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CHAPTER 1

LetsTravel Ghana - User Guide

LetsTravel Ghana - User Guide

Welcome to the LetsTravel Ghana User Guide! This documentation will help you understand and use all the features of the LetsTravel Ghana platform.

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Quick Navigation

For Administrators

- **Dashboard**: Overview of all activities and statistics
- **User Management**: Manage users, roles, and permissions
- **Content Management**: Create and manage posts, pages, FAQs, testimonials

- **Service Management**: Handle visa, passport, and other applications
- **Deals Management**: Create and manage promotional deals
- **E-commerce**: Manage products, orders, reviews, and coupons
- **Communication**: Email templates, bulk campaigns, newsletters, support tickets, and forms
- **Advanced Features**: Multi-currency support, multi-language translations, themes, AI content generation, SEO, and subscriptions

For Content Managers

- **Posts & Blog**: Create engaging blog content
- **Pages**: Manage static pages
- **FAQs**: Help customers find answers quickly
- **Testimonials**: Showcase customer success stories
- **Team Members**: Display your team
- **Partners**: Highlight business partnerships

For Customer Service

- **Applications**: Process customer applications
- **Payments**: Track and manage payments
- **Orders**: Process and fulfill product orders
- **Reviews**: Moderate customer reviews and ratings
- **Support Tickets**: Manage customer support requests
- **Email Campaigns**: Send targeted communications
- **Newsletter**: Manage email subscribers
- **Forms**: Review customer submissions

System Requirements

- Modern web browser (Chrome, Firefox, Safari, Edge)
- Internet connection
- Admin credentials for backend access

Support

If you need help, please contact the system administrator or refer to the specific guide sections for detailed instructions.

Version

This documentation is for LetsTravel Ghana version 1.0 (Laravel 11 + Filament 3)

Last Updated: February 2026

CHAPTER 2

Getting Started with LetsTravel Ghana

Getting Started with LetsTravel Ghana

Introduction

LetsTravel Ghana is a comprehensive travel services management platform that helps you manage visa applications, passport services, travel insurance, vaccinations, and much more. This guide will help you get started with the system.

Accessing the Admin Panel

Login Process

1. **Navigate to the Admin URL**
   - Open your web browser
   - Go to: `https://your-domain.com/admin`
   - You'll see the Filament admin login page
2. **Enter Your Credentials**
   - Email address
   - Password
   - Click "Sign in"
3. **First-Time Login**
   - If this is your first time, you may be prompted to change your password
   - Set up two-factor authentication if enabled

Dashboard Overview

After logging in, you'll see the main dashboard with:

- **Statistics Cards**: Quick overview of key metrics
  - Total applications
  - Pending applications
  - Revenue statistics
  - New users
- **Recent Activity**: Latest actions in the system
  - New applications
  - Payment updates
  - User registrations
- **Quick Actions**: Shortcuts to common tasks
  - Create new application
  - View pending approvals
  - Generate reports

Navigation Structure

The admin panel is organized into logical groups:

Dashboard

- Home page with overview statistics
- Quick access to important features

User Management

- **Users**: Manage all system users
- **Roles & Permissions**: Control access levels

Services

- **Visa Applications**: Process visa requests
- **Passport Applications**: Handle passport services

- **Travel Insurance**: Manage insurance applications
- **Vaccinations**: Track vaccination records
- **Birth Certificates**: Process birth certificate requests
- **Police Reports**: Handle police report requests

Deals & Payments

- **Deals**: Create and manage promotional offers
- **Deal Applications**: Track deal bookings
- **Payments**: Process and track payments
- **Refund Requests**: Handle refund requests
- **Invoices**: Generate and manage invoices

CMS (Content Management)

- **Posts**: Blog articles and news
- **Pages**: Static pages (About, Contact, etc.)
- **Categories**: Organize content
- **Tags**: Tag content for better discovery
- **Menus**: Customize site navigation
- **FAQs**: Frequently asked questions
- **Testimonials**: Customer reviews
- **Team Members**: Staff profiles
- **Partners**: Business partners

Communication

- **Email Templates**: Customize email designs
- **Bulk Campaigns**: Send mass emails
- **Email Logs**: Track email delivery
- **Forms**: Custom contact forms
- **Form Submissions**: Review form entries

⚙ Settings

- **General Settings**: Site configuration

- **Languages**: Multi-language support
- **SEO Settings**: Search engine optimization
- **Analytics**: Google Analytics, Facebook Pixel
- **Translations**: Manage text translations

📊 Activity & Reports

- **Activity Log**: System audit trail
- **Subscriptions**: Newsletter subscribers
- **Media Folders**: Organize uploaded files

User Roles & Permissions

Super Admin

- Full access to all features
- Can manage users and permissions
- Can modify system settings

Admin

- Access to most features
- Cannot modify critical settings
- Can manage content and applications

Content Manager

- Focus on content creation
- Manage posts, pages, FAQs
- Limited access to applications

Customer Service

- Handle customer applications
- Process payments
- View reports

Customer

- Frontend access only
- Can submit applications
- Track their orders

Common Tasks

Creating New Content

1. Navigate to the relevant section (e.g., Posts)
2. Click "Create" button
3. Fill in the required fields
4. Save as "Draft" or "Publish"

Processing Applications

1. Go to the application type (e.g., Visa Applications)
2. Click on the application to view details
3. Update status as needed
4. Communicate with customer via email

Generating Reports

1. Navigate to the relevant section
2. Use filters to narrow down data
3. Click "Export" to download reports
4. Choose format (Excel, CSV, PDF)

Browser Testing Checklist

What to Test

1. **Login & Authentication**
    - Can log in successfully
    - Can log out
    - Password reset works

- Session timeout works properly

2. **Dashboard**

   - Statistics display correctly
   - Charts render properly
   - Quick actions work
   - Recent activity shows

3. **Navigation**

   - All menu items accessible
   - Breadcrumbs work correctly
   - Search functionality works
   - Mobile menu responsive

4. **Responsiveness**

   - Desktop view (1920x1080)
   - Tablet view (768x1024)
   - Mobile view (375x667)
   - All features accessible on mobile

5. **Performance**

   - Pages load within 2-3 seconds
   - No JavaScript errors in console
   - Images load properly
   - Forms submit without delay

Keyboard Shortcuts

- `Ctrl/Cmd + K`: Global search
- `Ctrl/Cmd + S`: Save current form
- `Esc`: Close modals/dialogs

Tips for Efficient Use

1. **Use Filters**: Narrow down large datasets quickly
2. **Bulk Actions**: Select multiple items for batch operations

3. **Export Data**: Download reports for offline analysis
4. **Keyboard Navigation**: Use Tab and Enter for faster form filling
5. **Save Drafts**: Don't lose work - save drafts frequently

Getting Help

In-App Help

- Look for the "?" icon next to features
- Hover over fields for tooltips
- Check validation messages for guidance

Support Resources

- User Guide (this documentation)
- Video tutorials (if available)
- Contact system administrator
- Submit feedback through the platform

Next Steps

Now that you're familiar with the basics, explore the specific feature guides:

- Service Applications Management
- Deals & Promotions
- CMS & Content Management
- Communication & Forms
- Advanced Settings

CHAPTER 3

Service Applications Management

Service Applications Management

Overview

LetsTravel Ghana offers six types of service applications. This guide covers how to manage each type effectively in the admin panel.

Application Types

1. **Visa Applications** - Process visa requests for various countries
2. **Passport Applications** - Handle passport services (new, renewal, replacement)
3. **Travel Insurance** - Manage travel insurance applications
4. **Vaccinations** - Track vaccination records and certificates
5. **Birth Certificate Applications** - Process birth certificate requests
6. **Police Report Applications** - Handle police report requests

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Common Application Features

All application types share these common features:

Application Statuses

- **Pending**: Newly submitted, awaiting review
- **In Progress**: Being processed
- **Approved**: Application approved

- **Rejected**: Application denied
- **Completed**: Service delivered
- **Cancelled**: Customer cancelled

Standard Fields

Every application includes:

- Customer information (name, email, phone)
- Application type and details
- Supporting documents
- Payment information
- Status tracking
- Application date
- Processing notes

Managing Visa Applications

Accessing Visa Applications

1. Log in to admin panel
2. Navigate to **Services → Visa Applications**
3. View list of all visa applications

Creating a New Visa Application

1. Click "Create" button
2. Fill in required fields:
    - **Customer**: Select existing or create new
    - **Destination Country**: Select country
    - **Visa Type**: Tourist, Business, Study, Transit, etc.
    - **Travel Dates**: Departure and return dates
    - **Duration of Stay**: Number of days
    - **Passport Details**: Number, issue/expiry dates

- **Status**: Set initial status (usually Pending)
- **Total Amount**: Application fee

3. **Upload Documents**:
   - Passport photo
   - Passport bio page
   - Bank statements
   - Travel itinerary
   - Invitation letter (if applicable)
4. Click "Save"

Processing Visa Applications

1. Open the application
2. Review all submitted information
3. Verify uploaded documents
4. Add processing notes
5. Update status:
   - Move to "In Progress" when processing starts
   - Add notes with requirements or issues
   - Set to "Approved" or "Rejected"
   - Mark "Completed" when visa is ready
6. Send status update email to customer

Visa Application Filters

Use filters to find applications quickly:

- **Status**: Filter by application status
- **Country**: Filter by destination country
- **Date Range**: Filter by submission date
- **Customer**: Search by customer name

Browser Testing - Visa Applications

Test these features in your browser:

- Create new visa application
- Upload multiple documents (passport, photos)
- Update application status
- Add processing notes
- Filter by destination country
- Export visa applications to Excel
- View application details page
- Delete draft application
- Send status update email

Managing Passport Applications

Accessing Passport Applications

Navigate to **Services → Passport Applications**

Passport Service Types

- **New Passport**: First-time passport
- **Renewal**: Renewing expired passport
- **Replacement**: Lost or damaged passport
- **Amendment**: Correcting passport details

Creating Passport Application

1. Click "Create"
2. Fill in fields:
    - **Customer Information**
    - **Service Type**: New/Renewal/Replacement
    - **Passport Type**: Standard/Official/Diplomatic
    - **Processing Speed**: Standard/Express

    - **Current Passport Details** (for renewal/replacement)
    - **Status and Amount**
3. **Upload Documents**:
    - Birth certificate
    - National ID
    - Guarantor's form
    - Old passport (for renewal)
    - Police report (for replacement)
    - Passport photos
4. Save application

Processing Passport Applications

1. Verify all documentation
2. Check payment status
3. Update processing status
4. Schedule biometrics appointment (if needed)
5. Track passport production
6. Notify customer for collection
7. Mark as completed upon delivery

Browser Testing - Passport Applications

- Create passport application for each service type
- Upload required documents
- Change processing speed
- Update status throughout workflow
- Filter by service type
- Export to Excel
- Send notification emails

Managing Travel Insurance Applications

Accessing Travel Insurance

Navigate to **Services → Travel Insurance**

Insurance Types

- **Single Trip**: One-time travel
- **Multi-Trip Annual**: Multiple trips per year
- **Group Travel**: Family/group coverage
- **Business Travel**: Corporate coverage

Creating Insurance Application

1. Click "Create"
2. Enter details:
   - **Customer Information**
   - **Insurance Type**
   - **Coverage Type**: Basic/Comprehensive/Premium
   - **Travel Destination**
   - **Coverage Period**: Start and end dates
   - **Number of Travelers**
   - **Sum Insured**: Coverage amount
   - **Premium Amount**: Insurance cost
3. **Additional Coverage** (optional):
   - Medical expenses
   - Baggage loss
   - Trip cancellation
   - Emergency evacuation
4. Save application

Processing Insurance Applications

1. Review customer information

2. Verify travel dates
3. Calculate premium
4. Process payment
5. Generate insurance certificate
6. Email certificate to customer
7. Mark as completed

Browser Testing - Travel Insurance

- Create single trip insurance
- Create annual multi-trip insurance
- Calculate premium for different coverage types
- Generate insurance certificate
- Filter by coverage period
- Export insurance applications
- Send certificate via email

Managing Vaccination Applications

Accessing Vaccinations

Navigate to **Services → Vaccinations**

Vaccination Types

- **Yellow Fever**: Required for many African countries
- **COVID-19**: Pandemic vaccination
- **Hepatitis A/B**: Travel vaccination
- **Typhoid**: Travel vaccination
- **Meningitis**: Required for specific countries
- **Other**: Additional vaccines

Creating Vaccination Record

1. Click "Create"

2. Fill in information:
    - **Customer Details**
    - **Vaccine Type**
    - **Vaccine Manufacturer**
    - **Batch/Lot Number**
    - **Vaccination Date**
    - **Expiry Date**
    - **Next Dose Date** (if applicable)
    - **Administering Healthcare Provider**
    - **Certificate Number**
3. **Upload Documents**:
    - Vaccination certificate
    - International health card
    - Prescription (if needed)
4. Save record

Processing Vaccination Applications

1. Verify vaccination details
2. Schedule vaccination appointment
3. Record vaccination administration
4. Issue official certificate
5. Update international health records
6. Send certificate to customer
7. Schedule follow-up doses if needed

Browser Testing - Vaccinations

- Create vaccination record
- Schedule vaccination appointment
- Upload vaccination certificate
- Track multiple doses
- Filter by vaccine type

- Export vaccination records
- Send reminder for next dose

Managing Birth Certificate Applications

Accessing Birth Certificates

Navigate to **Services → Birth Certificates**

Service Types

- **New Birth Certificate**: First-time registration
- **Duplicate/Replacement**: Lost certificate
- **Correction**: Amending errors

Creating Birth Certificate Application

1. Click "Create"
2. Enter details:
    - **Child's Information**: Full name, date/place of birth
    - **Parent's Information**: Mother and father details
    - **Registration Type**: New/Duplicate/Correction
    - **Birth Registration Number** (for duplicates)
    - **Hospital/Place of Birth**
    - **Status and Fee**
3. **Upload Documents**:
    - Medical birth notification
    - Parents' IDs
    - Marriage certificate (if applicable)
    - Affidavit (for corrections)
4. Save application

Processing Birth Certificate Applications

1. Verify parent information
2. Check birth notification documents
3. Submit to Births & Deaths Registry
4. Track registration status
5. Collect certificate when ready
6. Deliver to customer
7. Mark as completed

Browser Testing - Birth Certificates

- Create new birth certificate application
- Create duplicate certificate request
- Upload birth notification documents
- Update registration status
- Filter by registration type
- Export applications
- Track delivery status

Managing Police Report Applications

Accessing Police Reports

Navigate to **Services → Police Reports**

Report Types

- **Character Certificate**: Good conduct certificate
- **Police Clearance**: Criminal record check
- **Lost Item Report**: Report for lost documents/property
- **Theft Report**: Report for stolen items
- **Accident Report**: Traffic/incident report

Creating Police Report Application

1. Click "Create"
2. Fill in information:
   - **Customer Information**
   - **Report Type**
   - **Purpose**: Visa, employment, travel, etc.
   - **Police Station**: Issuing station
   - **Incident Details** (if applicable)
   - **Report Date**
   - **Status and Fee**
3. **Upload Documents**:
   - National ID
   - Passport photos
   - Previous police report (for renewal)
   - Incident details (for lost/stolen items)
4. Save application

Processing Police Report Applications

1. Verify customer identity
2. Check with police records
3. Submit application to police station
4. Track processing status
5. Collect police report
6. Deliver to customer
7. Mark as completed

Browser Testing - Police Reports

- Create police clearance application
- Create lost item report
- Upload identity documents
- Update processing status

- Filter by report type
- Export applications
- Track police station processing

Application Management Features

Bulk Operations

Select multiple applications to:

- **Update Status**: Change status for multiple items
- **Send Emails**: Notify multiple customers
- **Export**: Download selected applications
- **Delete**: Remove multiple drafts

Email Notifications

Automatic emails are sent when:

- New application submitted
- Status changes (approved, rejected, completed)
- Documents requested
- Payment received
- Service ready for collection

Payment Tracking

For each application:

- View payment status
- Link to payment record
- Process refunds if needed
- Generate invoices

Document Management

- Upload multiple documents per application

- Preview documents in browser
- Download individual or all documents
- Organize in media folders
- Set document expiry dates

Reporting & Analytics

Generate reports for:

- Applications by type
- Applications by status
- Revenue by service
- Processing times
- Customer statistics

Best Practices

1. Document Verification

- Always verify document authenticity
- Check expiry dates
- Ensure clear, readable uploads

2. Status Updates

- Update status promptly
- Add detailed notes
- Communicate with customers

3. Payment Processing

- Verify payment before processing
- Issue receipts/invoices
- Track pending payments

4. Customer Communication

- Respond to inquiries quickly
- Set clear expectations
- Send regular updates

5. Data Privacy

- Handle personal data securely
- Follow GDPR guidelines
- Only access necessary information

Troubleshooting Common Issues

Issue: Documents Won't Upload

Solution:

- Check file size (max 2MB per file)
- Ensure file format is supported (PDF, JPG, PNG)
- Check internet connection
- Try different browser

Issue: Can't Change Application Status

Solution:

- Check user permissions
- Ensure payment is completed
- Verify required documents uploaded

Issue: Email Notifications Not Sending

Solution:

- Check email template settings
- Verify customer email address
- Check email logs

- Contact system administrator

Issue: Export Not Working

Solution:

- Clear browser cache
- Try smaller date range
- Check export format settings
- Contact support

Next Steps

- Deals & Promotions Management
- CMS & Content Management
- Communication & Forms

CHAPTER 4

Deals & Promotions Management

Deals & Promotions Management

Overview

The Deals & Promotions system allows you to create special offers, manage promotional campaigns, and track deal applications. This guide covers creating deals, processing deal applications, and managing payments.

