

REC 2.9.0 Active Site Manager

Date: 29th Jan 2013

Summary

This version provides a major update to the Marketing Console and a new program to improve the migration process to REC from other sites as well as some minor enhancements.

Marketing Console

Marketing Console now has more in-depth reporting.

Brand Exposure: Track your total Google brand exposure and the number of keywords for which you are found in Google and how many are on the first page.

Active Site Manager: lets you see how much fresh content is being added to your site and your social sharing report card.

Ecommerce Sales Funnel: You can now view your ecommerce sales funnel at a glance, so you can see how successfully you are converting visitors into customers as they go through the checkout process and identify any issues in the funnel.

Form Responses: Responses to forms used on the site can now be viewed in graph and table format so you can see where most interest is coming from at a glance.

Redirect Manager

This enables people migrating from their existing website to REC to redirect old URL's in the Google index from their old site to their new REC pages.

Order Value

Minimum & maximum order values can now be set in Site Setup > **Order value range** so that orders going through the checkout process have to meet those values to allow progression.

Form Builder

In Form Builder, the "On addtocart" process has been added giving buyers the ability to add custom data onto the order item record. For example, allowing a buyer to add engraving text onto an order for a trophy as they go through the checkout process. This enables you to create more customised ecommerce processes.

Custom Category Product Filter URL's

The Product Filter system previously expected Admin's to enter unique category names for when it displayed them. As that wasn't always the case in practice, you can now set a different Product Filter URL for a category name that has already been used before. Set this up on the Category record in Product Manager.

Adding An iFrame Onto A Page

iFrames allow you to display another website's page on your site in the body section with your header and footer displaying. For example, this is useful if you want to show data from an external app on your website.

Simply click the iFrame button in CKEditor to add an iFrame on a page. It's on the 2nd row, 2nd from the end.