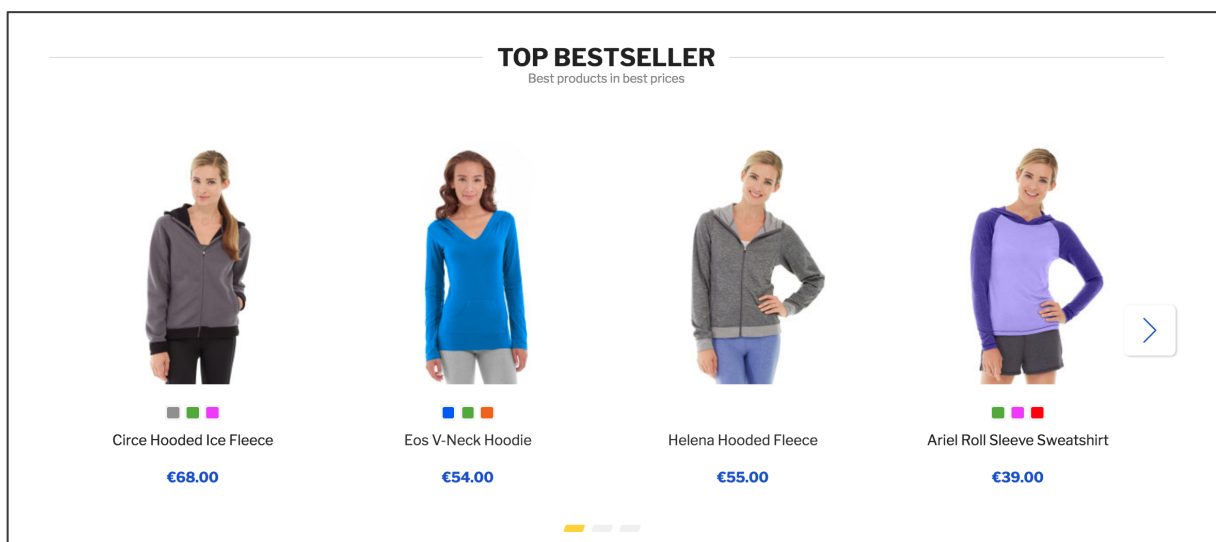
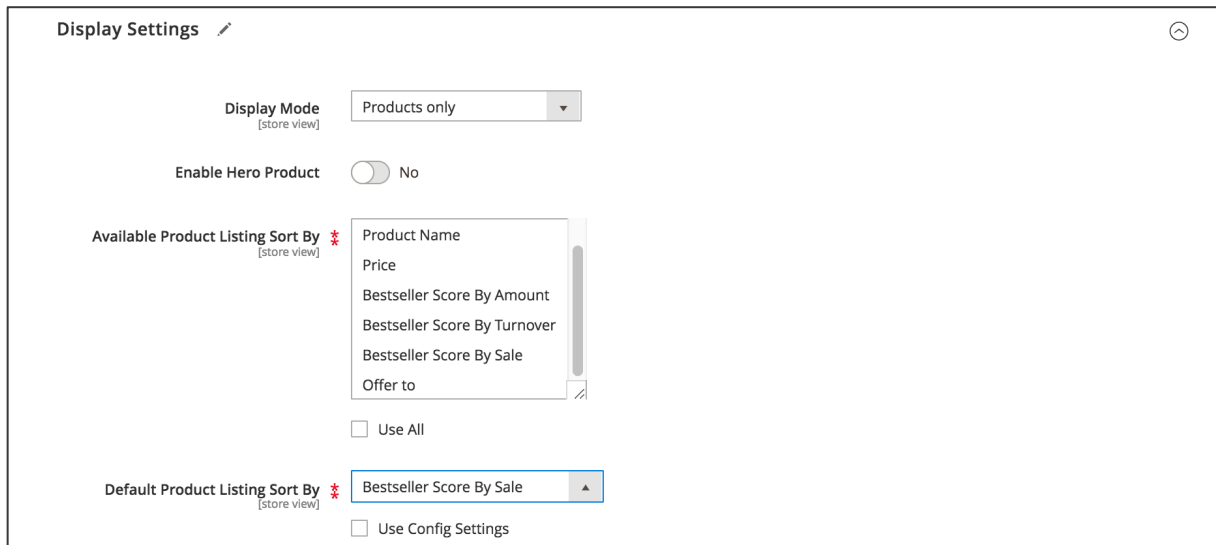


Figure 100 CC Product Carousel component sorted by "Bestseller Score by Amount" (storefront)

There are three different ways and indicators that define the Bestseller performance ("Bestseller Score"):

1. Bestseller Score by Amount: The sales performance is calculated based on the amount of items ordered of a given product within a specific amount of time.
2. Bestseller Score by Turnover: The sales performance is calculated based on the revenue made with a given product within a specific amount of time. In this case the price and the amount of items are taken into account.

3. **Bestseller Score by Sale:** The sales performance is calculated based on the amount of orders placed containing the given product within a specific amount of time. In this case neither price nor number of items sold are taken into account but the number of customers buying the product.



The screenshot shows the 'Display Settings' admin panel. It includes a 'Display Mode' dropdown set to 'Products only', an 'Enable Hero Product' toggle set to 'No', and an 'Available Product Listing Sort By' dropdown menu. The dropdown menu is open, showing options: 'Product Name', 'Price', 'Bestseller Score By Amount', 'Bestseller Score By Turnover', 'Bestseller Score By Sale', and 'Offer to'. Below the dropdown is a 'Use All' checkbox. At the bottom, there is a 'Default Product Listing Sort By' dropdown set to 'Bestseller Score By Sale' and a 'Use Config Settings' checkbox.

Figure 101 Sorting configuration on categories (admin panel)

In order to setup the Bestseller calculation logic access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and **BESTSELLER**. Here do the following:

In the **CRON** section you can define the cronjob settings for the time period used to update the Bestseller calculation in the format min / hour / day / month / year. In the example underneath the cronjob is running at 23.59 every day, every month and every year. At this point you also need to take into account the time-zone settings in **GENERAL / GENERAL / LOCALE OPTIONS / TIMEZONE**.

In the **ORDER PERIOD** define the period of time to be considered for the Bestseller calculation:

1. All orders: All orders made in the shop are used for the Bestseller calculation.
2. Orders from 7 days: All orders made in the shop within the last 7 days are used for the Bestseller calculation.
3. Orders from 30 days: All orders made in the shop within the last 30 days are used for the Bestseller calculation.
4. Orders from 1 year: All orders made in the shop within the last year are used for the Bestseller calculation.

Next expand the **BOOSTING FACTORS** section where you can modify the factors used for the Bestseller calculation. The rationale behind this section is to boost items bought lately and to penalize items are either bought a longer time ago (e.g. more than 365 days) or that are out of stock.

1. **Boosting Factor A:** Orders placed within the last 7 days will be multiplied by the factor entered here (default value is 3)

2. Boosting Factor B: Orders placed within the last 30 days will be multiplied by the factor entered here (default value is 2)
3. Boosting Factor C: Orders placed within the last 365 days will be multiplied by the factor entered here (default value is 1)
4. Boosting Factor D: Orders placed more than 365 days ago will be multiplied by the factor entered here (default value is 0)
5. Sold Out Decrease Factor: Items that are currently out of stock will be multiplied by the factor entered here (default value is 0.5)

In the **SORTING** section you can choose to invert the Bestseller calculation by selecting **DESCENDING** as the **SORTING DIRECTION**. In such cases the worst performing products will be placed first.

When the settings have been made click **SAVE CONFIG**. Depending on the time period placed in **ORDERS PERIOD** Magento will calculate the Bestsellers. Depending on the settings made in **CRON** the cronjob will update the Bestsellers sorting.

Configuration

9

mageadmin

Store View: Default Config

?

Save Config

GENERAL

CATALOG

SECURITY SUITE

SMILE ELASTICSUITE

CUSTOMERS

MAGESUITE

Defer JS

Product Variants

Cache Warmer

Bestsellers

Content Constructor

Positive indicators

SentryIO

Daily Deal

Cms Product Backlink

Navigation

Facebook

Pagination

SEO

Cron

Schedule

59 23 * * *

Please type full cron schedule expression, eg. '59 23 * * *'

Orders Period

Orders Period

Orders from 1 year

Boosting Factors

You can set up below boosting factors to increase product scoring during bestsellers calculation. If order is older it gets lower boosting factor.

Boosting Factor A

3

Orders within 7 days will get this boosting factor (eg. 3)

Boosting Factor B

2

Orders within 30 days will get this boosting factor (eg. 2)

Boosting Factor C

1

Orders within 356 days will get this boosting factor (eg. 1)

Boosting Factor D

0

Orders older than 365 days will get this boosting factor (eg. 0)

Sold Out Decrease Factor

1

Products that are sold out will have this decrease factor (eg. 0.5)

Sorting

Sorting Direction

Ascending

Figure 102 Bestseller Product Logic configuration (admin panel)

Now you can also set a specific multiplier per Product. Access **CATALOG / INVENTORY / PRODUCTS** and select the product in the Product Overview grid. Scroll down to the **BESTSELLERS** section. Here you can inspect the actual Bestseller performance for the given product in following entries:

- **BESTSELLER SCORE BY AMOUNT**
- **BESTSELLER SCORE BY TURNOVER**
- **BESTSELLER SCORE BY SALE**

You can also enter here a custom Bestseller Score in order to modify the performance. Please note, that the custom input here will be overwritten after the next cronjob updating the Bestseller Performance.³⁴ In the **BESTSELLER SCORE MULTIPLIER** input you can enter a value in % that will be used to boost (a number higher than 100) or penalize (a number lower than 100) the given product in the Bestseller calculation (default value is 100).

The screenshot shows the 'Bestsellers' configuration page in an admin panel. It contains four input fields, each with a label, a value, and a note:

- Bestseller Score By Amount** (global): 10101. Field will be overwritten automatically every night.
- Bestseller Score By Turnover** (global): 45450001. Field will be overwritten automatically every night.
- Bestseller Score By Sale** (global): 3401. Field will be overwritten automatically every night.
- Bestseller Score Multiplier** (global): 100. Value in %.

Figure 103 Bestseller Score Multiplier in product configuration (admin panel)

Examples

Product 1:

- Total quantity ordered was 20 times the last 7 days / the product was contained in 15 orders (Boosting Factor A is 3)
- Total quantity ordered 15 times the within the period between 7 and 30 days / the product was contained in 10 orders (Boosting Factor B is 2)
- has a price of 100€
- has a multiplier of 100

Product 2:

- Total quantity ordered was 5 times the last 7 days / the product was contained in 2 orders (Boosting Factor A is 3)
- Total quantity ordered was 50 times the within the period between 7 and 30 days / the product was contained in 40 orders (Boosting Factor B is 2)
- has a price of 50€
- has a multiplier of 120

Bestseller Score by Amount

Product 1: $20 \times 3 \times 100 + 15 \times 2 \times 100 = 9.000$

³⁴ Usually every night the cronjob does update Bestsellers. You can modify the cronjob settings in **STORES / SETTINGS / CONFIGURATION -> MAGESUITE -> BESTSELLER -> CRON**.

Product 2: $5 \times 3 \times 120 + 50 \times 2 \times 120 = 13.800$ (Product 2 will be sorted higher than Product 1)

Bestseller Score by Turnover

Product 1: $20 \times 100 \times 3 \times 100 + 15 \times 100 \times 2 \times 100 = 900.000$

Product 2: $5 \times 50 \times 3 \times 120 + 50 \times 50 \times 2 \times 120 = 690.000$ (Product 2 will be sorted lower than Product 1)

Bestseller Score by Sale


Product 1: $15 \times 3 \times 100 + 10 \times 2 \times 100 = 6.500$

Product 2: $2 \times 3 \times 120 + 40 \times 2 \times 120 = 10.320$ (Product 2 will be sorted higher than Product 1)

3.3. Cart Bonus

The Cart Bonus feature does allow adding products as gifts to the basket. The feature is actually a cart price rule which can be triggered under certain conditions. On the storefront the user will notice a progress bar which hints at potential bonus when meeting a subtotal threshold. Due to this visualization the user may have a higher incentive to add further items to the basket which leads to a higher basket value in total. In case the subtotal threshold was hit, the items specified will be added to the basket automatically.

The screenshot shows a shopping cart with one item, 'Push It Messenger Bag', priced at €33.75. The subtotal is €33.75. A progress bar at the bottom indicates the current subtotal is €6.25 away from reaching the threshold for a 'Sprite Foam Roller for free'. The summary on the right shows a subtotal of €33.75, tax of €6.96, and an order total of €33.75. A 'Proceed to Checkout' button is visible.

ITEM	PRICE	QTY	SUBTOTAL
 Push It Messenger Bag	€33.75	1	€33.75

Acquire your gift now!

Progress bar: €6.25 more to reach threshold for Sprite Foam Roller for free.



Summary:

Subtotal	€33.75
Tax	€6.96
Order Total	€33.75

Proceed to Checkout

Figure 104 Cart Bonus - threshold not hit (storefront)

The screenshot shows the shopping cart after adding a 'FREE Affirm Water Bottle'. The subtotal is now €67.50. The progress bar shows that the threshold has been reached, and the 'Sprite Foam Roller for free' is now available. The summary on the right shows a subtotal of €67.50, tax of €13.93, and an order total of €67.50. A 'Proceed to Checkout' button is visible.

ITEM	PRICE	QTY	SUBTOTAL
 Push It Messenger Bag	€33.75	2	€67.50
 FREE Affirm Water Bottle	€0.00	1	€0.00

Acquire your gift now!

Progress bar: €32.50 more to reach threshold for Sprite Foam Roller for free. (Current subtotal is €67.50, which is €32.50 more than the previous state).

Summary:

Subtotal	€67.50
Tax	€13.93
Order Total	€67.50

Proceed to Checkout

Figure 105 Cart Bonus - threshold hit (storefront)

In order to add a Cart Bonus rule access **MARKETING / PROMOTIONS / CART PRICE RULES**. In the Cart Price Rules overview grid click **ADD NEW RULE** on the top section on the right-hand side.

Firstly set the settings in the **RULE INFORMATION** area which is native Magento 2 CE.³⁵ Please note, that in the **COUPON** dropdown you need to select **NO COUPON**.

Next go to the **CONDITIONS** section where you can define the conditions that trigger the actual cart price rule and add a product gift to the basket. Click on the green “+” to add a condition. Select “Subtotal incl. tax” as the condition and click the “is” wording where you select “equals or greater than” in the succeeding dropdown. Finally enter the amount X that should be reached in order to add a Product Gift to the basket.

Now expand the **ACTIONS** section where you need to make following settings:

1. **APPLY:** Here you need to select “**ADD A GIFT ONCE**” in the dropdown field. In case you want to apply there rule several times when the criteria in **CONDITIONS** are met, select **ADD A GIFT**. This can be the case when you select an SKU to be included in the basket to trigger the Cart Bonus rule. Each time you add more quantity of the SKU, the Cart Bonus will be triggered and more quantity of the Cart Bonus items will be added.
2. **GIFT SKUS:** Enter the SKU of the item that should be added to the basket as a Cart Bonus. You can also enter more than one item comma-separated.
3. **GIFT SKUS QTYs:** Enter here the quantities of the above SKUs that should be added to the basket as a Cart Bonus.
4. **GIFT SKUS DISCOUNTS:** Enter the percentage the Cart Bonus should be discounted with. In order to make the Cart Bonus free, enter “100”. In case you want to give a 50% discount, enter “50”.
5. **DISCARD SUBSEQUENT RULES:** In case you want apply further Cart Price Rules in combination with this rule, select **NO** here. By doing so you can add further steps (Cart Price rules with the same approach) that will add another items to the basket as Product Gifts.

All other settings in this section should remain unchanged.

Now expand the **LABELS** section and enter the labels that should be used on the storefront when displaying the Cart Bonuses.

Finally go to the **CART BONUS** section and expand it. Tick the **IS VISIBLE AS CART BONUS** checkbox in order to display the progress bar as seen on Figure 104 and Figure 105. In case you want to hide the label of the Cart Bonus rule (set in the **LABELS** section) set the **IS LABEL VISIBLE BY DEFAULT** checkbox to **NO**. In this case the user will not know which Cart Bonus he will receive until he hits the subtotal threshold.

Now make sure the Cart Bonus is **ACTIVE** in the **RULE INFORMATION** area and click **SAVE**.

³⁵ Here you can find the official Magento 2 CE user Guide to define Cart Price Rules:
https://docs.magento.com/m2/2.2/ce/user_guide/marketing/price-rules-cart.html

Conditions

Apply the rule only if the following conditions are met (leave blank for all products).

If ALL of these conditions are TRUE :

Subtotal including tax equals or greater than 40

Actions

Apply

Add a gift once

Gift SKUs

24-UG06

Gift SKUs QTYS

1

Gift SKUs discounts

100

Discount Amount *

0

Maximum Qty Discount is Applied To

0

Discount Qty Step (Buy X)

0

Apply to Shipping Amount

☐ No

Discount amount is applied to subtotal only

Discard subsequent rules

☐ No

Apply the rule only to cart items matching the following conditions (leave blank for all items).

If ALL of these conditions are TRUE :

Free Shipping

Figure 106 Configuring Product Gifts cart price rule (admin panel)

3.4. Positive Indicators

Positive Indicators are a great tool to increase conversions. This feature allows to add visualization on Product Tiles and Product Detail pages that stress and incentivize the customer to make a purchase. As seen on the screenshot below, you can for example point out that only a limited amount of items are available (“Hurry up! Only 90 products available!”). Also you can point out that the given product was recently purchased by other customers (“2 customers bought this product in last 30 days”).

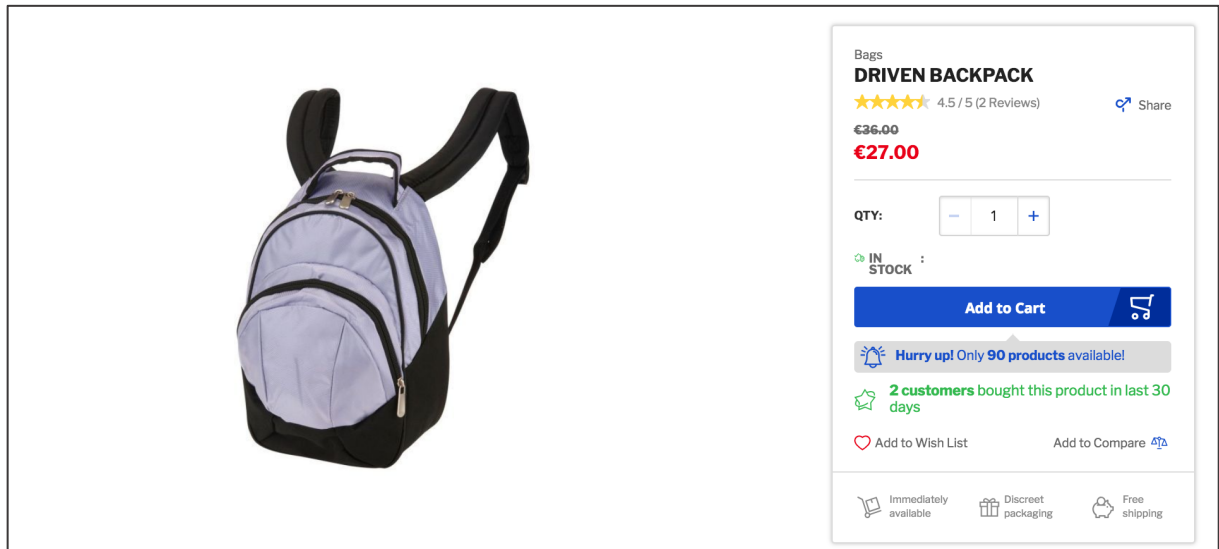


Figure 107 Positive Indicators on Product Detail page (storefront)

The following sub-sections will explain the Positive Indicators in detail.

3.4.1. Popular Indicator

The Popular Indicator is a badge which highlights products that the best performing taking into account a certain attribute in a given category. E.g. you can choose on of the Bestseller Score attributes (see Bestseller Products Logic) to mark the best-selling items are popular. The Popular Indicator badge is visible on Product tiles on the Product Overview page as well as on the Product Detail pages. The Indicator can be controlled per store or per category.

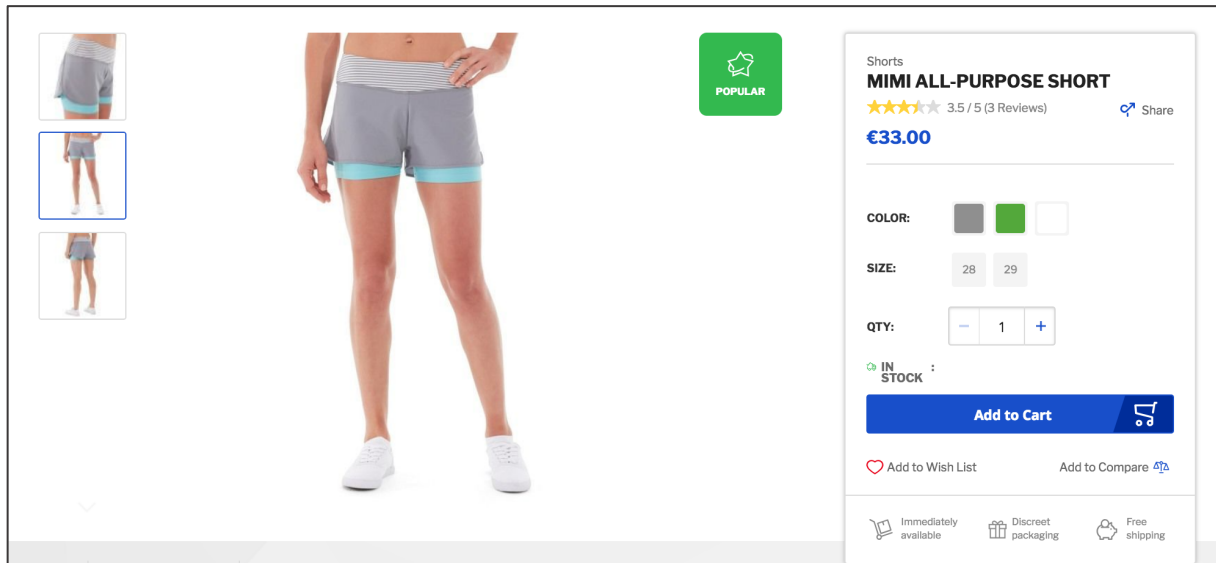


Figure 108 Popular Indicator on the Product Detail Page (storefront)

Firstly set up the Popular Indicator setting in **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and then **POSITIVE INDICATORS**. Here expand the **POPULAR ICON** section. In order to enable the Popular Indicator feature select **YES** in the **ENABLED** dropdown. In case you want to mark the best-selling items as popular, select one of the “Bestseller Score by” attributes (see Bestseller Products Logic) in the **PRODUCT LISTING SORT BY** dropdown field. Choose in the **PRODUCT LISTING SORT DIRECTION** the option **DESCENDING** in order to mark the products with the highest attribute value selected in the previous step. Finally enter in the **NUMBER OF PRODUCTS** input the amount of items to have a Popular Indicator badge on the Product Overview page, per Category.

When the settings are done click **SAVE CONFIG** on the top on the right-hand side. After the cronjob calculated the items and attribute values, the Popular Icons are given for the specific products.³⁶

³⁶ Usually this happens every night, depending on the cronjob configuration in the code.

Popular icon

Enabled [store view] Yes ☐ Use system value

Product Listing Sort by [store view] Bestseller Score By Sale ☐ Use system value

Product Listing Sort Direction [store view] Descending ☐ Use system value

Number of products [global] 4
The number of products that will be marked as popular in the category.

Figure 109 Popular Indicator configuration (admin panel)

You can also control the Popular Indicator on category level. Access **CATALOG / INVENTORY / CATEGORIES**. Click in the category to make the settings in the left category tree and move to the **POSITIVE INDICATORS** section. In order to enable the Popular Indicator feature for the given category (and the Popular Indicator badges on Product tiles) tick the **ENABLE POPULAR ICON** checkbox. Depending on the settings made in the previous step in **STORES / SETTINGS / CONFIGURATION** the X first items will have the Popular Indicator while X corresponds to the **NUMBER OF PRODUCTS** input.

Positive Indicators

Only X Available Qty
Display info on PDP if product qty is less than this value. This setting can be overwritten in product.

Enable Popular Icon Yes
Mark X first products from this category as popular.

Figure 110 Popular Indicator configuration per category (admin panel)

Finally you can verify the products' performance in terms of the Popular Indicator. Access **CATALOG / INVENTORY / PRODUCTS**. Find the product that you want to verify in the Product Overview grid. Click the product and expand the **POSITIVE INDICATORS** section. Here you can inspect if the product is marked as popular by checking the **POPULAR ICON** checkbox. Also the **POPULAR ICON CATEGORIES** gives information in which categories (category IDs) the product is marked as popular.

Positive Indicators

Only X Available Qty [global]
Display info on PDP if product qty is less than this value. If value is 0 or null, this field will not be used.

Popular Icon [store view] Yes
Product marked as popular.

Popular Icon Categories [store view] 4
Categories IDs in which product is marked as popular.

Figure 111 Popular Indicator configuration per product (admin panel)

3.4.2. Only X available, buy now

The Limited Quantity Indicator does stress out that a certain product is low in stock. On the Product Detail Page we can find a hint in the buybox saying “Hurry up! Only X products available!”. Such a stressing indicator might incentivize the customer to put the given item in the basket since it is low in stock and it might be not available soon. This in turn has an effect on conversions.

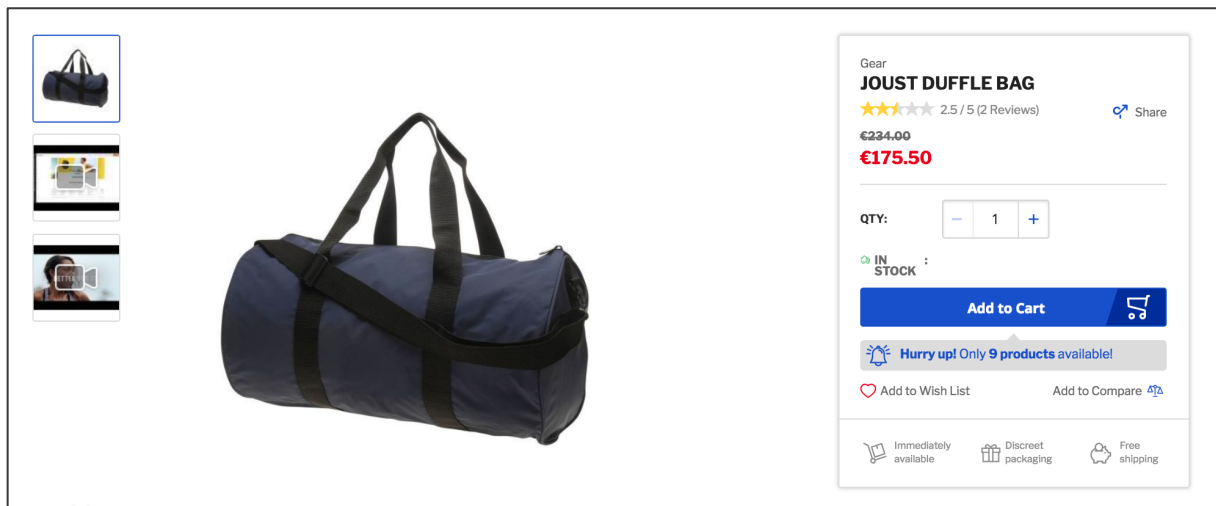


Figure 112 Only X available Indicator on Product Detail page (storefront)

The Limit Quantity Indicator has to be firstly set up. Access **STORES / SETTINGS / CONFIGURATION** and then navigate to **MAGESUTE** and **POSITIVE INDICATORS**. Here expand the **ONLY X AVAILABLE, BUY NOW** section. Firstly open the **ENABLED** dropdown and select **YES** in order to enable the feature. Now in the **QUANTITY** input field enter the threshold amount X of items that should display the indicator on the storefront. If the stock of a given item falls below X, there will be an indicator shown on the storefront displaying the actual stock of the given product. If the stock of a given item is more than X, there will be no indicator shown. When the settings are done click **SAVE CONFIG** on the top area on the right-hand side.

Only X available, buy now

Enabled
[store view]

Yes

Use system value

Quantity
[global]

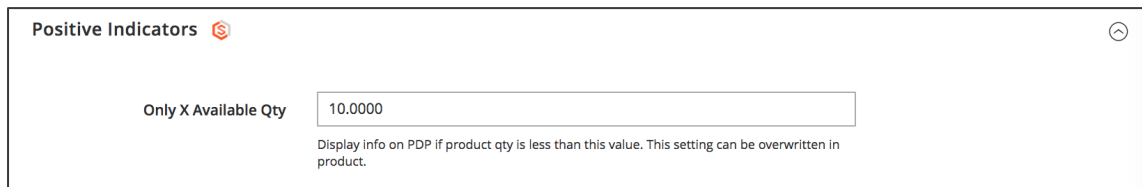
10


Display info on PDP if product qty is less than this value. This setting can be overwritten in category and product.

Figure 113 Only X available indicator configuration (admin panel)

The threshold amount X can also be controlled on category level. Access **CATALOG / INVENTORY / CATEGORIES** and select the category from the category tree on the left-hand side. Now expand the

POSITIVE INDICATORS section. In the **ONLY X AVAILABLE QTY** input field enter the threshold amount X that should trigger the indicator display. The input on category level will overwrite the settings made in **STORES / SETTINGS / CONFIGURATION** for the given category. When the settings are done click **SAVE** on the top area on the right-hand side.



Positive Indicators 

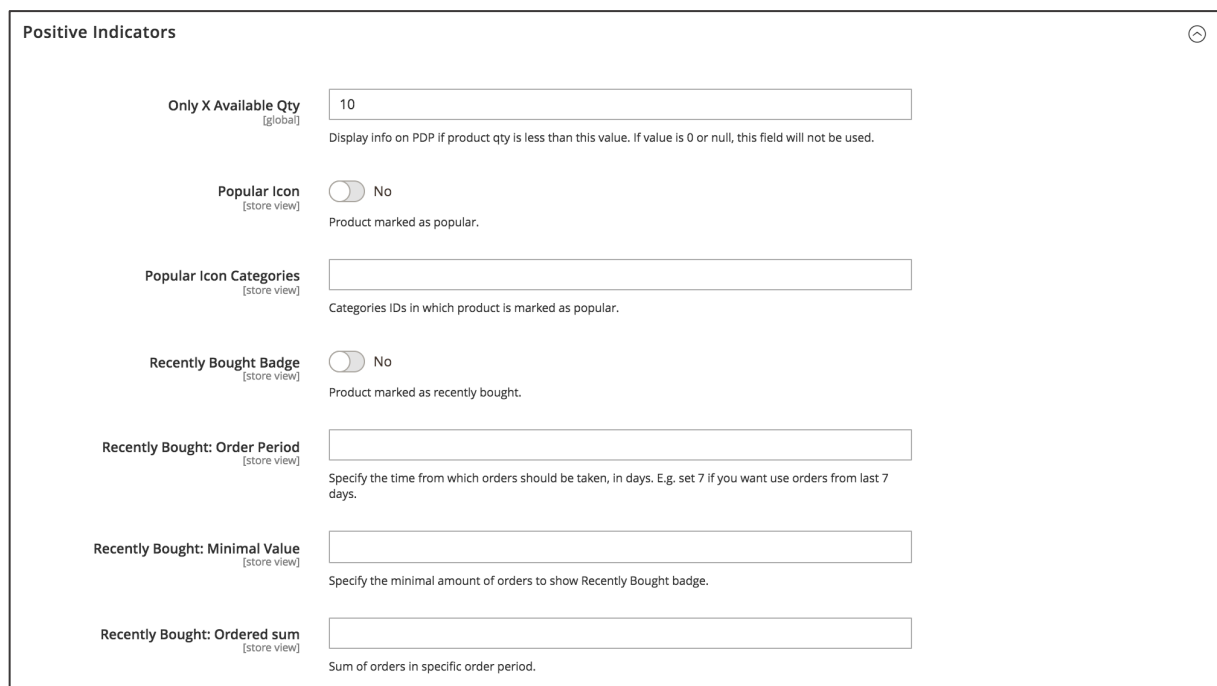
Only X Available Qty


Display info on PDP if product qty is less than this value. This setting can be overwritten in product.

Figure 114 Only X available Indicator configuration per category (admin panel)

Finally, the threshold amount X can also be controlled on product level. Access **CATALOG / INVENTORY / PRODUCTS**, choose a product from the Product Overview grid and choose to **EDIT** the item. Now expand the **POSITIVE INDICATORS** section where you can find the **ONLY X AVAILABLE QTY** input field. Here you can enter the threshold amount X that should trigger the indicator display. The input on product level will overwrite the settings made category level and in **STORES / SETTINGS / CONFIGURATION** the given product.

When the settings are done click **SAVE** on the top area on the right-hand side. In order to make the changes visible go to **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **FLUSH MAGENTO CACHE**.



Positive Indicators 

Only X Available Qty [global]
Display info on PDP if product qty is less than this value. If value is 0 or null, this field will not be used.

Popular Icon ☐ No [store view]
Product marked as popular.

Popular Icon Categories [store view]
Categories IDs in which product is marked as popular.

Recently Bought Badge ☐ No [store view]
Product marked as recently bought.

Recently Bought: Order Period [store view]
Specify the time from which orders should be taken, in days. E.g. set 7 if you want use orders from last 7 days.

Recently Bought: Minimal Value [store view]
Specify the minimal amount of orders to show Recently Bought badge.

Recently Bought: Ordered sum [store view]
Sum of orders in specific order period.