Deals Management

Accessing Deals

Navigate to **Deals & Payments → Deals** to manage promotional offers.

What Are Deals?

Deals are special promotional offers for your services:

- **Package deals**: Combine multiple services
- **Seasonal offers**: Holiday promotions
- **Early bird discounts**: Book in advance
- **Group deals**: Travel groups
- **Flash sales**: Limited-time offers

Creating a New Deal

1. Click "Create"

2. Fill in the form:

   Deal Details:

   - **Title**: Deal name (e.g., "Summer Visa Package")
   - **Slug**: URL-friendly identifier
   - **Description**: Detailed information (Rich Text Editor)
   - **Short Description**: Brief summary

   Pricing:

   - **Regular Price**: Original price
   - **Sale Price**: Discounted price
   - **Discount Percentage**: Auto-calculated
   - **Currency**: GHS, USD, EUR, etc.

   Deal Terms:

   - **Start Date**: When deal begins
   - **End Date**: When deal expires
   - **Maximum Applications**: Limit bookings
   - **Minimum Group Size**: For group deals
   - **Maximum Group Size**: Group limit

   Inclusions:

   - **What's Included**: List of services
   - **What's Not Included**: Exclusions
   - **Terms & Conditions**: Deal terms

   Settings:

   - **Status**: Draft/Active/Expired
   - **Is Featured**: Highlight on homepage
   - **Is Popular**: Mark as popular choice
   - **Category**: Deal category

   Media:

   - **Featured Image**: Main deal image
   - **Gallery Images**: Additional photos

    - **Video URL**: YouTube/Vimeo link (optional)
3. Click "Save"

Deal Categories

Organize deals by category:

- **Visa Packages**: Visa + related services
- **Travel Insurance**: Insurance deals
- **Passport Services**: Passport packages
- **Group Travel**: Group discounts
- **Seasonal Offers**: Holiday specials
- **Student Discounts**: Student deals

Deal Statuses

- **Draft**: Not visible to public
- **Active**: Currently available
- **Scheduled**: Will activate at start date
- **Expired**: Past end date
- **Sold Out**: Reached maximum applications

Deal Features

Countdown Timer:

- Shows time remaining
- Creates urgency
- Auto-updates

Limited Availability:

- Show spots remaining
- "Only 5 left!" alerts
- Hide when sold out

Social Proof:

- Show application count
- Display recent bookings

- Customer ratings

Urgency Indicators:

- "Ends in 3 days"
- "Flash sale"
- "Limited time only"

Browser Testing - Deals

Test these features in your browser:

- Create new deal with all fields
- Upload featured image and gallery
- Set start and end dates
- Configure pricing
- Add what's included/excluded
- Save as draft and preview
- Publish deal
- Mark deal as featured
- View deal on frontend
- Test countdown timer
- Check responsive design on mobile
- Filter deals by category
- Search deals
- Export deals to Excel
- Duplicate existing deal
- Edit active deal
- Archive expired deal

Deal Applications

Accessing Deal Applications

Navigate to **Deals & Payments → Deal Applications** to manage bookings.

What Is a Deal Application?

When a customer books a deal, a deal application is created containing:

- Customer information
- Selected deal
- Number of travelers
- Travel dates
- Special requests
- Payment information

Deal Application Fields

Customer Information:

- Full name
- Email address
- Phone number
- Country/region

Travel Details:

- Number of adults
- Number of children
- Preferred travel date
- Flexible dates (yes/no)
- Special requirements

Payment:

- Payment method
- Payment status
- Amount paid
- Balance due

Status:

- Pending
- Confirmed
- Cancelled

- Completed

Creating a Deal Application (Manual)

1. Click "Create"
2. Select customer (or create new)
3. Choose deal
4. Enter travel details:
    - Number of travelers
    - Travel dates
    - Special requests
5. Calculate total:
    - Deal price × travelers
    - Apply discounts
    - Add taxes/fees
6. Record payment:
    - Payment method
    - Payment status
    - Transaction reference
7. Set status and save

Processing Deal Applications

1. New Application Received:

- Review customer information
- Verify deal availability
- Check travel dates
- Confirm pricing

2. Payment Verification:

- Confirm payment received
- Verify amount correct
- Process payment gateway

- Issue receipt/invoice

3. Confirmation:

- Update status to "Confirmed"
- Send confirmation email
- Provide booking reference
- Send deal details

4. Pre-Travel:

- Send reminders
- Provide checklist
- Share contact information
- Confirm arrangements

5. Completion:

- Mark as "Completed"
- Request feedback
- Send thank you email
- Offer future deals

Application Statuses

Pending:

- Newly submitted
- Awaiting review
- Payment not confirmed

Confirmed:

- Payment received
- Deal confirmed
- Customer notified

Processing:

- Arranging services
- Coordinating details
- Pending documents

Completed:

- Service delivered
- Travel completed
- Ready for feedback

Cancelled:

- Customer cancelled
- Refund processed (if applicable)
- Deal reopened

Expired:

- Not confirmed in time
- Payment timeout
- Deal no longer available

Deal Application Filters

Filter applications by:

- **Status**: Pending/Confirmed/Completed
- **Deal**: Specific deal
- **Date Range**: Application date
- **Customer**: Search by name/email
- **Payment Status**: Paid/Unpaid/Partial

Bulk Operations

Select multiple applications to:

- Update status
- Send confirmation emails
- Export to Excel
- Generate invoices
- Mark as completed

Browser Testing - Deal Applications

- Create manual deal application

- View application list
- Filter by status
- Filter by deal
- View application details
- Update application status
- Process payment
- Generate invoice
- Send confirmation email
- Add internal notes
- Calculate total with multiple travelers
- Cancel application
- Issue refund
- Export applications
- Print application details

Payment Processing

Accessing Payments

Navigate to **Deals & Payments → Payments** to track all transactions.

Payment Information

Each payment record shows:

- **Customer**: Who paid
- **Amount**: Payment amount
- **Currency**: Payment currency
- **Method**: Payment method
- **Status**: Payment status
- **Transaction ID**: Reference number
- **Date**: Payment date
- **Related To**: Application/deal

Payment Methods

Supported Methods:

- **Credit/Debit Card**: Visa, Mastercard, Amex
- **Mobile Money**: MTN, Vodafone, AirtelTigo
- **Hubtel**: Mobile money aggregator
- **Paystack**: Online payment gateway
- **Stripe**: International cards
- **PayPal**: Global payment
- **Bank Transfer**: Direct transfer
- **Cash**: In-person payment
- **Flutterwave**: African payments

Payment Statuses

Pending:

- Payment initiated
- Not confirmed
- Awaiting verification

Processing:

- Payment gateway processing
- Bank verification
- Mobile money approval

Completed:

- Payment successful
- Funds received
- Customer charged

Failed:

- Payment declined
- Insufficient funds
- Technical error
- Card rejected

Refunded:

- Full refund processed
- Partial refund
- Reversal completed

Cancelled:

- Customer cancelled
- Timeout
- Manual cancellation

Recording a Payment

1. Click "Create"
2. Fill in details:
    - **Customer**: Select customer
    - **Amount**: Payment amount
    - **Currency**: Select currency
    - **Payment Method**: Choose method
    - **Transaction ID**: Reference number
    - **Status**: Payment status
    - **Notes**: Additional information
3. Link to application (optional)
4. Click "Save"

Processing Refunds

1. Open payment record
2. Click "Process Refund"
3. Choose refund type:
    - Full refund
    - Partial refund
4. Enter refund amount
5. Add refund reason

6. Select refund method
7. Process refund
8. Update payment status
9. Send refund confirmation

Payment Reports

Generate reports for:

- Daily/weekly/monthly revenue
- Payment method breakdown
- Successful vs failed payments
- Refund statistics
- Outstanding payments
- Revenue by deal
- Customer payment history

Browser Testing - Payments

- View all payments
- Filter by status
- Filter by method
- Filter by date range
- Search by transaction ID
- View payment details
- Record manual payment
- Process refund
- Generate invoice
- Send payment receipt
- Export payments to Excel
- View payment statistics
- Link payment to application
- Update payment status

Invoices Management

Accessing Invoices

Navigate to **Deals & Payments → Invoices** to manage billing documents.

What Is an Invoice?

An invoice is a formal payment request sent to customers containing:

- Customer details
- Service/deal description
- Itemized charges
- Tax calculations
- Payment terms
- Due date
- Payment methods

Creating an Invoice

1. Click "Create"
2. Fill in information:

   Customer Details:

   - Select customer
   - Billing address
   - Tax ID (if applicable)

   Invoice Details:

   - Invoice number (auto-generated)
   - Invoice date
   - Due date
   - Currency

   Line Items:

   - Description
   - Quantity

    - Unit price
    - Tax rate
    - Total

    Totals:

    - Subtotal
    - Tax amount
    - Discount (if any)
    - Total amount

    Payment Terms:

    - Payment instructions
    - Bank details
    - Payment methods
    - Notes

3. Click "Save"

Invoice Statuses

- **Draft**: Being created
- **Sent**: Sent to customer
- **Paid**: Payment received
- **Overdue**: Past due date
- **Cancelled**: Voided invoice
- **Refunded**: Payment refunded

Invoice Features

Automatic Generation:

- Create from deal application
- Include all charges
- Calculate taxes
- Apply currencies

Email Sending:

- Send to customer

- PDF attachment
- Payment link
- Reminder emails

Payment Tracking:

- Link to payments
- Show payment status
- Track outstanding balance
- Payment history

PDF Export:

- Professional template
- Company logo
- Customizable layout
- Print-friendly

Invoice Templates

Customize invoice appearance:

- Company information
- Logo and branding
- Color scheme
- Layout style
- Footer information
- Terms and conditions

Browser Testing - Invoices

- Create new invoice
- Add multiple line items
- Calculate taxes
- Apply discount
- Save as draft
- Preview invoice
- Send invoice via email

- Download PDF
- Print invoice
- Record payment
- Mark as paid
- Send payment reminder
- View invoice history
- Filter by status
- Export invoices
- Cancel invoice

Refund Requests

Accessing Refund Requests

Navigate to **Deals & Payments → Refund Requests** to manage refund applications.

Refund Request Information

Each request contains:

- **Customer**: Who requested
- **Application**: Related booking
- **Amount**: Refund amount
- **Reason**: Why refunding
- **Status**: Request status
- **Requested Date**: When requested
- **Payment Method**: Original method

Refund Reasons

Common reasons:

- Booking cancelled by customer
- Service not delivered
- Overcharged

- Duplicate payment
- Quality issues
- Force majeure (COVID, disasters)
- Customer dissatisfaction

Processing Refund Requests

1. Review Request:

- Check refund eligibility
- Verify refund policy
- Review payment record
- Check cancellation terms

2. Approve or Reject:

- **Approve**: Full or partial
- **Reject**: With reason
- **Request More Info**: Ask customer

3. Process Refund:

- Choose refund method
- Calculate refund amount
- Deduct fees (if applicable)
- Process transaction

4. Update Records:

- Update payment status
- Close refund request
- Update application
- Send confirmation

Refund Statuses

- **Pending**: Awaiting review
- **Approved**: Refund approved
- **Processing**: Being processed
- **Completed**: Refund issued

- **Rejected**: Request denied
- **Cancelled**: Customer cancelled request

Refund Policies

Time Limits:

- Full refund: Cancel 14+ days before
- 50% refund: Cancel 7-13 days before
- No refund: Cancel less than 7 days

Non-Refundable Items:

- Processing fees
- Visa fees (paid to embassy)
- Third-party services
- Administrative costs

Refund Methods:

- Original payment method
- Bank transfer
- Store credit
- Mobile money

Browser Testing - Refund Requests

- View all refund requests
- Filter by status
- View request details
- Approve refund request
- Reject refund request
- Process approved refund
- Calculate refund amount with fees
- Send refund confirmation
- Update related records
- Add notes to request
- Export refund requests

- Generate refund report

Reporting & Analytics

Revenue Reports

Financial Overview:

- Total revenue
- Revenue by period
- Revenue by deal
- Revenue by category
- Payment method breakdown

Metrics:

- Average order value
- Conversion rate
- Revenue growth
- Profit margins

Deal Performance

Deal Analytics:

- Most popular deals
- Best performing categories
- Views vs bookings
- Conversion rates
- Revenue per deal

Customer Insights:

- New vs returning customers
- Customer lifetime value
- Booking frequency
- Customer locations

Export Reports

Export Formats:

- Excel (XLSX)
- CSV
- PDF reports
- JSON data

Report Types:

- Financial summary
- Deal performance
- Customer list
- Payment records
- Refund summary

Browser Testing - Reports

- View revenue dashboard
- Filter by date range
- View deal performance
- Export revenue report
- View customer analytics
- Generate payment summary
- Export to Excel
- View charts and graphs
- Compare period over period
- View top performing deals

Best Practices

1. Deal Creation

Compelling Offers:

- Clear value proposition

- Attractive pricing
- High-quality images
- Detailed descriptions
- Social proof (testimonials)

Pricing Strategy:

- Competitive analysis
- Clear savings displayed
- No hidden fees
- Multiple payment options

2. Customer Communication

Fast Response:

- Respond to inquiries quickly
- Provide clear information
- Set expectations
- Follow up regularly

Professional Service:

- Polite and helpful
- Detailed explanations
- Proactive updates
- Problem resolution

3. Payment Processing

Security:

- Secure payment gateways
- PCI compliance
- Encrypted transactions
- Fraud detection

Transparency:

- Clear pricing

- Itemized charges
- Receipt immediately
- No surprise fees

4. Refund Management

Fair Policies:

- Clear refund policy
- Reasonable timeframes
- Fair fee structure
- Exception handling

Quick Processing:

- Review requests promptly
- Communicate clearly
- Process efficiently
- Confirm completion

Troubleshooting

Issue: Deal Not Showing on Frontend

Solution:

- Check status is "Active"
- Verify dates are current
- Check not sold out
- Clear cache
- Verify category is active

Issue: Payment Gateway Failing

Solution:

- Check gateway credentials
- Verify API keys

- Test connection
- Check error logs
- Contact gateway support

Issue: Invoice Not Generating

Solution:

- Check customer details complete
- Verify line items added
- Check tax calculations
- Clear cache
- Check file permissions

Issue: Refund Not Processing

Solution:

- Verify refund method available
- Check sufficient balance
- Verify payment gateway supports refunds
- Check transaction ID correct
- Contact payment provider

Next Steps

- [Service Applications Management]()
- [CMS & Content Management]()
- [Communication & Forms]()

CHAPTER 5

CMS & Content Management

CMS & Content Management

Overview

The Content Management System (CMS) allows you to create, manage, and publish various types of content on your LetsTravel Ghana website. This includes blog posts, pages, FAQs, testimonials, team profiles, and partner information.

Posts & Blog Management

Accessing Posts

Navigate to **CMS → Posts** to manage blog articles and news.

Creating a New Post

1. Click "Create" button
2. Fill in the form:

   Content Section:

   - **Title**: Post headline (required)
   - **Slug**: URL-friendly version (auto-generated)
   - **Excerpt**: Brief summary for previews
   - **Body**: Full post content (Rich Text Editor)

   SEO Section:

- **Meta Title**: SEO title (optional, defaults to title)
   - **Meta Description**: Search engine description
   - **Featured Image**: Upload main image

   Status Sidebar:

   - **Status**: Draft/Published/Scheduled
   - **Is Featured**: Highlight on homepage
   - **Published At**: Publication date/time
   - **Scheduled At**: Schedule for future publishing
   - **Author**: Select post author

   Associations:

   - **Categories**: Assign to categories (multiple)
   - **Tags**: Add relevant tags (multiple)

3. Click "Save" (Draft) or "Publish"

Post Statuses

- **Draft**: Work in progress, not visible to public
- **Published**: Live on website
- **Scheduled**: Will publish automatically at set time

Rich Text Editor Features

- **Text Formatting**: Bold, italic, underline
- **Headings**: H1, H2, H3, H4
- **Lists**: Bulleted and numbered
- **Links**: Internal and external
- **Images**: Inline images
- **Quotes**: Blockquotes
- **Code**: Code blocks
- **Tables**: Basic tables
- **Embeds**: YouTube, Twitter, etc.

Managing Existing Posts

1. **View All Posts**: See list with filters
2. **Search**: Find posts by title or content
3. **Filter**:
   - By status (draft, published)
   - By category
   - By author
   - By featured status
   - By date range
4. **Bulk Actions**:
   - Publish multiple drafts
   - Feature/unfeature posts
   - Delete selected posts
   - Export to Excel

Browser Testing - Posts

Test the following in your browser:

- Create new blog post with rich content
- Upload featured image
- Add multiple categories and tags
- Save as draft and preview
- Schedule post for future date
- Publish post immediately
- Feature post on homepage
- Edit existing post
- Filter posts by category
- Search posts by keyword
- Export posts to Excel
- Delete draft post
- View post revisions (if enabled)

Pages Management

Accessing Pages

Navigate to **CMS → Pages** to manage static pages.

