REC Starburst Release (2.8.7)

Version Released 19th October 2012

Summary

"Starburst" is an exciting new ecommerce release and includes the first stage of our new ChannelMaker system.

Starburst is named after its exciting ability to shower Google with a multitude of new, indexable product pages generated from a single product with multiple variations, such as size, colour, pattern which will increase the probability of conversion.

Starburst also contains separate free major enhancements for Sagepay Authenticate & Authorise payment system for hire / rental companies and integration into Astute business software for managing your business enterprise across Marketing, Sales, Purchasing, Manufacturing, Service, Stock Control and Reporting.

About ChannelMaker

ChannelMaker is a series of new innovations which are designed to dramatically increase traffic volumes and conversion levels on existing sites and by opening up brand new web channels via search engines.

The first of these innovations starts with SEO and search improvements to existing REC ecommerce stores via on-site search customisation (Product Filters) and the creation of highly optimised virtual product pages within search engines (Extended SEO Virtualisation), as described in detail below.

ChannelMaker Licence Cost

There is a licence cost for ChannelMaker Product Filters and Extended SEO Virtualisation which will be set following the successful completion of our pilot program. The programs will not be visible within the Admin Centre until the licence is purchased.

Extended SEO Virtualisation

Starburst presents products to the search engines in a brand new way.

Traditionally, products are presented as a single page via it's URL. Now, Starburst will dynamically present individual product page URL's for every permutation of a product based on it's options, attributes, product tags, brand and category.

This extends the range of URL's indexed by search engines and makes each one more relevant to users longer search terms. For example, if someone types "Green kids Crocs size 3" and your product page is displayed matching that combination then you will be more likely to convert that visitor into a customer.

This feature is powered through Product Filters.

Product Filters

Product Filters enables you to build highly customisable on-site search for your site based on your existing options and attributes plus new "product tags".

NB This is not available for use on **auto parts** sites, which have a specialised search facility already in place.

About Product Tags

This is a new concept in grouping products in diverse ranges. Using product tags, you can create any number of different product search groups to suit the way visitors to your site will be interested in seeing products.

For example, if you sell kids clothing and some of your products feature characters from different franchises such as Disney, Spongebob Squarepants and so on, you could create a product tag group called "Favourite TV Characters" which will then display all those products tagged to appear in that category.

Planning Your Visitor's Search Experience

You need to give prior consideration to how you best believe users will wish to search on your site and whether the new Product Filters search facility replaces any or all of your existing search apps. We will help you to understand how best to implement this facility as part of the ChannelMaker implementation service.

Using Product Tags Instead Of Other Standard Searches

Because of the level of flexibility that product tags introduces, you may decide to use these in place of other standard searches such as options and attributes. If so, you will need to go through and tag all your products individually before removing the standard search options.

Setting Up Product Filter Tags

Select *Product Filter Tags* within Admin Centre.

Create tag groups via *Manage Tags > Add Tag Group* (e.g. TV Characters).

This will now automatically display at the bottom of the tag groups

Add individual tags within the new tag group using *Add Tag*

Click **Save**

Once you have saved the new tags, you can then drag and drop them into your preferred display position.

Deleting Product Tag Groups & Tags Within The Group

You can delete tags within tag groups by simply clicking on them and they will be deleted. If you delete all tags within a group then the group will automatically be deleted when you click **Save** because it is empty.

Adding Product Tags To Your Products

Via Product Manager, select each product in turn and click on the new Filter Tags tab. You will see all available tags within their respective groups.

To add a tag, click it and the green "+" symbol will change to a red "-" symbol, indicating that it is selected and you now have the option to delete it.

Click **Update** to save your product tags.

This will then pull through all tagged products when visitors select the associated tag when they search on the website.

Setting Up The Product Filter

Access the program *Product Filters App Manager* and add a Title and Tag Line which will display on the website when the app is added to the site via Page Manager.

Setting Up Search Blocks

To set up a search facility click *Add Block* and select which part of the store will be used for the search from the drop down list available in the *Type* field e.g. options, attributes, brands, categories, product tags, summary selection, custom page content and text search.
Most of the blocks are self explanatory, the table below helps describe the following blocks:

Summary Selection	Display a summary of the options selected by the visitor so far, use the *Summary Selection* block.
Custom Page Content	Allows you to insert content from a page set up in Page Manager, giving you the flexibility to add further linked content rather than being restricted to product-specific data. For example, links to special offer pages or specific landing pages.
Text Search	Allows you to search on text fields including product name, product code and also product ID.