Figure 115 Only X available indicator configuration per product (admin panel)

3.4.3. Recently Bought Indicator

The Recently Bought Indicator is, similar to the Popular Indicator, a positive stressor which indicates the popularity of an item. On the Product Detail page the indicators says, that a given amount of customers purchased the item within a specific amount of time (“10 customers bought this product in last 30 days”). This indicator for popularity might in turn lead other customers to purchase the given item which increases conversions.



Figure 116 Recently Bought Indicator on Product Detail page (storefront)

In order to set up the Recently Bought Indicator access **STORES / SETTINGS / CONFIGURATION**, navigate to **MAGESUITE** and the **POSITIVE INDICATORS** section. Open the **ENABLED** dropdown and select **YES** in order to enable the indicator. Next enter in the **ORDER PERIOD** input field the time period that should be considered for this indicator. E.g. if you input is “30”, then the indicator will display the amount of customers purchasing the item in the last 30 days. In the **MINIMAL VALUE** input field enter the minimum amount of products that need to be purchased in order to display the indicator on the storefront. In combination with the **ORDER PERIOD** the Recently Bought Indicator will be shown on the storefront if 1) the **MINIMAL VALUE** quantity of a given product was purchased and 2) within the time-period set in **ORDER PERIOD**. In case one of the two parameters was not reached, the Recently Bought Indicator will not appear on the storefront.

When the settings are done click **SAVE CONFIG** on the top area on the right-hand side. In order to make the changes visible go to **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **FLUSH MAGENTO CACHE**.

Recently bought

Enabled

[store view]

Yes

▼

☐ Use system value

Order Period

[store view]

30

☐ Use system value

Specify the time from which orders should be taken, in days. E.g. set 7 if you want use orders from last 7 days. Can be overwritten in the product.

Minimal Value

[store view]

3

☐ Use system value

Specify the minimal amount of orders to show Recently Bought badge. Can be overwritten in the product.

Figure 117 Recently Bought Indicator configuration (admin panel)

The **ORDER PERIOD** and **MINIMAL VALUE** settings can be also controlled per product. Access **CATALOG / INVENTORY / PRODUCTS**. Choose the product from the Product Overview grid and click **EDIT**. Now expand the **POSITIVE INDICATORS** section. You can set the **RECENTLY BOUGHT: ORDER PERIOD** and **RECENTLY BOUGHT: MINIMAL VALUE** per product. The settings made here will overwrite the settings made in **STORES / SETTINGS / CONFIGURATION** for the given product. The field **RECENTLY BOUGHT: ORDERED SUM** is just an information about the amount of purchases for the product within the time-period set in **STORES / SETTINGS / CONFIGURATION** or the product.

When the settings are done click **SAVE** on the top area on the right-hand side. In order to make the changes visible go to **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **FLUSH MAGENTO CACHE**.

Positive Indicators

Only X Available Qty

[global]

Display info on PDP if product qty is less than this value. If value is 0 or null, this field will not be used.

Popular Icon

[store view]

☐ No

Product marked as popular.

Popular Icon Categories

[store view]

Categories IDs in which product is marked as popular.

Recently Bought Badge

[store view]

☒ Yes

Product marked as recently bought.

Recently Bought: Order Period

[store view]

Specify the time from which orders should be taken, in days. E.g. set 7 if you want use orders from last 7 days.

Recently Bought: Minimal Value

[store view]

Specify the minimal amount of orders to show Recently Bought badge.

Recently Bought: Ordered sum

[store view]

10

Sum of orders in specific order period.

Figure 118 Recently Bought Indicator configuration per product (admin panel)

3.4.4. Free Shipping Indicator

The Free Shipping Indicator is a simple visualization or message that points out that free shipping will be applied on a given item. When free shipping is applied for an item the customer will be incentivized to make a purchase which in turn increases conversions. The Free Shipping Indicator can be used on following elements:

1. as a text message in the buybox on the Product Detail page
2. as a badge on the product image on the Product Detail page
3. as a badge / label on the product tile (CC Image Teaser 2.0 or CC Products Grid)
4. as a badge in the autosuggest field on the search flyout

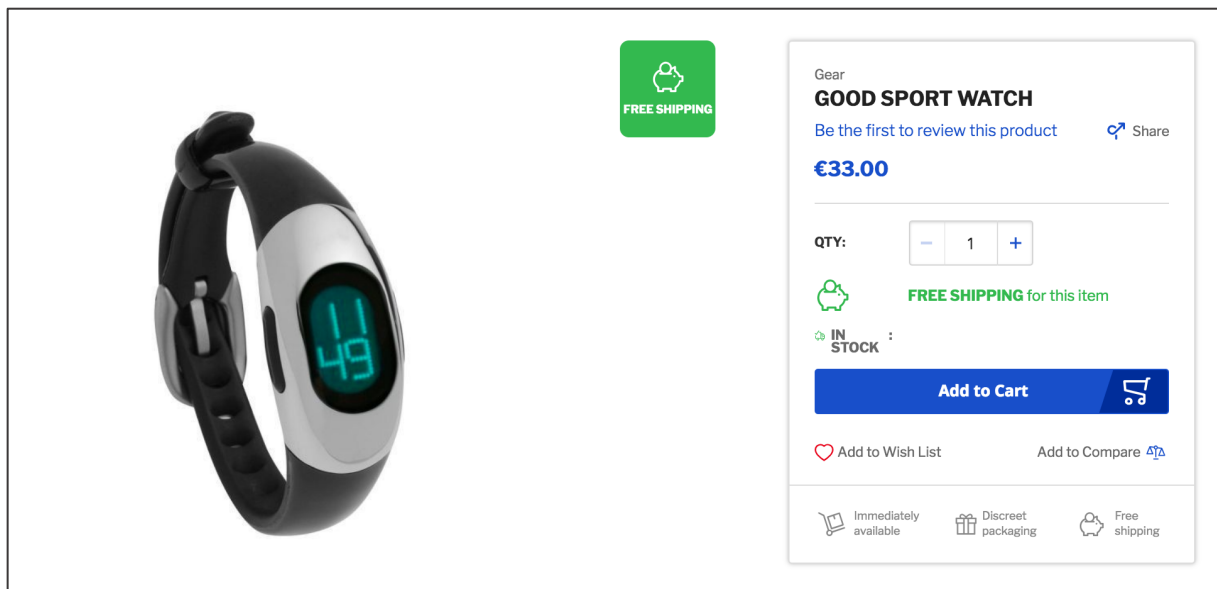


Figure 119 Free Shipping Indicator on Product Detail page (storefront)

Before setting up the Free Shipping Indicator make sure that you actually have a shipping method using free shipping. Access **STORES / SETTINGS / CONFIGURATION** and navigate to **SALES** and then **SHIPPING METHODS**.³⁷ Now do the following:

1. In order to enable the free shipping method set **ENABLED** to **YES**.
2. Enter a **TITLE** to identify the Free Shipping method during checkout on the storefront.
3. Enter a **METHOD NAME** to describe this shipping method (used only for the admin panel).
4. Enter the **MINIMUM ORDER AMOUNT** to trigger free shipping. E.g. if the input is "30", free shipping will be applied in case the subtotal amount is more than 30.
5. In the **DISPLAYED ERROR MESSAGE** input field, type the message to appear if free shipping becomes unavailable.

³⁷ Under following link you can learn more about setting up shipping methods in Magento 2:
https://docs.magento.com/m2/2.2/ce/user_guide/shipping/shipping.html

6. In the **SHIP TO APPLICABLE COUNTRIES** you can choose the following.
 - a. "All Allowed Countries": Customers from all countries specified in **STORES / SETTINGS / CONFIGURATION** under **GENERAL / GENERAL / COUNTRY OPTIONS** can use free shipping.
 - b. "Specific Countries": You can select specific countries from the multi-select field to apply free shipping.
7. In **SHOW METHOD IF NOT APPLICABLE** you can choose:
 - a. "Yes": the free shipping method will always be shown in the checkout, even if not applicable (**MINIMUM ORDER AMOUNT** was not reached).
 - b. "No": the free shipping method is shown only if applicable.
8. In the **SORT ORDER** input field you can enter the priority in displaying the free shipping method in the checkout (0 = highest, 1 = second highest etc.)

When the above settings are done click **SAVE CONFIG**. Now the free shipping method can be used to display the Free Shipping Indicator.

Free Shipping

Enabled
[website]

Yes

Use system value

Title
[store view]

Free Shipping

Use system value

Method Name
[store view]

Free Shipping

Use system value

Minimum Order Amount
[website]

30

Displayed Error Message
[store view]

This shipping method is not available. To use this shipping method, please contact us.

Use system value

Ship to Applicable Countries
[website]

All Allowed Countries

Use system value

Ship to Specific Countries
[website]

Afghanistan
 Åland Islands
 Albania
 Algeria
 American Samoa
 Andorra
 Angola
 Anguilla
 Antarctica
 Antigua and Barbuda

Show Method if Not Applicable
[website]

No

Sort Order
[website]

Figure 120 Shipping Method configuration (admin panel)

Access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and **POSITIVE INDICATORS**. Expand the **FREE SHIPPING** section. Here you can do the following:

1. Select the **DEFAULT SHIPPING METHOD** to be used for checking if the free shipping threshold was hit. In case you choose the free shipping method created above, the **MINIMUM ORDER AMOUNT** will be this threshold. You can also choose another shipping method which has a free shipping threshold (**MINIMUM ORDER AMOUNT**) set.
2. **SHOW IN PRODUCT TILES**: if “Yes” is selected, a badge / label on the product tile (Product Grid, CC Image Teaser 2.0 or CC Products Grid) will appear
3. **SHOW TEXT NOTE ON PRODUCT’S DETAILPAGE**: if “Yes” is selected, a text message in the buybox on the Product Detail page will appear.
4. **SHOW BADGE ON PRODUCT’S DETAILPAGE**: if “Yes” is selected, a badge on the product image on the Product Detail page will appear.
5. **SHOW IN SEARCH AUTOSUGGEST**: if “Yes” is selected, a badge in the autosuggest field on the search flyout will appear.

When the above settings are done click **SAVE CONFIG** in the top section on the right-hand side. In order to make the changes visible go to **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **FLUSH MAGENTO CACHE**.

Free shipping

Default shipping method [store view] Free Shipping ☐ Use system value

Choose the default shipping method for the free shipping threshold. If there are no options, set the free delivery threshold in the shipping methods configuration (Stores > Configuration > Sales > Shipping methods).

Show in product tiles [store view] Yes

Show text note on product's detailpage [store view] Yes

Show badge on Product's detailpage [store view] Yes

Show in search autosuggest [store view] Yes

Figure 121 Free Shipping Indicator configuration (admin panel)

3.4.5. Fast Shipping indicator

The Fast Shipping Indicator is a helpful visualization to highlight that the given item may be shipped today in case the customer does place the order within a specific amount of time. This hint is visible on Product Detail pages inside the buybox ("FAST SHIPPING AVAILABLE. Only if you order until 16:00"). The customer might be incentivized to place the order quickly since he is interested in receiving the shipment quickly. This in turn increases conversions.

In case the Fast Shipping period passed, the user will get a corresponding hint, e.g. that the shipment will take place tomorrow.



Figure 122 Fast Shipping Indicator on Product Detail pages (storefront)

In order to set up the Fast Shipping Indicator access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and **POSITIVE INDICATORS**. Here expand the **FAST SHIPPING** section. Set the **ENABLED** dropdown to **YES** in order to enable the Fast Shipping Indicator.

In the **WORKING DAYS** multi-select field mark the days the Fast Shipping Indicator should be active, i.e. Fast Shipping will apply (shipping today). On days that are not marked here the user will get a corresponding message, i.e. that the shipment will take place on Monday.

In the **HOLIDAYS** input you can enter dates where the fast shipping will not apply (similar to the days not marked in **WORKING DAYS**). However, these dates do override the days marked in the **WORKING DAYS** multi-select, such as Christmas holidays. All dates (each day) needs to be put in here separately, comma-separated.

In the **TIME TO DELIVERY TODAY** input field enter the exact time till fast shipping should apply to. E.g. if the input is “16:00” the user will get the fast shipping message before 16.00. In case the user visits the Product Detail page later than 16:00, fast shipping will not be applied.³⁸

In the **LOGISTICS WORKING HOURS** input field enter the amount of hours the logistics department is fulfilling orders and shipments. This input needs to be taken into account with the input made in **ORDER QUEUE LENGTH**. In case the logistics department has a long queue of orders (e.g. Christmas time) **ORDER QUEUE LENGTH** can be set to “10”. When the **WORKING HOURS** input is set to “8” at the given the logistics department firstly needs to fulfill the queue, which is 10 hours. Since the working hours are only 8 hours, no new order can be shipped at this day and fast shipping will not be applied. The next day 2 hours left from the previous day. After the remaining queue of 2 hours passed, new orders can be fulfilled and fast shipping will be applied.

When the settings have been made click **SAVE CONFIG** on the top section on the right-hand side. In order to make the changes visible go to **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **FLUSH MAGENTO CACHE**.³⁹

Fast shipping

Enabled [store view] Yes ☐ Use system value

Working days [store view] Sunday Monday Tuesday Wednesday Thursday Friday Saturday ☐ Use system value

Holidays [store view] 25.12.2018,26.12.2018 ☐ Use system value
Set holidays. E.g. 01.01.2018,25.12.2018

Time to delivery today [store view] 16:00 ☐ Use system value
Time to which the orders will be ship on the same day. E.g. 15:00

Logistics working hours [store view] 8 ☐ Use system value
Set how long logistics works per day (in hours). E.g. 10

Order queue length [global] 0 ☐ Use system value
Set how many hours is already reserved. E.g. 5

Figure 123 Fast Shipping Indicator configuration (admin panel)

³⁸ Please take into account the time-zone set in **STORES / SETTINGS / CONFIGURATION** in **GENERAL / GENERAL / LOCALE OPTIONS** and **TIMEZONE**

³⁹ Please note that it may take up to 10 minutes to make the changes visible in the storefront.

3.4.6. Expected delivery indicator

With the Expected Delivery Indicator the customer gets an information about the estimated shipping date. It is shown on every Product Detail page within the buybox ("You can get this product on **23.03.2020 (Monday)** if you buy it now") listed beside other indicators mentioned above. Providing the user with details on the estimated shipping will benefit the conversion.

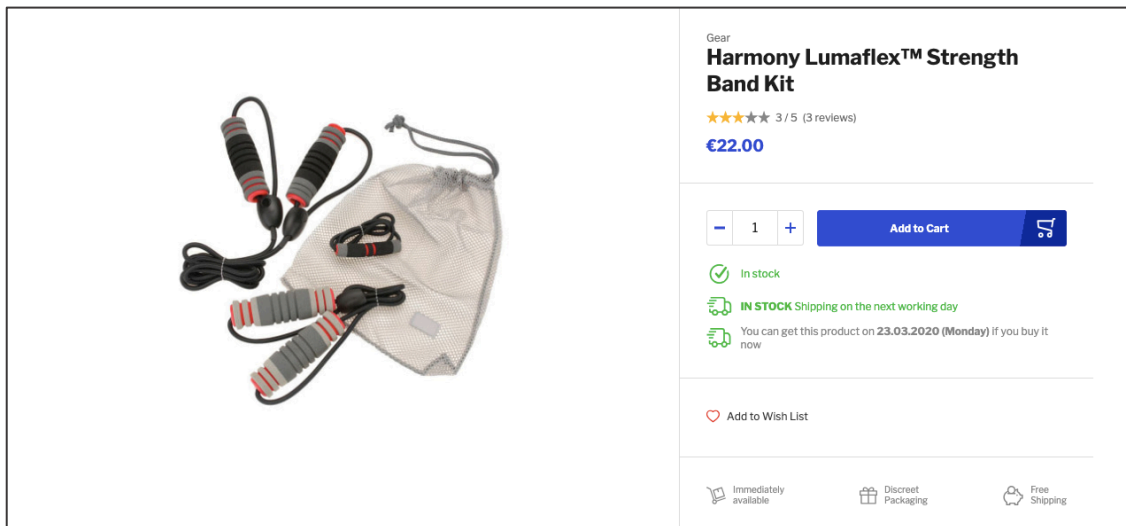


Figure 124 Expected Delivery Indicator on Product Detail pages (storefront)

If you need to configure your preferences for this feature, please proceed to **STORES / SETTINGS / CONFIGURATION** and expand **MAGESUITE / POSITIVE INDICATORS**. Find **EXPECTED DELIVERY** section and enable or disable this feature by choosing one of the dropdown options.

In the **DEFAULT SHIPPING TIME** text field, integer value can be entered. This value will be used to calculate the expected delivery date in days, e.g. present date is 18.03.2020 and input is "2", then the store front expected delivery date will be shown as "20.03.2020". The calculation will only apply to **WORKING DAYS** meaning that if you haven't selected "Saturday" and "Sunday" as working days it will not count into the calculation, e.g. present date is 19.03.2020 (Thursday) and numeric value is "2" then the expected delivery date will be shown as 24.03.2020 (Tuesday) since only "Friday" and "Monday" are defined as working days. Please also consider to adjust **TIME TO SHIP TODAY** settings described below.

In the **WORKING DAYS** multi-select field mark the days the Expected Delivery Indicator should be active, i.e. Expected Delivery will apply.

In the **HOLIDAYS** input you can enter dates where the expected delivery date will not apply (similar to the days not marked in **WORKING DAYS**). However, these dates do override the days marked in the

WORKING DAYS multi-select, such as Christmas holidays. All dates (each day) needs to be put in here separately, comma-separated.

In the **TIME TO SHIP TODAY** input field enter the exact time which the orders are to be shipped. E.g. if the input is "16:00" then every order until this value will be included in the calculations to an expected delivery date. E.g. present day is 16.03.2020 and before 16:00 then the delivery expected day will be calculated as 18.03.2020 in the store front. In case it is 16.03.2020 and after 16:00 then the store front will show 19.03.2020 instead.⁴⁰

When the settings have been made click **SAVE CONFIG** on the top section on the right-hand side. In order to make the changes visible go to **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **FLUSH MAGENTO CACHE**.⁴¹

Expected delivery

Is Enabled [store view] Yes ☐ Use system value

Default shipping time (in days) [store view] 2 ☐ Use system value

Working days [store view] Sunday Monday Tuesday Wednesday Thursday Friday Saturday ☐ Use system value

Holidays [store view] ☐ Use system value

Provide list of holidays, one date per line. Format: dd.mm.yyyy

Time to ship today [store view] 18:00 ☐ Use system value

Time to which the orders will be shipped on the same day. E.g. 15:00

Figure 125 Expected Delivery Indicator configurations (admin panel)

3.5. Social Media Sharing

The social media visibility can be improved by using Open Graph Tags. Open Graph Tags were introduced by Facebook and allow adding more information of a given page link in their meta tags.

⁴⁰ Please take into account the time-zone set in **STORES / SETTINGS / CONFIGURATION** in **GENERAL / GENERAL / LOCALE OPTIONS** and **TIMEZONE**

⁴¹ Please note that it may take up to 10 minutes to make the changes visible in the storefront.

Thus, Open Graph Tags have a similar function as Google Rich snippets that pass additional information of products to Google, such as the price, stock etc. The information contained in Open Graph Tags will be also used when displaying the links on Facebook, e.g. the title or image. Optimizing Open Graphs will improve the visibility on Facebook in first instance. Since Social Media also impact the SEO performance, optimizing the shop's Open Graph Tags will also indirectly improve the SEO performance.⁴²

```

28 <meta property="og:image:type" content="image/jpeg"/>
29 <meta property="og:url" content="https://dev.creativeshop.io/default/id/14/" />
30 <meta property="og:locale" content="en_US"/>
31 <meta property="og:image:width" content="265"/>
32 <meta property="og:image:height" content="265"/>
33 <meta property="og:image:alt" content="Push It Messenger Bag"/>
34 <meta property="og:type" content="product"/>

```

Figure 126 Open Graph Tags of a Product Detail Page (source code on storefront)

In order to configure the Open Graph Tag feature in the shop access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and then **FACEBOOK**. You can enable the feature by setting **IS ENABLED** to "YES" in the dropdown. In the **FB:APP ID** input field enter the Facebook App ID that identifies your website to Facebook. In **DEFAULT IMAGE** you can upload an image that will be displayed as the default image in the Open Graph Image Tag ("og:title") in case there is no specific Open Graph Image Tag set for a link (product, category or CMS page).

The screenshot shows the 'Configuration' page in the Magento 2 admin panel. The 'Open Graph' section is expanded, revealing the following settings:

- Is Enabled** (store view): A dropdown menu set to 'Yes'. There is a checkbox for 'Use system value' which is checked.
- fb:app_id** (store view): An input field containing 'fb_app_id'. Below it, a note states: 'If set, tag is visible on every page'.
- Default Image** (store view): A button labeled 'Datei auswählen' (Select file) next to the text 'Keine ausgewählt' (None selected). Below it, a note states: 'If set, this image will be used as default Open Graph image tag'.

The left sidebar shows the configuration tree with 'MAGESUITE' selected. The top right of the configuration area includes a 'Save Config' button.

Figure 127 Configuration of Open Graph Tags (admin panel)

⁴² You can find best practices for setting Open Graph Tags here: <https://developers.facebook.com/docs/sharing/best-practices>

You can set Open Graph Tags for products. Access **CATALOG / INVENTORY / PRODUCTS** and click **"EDIT"** in the product entry you want to set the Open Graphs Tags in. Scroll down and expand the **SOCIAL MEDIA** area. Here you can do the following:

1. **OPEN GRAPH TITLE:** You can set an Open Graph Title. In case of not setting any Open Graph Title the value from the **META TITLE** will be used (from the **SEARCH ENGINE OPTIMIZATION** section).
2. **OPEN GRAPH DESCRIPTION:** You can set an Open Graph Description. In case of not setting any Open Graph Description the value from the **META DESCRIPTION** will be used (from the **SEARCH ENGINE OPTIMIZATION** section).
3. **OPEN GRAPH TYPE:** Here you can set the Open Graph Object Type. In case you want to use the Open Graph Tags for specific pages within the website, select **"ARTICLE"**. In case of not selecting any value here the Open Graph Type "product" will be used.
4. **PREVIEW:** Here you can preview the Open Graph properties.⁴³

When this is done click **"SAVE"** in the top section on the right-hand side.

⁴³ You can find a full overview of product related Open Graph Tags here:
<https://developers.facebook.com/docs/reference/opengraph/object-type/product/>

Social Media

Open Graph Title
[store view]

If empty, value from "Meta title" field will be used. If this field is also empty, product name will be used.

Open Graph Description
[store view]

If empty, value from "Meta description" field will be used. If this field is also empty, "Short Description" will be used.

Open Graph Type
[store view]

article

If empty, "product" value will be used.

Preview


Property	Value
fb:app_id	fb_app_id
og:title	Joust Duffle Bag
og:description	The sporty Joust Duffle Bag can't be beat - not in the gym, not on the luggage carousel, not anywhere. Big enough to haul a basketball or soccer ball and some sneakers with plenty of room to spare, it's ideal for athletes with places to go. Dual top handles. Adjustable shoulder strap. Full-length zipper. L 29" x W 13" x H 11".
og:image	
og:image:type	image/jpeg
og:url	https://dev.creativeshop.io/admin/cadmin/catalog/product/view/id/1/s/joust-duffle-bag/key/0b30135b27796e97e3cc68597c404427e75337e502f831d6cdf47772ba397148/
og:locale	en_US
og:image:width	265
og:image:height	265
og:image:alt	Joust Duffle Bag
og:type	article
product:availability	instock
product:category	Gear
product:condition	new
product:price:currency	EUR
product:price:amount	100
product:sale_price:currency	EUR
product:sale_price:amount	93
product:brand	Youtube
product:color	Black
product:pretax_price:currency	EUR
product:pretax_price:amount	93

Figure 128 Setting Open Graph Tags per product (admin panel)

You can set Open Graph Tags for categories. Access **CATALOG / INVENTORY / CATEGORIES** and click the category in the category tree you want to set the Open Graphs Tags in. Scroll down and expand the **SOCIAL MEDIA** area. Here you can do the following:

1. **OPEN GRAPH TITLE:** You can set an Open Graph Title. In case of not setting any Open Graph Title the value from the **META TITLE** will be used (from the **SEARCH ENGINE OPTIMIZATION** section).
2. **OPEN GRAPH IMAGE:** You can upload an image to be used in Open Graph Tags. In case of not uploading any image here, the **"IMAGE"** from the section **IMAGE TEASER** will be used.
3. **OPEN GRAPH DESCRIPTION:** You can set an Open Graph Description. In case of not setting any Open Graph Description the value from the **META DESCRIPTION** will be used (from the **SEARCH ENGINE OPTIMIZATION** section).

4. **OPEN GRAPH TYPE:** Here you can set the Open Graph Object Type. In case you want to use the Open Graph Tags for specific pages within the website, select **"ARTICLE"**. In case of not selecting any value here the Open Graph Type "website" will be used.
5. **PREVIEW:** Here you can preview the Open Graph properties.⁴⁴

When this is done click **"SAVE"** in the top section on the right-hand side.

Men (ID: 11)
Delete
Regenerate URLs
Save

Social Media

Open Graph Title

If empty, value from "Meta title" field will be used. If this field is also empty, category name will be used.

Open Graph Image

If empty, image from "Image Teaser" field will be used.

Open Graph Description

If empty, value from "Meta description" field will be used.

Open Graph Type
-- default --

If empty, "website" value will be used.

Preview

Property	Value
fb:app_id	fb_app_id
og:title	Meta Title
og:description	Meta Description
og:image	
og:image:type	image/png
og:url	https://dev.creativeshop.io/default/men.html
og:locale	en_US
og:type	website
og:image:alt	Meta Title

Figure 129 Setting Open Graph Tags per category (admin panel)

You can set Open Graph Tags for CMS pages. Access **CONTENT / ELEMENTS / PAGES** and select **"EDIT"** in the **ACTION** column in the page entry you want to set the Open Graph Tags in. Scroll down and expand the **SOCIAL MEDIA** area. Here you can do the following:

1. **OPEN GRAPH TITLE:** You can set an Open Graph Title. In case of not setting any Open Graph Title the value from the **META TITLE** will be used (from the **SEARCH ENGINE OPTIMIZATION** section).
2. **OPEN GRAPH IMAGE:** You can upload an image to be used in Open Graph Tags. In case of not uploading any image here, the **"IMAGE"** from the section **IMAGE TEASER** will be used.

⁴⁴ You can find a full overview of product related Open Graph Tags here:
<https://developers.facebook.com/docs/reference/opengraph/object-type/product/>

3. **OPEN GRAPH DESCRIPTION:** You can set an Open Graph Description. In case of not setting any Open Graph Description the value from the **META DESCRIPTION** will be used (from the **SEARCH ENGINE OPTIMIZATION** section).
4. **OPEN GRAPH TYPE:** Here you can set the Open Graph Object Type. In case you want to use the Open Graph Tags for specific pages within the website, select **"ARTICLE"**. In case of not selecting any value here the Open Graph Type "website" will be used.
5. **PREVIEW:** Here you can preview the Open Graph properties.⁴⁵

When this is done click **"SAVE PAGE"** in the top section on the right-hand side.

Social Media

Open Graph Title


If empty, value from "Meta title" field will be used. If this field is also empty, page title will be used.

Open Graph Description

If empty, value from "Meta description" field will be used.

Open Graph Image

Allowed file types: png, gif, jpg, jpeg, svg. Max file size 1 MB.



DSC_5570.jpg
1440x962 149 KB

Open Graph Type

If empty, "website" value will be used for Homepage and "article" value for the rest of cms pages.

Preview


Property	Value
fb:app_id	fb_app_id
og:title	Home Page / Pages / Elements / Content / Magento Admin
og:description	Default Description
og:image	
og:image:type	image/jpeg
og:url	https://dev.creativeshop.io/default/home
og:locale	en_US

Figure 130 Setting Open Graph Tags for CMS pages (admin panel)

⁴⁵ You can find a full overview of product related Open Graph Tags here:
<https://developers.facebook.com/docs/reference/opengraph/object-type/product/>

3.6. Recommendation Engine

MageSuite is fully compatible with the Nosto recommendation engine (<https://www.nosto.com/products/product-recommendations/>). The approach in MageSuite will use the product IDs provided by Nosto and display the products in the correct places. However, the rendering of the recommendation elements (product carousels) will take place on MageSuite side which makes the storefront independent from Nosto.

You can use the Nosto recommendation engine in order to display product recommendations in the CC Product Carousels in various places in the MageSuite shop, such as

- CMS pages, e.g. the homepage
- Product Overview Pages
- Product Detail Pages (both as CC component or up-selling products)
- Basket (cross-selling products)
- Success Page (cross-selling products)

In order to use Nosto in MageSuite you need to fulfill the following requirements:

1. You have an active Nosto account and you subscribed to a plan. The Nosto account is live.
2. You have installed the MageSuite Nosto plugin:
<https://gitlab.creativestyle.pl/magesuite/nosto-cc>
3. You have made changes in the template that allow using the above plugin to render Nosto components in the MageSuite template
4. You have installed and enabled the Nosto extension in the MageSuite shop. The Nosto extension is connected with your Nosto account

When the above steps have been made you can enable the Nosto product recommendations in the Nosto hub (<https://my.nosto.com/admin/>) and the Nosto Dashboard in MageSuite.

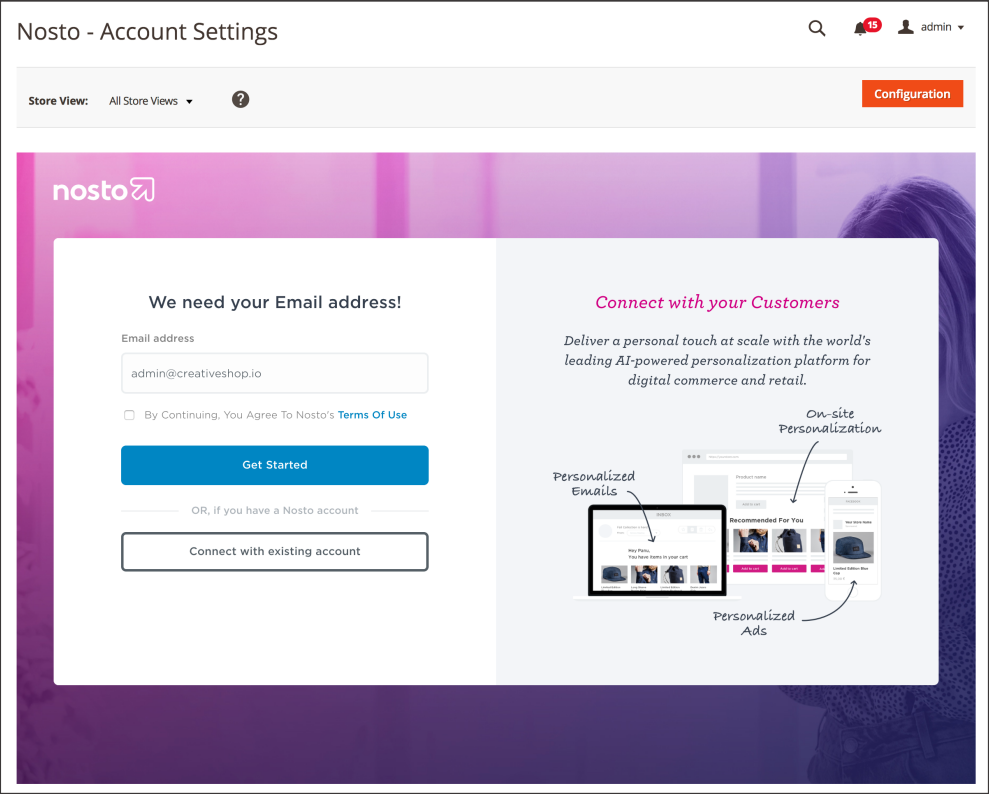


Figure 131 Nosto Dashboard (admin panel)

3.7. Search Engine Optimization

MageSuite does offer some tools that support you in enhancing the shop's SEO performance and increase the ranking on the search engine result page. For this you can e.g. add canonical tags, customize existing URLs and add URL rewrites as well as set Href lang tags.

3.7.1. Canonical URLs

Due to SEO reasons it is recommended to use canonical URL tags for pages that are either accessed by multiple URLs or that have very similar content (duplicate content). Having pages with duplicate content will penalize the shop's SEO performance. Using canonical tags guide Google to the canonical version of the page and thus the crawl budget will be used more efficiently which in turn improves the SEO performance. For more details please see the Google recommendation here:

<https://support.google.com/webmasters/answer/139066?hl=en>

Magento 2 sets canonical tags per default. The default Magento 2 canonical tags exclude the category path in the URL such as

<https://magesuite.io/bags/joust-duffle-bag.html>

will have the canonical tags

<https://magesuite.io/joust-duffle-bag.html>

In the MageSuite you can set canonical tags manually. In order to activate this possibility access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and **SEO**. In the **CANONICAL TAG FOR OTHER PAGES** dropdown select **"YES"**.

The screenshot shows the 'Configuration' page in the Magento 2 admin panel. The left sidebar contains a menu with 'GENERAL', 'CATALOG', 'SECURITY SUITE', 'SMILE ELASTICSUITE', 'CUSTOMERS', 'MAGESUITE', and 'Defer JS'. The 'CATALOG' section is expanded, showing 'Configuration'. The main content area has a 'Store View' dropdown set to 'Default Config' and a 'Save Config' button. The 'Configuration' section is titled 'Configuration' and contains three settings:

- Canonical Tag For Other Pages** [store view]: A dropdown menu set to 'Yes'. Below it, a description states: 'Enables canonical tag for pages which Magento doesn't support out of the box like CMS ones. [Read more.](#) You can enable this tag for category and product pages under **Stores→Configuration→Catalog→Catalog.**'
- Hreflang Tags** [website]: A dropdown menu set to 'Yes'. Below it, a description states: 'Hreflang tags help the search engines to select best language version of the shop for incoming users. [Read more.](#)'
- X-Default** [website]: A dropdown menu set to 'Main Website | Default Store View (coc)'. Below it, a description states: 'Tells which storeview should be recommended for international audience. [Read more.](#)'

Figure 132 Configuration of Canonical Tags (admin panel)

In order to set canonical tags per product access **CATALOG / INVENTORY / PRODUCTS** and click **"EDIT"** in the product entry you want to set the canonical tags in. Scroll down to **SEARCH ENGINE OPTIMIZATION**. In the **CANONICAL URL** input field you can now enter the URL of the canonical tag to be used. This URL will replace the native Magento 2 canonical URL. When this is done click **"SAVE"** in the top section on the right-hand side.