When to Use Pages vs Posts

- **Pages**: Static content (About Us, Contact, Services, Terms)
- **Posts**: Dynamic content (Blog, News, Updates)

Creating a New Page

1. Click "Create"
2. Fill in the form:

   Content Section:

   - **Title**: Page title (required)
   - **Slug**: URL path (e.g., about-us)
   - **Content**: Page body (Rich Text Editor)
   - **Template**: Page layout (if multiple templates available)

   SEO Section:

   - **Meta Title**: SEO-optimized title
   - **Meta Description**: Page description for search engines
   - **Featured Image**: Social media share image

   Settings Sidebar:

   - **Status**: Draft/Published
   - **Parent Page**: Create page hierarchy
   - **Is Featured**: Show in special sections
   - **Sort Order**: Control page order
   - **Published At**: Publication date
3. Click "Save"

Page Hierarchy

Create parent-child relationships:

- Parent: "Services"
  - Child: "Visa Services"
  - Child: "Passport Services"
  - Child: "Travel Insurance"

This creates URLs like:

- `/services`
- `/services/visa-services`
- `/services/passport-services`

Browser Testing - Pages

- Create "About Us" page
- Create "Contact" page
- Create page with parent (hierarchy)
- Add rich content (images, videos)
- Set SEO meta tags
- Preview page before publishing
- Publish page
- Edit page content
- Reorder pages with sort order
- Delete draft page

Categories Management

Accessing Categories

Navigate to **CMS → Categories** to organize content.

Creating Categories

1. Click "Create"

2. Fill in:
    - **Name**: Category name (e.g., "Travel Tips")
    - **Slug**: URL-friendly (e.g., "travel-tips")
    - **Description**: Brief description
    - **Parent Category**: Create hierarchical structure
    - **Sort Order**: Control display order
3. Click "Save"

Category Hierarchy

Example structure:

- Travel Guides (Parent)
    - Africa (Child)
    - Europe (Child)
    - Asia (Child)
- Visa Information (Parent)
    - Tourist Visas (Child)
    - Business Visas (Child)

Using Categories

- Assign categories to posts
- Filter posts by category
- Display category-specific content
- Create category pages

Browser Testing - Categories

- Create top-level category
- Create sub-category with parent
- Edit category details
- Assign category to post
- Filter posts by category
- View category hierarchy

- Delete unused category

Tags Management

Accessing Tags

Navigate to **CMS → Tags** to create content tags.

Creating Tags

1. Click "Create"
2. Fill in:
   - **Name**: Tag name (e.g., "Budget Travel")
   - **Slug**: URL-friendly
   - **Description**: Optional description
3. Click "Save"

Tags vs Categories

- **Categories**: Broad grouping (e.g., "Travel Guides")
- **Tags**: Specific topics (e.g., "budget", "luxury", "family-friendly")

Using Tags

- Add multiple tags to posts
- Create tag clouds
- Filter content by tags
- Generate tag-based recommendations

Browser Testing - Tags

- Create multiple tags
- Assign tags to posts
- Search content by tag
- View all posts with specific tag
- Bulk edit tags

- Delete unused tags

Menu Management

Accessing Menus

Navigate to **CMS → Menus** to manage site navigation.

Menu Locations

Common menu locations:

- **Header Menu**: Main site navigation
- **Footer Menu**: Footer links
- **Mobile Menu**: Responsive menu
- **Sidebar Menu**: Contextual navigation

Creating a Menu

1. Click "Create"
2. Fill in:
    - **Name**: Menu identifier (e.g., "Main Navigation")
    - **Location**: Where menu appears
    - **Items**: Menu structure
3. **Add Menu Items**:
    - **Label**: Display text
    - **Link Type**: Internal page, external URL, custom
    - **URL/Page**: Link destination
    - **Parent Item**: Create submenus
    - **Sort Order**: Control item order
    - **Icon**: Optional menu icon
    - **Is Active**: Show/hide item
4. Click "Save"

Menu Item Types

- **Page Link**: Link to internal page
- **Post Link**: Link to blog post
- **Category Link**: Link to category archive
- **Custom URL**: External or custom link
- **Dropdown**: Parent item with children

Creating Dropdown Menus

1. Create parent menu item (e.g., "Services")
2. Create child items:
    - Set parent to "Services"
    - Adjust sort order
3. Save menu

Result:

```
Services ▼
  ├─ Visa Applications
  ├─ Passport Services
  └─ Travel Insurance
```

Browser Testing - Menus

- Create header menu
- Add pages to menu
- Create dropdown menu with children
- Reorder menu items
- Add external links
- Toggle menu item visibility
- Preview menu on frontend
- Edit menu structure
- Delete menu item

FAQ Management

Accessing FAQs

Navigate to **CMS → FAQs** to manage frequently asked questions.

Creating an FAQ

1. Click "Create"
2. Fill in the form:

   FAQ Details:

   - **Question**: Customer's question (required)
   - **Answer**: Detailed answer (Rich Text Editor)

   Settings:

   - **Category**: Assign to FAQ category (Visa, Passport, etc.)
   - **Sort Order**: Control display order
   - **Is Active**: Show/hide FAQ
   - **View Count**: Auto-tracked (read-only)
3. Click "Save"

FAQ Categories

Organize FAQs by topic:

- Visa Questions
- Passport Services
- Payment & Billing
- Travel Insurance
- General Inquiries

FAQ Features

- **Search**: Customers can search FAQs
- **Categories**: Filter by topic
- **View Tracking**: See which FAQs are most viewed

- **Rich Answers**: Include images, videos, links

Best Practices for FAQs

1. **Clear Questions**: Use customer language
2. **Concise Answers**: Be brief but complete
3. **Add Examples**: Show, don't just tell
4. **Link to Resources**: Add relevant links
5. **Update Regularly**: Keep information current

Browser Testing - FAQs

- Create FAQ with rich text answer
- Assign to category
- Set sort order
- Mark as active
- Search FAQs
- Filter by category
- View FAQ on frontend
- Track view count
- Edit existing FAQ
- Bulk activate/deactivate FAQs
- Export FAQs to Excel

Testimonials Management

Accessing Testimonials

Navigate to **CMS → Testimonials** to manage customer reviews.

Creating a Testimonial

1. Click "Create"
2. Fill in the form:

   Client Information:

    - **Client Name**: Customer's full name (required)
    - **Client Position**: Job title (optional)
    - **Client Company**: Company name (optional)

    Testimonial Content:

    - **Content**: Testimonial text (required)

    Media:

    - **Avatar**: Upload client photo (optional)

    Settings:

    - **Rating**: 1-5 stars (required)
    - **Is Featured**: Show on homepage
    - **Is Active**: Enable/disable
    - **Sort Order**: Display order

3. Click "Save"

Testimonial Features

- **Star Ratings**: Visual 1-5 star display
- **Client Photos**: Add credibility with avatars
- **Featured Testimonials**: Highlight best reviews
- **Sorting**: Control display order

Using Testimonials

- Display on homepage
- Show on service pages
- Create testimonials slider
- Build social proof

Browser Testing - Testimonials

- Create testimonial with all fields
- Upload client avatar
- Set 5-star rating
- Mark as featured

- View testimonial on frontend
- Filter by rating
- Filter by featured status
- Sort by date
- Bulk mark as featured
- Bulk activate/deactivate
- Export testimonials
- Delete testimonial

Team Members Management

Accessing Team Members

Navigate to **CMS → Team Members** to manage staff profiles.

Creating a Team Member Profile

1. Click "Create"
2. Fill in the form:

   Team Member Information:

   - **Name**: Full name (required)
   - **Position**: Job title (required)
   - **Bio**: Staff biography (Rich Text Editor)

   Contact & Social:

   - **Email**: Work email
   - **Phone**: Contact number
   - **LinkedIn URL**: LinkedIn profile
   - **Twitter URL**: Twitter handle
   - **Facebook URL**: Facebook profile

   Photo:

   - **Photo**: Upload professional photo

Settings:
   - **Is Active**: Show/hide profile
   - **Sort Order**: Team display order
3. Click "Save"

Team Member Features

- **Professional Photos**: Display team images
- **Rich Bios**: Tell team member stories
- **Social Links**: Connect to social profiles
- **Contact Info**: Direct communication

Using Team Member Profiles

- Create "Meet the Team" page
- Display on About page
- Show contact persons for services
- Build trust and transparency

Browser Testing - Team Members

- Create team member profile
- Upload professional photo
- Add complete bio with formatting
- Add all social media links
- Set position and contact info
- Mark as active
- View profile on frontend
- Filter by active status
- Sort team members
- Edit existing profile
- Bulk activate/deactivate
- Export team members

Partners Management

Accessing Partners

Navigate to **CMS → Partners** to manage business partnerships.

Creating a Partner Profile

1. Click "Create"
2. Fill in the form:

   Partner Information:

   - **Name**: Partner/company name (required)
   - **Website URL**: Partner website
   - **Description**: Partnership details

   Logo:

   - **Logo**: Upload partner logo

   Settings:

   - **Partnership Level**: Gold/Silver/Bronze
   - **Sort Order**: Display order
   - **Is Active**: Show/hide partner
3. Click "Save"

Partnership Levels

- **Gold**: Premium partners (highest priority)
- **Silver**: Standard partners
- **Bronze**: Basic partners

Different levels can display with different:

- Logo sizes
- Placement on page
- Badge colors
- Benefits listed

Using Partner Profiles

- Display logos on homepage
- Create partners page
- Show sponsor sections
- Build business credibility

Browser Testing - Partners

- Create gold partner
- Create silver partner
- Create bronze partner
- Upload partner logos
- Add website URLs
- Write descriptions
- Set partnership levels
- View partners on frontend
- Filter by partnership level
- Sort partners by order
- Bulk activate/deactivate
- Export partners list

Media Library Management

Accessing Media Folders

Navigate to **CMS → Media Folders** to organize uploads.

Creating Media Folders

1. Click "Create"
2. Enter:
   - **Folder Name**: Descriptive name
   - **Parent Folder**: Create hierarchy

3. Click "Save"

Folder Organization

Example structure:

```
Media Library
├─ Blog Images
│  ├─ 2024
│  └─ 2025
├─ Team Photos
├─ Partner Logos
├─ Service Images
│  ├─ Visas
│  ├─ Passports
│  └─ Insurance
└─ Customer Documents
```

Media Management Features

- **Upload**: Drag & drop or browse
- **Organize**: Move to folders
- **Preview**: View files
- **Edit**: Crop, resize images
- **Delete**: Remove files
- **Search**: Find media
- **Filter**: By type, date, folder

Browser Testing - Media

- Create media folders
- Upload images
- Upload documents (PDF)
- Organize files in folders
- Preview images
- Edit/crop images
- Search media library
- Filter by file type
- Delete unused files

- Move files between folders

Content Workflow Best Practices

1. Draft → Review → Publish

- Create content as draft
- Review before publishing
- Schedule for optimal timing
- Monitor performance

2. SEO Optimization

- Use descriptive titles
- Write meta descriptions
- Add alt text to images
- Use internal links
- Optimize URLs

3. Content Organization

- Use categories consistently
- Tag appropriately
- Maintain folder structure
- Update menus regularly

4. Quality Control

- Proofread all content
- Test links work
- Verify images display
- Check mobile rendering
- Review SEO scores

5. Regular Maintenance

- Update outdated content
- Remove obsolete pages
- Archive old posts
- Refresh popular content
- Monitor broken links

Troubleshooting

Issue: Images Not Displaying

Solution:

- Check file size (max 2MB)
- Verify file format (JPG, PNG)
- Clear browser cache
- Re-upload image

Issue: Rich Text Editor Not Loading

Solution:

- Disable browser extensions
- Clear cache and cookies
- Try different browser
- Check JavaScript console

Issue: Menu Not Updating on Frontend

Solution:

- Clear cache
- Verify menu location set
- Check menu items are active
- Rebuild menu cache

Issue: SEO Meta Tags Not Showing

Solution:

- Check template supports meta tags
- Verify SEO plugin active
- Clear page cache
- Test with SEO tools

Next Steps

- Communication & Forms
- Advanced Settings
- Frequently Asked Questions

CHAPTER 6

Communication & Forms Management

Communication & Forms Management

Overview

The Communication & Forms system helps you manage customer communications, email campaigns, contact forms, and customer submissions. This guide covers email templates, bulk campaigns, forms, and email tracking.

Email Templates

Accessing Email Templates

Navigate to **Communication → Email Templates** to manage reusable email designs.

What Are Email Templates?

Email templates are pre-designed, reusable email layouts for:

- Application status updates
- Payment confirmations
- Welcome emails
- Password resets
- Promotional emails
- Notifications

Creating an Email Template

1. Click "Create"
2. Fill in the form:

   Template Information:

   - **Name**: Template identifier (e.g., "Visa Approval Notification")
   - **Subject**: Email subject line
   - **Slug**: Unique identifier for code reference

   Email Content:

   - **Body**: Email content (Rich Text Editor or HTML)
   - **Variables**: Use placeholders like `{customer_name}`, `{application_number}`

   Settings:

   - **Category**: Template category
   - **Is Active**: Enable/disable template
   - **From Name**: Sender name
   - **From Email**: Sender email address
   - **Reply-To Email**: Response email

   Design:

   - **Header**: Custom header content
   - **Footer**: Custom footer content
   - **CSS**: Optional custom styling

3. Click "Save"

Email Template Variables

Use these placeholders in your templates:

Customer Variables:

- `{customer_name}`: Customer's full name
- `{customer_email}`: Customer's email
- `{customer_phone}`: Customer's phone

Application Variables:

- `{application_number}`: Reference number
- `{application_type}`: Service type
- `{application_status}`: Current status
- `{application_date}`: Submission date

System Variables:

- `{site_name}`: Your site name
- `{site_url}`: Your website URL
- `{current_date}`: Today's date
- `{current_year}`: Current year

Example Template:

```
Dear {customer_name},

Your {application_type} application #{application_number}
has been {application_status}.

Please log in to your account to view details:
{site_url}/my-applications

Best regards,
{site_name} Team
```

Template Categories

Organize templates by purpose:

- **Transactional**: Order confirmations, receipts
- **Notifications**: Status updates, alerts
- **Marketing**: Promotions, newsletters
- **System**: Password resets, verifications

Browser Testing - Email Templates

Test these features:

- Create new email template
- Use variable placeholders
- Preview template with sample data
- Test with different customer data

- Send test email to your address
- Edit existing template
- Duplicate template
- Activate/deactivate template
- Filter by category
- Search templates
- Export templates

Bulk Email Campaigns

Accessing Bulk Campaigns

Navigate to **Communication → Bulk Email Campaigns** to send mass emails.

Creating a Campaign

1. Click "Create"
2. Fill in the form:

   Campaign Details:

   - **Title**: Internal campaign name
   - **Subject**: Email subject line
   - **From Name**: Sender name
   - **From Email**: Sender address
   - **Reply-To Email**: Response email

   Content:

   - **Body**: Campaign content (Rich Text Editor or HTML)
   - **Template**: Use existing template (optional)

   Recipients:

   - **Recipient Type**:
     - All Customers
     - Specific Groups

        - Filtered List
        - Subscribers Only
    - **Filter Criteria**: Apply filters if needed

    Schedule:

    - **Status**: Draft/Scheduled/Sent
    - **Send At**: Immediate or schedule for later
    - **Time Zone**: Consider recipient time zones

    Settings:

    - **Track Opens**: Enable open tracking
    - **Track Clicks**: Enable click tracking
    - **Unsubscribe Link**: Include unsubscribe option

3. Click "Save" or "Send"

Campaign Statuses

- **Draft**: Being created, not sent
- **Scheduled**: Set to send at specific time
- **Sending**: Currently being sent
- **Sent**: Completed
- **Failed**: Encountered errors
- **Cancelled**: Stopped before completion

Recipient Selection

All Customers:

- Sends to all registered users
- Be careful with large lists

Specific Groups:

- Customers with pending applications
- Recent purchasers
- Active users
- Specific service users

Filtered List:

- Custom filters:
  - Registration date
  - Last activity
  - Application types
  - Location
  - Purchase history

Subscribers Only:

- Newsletter subscribers
- Opt-in marketing list

Campaign Analytics

Track campaign performance:

- **Sent**: Total emails sent
- **Delivered**: Successfully delivered
- **Opened**: Email opens (%)
- **Clicked**: Link clicks (%)
- **Bounced**: Failed deliveries
- **Unsubscribed**: Opt-out count
- **Spam Reports**: Marked as spam

Best Practices for Campaigns

1. **Segment Your Audience**
   - Send relevant content
   - Use targeted messaging
   - Respect preferences
2. **Optimize Subject Lines**
   - Keep under 50 characters
   - Create curiosity
   - Be clear and specific

    - Avoid spam triggers
3. **Design for Mobile**
    - Responsive layout
    - Clear call-to-action
    - Easy-to-read fonts
    - Optimize images
4. **Test Before Sending**
    - Send test emails
    - Check all links
    - Verify images load
    - Test on different devices
5. **Timing Matters**
    - Consider time zones
    - Avoid weekends (unless relevant)
    - Test different send times
    - Don't over-send
6. **Compliance**
    - Include unsubscribe link
    - Honor opt-outs immediately
    - Follow GDPR/CAN-SPAM
    - Don't purchase email lists

Browser Testing - Campaigns

- Create new campaign
- Select recipient group
- Write compelling subject line
- Design email body
- Add images and links
- Send test email
- Schedule campaign
- View campaign in list

- Check campaign statistics
- View opened emails
- Track link clicks
- Resend to non-openers
- Export campaign results
- Cancel scheduled campaign

Email Logs

Accessing Email Logs

Navigate to **Communication → Email Logs** to track all sent emails.

