REC Release 2.8.2

Version 2.8.2 Released 17th February 2012

This release contains a major new release called the Marketing Console which allows you to track your search engine positions and link building programs. In addition, the Blog system has been improved together with several smaller but useful enhancements.

Marketing Console – *NEW*

A fantastic new area of Really Easy Cart is born…. "Marketing Console".

- ***Link Building*** - Monitor your Back Links and Track Campaigns on a monthly basis under the Link Building tab.
- ***Search Ranking*** – Check your website or competitor's website ranking for a key phrase against a domain, on a month-by-month basis, making sure you have the right keywords optimised for your site.
- ***Marketing Log*** – Keep track of your Marketing campaigns, having them directly plotted as lines onto the Marketing Console graph, for easy visual correlation.
- All new mini marketing sites are now automatically added into the link building tracking program**.** (Note: Ensure you enter a valid URL as your marketing site name e.g. www.site.co.uk)

Blog Posting / Managing – *Enhancements*

Some great minor enhancements to the way Blogs are viewed around the site and its management can be read in more detail below:

1. Add the *New Blog Archives sidebar app* to your page to display months/years for users to browse through on a pre-sorted basis.
2. The *New Blog categories sidebar app* displays a list of all your current Blog categories in alphabetical order.
3. If you need to limit the amount of blogs shown per page, this can now be achieved in site setup by setting a maximum cap on the amount of blog posts shown.
   Edit Site Setup > Main Body Blog Post List Limit
4. Once a Blog has been created, you are able to *set the date added to each blog you create* which will help when you are adding historic blogs to your page, rather than the system date being used.
5. A great new Blog enhancement now means you are able to select a specific category to be shown on the users home page.
6. The *New Featured Blog sidebar app* displays all Blogs which have been set to featured, this means you can prioritise blogs to be displayed over others, on specific pages.

Country Locator – *NEW*

A great enhancement to Really Easy Cart is the inclusion of the "Site Country" selector. Apart from feeding data behind the scenes to multiple areas of your website, this now synchronises directly with the Marketing Console to switch countries for the Google search to be based upon.

- Edit Site Setup > Core Details > "Site Country"

Note: This defaults to UK, please change to your specific country.

Template Editor Search Functionality – *Enhancement*

There is now an Improved searching facility for the editor content box, which now allows next/previous search results for keywords, throughout the whole template file.

Price Manager - *Enhancement*

Having group prices set and applied is a feature most users recognise, but to not override those prices through Price Manager batch editing has not been possible, until today. With a simple tick in a checkbox you can now safely run batch price editing, knowing that your group pricing will not be affected.

- Price Manager > (optional) tick to not run on group prices

Email Templates - *NEW*

Users are now able to unsubscribe from emails with just one click, with a link located at the bottom of each email template. The bottom section of the email template has now been structurally improved.

Advanced Search - *Enhancement*

The Advanced Search App has new enhancements, now allowing you to automatically hide any options until the first category has been selected, plus being able to hide options after the first option has been selected.

Google Product Category Changes - *Enhancement*

Google products now support UK & USA categories. This is important because Google has different categories per country.

Forgotten Password Link – *NEW*

An auto-login link for email has now been implemented into the email sent to users who forget their password. If a phone number has been used in site setup, this will be included in the email for the users to contact the site admin directly, so you can manually reset their password for them, if they do not receive the email.

Autoparts Feeds – *NEW*

The Autoparts Feeds now supports the sort_order field to sort the order of products on pages.

Traffic Analyser – *Enhancement*

A great new add-on for the Traffic analyser has now been implemented, this being, you are now able to monitor your Google Products sales within the Traffic Analyer chart, and also have the Google Products icon show within the Order Manager, so you can see at a glance where sales have originated from.

You now have the ability to hide specific pages from being indexed by Google - *NEW*

- Edit Page > Prevent Google from indexing this page

Manufacturer Sidebar List App – *NEW*

This new sidebar app shows all the Manufacturers listed alpha-numerically for users to see at a glance, and click through revealing products for that specific Manufacturer.

<u>Developers</u>

Lightbox Replacement - *NEW*

- Lightbox has now been replaced with the smarter Fancybox implementation.

Ability to remove IE7 Compatibility Mode - *NEW*

Existing sites are set for IE7 Compatibility mode by default. For a smoother and faster user browser experience, it is better to disable IE7 compatibility and allow newer browsers versions to work fully. Please test the site in IE 8 & 9 Compatibility mode prior to turning off IE7 Compatibility Mode.

- Edit Site Setup > Website Display Elements > "Force all IE versions to compatibility mode / IE7"

CKeditor – *Enhancement*

Better HTML5 support has now been implemented into the the CKeditor.