The screenshot shows the 'Search Engine Optimization' panel for a product. The panel has a title 'Search Engine Optimization' and a close button. It contains several input fields and a checkbox:

- URL Key** [store view]: An input field containing 'joust-duffle-bag'.
- ☒ **Create Permanent Redirect for old URL**
- Meta Title** [store view]: An empty input field.
- Meta Keywords** [store view]: An empty input field.
- Meta Description** [store view]: An empty input field. Below it, a note states: 'Maximum 255 chars. Meta Description should optimally be between 150-160 characters'.
- Canonical URL** [store view]: An input field containing 'joust-duffle-bag-canonical'. Below it, a note states: 'Provided canonical URL will replace automatically generated one.'

Figure 133 Setting Canonical Tag per product (admin panel)

3.7.2. Custom URL Rewrites

Magento gives the possibility to add Custom URL Rewrites. This is especially useful when launching a new shop on Magento and having old URL which were crawled and indexed by search engines. Using this feature you can e.g. add a redirect new URL to the old URL.

In order to add Custom URL Rewrites access **STORES / SETTINGS / CONFIGURATION** and navigate to **GENERAL** and then **WEB**. Expand the **CUSTOM URL REWRITE** section. In the **LIST OF REWRITES** input field you can enter the URL rewrites using following structure (one URL rewrite per line):

{original_path}|{target_path}|{status_code}

In the URL structure above following placeholders are used:

- {original_path}: URL of the old link
- {target_path}: URL of the new link which should point to the original path
- {status_code}: Status code for the Custom URL Rewrite, such as „301“ for a permanent redirect or „302“ for a temporary redirect. Per default a 301 redirect is used here in case this parameter is empty.

When the URL rewrites are added in the input field click **“SAVE CONFIG”** in the top section on the right-hand side.⁴⁶

The screenshot shows the 'Custom URL Rewrites' configuration page in Magento. At the top left, it says 'Custom URL Rewrites' with a Magento logo. On the right, there is a 'List of rewrites' section with a '[store view]' dropdown. Below this is a large text input field containing two lines of rewrite rules: 'https://www.old-shop.com/contact-us|https://dev.creativeshop.io/contact-us|301'. To the right of the input field is a checkbox labeled 'Use system value'. Below the input field, there is a small text box with instructions: 'Provide one rewrite per line in format: "{original_path}|{target_path}|{status_code}" {status_code} is optional and will default to 301.'

Figure 134 Adding Custom URL Rewrites

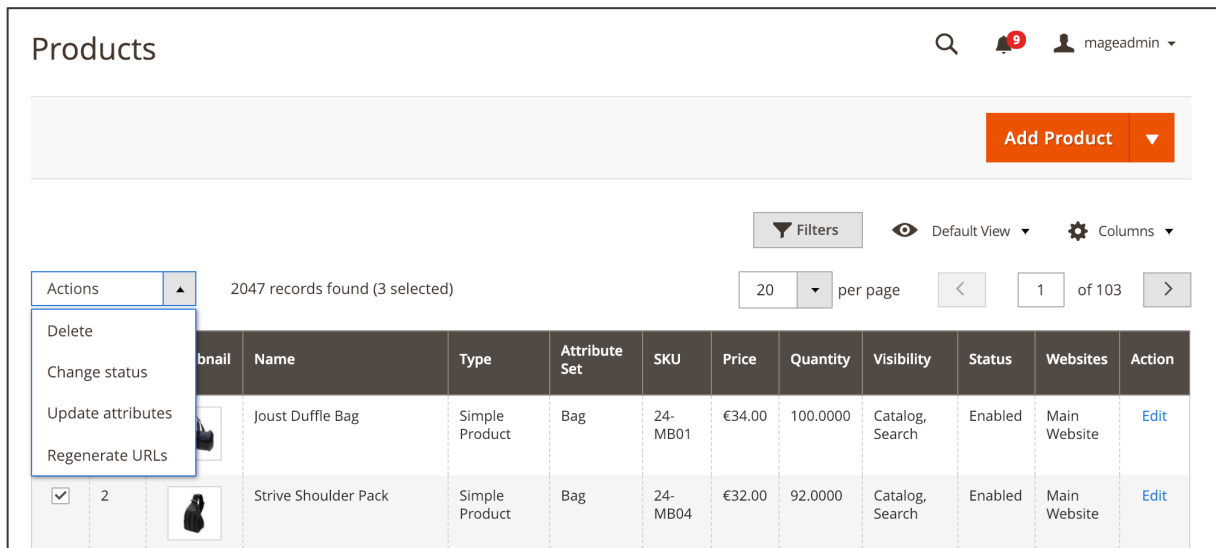
⁴⁶ Due to performance issues it is recommended to not use more than 10 URL rewrites.

3.7.3. URL Regeneration

Magento 2 automatically generates new URL keys for products in certain cases, e.g. when renaming the product. In such cases Magento 2 does also generate rewrites automatically. In order to remove URL rewrites resulting from the old and inappropriate product settings, you can use the MageSuite URL regeneration feature. You can trigger the URL regeneration on both product and category level.

URL Regeneration on Product level

In order to regenerate URLs on product level access **CATALOG / INVENTORY / PRODUCTS**. In the product grid find the products which should where the URL regeneration take place and mark the checkboxes in the select column on the very left side. Now click the **ACTION** select and choose **"REGENERATE URLS"**. For the selected products both old URL keys should be removed and the new URL structure should be applied.



The screenshot displays the 'Products' section of the Magento 2 Admin Panel. At the top right, there are search, notification, and user icons. Below the header, there is an 'Add Product' button. The main area contains a grid of products. Above the grid, there are filters, a 'Default View' dropdown, and a 'Columns' dropdown. The grid shows 2047 records found, with 3 selected. The 'Actions' dropdown menu is open, showing options: Delete, Change status, Update attributes, and Regenerate URLs. The grid columns are: Thumbnail, Name, Type, Attribute Set, SKU, Price, Quantity, Visibility, Status, Websites, and Action. Two products are visible: 'Joust Duffle Bag' and 'Strive Shoulder Pack', both marked as selected with checkboxes.



Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Action		
	Joust Duffle Bag	Simple Product	Bag	24-MB01	€34.00	100.0000	Catalog, Search	Enabled	Main Website	Edit		
<input checked="" type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	€32.00	92.0000	Catalog, Search	Enabled	Main Website	Edit

Figure 135 URL Regeneration on product level (admin panel)

URL Regeneration on Category level

In order to regenerate URLs on category level access **CATALOG / INVENTORY / CATEGORIES**. In the category tree on the left select the category (you can also select the root category for use the URL regeneration for all the products and categories contained in the root category). In the top section on the right-hand side click the **"ARROW"** button next to the **REGENERATE URLS** button. Here you have two options:

- **"ONLY THIS CATEGORY"**: The URLs for this category and the products located in this category will be regenerated.
- **"THIS CATEGORY AND SUBCATEGORIES"**: The URLs for this category as well as all its sub-categories and the products located in the sub-categories will be regenerated.

Women (ID: 20)

9

mageadmin

Store View: All Store Views

?

Delete

Regenerate URLs

Save

Only this category

This category and subcategories

Add Root Category

Add Subcategory

Collapse All | Expand All

Default Category (2047)

What's New (0)

Women (1012)

Tops (784)

Bottoms (228)

Men (982)

Gear (47)

Sale (0)

Training (6)

Collections (989)

Promotions (654)

Enable Category

[store view]

Yes

Include in desktop navigation

[store view]

Yes

When enabled category will be shown in navigation for desktop and tablet devices.

Include in mobile navigation

Yes

When enabled category will be shown in navigation for mobile devices.

Include in main bar

Yes

When enabled category will be shown in main bar.

Figure 136 URL Regeneration on Category level (admin panel)

3.7.4. Hreflang tags

In MageSuite you can set hreflang tags for language- or region-specific store views. By doing so you can guide search engines about the different variations of the site and so the search engines points the user to the most appropriate version (see the official recommendation by Google:

<https://support.google.com/webmasters/answer/189077?hl=en>).

In order to use hreflang tags access **STORES / SETTINGS / CONFIGURATION** and then navigate to **MAGESUITE** and then **SEO**. In the **HREFLANG TAGS** dropdown select “YES” if you want to use hreflang tags. Based on the store view configuration, MageSuite will automatically generate hreflang tags using the Magento store view codes as hreflang codes. You can also select a store view which should be used for the x-default hreflang tag (the store view which should be used for unlocalized users) in the **X-DEFAULT** dropdown. When the settings here are made click “**SAVE CONFIG**” in the top section on the right-hand side.⁴⁷

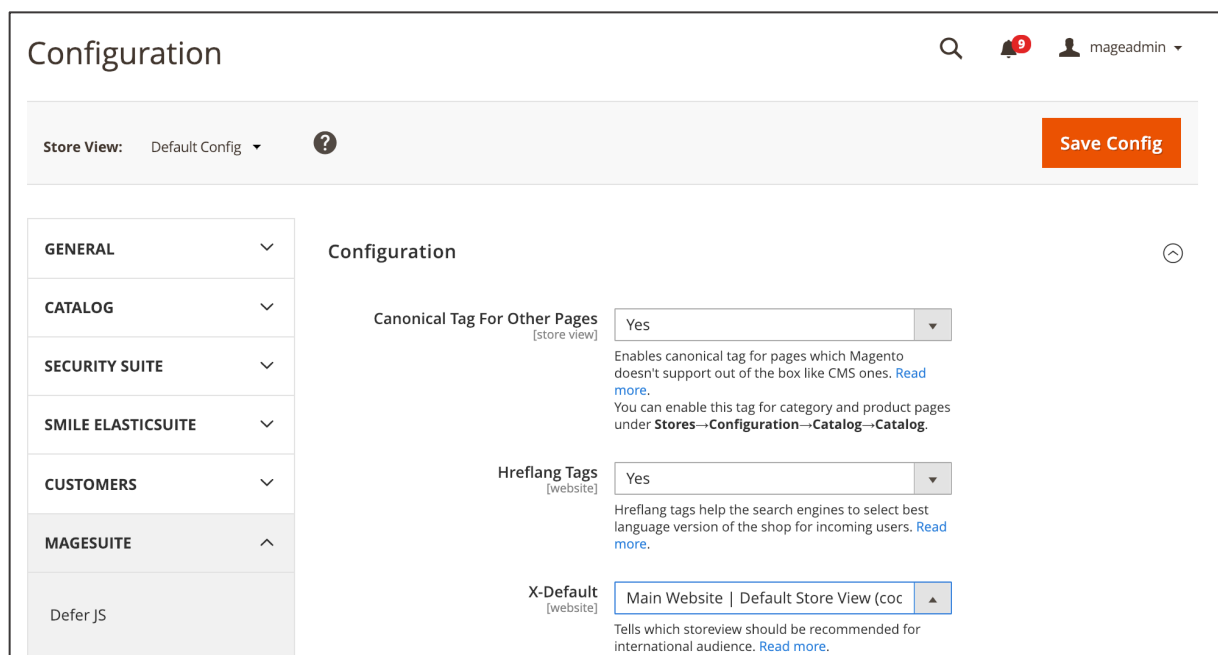





Figure 137 Using hreflang tags (admin panel)

You can also modify the hreflang codes to be used. Access **STORES / SETTINGS / ALL STORES**. Click on the store view where you want to edit the hreflang code. In the **HREFLANG CODE** input field enter the custom hreflang code you want to use.⁴⁸


⁴⁷ See the Google guide for x-default hreflang tags: <https://webmasters.googleblog.com/2013/04/x-default-hreflang-for-international-pages.html>

⁴⁸ See the Google guide for hreflang tags: <https://support.google.com/webmasters/answer/189077>

Stores

 mageadmin

[← Back](#)[Delete Store View](#)[Reset](#)[Save Store View](#)

 Before modifying the store view code please make sure it is not used in index.php.

Store View Information

Store *

Main Website Store

Name *

de

Code *

de_de

Status *

Enabled

Sort Order

0

Hreflang Code

Figure 138 Setting custom hreflang codes (admin panel)

3.7.5. Google Structured Data Tool

MageSuite allows passing your online shop's information using so-called "structured data". Google structured data is a format which is used to provide Google with additional information about the search entity itself and to classify the page.⁴⁹ You can pass specific data about a page for e.g. recipes, organizations, products, restaurants etc. This in turn does help search engines and the users in finding information about your shop faster which increases the SEO performance.

You can find more information about Google Structured Data under following link:

<https://developers.google.com/search/docs/guides/intro-structured-data?hl=en>

Google search results for "Philips MASTER LEDspot Value 4,9-50W GU10 930 36° DIM".

Search results include:

- Philips LEDspot MV Value GU1... €5,24
- Philips LEDspot ExpertColor... €8,18
- Philips MASTER LEDspot Value... €5,55
- Philips MASTER LEDspot Value... €4,48
- Philips Master LEDspot Value... €5,55

Below the listings, there is an advertisement for LED-Centrum.de and two organic search results for Philips MASTER LEDspot Value lamps.

Figure 139 Google Structured Data on top of the search results

⁴⁹ MageSuite does support the JSON-LD format, which is also recommended by Google itself

In order to enable the Google Structured Data tool access **STORES / SETTINGS / CONFIGURATION** and then navigate to **MAGESUITE** and **GOOGLE STRUCTURED DATA**.

Breadcrumbs

Enabled [store view] Yes
Defines whether a section will be added to the page source code or not.

Organization

Enabled [store view] Yes
Defines whether a section will be added to the page source code or not.

Organization Name [store view] creativeshop
Custom website name, if empty default one will be used.

Logo Url [store view]
Custom website logo url, if empty default one will be used.

Description [store view] This is the creativeshop demo

Country [store view] Germany

Region [store view]

Postal Code [store view]

City [store view]

Sales [store view]

Technical Support [store view]

Customer Support [store view]

Search Box

Enabled [store view] Yes
Defines whether a section will be added to the page source code or not.

Figure 140 Google Structured Data configuration in MageSuite – Part 1 (admin panel)

Here you can make following settings:

- **BREADCRUMBS:** By setting “ENABLED” to “YES” you can add the breadcrumbs path the information displayed in the Google search.
- **ORGANIZATION:** Here you can set information about your organization which will be passed to the Google search.

- **ENABLED:** Set this option to “YES” in order to include information about your organization in the Google search.
- **ORGANIZATION NAME** Enter here the name of your organization.
- **LOGO URL:** Enter here the URL of your organization’s logo.
- **DESCRIPTION:** Enter here a brief description of your organization’s activities.
- **COUNTRY:** Enter here the country your organization is located in.
- **REGION:** Enter here the region your organization is located in.
- **POSTAL CODE:** Enter here the postal code your organization is located in.
- **CITY:** Enter here the city your organization is located in.
- **SALES:** Enter here the phone number of your sales department.
- **TECHNICAL SUPPORT** Enter here the phone number of your technical support department.
- **CUSTOMER SUPPORT** Enter here the phone number of your customer support department.
- **SEARCHBOX:** Here you can enable or disable a sitelink searchbox to be displayed in Google Structured data.

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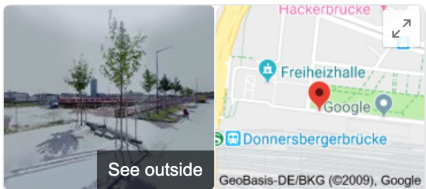
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Figure 141 Organization data in Google Structured data

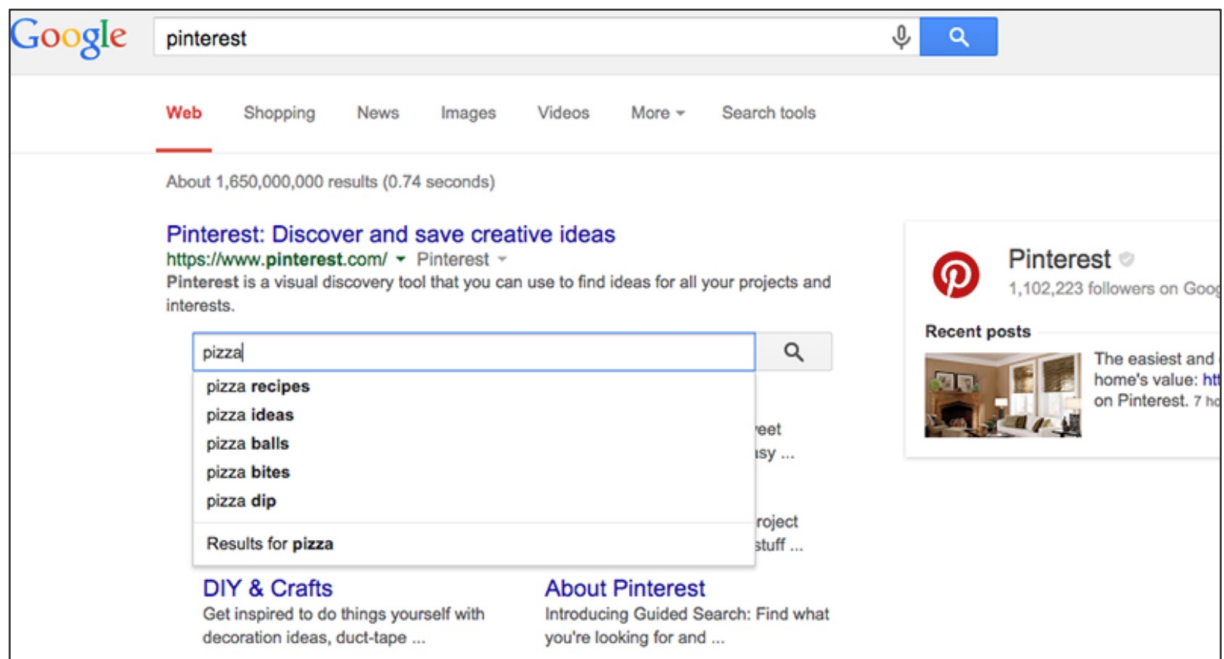


Figure 142 Searchbox in Google Structured data

Further you can set information about your social media profiles:

- **ENABLED:** In case you want to pass URLs to your social media profiles set this option to "YES".
- **FACEBOOK:** Enter here the full URL to your facebook profile.
- **TWITTER:** Enter here the full URL to your twitter profile.
- **GOOGLE+:** Enter here the full URL to your Google+ profile.
- **INSTAGRAM:** Enter here the full URL to your Instagram profile.
- **YOUTUBE:** Enter here the full URL to your youtube profile.
- **LINKEDIN:** Enter here the full URL to your Linkedin profile.
- **MYSPACE:** Enter here the full URL to your MySpace profile.
- **PINTEREST:** Enter here the full URL to your pinterest profile.
- **SOUNDCLOUD:** Enter here the full URL to your Soundcloud profile.
- **TUMBLR:** Enter here the full URL to your tumblr profile.

Social Media Profiles

Enabled

[store view]

Yes

▼

Defines whether a section will be added to the page source code or not.

Facebook

[store view]

facebook.com/someProfile

Full url to facebook profile.

Twitter

[store view]

twitter.com/someProfile

Full url to twitter profile.

Google+

[store view]

Full url to google+ profile.

Instagram

[store view]

Full url to instagram profile.

YouTube

[store view]

youtube.com

Full url to youtube profile.

LinkedIn

[store view]

Full url to linkedin profile.

Myspace

[store view]

Full url to myspace profile.

Pinterest

[store view]

Full url to pinterest profile.

SoundCloud

[store view]

Full url to soundcloud profile.

Tumblr

[store view]

Full url to tumblr profile.

Figure 143 Google Structured Data configuration in MageSuite – Part 2 (admin panel)

Further you can pass additional information about catalog data to Google Structured data:

- CATEGORY:**
 - ENABLED:** Set this option to “YES” if you want to pass information about the category to Google Structured Data.
- PRODUCT:**
 - ENABLED:** Set this option to “YES” if you want to pass additional information about categories to Google Structured Data.
 - DESCRIPTION:** Select here the attribute which shall be used to describe the product in Google Structured data.
 - SHOW RATING:** Select “YES” if you can to pass the product review summary to Google Structured data.
 - BRAND:** Select here the attribute which shall be used to describe the product’s brand in Google Structured data.
 - MANUFACTURER:** Select here the attribute which shall be used to describe the product’s manufacturer in Google Structured data.

Category

Enabled
[store view]

Yes

Defines whether category page contains product data.

Product

Enabled
[store view]

Yes

Defines whether a section will be added to the page source code or not.

Description
[store view]

description

Defines which attribute will be used to describe product description.

Show Rating
[store view]

Yes

Defines if rating should be included in structured data.

Brand
[store view]

brand

Defines which attribute will be used to describe product brand.

Manufacturer
[store view]

manufacturer

Defines which attribute will be used to describe product manufacturer.

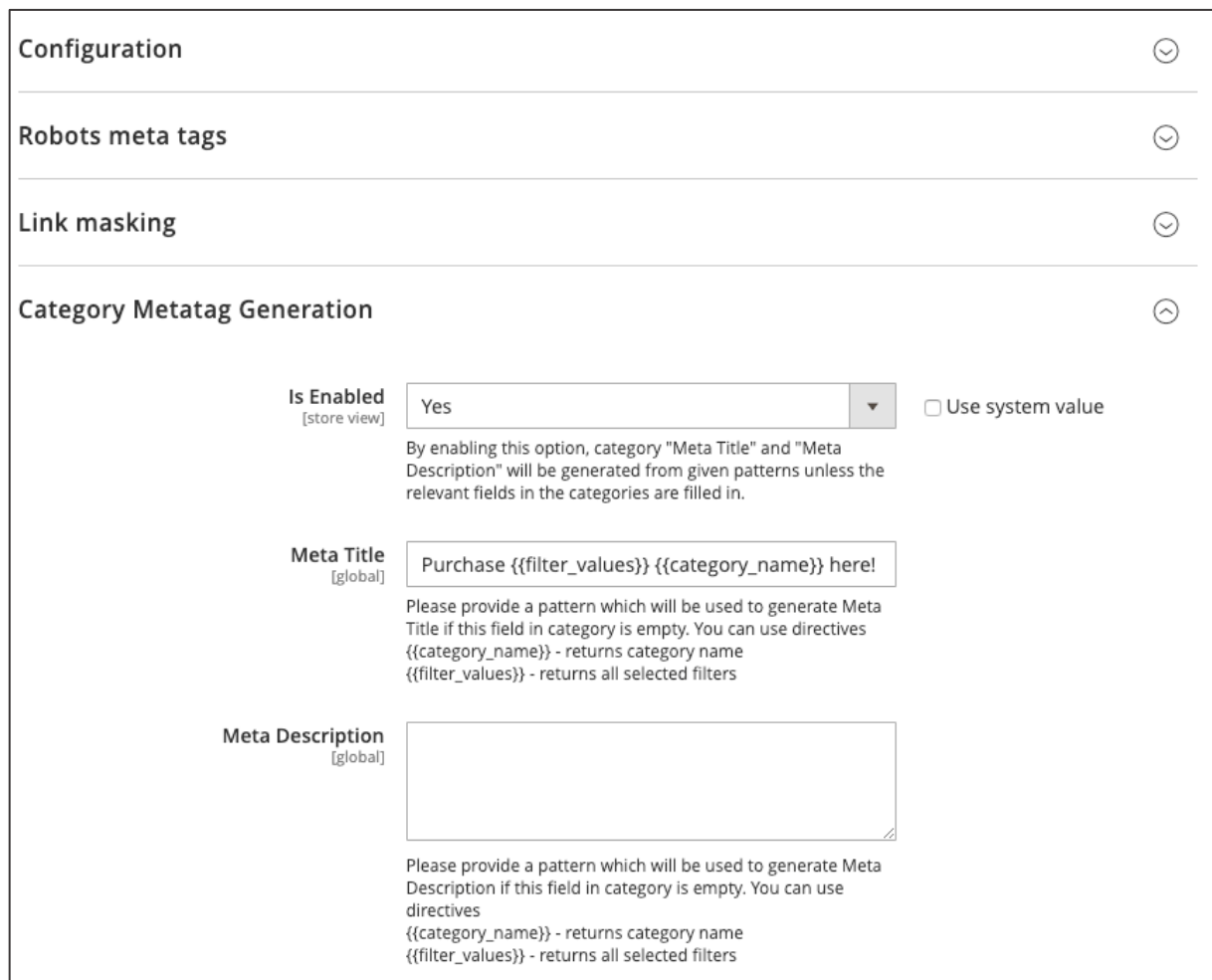
Figure 144 Google Structured Data configuration in MageSuite – Part 3 (admin panel)

When the changes are done click **"SAVE CONFIG"** in the top-section on the right-hand side. Finally you are required to flush the cache to make the changes apply on the storefront. Access **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **"FLUSH MAGENTO CACHE"** in the top section on the right-hand side.

3.7.6. Category meta tag generation

You can use meta tags to give a search engine information about your website. These tags are shown in the header of an HTML document are not directly visible to the visitor of your website. With the category meta tag generator there arises a new way to automatically add meta titles and descriptions to all categories within a few settings and parameters.

Following settings are made globally. If you wish to generate meta tags per category which are based on selected filter options then please proceed to chapter [3.7.10 Category meta tag generation \(based on filters\)](#).



Configuration

Robots meta tags

Link masking

Category Metatag Generation

Is Enabled [store view] ☐ Use system value

By enabling this option, category "Meta Title" and "Meta Description" will be generated from given patterns unless the relevant fields in the categories are filled in.

Meta Title [global]

Please provide a pattern which will be used to generate Meta Title if this field in category is empty. You can use directives
{{category_name}} - returns category name
{{filter_values}} - returns all selected filters

Meta Description [global]

Please provide a pattern which will be used to generate Meta Description if this field in category is empty. You can use directives
{{category_name}} - returns category name
{{filter_values}} - returns all selected filters

Figure 145 Category Meta Tag Generation (admin panel)

You can modify the settings in the Magento 2 Admin Panel. Navigate to **STORES / SETTINGS / CONFIGURATION**. On the left you will find **MAGESUITE** and its subcategory **SEO**. Expand **CATEGORY METATAG GENERATION** to change your modifications.

- **IS ENABLED:** Set this option to "YES" if you want to generate meta titles and description from given patterns below.

- **META TITLE:** In this textfield you can determine your pattern for the meta title. You can also use directives, such as {{category_name}} (returns the current category name) and {{filter_values}} (returns applied filter value). The directives will automatically change the meta tag to applied category and filter value.
- **META DESCRIPTION:** In this textfield you have the possibility to determine your pattern for the meta description. You can also use directives, such as {{category_name}} (returns the current category name) and {{filter_values}} (returns applied filter value). The directives will automatically change the meta tag to applied category and filter value.

```
13 <meta name="description" content="Purchase Green Tees" />
14 <meta name="robots" content="INDEX,FOLLOW" />
15 <meta name="title" content="Purchase Green Tees" />
16 <meta name="viewport" content="width=device-width, initial-scale=1" />
17 <meta name="format-detection" content="telephone=no" />
```

Figure 146 Generated meta tags on the storefront (source view)

When the changes have been made click **"SAVE CONFIG"** on the upper part on the right-hand side.

3.7.7. Facet navigation link-masking

With MageSuite's Link-Masking you are able to hide certain links for search engine machines. In the case of filtering, there is a huge amount of filter combinations possible which might be crawled and indexed by search engines, although being not fully relevant. Link-masking allows to control which filter values should be followed and crawled by search engines. This allows to use the search engines crawling budget more efficiently, which in turn improves the SEO performance. Additionally link-masking allows to change the URL structure by removing parameters from the URL. See the example below.

URL Example with filtering options: size "M", color "green" and climate condition "all-weather"

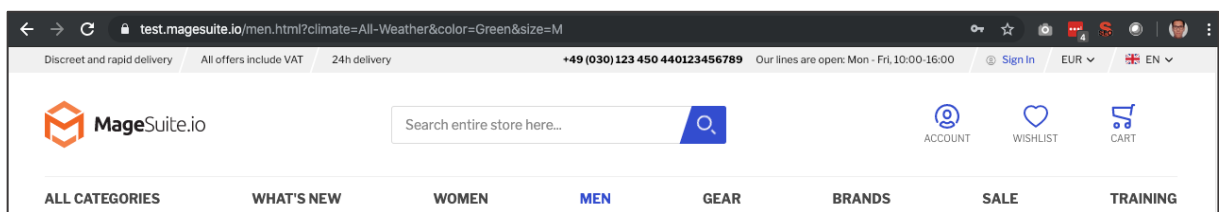


Figure 147 URL without Link-Masking

Same filtering options with enabled link-masking.

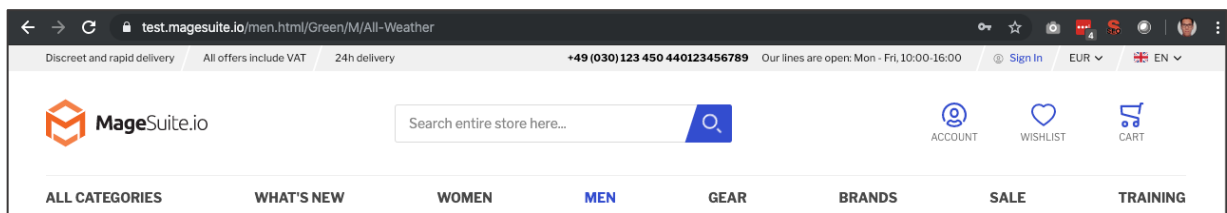


Figure 148 URL with Link-Masking

In order to configure your Link-Masking options access **STORES / SETTINGS / CONFIGURATION** and then collapse **MAGESUITE** and navigate to **SEO**. Expand Link masking to show configuration options.

The screenshot shows the 'Link masking' configuration section within the 'Configuration' menu. It contains five settings, each with a dropdown menu, a description, and a 'Use system value' checkbox.

- Is Enabled** [store view]: Set to 'Yes'. Description: 'By enabling this option, filter links will be "masked" - filter link will not be visible on the storefront and data will be send via POST instead of GET request.'
- Default Masking State** [website]: Set to 'Is Demasked'. Description: 'If "Is Masked" is selected, all filters links will be masked by default. It can be overwritten for each filter link in category edit page.'
- Only one filter demasked** [store view]: Set to 'No'. Description: 'By enabling this option, only one filter will be demasked. If customer choose any filter, the rest will be masked.'
- Hide filter names in URL** [store view]: Set to 'Yes'. Description: 'By enabling this option, filters in URL will contain only the value, without the key. Example: "domain.com/category?color=blue&size=XS" before, "domain.com/category/blue/XS" after.'
- Option Separator** [store view]: Set to '--'. Description: 'This separator will be used to separate options in multiselect filter.'

Figure 149 Link-Masking configurations (admin panel)

Following options can be enabled:

- **IS ENABLED:** Set this option to "YES" if you want to allow that filter links will be masked.
- **DEFAULT MASKING STATE:** Set this option to "IS MASKED" if you wish to mask all filter links by default.
- **ONLY ONE FILTER DEMASKED:** Set this option to "YES" if you wish to de-mask only the first filter option.
- **HIDE FILTER NAMES IN URL:** Set this option to "YES" if you wish to only display filter values in the URL, instead of the filter name (e.g. "domain.com/category?color=blue&size=XS" will be changed to "domain.com/category/blue/XS").
- **OPTION SEPERATOR:** This option determines the separator that will be used in the URL.

When the changes have been made click **"SAVE CONFIG"** on the upper part on the right-hand side.

Additionally you can control filters to be masked on category level. Access **CATALOG / INVENTORY / CATEGORIES** and select a category from the category tree. Open the section **SEARCH ENGINE OPTIMIZATION** where you can find the area **SEO LINK MASKING**. Here you can enable or disable link masking per filter.