Email Log Information

Each log entry shows:

- **Recipient**: Email address
- **Subject**: Email subject line
- **Status**: Sent/Failed/Pending
- **Sent At**: Date and time
- **Opened At**: When email was opened
- **Failed Reason**: Error message if failed
- **Template Used**: Which template
- **Campaign**: Associated campaign (if any)

Email Statuses

- **Pending**: Queued, not sent yet
- **Sent**: Successfully sent
- **Delivered**: Confirmed delivery
- **Opened**: Recipient opened email
- **Clicked**: Recipient clicked link
- **Bounced**: Delivery failed
- **Failed**: Send attempt failed

- **Spam**: Marked as spam

Using Email Logs

Find Specific Emails:

1. Search by recipient email
2. Filter by date range
3. Filter by status
4. Filter by template

Troubleshoot Issues:

1. Check failed emails
2. Review error messages
3. Identify bounce patterns
4. Fix invalid addresses

Verify Delivery:

1. Confirm important emails sent
2. Check customer claims
3. Track order confirmations
4. Monitor system emails

Browser Testing - Email Logs

- View all email logs
- Search by recipient
- Filter by status (failed, sent)
- Filter by date range
- View email details
- Check failure reasons
- Track email opens
- Resend failed emails
- Export email logs
- Delete old logs

Forms Management

Accessing Forms

Navigate to **Communication → Forms** to manage custom forms.

What Are Forms?

Forms allow you to collect information from website visitors:

- Contact forms
- Inquiry forms
- Feedback forms
- Registration forms
- Survey forms

Creating a Form

1. Click "Create"
2. Fill in the form:

   Form Details:

   - **Name**: Form identifier (e.g., "Contact Form")
   - **Slug**: URL slug (e.g., "contact")
   - **Description**: Internal description

   Form Fields:

   - **Add Field**: Click to add form fields
   - **Field Types**:
     - Text Input
     - Textarea
     - Email
     - Phone Number
     - Number
     - Date
     - File Upload

        - Checkbox
        - Radio Buttons
        - Select Dropdown
        - Multiple Select

    Field Configuration:

    - **Label**: Field label
    - **Name**: Field identifier
    - **Type**: Field type
    - **Required**: Make field mandatory
    - **Placeholder**: Helper text
    - **Validation**: Add rules
    - **Options**: For select/radio fields

    Settings:

    - **Success Message**: After submission
    - **Submit Button Text**: Button label
    - **Send Email Notification**: Enable/disable
    - **Notification Email**: Recipient email
    - **Auto-Reply**: Send confirmation to submitter
    - **Redirect URL**: After submission
    - **Is Active**: Enable/disable form

3. Click "Save"

Form Field Examples

Contact Form:

```
- Name (Text, Required)
- Email (Email, Required)
- Phone (Phone)
- Subject (Dropdown, Required)
  Options: General, Support, Sales
- Message (Textarea, Required)
```

Visa Inquiry Form:

```
- Full Name (Text, Required)
- Email (Email, Required)
- Phone (Phone, Required)
- Destination Country (Dropdown, Required)
- Travel Date (Date, Required)
- Message (Textarea)
```

Feedback Form:

```
- Name (Text, Required)
- Email (Email, Required)
- Service Used (Dropdown, Required)
- Rating (Radio Buttons, Required)
  Options: Excellent, Good, Fair, Poor
- Comments (Textarea)
- Would Recommend? (Checkbox)
```

Form Validation Rules

- **Required**: Field must be filled
- **Email**: Valid email format
- **Phone**: Valid phone format
- **Min Length**: Minimum characters
- **Max Length**: Maximum characters
- **Number**: Numeric only
- **Date**: Valid date format
- **File Size**: Max upload size
- **File Type**: Allowed file types

Using Forms

Embed in Pages:

```
[form slug="contact"]
```

Direct Link:

```
https://yoursite.com/forms/contact
```

Popup Form:

- Configure as modal
- Trigger on button click
- Exit-intent popup

Browser Testing - Forms

- Create contact form
- Add multiple field types
- Set required fields
- Configure validation rules
- Test form on frontend
- Submit valid data
- Test validation errors
- Verify email notification
- Check auto-reply email
- Test file uploads
- Test on mobile device
- Edit form fields
- Duplicate form
- Export form configuration

Form Submissions

Accessing Form Submissions

Navigate to **Communication → Form Submissions** to review submitted data.

Viewing Submissions

Each submission shows:

- **Form Name**: Which form
- **Submitted By**: Name or email

- **Submitted At**: Date and time
- **Status**: New/Read/Processed/Archived
- **IP Address**: Submitter IP
- **User Agent**: Browser information

Submission Details

Click on a submission to view:

- All field values
- Attached files
- Submission metadata
- Customer information (if logged in)

Managing Submissions

Update Status:

- Mark as read
- Mark as processed
- Archive old submissions
- Flag for follow-up

Take Actions:

- Reply to submitter
- Forward to team member
- Export to Excel
- Print submission
- Delete submission

Bulk Operations:

- Mark multiple as read
- Archive selected
- Export selected
- Delete selected

Submission Filters

Filter submissions by:

- **Form**: Specific form
- **Status**: New/Read/Processed
- **Date Range**: Submission date
- **Keyword**: Search field values

Browser Testing - Submissions

- View all submissions
- Filter by form type
- Filter by date range
- View submission details
- Print submission
- Reply to submitter
- Mark as processed
- Archive old submissions
- Bulk operations
- Export submissions
- Delete spam submissions
- Search submissions

Newsletter Subscriptions

Accessing Subscriptions

Navigate to **Activity & Reports → Subscriptions** to manage newsletter subscribers.

Subscription Management

View subscriber information:

- **Email**: Subscriber email
- **Name**: Subscriber name (if provided)

- **Status**: Active/Unsubscribed
- **Subscribed At**: Subscription date
- **Source**: How they subscribed
- **Lists**: Which mailing lists

Managing Subscribers

Add Subscribers:

1. Click "Create"
2. Enter email and name
3. Select mailing lists
4. Click "Save"

Import Subscribers:

1. Click "Import"
2. Upload CSV file
3. Map columns
4. Verify and import

Export Subscribers:

1. Apply filters if needed
2. Click "Export"
3. Download CSV

Bulk Actions:

- Unsubscribe selected
- Delete selected
- Add to mailing list
- Remove from list

Subscription Sources

Track where subscribers come from:

- Website footer form
- Checkout process

- Landing page
- Manual import
- API integration

Browser Testing - Subscriptions

- View all subscribers
- Add new subscriber
- Import CSV file
- Export subscriber list
- Search by email
- Filter by status
- Filter by source
- Unsubscribe user
- Resubscribe user
- Bulk operations
- Delete subscriber

Communication Best Practices

1. Email Deliverability

Improve Deliverability:

- Use verified domain
- Warm up IP address
- Maintain clean list
- Avoid spam triggers
- Monitor bounce rates

Avoid Spam Filters:

- Don't use all caps
- Avoid excessive punctuation!!!
- Don't use spam words (FREE, BUY NOW)

- Include unsubscribe link
- Use legitimate from address

2. Response Management

- Respond within 24 hours
- Use templates for efficiency
- Personalize responses
- Track conversation history
- Follow up appropriately

3. Data Privacy

- Store data securely
- Follow GDPR guidelines
- Honor unsubscribe requests
- Delete data upon request
- Encrypt sensitive information

4. Email Frequency

- Don't over-send
- Segment by interest
- Respect preferences
- Monitor unsubscribe rates
- Test send frequency

5. Mobile Optimization

- Responsive design
- Short subject lines
- Clear CTAs
- Readable fonts
- Fast loading

Troubleshooting

Issue: Emails Not Sending

Solution:

- Check email configuration
- Verify queue is running
- Check email logs
- Test SMTP settings
- Contact hosting provider

Issue: High Bounce Rate

Solution:

- Clean email list
- Verify email addresses
- Check for typos
- Remove invalid emails
- Use double opt-in

Issue: Low Open Rate

Solution:

- Improve subject lines
- Send at better times
- Segment audience
- Clean inactive subscribers
- A/B test different approaches

Issue: Form Submissions Not Arriving

Solution:

- Check form configuration
- Verify notification email
- Check spam folder

- Test form manually
- Review email logs

Issue: Spam Reports

Solution:

- Review content
- Add unsubscribe link
- Clean email list
- Verify permission
- Improve targeting

Next Steps

- [Advanced Settings]
- [Frequently Asked Questions]
- [Getting Started]

CHAPTER 7

Advanced Settings & Configuration

Advanced Settings & Configuration

Overview

This guide covers advanced system configuration including general settings, multi-language support, SEO management, analytics integration, and translations.

General Settings

Accessing Settings

Navigate to **Settings → Manage Settings** to configure system-wide options.

Site Configuration

Basic Settings:

- **Site Name**: Your website name
- **Site Description**: Brief description
- **Site Logo**: Upload your logo
- **Site Favicon**: Browser tab icon
- **Contact Email**: Main contact email
- **Contact Phone**: Business phone
- **Address**: Physical address

Regional Settings:

- **Timezone**: Default timezone
- **Date Format**: How dates display
- **Time Format**: 12-hour or 24-hour
- **Currency**: Default currency (GHS, USD, EUR)
- **Currency Position**: Before or after amount

Application Settings:

- **Default Application Status**: New application status
- **Admin Email**: Receive notifications
- **Items Per Page**: Pagination count
- **Enable Registrations**: Allow new users
- **Require Email Verification**: Email confirmation

Browser Testing - General Settings

- Update site name and logo
- Change timezone
- Modify date/time format
- Update contact information
- Change currency settings
- Save settings
- Verify changes on frontend
- Test with different currencies
- Check logo displays correctly
- Verify favicon in browser tab

Multi-Language Management

Accessing Languages

Navigate to **Settings → Languages** to manage supported languages.

Adding a New Language

1. Click "Create"
2. Fill in:
    - **Name**: Language name (e.g., "French")
    - **Code**: ISO code (e.g., "fr")
    - **Native Name**: Local name (e.g., "Français")
    - **Direction**: LTR or RTL
    - **Is Default**: Default language
    - **Is Active**: Enable language
3. Click "Save"

Supported Languages

Common language codes:

- **en** - English
- **fr** - French (Français)
- **es** - Spanish (Español)
- **de** - German (Deutsch)
- **ar** - Arabic (العربية) - RTL
- **zh** - Chinese (□□)
- **ja** - Japanese (□□□)

Language Features

Content Translation:

- Posts and pages
- Categories and tags
- FAQs and testimonials
- Email templates
- Menu items

Interface Translation:

- Button labels

- Form labels
- Error messages
- Navigation items
- System messages

Language Switcher

Users can switch between languages:

- Dropdown in header
- Flag icons
- URL parameter (?lang=fr)
- Subdomain (fr.yoursite.com)
- Cookie-based preference

Browser Testing - Languages

- Add French language
- Set as active
- Create content in multiple languages
- Switch between languages on frontend
- Verify translations display
- Test RTL language (Arabic)
- Check language switcher
- Test fallback to default language
- Verify email templates in different languages

Translation Management

Accessing Translations

Navigate to **Settings → Translations** to manage text translations.

Translation Structure

Translation Keys:

- Organized by context (e.g., "auth.login")
- Groups: auth, navigation, forms, messages
- Supports placeholders: ":name is :age years old"

Managing Translations

Add Translation:

1. Click "Create"
2. Fill in:
   - **Group**: Category (auth, nav, etc.)
   - **Key**: Translation key
   - **Language**: Target language
   - **Value**: Translated text
3. Click "Save"

Example Translations:

```
Group: auth
Key: login
en: "Log in"
fr: "Se connecter"
es: "Iniciar sesión"

Group: navigation
Key: home
en: "Home"
fr: "Accueil"
es: "Inicio"
```

Translation Placeholders

Use placeholders for dynamic content:

```
Original: "Welcome back, :name!"
French: "Bon retour, :name !"
Spanish: "¡Bienvenido de nuevo, :name!"
```

Export/Import Translations

Export:

1. Select language
2. Click "Export"
3. Download JSON/CSV

Import:

1. Prepare translation file
2. Click "Import"
3. Upload file
4. Review and confirm

Browser Testing - Translations

- Create translation key
- Add translations for multiple languages
- Test placeholders
- Switch language and verify
- Export translations
- Import translations
- Test fallback translations
- Verify special characters
- Check pluralization

SEO Management

Accessing SEO Settings

SEO settings are integrated into content management:

- Post/Page edit forms
- Category/Tag edit forms
- General settings

SEO Fields

On Every Page/Post:

- **Meta Title**: SEO-optimized title (50-60 chars)
- **Meta Description**: Search snippet (150-160 chars)
- **Meta Keywords**: Target keywords (optional)
- **Open Graph Image**: Social media share image
- **Canonical URL**: Prevent duplicate content

Structured Data:

- Schema.org markup
- Article schema for posts
- Organization schema
- Product schema (for deals)

SEO Best Practices

1. Title Optimization:

- Include main keyword
- Keep under 60 characters
- Make it compelling
- Unique for each page

2. Meta Descriptions:

- Summarize content
- Include call-to-action
- Use target keywords
- 150-160 characters

3. URL Structure:

- Keep short and descriptive
- Use hyphens not underscores
- Include keywords
- Avoid special characters

4. Heading Structure:

- One H1 per page (title)
- Use H2 for main sections

- Use H3 for subsections
- Logical hierarchy

5. Internal Linking:

- Link related content
- Use descriptive anchor text
- Maintain shallow depth
- Fix broken links

6. Image Optimization:

- Use descriptive filenames
- Add alt text
- Compress images
- Use appropriate formats

XML Sitemap

Automatic Generation:

- Posts and pages
- Categories and tags
- Custom post types

Access Sitemap:

```
https://yoursite.com/sitemap.xml
```

Submit to Search Engines:

- Google Search Console
- Bing Webmaster Tools

Robots.txt

Default Configuration:

```
User-agent: *
Allow: /

Sitemap: https://yoursite.com/sitemap.xml
```

Blocking Pages:

```
Disallow: /admin
Disallow: /api
Disallow: /private
```

Browser Testing - SEO

- Add meta title and description to post
- Verify meta tags in source code
- Test Open Graph sharing
- Check URL structure
- Verify canonical URLs
- Test structured data with Google tool
- Access sitemap.xml
- Check robots.txt
- Test social media previews
- Verify alt text on images

Analytics Integration

Google Analytics

Setup:

1. Navigate to **Settings → Manage Settings**
2. Find "Analytics" section
3. Enter Google Analytics Tracking ID (e.g., "G-XXXXXXXXXX")
4. Enable tracking
5. Save settings

What's Tracked:

- Page views
- User sessions
- Traffic sources
- User behavior
- Conversion goals
- E-commerce transactions

Privacy Considerations:

- Anonymize IP addresses
- Respect Do Not Track
- Cookie consent compliance
- GDPR compliance

Facebook Pixel

Setup:

1. Go to **Settings → Manage Settings**
2. Find "Facebook Pixel" section
3. Enter Pixel ID
4. Enable tracking
5. Save settings

What's Tracked:

- Page views
- Custom events (applications, purchases)
- Conversion tracking
- Remarketing audiences

Events Tracked:

- View content
- Add to cart (deals)
- Initiate checkout
- Purchase

- Lead (application submission)

Google Tag Manager

Setup:

1. Create GTM account
2. Get container ID (GTM-XXXXXX)
3. Enter in settings
4. Add custom tags in GTM

Benefits:

- Manage multiple tracking codes
- No code changes needed
- Version control
- Testing before publishing

Browser Testing - Analytics

- Add Google Analytics ID
- Verify tracking code in source
- Test page view tracking
- Verify data in Google Analytics
- Add Facebook Pixel
- Test pixel firing
- Check Facebook Events Manager
- Test custom events
- Verify conversion tracking
- Test with analytics debugger

Tawk.to Live Chat

Setup Live Chat

1. Create Tawk.to account

2. Get Property ID
3. Navigate to **Settings → Manage Settings**
4. Find "Tawk.to" section
5. Enter Property ID
6. Enable chat widget
7. Save settings

Chat Widget Features

Visitor Features:

- Real-time chat
- File sharing
- Chat history
- Offline messages
- Mobile responsive

Agent Features:

- Multiple agents
- Chat routing
- Canned responses
- Chat transcripts
- Visitor monitoring

Chat Customization

Appearance:

- Widget position
- Brand colors
- Avatar images
- Welcome message

Behavior:

- Show when online/offline
- Auto-trigger after X seconds
- Target specific pages

- Hide on mobile

Browser Testing - Live Chat

- Add Tawk.to Property ID
- Verify widget appears
- Test chat functionality
- Send test message
- Test offline message
- Check on mobile device
- Test widget customization
- Verify on different pages
- Test file sharing

Cookie Consent

EU Cookie Law Compliance

Setup:

1. Navigate to **Settings → Cookie Consent**
2. Configure options:
    - **Enable Cookie Banner**: Show/hide
    - **Message Text**: Customize message
    - **Accept Button Text**: Customize button
    - **Privacy Policy URL**: Link to policy
    - **Position**: Top/Bottom
    - **Theme**: Light/Dark

Cookie Categories

Essential Cookies:

- Session cookies
- Authentication cookies

- Security cookies
- Cannot be disabled

Functional Cookies:

- Language preference
- User preferences
- Remember me

Analytics Cookies:

- Google Analytics
- Usage tracking
- Performance monitoring

Marketing Cookies:

- Facebook Pixel
- Ad targeting
- Remarketing

Cookie Consent Modes

Opt-Out (Default):

- All cookies set by default
- User can opt out
- Complies with many regions

Opt-In (Strict):

- Only essential cookies by default
- User must opt-in
- GDPR compliant
- Better for EU users

Browser Testing - Cookie Consent

- Enable cookie banner
- Customize message
- Test on frontend

- Accept cookies
- Decline cookies
- Check cookies in browser dev tools
- Test analytics blocking when declined
- Verify preferences saved
- Test on mobile

Email Configuration

SMTP Settings

Configure Email:

1. Navigate to **Settings → Mail Configuration**
2. Select driver: SMTP
3. Enter SMTP details:
    - **Host**: smtp.gmail.com
    - **Port**: 587 (TLS) or 465 (SSL)
    - **Username**: Your email
    - **Password**: App password
    - **Encryption**: TLS/SSL
4. Test connection
5. Save settings

Mailgun Configuration

Alternative Email Service:

1. Create Mailgun account
2. Verify domain
3. Get API credentials
4. Enter in settings
5. Test sending

Email Queue

Queue Configuration:

- **Driver**: Database
- **Connection**: Default
- **Queue**: emails

Running Queue Worker:

```
php artisan queue:work
```

Browser Testing - Email

- Configure SMTP settings
- Send test email
- Verify email received
- Check email formatting
- Test with attachments
- Verify email templates work
- Test bulk campaigns
- Check email queue
- Verify error handling

Activity Log

Accessing Activity Log

Navigate to **Activity & Reports → Activity Log** to view system audit trail.