Settings Within Each Search Block

When you set up each block you are able to configure how the search can be selected and results displayed. Most are self-explanatory, the table below helps describe the rest.

Range	Allows you to set a min / max price range and the start / end positions of the sliders which the visitor will see displayed by default
Minimised	Only show the search group name and reveal the options within it when clicked
Remove not found	Tick this to hide any options which don't have any products to show
Multi-select	Allow customers to select multiple search options within a group
Display type	In-line block (show results wrapped around on a line)
Vertical text	A list of search options
Drop down	A drop down list of search options
Colour blocks	Display colours in blocks (taken from a pre-defined list) **Note to developers:** Colours can be extended for different colour ranges/combinations via CSS by inspecting and targeting the element in the template CSS file.

Ordering Search Blocks

You can order the sequence in which Search Blocks are displayed on the web page using the normal drag'n'drop techniques used in the site.

Adding The Product Filter App To Your Website Page(s)

The Product Filter can be added to website pages as a sidebar app in Page Manager for the required pages.

Faster Repeat Ordering Via 'My Orders'

Customers will now be able to more quickly re-order products or entire orders by clicking on the *My Orders* link on their user home page. This displays their previous orders and allows them to repeat an entire order, change line quantities and search for previously ordered products. Products will be automatically added to their shopping cart prior to going to checkout, as well as having an option to return to the main page to browse for new items.

As well as displaying previous orders there is also a link to view incomplete (i.e. abandoned) shopping carts and to progress them to checkout.

This feature is especially useful for B2B ecommerce sites.

REC API

We are pleased to announce our API allows certain data to be exchanged with the REC platform. This first phase is centred around customers and products. Full documentation of the API can be supplied to authorised, participating web developers.

The first use of the API has been to integrate between REC and Astute from Modus IT.

Astute Integration

Astute business software enables SME's to manage your business enterprise across Marketing, Sales, Purchasing, Manufacturing, Service, Stock Control and Reporting. It was originally developed to provide a level of functionality not available in Sage Accounts.

Astute now integrates with REC to provide a web sales and marketing front end to their system with synchronised data for customers, products and stock control (at a product level).

Visit their website for full information on their solution and services.

Taking Deferred Payments Using Sage Pay (e.g. Hire/Rental)

There is now the ability to take an order but defer the credit/debit card payment to a later date, using Sage Pay's Authenticate and Authorise and Deferred Transactions services.

This is especially suited to businesses such as hire/rental companies who will only process the payment when the hirer arrives or is within a set period of time from the hire date. It could equally apply to training organisations, booking sites and so on.

The payment is collected by you manually releasing it via your My Sage Pay interface.

Differences Between Authenticate & Authorise Versus Deferred Transactions

Authenticate & Authorise	*Deferred Transactions*
No shadow left on the card.	Shadow left on the card to ensure the buyer cannot subsequently spend those funds elsewhere.
115% of the order value can be charged. Useful if you do not know exact shipping charges or foreign currency variations.	100% of the order value can be charged.
Must complete the transaction(s) within 90 days else it is aborted.	30 days to RELEASE the funds else the transaction is aborted.
Works well if you take longer than 6 days or even over 30 days to fulfil the order.	Works well where taking 2 – 6 days maximum to fulfil an order.

To set these methods, go into Site Setup > Integrations > Sagepay and select AUTHORISE or DEFERRED. The 3rd option is PAYMENT which is the regular method of charging at the time the order is placed.

Make Sagepay available during checkout via Payment Processors in the normal way.

Store Locator

The map will now auto zoom into the specific area where stores exist, rather than start with a zoomed out view of the entire UK.

Thanks Page Tag (Affiliate Tracking Improvement)

You can now show the total quantity on the Thanks page using the tag {total:qty} which is useful for affiliate tracking scripts.

Tag Wall Blacklist Management

Words recently added to the tag wall blacklist will now cause a redirect to the site's 404 page for any existing virtual pages indexed by search engines.

Minor Admin Redesign

The Admin has seen a small re-design to give it a slightly cleaner, professional look. All programs remain accessible in the normal manner.

New Website Uses

REC has extended its suitability using Sage Pay deferred payments for:

Vehicle Hire and Rental
Booking Training Courses & Seminars
Hotel & Travel Reservations
Clothing (e.g. Next allow returns before billing at month end)

Integration via the API into Astute helps:

Manufacturers
All businesses with turnover >£500k to improve efficiencies

Improved Usability

B2B adhoc repeat ordering using new My Orders feature

Dental practices
Doctors practices
Pharmacies
Office ancillaries