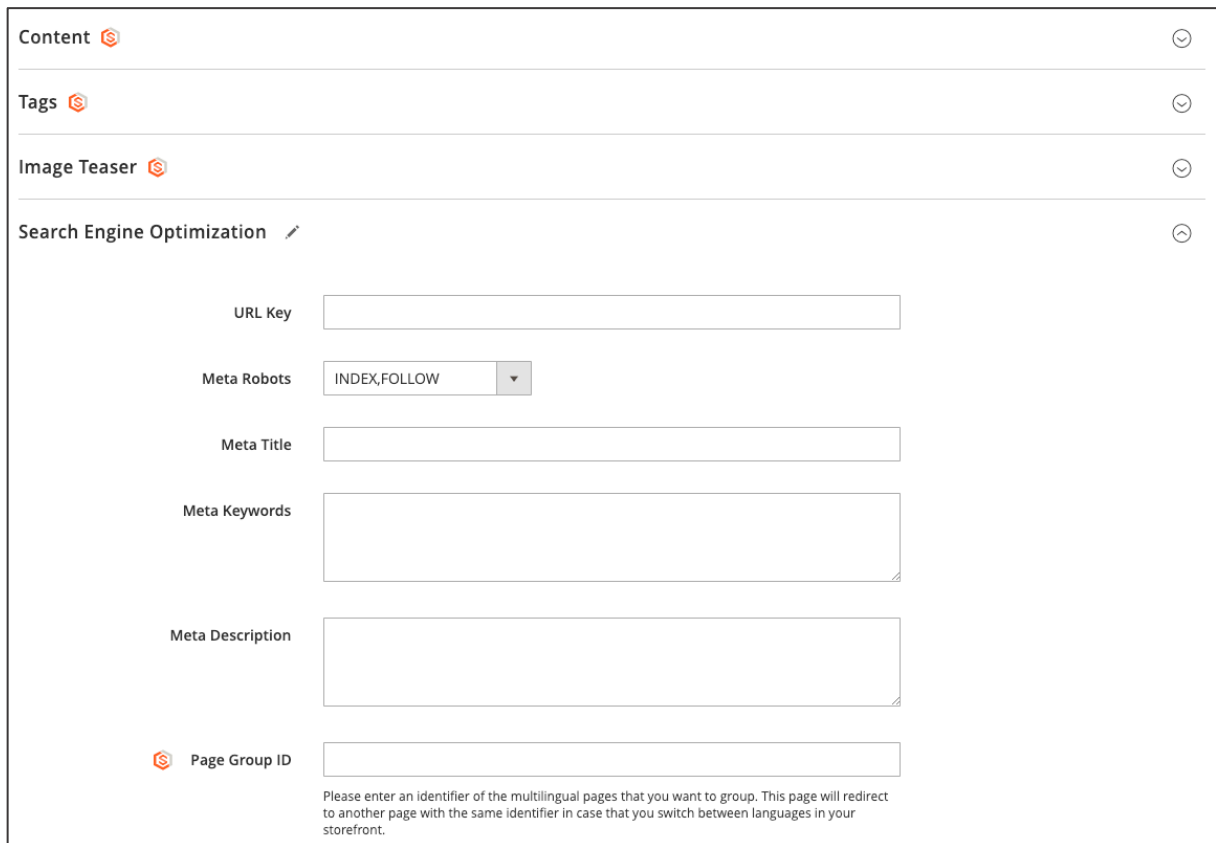
Seo Link Masking	
Filter	Is Masked
Color	<input type="checkbox"/>
Brand	<input checked="" type="checkbox"/>
Activity	<input checked="" type="checkbox"/>
Material	<input checked="" type="checkbox"/>
Size	<input type="checkbox"/>
Style Bottom	<input checked="" type="checkbox"/>
Style General	<input checked="" type="checkbox"/>
Sleeve	<input checked="" type="checkbox"/>
Collar	<input checked="" type="checkbox"/>
Pattern	<input checked="" type="checkbox"/>
Climate	<input checked="" type="checkbox"/>

Figure 150 Link-masking per filter on category level (admin panel)

When the changes are done, click **"SAVE"** in the upper section on the right-hand side.

3.7.8. Noindex and nofollow tags

Search engines crawl through the world wide web and create an index that is then also searchable by a user. Meta robot tags are so-called control commands for search engine robots, i.e. Google, Bing and Yahoo, which control the indexing. Using these meta tags you can advise if Google should include your pages in the Google search index or not. Each of your CMS page, category and product can be controlled separately or in a bulk adjustment within the Magento 2 admin panel.



The screenshot displays the 'Search Engine Optimization' tab in the Magento 2 admin panel. The tab is expanded, showing several input fields for configuring meta tags. The 'Meta Robots' field is set to 'INDEX,FOLLOW'. The 'Page Group ID' field has a note explaining its purpose for multilingual pages.

Field	Value / Note
URL Key	[Empty text box]
Meta Robots	INDEX,FOLLOW
Meta Title	[Empty text box]
Meta Keywords	[Empty text box]
Meta Description	[Empty text box]
Page Group ID	[Empty text box] <small>Please enter an identifier of the multilingual pages that you want to group. This page will redirect to another page with the same identifier in case that you switch between languages in your storefront.</small>

Figure 151 Robots Tags CMS page drop down (admin panel)

Access to your CMS page which you wish to change the meta robots tags. To do so navigate to **CONTENT / ELEMENTS / PAGES**, edit your desired page and now expand **SEARCH ENGINE OPTIMIZATION** tab.

Here you will find a drop-down menu with following options:

- **INDEX, FOLLOW**
 - **INDEX:** Allows search engines that information about this page may be included in the search index
 - **FOLLOW:** Allows search engine robots to follow all links on this page
- **INDEX, NOFOLLOW**
 - **INDEX:** Allows search engines that information about this page may be included in the search index
 - **NOFOLLOW:** The robots of search engines shall not follow any links of this page
- **NOINDEX, FOLLOW**
 - **NOINDEX:** This page is not allowed to be included in the search index
 - **FOLLOW:** Allows search engine robots to follow all links on this page
- **NOINDEX, NOFOLLOW**
 - **NOINDEX:** This page is not allowed to be included in the search index
 - **NOFOLLOW:** The robots of search engines shall not follow any links of this page

If you wish to determine more than one URL you can also provide them in the Robots Meta Tags configurations. In order to do so navigate to **STORES / SETTINGS / CONFIGURATIONS** and then to **MAGESUITE**.

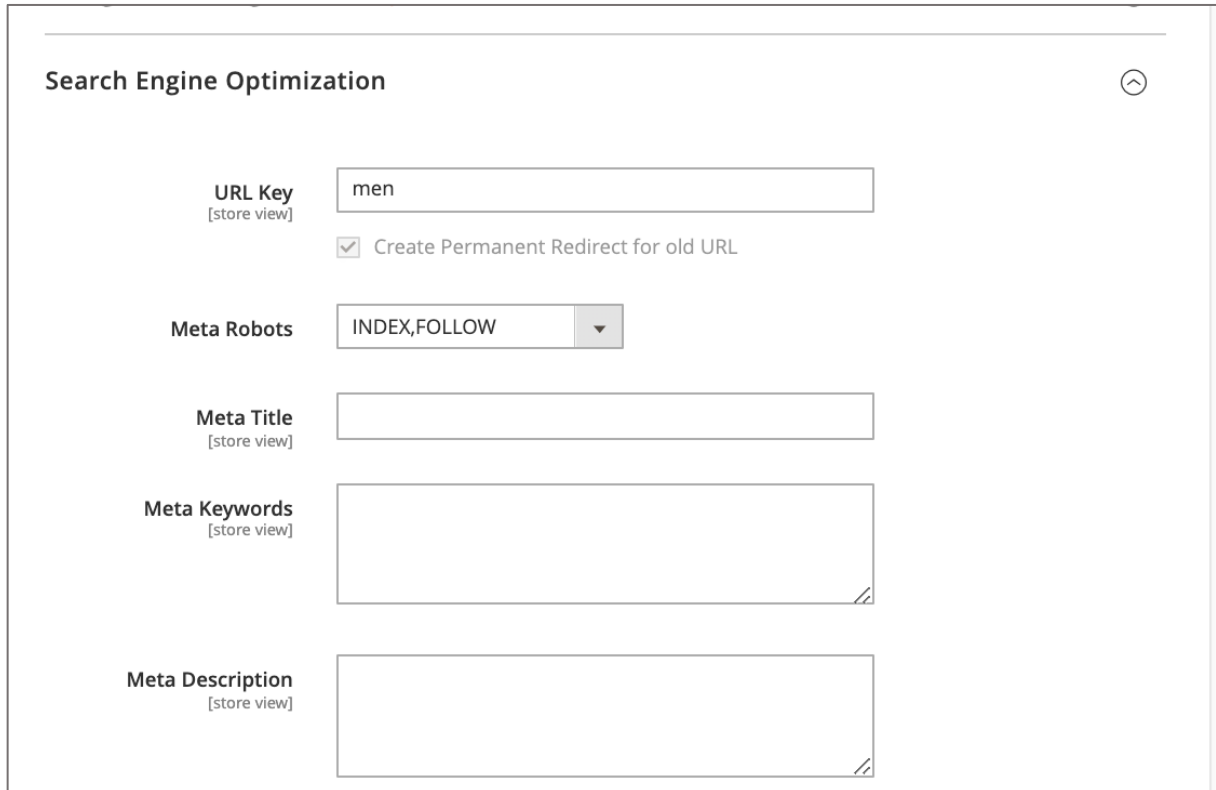
Here you can provide your input using the relative URL path with parameters, e.g. "en_en/women.html;INDEX_FOLLOW" or "contact-us.html;INDEX_NOFOLLOW".

The screenshot shows a configuration panel titled "Configuration" with a dropdown arrow. Below it is a section titled "Robots meta tags" with an expand/collapse arrow. Inside this section, there is a label "URL rules" with a link "[store view]". To the right of the label is a large text input area. Below the input area, there is a note: "Please provide one URL rule per line. Each rule must have following format: 'URL_EXPRESSION;ROBOTS_TAG'. Example URL_EXPRESSION: 'test/*', 'product.html'. Allowed robots tag are: INDEX_FOLLOW, INDEX_NOFOLLOW, NOINDEX_FOLLOW, NOINDEX_NOFOLLOW". At the bottom of the panel, there are two more sections: "Link masking" and "Category Metatag Generation", each with a dropdown arrow.

Figure 152 Robots Meta Tags URL rules (admin panel)

When your changes are done click "**SAVE CONFIG**" in the top-section on the right-hand side.

In order to control the tags to be masked on category level access **CATALOG / INVENTORY / CATEGORIES** and select a category from the category tree. Open the section **SEARCH ENGINE OPTIMIZATION** where you can find the area **META ROBOTS**. Here you can select the tags to be used.



The screenshot displays the 'Search Engine Optimization' admin panel. It features a header with the title 'Search Engine Optimization' and a back arrow icon. The main content area includes several form fields: 'URL Key' with a text input containing 'men' and a '[store view]' label; a checkbox labeled 'Create Permanent Redirect for old URL' which is checked; 'Meta Robots' with a dropdown menu showing 'INDEX,FOLLOW'; 'Meta Title' with an empty text input and a '[store view]' label; 'Meta Keywords' with an empty text input and a '[store view]' label; and 'Meta Description' with an empty text input and a '[store view]' label. Each text input field has a small diagonal icon in the bottom right corner.

Figure 153 Setting noindex,nofollow meta tags on category level (admin panel)

When the changes are done click **"SAVE"** in the upper section on the right-hand side.

In order to control the tags to be masked on product level access **CATALOG / INVENTORY / PRODUCTS** and select a product from the product grid. Open the section **SEARCH ENGINE OPTIMIZATION** where you can find the area **META ROBOTS**. Here you can select the tags to be used.

Search Engine Optimization

URL Key
[store view]

mach-street-sweatshirt


☒ Create Permanent Redirect for old URL

Meta Title
[store view]

Meta Keywords
[store view]

Meta Description
[store view]

Maximum 255 chars. Meta Description should optimally be between 150-160 characters

 Canonical URL
[store view]

Provided canonical URL will replace automatically generated one.

Meta Robots
[global]

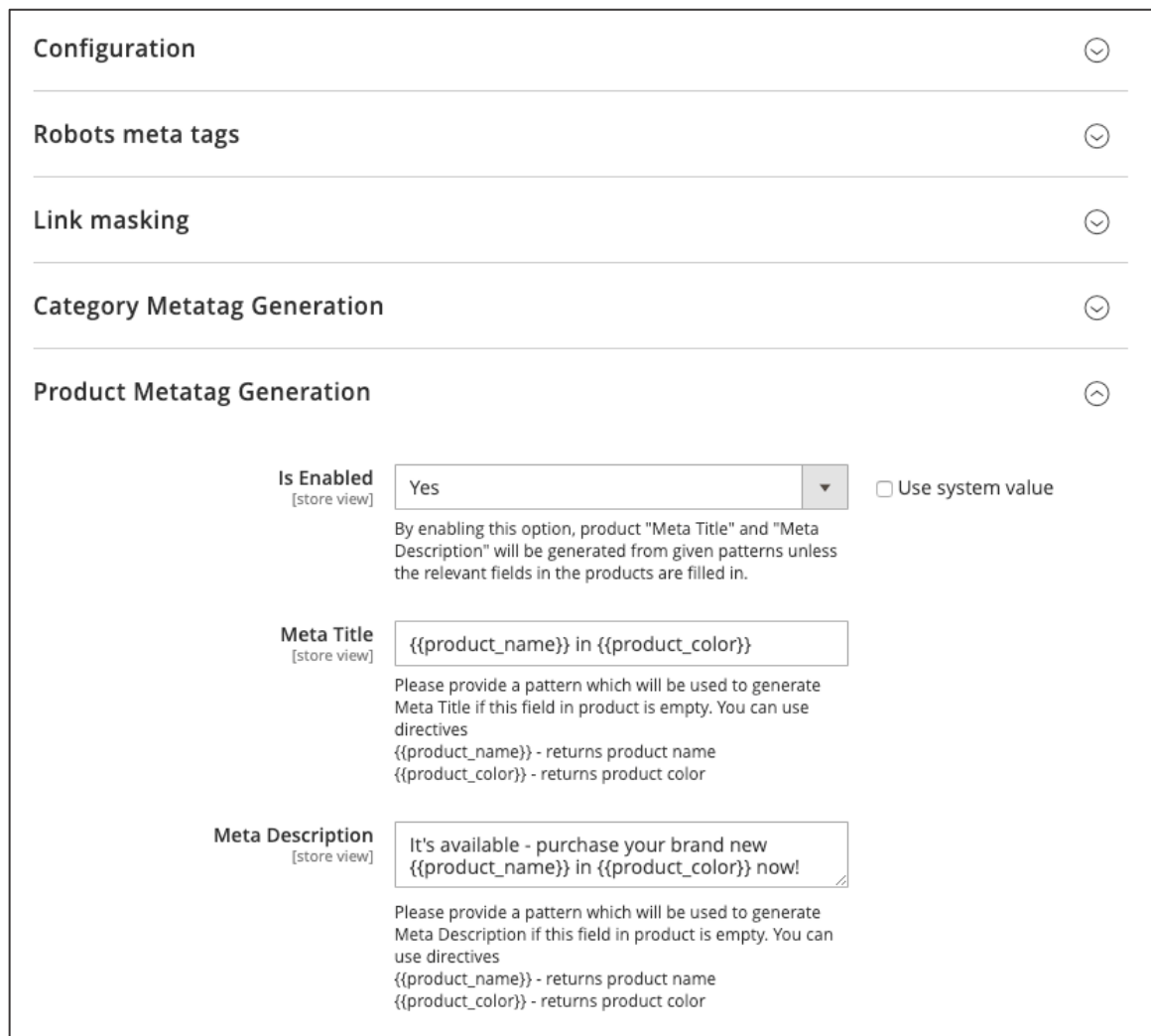
INDEX,FOLLOW

Figure 154 Setting `noindex,nofollow` meta tags on product level (admin panel)

When the changes are done click **“SAVE”** in the upper section on the right-hand side.

3.7.9. Product Meta Tag Generator

Product Meta Data are crucial since it is the initial information which a search engine is given. All of your products now can be automatically given a default Meta Tag and Meta Description within a few steps of modifications and settings. This new feature works the same way as Category meta tag generation.



The screenshot displays a configuration panel for 'Product Metatag Generation'. It features a sidebar with navigation links: 'Configuration', 'Robots meta tags', 'Link masking', 'Category Metatag Generation', and 'Product Metatag Generation' (which is currently selected). The main content area is divided into three sections: 'Is Enabled', 'Meta Title', and 'Meta Description'. Each section includes a 'store view' dropdown, a text input field, and a 'Use system value' checkbox. The 'Is Enabled' section has a dropdown set to 'Yes' and a checkbox that is unchecked. The 'Meta Title' section has a text field containing '{{product_name}} in {{product_color}}'. The 'Meta Description' section has a text field containing 'It's available - purchase your brand new {{product_name}} in {{product_color}} now!'. Each section also contains explanatory text and a list of directives: '{{product_name}}' for product name and '{{product_color}}' for product color.

Configuration

Robots meta tags

Link masking

Category Metatag Generation

Product Metatag Generation

Is Enabled [store view] Yes ☐ Use system value

By enabling this option, product "Meta Title" and "Meta Description" will be generated from given patterns unless the relevant fields in the products are filled in.

Meta Title [store view] {{product_name}} in {{product_color}}

Please provide a pattern which will be used to generate Meta Title if this field in product is empty. You can use directives
{{product_name}} - returns product name
{{product_color}} - returns product color

Meta Description [store view] It's available - purchase your brand new {{product_name}} in {{product_color}} now!

Please provide a pattern which will be used to generate Meta Description if this field in product is empty. You can use directives
{{product_name}} - returns product name
{{product_color}} - returns product color

Figure 155 Product Metatag Generation

In order to use this feature, you firstly have to enable it. Access to **STORES / SETTINGS / CONFIGURATION**, expand **MAGESUITE** and navigate to **SEO**. Using **IS ENABLED** field in order to setup Meta Title and Meta Description settings for your products.

These rules will automatically apply to all your products. On product level, the generated meta tags can be overwritten.

In Magento Admin Panel following configurations can be made:

- **IS ENABLED:** Set this option to “YES” if you want to generate meta titles and description from given patterns below. If “NO” is selected, entries in the **META TITLE** and **META DESCRIPTION** textfields are not applied.
- **META TITLE:** In this textfield you can determine your pattern for the meta title. You can also use directives, such as {{product_name}} (returns the current product name) and {{filter_values}} (returns applied attribute value). The directives will automatically change the meta tag to applied product and attribute value.
- **META DESCRIPTION:** In this textfield you have the possibility to determine your pattern for the meta description. You can also use directives, such as {{product_name}} (returns the current product name) and {{attribute_values}} (returns applied attribute value). The directives will automatically change the meta tag to applied product and attribute value, e.g. “Purchase your T-Shirts in black”, “Blue Shorts starting from 9 € - buy now!”.

```
13 <meta name="title" content="Dash Digital Watch in Black" />
14 <meta name="description" content="Available - purchase your brand new Dash Digital Watch in Black now!" />
15 <meta name="keywords" content="Dash Digital Watch" />
16 <meta name="robots" content="INDEX,FOLLOW" />
17 <meta name="viewport" content="width=device-width, initial-scale=1" />
```

Figure 156 Generated meta tags on the storefront (source view)

When the changes have been made click “**SAVE CONFIG**” on the upper part on the right-hand side.

3.7.10. Category meta tag generation (based on filters)

Within MageSuite's SEO meta tag generator you are able to create meta tags based on the user's selection of filters. It is an extended configuration, global changes can be made in the chapter Category meta tag generation.

Meta tags can be found in the header of an HTML document and they are not directly visible to your website's visitor. However, a SEO meta tag is crucial since they can contain detailed information and search engines such as Google use meta data from meta tags to understand additional information about the webpage. They can also use this kind of information for ranking purposes or to display snippets in search results.

In order to configure your SEO meta tags go to your desired category. In the Magento admin panel navigate to **CATALOG / INVENTORY / CATEGORIES**. Open up your tab **SEARCH ENGINE OPTIMIZATION**.

Here you will find a table with your defined rules and a button that allows creation of new rules for your selected category.

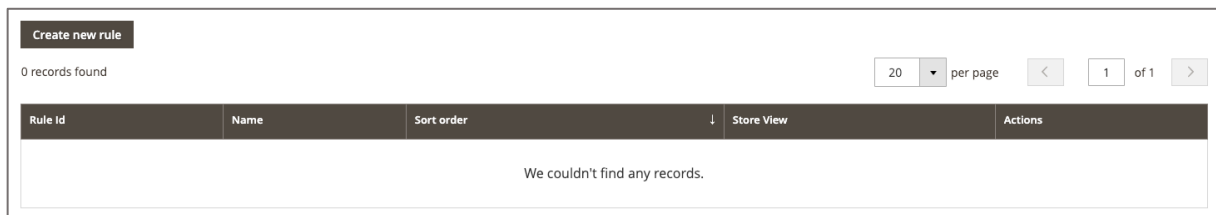


Figure 157 SEO meta tag generation (admin panel)

Create a new rule by clicking on **CREATE NEW RULE** and a new interface will open up.

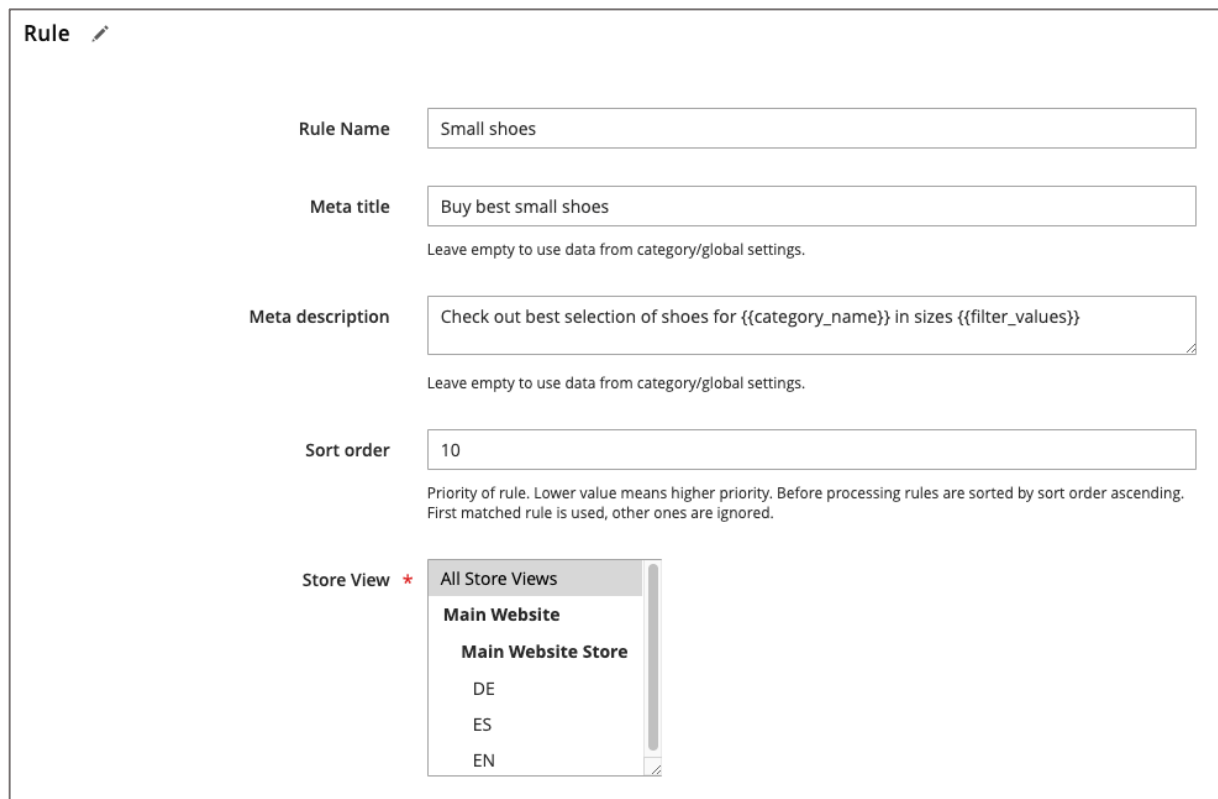
Here the following settings can be set.

- **RULE NAME:** Name your rule in this text field.

In following text fields, two directives can be used. To display current category name use `{{category_name}}` or `{{filter_values}}` to display values of selected filters.

- **META TITLE:** Entries in this field will be adopted to your category's meta title.
- **META DESCRIPTION:** Entries in this field will be adopted to your category's meta description.
- **SORT ORDER:** In this field you can set your rules priority. Rules are processed in order specified by sort order field. It is important to take into account that first valid rule found is applied. Other rules are not processed anymore if some rule was already matched to current filters selection. For instance, you set your categories' "sort order" for this rule as "3" and there is another rule set as "1" then rule "1" will be applied. If no rule with sort order "1" is found, then a rule with sort order "2" will be applied. The first matched rule will be used, and all other rules are ignored.

- **STORE VIEW:** Within this selector you can choose in which store views the settings above should be used in.



Rule ✎

Rule Name

Meta title
Leave empty to use data from category/global settings.

Meta description
Leave empty to use data from category/global settings.

Sort order
Priority of rule. Lower value means higher priority. Before processing rules are sorted by sort order ascending. First matched rule is used, other ones are ignored.

Store View ★

All Store Views

Main Website

Main Website Store

DE

ES

EN

Figure 158 SEO meta tag rule creation (admin panel)

Underneath your rules you need to determine conditions for each of your specific rule.

Define your conditions which must be met in order to apply your rule. Here are multiple conditions possible.

If **ALL** of these conditions are **TRUE**: When all of following values are met, the rule will be applied.

If **ALL** of these conditions are **FALSE**: When all of following values are not met, the rule will be applied.

If **ANY** of these conditions are **TRUE**: When any of following values are met, the rule will be applied.

If **ANY** of these conditions are **FALSE**: When any of following values are not met, the rule will be applied.

In the following two basic types of conditions are to be determined.

FILTER IS SELECTED: This will return true when a specified filter has at least one of the below value selected


FILTER VALUE: This will return true when defined values were selected within your filter.


The figure above demonstrates an example of above rules for certain categories.

If the filter for “size” is selected and at least one of these sizes (28, 29, 30, 31, 32, 33, 34, 36, 38) are selected then your rule will be applied and SEO meta tags are accordingly adjusted.

Conditions

If ALL of these conditions are TRUE :

Size is selected 

Size contains 28, 29, 30, 31, 32, 33, 34, 36, 38 




Figure 159 SEO meta tag rule conditions (admin panel)

```
1 <meta name="title" content="Buy best small shoes"/>
2 <meta name="description" content="Check out best selection of shoes for Women in sizes 28"
```

Figure 160 Applied SEO meta tag based on selection (source view)

Once, you are finished with your conditions and settings click „**SAVE**“ on the upper part on the right-hand side.

4. User Experience

4.1. ElasticSuite

MageSuite is using the ElasticSuite by smilelab⁵⁰ as merchandising suite and search engine. ElasticSuite is an open-source software which is highly flexible and can be adjusted to the specifics of the shop. In the following the most relevant features will be presented. You can find the full ElasticSuite documentation here: <https://github.com/Smile-SA/elasticsuite/wiki>

In order to use ElasticSuite in MageSuite it is necessary to firstly configure the Elasticsearch server configuration and Magento 2 configuration. It is recommended to stick to the official ElasticSuite documentation:

- Elasticsearch server configuration: <https://github.com/Smile-SA/elasticsuite/wiki/ServerConfig-6.x>
- Magento 2 configuration: <https://github.com/Smile-SA/elasticsuite/wiki/ModuleInstall>

⁵⁰ <https://github.com/Smile-SA/elasticsuite>

4.1.1. Search Engine

ElasticSuite's main feature is the search engine which is used e.g. to display search results in the search flyout on the storefront. Per default MageSuite does display here:

- Search terms that fit the input and search criteria (auto-suggest)
- Products that fit the input and search criteria
- Categories that fit the input and search criteria
- CMS Pages that fit the input and search criteria

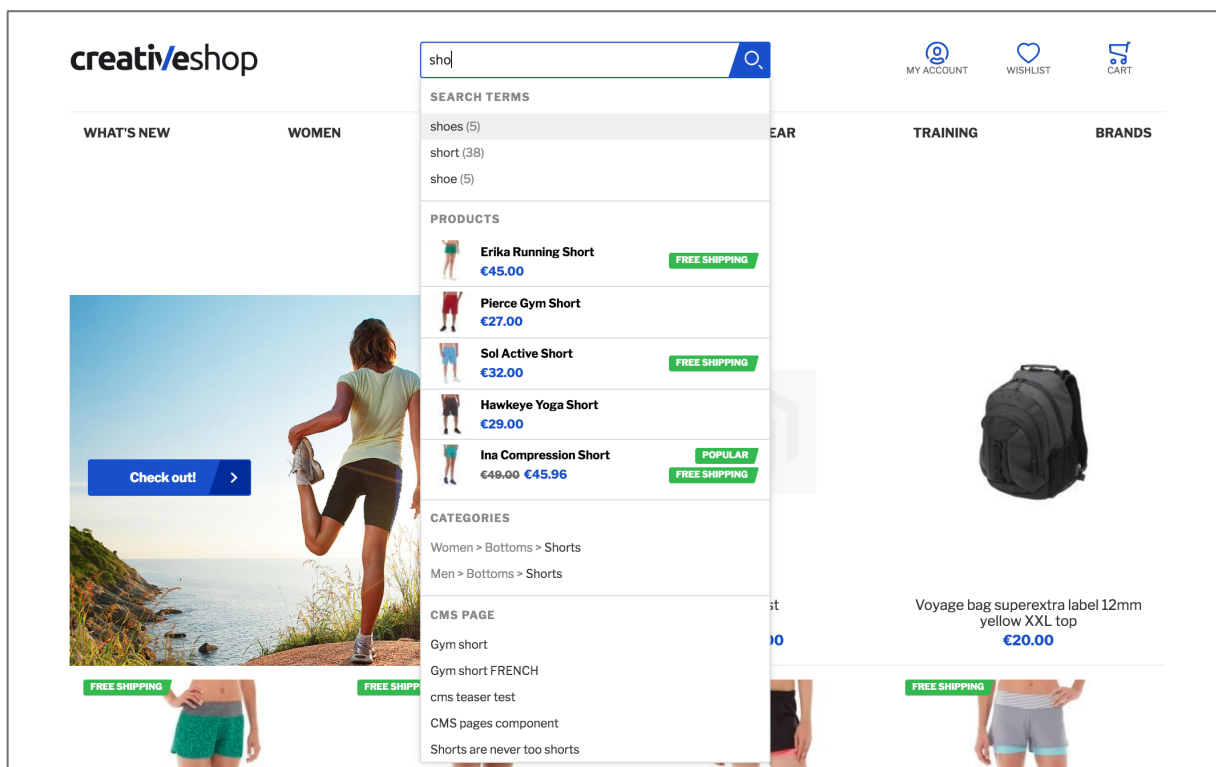


Figure 161 Search flyout using ElasticSuite (storefront)

You can find the ElasticSearch search engine configuration under **ELASTICSUITE / SEARCH RELEVANCE**. Here you can configure the full-text search settings, spellchecking as well as the phrase matching. It is recommended to stick to the official ElasticSuite documentation:

<https://github.com/Smile-SA/elasticsuite/wiki/FulltextSearchEngineBasicConfiguration>

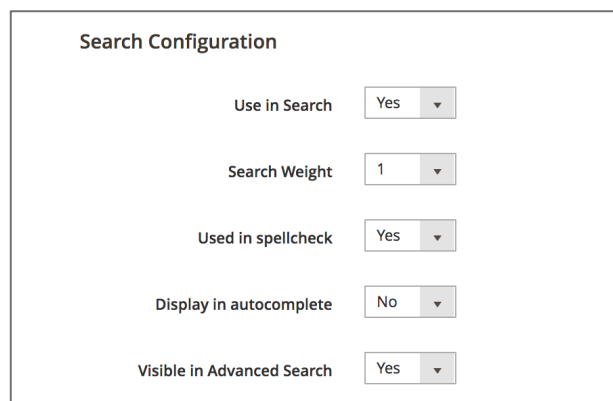
Also you can set up the thesaurus configuration in **ELASTICSUITE / THESAURUS**. It is recommended to stick to the official ElasticSuite documentation: <https://github.com/Smile-SA/elasticsuite/wiki/ThesaurusAdministration>

After setting up the basic search engine configuration you can make the search configuration per attribute. Access **STORES / ATTRIBUTES / PRODUCTS** and click the attribute you want to edit (use in

the search). Choose the tab **STOREFRONT PROPERTIES** and scroll down to the **SEARCH CONFIGURATION** section. Here you can do the following:

- **"USE IN SEARCH"**: If set to "Yes", the given attribute will be used in compute results in the search engine.
- **"SEARCH WEIGHT"**: The weight of the attribute in the search context is set here. If set to "Yes", in the full-text search the input which matches values of the given attribute have higher search relevance.
- **"USED IN SPELLCHECK"**: If set to "Yes", Elasticsearch will compute spellchecking for the given attribute.
- **"DISPLAY IN AUTOCOMPLETE"**: If set to "Yes", the attribute will appear in the search flyout.
- **"VISIBLE IN ADVANCED SEARCH"**: Typically the advanced search page is not contained in MageSuite. If set to "Yes", the attribute would appear in the advanced search.

When the changes have been made click **"SAVE ATTRIBUTE"** in the top section on the right-hand side.



The screenshot shows a 'Search Configuration' form with five settings, each with a dropdown menu:

Setting	Value
Use in Search	Yes
Search Weight	1
Used in spellcheck	Yes
Display in autocomplete	No
Visible in Advanced Search	Yes

Figure 162 Search configuration per product (admin panel)

With the basic search configuration and the attribute configuration being made you can configure the auto-complete dropdown itself. Access **STORES / SETTING / CONFIGURATION** and then navigate to **ELASTICSUITE** and then **AUTOCOMPLETE**. Here you can do the following:

- **POPULAR TERM AUTOCOMPLETE**: In the input field you can enter the maximum number of popular search terms (in the storefront as "search terms") that should appear search flyout.
- **PRODUCT AUTOCOMPLETE**: In the input field you can enter the maximum number of products (in the storefront as "products") that should appear search flyout.
- **CMS PAGE AUTOCOMPLETE**: In the input field you can enter the maximum number of CMS pages (in the storefront as "cms page") that should appear search flyout.
- **PRODUCT ATTRIBUTES AUTOCOMPLETE**: In the input field you can enter the maximum number of attributes that should appear search flyout.

- **CATEGORY AUTOCOMPLETE:** In the input field you can enter the maximum number of categories (in the storefront as “categories”) that should appear search flyout.

When the changes have been made click “**SAVE CONFIG**” in the top-section on the right-hand side.