What's Logged

User Actions:

- Login/logout
- Password changes
- Profile updates

- Permission changes

Content Changes:

- Create/edit/delete posts
- Publish pages
- Update settings
- Delete records

Application Actions:

- Status changes
- Document uploads
- Payment processing
- Refund requests

Log Details

Each entry shows:

- **Description**: What happened
- **User**: Who did it
- **Subject**: What was affected
- **Properties**: Before/after values
- **Timestamp**: When it occurred
- **IP Address**: User's IP

Using Activity Logs

Audit Trail:

- Track changes
- Identify issues
- Monitor user activity
- Compliance requirements

Security:

- Detect suspicious activity
- Track unauthorized access

- Monitor admin actions
- Investigate incidents

Browser Testing - Activity Log

- View activity log
- Filter by user
- Filter by date range
- Filter by action type
- View log details
- Search logs
- Export activity log
- Verify sensitive actions logged

Backup & Maintenance

Backup Strategy

What to Backup:

- Database (MySQL)
- Uploaded files (media)
- Configuration files
- Custom code

Backup Frequency:

- Daily: Database
- Weekly: Complete site
- Before updates: Full backup

Backup Storage:

- Local server
- Cloud storage (S3, Dropbox)
- Remote server
- External drive

Maintenance Mode

Enable Maintenance:

```
php artisan down
```

Disable Maintenance:

```
php artisan up
```

Custom Maintenance Page:

- Display custom message
- Show estimated time
- Whitelist admin IPs

Cache Management

Clear Cache:

1. Navigate to **Settings → Cache**
2. Click "Clear All Cache"
3. Or use command:

```
php artisan cache:clear
php artisan config:clear
php artisan route:clear
php artisan view:clear
```

When to Clear Cache:

- After settings changes
- After code updates
- After menu changes
- When seeing old content

Performance Optimization

Caching

Enable Caching:

- Configuration cache
- Route cache
- View cache
- Database query cache

Cache Locations:

- File-based (default)
- Redis (recommended for production)
- Memcached

Image Optimization

Automatic Optimization:

- Resize on upload
- Compress images
- Generate thumbnails
- WebP conversion (modern browsers)

Manual Optimization:

- Use optimized formats (WebP, AVIF)
- Compress before upload
- Appropriate dimensions
- Lazy loading

Database Optimization

Regular Maintenance:

```
php artisan optimize
php artisan route:cache
php artisan config:cache
```

Index Optimization:

- Review slow queries
- Add missing indexes
- Remove unused indexes

CDN Integration

Content Delivery Network:

- Faster asset delivery
- Reduced server load
- Global availability
- DDoS protection

Popular CDNs:

- Cloudflare
- AWS CloudFront
- KeyCDN
- BunnyCDN

Security Settings

Two-Factor Authentication

Enable 2FA:

1. Navigate to profile
2. Enable 2FA
3. Scan QR code with app
4. Enter verification code
5. Save backup codes

2FA Apps:

- Google Authenticator
- Authy

- Microsoft Authenticator

Password Policy

Requirements:

- Minimum 8 characters
- Mix of upper/lower case
- Include numbers
- Include special characters
- No dictionary words

Password Features:

- Password expiry (optional)
- Password history
- Strength meter
- Breach detection

Session Management

Session Settings:

- Session timeout: 120 minutes (default)
- Concurrent sessions: Allowed/blocked
- Remember me: 30 days

IP Whitelist/Blacklist

Restrict Access:

- Whitelist admin IPs
- Block suspicious IPs
- Geo-blocking
- Rate limiting

Troubleshooting

Issue: Settings Not Saving

Solution:

- Clear cache
- Check file permissions
- Verify database connection
- Check error logs

Issue: Translations Not Showing

Solution:

- Clear translation cache
- Verify language is active
- Check translation keys
- Republish translations

Issue: Analytics Not Tracking

Solution:

- Verify tracking ID correct
- Check ad blockers disabled
- Clear cache
- Test with Google Tag Assistant

Issue: Emails Not Sending

Solution:

- Check SMTP settings
- Verify queue is running
- Check email logs
- Test with different provider

Next Steps

- [Frequently Asked Questions]
- [Getting Started]
- [Service Applications]

CHAPTER 8

Frequently Asked Questions (FAQ)

Frequently Asked Questions (FAQ)

General Questions

What is LetsTravel Ghana?

LetsTravel Ghana is a comprehensive travel services management platform that helps process visa applications, passport services, travel insurance, vaccinations, and other travel-related services. It includes a powerful admin panel built with Filament for managing all aspects of the business.

Who can use this system?

The system is designed for:

- **Super Admins**: Full system access
- **Admins**: Manage applications and content
- **Content Managers**: Create and publish content
- **Customer Service Reps**: Process applications
- **Customers**: Submit applications (frontend)

How do I access the admin panel?

Navigate to `https://your-domain.com/admin` and log in with your credentials. Contact your system administrator if you don't have login details.

What browsers are supported?

The system works best on modern browsers:

- Google Chrome (recommended)
- Mozilla Firefox
- Microsoft Edge
- Safari
- Opera

Is the system mobile-friendly?

Yes! The admin panel is fully responsive and works on:

- Desktop computers
- Tablets
- Mobile phones

User Management

How do I create a new user account?

1. Navigate to **User Management → Users**
2. Click "Create"
3. Fill in user details
4. Assign roles and permissions
5. Click "Save"

What are the different user roles?

- **Super Admin**: Full access to everything
- **Admin**: Most features except critical settings
- **Content Manager**: Content creation and management
- **Customer Service**: Application processing
- **Customer**: Frontend access only

How do I reset a user's password?

1. Go to **User Management → Users**
2. Find and click on the user

3. Click "Reset Password"
4. Send reset link or set new password
5. Notify the user

Can users have multiple roles?

Yes, users can be assigned multiple roles. Their permissions will be the combination of all assigned roles.

How do I deactivate a user account?

1. Open the user's profile
2. Toggle "Is Active" to off
3. Save changes
   The user will no longer be able to log in.

Service Applications

What types of applications can I process?

The system handles six types of applications:

1. Visa Applications
2. Passport Applications
3. Travel Insurance
4. Vaccinations
5. Birth Certificates
6. Police Reports

How do I create a new application?

1. Navigate to the specific application type
2. Click "Create"
3. Fill in customer and service details
4. Upload required documents
5. Set status and amount

6. Click "Save"

How do I update an application status?

1. Open the application
2. Change the "Status" field
3. Add processing notes
4. Save changes
   An email notification will be sent to the customer automatically.

Can I upload multiple documents?

Yes, each application supports multiple file uploads. Supported formats include:

- PDF documents
- JPG/PNG images
- Maximum file size: 2MB per file

How do I process payments for applications?

1. Open the application
2. Click "Record Payment"
3. Enter payment details
4. Select payment method
5. Save payment record
6. Update application status

What if a customer wants to cancel?

1. Open the application
2. Change status to "Cancelled"
3. Add cancellation reason
4. Process refund if applicable
5. Send cancellation confirmation

Content Management

How do I create a blog post?

1. Navigate to **CMS → Posts**
2. Click "Create"
3. Enter title and content
4. Add featured image
5. Select categories and tags
6. Choose "Draft" or "Published"
7. Click "Save"

What's the difference between Posts and Pages?

- **Posts**: Time-sensitive content like blog articles and news (shown in chronological order)
- **Pages**: Static content like About Us, Contact, Services (not dated)

How do I create a menu?

1. Go to **CMS → Menus**
2. Click "Create"
3. Enter menu name
4. Add menu items with links
5. Create parent-child relationships for dropdowns
6. Set sort order
7. Save menu

Can I schedule posts for future publishing?

Yes! When creating or editing a post:

1. Set status to "Scheduled"
2. Choose "Scheduled At" date/time
3. Save
   The post will automatically publish at the scheduled time.

How do I add an FAQ?

1. Navigate to **CMS → FAQs**
2. Click "Create"
3. Enter question and answer
4. Assign to category
5. Set as active
6. Save

How do I manage testimonials?

1. Go to **CMS → Testimonials**
2. Click "Create"
3. Enter client information
4. Add testimonial content
5. Upload client photo (optional)
6. Set rating (1-5 stars)
7. Mark as featured if desired
8. Save

Deals & Promotions

How do I create a deal?

1. Navigate to **Deals & Payments → Deals**
2. Click "Create"
3. Enter deal title and description
4. Set regular and sale prices
5. Choose start and end dates
6. Upload deal images
7. Add what's included
8. Save deal

How do I feature a deal on the homepage?

When editing a deal:

1. Toggle "Is Featured" to on
2. Save
   Featured deals will appear prominently on the homepage.

Can I limit the number of bookings?

Yes! Set "Maximum Applications" when creating the deal. The deal will automatically show as "Sold Out" when the limit is reached.

How do I process a deal booking?

1. Go to **Deals & Payments → Deal Applications**
2. Click on the application
3. Verify payment
4. Update status to "Confirmed"
5. Send confirmation email
6. Process the booking

How do I issue a refund?

1. Navigate to **Deals & Payments → Refund Requests**
2. Find the refund request
3. Review the reason
4. Click "Approve" or "Reject"
5. If approved, process the refund
6. Update payment and application records

Communication & Email

How do I create an email template?

1. Go to **Communication → Email Templates**
2. Click "Create"

3. Enter template name and subject
4. Write email content
5. Use variables like `{customer_name}`
6. Set from email and reply-to
7. Save template

How do I send a bulk email campaign?

1. Navigate to **Communication → Bulk Email Campaigns**
2. Click "Create"
3. Enter campaign details
4. Choose recipients
5. Write or select template
6. Send immediately or schedule
7. Track campaign performance

What variables can I use in emails?

Common variables include:

- `{customer_name}` - Customer's name
- `{customer_email}` - Email address
- `{application_number}` - Reference number
- `{site_name}` - Your site name
- `{current_date}` - Today's date

How do I track if someone opened my email?

When creating a campaign:

1. Enable "Track Opens"
2. Enable "Track Clicks"
3. Save and send
   View open and click rates in the campaign details.

How do I create a contact form?

1. Go to **Communication → Forms**

2. Click "Create"
3. Enter form name
4. Add form fields (name, email, message)
5. Set validation rules
6. Configure notification email
7. Save form
8. Embed on your site

Where do form submissions go?

All submissions are stored in **Communication → Form Submissions**. You'll also receive email notifications if configured.

Settings & Configuration

How do I change the site name and logo?

1. Navigate to **Settings → Manage Settings**
2. Find "Site Configuration"
3. Update site name
4. Upload new logo
5. Save settings
6. Clear cache if needed

How do I add a new language?

1. Go to **Settings → Languages**
2. Click "Create"
3. Enter language name and code (e.g., "French" - "fr")
4. Mark as active
5. Save
6. Add translations for that language

How do I setup Google Analytics?

1. Navigate to **Settings → Manage Settings**
2. Find "Analytics" section
3. Enter your Google Analytics Tracking ID (G-XXXXXXXXXX)
4. Enable tracking
5. Save settings

How do I enable live chat?

1. Create a Tawk.to account
2. Get your Property ID
3. Go to **Settings → Manage Settings**
4. Find "Tawk.to" section
5. Enter Property ID
6. Enable chat widget
7. Save

How do I configure email sending?

1. Navigate to **Settings → Mail Configuration**
2. Choose email driver (SMTP, Mailgun, etc.)
3. Enter SMTP details:
    - Host, Port, Username, Password
4. Test email sending
5. Save settings

Payments & Financial

What payment methods are supported?

The system supports:

- Credit/Debit Cards (Visa, Mastercard, Amex)
- Mobile Money (MTN, Vodafone, AirtelTigo)

- Hubtel, Paystack, Stripe
- PayPal
- Bank Transfer
- Cash
- Flutterwave

How do I record a manual payment?

1. Go to **Deals & Payments → Payments**
2. Click "Create"
3. Select customer
4. Enter amount and currency
5. Choose payment method
6. Add transaction ID
7. Save payment

How do I generate an invoice?

1. Navigate to **Deals & Payments → Invoices**
2. Click "Create"
3. Select customer
4. Add line items
5. System calculates totals
6. Save and send to customer

Can I export financial reports?

Yes! Most payment, deal, and invoice pages have an "Export" button that downloads data in Excel or CSV format.

How do I handle currency conversion?

Set your default currency in **Settings → General Settings**. For multiple currencies:

- Record payments in customer's currency
- System tracks exchange rates
- Reports can show in preferred currency

Technical Issues

The page won't load - what should I do?

1. Refresh the page (F5 or Ctrl+R)
2. Clear your browser cache
3. Try in incognito/private mode
4. Try a different browser
5. Contact system administrator

I can't upload files - what's wrong?

Possible Solutions:

- Check file size (must be under 2MB)
- Verify file type (PDF, JPG, PNG only)
- Check internet connection
- Try a different browser
- Contact support

Changes aren't showing on the website

This is usually a caching issue:

1. Go to **Settings → Cache**
2. Click "Clear All Cache"
3. Refresh the website
4. Changes should now appear

I forgot my password

1. Go to admin login page
2. Click "Forgot Password?"
3. Enter your email
4. Check email for reset link
5. Create new password

Email notifications aren't sending

Check These:

1. Verify SMTP settings correct
2. Check queue is running
3. Look in email logs for errors
4. Test with different email address
5. Contact system administrator

Search isn't working

1. Make sure you're searching in the right section
2. Try different keywords
3. Clear filters
4. Clear cache
5. Refresh page

Best Practices

How often should I backup data?

Recommended Schedule:

- Daily: Automatic database backup
- Weekly: Full system backup
- Before updates: Complete backup
- Store backups offsite

How can I improve system performance?

1. Enable caching in settings
2. Optimize images before upload
3. Clear old logs regularly
4. Use CDN for assets
5. Monitor database size

6. Regular maintenance

How do I keep customer data secure?

1. Use strong passwords
2. Enable two-factor authentication
3. Limit user permissions
4. Regular security updates
5. Monitor activity logs
6. Follow GDPR guidelines

What should I do before making changes?

1. Test in a staging environment
2. Backup your data
3. Note your current settings
4. Make changes during off-peak hours
5. Verify changes work correctly

How do I train new staff?

1. Create user accounts with limited permissions
2. Start with this user guide
3. Shadow experienced users
4. Practice in test environment
5. Gradually increase permissions
6. Regular training sessions

Getting More Help

Where can I find video tutorials?

Check with your system administrator for available video tutorials and training materials.

How do I report a bug?

1. Note what you were doing
2. Take screenshots of the error
3. Check browser console for errors (F12)
4. Contact system administrator with details

How do I request a new feature?

Submit feature requests to your system administrator with:

- Clear description
- Use case explanation
- Why it would be helpful
- Examples if possible

Who do I contact for support?

Contact your system administrator or the designated IT support team for technical assistance.

Is there a mobile app?

While there's no dedicated mobile app, the admin panel is fully responsive and works great in mobile browsers. Add to home screen for app-like experience.

Quick Reference

Common Keyboard Shortcuts

- `Ctrl/Cmd + K`: Global search
- `Ctrl/Cmd + S`: Save current form
- `Esc`: Close modals
- `Tab`: Navigate form fields
- `Enter`: Submit forms

Status Color Codes

- **Green**: Active, Published, Completed
- **Yellow**: Pending, Processing, In Progress
- **Red**: Rejected, Failed, Error
- **Blue**: Info, Draft, Scheduled
- **Gray**: Inactive, Archived, Cancelled

File Upload Limits

- Maximum file size: 2MB per file
- Supported formats: PDF, JPG, PNG, GIF
- Multiple files: Yes (per application)
- Total storage: Check with administrator

Email Best Practices

- Subject line: Under 50 characters
- Preview text: First 100 characters matter
- Mobile-friendly: 60%+ open on mobile
- Include unsubscribe: Required by law
- Test before sending: Always!

Performance Tips

- Use filters to narrow large lists
- Export data for offline analysis
- Clear cache after major changes
- Optimize images before upload
- Close unused browser tabs

Additional Resources

Related Guides

- [Getting Started] - System introduction

- Service Applications - Process applications
- Deals & Promotions - Manage deals
- CMS & Content - Content creation
- Communication & Forms - Email & forms
- Advanced Settings - Configuration

External Resources

- Filament Documentation: https://filamentphp.com
- Laravel Documentation: https://laravel.com/docs
- Tailwind CSS: https://tailwindcss.com
- PHP Documentation: https://php.net

Last Updated: February 2026

Version: 1.0 (Laravel 11 + Filament 3)

For additional assistance, please contact your system administrator.

CHAPTER 9

E-commerce & Product Management

E-commerce & Product Management

Overview

The E-commerce system allows you to sell physical products, manage inventory, process orders, handle customer reviews, offer coupons, and configure shipping options. This comprehensive guide covers all aspects of running your online store.

Product Management

Accessing Products

Navigate to **E-commerce → Products** to manage your product catalog.

What is a Product?

Products are physical or digital items you sell to customers. Each product can have:

- Multiple images
- Price and sale price
- Inventory tracking
- Product variants (sizes, colors, etc.)
- Categories and tags
- Reviews and ratings
- SEO metadata

Creating a New Product

1. Click "Create"
2. Fill in the product form:

   Product Information (Main Section):

   - **Name**: Product name (required, translatable)
   - **Slug**: URL-friendly identifier (auto-generated)
   - **SKU**: Stock Keeping Unit (unique identifier)
   - **Description**: Full product description (Rich Text Editor, translatable)
   - **Short Description**: Brief summary (translatable)

   Pricing Section:

   - **Price**: Regular selling price (required)
   - **Compare At Price**: Original price for showing discounts
   - **Cost Per Item**: Your cost (for profit calculations)

   Inventory Section:

   - **Track Quantity**: Enable/disable inventory tracking
   - **Quantity**: Current stock level
   - **Continue Selling When Out of Stock**: Allow backorders

   Organization:

   - **Categories**: Assign to product categories (multiple)
   - **Tags**: Add product tags (multiple)

   Media:

   - **Featured Image**: Main product image
   - **Gallery**: Additional product images

   Status & Visibility:

   - **Status**: Draft/Active/Archived
   - **Is Featured**: Show on homepage/featured sections

   SEO (Collapsible):

   - **Meta Title**: SEO-optimized title
   - **Meta Description**: Search engine description

3. Click "Save"

Product Statuses

- **Draft**: Work in progress, not visible to customers
- **Active**: Live and available for purchase
- **Archived**: Hidden from store, kept for records

Product Features

Inventory Tracking:

- Real-time stock updates
- Low stock alerts
- Out of stock handling
- Manual stock adjustments

Product Variants:
Create variations like:

- Size: Small, Medium, Large
- Color: Red, Blue, Green
- Material: Cotton, Polyester

Each variant can have:

- Unique SKU
- Individual pricing
- Separate inventory

Image Management:

- Upload multiple images
- Set featured image
- Image editor (crop, resize)
- Gallery order control

Categories & Tags:

- Organize products
- Multiple categories per product

- Filterable by customers
- Hierarchical category structure

Managing Products

Product List:

- View all products
- Search by name, SKU, description
- Sort by name, price, stock
- Quick view product details

Filters:

- **Status**: Draft/Active/Archived
- **Is Featured**: Featured products only
- **Out of Stock**: Show out of stock items
- **Category**: Filter by category
- **Price Range**: Min and max price

Bulk Actions:

- Publish multiple drafts
- Feature/unfeature products
- Archive products
- Delete products
- Export to Excel
- Update stock levels

Product Variants

Creating Variants:

1. Open product in edit mode
2. Navigate to "Variants" section
3. Add variant details:
    - Name (e.g., "Small - Red")
    - SKU (unique)

  - Price
  - Compare at price
  - Quantity
  - Is Active
4. Save variant

Variant Features:

- Independent pricing
- Separate inventory
- Enable/disable variants
- Track variant sales

Browser Testing - Products

Test these features in your browser:

- Create new product with all fields
- Upload featured image and gallery
- Add product to multiple categories
- Add product tags
- Set pricing (regular and compare at)
- Enable inventory tracking
- Set stock quantity
- Save as draft and preview
- Publish product
- Mark product as featured
- View product on frontend
- Create product variants
- Filter products by status
- Filter by out of stock
- Search products by name/SKU
- Edit existing product
- Archive product
- Bulk publish products

- Export products to Excel
- Test low stock alerts

Product Categories

Accessing Product Categories

Navigate to **E-commerce → Product Categories** to organize products.

Creating Product Categories

1. Click "Create"
2. Fill in:

   Category Information:

   - **Name**: Category name (required, translatable)
   - **Slug**: URL-friendly (auto-generated)
   - **Description**: Category description (translatable)

   Hierarchy:

   - **Parent Category**: Create sub-categories
   - **Sort Order**: Control display order

   Media:

   - **Category Image**: Upload category image

   Settings:

   - **Is Active**: Enable/disable category
3. Click "Save"

Category Hierarchy

Create multi-level categories:

```
Travel Gear (Parent)
├── Luggage (Child)
│   ├── Carry-On
│   └── Checked Bags
├── Accessories (Child)
│   ├── Travel Pillows
│   └── Packing Cubes
└── Electronics (Child)
    ├── Adapters
    └── Chargers
```

Using Categories

Product Organization:

- Assign products to categories
- Multiple categories per product
- Browse products by category
- Filter product listings

Category Pages:

- Dedicated category pages
- Show all products in category
- Include sub-category products
- SEO optimized URLs

Browser Testing - Product Categories

- Create top-level category
- Create sub-category with parent
- Upload category image
- Set sort order
- Assign products to category
- View category on frontend
- Edit category details
- Disable category
- Delete unused category
- Test hierarchical structure

Order Management

Accessing Orders

Navigate to **E-commerce → Orders** to manage customer orders.

What is an Order?

An order represents a customer's purchase, containing:

- Customer information
- Ordered products
- Pricing details
- Payment information
- Shipping address
- Order status

Order Fields

Order Information:

- **Order Number**: Auto-generated (ORD-XXXXX)
- **Customer**: Linked to user account
- **Order Date**: When order was placed
- **Status**: Order processing status
- **Payment Status**: Payment state

Order Items:

- Product details
- Quantity
- Price at time of purchase
- Product variants (if applicable)

Pricing:

- **Subtotal**: Products total
- **Tax**: Tax amount

- **Shipping Cost**: Delivery fee
- **Discount**: Coupon discount
- **Total**: Final amount

Addresses:

- **Billing Address**: Payment address
- **Shipping Address**: Delivery address

Notes:

- **Customer Notes**: Customer's message
- **Admin Notes**: Internal notes

Order Statuses

Pending:

- Just placed
- Payment pending
- Awaiting processing

Processing:

- Payment confirmed
- Being prepared
- Items being packed

Completed:

- Order fulfilled
- Shipped to customer
- Transaction finished

Cancelled:

- Customer cancelled
- Out of stock
- Payment failed

Refunded:

- Payment returned

- Full or partial refund
- Items returned

Managing Orders

View Order Details:

1. Click on order number
2. Review order information
3. Check order items
4. Verify addresses
5. View payment details

Update Order Status:

1. Open order
2. Change "Status" field
3. Add admin notes
4. Save changes
5. Customer receives email notification

Process Order:

Step 1: Verify Order

- Check all items in stock
- Verify customer details
- Confirm payment received
- Review shipping address

Step 2: Prepare Items

- Pick products from inventory
- Check product quality
- Pack securely
- Print packing slip

Step 3: Ship Order

- Choose shipping method
- Generate shipping label

- Add tracking number
- Mark as "Processing"

Step 4: Complete

- Confirm delivery
- Update status to "Completed"
- Send completion email
- Request review

Order Filters

Filter orders by:

- **Status**: Pending/Processing/Completed
- **Payment Status**: Paid/Unpaid/Refunded
- **Date Range**: Order date period
- **Customer**: Search by name
- **Order Number**: Find specific order

Order Actions

Print Invoice:

- Generate PDF invoice
- Professional format
- All order details
- Payment information

Send Email:

- Order confirmation
- Shipping notification
- Completion email
- Custom messages

Refund Order:

- Full refund
- Partial refund

- Refund specific items
- Update inventory

Cancel Order:

- Cancel before shipping
- Refund payment
- Restore inventory
- Notify customer

Browser Testing - Orders

- View all orders
- Filter by status
- Filter by payment status
- Search by order number
- View order details
- Update order status
- Add admin notes
- Print invoice
- Send order email
- Process refund
- Cancel order
- Export orders to Excel
- View order timeline
- Check inventory updates

Review & Rating System

Accessing Reviews

Navigate to **E-commerce → Reviews** to manage customer feedback.

What is a Review?

Reviews are customer feedback on products, including:

- Star ratings (1-5 stars)
- Written review
- Review title
- Verification status
- Admin response

Review Fields

- **Reviewable**: What's being reviewed (Product, Deal, Service)
- **Customer**: Who wrote the review
- **Rating**: 1-5 stars (required)
- **Title**: Review headline
- **Content**: Detailed review
- **Is Verified Purchase**: Bought from you
- **Is Approved**: Admin approved
- **Helpful Count**: How many found it helpful
- **Admin Response**: Your reply to review

Managing Reviews

Review List:

- View all reviews
- See average ratings
- Check approval status
- Sort by rating, date

Approve/Reject Reviews:

Approve:

1. Read review content
2. Verify appropriate language
3. Check for spam
4. Click "Approve"

5. Review goes live

Reject:

1. Identify inappropriate content
2. Review violates guidelines
3. Click "Reject"
4. Review hidden from public

Respond to Reviews:

1. Open review
2. Read customer feedback
3. Write admin response
4. Click "Save"
5. Response shows below review

Review Moderation

What to Approve:

- Honest feedback
- Detailed reviews
- Constructive criticism
- Helpful information

What to Reject:

- Spam content
- Offensive language
- Fake reviews
- Competitor attacks
- Personal information
- Off-topic content

Review Filters

Filter reviews by:

- **Rating**: 1/2/3/4/5 stars

- **Is Approved**: Approved/pending
- **Reviewable Type**: Product/Deal/Service
- **Verified Purchase**: Yes/no
- **Date Range**: Review date

Review Features

Verified Purchase Badge:

- Shows customer bought product
- Builds trust
- Higher credibility

Helpful Count:

- Customers vote reviews helpful
- Most helpful shown first
- Improves customer experience

Admin Responses:

- Show you care
- Address concerns
- Provide solutions
- Build reputation

Browser Testing - Reviews

- View all reviews
- Filter by rating (1-5 stars)
- Filter by approval status
- Filter by product
- Read review details
- Approve pending review
- Reject inappropriate review
- Write admin response
- Mark as verified purchase
- View helpful count

- Test on frontend
- Export reviews
- Bulk approve reviews
- Bulk reject reviews

Coupon & Discount Management

Accessing Coupons

Navigate to **E-commerce → Coupons** to manage discount codes.

What is a Coupon?

Coupons are discount codes customers use at checkout to reduce their order total. Types include:

- Percentage discounts (20% off)
- Fixed amount discounts ($10 off)
- Free shipping

Creating a Coupon

1. Click "Create"
2. Fill in coupon form:

   Coupon Details:

   - **Code**: Coupon code (required, unique, e.g., "SUMMER20")
   - **Type**: Percentage/Fixed Amount/Free Shipping
   - **Value**: Discount value (20 for 20%, or $10 amount)
   - **Description**: Internal description

   Conditions:

   - **Minimum Purchase Amount**: Min order value required
   - **Maximum Discount Amount**: Max discount (for percentage)

   Usage Limits:

   - **Usage Limit**: Total uses allowed

    - **Usage Limit Per User**: Per-customer limit
    - **Usage Count**: Current uses (read-only)

    Validity:

    - **Start Date**: When coupon becomes active
    - **End Date**: When coupon expires
    - **Is Active**: Enable/disable coupon

    Applicability:

    - **Applicable To**: All products/specific products/categories

3. Click "Save"

Coupon Types

Percentage Discount:

```
Code: SPRING20
Type: Percentage
Value: 20
Result: 20% off entire order
```

Fixed Amount:

```
Code: SAVE10
Type: Fixed Amount
Value: 10
Result: $10 off order
```

Free Shipping:

```
Code: FREESHIP
Type: Free Shipping
Result: No shipping charge
```

Coupon Conditions

Minimum Purchase:

- Require min order value
- Example: "$50 minimum to use coupon"

- Prevents abuse on small orders

Maximum Discount:

- Cap percentage discounts
- Example: "20% off, max $50 discount"
- Protects profit margins

Usage Limits:

- Total uses: "100 uses total"
- Per user: "One per customer"
- Prevents overuse

Date Restrictions:

- Start date: "Valid from June 1"
- End date: "Expires July 31"
- Limited-time offers

Product/Category:

- All products: Applies to everything
- Specific products: Only certain items
- Categories: Product categories only

Coupon Features

Auto-Generate Codes:

- Click "Generate Code"
- Random unique code created
- Easy bulk creation

Usage Tracking:

- Track total uses
- Monitor per-user usage
- View redemption history
- Calculate discount given

Active/Inactive:

- Enable/disable any time
- Pause campaigns
- Control availability

Clone Coupons:

- Duplicate existing
- Quick creation
- Maintain settings

Managing Coupons

Coupon List:

- View all coupons
- See usage statistics
- Check active status
- Monitor expiration

Filters:

- **Type**: Percentage/Fixed/Free Shipping
- **Is Active**: Active/inactive only
- **Expired**: Show expired coupons
- **Date Range**: Creation date

Bulk Actions:

- Activate multiple coupons
- Deactivate coupons
- Delete expired coupons
- Export coupon list

Coupon Best Practices

1. Clear Codes:

- Easy to remember
- No confusion (avoid 0 vs O)
- Related to promotion

- Examples: WELCOME10, SUMMER20

2. Fair Limits:

- Reasonable usage limits
- Prevent abuse
- Balance customer/business needs

3. Time-Bound:

- Set end dates
- Create urgency
- Seasonal campaigns
- Limited offers

4. Test Coupons:

- Verify coupon works
- Test all conditions
- Check calculations
- Ensure proper application

5. Communicate Clearly:

- State terms clearly
- Explain restrictions
- Show expiration
- Make easy to use

###Browser Testing - Coupons

- Create percentage coupon
- Create fixed amount coupon
- Create free shipping coupon
- Generate random code
- Set minimum purchase amount
- Set maximum discount
- Set usage limits
- Set date range
- Test coupon on frontend

- Apply coupon at checkout
- Verify discount calculation
- Check usage increments
- Test usage limit enforcement
- Test expiration
- Filter by coupon type
- View usage statistics
- Deactivate coupon
- Clone existing coupon
- Export coupons
- Delete expired

Shipping Methods

Accessing Shipping Methods

Navigate to **E-commerce → Shipping Methods** to configure delivery options.

What are Shipping Methods?

Shipping methods are delivery options offered to customers at checkout:

- Standard shipping
- Express delivery
- Free shipping
- Local pickup

Creating Shipping Method

1. Click "Create"
2. Fill in shipping form:

   Method Information:

   - **Name**: Display name (e.g., "Standard Shipping")
   - **Description**: Additional details

- **Type**: Flat Rate/Free Shipping/Local Pickup

  Pricing:

  - **Cost**: Shipping charge
  - **Tax Class**: Tax category
  - **Min Order Amount**: Free shipping threshold

  Availability:

  - **Regions**: Countries/states (JSON)
  - **Estimated Delivery Days**: Delivery time
  - **Is Active**: Enable/disable method

3. Click "Save"

Shipping Types

Flat Rate:

- Fixed shipping cost
- Same price regardless of:
  - Order size
  - Weight
  - Destination (within region)
- Simple for customers

Free Shipping:

- No shipping charge
- Conditions:
  - Minimum order amount
  - Specific products
  - Promotional periods

Local Pickup:

- Customer collects
- No shipping cost
- Specify pickup location

- Set pickup hours

Shipping Configuration

Regional Setup:
Configure which regions can use method:

```
{
  "countries": ["Ghana", "Nigeria", "Kenya"],
  "states": ["Greater Accra", "Ashanti"]
}
```

Delivery Estimates:

- Standard: 3-5 business days
- Express: 1-2 business days
- Local Pickup: Same day

Minimum Order Amounts:

- Free shipping over $50
- Standard shipping under $50
- Encourage larger orders

Tax Classes:

- Taxable shipping
- Non-taxable shipping
- Different tax rates

Managing Shipping Methods

Shipping List:

- View all methods
- See active status
- Check costs
- Review delivery times

Filters:

- **Type**: Flat Rate/Free/Pickup

- **Is Active**: Active only
- **Region**: By geographical area

Update Shipping:

1. Open shipping method
2. Modify cost or terms
3. Update delivery estimates
4. Save changes
5. Applies to new orders

Shipping Best Practices

1. Clear Options:

- Easy to understand
- Obvious differences
- Show delivery times
- Display costs upfront

2. Competitive Pricing:

- Research competitors
- Balance cost/service
- Consider margins
- Offer value

3. Free Shipping Strategy:

- Set smart thresholds
- Encourage bigger orders
- Promotional tool
- Calculate carefully

4. Accurate Estimates:

- Realistic delivery times
- Account for processing
- Consider delays
- Under-promise, over-deliver

5. Multiple Options:

- Standard option
- Express for urgent
- Free for loyalty
- Pickup for convenience

Browser Testing - Shipping Methods

- Create flat rate shipping
- Create free shipping option
- Create local pickup
- Set shipping costs
- Configure regions
- Set delivery estimates
- Set min order for free ship
- Test on frontend
- Apply at checkout
- Verify cost calculation
- Filter by type
- Edit shipping method
- Deactivate method
- Export shipping methods