The screenshot shows the 'Configuration' admin panel for ElasticSearch. On the left is a sidebar with a tree view containing categories: GENERAL, CATALOG, SECURITY SUITE, ELASTICSUITE (expanded), CUSTOMERS, CREATIVESHOP, MAGESUITE, AHEADWORKS EXTENSIONS, SALES, MAGEPAL, and DOTMAILER. Under 'ELASTICSUITE', the 'Autocomplete' sub-category is selected. The main area displays configuration settings for five autocomplete types, each with a 'Max Size' input field and a description:




- Popular Term Autocomplete:** Max Size [store view] 3. Description: Maximum number of popular search terms to display in autocomplete results.
- Product Autocomplete:** Max Size [store view] 5. Description: Maximum number of products to display in autocomplete results.
- Cms page Autocomplete:** Max size [store view] 5. Description: Maximum number of cms pages to display in autocomplete results.
- Product Attributes Autocomplete:** Max Size [store view] 3. Description: Maximum number of product attributes to display in autocomplete results.
- Category Autocomplete:** Max Size [store view] 3. Description: Maximum number of categories to display in autocomplete results.


 A red 'Save Config' button is in the top right corner. The top bar shows 'Store View: Default Config' and a user profile 'kschoensee'.

Figure 163 ElasticSearch autocomplete configuration (admin panel)

In certain cases the search input is precise and so it leads to only one product hit. In such cases it enables a one result redirect to the product detail page. In order to do so access **STORES / SETTINGS / CONFIGURATION** and then navigate to **ELASTICSUITE** and then **CATALOG SEARCH**. In the **REDIRECT TO PRODUCT PAGE IF ONLY ONE RESULT** dropdown select “**YES**”. After the change click “**SAVE CONFIG**” in the top-section on the right-hand side.

Configuration

 kschoensee ▾

Store View: Default Config ▾


Save Config

GENERAL ▾

CATALOG ▾

SECURITY SUITE ▾

Catalog Search Configuration



Redirect to product page if only one result

[store view]

Yes ▾

If there is only one product matching a given search query, the user will be redirect to this product page.

Figure 164 One result redirect configuration (admin panel)

4.1.2. Facet management

ElasticSuite offers high flexibility in displaying attributes on the storefront. Attributes can be e.g. set as filters (layered navigation) on product overview pages or search result pages. The configuration can be made both on attribute and category level.

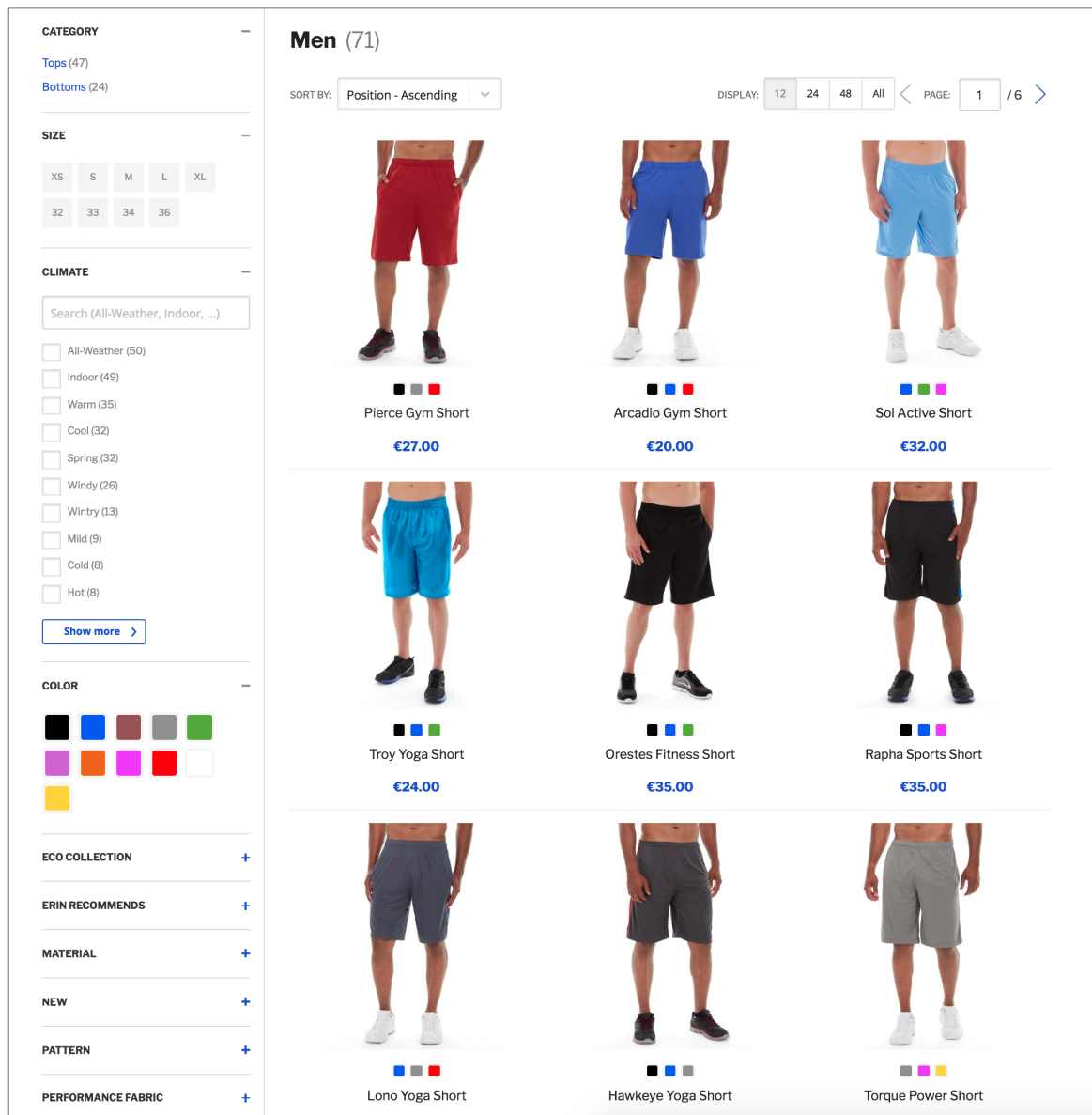


Figure 165 Layered Navigation on product overview page (storefront)

Facet management on attribute level

In order to configure the facet management on attribute level access **STORES / ATTRIBUTES / PRODUCTS** and click an attribute you want to edit. Now select the **STOREFRONT PROPERTIES** tab on the left and scroll down to the **SEARCH CONFIGURATION** section. Some configuration here has been already explained in sec. 4.1.1. Further you can do the following:

- **USE IN LAYERED NAVIGATION:** Here you can enable the attribute to be displayed as a filter on the product overview page either with result count in brackets (select **"FILTERABLE (WITH RESULTS)"**) or without result count (select **"FILTERABLE (NO RESULTS)"**).
- **USE IN SEARCH RESULTS LAYERED NAVIGATION:** Here you can enable the attribute to be displayed as a filter on the search results page.
- **FACET COVERAGE RATE:** Here you can enter the minimum coverage rate in percent of results by this attribute. E.g. if you enter "90", the attribute will appear as a filter only in case at least 90% of the products contained in the category (or search engine result page) will have a value for this attribute. If this is not the case, the attribute will not appear as a filter.
- **FACET MAX. SIZE:** Here you can enter the maximum amount of values to be displayed as filter options. In case more values (filter options) are available, they will be displayed using the "show more" button on the storefront.
- **FACET SORT ORDER:** Here you can select the sort order of filter options by:
 - **"RESULT COUNT":** The filter option (attribute value) with the most hits is displayed at the top.
 - **"ADMIN SORT":** The filter options are ordered according to their values contained in **STORES / ATTRIBUTES / PRODUCTS**.
 - **"NAME":** The filter options are displayed in alphabetical order.
 - **"RELEVANCE":** The filter options are ordered according to their relevance.

Search Configuration

Use in Search

Yes

Search Weight

1

Used in spellcheck

Yes

Display in autocomplete

No

Visible in Advanced Search

Yes

Use in Layered Navigation

Filterable (with results)

Can be used only with catalog input type Dropdown, Multiple Select and Price.

Use in Search Results Layered Navigation

Yes

Can be used only with catalog input type Dropdown, Multiple Select and Price.

Facet coverage rate

90

Ex: Brand facet will be displayed only if 90% of the product have a brand.

Facet max. size

10

Max number of values returned by a facet query.

Facet sort order

Result count

Also ElasticSuite allows using a slider functionality as input type for numerical filters, such as price. In order to use the slider functionality the attribute has to fulfill two requirements (both can be checked under **STORES / ATTRIBUTES / PRODUCTS** and then **PROPERTIES**):

- The attribute's values are exclusively numbers
- The **INPUT TYPE** is either "price" or "Text field" with "Decimal Number" as **INPUT VALIDATION FOR STORE OWNER**

If this is the case the **SLIDER DISPLAY CONFIGURATION** will appear in the **STOREFRONT PROPERTIES** (under **STORES / ATTRIBUTES / PRODUCTS** and the given attribute).⁵¹ Here you can do the following:

- **DISPLAY PATTERN:** Here you can enter the display pattern on the storefront where you need to use "%s" as the placeholder for the actual value. E.g. the input "%s °C" will provide "15 °C".
- **DISPLAY PRECISION:** Here you can enter the number of digits to display for precision, e.g. "0" will display only integer values.

Slider Display Configuration

Display pattern
A pattern like %s UNIT where %s is the value. Eg : \$%s => \$20 or %s € => 20 €

Display Precision
The number of digits to use for precision when displaying.

Figure 166 Slider Display Configuration (admin panel)

After making the changes click "**SAVE ATTRIBUTE**" in the top section on the right-hand side.

⁵¹ In case you just created a new attribute, you need to click "**SAVE AND CONTINUE EDIT**" in the top section on the right-hand side. After the configuration should appear.

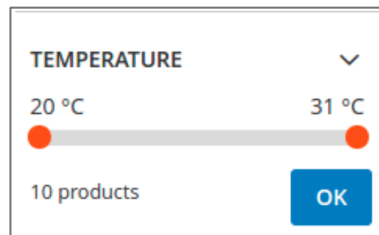


Figure 167 Slider input on numerical filters (storefront)

Facet management on category level

You can also override the facet management settings made on attribute level when making changes on category level. Access **CATALOG / INVENTORY / CATEGORIES** and select a category from the category tree on the left-hand side. Expand the **DISPLAY SETTINGS** section and scroll down to **LAYER NAVIGATION FILTERS**. Here you can do the following:

- **PINNED:** You can make a manual order of filter display by checking the checkbox. Now you can use the drag & drop button on the very left side to change the order by simple drag & drop.
- **DISPLAY MODE:** Per default “**AUTO**” is selected and so the display configuration is used from the facet management configuration made on attribute level. You can also display the attribute always by selecting “**ALWAYS DISPLAYED**”. You can disable the display by selecting “**ALWAYS HIDDEN**”.
- **FACET COVERAGE RATE:** Here you can enter the minimum coverage rate in percent of results by this attribute. E.g. if you enter “90”, the attribute will appear as a filter only in case at least 90% of the products contained in the category (or search engine result page) will have a value for this attribute. If this is not the case, the attribute will not appear as a filter.
- **FACET MAX. SIZE:** Here you can enter the maximum amount of values to be displayed as filter options. In case more values (filter options) are available, they will be displayed using the “show more” button on the storefront.
- **FACET SORT ORDER:** Here you can select the sort order of filter options by:
 - “**RESULT COUNT**”: The filter option (attribute value) with the most hits is displayed at the top.
 - “**ADMIN SORT**”: The filter options are ordered according to their values contained in **STORES / ATTRIBUTES / PRODUCTS**.
 - “**NAME**”: The filter options are displayed in alphabetical order.
 - “**RELEVANCE**”: The filter options are ordered according to their relevance.

Layered Navigation Filters						
Attribute	Display Mode	Facet coverage rate	Facet max. size	Sort Order	Pinned	
Price	Auto	0 <input checked="" type="checkbox"/> Use Default Value	10 <input checked="" type="checkbox"/> Use Default Value	Result count <input checked="" type="checkbox"/> Use Default Value	<input checked="" type="checkbox"/>	
Color	Auto	90 <input checked="" type="checkbox"/> Use Default Value	10 <input checked="" type="checkbox"/> Use Default Value	Result count <input checked="" type="checkbox"/> Use Default Value	<input checked="" type="checkbox"/>	
Activity	Always hidden	1 <input checked="" type="checkbox"/> Use Default Value	4 <input checked="" type="checkbox"/> Use Default Value	Result count <input checked="" type="checkbox"/> Use Default Value	<input type="checkbox"/>	
Climate	Always displayed	30 <input checked="" type="checkbox"/> Use Default Value	5 <input checked="" type="checkbox"/> Use Default Value	Result count <input checked="" type="checkbox"/> Use Default Value	<input type="checkbox"/>	

Figure 168 Facet management per category (admin panel)

When the changes are made click **“SAVE”** in the top section on the right-hand side.

4.1.3. Manual Sorting in Categories & Search result page

Using ElasticSuite you can arrange the order of products contained on the product overview page and the search result page manually. This is especially useful in case you want to display e.g. bestseller products or products that you want to get rid of as the first items.

Manual Sorting on product overview pages

In order to perform manual sorting on category level access **CATALOG / INVENTORY / CATEGORIES** and select a category from the category tree on the left-hand side. Now expand the **PRODUCTS IN CATEGORY** section. Here you can do the following:

- **SEARCH:** You can add products to the category manually. In the product grid search for the product (e.g. by SKU or Name) and mark the checkbox on the very left side.
- **MANUAL SORT:** In the **PRODUCT LIST PREVIEW AND SORTING** check the “**AUTOMATIC SORT**” checkbox on the product items below. The checkbox name will be now changed to “**MANUAL SORT**”. Using the drag & drop button on the top left corner of the product item you can use the drag & drop approach to perform manual sorting.
- **HIDE PRODUCT:** In the **PRODUCT LIST PREVIEW AND SORTING** check the “**HIDE**” button on the product items below (top right corner). The product is now hidden in the given category.

Women (ID: 20)

Delete
Regenerate URLs
Save


Products in Category

Virtual Category
No


Search
Reset Filter
1 records found
20 per page
1 of 1

<input checked="" type="checkbox"/>	ID	Name	SKU	Visibility	Status	Price
Yes						From To
<input checked="" type="checkbox"/>	2077	Voyage bag superextra label 12mm yellow XXL top	452624564	Catalog, Search	Enabled	€20.00


Products List Preview and Sorting



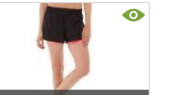
Erika Running Short
WSH12
€45.00 In Stock
Manual Sort




Ina Compression Sh...
WSH11
€49.00 In Stock
Manual Sort




Voyage bag superex...
452624564
€20.00 Out Of Stock
Manual Sort




Ana Running Short
WSH10
€40.00 In Stock
Automatic Sort




Mimi All-Purpose S...
WSH09
€44.00 In Stock
Automatic Sort



Sybil Running Short
WSH08
€44.00 In Stock
Automatic Sort



Echo Fit Compressi...
WSH07
€24.00 In Stock
Automatic Sort



Angel Light Runnin...
WSH06
€42.00 In Stock
Automatic Sort

Figure 169 Manual sorting on product overview page (admin panel)

When the changes have been made click **“SAVE”** in the top section on the right-hand side.

Manual Sorting on search result pages

In order to perform manual sorting on the search result page access **REPORTS / MARKETING / SEARCH TERMS**. Every search term shown here has a potential search result page whose result display you can modify. Click a search term and click **“MERCHANDISER”** on the succeeding page. Here you can do the following:

- **MANUAL SORT:** Check the **“AUTOMATIC SORT”** checkbox on the product items below. The checkbox name will be now changed to **“MANUAL SORT”**. Using the drag & drop button on the top left corner of the product item you can use the drag & drop approach to perform manual sorting.
- **HIDE PRODUCT:** Check the **“HIDE”** button on the product items below (top right corner). The product is now hidden in the given category.

201

Search results for "women"

🔍 9 👤 mageadmin ▾

← Back

Reset

Save and Continue Edit

Save













 Maxima Drawstring... WSH02 €28.00 In Stock <input type="checkbox"/> Automatic Sort	 Hera Pullover Hoodie WH02 €48.00 In Stock <input type="checkbox"/> Automatic Sort	 Bess Yoga Short WSH05 €28.00 In Stock <input type="checkbox"/> Automatic Sort	 Breathe-Easy Tank WT09 €34.00 In Stock <input type="checkbox"/> Automatic Sort
 Antonia Racer Tank WT08 €34.00 In Stock <input type="checkbox"/> Automatic Sort	 Electra Bra Top WB01 €39.00 In Stock <input type="checkbox"/> Automatic Sort	 Diva Gym Tee WS11 €32.00 In Stock <input type="checkbox"/> Automatic Sort	 Tiffany Fitness Tee WS09 €28.00 In Stock <input type="checkbox"/> Automatic Sort
 Minerva LumaTech... WS08 €32.00 In Stock <input type="checkbox"/> Automatic Sort	 Olivia 1/4 Zip Light J... WJ12 €77.00 In Stock <input type="checkbox"/> Automatic Sort	 Juno Jacket WJ06 €77.00 In Stock <input type="checkbox"/> Automatic Sort	 Adrienne Trek Jacket WJ08 €57.00 In Stock <input type="checkbox"/> Automatic Sort

Figure 170 Manual sorting on search result page (admin panel)

4.1.4. Search Optimizers

In ElasticSuite you can use Search Optimizers in order to boost the product ranking on product overview pages and search result pages. When matching certain criteria, the given products will be boosted (or penalized) on the display.

In order to do so access **ELASTICSUITE / OPTIMIZERS** and click **"ADD NEW OPTIMIZER"** in the top section on the right-hand side (you can also edit existing Optimizers by clicking **"EDIT"** in the **"ACTION"** column). Firstly you need to do the following:

- **ENABLE OPTIMIZER:** Tick the checkbox in order to enable the Optimizer.
- **STORE VIEW:** In this dropdown field you can select the store view where the Optimizer should be applied in. You can use the given Optimizer only in one store view.
- **MODEL:** You can ignore this field as **"CONSTANT"** is the only available option. In future further options can be used.
- **OPTIMIZER NAME:** Enter a name for the Optimizer for internal purposes.
- **ACTIVE FROM & ACTIVE TO:** Here you can enter the time-period where the Optimizer should be active in.
- **REQUEST TYPE:** Select the request type in which the Optimizer should apply in. If you choose both **"CATALOG PRODUCT SEARCH"** and **"CATEGORY PRODUCT VIEW"** the Optimizer will apply on product overview pages and search result pages.

If you selected **"CATALOG PRODUCT SEARCH"** as the **REQUEST TYPE**, you can specify a subset of search terms that should consider the Optimizer. In the **CATALOG PRODUCT SEARCH** section you can add the search terms.

If you selected **"CATEGORY PRODUCT VIEW"** as the **REQUEST TYPE**, you can specify a subset of categories that should consider the Optimizer. In the **CATEGORY PRODUCT VIEW** section you can add the categories.

In the **CONFIGURATION** section you need to enter a **BOOST VALUE (%)** in the input field. The boost value will apply to products matched by this optimizer. Valid values are between -99 and 10 000.

In the **APPLY TO PRODUCTS** section you need to specify the conditions for the given Optimizers. The above boost value will apply only for products that match the conditions set here.

In the **PREVIEW** section you can test the Optimizer. Firstly choose the **REQUEST TYPE** (either **CATALOG PRODUCT VIEW** or **CATALOG PRODUCT SEARCH**). Enter a **QUERY TEXT** (search term) and click the **"PREVIEW"** button.

Edit Red products & in stock

kschoensee

Back
Delete
Save and Continue Edit
Save

Enable optimizer
☒ Yes

Store View
EN

Model
Constant

Optimizer Name
Red products & in stock

Active from
11/21/2018

Active to
11/30/2018

Request type

Catalog Product Search
Category Product View

Catalog Product Search

Apply to
All search terms

Category Product View

Apply to
All Categories

Configuration

Boost value (%)
100

Apply to products

Rule conditions

If ALL of these conditions are TRUE :

Color is one of Red
Only in stock products

Figure 171 Setting Search Optimizers (admin panel)

When the changes have been made click **“SAVE”** in the top section on the right-hand side.

4.1.5. Virtual Categories

ElasticSuite allows to create Virtual Categories. Virtual Categories contain products that are added based on certain rules set and so Virtual Categories are computed dynamically. You can use this feature e.g. for a dedicated category for bestseller products or new products which are displayed automatically.

In order to set up a Virtual Category access **CATALOG / INVENTORY / CATEGORIES** and click “**ADD SUBCATEGORY**” above the category tree on the left-hand side. If you are using a multi-store setup firstly make sure that you have chosen a specific store in the **STORE VIEW** switcher (using Virtual Categories in the “**ALL STORE VIEWS**” mode will lead to errors in computing products for the Virtual Category). Fill out all the standard settings. After this is done, scroll down to the **PRODUCTS IN CATEGORY** section and expand it. Now you can do the following:

- **VIRTUAL CATEGORY:** Tick the checkbox to enable the Virtual Category feature. If the checkbox is unticked (“**NO**”) the products from the manual selection are contained in the category.
- **VIRTUAL CATEGORY ROOT:** Here you can select the category to compute the products based on. Select the “Default” category in case you want to potentially add all products contained in the store’s root category. Also the filter configuration will be used based on this root category.
- **VIRTUAL RULE:** Here you can set the rules that compute the products to be contained in the Virtual Category. Please note that you can only use product attributes that were configured as filterable (**STORES / ATTRIBUTES / PRODUCTS / STOREFRONT PROPERTIES / SEARCH CONFIGURATION** and then set **USE IN LAYERED NAVIGATION** to “**YES**”).

The screenshot shows the 'Products in Category' configuration interface. At the top, there's a title 'Products in Category' with an edit icon. Below it, the 'Virtual Category' toggle is set to 'Yes'. The 'Virtual Category Root' is set to 'Default'. The 'Virtual rule' section shows a condition: 'If ALL of these conditions are TRUE : Only new products'. Below this, there's a section titled 'Products List Preview and Sorting' which displays three product cards. Each card shows a product image, name, code, price, and stock status, along with an 'Automatic Sort' toggle.




Products List Preview and Sorting		
 Erika Running Short WSH12 €45.00 In Stock <input type="checkbox"/> Automatic Sort	 Bolo Sport Watch 24-WG01 €49.00 In Stock <input type="checkbox"/> Automatic Sort	 Impulse Duffel 24-UB02 €105.00 In Stock <input type="checkbox"/> Automatic Sort

Figure 172 Setting up Virtual Category (admin panel)

When the changes are made click **"SAVE"** in the top section on the right-hand side.

4.2. Simple Bundle Products

The Simple Bundle Products feature an option added to the configuration of Magento 2 Bundle Products. The feature allows to create a Bundle Product with only one option per bundle item contained within the product. Thus, the customer does not have the possibility to customize the bundle in the case of Simple Bundle Products. In case the customer does not have to make any selections on the storefront there is a higher probability of adding the actual Bundle Product to the cart and complete the checkout which has a positive impact on conversions.

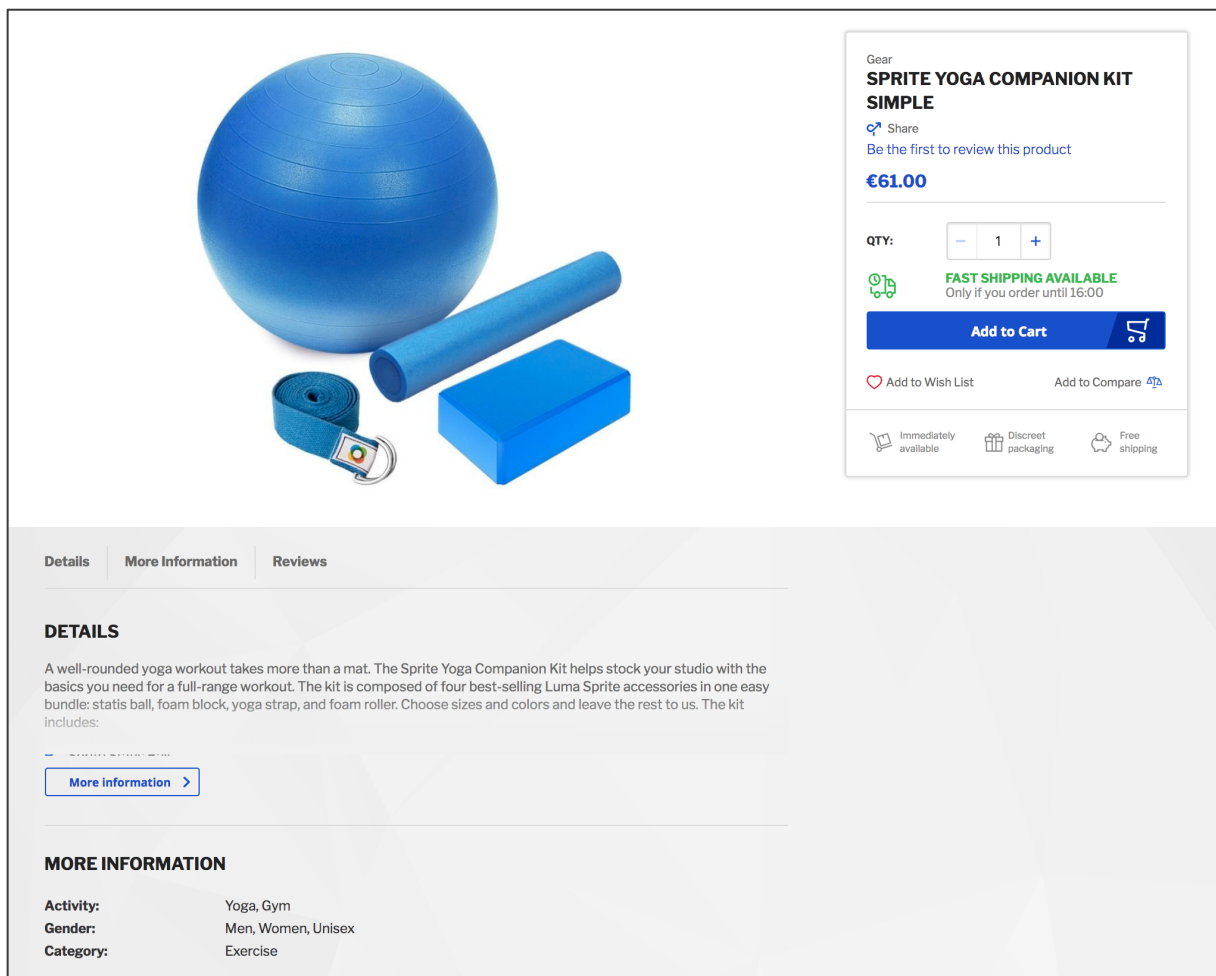


Figure 173 Simple Bundle Product's Product Detail Page (storefront)

In order to set up a Simple Bundle Product access **CATALOG / INVENTORY / PRODUCTS** and click the small **ARROW DOWN** icon next to **ADD PRODUCT** and select **BUNDLE PRODUCT**. Now create a usual Bundle Product.⁵² When doing so you need to take following points into account:

⁵² Here you can find the official Magento 2 user guide how to create Bundle Products:
https://docs.magento.com/m2/2.2/ce/user_guide/catalog/product-create-bundle.html

- Under **ADVANCED PRICING** it is recommended to select **"AS LOW AS"** in the **PRICE VIEW**. Having this selection you actually display only one price on the Product Detail page on the storefront instead of a price range. Since the customer will be given no options to customize displaying a price range might confuse him.
- When creating the Simple Bundle product it is essential to check if you want to use **DYNAMIC PRICE**. Once the checkbox is ticked (or unticked) it is not possible to edit this setting after saving the product. In case you selected dynamic prices (**YES**) the prices of the given Simple Bundle Product change dynamically according to the prices of the attached simple products. If you deselected dynamic prices (**NO**) you can control the price of the given Simple Bundle Product manually. This is especially helpful when setting up discounts for the Simple Bundle Product under **ADVANCED PRICING**.
- Under the **BUNDLE ITEMS** section be sure to include only one item per option. Also set this item to **IS DEFAULT** and enter a **DEFAULT QUANTITY** for the item that should actually be added to the cart when add the Simple Bundle to the cart. Since the customer should not have any options to customize the Simple Bundle Product, adding more options per bundle item makes no sense.

When the settings have been done tick the **SIMPLIFIED BUNDLE PRODUCT** checkbox and click **SAVE** on the top section on the right-hand side.

The screenshot displays the 'Sprite Yoga Companion Kit' configuration page in the Magento 2 admin panel. The page includes a top navigation bar with a search icon, a notification bell with 9 alerts, and a user profile for 'mageadmin'. Below the navigation bar, there's a 'Store View' dropdown set to 'All Store Views' and a 'Back' button. On the right, there are 'Add Attribute', 'Save', and a dropdown arrow button. The main configuration area contains several settings:

- Enable Product** [website]: A toggle switch is turned on (Yes).
- Attribute Set**: A dropdown menu is set to 'Gear'.
- Product Name** [store view]: A text field containing 'Sprite Yoga Companion Kit'.
- SKU** [global]: A text field containing '24-WG080'.
- Dynamic SKU** [global]: A toggle switch is turned on (Yes).
- Price** [global]: A text field with a Euro symbol (€). Below it, a link for 'Advanced Pricing' is visible.
- Dynamic Price** [global]: A toggle switch is turned on (Yes).
- Simplified bundle product** [global]: A toggle switch is turned on (Yes). Below it, a note states: 'Hides bundle configurator on a product page.'

Figure 174 Creating a Simple Bundle Product (admin panel)

4.3. Product Variants

The MageSuite allows to offer Product Variants in the shop. Product Variants are similar to configurable products as they show variations of a given product. However, there are some crucial differences:

- All Product Variants are located on the same hierarchy level. Unlike configurable products are no mother (configurable product type) and child (simple product attached to configurable product) relation.
- All Product Variants are stand-alone simple products and so they are all displayed on the Product Overview Page per default. In the case of configurable products only the configurable product itself is displayed on the Product Overview Page.
- Product Variant products do not have any attribute to be configured. Instead there is only a variant switcher that allows switching to the related simple product. In case of configurable products the configurable product (mother) displays certain configurable attributes such as size or color. Selecting the proper configuration (or variation) will lead to the simple product (child) attached to the configurable product.

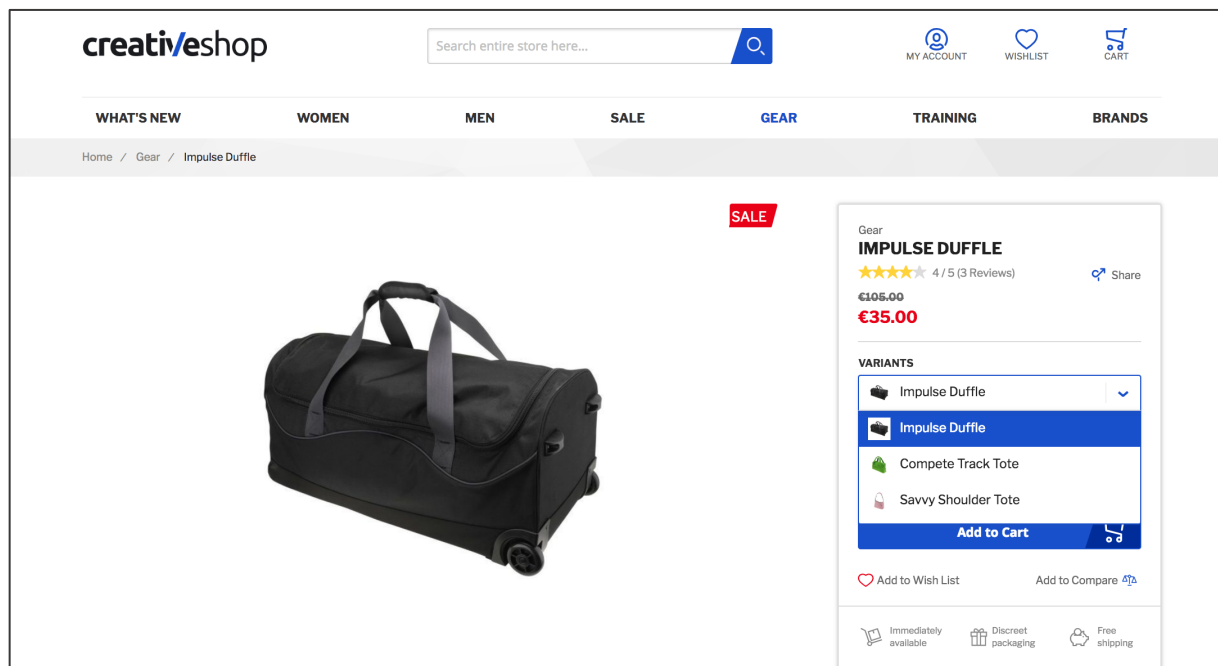


Figure 175 Product Variants on Product Detail Page (storefront)

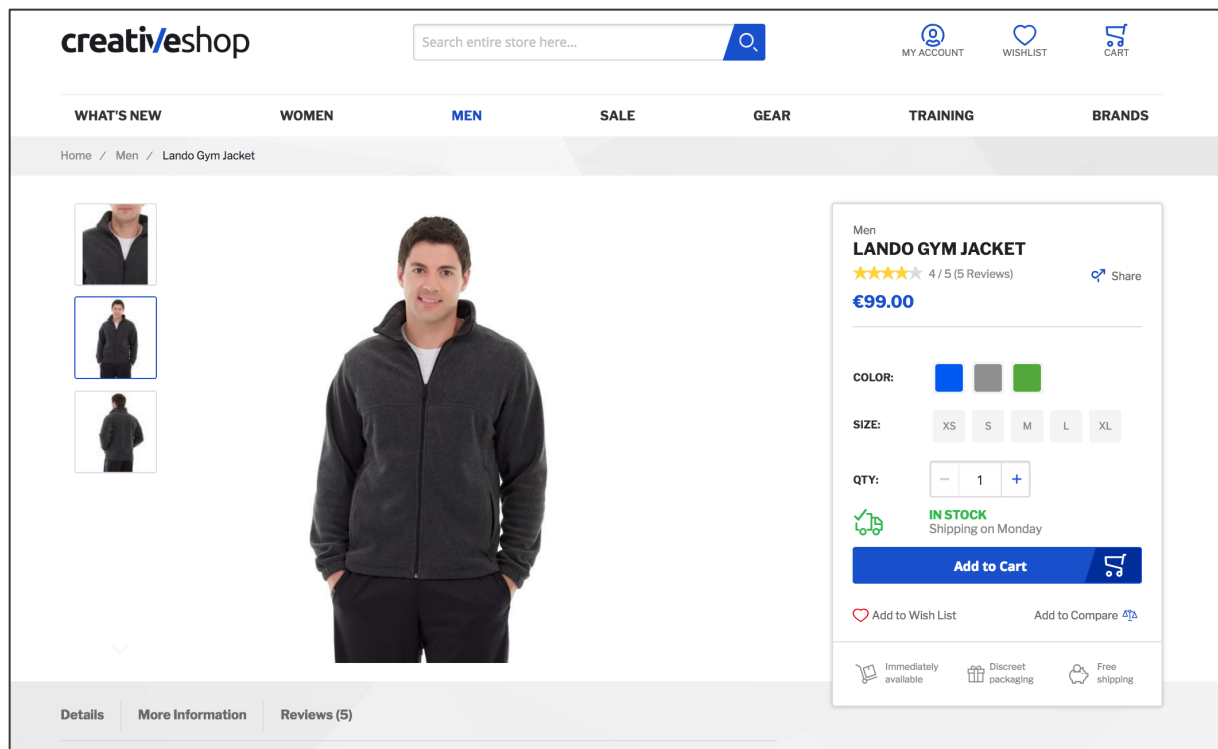


Figure 176 Configurable Product on Product Detail Page (storefront)

In order to set up Product Variants firstly access **STORES / SETTING / CONFIGURATION** and then navigate to **MAGESUITE** and then **PRODUCT VARIANTS**. In order to enable the Product Variant feature set the **ENABLED** dropdown to **"YES"**. Now enter the attribute code that you want to use for controlling the Product Variant group in the **ATTRIBUTE CODE** input field. The default attribute code is **"article_group_id"**. In case you want to use another attribute, make sure you enter the correct attribute code from **STORES / ATTRIBUTES / PRODUCT**. Finally you can choose the pattern for displaying the Product Variant name in the Variant switcher on the Product Detail Page:

1. **FULL NAME:** The full product name of the given Product Variant will be displayed in the Variant switcher.
2. **REMOVE PREFIX:** In this case the Variant switcher will contain only the latest strings of the product name that are differentiating. For example:
 - a. "Crown Backpack 20L" will be named "20L" in the Variant switcher
 - b. "Crown Backpack 30L" will be named "30L" in the Variant switcher
3. **REMOVE SUFFIX:** In this case the Variant switcher will contain only the first strings of the product name that are differentiating. For example:
 - a. "35mA battery" will be named "35mA" in the Variant switcher
 - b. "40mA battery" will be named "40mA" in the Variant switcher
4. **REMOVE PREFIX AND SUFFIX:** The backend will take both removing suffix and removing prefix under consideration and will calculate the largest common counter.

The screenshot shows the 'Configuration' page in the Magento 2 admin panel. The left sidebar contains a menu with 'GENERAL', 'CATALOG', 'SECURITY SUITE', 'SMILE ELASTICSUITE', and 'CUSTOMERS'. The main content area is titled 'Configuration' and contains three settings: 'Enabled' (set to 'Yes'), 'Attribute Code' (set to 'article_group_id' with a note 'Default attribute is "article_group_id"'), and 'Short Name Pattern' (set to 'Remove prefix'). A 'Save Config' button is located in the top right corner.

Figure 177 Product Variant Configuration (admin panel)

Now you can put simple products to Product Variant groups. Access **CATALOG / INVENTORY / PRODUCTS** and click **EDIT** in the product entry to be put into a group. In the **ARTICLE GROUP ID** input field (in case you have chosen another **ATTRIBUTE CODE** in the preceding configuration, another attribute name will be displayed here) enter an alphanumerical value to define the Product Variant group you want to put the given simple product in. Now click **SAVE** on the top area on the right-hand side. Perform this action for all simple products that you want to put in the Product Variant group.⁵³ Based on the input made here the backend will automatically calculate which simple products to group. All the simple products grouped here will be displayed as Product Variants in the Product Variant switcher on the Product Detail Page.

The screenshot shows the 'Impulse Duffle black' product edit page. At the top, there are buttons for 'Back', 'Add Attribute', 'Save', and a dropdown arrow. Below these, the 'Article Group ID' field (labeled '[global]') contains the value 'bag_group'.

Figure 178 Grouping simple products into a Product Variant group (admin panel)

⁵³ Note: You can also put simple products into Product Variant groups in the Product Grid view via mass action.

4.4. Back-In-Stock Subscriptions

With the Back-In-Stock subscription, customers are automatically informed by e-mail as soon as the goods are back in stock. This allows you to keep your customers up to date in terms of the stock availability.

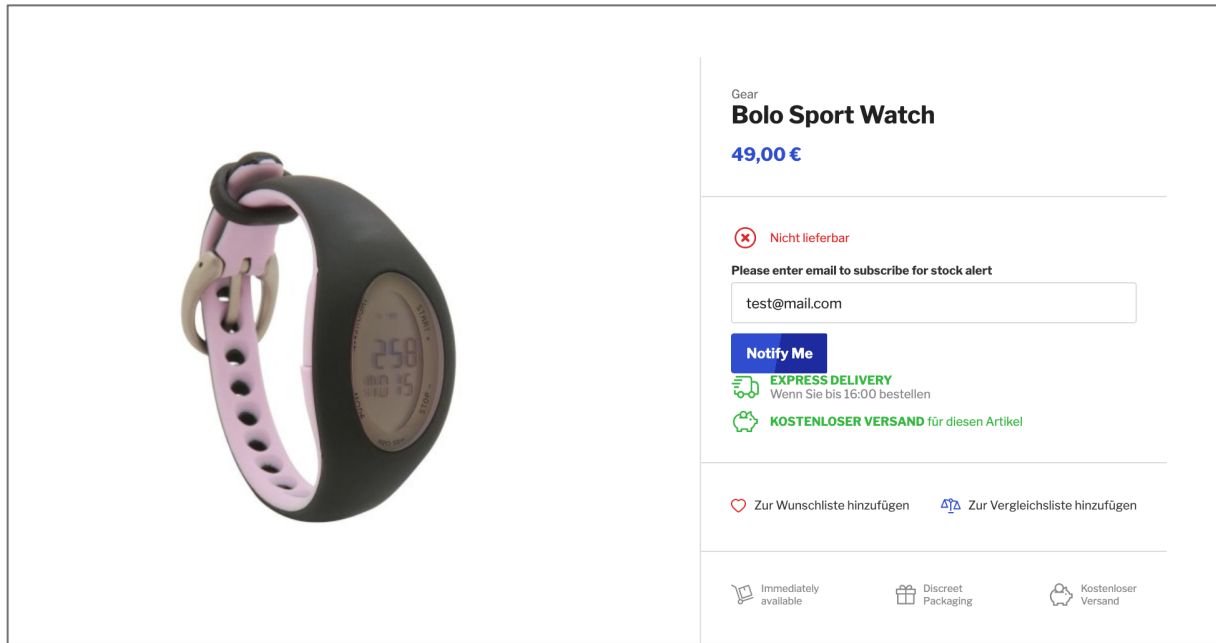


Figure 179 Back-In-Stock subscription (storefront)

In order to activate the Back-In-Stock Subscription access to **STORES / SETTING / CONFIGURATION** and then navigate to **MAGESUITE** and **BACK IN STOCK SUBSCRIPTIONS**. In the “**ENABLED**” dropdown select “**YES**” to enable Back-In-Stock functionality. With its activation an opt-in field can be found on every product detail page.

In each respective dropdown menu different settings can be selected:

- **EMAIL SENDER:** Here you can select the e-mail contact in Magento 2 that should be the sender e-mail address.
- **CONFIRMATION EMAIL TEMPLATE:** Here you choose which e-mail template will be sent to each customer after sign-up.
- **AUTOMATIC NOTIFICATION EMAIL TEMPLATE:** Here you can select which e-mail template is automatically sent as soon as the subscribed product is back in stock.
- **MANUAL NOTIFICATION EMAIL TEMPLATE:** Here you can select the e-mail that should be used for manual notifications.
- **CRON SETTINGS:** Here you can define the timing of the cronjobs sending e-mail notifications.

When the setting have been made, click **"SAVE CONFIG"** on the right-hand side in the top area.

GENERAL

SECURITY SUITE

SECURITY

CATALOG

ELASTICSUITE

CUSTOMERS

MAGESUITE

Sales Monitoring

Defer JS

Product Variants

Back In Stock Subscriptions

Cache Warmer

Bestsellers

General

Module Enabled

[store view]

Yes

Enables back to stock notification functionality.

Email Configuration

Email Sender

[store view]

General Contact

Confirmation Email Template

[store view]

Back In Stock Confirmation (Default)

Automatic Notification Email Template

[store view]

Back In Stock Template (Default)

Manual Notification Email Template

[store view]

Back In Stock Manual Notification (Default)

Cron Settings

Cron Schedule

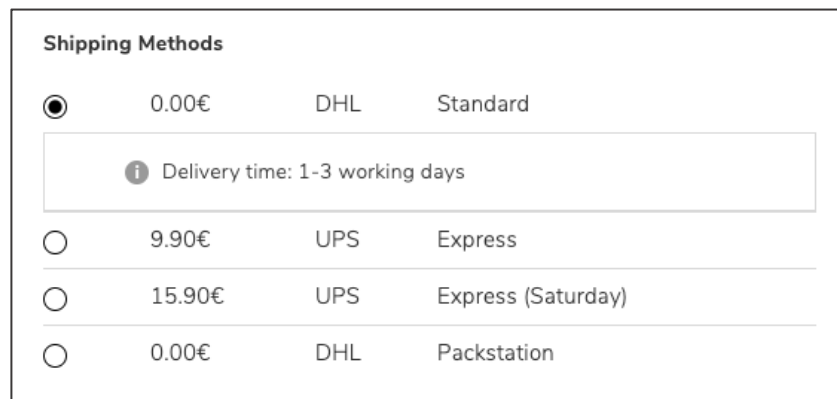
[store view]

This setting determines how often emails with notifications will be sent. Please put cron schedule expression (Ex. *****). By default emails are sent every minute.

Figure 180 Back-In-Stock Configuration (admin panel)

4.5. DHL Packstation shipping 2.0

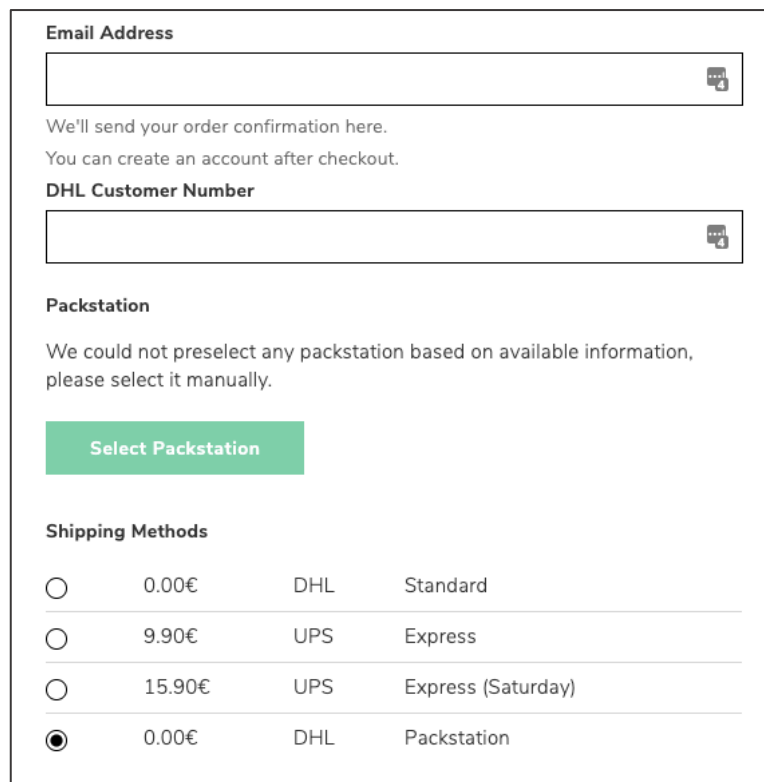
While the previous MageSuite version used an external extension, the new MageSuite release uses a native Packstation feature. You have the advantage of offering your customers the option of shipping to a DHL packstation and your customers can pick up their orders at packstations beyond usual business hours. Having an additional shipping method increases flexibility in the checkout for the user and so there will be a positive impact on the conversion rate.



The screenshot shows a 'Shipping Methods' section with a table of options. The first option, 'DHL Standard' for 0.00€, is selected with a radio button. Below it, a box indicates a delivery time of 1-3 working days. The other options are 'UPS Express' (9.90€), 'UPS Express (Saturday)' (15.90€), and 'DHL Packstation' (0.00€).

Shipping Methods			
<input checked="" type="radio"/>	0.00€	DHL	Standard
<div> Delivery time: 1-3 working days</div>			
<input type="radio"/>	9.90€	UPS	Express
<input type="radio"/>	15.90€	UPS	Express (Saturday)
<input type="radio"/>	0.00€	DHL	Packstation

Figure 181 Shipping methods with Packstation (store front)



The screenshot shows the checkout process. It includes an 'Email Address' field, a 'DHL Customer Number' field, and a 'Packstation' section. The 'Packstation' section has a message: 'We could not preselect any packstation based on available information, please select it manually.' Below this is a green 'Select Packstation' button. At the bottom, the 'Shipping Methods' table is shown, with 'DHL Packstation' (0.00€) now selected.

Email Address

We'll send your order confirmation here.
You can create an account after checkout.

DHL Customer Number

Packstation

We could not preselect any packstation based on available information, please select it manually.

Shipping Methods

<input type="radio"/>	0.00€	DHL	Standard
<input type="radio"/>	9.90€	UPS	Express
<input type="radio"/>	15.90€	UPS	Express (Saturday)
<input checked="" type="radio"/>	0.00€	DHL	Packstation

Figure 182 Shipping method Packstation (store front)

When reaching the first step of the checkout process you can select your preferred shipping method (See Figure 181).

When selecting Packstation as the desired shipping method, the input fields change appropriately and the relevant input fields are loaded (see Figure 182). Clicking on **SELECT PACKSTATION** opens up a new highlight box in which you can search for your packstation by postcode (see Figure 183). The address of the given packstation is being used as the shipping address for magento. Also, the user has to provide is DHL Postnumber, which is comparable to a customer ID for DHL.

Select Packstation X

Search with postcode...

Please provide postcode to find nearest packstations.

Ulmer Str. 4
Plochingen, 73207
Deutschland
ALDI Markt

Ship Here

Neuffenstr. 2
Wendlingen am Neckar, 73240
Deutschland

Ship Here

Stuttgarter Str. 134
Kirchheim unter Teck, Kirchheim 73230
Deutschland
Lidl Markt

Ship Here

Kieswiesen 18
Altbach, 73776
Deutschland
ALDI Markt

Ship Here

Christian-Eisele-Str. 20
Köngen, 73257
Deutschland
ALDI Markt

Ship Here

Figure 183 Packstation selection (store front)

If you want to access to Packstation DHL configuration, please navigate to **STORES / SETTINGS / CONFIGURATION**. Expand **SALES** on the left-hand side and find **SHIPPING METHODS**. Unfold **PACKSTATION DHL** in order to adjust your settings.

- Enable or disable this feature by choosing the dropdown **ENABLE**.
- Your value inserted in **METHOD NAME** will be displayed in the store front (see Figures above).
- Your **TITLE** can be entered to describe the shipping method, e.g. "Packstation".
- In the dropdown field **MODE** you have to select between Sandbox and Live.
 - i. In the Sandbox mode you can test the process and workflow without disrupting the underlying live system. It is an isolated area and therefore executed orders will not forwarded to the actual system environment.

- ii. In Live mode all orders will be executed to the actual live system. We advice you to take cautious and test your system in Sandbox mode thoroughly before using Live mode.
- **API LOGIN** is required to activate Packstation Shipping. Find your Application ID in your DHL settings panel. In case you want to use Sandbox mode provide your Developer ID.
- **API PASSWORD** is required to verify either your Application ID or your Developer ID.
- In the **PRICE** text field you can define extra costs if Packstation is selected.
- **MINIMUM SUBTOTAL FOR FREE SHIPPING.** Here you can to set a threshold which is required for free shipping.
- In this input field an upper limit can be specified. If the **MAXIMUM SUBTOTAL** is reached then no Packstation shipping is available for this order.
- Also a **MAXIMUM WEIGHT** value can be entered. A given weight above your threshold will disallow Packstation shipping.
- In the **SORT ORDER** input field you can enter the priority in displaying the free shipping method in the checkout (0 = highest, 1 = second highest etc.)
- In the dropdown field **TYPE** you can choose between following settings:
 - i. Per Order: The selected shipping method is applied to the entire order.
 - ii. Per Item: The selected shipping method can be applied to several items within the order separately.
- 7. **SHIP TO APPLICABLE COUNTRIES** allows you to specify which countries this shipping method can make use of.
 - i. All Allowed Countries: No exceptions are made and every shipping country can be selected for Packstation as shipping method (defined in **GENERAL / GENERAL / COUNTRY OPTIONS**).
 - ii. Specific Countries: Selecting this option enables **SHIP TO SPECIFIC COUNTRIES** multi-selection field. In the multi-selection you can select countries which this shipping method should be applied to.
- 8. In **SHOW METHOD IF NOT APPLICABLE** you can select “**Yes**”. In this case shipping method Packstation is always visible. Choosing “**No**” in the dropdown field hides this specific shopping method in case the method cannot by applied in the checkout process.
- 9. In the **DISPLAYED ERROR MESSAGE** input field, type the message to appear if Packstation shipping becomes unavailable.

Packstation DHL

Enabled
[website]

Yes

☐ Use system value

Method Name
[store view]

DHL

☐ Use system value

Title
[store view]

Packstation

☐ Use system value

Mode
[website]

Sandbox

☐ Use system value

API Login
[store view]

Your-API-Login

☐ Use system value

For live access, please provide an ApplicationID, for sandbox access, please provide DeveloperID. You can find them under "My Account" section in DHL panel.

API Password
[store view]

☐ Use system value

Please provide application token. You can display or generate these after the release of your application for live use under "My Applications" in DHL Panel. For sandbox, please use the password with which you logged into the developer portal.

Price
[website]

0.00

☐ Use system value

Minimum subtotal for free shipping
[website]

☐ Use system value

Maximum subtotal
[website]

☐ Use system value

Maximum weight
[website]

☐ Use system value

Sort Order
[website]

400

Type
[website]

Per Order

☐ Use system value

Ship to Applicable Countries
[website]

All Allowed Countries

☐ Use system value

Ship to Specific Countries
[website]

Aghanistan
Aland Islands
Albania
Algeria
American Samoa
Andorra
Angola
Anguilla
Antarctica
Antigua & Barbuda

Displayed Error Message
[store view]

This shipping method is not available. To use this shipping method, please contact us.

☐ Use system value

Figure 184 Packstation DHL configurations (admin panel)

When your settings have been made click **SAVE** in the top section on the right-hand side.

4.6. Pagination Input

In MageSuite you can change the default Magento 2 pagination to an input field. This allows to browse through catalog pages faster as the user does not have to click through page by page.



Figure 185 Pagination input field on Product overview page (storefront)

In order to change the pagination input access **STORES / SETTINGS / CONFIGURATION** and navigate to **MAGESUITE** and **PAGINATION**. In the **USE INPUT SWITCHER** input field you can enter the controller expression of the pagination class. To find out the pagination go to the storefront and navigate to the page with the pagination and use the inspect function of your web browser (in chrome use right click and then “inspect”). This class needs to be put in the input field in the admin panel in following format:

`{module}_{controller}_{action}`

Configuration

9

mageadmin

Store View:

Default Config

?

Save Config

GENERAL

▼

CATALOG

▼

SECURITY SUITE

▼

SMILE ELASTICSUITE

▼

CUSTOMERS

▼

MAGESUITE

^

Defer JS

Product Variants

Cache Warmer

Bestsellers

Configuration

⌵

Use input switcher

(store view)

Expression	Action
catalog_category_view	
catalogsearch_advanced_result	
catalogsearch_result_index	
frontend_cache_warmup	
brands_index_index	
Add	

Specified actions will display additional input that can be filled with custom page number. Please provide them in format: {module}_{controller}_{action}.

Figure 186 Configuring pagination input (admin panel)

When the changes are made click **“SAVE CONFIG”** in the top-section on the right-hand side.⁵⁴

⁵⁴ In order to apply the changes you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

4.7. Navigation

4.7.1. All Categories Navigation Flyout

MageSuite grants the store owner the possibility to include all the shop categories within an “ALL CATEGORIES” navigation item. Here all enabled categories form the root category will be displayed. The All Categories Navigation Flyout is typically used in cases where the shop contains a lot of first level categories which would not fit in the main navigation bar. The main navigation bar in such cases features the highlight categories.

Usually the very left column of the All Categories Navigation Flyout features the first level categories. Depending on the cursor location, the column in the mid section will feature the second level and, if enabled, third level categories of the corresponding first level category (cursor location). The Image Teaser contained in the very right column depends on the first level category settings.

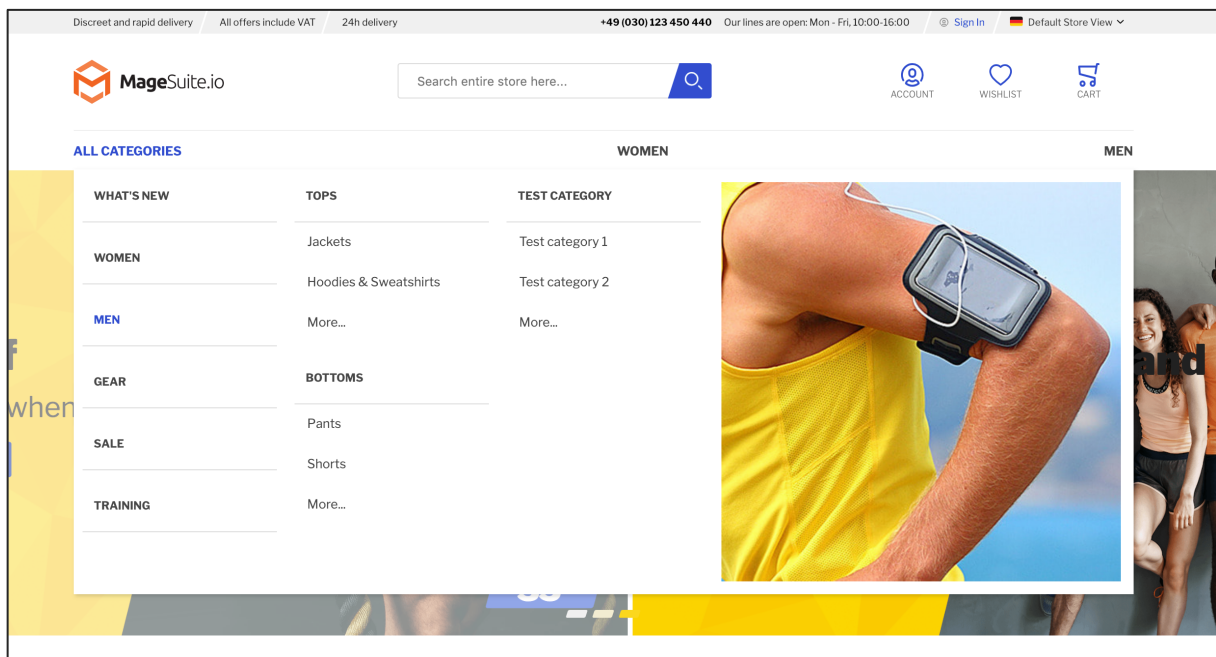


Figure 187 All Categories Navigation Flyout (storefront)

In order to enable the All Categories Navigation Flyout access **STORES / SETTINGS / CONFIGURATION** and then proceed to **MAGESUITE** and then **NAVIGATION**. In the **ENABLED** select field select “**YES**” to enable the feature. In the **ALL CATEGORIES LABEL** input field enter the text to be displayed on the All Categories Navigation Item. In the **MAXIMUM 3RD LEVEL CATEGORIES** input field enter the number of third level category navigation items to be displayed below the second level categories. In case the actual amount of third level categories exceeds the input made here, a “more...” button will be displayed.

Enable Category

[store view]

Yes

Include in desktop navigation

[store view]

Yes

When enabled category will be shown in navigation for desktop and tablet devices.

Include in mobile navigation

Yes

When enabled category will be shown in navigation for mobile devices.

Include in main bar

No

When enabled category will be shown in main bar.

Category Name

[store view]

*

Einweggeschirr & Einwegbesteck

Custom target URL

Links to this category will be replaced with above URL when provided. Use absolute URL (starts with https://) to redirect outside the shop. Use relative URL (i.e. customer/account/login/) to redirect within the shop.

Use Category Name in product search

Yes

Figure 189 Excluding first level categories from main navigation bar (admin panel)

4.7.2. Disable Categories for mobile and desktop devices

In MageSuite you can display certain categories only on mobile or desktop devices.

In order to disable categories from the navigation bar access **CATALOG / INVENTORY / CATEGORIES** and click the category on the category tree. Now in the **INCLUDE IN MOBILE NAVIGATION** checkbox select **"NO"** if you can to disable the category from the navigation on mobile devices. When the changes are done click **"SAVE"** in the top-section on the right-hand side.

In order to disable categories from the navigation bar access **CATALOG / INVENTORY / CATEGORIES** and click the category on the category tree. Now in the **INCLUDE IN DESKTOP NAVIGATION** checkbox select **"NO"** if you can to disable the category from the navigation on desktop devices. When the changes are done click **"SAVE"** in the top-section on the right-hand side.⁵⁶

The screenshot displays the configuration interface for a category in the MageSuite admin panel. It includes several toggle switches and text input fields. The 'Enable Category' toggle is set to 'Yes'. The 'Include in desktop navigation' and 'Include in mobile navigation' toggles are also set to 'Yes', with explanatory text below them stating that the category will be shown in navigation for those devices. The 'Include in main bar' toggle is set to 'No', with text indicating the category will not be shown in the main bar. The 'Category Name' field is populated with 'Einweggeschirr & Einwegbesteck'. The 'Custom target URL' field is empty, with a detailed note explaining the format for absolute and relative URLs. Finally, the 'Use Category Name in product search' toggle is set to 'Yes'.

Enable Category [store view]	<input checked="" type="checkbox"/> Yes
Include in desktop navigation [store view]	<input checked="" type="checkbox"/> Yes When enabled category will be shown in navigation for desktop and tablet devices.
Include in mobile navigation	<input checked="" type="checkbox"/> Yes When enabled category will be shown in navigation for mobile devices.
Include in main bar	<input type="checkbox"/> No When enabled category will be shown in main bar.
Category Name * [store view]	<input type="text" value="Einweggeschirr & Einwegbesteck"/>
Custom target URL	<input type="text"/> Links to this category will be replaced with above URL when provided. Use absolute URL (starts with https://) to redirect outside the shop. Use relative URL (i.e. customer/account/login/) to redirect within the shop.
Use Category Name in product search	<input checked="" type="checkbox"/> Yes

Figure 190 Excluding categories from navigation bar on desktop and mobile devices (admin panel)

⁵⁶ In order to make the changes visible on the storefront you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

4.7.3. Featured Products in Navigation Flyout

In MageSuite you can promote Featured Products in the Navigation Flyout. By doing so you can give your customers a teaser of the products contained in the category and attract them to enter the given category.

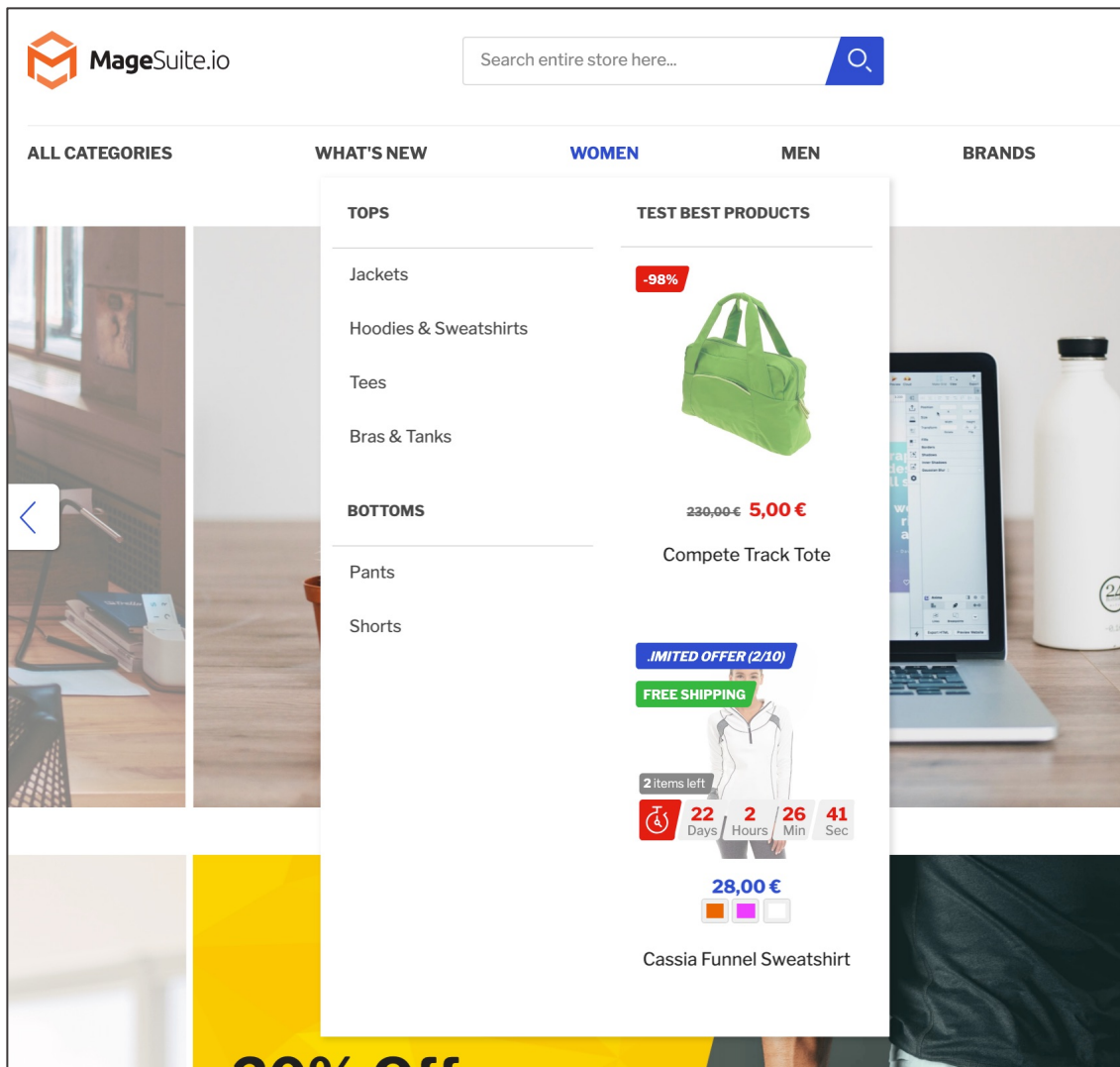



Figure 191 Featured Products in Navigation Flyout (storefront)

In order to set up Featured Products in the Navigation Flyout enter **CATALOG / INVENTORY / CATEGORIES** and select the category from the category tree on the left-hand side. Scroll down and expand the **FEATURED PRODUCTS** section. Here you can add a **HEADER** title in the input field which represents a test field above the Featured Products. Next you can search for products using the filter function in the product grid below. You can add product to the navigation flyout by ticking the checkbox in the selection column on the very left in the product grid.

When the changes are done click **"SAVE"** in the top-section on the right-hand side. Please note, that this works only for the first level categories.⁵⁷

Featured Products 

Header

Bestsellers

Search

Reset Filter

2135 records found

20 per page

1 of 107

	ID	Name	SKU	Price	Position
Any				From To	From To
<input type="checkbox"/>	2374	XY3	XY3	€77.00	
<input type="checkbox"/>	2373	XY2	XY2	€80.00	
<input type="checkbox"/>	2372	XY1	X1-1	€100.00	
<input type="checkbox"/>	2370	Lech Free	Lech Free	€0.00	
<input type="checkbox"/>	2369	Testing product	Testing product	€10.00	
<input checked="" type="checkbox"/>	2368	Crown Summit Backpack 30L	24-MB03-1-1	€38.00	
<input type="checkbox"/>	2367	Crown Summit Backpack 25L	24-MB03-1	€38.00	

Figure 192 Setting up Featured Products in Navigation Flyout (admin panel)

⁵⁷ In order to make the changes visible on the storefront you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

4.8. Filtering

4.8.1. Search box in filters

MageSuite allows to include a search box for filter attributes in case of many available filter options.