E-commerce Best Practices

Product Management

1. Quality Product Information:

- Detailed descriptions
- Multiple high-quality images
- Accurate specifications
- Clear pricing

2. Inventory Management:

- Keep stock updated
- Set low stock alerts
- Plan for restocking
- Track popular items

3. Competitive Pricing:

- Research market prices
- Consider costs carefully
- Show value clearly
- Use strategic discounts

4. SEO Optimization:

- Keyword-rich descriptions
- Optimized meta tags
- Unique product URLs
- Alt text on images

Order Processing

1. Fast Processing:

- Process orders quickly
- Update status promptly
- Communicate with customers
- Meet delivery promises

2. Clear Communication:

- Order confirmation emails
- Shipping notifications
- Tracking information
- Delivery updates

3. Quality Control:

- Check order accuracy
- Verify product condition

- Secure packaging
- Include packing slip

4. Customer Service:

- Respond to inquiries
- Handle issues promptly
- Be professional
- Go extra mile

Review Management

1. Encourage Reviews:

- Request after purchase
- Make it easy
- Follow up
- Incentivize feedback

2. Respond to All:

- Thank positive reviews
- Address negative ones
- Show you care
- Offer solutions

3. Learn from Feedback:

- Identify patterns
- Improve products
- Enhance service
- Track satisfaction

Coupon Strategy

1. Strategic Discounts:

- New customer acquisition
- Cart abandonment recovery
- Seasonal promotions

- Loyalty rewards

2. Protect Margins:

- Set minimum orders
- Cap maximum discounts
- Limit usage
- Track profitability

3. Create Urgency:

- Limited time offers
- Countdown timers
- Scarcity messaging
- Exclusive codes

Shipping Optimization

1. Multiple Options:

- Different speeds
- Various price points
- Free shipping tier
- Pickup option

2. Competitive Rates:

- Negotiate with carriers
- Bulk shipping discounts
- Pass savings to customers
- Balance cost/service

3. Clear Expectations:

- Accurate delivery times
- Transparent costs
- No surprise fees
- Tracking available

Troubleshooting

Issue: Product Images Not Uploading

Solution:

- Check file size (max 2MB)
- Verify image format (JPG, PNG)
- Clear browser cache
- Try different image
- Check server upload limits

Issue: Inventory Not Updating

Solution:

- Verify "Track Quantity" enabled
- Check order completion triggers
- Review inventory logs
- Manual adjustment if needed
- Contact support

Issue: Orders Stuck in Pending

Solution:

- Check payment gateway
- Verify payment received
- Review order details
- Manual status update
- Notify customer

Issue: Coupon Not Applying

Solution:

- Check coupon is active
- Verify not expired
- Check usage limits not reached

- Confirm minimum order met
- Review applicability rules

Issue: Shipping Cost Incorrect

Solution:

- Verify shipping method active
- Check cost configuration
- Review regional settings
- Test checkout process
- Update shipping rules

Issue: Reviews Not Showing

Solution:

- Check review is approved
- Verify product is published
- Clear cache
- Check frontend display settings
- Review permissions

Next Steps

- Getting Started
- Service Applications
- Deals & Promotions
- CMS & Content
- Communication & Forms
- Advanced Settings
- FAQ

CHAPTER 10

Communication & Marketing

Communication & Marketing

Overview

The Communication & Marketing system enables you to engage with customers through email templates, bulk campaigns, newsletters, support tickets, and custom forms. This comprehensive guide covers all aspects of customer communication and marketing automation.

Email Templates

Accessing Email Templates

Navigate to **Communication → Email Templates** to manage reusable email templates.

What is an Email Template?

Email templates are pre-designed email layouts that can be reused for consistent communication. Each template can have:

- HTML and text versions
- Dynamic variables for personalization
- Category classification
- Multi-language support
- Preview functionality

Creating an Email Template

1. Click "Create"
2. Fill in the template form:

   Template Details:

   - **Name**: Template name (required, e.g., "Order Confirmation")
   - **Slug**: URL-friendly identifier (auto-generated)
   - **Category**: Template type
     - Transactional: Order confirmations, receipts, account updates
     - Marketing: Promotions, newsletters, announcements
     - Notification: Alerts, reminders, system messages
   - **Subject**: Email subject line (required)

   Content Section:

   - **HTML Body**: Rich text email content (required)
     - Use the Rich Text Editor
     - Add formatting, links, images
     - Insert variable placeholders
   - **Text Body**: Plain text version (optional)
     - Fallback for email clients without HTML support
     - Include same information as HTML version

   Settings:

   - **Variables**: Define dynamic placeholders
     - Key: Variable name (e.g., customer_name, order_number)
     - Value: Description of what it represents
     - Use in content as: {{customer_name}}, {{order_number}}
   - **Is Active**: Enable/disable template
3. Click "Save"

Template Variables

Common Variables:

```
{{customer_name}}      - Customer's full name
{{order_number}}       - Order reference number
{{total_amount}}       - Order total with currency
{{tracking_number}}    - Shipping tracking code
{{confirmation_link}}  - Action confirmation URL
{{support_email}}      - Customer support email
{{company_name}}       - Your business name
```

Using Variables:

```
<p>Dear {{customer_name}},</p>
<p>Your order {{order_number}} has been confirmed.</p>
<p>Total Amount: {{total_amount}}</p>
```

Template Categories

Transactional:

- Order confirmations
- Payment receipts
- Account verification
- Password resets
- Booking confirmations
- Invoice notifications

Marketing:

- Promotional campaigns
- Product launches
- Seasonal sales
- Newsletter content
- Event invitations
- Special offers

Notification:

- Status updates
- System alerts
- Reminder messages
- Activity notifications

- Account alerts
- Low stock notifications

Template Management

Preview Template:

1. Click "Preview" button
2. View rendered HTML
3. Variables show as placeholders [variable_name]
4. Check formatting and layout
5. Close preview when done

Edit Template:

1. Click "Edit" button
2. Modify template content
3. Update variables if needed
4. Save changes
5. Translations sync automatically

Translations:

- Navigate to "Translations" tab
- Add translations for each language
- Translate subject and body
- Save translations
- Template uses user's language automatically

Browser Testing - Email Templates

- Create new email template
- Set template category
- Add HTML body content
- Add text body content
- Define template variables
- Preview template with placeholders
- Activate template

- Edit existing template
- Add translations for template
- Deactivate template
- Filter by category
- Search templates by name
- Export templates to Excel
- Test template in actual email

Bulk Email Campaigns

Accessing Bulk Email Campaigns

Navigate to **Communication → Bulk Email Campaigns** to create and manage email campaigns.

What is a Bulk Email Campaign?

Bulk email campaigns allow you to send emails to multiple recipients at once. Features include:

- Scheduled sending
- Template integration
- Recipient filtering
- Real-time statistics
- Progress tracking
- Pause/resume capability

Creating a Campaign

1. Click "Create"
2. Fill in campaign form:

   Campaign Details:

   - **Name**: Campaign name (required, internal reference)
   - **Subject**: Email subject line (required)

- **Email Template**: Select pre-existing template (optional)
  - Use template as base content
  - Searchable dropdown
- **Body**: Email content (Rich Text Editor)
  - Override template or create from scratch
  - Add formatting, images, links
  - Use template variables

Recipients Section:

- **Recipient Filter**: Define target audience
  - Key-Value pairs for filtering
  - Example filters:

```
role: customer
country: Ghana
subscribed_to_newsletter: true
last_order_date: >2024-01-01
```

Schedule & Status:

- **Scheduled At**: Choose send time (optional)
  - Send immediately (leave blank)
  - Schedule for specific date/time
  - Queue for later sending
- **Status**: Campaign state
  - Draft: Work in progress
  - Scheduled: Queued for sending
  - Sending: Currently sending
  - Completed: All emails sent
  - Paused: Temporarily stopped
  - Failed: Sending failed

3. Click "Save"

Campaign Statistics

Tracking Metrics:

- **Total Recipients**: Number of target recipients
- **Sent Count**: Successfully sent emails
- **Failed Count**: Failed delivery attempts
- **Opened Count**: Recipients who opened email
- **Clicked Count**: Recipients who clicked links
- **Started At**: When sending began

Viewing Statistics:

1. Open campaign in edit mode
2. View "Statistics" section
3. Monitor metrics in real-time
4. Track campaign performance
5. Export data for analysis

Campaign Actions

Send Campaign:

1. Ensure campaign is ready
2. Click "Send" button
3. Confirm sending action
4. Status changes to "Sending"
5. Started timestamp recorded
6. Monitor progress in real-time

Pause Campaign:

1. Campaign must be "Sending"
2. Click "Pause" button
3. Confirm pause action
4. Sending stops immediately
5. Resume anytime later

Resume Campaign:

1. Campaign must be "Paused"
2. Click "Resume" button
3. Confirm resume action
4. Sending continues
5. Picks up where it left off

Campaign Status Flow

```
Draft → Send → Sending → Completed
                    ↓ Pause
                Paused → Resume → Sending
```

Recipient Management

Accessing Recipients:

1. Open campaign
2. Navigate to "Recipients" tab
3. View all campaign recipients
4. See delivery status per recipient
5. Track individual opens/clicks

Recipient Information:

- Email address
- Delivery status (Sent/Pending/Failed)
- Opened status
- Clicked status
- Sent timestamp
- Error messages (if failed)

Best Practices - Campaigns

1. Plan Campaigns:

- Define clear objectives
- Know your audience
- Segment recipients

- Test before sending

2. Timing:

- Choose optimal send times
- Consider time zones
- Avoid weekends/holidays
- Schedule wisely

3. Content Quality:

- Compelling subject lines
- Clear call-to-action
- Mobile-friendly design
- Personalize with variables

4. Monitor Performance:

- Track open rates
- Analyze click rates
- Review failures
- Learn and improve

Browser Testing - Bulk Email Campaigns

- Create new campaign
- Select email template
- Write campaign body
- Define recipient filters
- Schedule campaign
- Send campaign immediately
- View campaign statistics
- Pause sending campaign
- Resume paused campaign
- View recipients tab
- Check individual delivery status
- Filter campaigns by status
- Export campaign data

- Test email delivery
- Monitor open rates
- Track click rates

Newsletter Management

Accessing Newsletter Subscribers

Navigate to **Communication → Newsletters** to manage email subscribers.

What is a Newsletter Subscriber?

Newsletter subscribers are contacts who opted in to receive regular email updates. Each subscriber has:

- Email address and optional name
- Subscription status
- Verification status
- Tags for segmentation
- Custom metadata
- Subscribe/unsubscribe dates

Adding Subscribers

1. Click "Create"
2. Fill in subscriber form:

   Subscriber Information:

   - **Email**: Email address (required, unique)
   - **Name**: Subscriber name (optional)
   - **Source**: How they subscribed
     - website, blog, footer, landing page, popup, etc.
     - Helps track effective channels

   Additional Information:

   - **Tags**: Add descriptive tags

        - Segment subscribers
        - Target specific groups
        - Examples: VIP, travel-deals, visa-services
    - **Metadata**: Custom key-value data
        - Store additional information
        - Preferences, interests, demographics

    Status & Verification:

    - **Status**: Subscription state
        - Subscribed: Active subscriber
        - Unsubscribed: Opted out
        - Bounced: Email bounced
    - **Verified At**: Email verification timestamp
    - **Subscribed At**: Initial subscription date
    - **Unsubscribed At**: Opt-out date
3. Click "Save"

Subscriber Statuses

Subscribed:

- Active subscriber
- Receives emails
- Can unsubscribe
- May need verification

Unsubscribed:

- Opted out
- No longer receives emails
- Reason stored in metadata
- Can re-subscribe

Bounced:

- Email address invalid
- Delivery failed

- Automatically set
- Excluded from campaigns

Managing Subscribers

Verify Subscriber:

1. Find unverified subscriber
2. Click "Verify" button
3. Confirm verification
4. Verified timestamp recorded
5. Verified badge appears

Unsubscribe Subscriber:

1. Find subscribed user
2. Click "Unsubscribe" button
3. Optionally add reason
4. Confirm unsubscription
5. Status changes to "Unsubscribed"
6. Reason saved in metadata

Delete Subscriber:

1. Click "Delete" button
2. Confirm deletion
3. Permanently removes record
4. Cannot be undone

Subscriber Filters

Filter Options:

- **Status**: Subscribed/Unsubscribed/Bounced
- **Verified**: Yes/No filter
- **Date Range**: Subscribed from/until dates
- **Search**: By email or name

Using Filters:

1. Click filter section
2. Select filter criteria
3. Apply filters
4. View filtered results
5. Export filtered list

Subscriber Tags

Using Tags:

- Segment subscribers by interest
- Target specific groups
- Organize by category
- Filter campaigns

Common Tags:

```
VIP
newsletter-subscriber
visa-services
travel-deals
tour-packages
frequent-customer
new-subscriber
```

Applying Tags:

1. Open subscriber
2. Add tags in "Tags" field
3. Type and press Enter
4. Multiple tags allowed
5. Save subscriber

Browser Testing - Newsletter Subscribers

- Add new subscriber
- Add subscriber name and email
- Set subscription source
- Add subscriber tags

- Add custom metadata
- Verify subscriber email
- View verified badge
- Filter by status
- Filter by verified status
- Filter by date range
- Search by email
- Unsubscribe active subscriber
- Add unsubscribe reason
- Export subscribers to Excel
- Bulk delete subscribers
- Test on frontend subscription form

Support Tickets

Accessing Support Tickets

Navigate to **Communication → Support Tickets** to manage customer support requests.

What is a Support Ticket?

Support tickets are customer service requests that need assistance. Each ticket includes:

- Auto-generated ticket number
- Customer information
- Subject and description
- Category and priority
- Status tracking
- Assignment to staff
- Message thread
- Resolution details

Creating a Support Ticket

1. Click "Create"
2. Fill in ticket form:

   Ticket Details:

   - **Ticket Number**: Auto-generated (TKT-XXXXX)
   - **Customer**: Select customer (required)
     - Searchable dropdown
     - Linked to user account
   - **Subject**: Brief description (required)

   Classification:

   - **Category**: Ticket type (required)
     - Technical: System issues, bugs, errors
     - Billing: Payment, invoices, refunds
     - General: General inquiries, information
     - Complaint: Complaints, negative feedback
   - **Priority**: Urgency level (required)
     - Low: Non-urgent, can wait
     - Medium: Normal priority
     - High: Important, needs attention
     - Urgent: Critical, immediate action
   - **Status**: Ticket state (required)
     - Open: New ticket, not yet addressed
     - In Progress: Being worked on
     - Waiting Customer: Needs customer response
     - Resolved: Issue fixed
     - Closed: Completed and closed

   Assignment:

   - **Assigned To**: Staff member (optional)
     - Super Admin, Admin, or Support Agent

        - Searchable dropdown
        - Leave blank for unassigned
3. Click "Save"

Ticket Statuses

Open:

- New ticket submitted
- Awaiting staff review
- Not yet assigned
- Needs attention

In Progress:

- Staff working on issue
- Investigation ongoing
- Solution being prepared
- Updates expected

Waiting Customer:

- Staff needs more info
- Awaiting customer response
- Ball in customer's court
- Follow-up required

Resolved:

- Issue fixed
- Solution provided
- Awaiting confirmation
- May reopen if needed

Closed:

- Ticket completed
- No further action
- Customer satisfied
- Archived for reference

Ticket Categories

Technical:

- Website errors
- System bugs
- Login issues
- Feature problems
- Performance issues

Billing:

- Payment questions
- Invoice requests
- Refund processing
- Pricing inquiries
- Account charges

General:

- General questions
- Information requests
- Product inquiries
- Service availability
- Business hours

Complaint:

- Service complaints
- Product issues
- Staff behavior
- Quality concerns
- Negative experiences

Ticket Priorities

Low (Gray):

- Can wait days
- Non-urgent

- No immediate impact
- Low priority

Medium (Blue):

- Normal priority
- Standard timeline
- Moderate importance
- Regular queue

High (Orange):

- Important
- Needs quick attention
- Significant impact
- Prioritize soon

Urgent (Red):

- Critical issue
- Immediate action
- Major impact
- Drop everything

Managing Tickets

View Ticket:

1. Click on ticket number
2. View full ticket details
3. See customer information
4. Review ticket messages
5. Check status history

Update Ticket Status:

1. Open ticket in edit mode
2. Change status dropdown
3. Add internal notes if needed
4. Save changes

5. Customer notified automatically

Assign Ticket:

1. Open ticket
2. Select staff in "Assigned To"
3. Save ticket
4. Assigned staff notified
5. Appears in their queue

Ticket Messages:

1. Open ticket
2. Navigate to "Messages" tab
3. View conversation thread
4. Add new message
5. Messages visible to customer
6. Track communication history

Ticket Filters

Filter Options:

- **Status**: Open/In Progress/Waiting Customer/Resolved/Closed
- **Category**: Technical/Billing/General/Complaint
- **Priority**: Low/Medium/High/Urgent
- **Assigned**: Show assigned tickets only
- **Unassigned**: Show unassigned tickets only

Ticket Workflow

Step 1: Receive Ticket

- Customer submits ticket
- Auto-generates ticket number
- Status: Open
- Awaits review

Step 2: Assign & Investigate

- Assign to staff member
- Change status to In Progress
- Review issue details
- Gather information

Step 3: Communicate

- Add messages to ticket
- Request more info if needed
- Status: Waiting Customer
- Keep customer updated

Step 4: Resolve

- Provide solution
- Fix the issue
- Change status to Resolved
- Confirm with customer

Step 5: Close

- Verify customer satisfaction
- Change status to Closed
- Archive for reference
- Learn for future

Browser Testing - Support Tickets

- Create new ticket
- Select customer
- Set ticket category
- Set ticket priority
- Set ticket status
- Assign to staff member
- View ticket details
- Add ticket message
- View message thread
- Update ticket status

- Reassign ticket
- Filter by status
- Filter by category
- Filter by priority
- View assigned tickets
- View unassigned tickets
- Search tickets
- Export tickets
- Resolve ticket
- Close ticket

Form Builder

Accessing Forms

Navigate to **Communication → Forms** to create and manage custom forms.