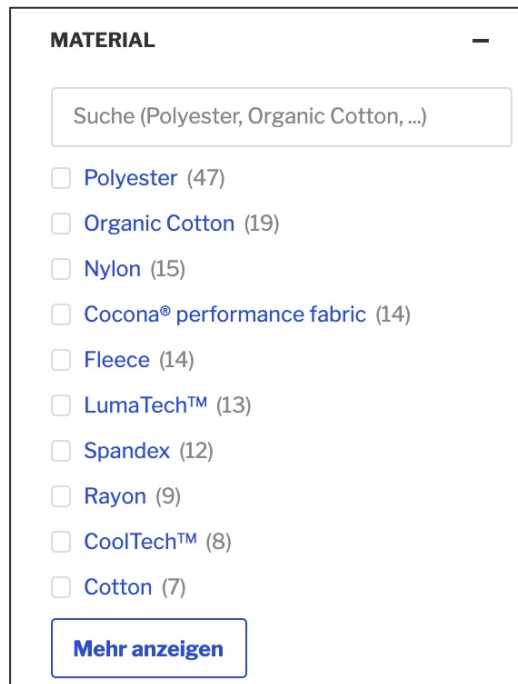


Figure 193 Search box for filter attributes (storefront)

In order to configure the search box for filter attributes access **STORES / ATTRIBUTES / PRODUCT** and select the product attributes from the list. Now select **"STOREFRONT PROPERTIES"** tab on the left-hand side. In the **DISPLAY SEARCH BOX** select field choose **"YES"** in case you want to display both the search box and the "show more button" on the storefront in case there are more filter options available than defined in Facet max. size setting.

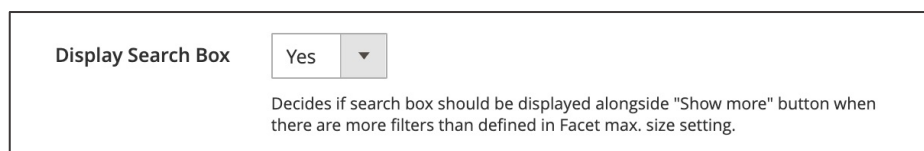


Figure 194 Configuring search box display on filter attributes (admin panel)

When the changes are done click **"SAVE ATTRIBUTE"** on the top section on the right-hand side.⁵⁸

⁵⁸ In order to make the changes visible on the storefront you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

4.8.2. Slider configuration on price filters

MageSuite allows switching the input type for price filter attributes on the storefront. There are three options available how to display price filter attributes:

- Slider with input
- Input only
- Slider only

A screenshot of a price filter interface titled 'PREIS'. It features two input fields: the first contains '10,00€' followed by a '€' symbol, and the second contains '100,00€' followed by a '€' symbol, with the word 'Bis' between them. Below these fields is a horizontal slider bar with blue dots at both ends. At the bottom left, it says '72 Produkte', and at the bottom right is a blue button labeled 'Anwenden'.

Figure 195 Slider with input (storefront)

A screenshot of a price filter interface titled 'PREIS'. It features two input fields: the first contains '10,00€' followed by a '€' symbol, and the second contains '100,00€' followed by a '€' symbol, with the word 'Bis' between them. Below these fields, it says '72 Produkte'. At the bottom right is a blue button labeled 'Anwenden'.

Figure 196 Input only (storefront)

A screenshot of a price filter interface titled 'PREIS'. It features a horizontal slider bar with blue dots at both ends. The value '10,00 €' is displayed on the left and '100,00 €' is displayed on the right. Below the slider, it says '72 Produkte'. At the bottom right is a blue button labeled 'Anwenden'.

Figure 197 Slider only (storefront)

In order to configure the input display for price filter attributes access **STORES / ATTRIBUTES / PRODUCT**. Now either click on an existing attribute or create a new one. However, make sure that the **CATALOG INPUT TYPE FOR STORE OWNER** is set to **PRICE**. Then click the **STOREFRONT PROPERTIES** tab on the left-hand side. Scroll down to the **SLIDER DISPLAY CONFIGURATION** where you can select the **DISPLAY MODE** to one of the above options.

Slider Display Configuration

Display Mode

Slider only ▼

Tells which elements will be displayed to the user on the storefront for selecting a range of values for this attribute.

Figure 198 Price input configuration (admin panel)

When this is done, click **“SAVE ATTRIBUTE”**.⁵⁹

⁵⁹ In order to make the changes visible on the storefront you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

4.9. Guest Wishlist

The default Magento functionality allows only logged-in users to add products to their wish list. MageSuite offers a built-in possibility to provide a wish list functionality for guest users. This feature increases UX for guest users and since the wish list will persist until they return, the conversion rate will also benefit.

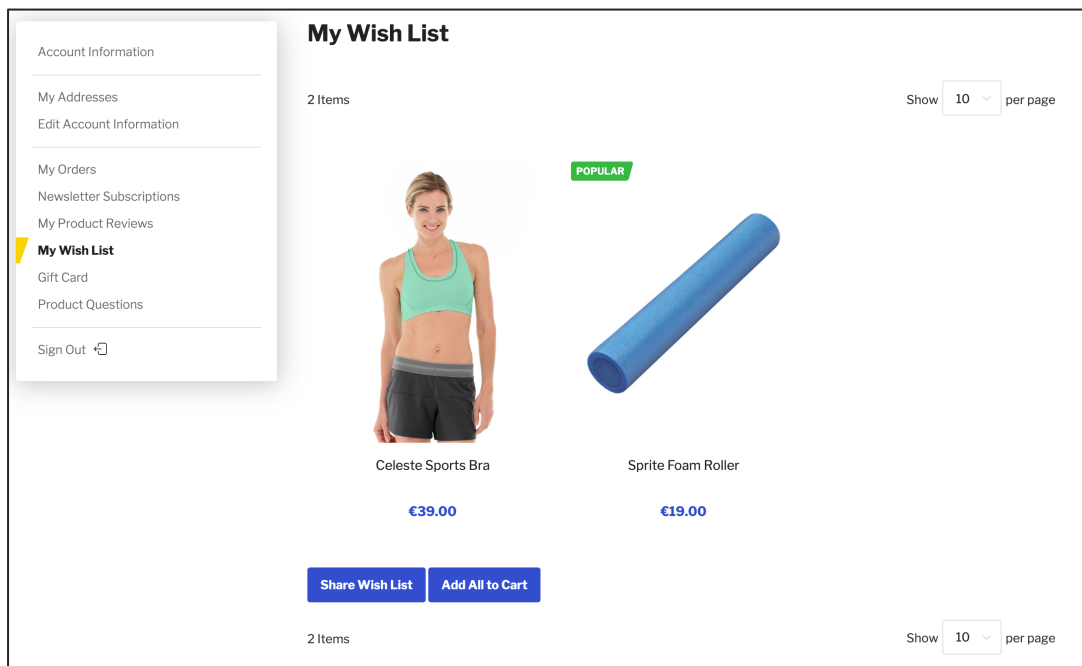


Figure 199 Guest wish list (store front)

In order to configure the guest wishlist navigate to **STORES / SETTINGS / CONFIGURATION**. Expand **MAGESUITE** on the left-hand side and find **GUEST WISHLIST**.

Here you can specify the cookie lifetime by adjust your value in the specific textfield **GUEST WISHLIST COOKIE LIFETIME** (minutes).

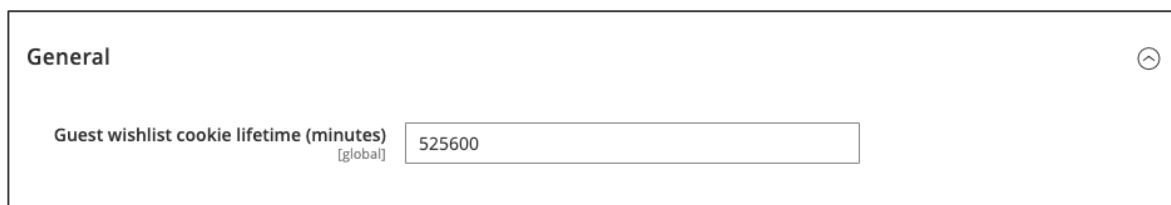


Figure 200 Guest wish list configuration (admin panel)

The functionality of a guest wish list remains similar to a user logged in.

You can find the official user guide to Magento's default wish list here:

https://docs.magento.com/m2/ce/user_guide/wishlist

https://docs.magento.com/m2/ce/user_guide/marketing/wishlist/configurations

4.10. Progressive Web App Features

The integrated PWA (Progressive Web App) feature allows you to give your customers the usability of a shopping experience and having all benefits of using a native app, but without installing an app. PWA following the set of guidelines and suggestions to be reliable, fast, and engaging.

This is why the PWA is often described as a combination of a responsive website and an app. PWAs do not have to be installed on smartphones or tablets, i.e. the operators are independent of app stores and fees.

In order to configure the PWA features, navigate to **STORES / SETTINGS / CONFIGURATION**. Expand **MAGESUITE** on the left-hand side and find **PWA**.

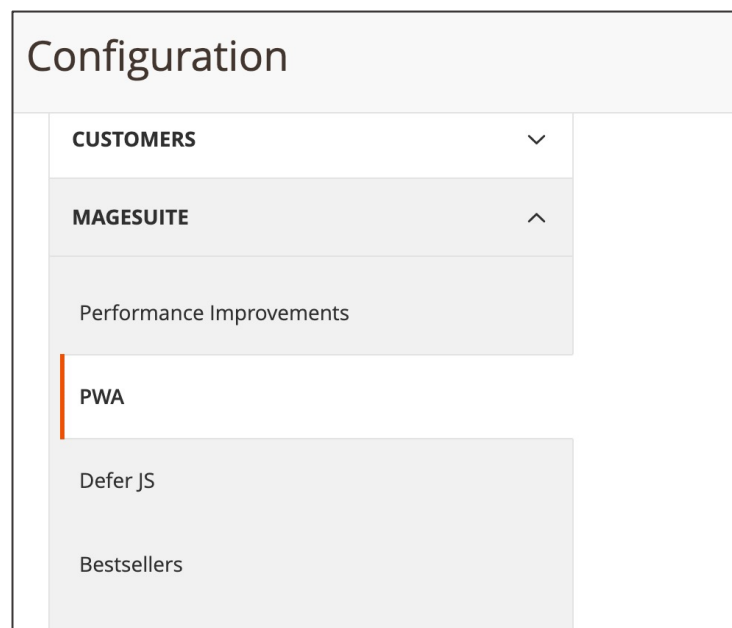


Figure 201 Progressive Web App (admin panel)

4.10.1. Add to homescreen

By using this PWA feature you offer your customers the option to add your app to the home screen of their device. You have to provide basic information about your app like name, icon or display. You can decide if the user can open the app from home screen in full screen mode or if it should be opened in browser.

General

Enabled
[store view] Yes

Name
[store view] MageSuite
Application name displayed on the splash screen below the icon.

Short name
[store view] MageSuite
Application name displayed in the application drawer or on the home screen.

Description
[store view] MageSuite test environment PWA.
Application description, not displayed anywhere but can be used by app stores in the future.

Start URL
[store view] Default CMS Page
Page which should be loaded when users open the application.

Figure 202 Progressive Web App (general settings)

- **NAME:** Here you can enter the name you want to show below the icon on the start screen
- **SHORT NAME:** Here you can enter the name you want to show on the home screen or overview of applications
- **DESCRIPTION:** Here you can enter a short description for the customer what this app is about
- **START URL:** Here you can decide which landing page should be entered by customer, when using the application. This tells the browser where your application should start when it is launched

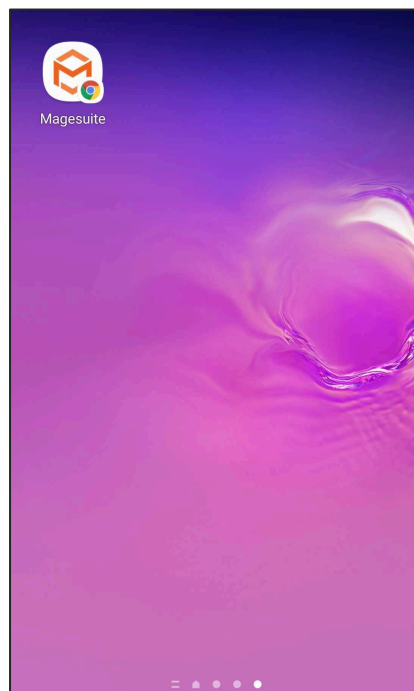


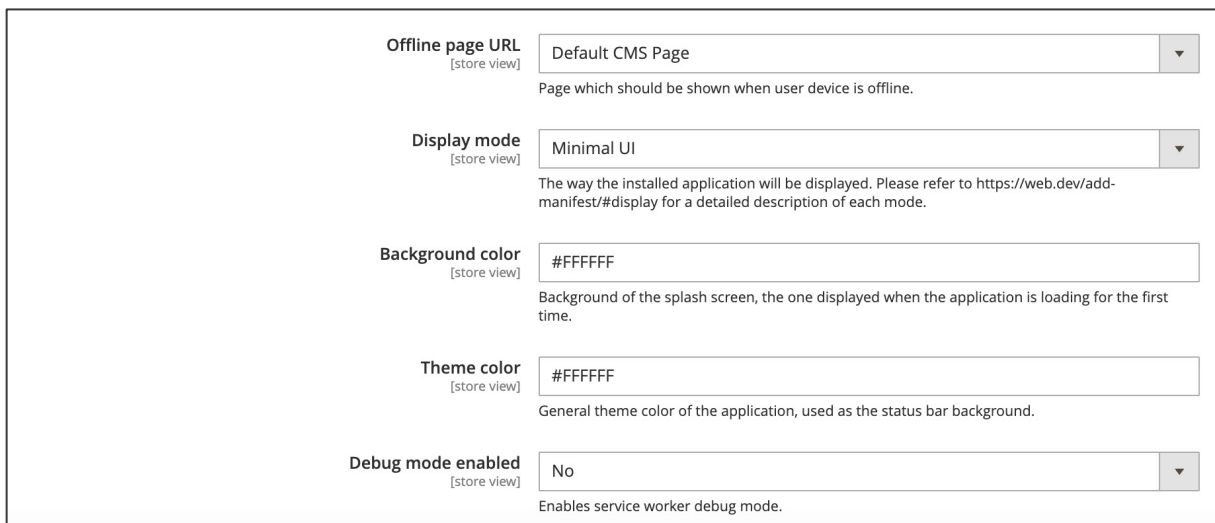
Figure 203 Progressive Web Apps (on home screen)

4.10.2. Offline CMS page

By providing the PWA, you enable your users to visit your site without an internet connection. The default browser caching can be overridden with custom rules, which is independent of the remote server.

If the user's connection got lost, browsing will still remain. For example, you can check previously visited pages, which will be displayed as a cached page. (no 404 error) Check out is still possible in offline mode, but the order would be processed after connection is restored.

You can easily select the offline page URL (content page) in admin panel, which should be loaded when customer opens up the app.



The screenshot shows a settings form for a Progressive Web App. It contains five sections, each with a label, a value field, and a description:

- Offline page URL** (store view): Value is "Default CMS Page". Description: "Page which should be shown when user device is offline."
- Display mode** (store view): Value is "Minimal UI". Description: "The way the installed application will be displayed. Please refer to <https://web.dev/add-manifest/#display> for a detailed description of each mode."
- Background color** (store view): Value is "#FFFFFF". Description: "Background of the splash screen, the one displayed when the application is loading for the first time."
- Theme color** (store view): Value is "#FFFFFF". Description: "General theme color of the application, used as the status bar background."
- Debug mode enabled** (store view): Value is "No". Description: "Enables service worker debug mode."

Figure 204 Progressive Web App (offline page URL)

- **OFFLINE PAGE URL:** Here you can decide which landing page should be entered by customer, when using the application when device is set to offline mode
- **DISPLAY MODE:** Here you can select the mode of displaying of the application. For more information and a detailed description use <https://web.dev/add-manifest/#display>
- **BACKGROUND COLOR:** Here you can set the color which is used on the splash screen when the application is first launched on mobile.
- **THEME COLOR:** Here you can set the color of the tool bar and may be reflected in the app's preview in task switchers. It should match the meta theme color specified in your document head.
- **DEBUG MODE ENABLED:** Here you can enable/disable the option to have the service workers function.

4.10.3. Shipment push notification

Push notifications are possible to be used. The current push notifications which are supported for order status changes (order shipped) and back in stock notifications for simple products.

With successful order the customer will be able to 'enable' the push notifications on the order success page. With enabling the push notifications and the browser will ask for permission. This has to be confirmed by customer, to receive notifications.

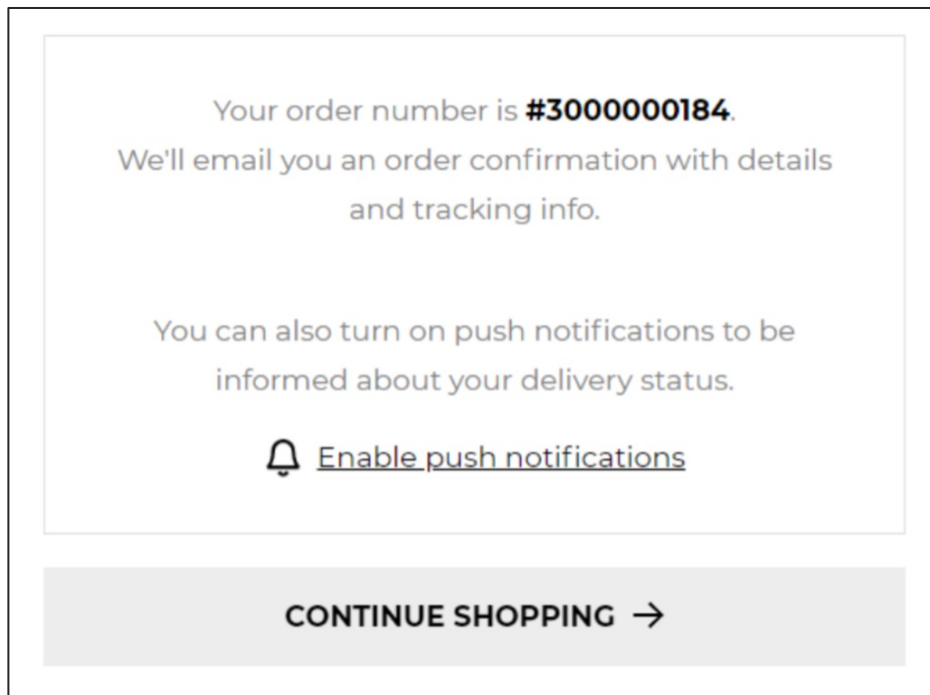


Figure 205 Push notifications on order success page

With confirmation of browser query the customer will see a new label, which will be visible on the same page.

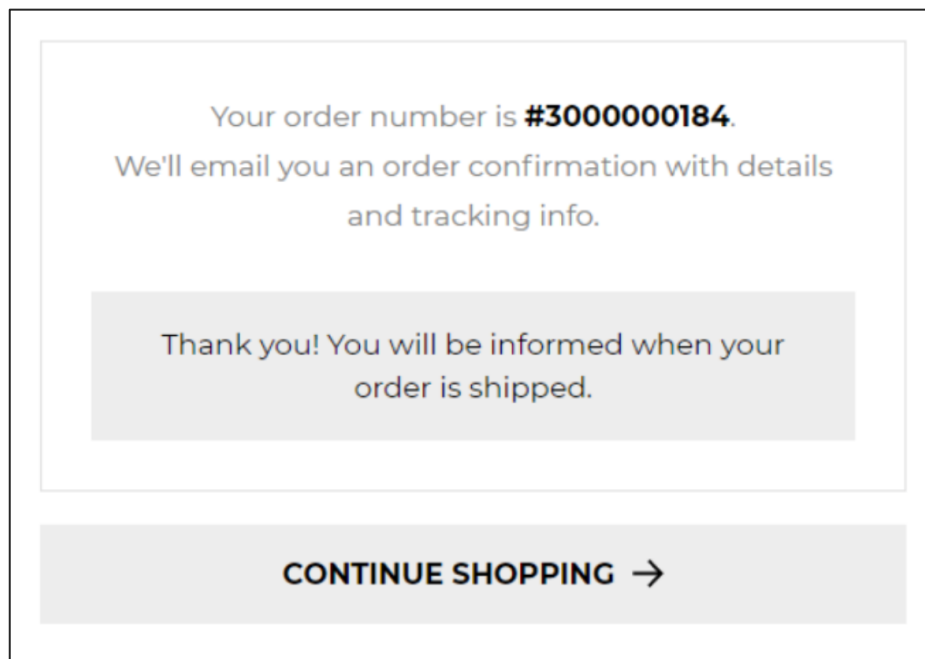


Figure 206 confirmed push notifications on order success page

From now on the customer will receive push notifications for order status changes (order shipped) and back in stock notifications for simple products. This will be displayed on the right side in his browser.

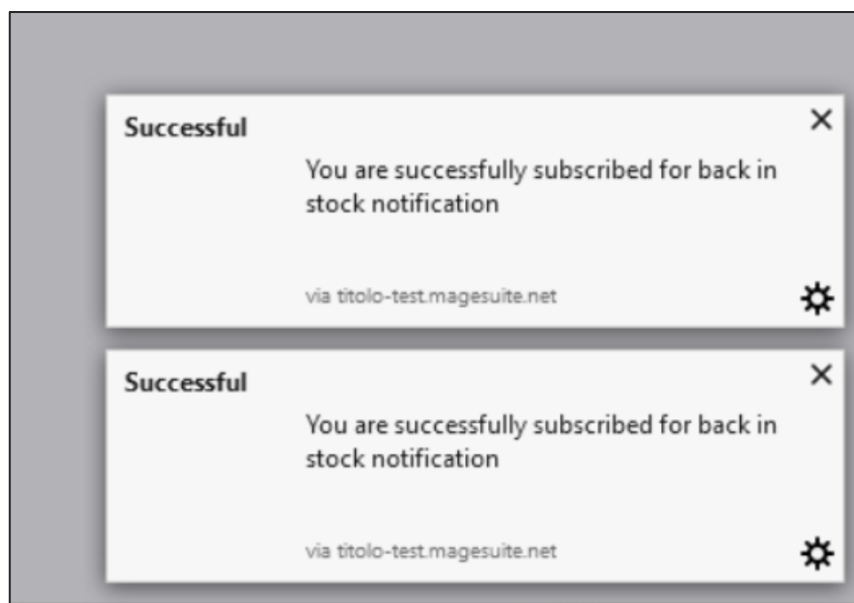


Figure 207 Push notification on browser level

5. Administration

5.1. E-Mail Tester

MageSuite does offer the possibility to generate e-mail previews with actual data. Using this feature you can e.g. preview order confirmation mails with actual data. For this the Yireo E-Mail Tester extension is the preferred extension (<https://www.yireo.com/software/magento-extensions/emailtester2>). In order to use this extension you firstly need to purchase a license and install it.⁶⁰

You can configure the extension under **STORES / SETTINGS / CONFIGURATION** and then navigate to **ADVANCED** and **YIREO EMAILTESTER**. Now you can do the following:

- **DEFAULT EMAIL TARGET:** Here you can enter a default e-mail address that should be used for generating the e-mail preview.
- **DEFAULT TRANSACTIONAL EMAIL:** Here you can select a default e-mail template that should be used for generating the e-mail preview.
- **DEFAULT PRODUCT:** Here you can enter a default SKU that should be used for generating the e-mail preview.
- **DEFAULT CUSTOMER:** Here you can enter a default customer ID that should be used for generating the e-mail preview.
- **DEFAULT SALES ORDER:** Here you can enter a default order ID that should be used for generating the e-mail preview.
- **LIMIT PRODUCT LIST:** Here you can enter an integer that will set limit for the amount of products that can be used for the e-mail preview.
- **LIMIT CUSTOMER LIST:** Here you can enter an integer that will set limit for the amount of customers that can be used for the e-mail preview.
- **LIMIT SALES ORDER LIST:** Here you can enter an integer that will set limit for the amount of orders that can be used for the e-mail preview.
- **CUSTOM PRODUCT LIST:** Here you can enter SKUs (comma separated) that will be used for the e-mail preview.
- **CUSTOM CUSTOMER LIST:** Here you can enter customer IDs (comma separated) that will be used for the e-mail preview.
- **CUSTOM SALES ORDER LIST:** Here you can enter order IDs (comma separated) that will be used for the e-mail preview.
- **ENABLE JQUERY UI:** Here you can disable jQuery UI in case it is already loaded.
- **DEBUG:** Here you can enable the debug mode.

⁶⁰ See here the installation guide: <https://www.yireo.com/software/magento-extensions/emailtester2#quickstart>

When the settings are made click **"SAVE CONFIG"** in the top section on the right-hand side.

The screenshot displays the 'Configuration' admin panel for Yireo E-Mail Tester. The interface includes a top navigation bar with a search icon, a notification bell with '15' alerts, and a user profile 'admin'. Below this, a 'Store View' dropdown is set to 'Default Config', and a 'Save Config' button is visible. A left sidebar contains a menu with categories like GENERAL, AHEADWORKS EXTENSIONS, CATALOG, SECURITY SUITE, SMILE ELASTICSUITE, CUSTOMERS, CREATIVESTYLE EXTENSION, SALES, MAGEPAL, INTENSO, DOTMAILER, MAGEWORX, SERVICES, and ADVANCED. The 'ADVANCED' category is expanded, showing sub-items: Admin, Extended exception, Yireo EmailTester (highlighted), System, AMASTY EXTENSIONS, and PAYONE. The main content area is titled 'Settings' and contains the following configuration options:

- Default Email Target** [global]: Text input field.
- Default Transactional Email** [global]: Dropdown menu.
- Default Product** [global]: Text input field with a note: 'Numerical ID of product entity'.
- Default Customer** [global]: Text input field with a note: 'Numerical ID of customer entity'.
- Default Sales Order** [global]: Text input field with a note: 'Numerical ID of sales order entity'.
- Limit Product List** [global]: Text input field with a note: 'Set list size; Use 0 for unlimited'.
- Limit Customer List** [global]: Text input field with a note: 'Set list size; Use 0 for unlimited'.
- Limit Sales Order List** [global]: Text input field with a note: 'Set list size; Use 0 for unlimited'.
- Custom Product List** [global]: Text area with a note: 'CSV-list of entity IDs'.
- Custom Customer List** [global]: Text area with a note: 'CSV-list of entity IDs'.
- Custom Sales Order List** [global]: Text area with a note: 'CSV-list of entity IDs'.
- Enable jQuery UI** [store view]: Dropdown menu with 'No' selected, with a note: 'Disable if jQuery UI is already loaded'.
- Debug** [store view]: Dropdown menu with 'No' selected.

Figure 208 Yireo E-Mail Tester configuration (admin panel)

Now you can access **MARKETING / COMMUNICATIONS / YIREO EMAIL TESTER** in order to generate the e-mail previews. Under **GENERIC OPTIONS** you can now do the following:

- **STORE SCOPE:** Here you can select the store view the e-mail should be generated in.
- **MAIL TO:** Here you can enter the e-mail address the e-mail should be addressed to.
- **EMAIL TEMPLATE:** Here you can select the e-mail template that should be used for the e-mail generation.

Next under **CUSTOMER VALUE** you can define the customer that should be used for the e-mail by either **CUSTOMER ID** or by entering a search term in the **CUSTOMER SEARCH** input.

In **PRODUCT VALUE** you can define the products that should be used for the e-mail by either **PRODUCT ID** (SKU) or by entering a search term in the **PRODUCT SEARCH** input.

In **ORDER VALUE** you can define the orders that should be used for the e-mail by either **ORDER ID** or by entering a search term in the **ORDER SEARCH** input (customer name or e-mail).

The screenshot displays the 'Yireo Email Tester' admin panel. At the top right, there is a search icon, a notification bell with '15' alerts, and a user profile labeled 'admin'. Below the header, there are two orange buttons: 'Send Email' and 'Preview Email'. The main content area is divided into several sections:

- Generic Options:** Includes a 'Store Scope' dropdown menu, a 'Mail To' text input field with a red asterisk, and an 'Email Template' dropdown menu with '[Magento_Sales] New Order' selected.
- Customer Value:** Includes a 'Customer ID' text input field containing '003132' and a 'Customer Search' text input field with the placeholder 'Name or email'.
- Product Value:** Includes a 'Product ID' text input field containing '12345' and a 'Product Search' text input field with the placeholder 'Name or SKU'.
- Order Value:** Includes an 'Order ID' text input field containing '213122' and an 'Order Search' text input field with the placeholder 'Increment ID, name or email'.

Figure 209 Generating E-Mail preview (admin panel)

With the input being made you can now preview the email by clicking "**PREVIEW EMAIL**". In case you want to send the e-mail, click "**SEND EMAIL**".

5.2. E-Mail Attachements

In MageSuite you can attach documents to your order confirmation mails. This is especially useful to include e.g. the general terms and conditions to sales e-mails.

In order to add attachements to you sales e-mails access **STORES / SETTINGS / CONFIGURATION** and then navigate to **SALES** and then **SALES EMAILS**. Now expand the **NEW ORDER CONFIRMATION EMAIL ATTACHEMENTS** section. Here you can upload PDF, DOC, DOCX or ODT files as

- **FIRST ATTACHEMENT**
- **SECOND ATTACHEMENT**
- **THIRD ATTACHEMENT**

Also you can remove existing files by checking the **DELETE FILE** checkbox.

When the changes are made click **“SAVE CONFIG”** in the top section on the right-hand side.

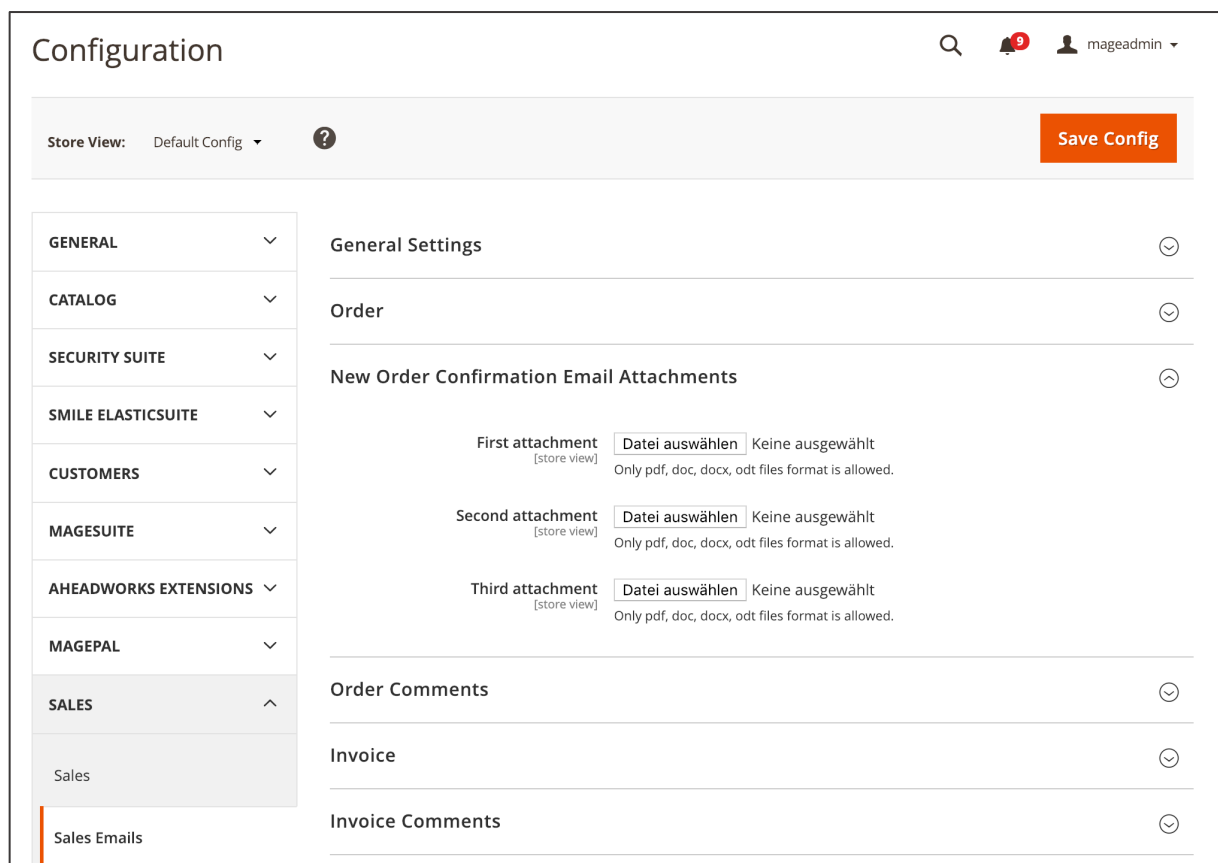


Figure 210 Adding e-mail attachements (admin panel)

5.3. Google Tag Manager Integration

MageSuite does use the Magepal Google Tag Manager extension (<https://github.com/magepal/magento2-google-tag-manager>). This open-source extension does allow integrating the Google Tag Manager account with the MageSuite shop. The Google Tag Manager allows tracking of specific events and passing these data to Google analytics. By doing so you can e.g. track the transaction (conversion rate) and implement tracking pixels.

In order to integrate MageSuite with the existing Google Tag Manager account access **STORES / SETTINGS / CONFIGURATION** and then **MAGEPAL** and **GOOGLE TAG MANAGER**. Open the **GOOGLE TAG MANAGER** section and select “**YES**” in the **ENABLE** dropdown. In the succeeding **ACCOUNT NUMBER** input field you can enter the Google Tag Manager Container ID.

When the changes are made click “**SAVE CONFIG**” in the top section on the right-hand side.

The screenshot shows the 'Configuration' page in the MageSuite admin panel. On the left is a sidebar menu with categories: GENERAL, CATALOG, SECURITY SUITE, SMILE ELASTICSUITE, CUSTOMERS, MAGESUITE, AHEADWORKS EXTENSIONS, MAGEPAL (highlighted), Reindex, and Google Tag Manager. The main content area is titled 'About MagePal Google Tag Manager' and includes copyright information and a promotional message. Below this, the 'Google Tag Manager' section is expanded, showing the 'Enable' dropdown set to 'Yes' and an empty 'Account Number' input field. A 'Save Config' button is located in the top right corner of the configuration area.

Figure 211 Google Tag Manager integration (admin panel)

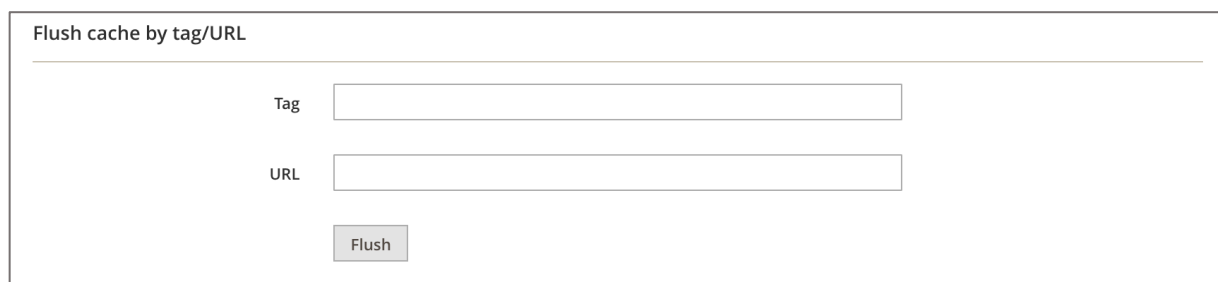
5.4. Flush Cache by Tag / URL

MageSuite does allow more granular cache management such as flushing cache by URL or by tag. This allows e.g. flushing cache of specific CMS pages, categories, products.

In order to use this feature access **SYSTEM / TOOLS / CACHE MANAGEMENT**. Scroll down to the **FLUSH CACHE BY TAG / URL** section. Here you can do the following:

- **TAG:** Here you can flush the cache by tag. You can find the tags used for CMS pages under **CONTENT / ELEMENTS / PAGES** in the CMS page grid (make sure you added the attribute “Tags” via “Columns”)
- **URL:** Here you can flush the cache by URL. Here you can e.g. add the full URL of a CMS page.

When this is done click “**FLUSH**” on the very bottom of the page.

The image shows a screenshot of the 'Flush cache by tag/URL' section in the MageSuite admin panel. It features a title bar at the top, followed by two input fields: 'Tag' and 'URL'. Below these fields is a 'Flush' button. The entire form is enclosed in a light gray border.

Flush cache by tag/URL

Tag

URL

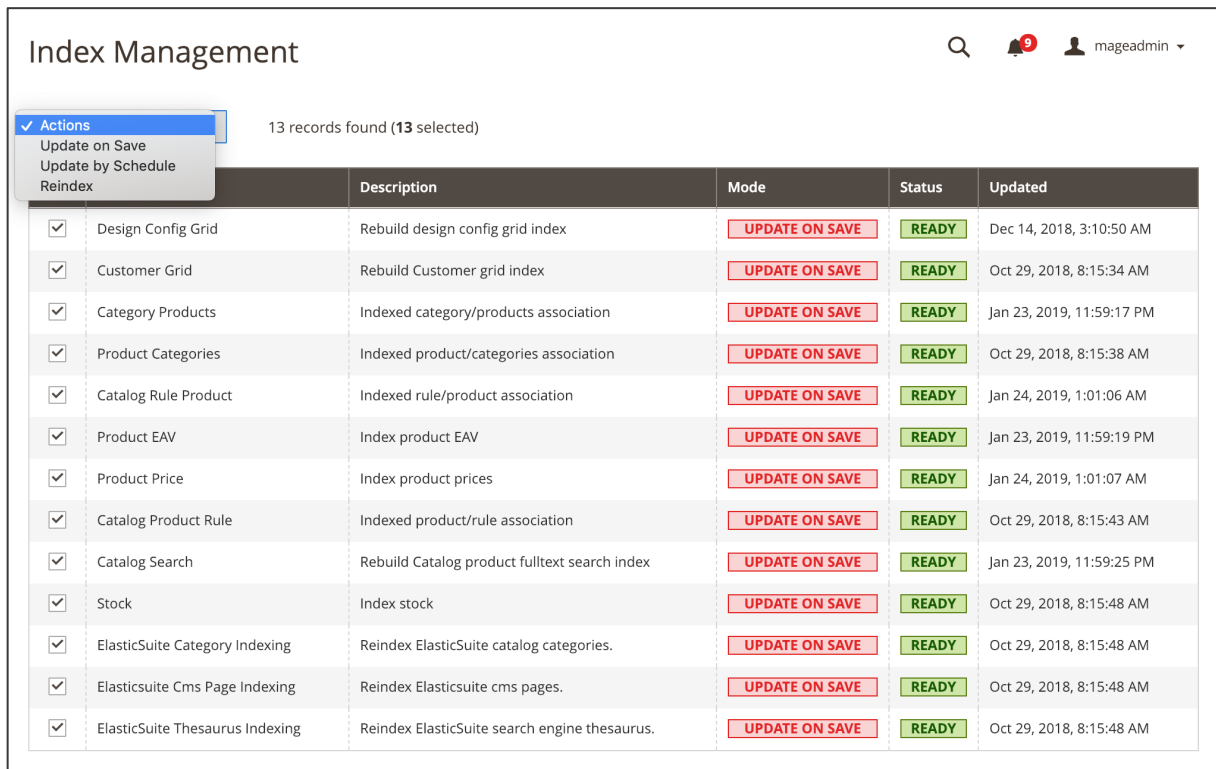
Figure 212 Using flush cache by tag and URL (admin panel)

5.5. Full Reindex

In MageSuite you can perform a full reindex from the admin panel. For this purpose the MagePal reindex extension is used (<https://github.com/magepal/magento2-reindex>).

In order to perform a full reindex access **SYSTEM / TOOLS / INDEX MANAGEMENT**. In the selection column on the very left column and you select all indexers in the header row by selection **"SELECT ALL"** in the dropdown. With all the indexers being ticked you can click the **"ACTION"** dropdown field and select **"REINDEX"**. Now you can click **"SUBMIT"** next to the **"ACTION"** field.

Finally you are required to flush the cache to make the changes apply on the storefront. Access **SYSTEM / TOOLS / CACHE MANAGEMENT** and click **"FLUSH MAGENTO CACHE"** in the top section on the right-hand side.



Index Management					
<div>13 records found (13 selected)</div>					
<div>Actions</div> <div>Update on Save</div> <div>Update by Schedule</div> <div>Reindex</div>					
		Description	Mode	Status	Updated
<input checked="" type="checkbox"/>	Design Config Grid	Rebuild design config grid index	UPDATE ON SAVE	READY	Dec 14, 2018, 3:10:50 AM
<input checked="" type="checkbox"/>	Customer Grid	Rebuild Customer grid index	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:34 AM
<input checked="" type="checkbox"/>	Category Products	Indexed category/products association	UPDATE ON SAVE	READY	Jan 23, 2019, 11:59:17 PM
<input checked="" type="checkbox"/>	Product Categories	Indexed product/categories association	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:38 AM
<input checked="" type="checkbox"/>	Catalog Rule Product	Indexed rule/product association	UPDATE ON SAVE	READY	Jan 24, 2019, 1:01:06 AM
<input checked="" type="checkbox"/>	Product EAV	Index product EAV	UPDATE ON SAVE	READY	Jan 23, 2019, 11:59:19 PM
<input checked="" type="checkbox"/>	Product Price	Index product prices	UPDATE ON SAVE	READY	Jan 24, 2019, 1:01:07 AM
<input checked="" type="checkbox"/>	Catalog Product Rule	Indexed product/rule association	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:43 AM
<input checked="" type="checkbox"/>	Catalog Search	Rebuild Catalog product fulltext search index	UPDATE ON SAVE	READY	Jan 23, 2019, 11:59:25 PM
<input checked="" type="checkbox"/>	Stock	Index stock	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:48 AM
<input checked="" type="checkbox"/>	ElasticSuite Category Indexing	Reindex ElasticSuite catalog categories.	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:48 AM
<input checked="" type="checkbox"/>	ElasticSuite Cms Page Indexing	Reindex ElasticSuite cms pages.	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:48 AM
<input checked="" type="checkbox"/>	ElasticSuite Thesaurus Indexing	Reindex ElasticSuite search engine thesaurus.	UPDATE ON SAVE	READY	Oct 29, 2018, 8:15:48 AM

Figure 213 Full Reindex (admin panel)

5.6. Cache Warmer

MageSuite is using an own cache warm-up system. Out-of-the box Magento 2 is using full-page cache which is frequently flushed e.g. when somebody makes changes in categories and products. In such cases the cache has to be loaded again which increases the page load. The cache warmer however uses a robot which warms up the cache for the given user. This in turn decreases the page loading time which has a positive impact on the SEO performance.

You can configure the cache warmer in **STORES / SETTINGS / CONFIGURATION** under **MAGESUITE** and **CACHE WARMER**. Under **ENABLED** you can enable the feature by selecting “**YES**”. In **CUSTOMER GROUP** you can select the customer groups where the cache warmer should apply in. In **STORE VIEW** you can select the store view where the cache warmer should be used in.

When the settings are made click “**SAVE CONFIG**”.

The screenshot shows the Magento 2 Configuration Admin Panel. The top navigation bar includes a search icon, a notification bell with a red '9', and a user profile icon labeled 'mageadmin'. Below the navigation bar, the 'Store View' is set to 'Default Config'. A 'Save Config' button is located in the top right corner. The left sidebar contains a list of configuration categories: GENERAL, CATALOG, SECURITY SUITE, SMILE ELASTICSUITE, CUSTOMERS, MAGESUITE (expanded), and others. Under the 'MAGESUITE' category, the 'Cache Warmer' option is selected. The main content area displays the 'Cache Warmer' configuration for the 'global' scope. It includes three sections: 'Enabled' (set to 'Yes'), 'Customer Group' (a list with 'General', 'Wholesale', 'Retailer', and 'NOT LOGGED IN'), and 'Store View' (a list with 'Default Store View' and 'Spanish').

Figure 214 Cache Warmer configuration (admin panel)

With the basic configuration being made you can set the warm-up priority per product, category and CMS page.

In order to set the priority on product level access **CATALOG / INVENTORY / PRODUCTS** and then click **"EDIT"** in the product entry you want to set the priority in. Scroll down and expand the **CACHE WARMUP** section. In the **WARMUP PRIORITY** dropdown you can select the priority:

- **NO:** The given page will not be considered for cache warm-up.
- **YES, LOW PRIORITY:** The given page will be considered for the cache warm-up with low priority, i.e. the bot will warm-up cache when all pages with high priority have been warmed up.
- **YES, HIGH PRIORITY:** The given page will be considered for the cache warm-up with high priority, i.e. the bot will warm-up cache of these pages before starting with low priority pages.

When the settings are done click **"SAVE"** in the top-section on the right-hand side.

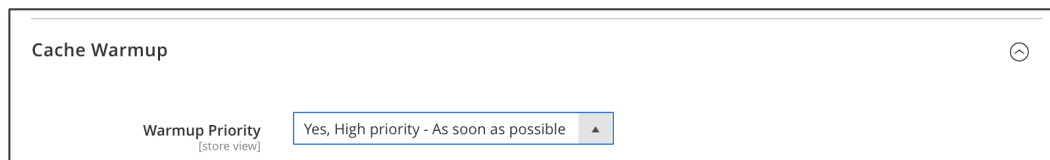


Figure 215 Setting Cache Warm-up priority (admin panel)

In order to set the priority on category level access **CATALOG / INVENTORY / CATEGORIES** and then click the category from the category tree you want to set the priority in. Scroll down and expand the **CACHE WARMUP** section. In the **WARMUP PRIORITY** dropdown you can select the priority:

- **NO:** The given page will not be considered for cache warm-up.
- **YES, LOW PRIORITY:** The given page will be considered for the cache warm-up with low priority, i.e. the bot will warm-up cache when all pages with high priority have been warmed up.
- **YES, HIGH PRIORITY:** The given page will be considered for the cache warm-up with high priority, i.e. the bot will warm-up cache of these pages before starting with low priority pages.

When the settings are done click **"SAVE"** in the top-section on the right-hand side.

In order to set the priority per CMS page access **CONTENT / ELEMENTS / PAGES** and then click the click **"EDIT"** in the CMS page you want to set the priority in. Scroll down and expand the **CACHE WARMUP** section. In the **WARMUP PRIORITY** dropdown you can select the priority:

- **NO:** The given page will not be considered for cache warm-up.
- **YES, LOW PRIORITY:** The given page will be considered for the cache warm-up with low priority, i.e. the bot will warm-up cache when all pages with high priority have been warmed up.

- **YES, HIGH PRIORITY:** The given page will be considered for the cache warm-up with high priority, i.e. the bot will warm-up cache of these pages before starting with low priority pages.

When the settings are done click **"SAVE"** in the top-section on the right-hand side.

6. Security

6.1. Admin Activity Log

MageSuite is using the Amasty Admin Actions Log extension (<https://amasty.com/admin-actions-log-for-magento-2.html>) for monitoring the activity in the admin panel. This extension allows to e.g.

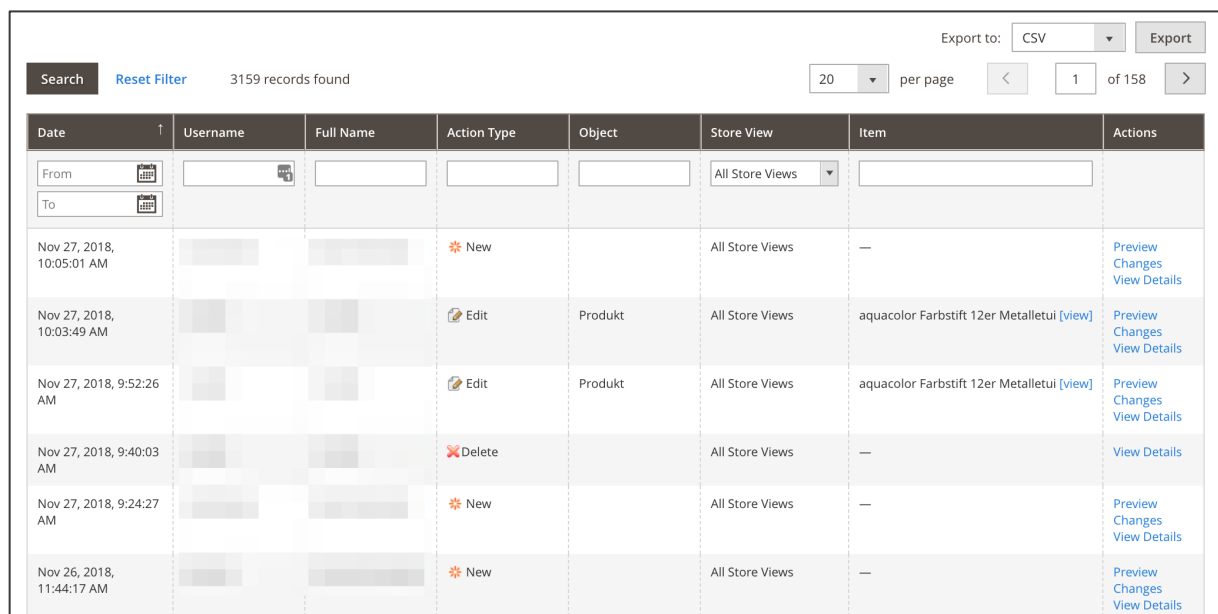
- Track the admin login attempts
- Monitor active admin user sessions
- Track and restore the changes made in the admin panel

See the official user guide here:

https://amasty.com/docs/doku.php?id=magento_2:admin_actions_log#actions_log

According to GDPR art. 5 (1) f it is necessary to use technology which allows documenting the data processing activities.

In order to use the extension you firstly need to obtain a license.



Date	Username	Full Name	Action Type	Object	Store View	Item	Actions
From					All Store Views		
To							
Nov 27, 2018, 10:05:01 AM			New		All Store Views	—	Preview Changes View Details
Nov 27, 2018, 10:03:49 AM			Edit	Produkt	All Store Views	aquacolor Farbstift 12er Metalletui [view]	Preview Changes View Details
Nov 27, 2018, 9:52:26 AM			Edit	Produkt	All Store Views	aquacolor Farbstift 12er Metalletui [view]	Preview Changes View Details
Nov 27, 2018, 9:40:03 AM			Delete		All Store Views	—	View Details
Nov 27, 2018, 9:24:27 AM			New		All Store Views	—	Preview Changes View Details
Nov 26, 2018, 11:44:17 AM			New		All Store Views	—	Preview Changes View Details

Figure 216 Admin Activity Log (admin panel)

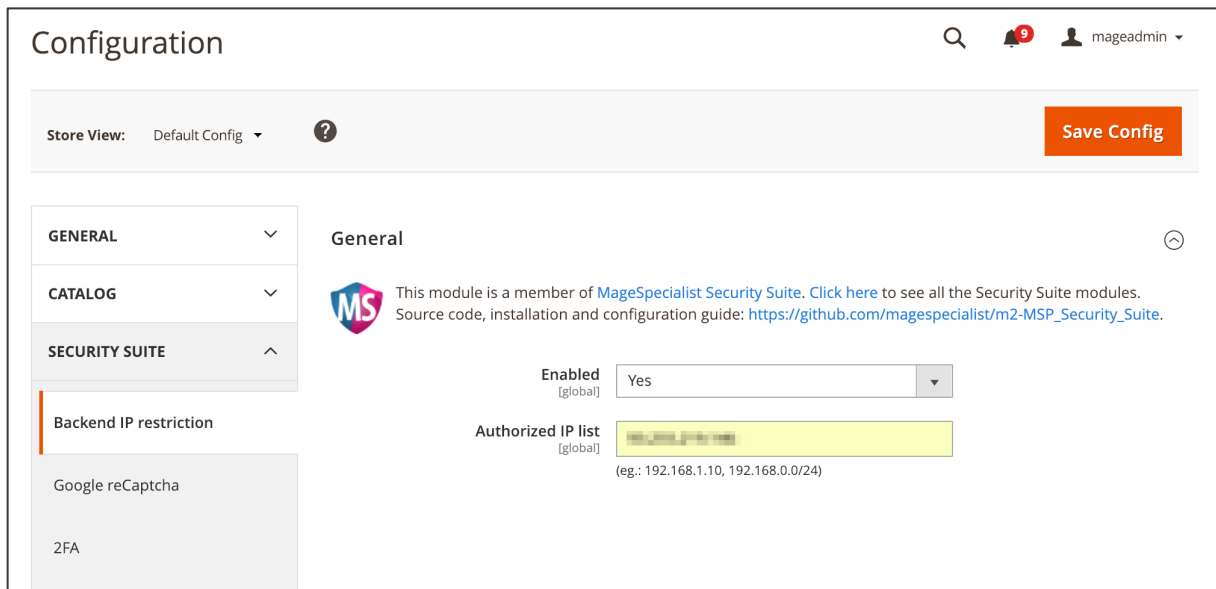
ACTION LOG DETAILS	
Item Information	
Modifications Breakdown	
Name	Old Value
image	/4/0/4006381146494_st_04699__1624-5_assort____.png
small_image	/4/0/4006381146494_st_04699__1624-5_assort____.png
thumbnail	/4/0/4006381146494_st_04699__1624-5_assort____.png
description	<p><p> STABILO aquacolor
24er Metalletui </p> <p> Der STABILO aquacolor ist ein qualitativ hochwertiger und wasserlöslicher Farbstift. Der aquacolor Farbstift </p> Qualitativ hochwertiger, wasservermalbarer Buntstift Für unglaubliche Farbeffekte Macht Lust auf neue Mal-Techniken Minendurchmesser 2,8 mm Intensive Farbabgabe </p>
position	1
position	2
og_image	/s/t/st_04699__1624-5_assort.jpg.tmp
swatch_image	/s/t/st_04699__1624-5_assort.jpg.tmp

Figure 217 Tracking changes in admin activity log (admin panel)

6.2. IP Restriction for Admin Panel

MageSuite is using the MageSpecialist IP restriction extension (https://github.com/magespecialist/m2-MSP_AdminRestriction). This extension allows to log in only known IP addresses into the admin panel. This enhances security and according to GDPR art. 5 (1) the data processing company should use the highest security standards possible.

In order to setup the IP restriction extension access **STORES / SETTINGS / CONFIGURATION** and then navigate to **SECURITY SUITE** and **BACKEND IP RESTRICTION**. In the **ENABLED** dropdown select “**YES**” to enable the IP restriction. In the **AUTHORIZED IP LIST** input enter the IP addresses (comma-separated) that should grant admin panel access. After this is done click “**SAVE CONFIG**”.⁶¹



The screenshot shows the 'Configuration' page in the Magento admin interface. The left sidebar contains a menu with 'GENERAL', 'CATALOG', 'SECURITY SUITE', 'Backend IP restriction', 'Google reCaptcha', and '2FA'. The 'Backend IP restriction' option is selected and highlighted with an orange bar. The main content area is titled 'General' and includes a note about the module being part of the MageSpecialist Security Suite. Below this, there are two configuration fields: 'Enabled' with a dropdown menu set to 'Yes', and 'Authorized IP list' with a text input field containing '192.168.1.10, 192.168.0.0/24'. A 'Save Config' button is located in the top right corner of the configuration area.

Figure 218 Configuring Backend IP restriction for admin panel (admin panel)

⁶¹ In order to apply the changes you need to flush the cache in **SYSTEM / TOOLS / CACHE MANAGEMENT**

6.3. Admin Panel Anonymization

In MageSuite you can anonymize the sales data in the admin panel. This enhances security and according to GDPR art. 5 (1) the data processing company should use the highest security standards possible. GDPR data anonymization is enabled by default for default Magento admin users.

The screenshot shows the Magento Admin Panel interface for viewing an order. The top navigation bar includes a search icon, a notification bell with a red '9', and a user profile icon labeled 'mageadmin'. Below the navigation bar is a toolbar with buttons: Back, Cancel, Send Email, Hold, Invoice, Ship, Reorder, and an orange Edit button. The main content area is divided into two columns. The left column contains a sidebar with the 'ORDER VIEW' section, which includes links for Information, Invoices, Credit Memos, Shipments, Comments History, PAYONE Protokoll - Api, and PAYONE Protokoll - Status. The right column displays the order details for order #000000019. The 'Order & Account Information' section shows the order date (Jan 22, 2019, 6:49:16 AM), order status (Pending), and purchased from (Main Website, Main Website Store, Default Store View). The 'Account Information' section shows the customer name (M*****), email (m*****), and customer group (General). The 'Address Information' section shows the billing address (M**** J****, T****, M*****, 8****, T: 2*****) and the shipping address (M**** J****, T****, M*****, 8****, T: 2*****). All sensitive data is masked with asterisks.

Figure 219 Anonymized Sales area in admin panel (admin panel)

In order to enable or disable data anonymization in the admin panel access to **SYSTEM / PERMISSIONS / ALL USERS**. In the user overview click on the user you want to enable the data anonymization. In the **"USER INFO"** tab enter the admin account's password in **YOUR PASSWORD**. Next access the **"USER ROLE"** tab and select the user role **"GDPR"**. When the changes are done click **"SAVE USER"** in the top section on the right-hand side.

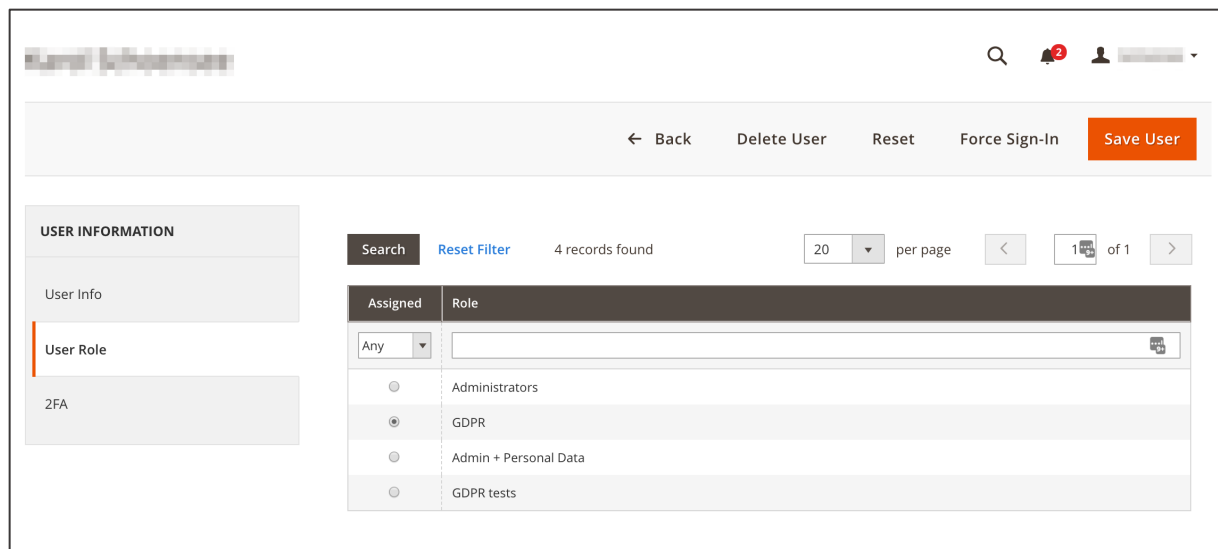


Figure 220 Configuring Admin Panel Anonymization

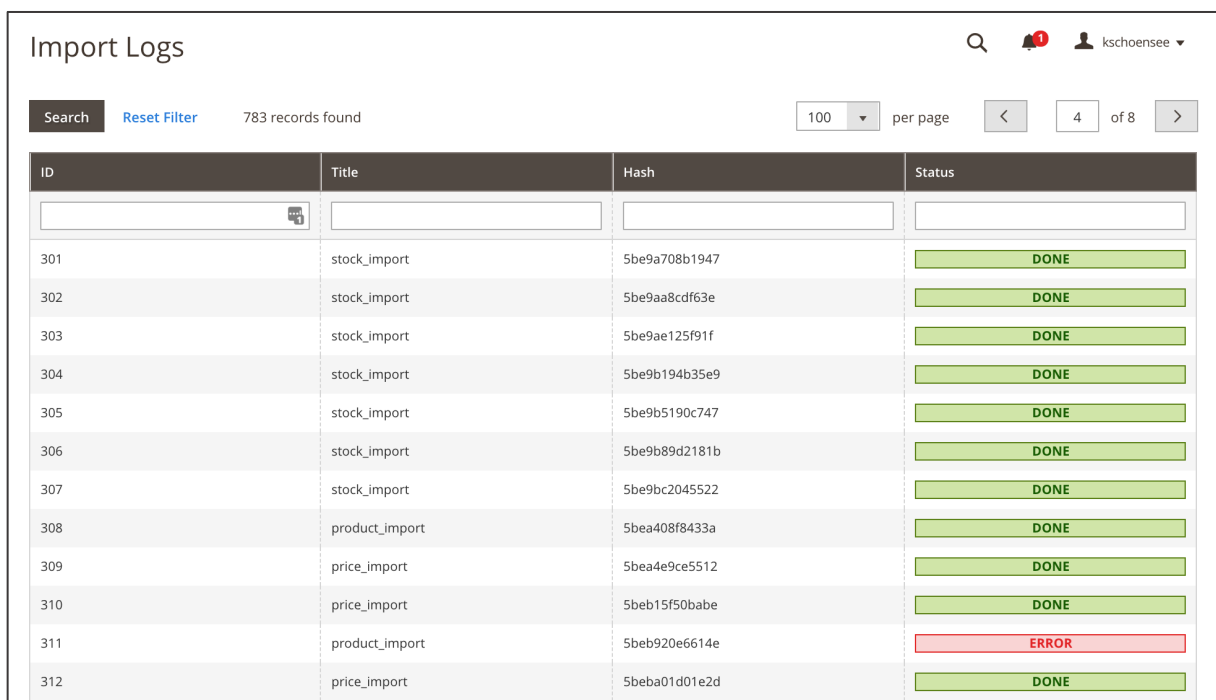
In order to apply the changes you need to sign out and sign in the changed user account.

7. ERP Reporting

7.1. Import Log

In MageSuite you can monitor the import processes to external ERP systems. This allows to verify if imports successfully passed or if they failed. Also you can detect the errors from logs.

In order to see the import log access **SYSTEM / DATA TRANSFER / IMPORT LOG**. Now you will have a full overview of all import processes that were configured in the MageSuite shop, such as product data import, price import, stock import etc. In the verify right column “**STATUS**” you can verify if the import successfully passed.



The screenshot shows the 'Import Logs' admin panel. At the top, there is a search bar, a 'Reset Filter' button, and a message '783 records found'. Below this is a table with four columns: ID, Title, Hash, and Status. The table contains 12 rows of data. The first 11 rows show 'stock_import' and 'product_import' processes with a 'DONE' status. The 12th row shows a 'price_import' process with an 'ERROR' status. The table is paginated, showing 4 of 8 pages.

ID	Title	Hash	Status
301	stock_import	5be9a708b1947	DONE
302	stock_import	5be9aa8cdf63e	DONE
303	stock_import	5be9ae125f91f	DONE
304	stock_import	5be9b194b35e9	DONE
305	stock_import	5be9b5190c747	DONE
306	stock_import	5be9b89d2181b	DONE
307	stock_import	5be9bc2045522	DONE
308	product_import	5bea408f8433a	DONE
309	price_import	5bea4e9ce5512	DONE
310	price_import	5beb15f50babe	DONE
311	product_import	5beb920e6614e	ERROR
312	price_import	5beba01d01e2d	DONE

Figure 221 Import log (admin panel)

You can also receive more details on the specific import by clicking the import entry. Here you can see the following:

- **STEP IDENTIFIER:** Here you can see the status of an import process more granular. Usually the import process takes several steps such as downloading the file, parsing, validating etc.
- **STARTED AT:** Here you can see at which time the import process started.
- **FINISHED AT:** Here you can see at which time the import process ended.
- **STATUS:** Here you can the status, i.e. “done” in case the step was successful, “pending” in case the step is still ongoing and “error” in case there was an error and the step failed.
- **OUTPUT:** Here you receive more details on the import process, such as checked rows, errors, invalid entries etc.

Import Log				
<div> <div> <div></div> <div> <div></div> <div>1</div> </div> <div>kschoensee ▾</div> </div> <div> <div></div> <div>Back</div> </div> </div>				
Step identifier	Started at	Finished at	Status	Output
create_directories	2018-11-14 03:13:55	2018-11-14 03:13:56	DONE	
download_product_import_file	2018-11-14 03:14:02	2018-11-14 03:14:05	DONE	
download_price_import_file	2018-11-14 03:14:06	2018-11-14 03:14:08	DONE	
download_stock_import_file	2018-11-14 03:14:09	2018-11-14 03:14:11	DONE	
parse_import_file_and_download_images	2018-11-14 03:14:17	2018-11-14 03:14:55	DONE	
disable_indexer	2018-11-14 03:15:01	2018-11-14 03:15:02	DONE	
update_categories	2018-11-14 03:15:12	2018-11-14 03:15:13	DONE	
validate_and_import	2018-11-14 03:15:19	2018-11-14 03:15:25	ERROR	1: Begin data validation 2: Data validation failed. Please fix the following errors and upload the file again. 3: Product type is not supported in row(s): 8020, 8021, 8022, 8023, 8024, 8025, 8026, 8027, 8028 4: Checked rows: 8028, checked entities: 8028, invalid rows: 9, total errors: 9 Product type is not supported: Product type is not supported: Product type is not supported: Product type is not supported: Product type is not supported: Product type is not supported: Product type is not supported: Product type is not supported:
enable_indexer			PENDING	

Figure 222 Import log details (admin panel)

7.2. Order Export Log

MageSuite offers a solution to monitor the order export process. This allows to verify if the order has been successfully exported to the external system.

In order to access the order export log go to **SYSTEM / DATA TRANSFER / ORDER EXPORT LOG**. Now you have a full overview of the orders exported.

- **EXPORTED FILENAME:** Here you can find the filename of the order export file that was generated.
- **EXPORTED ORDERS AMOUNT:** Here you can see how many orders were contained in the specific order export file.
- **STARTED AT:** Here you can see at which time the export process started.
- **FINISHED AT:** Here you can see at which time the export process ended.

Orders Export Logs

Search

Reset Filter

15885 records found

200

per page

<

79 of 80

>

ID	Type	Exported Filename	Exported orders amount	Started at	Finished at
<div><div></div><div></div></div>	<div></div>	<div></div>	<div></div>	<div><div>From</div><div>To</div></div>	<div><div>From</div><div>To</div></div>
15601	automatic		0	27 Nov 2018 09:05:08	27 Nov 2018 09:05:08
15602	automatic		0	27 Nov 2018 09:10:07	27 Nov 2018 09:10:07
15603	automatic		0	27 Nov 2018 09:15:07	27 Nov 2018 09:15:07
15604	automatic	order_000000615_2018-11-27.xml	1	27 Nov 2018 09:20:06	27 Nov 2018 09:20:06
15605	automatic		0	27 Nov 2018 09:25:06	27 Nov 2018 09:25:06

Figure 223 Order export log (admin panel)

You can also access further details by clicking one order export entry. Additionally to the information above you can find here:

- **EXPORTED IDS:** The order IDs that are contained in the given order export file.
- **UPLOADED FILES STATUS:** Here you can see the status of the order export.




Orders Export Log		   kschoensee ▾
		← Back
Id	15604	
Type	automatic	
Searched order status		
Exported filename	order_000000615_2018-11-27.xml	
Started at	2018-11-27 08:20:06	
Finished at	2018-11-27 08:20:06	
Exported orders amount	1	
Exported IDs	000000615	
Uploaded Files Status	Success: order_000000615_2018-11-27.xml, 08:20 27 Nov, 1926B	

Figure 224 Order export log details (admin panel)