What is a Form?

Forms are customizable data collection tools for your website. Each form can have:

- Multiple field types
- Custom validation rules
- Submission tracking
- Open/close scheduling
- Submission limits
- Confirmation messages

Creating a Form

1. Click "Create"
2. Fill in form details:

   Form Information:

   - **Name**: Form name (required, e.g., "Contact Us")

   - **Slug**: URL path (auto-generated)
     - Accessible at: yoursite.com/forms/{slug}
   - **Description**: Form purpose and instructions
   - **Confirmation Message**: Success message after submission

   Settings:

   - **Is Active**: Enable/disable form
   - **Opens At**: When form becomes available
   - **Closes At**: When form stops accepting submissions
   - **Max Submissions**: Limit total submissions
3. Click "Save"

Form Fields

Adding Fields:

1. Open form
2. Navigate to "Form Fields" tab
3. Click "Create"
4. Configure field:

Field Types:

- **Text**: Single line text input
- **Email**: Email address with validation
- **Number**: Numeric input
- **Textarea**: Multi-line text
- **Select**: Dropdown menu
- **Checkbox**: Yes/no checkbox
- **Radio**: Single choice from options
- **Date**: Date picker
- **File**: File upload

Field Configuration:

- **Label**: Field label shown to user
- **Name**: Field identifier (slug)

- **Type**: Field type from above
- **Required**: Make field mandatory
- **Placeholder**: Hint text in field
- **Help Text**: Additional guidance
- **Options**: For select/radio/checkbox (JSON)

  ```
  ["Option 1", "Option 2", "Option 3"]
  ```

- **Validation Rules**: Laravel validation rules

  ```
  required|email
  required|min:3|max:50
  required|numeric|min:1
  ```

- **Sort Order**: Field display order

Form Submissions

Viewing Submissions:

1. Open form
2. Navigate to "Submissions" tab
3. View all form submissions
4. See submission data
5. Check submission dates

Submission Details:

- Submission ID
- Submitted data (all fields)
- Submission timestamp
- IP address (if recorded)
- User information (if logged in)

Managing Submissions:

- View submission details
- Export submissions to Excel
- Filter by date

- Search submission data
- Delete submissions

Form Settings

Active/Inactive:

- Active: Form accepts submissions
- Inactive: Form disabled, shows message

Scheduling:

- **Opens At**: Form available from this date
- **Closes At**: Form closes after this date
- Useful for:
  - Limited-time applications
  - Event registrations
  - Seasonal forms
  - Contest entries

Submission Limits:

- **Max Submissions**: Cap total submissions
- Form automatically closes when reached
- Prevents overload
- Useful for limited spots

Form Validation

Built-in Rules:

```
required          - Field must be filled
email             - Valid email format
numeric           - Numbers only
min:X             - Minimum value/length
max:X             - Maximum value/length
alpha             - Letters only
alpha_dash        - Letters, numbers, dashes
url               - Valid URL format
date              - Valid date
```

Example Validation:

```
Full Name: required|min:3|max:100
Email: required|email
Phone: required|numeric|digits_between:10,15
Age: numeric|min:18|max:100
Website: url
```

Browser Testing - Forms

- Create new form
- Set form name and slug
- Add form description
- Set confirmation message
- Activate form
- Set open/close dates
- Set max submissions
- Add text field
- Add email field
- Add number field
- Add textarea field
- Add select field with options
- Add checkbox field
- Add required validation
- Set field sort order
- Test form on frontend
- Submit test data
- View submissions tab
- Check submission data
- Export submissions
- Delete submission
- Test form when closed
- Test submission limit
- Edit form structure
- Deactivate form

Email Logs & Tracking

Accessing Email Logs

Navigate to **Communication → Email Logs** to view email delivery history.

What are Email Logs?

Email logs track all emails sent from the system, including:

- Delivery status
- Send timestamps
- Error messages
- Retry attempts
- Open tracking
- Click tracking
- Bounce tracking
- Spam complaints

Log Information

Basic Details:

- **ID**: Unique log identifier
- **Source**: What triggered the email (Order, Application, etc.)
- **Type**: Email type
    - Admin Notification: Emails to administrators
    - Auto Reply: Automated customer responses
    - Payment Failed Admin: Failed payment alerts to admin
    - Payment Failed Auto Reply: Failed payment notice to customer
    - Draft Admin: Draft notifications to admin
    - Draft Auto Reply: Draft confirmations to customer
- **Recipient Email**: Who received the email
- **Status**: Delivery status
    - Pending: Queued for sending
    - Sent: Successfully delivered

- Failed: Delivery failed

- **Sent At**: When email was sent
- **Error Message**: Failure reason (if failed)
- **Retry Count**: Number of retry attempts

Enhanced Tracking:

- **Opens Count**: How many times opened
- **Clicks Count**: Number of link clicks
- **Bounced At**: When email bounced
- **Spam Complaint At**: When marked as spam

Viewing Email Logs

Log List:

1. View all email logs
2. See delivery status
3. Check send times
4. Review errors
5. Monitor tracking metrics

View Individual Log:

1. Click on log entry
2. View full details
3. See error messages
4. Check retry count
5. Review tracking data

Email Log Filters

Filter Options:

- **Type**: Filter by email type
- **Status**: Sent/Pending/Failed
- **Recipient Email**: Search by email address

Using Filters:

1. Select filter criteria
2. Apply filters
3. View filtered logs
4. Export results

Troubleshooting with Logs

Failed Emails:

1. Filter status: Failed
2. Review error messages
3. Check retry count
4. Identify common issues
5. Fix underlying problems

Common Error Messages:

- "Invalid email address" - Fix recipient email
- "Connection timeout" - Check mail server
- "Authentication failed" - Verify credentials
- "Rate limit exceeded" - Slow down sending
- "Recipient mailbox full" - Notify recipient

Bounced Emails:

1. Filter by bounced date
2. Review bounce reasons
3. Remove invalid addresses
4. Update recipient lists
5. Clean email database

Spam Complaints:

1. Check spam complaint logs
2. Review email content
3. Ensure unsubscribe link
4. Verify permission
5. Improve email quality

Email Tracking

Open Tracking:

- Tracks when recipient opens email
- Increments opens count
- Shows engagement
- May not be 100% accurate

Click Tracking:

- Tracks link clicks in email
- Counts total clicks
- Measures engagement
- Shows interest level

Bounce Tracking:

- Records bounced emails
- Timestamps bounce events
- Identifies bad addresses
- Helps clean lists

Spam Tracking:

- Records spam complaints
- Timestamps complaints
- Identifies problem content
- Protects sender reputation

Best Practices - Email Logs

1. Monitor Regularly:

- Check failed emails daily
- Review error patterns
- Address issues promptly
- Maintain good sending reputation

2. Clean Email Lists:

- Remove bounced addresses
- Handle spam complaints
- Verify email addresses
- Keep lists updated

3. Track Engagement:

- Monitor open rates
- Review click rates
- Analyze engagement
- Improve content

4. Maintain Compliance:

- Include unsubscribe links
- Honor opt-outs quickly
- Respect spam complaints
- Follow email laws

Browser Testing - Email Logs

- View all email logs
- Filter by email type
- Filter by status
- Search by recipient email
- View individual log details
- Check error messages
- Review retry counts
- View opens count
- View clicks count
- Check bounced emails
- Check spam complaints
- Export logs to Excel
- Monitor failed emails
- Identify common errors
- Test email delivery

Communication Best Practices

Email Template Best Practices

1. Clear and Concise:

- Simple language
- Clear purpose
- Easy to scan
- Brief paragraphs

2. Professional Design:

- Consistent branding
- Readable fonts
- Good spacing
- Mobile-responsive

3. Personalization:

- Use customer names
- Reference specific actions
- Include relevant details
- Make it personal

4. Call-to-Action:

- Clear next steps
- Prominent buttons
- Simple actions
- Easy to find

Campaign Strategy

1. Segment Your Audience:

- Group by interests
- Target specific needs
- Personalize messages

- Increase relevance

2. Test and Optimize:

- A/B test subject lines
- Test send times
- Try different content
- Learn what works

3. Monitor and Adjust:

- Track performance
- Learn from data
- Improve over time
- Stay flexible

4. Respect Preferences:

- Honor unsubscribes
- Provide opt-out links
- Respect frequency limits
- Build trust

Support Ticket Management

1. Respond Quickly:

- Acknowledge within 24 hours
- Set expectations
- Keep customers updated
- Close the loop

2. Be Empathetic:

- Understand frustrations
- Show you care
- Be professional
- Solve problems

3. Track and Learn:

- Monitor common issues

- Identify patterns
- Improve processes
- Prevent future issues

4. Empower Your Team:

- Train staff well
- Provide resources
- Enable quick solutions
- Support agents

Form Design

1. Keep It Simple:

- Ask only necessary questions
- Clear labels
- Helpful hints
- Logical flow

2. Validate Properly:

- Clear error messages
- Immediate feedback
- Prevent mistakes
- Guide users

3. Confirm Submissions:

- Show success message
- Send confirmation email
- Set expectations
- Thank users

4. Make It Accessible:

- Mobile-friendly
- Keyboard navigable
- Screen reader compatible
- Clear contrast

Troubleshooting

Issue: Email Templates Not Rendering Correctly

Solution:

- Check HTML syntax
- Verify variable names
- Test in preview mode
- Check email client compatibility
- Ensure images are hosted
- Validate HTML structure

Issue: Campaign Not Sending

Solution:

- Check campaign status (must be "Sending")
- Verify recipients exist
- Check email server connection
- Review error logs
- Ensure template is active
- Check scheduled time

Issue: Subscribers Not Receiving Emails

Solution:

- Verify subscriber status (subscribed)
- Check email address validity
- Review spam/bounce status
- Confirm campaign filters match
- Check email server logs
- Test with different email address

Issue: Support Ticket Notifications Not Sending

Solution:

- Check email template exists
- Verify SMTP settings
- Review email logs
- Check user email address
- Test email connectivity
- Review system queue

Issue: Form Submissions Not Saving

Solution:

- Check form is active
- Verify not past close date
- Confirm not at max submissions
- Review validation rules
- Check database connection
- Test with simpler data

Issue: Email Opens/Clicks Not Tracking

Solution:

- Verify tracking enabled
- Check images allowed in email
- Confirm links are tracked
- Review privacy settings
- Test with different email clients
- Allow 24 hours for data

Next Steps

- [Getting Started]
- [Service Applications]

- Deals & Promotions
- CMS & Content
- Advanced Settings
- FAQ
- E-commerce & Products

CHAPTER 11

Advanced Features

Advanced Features

Table of Contents

Multi-Currency Management

The multi-currency system allows you to accept payments and display prices in multiple currencies, making it easier to serve international customers.

Accessing Currency Settings

Navigate to **Advanced → Currencies** in the admin panel to manage currencies.

Managing Currencies

Adding a New Currency

1. Click **New Currency** button

2. Fill in the currency details:
    - **Code**: 3-letter ISO currency code (e.g., USD, EUR, GBP)
    - **Name**: Full name of the currency (e.g., US Dollar)
    - **Symbol**: Currency symbol (e.g., $, €, £)
    - **Symbol Position**: Choose whether symbol appears before or after the amount
    - **Decimal Separator**: Character used for decimal point (usually `.`)
    - **Thousands Separator**: Character used for thousands (usually `,`)
    - **Decimal Places**: Number of decimal places (typically 2)
    - **Exchange Rate**: Rate relative to base currency (USD is usually 1.00)
    - **Default Currency**: Toggle if this should be the default currency
    - **Active**: Toggle to enable/disable this currency
3. Click **Create**

Example Currency Setup

USD (US Dollar) - Base Currency

- Code: `USD`
- Symbol: `$`
- Exchange Rate: `1.00`
- Default: Yes
- Active: Yes

GHS (Ghanaian Cedi)

- Code: `GHS`
- Symbol: `₵`
- Exchange Rate: `12.50` (if 1 USD = 12.50 GHS)
- Default: No
- Active: Yes

EUR (Euro)

- Code: `EUR`
- Symbol: `€`
- Exchange Rate: `0.85` (if 1 USD = 0.85 EUR)

- Default: No
- Active: Yes

Setting the Default Currency

Option 1: When Creating/Editing

- Toggle the **Default Currency** switch when editing a currency

Option 2: From Currency List

- Click the **Set as Default** button on any currency row
- The system automatically removes the default flag from other currencies
- The new default currency is automatically activated

Updating Exchange Rates

Exchange rates should be updated regularly to reflect current market rates:

1. Navigate to **Advanced → Currencies**
2. Click **Edit** on the currency you want to update
3. Update the **Exchange Rate** field
4. Click **Save**

> ***Best Practice****: Update exchange rates daily or weekly depending on your business needs. Consider using an automated exchange rate API for real-time rates.*

Bulk Actions

Activate Multiple Currencies

1. Select currencies using checkboxes
2. Click **Activate Selected** from bulk actions
3. Confirm the action

Deactivate Multiple Currencies

1. Select currencies using checkboxes
2. Click **Deactivate Selected** from bulk actions

3. Confirm the action

> ***Note***: *The default currency cannot be deactivated through bulk actions.*

How Currency Conversion Works

The system uses a base currency approach:

1. **Base Currency**: Usually USD with exchange rate of 1.00
2. **Conversion Formula**:
   - To convert FROM base currency: `amount × exchange_rate`
   - To convert TO base currency: `amount ÷ exchange_rate`
   - Between two currencies: Convert to base first, then to target currency

Example:

- Convert $100 USD to GHS (rate: 12.50): `100 × 12.50 = ₵1,250.00`
- Convert ₵1,250 GHS to EUR (GHS rate: 12.50, EUR rate: 0.85):
  - First to USD: `1,250 ÷ 12.50 = $100`
  - Then to EUR: `100 × 0.85 = €85.00`

Price Display

When a user selects a currency:

- All prices are automatically converted
- The selected currency is stored in their session
- Prices display with the correct symbol and formatting

Best Practices

1. **Keep USD as Base Currency**: This is the most common practice and makes rate management simpler
2. **Update Rates Regularly**: Outdated rates can cause pricing issues
3. **Test Conversions**: Verify that conversions are accurate before going live
4. **Consider Rounding**: Be aware that conversion rounding may cause slight price differences
5. **Limit Active Currencies**: Only activate currencies you actively support to avoid confusion

Troubleshooting

Issue: Currency not showing on frontend

- **Solution**: Ensure the currency is marked as **Active**

Issue: Incorrect conversion amounts

- **Solution**: Verify the exchange rate is correct and up-to-date

Issue: Can't set currency as default

- **Solution**: Only one currency can be default at a time. The system automatically removes the default flag from others when you set a new one.

Multi-Language Support

The multi-language system allows you to offer your website in multiple languages, improving accessibility for international visitors.

Accessing Language Settings

Navigate to **Advanced → Languages** in the admin panel to manage languages.

Managing Languages

Adding a New Language

1. Click **New Language** button
2. Fill in the language details:
    - **Code**: 2-letter ISO language code (e.g., en, fr, es)
    - **Name**: English name of the language (e.g., English, French)
    - **Native Name**: Name in the native language (e.g., English, Français)
    - **Flag Icon**: Emoji or icon representing the language (e.g., □□, □□)
    - **Right-to-Left**: Toggle for RTL languages like Arabic or Hebrew
    - **Active**: Toggle to enable/disable this language
    - **Default Language**: Toggle if this should be the default language
    - **Sort Order**: Display order (lower numbers appear first)
3. Click **Create**

Example Language Setup

English (Default)

- Code: `en`
- Name: `English`
- Native Name: `English`
- Flag Icon: `□□`
- RTL: No
- Default: Yes
- Active: Yes
- Sort Order: `0`

French

- Code: `fr`
- Name: `French`
- Native Name: `Français`
- Flag Icon: `□□`
- RTL: No
- Default: No
- Active: Yes
- Sort Order: `1`

Arabic

- Code: `ar`
- Name: `Arabic`
- Native Name: `العربية`
- Flag Icon: `□□`
- RTL: Yes (Important!)
- Default: No
- Active: Yes
- Sort Order: `4`

Right-to-Left (RTL) Languages

For languages like Arabic, Hebrew, Urdu, and Persian:

1. **Enable RTL Toggle**: When creating/editing the language
2. The system will automatically:
   - Flip the layout direction
   - Adjust text alignment
   - Mirror UI elements

Supported RTL Languages:

- Arabic (ar)
- Hebrew (he)
- Persian/Farsi (fa)
- Urdu (ur)

Managing Translations

The system provides two types of translations:

1. UI String Translations (JSON Files)

For static text like buttons, labels, and system messages:

Location: `lang/{locale}.json`

Example - English (lang/en.json):

```
{
    "Welcome": "Welcome",
    "Login": "Login",
    "Logout": "Logout"
}
```

Example - French (lang/fr.json):

```
{
    "Welcome": "Bienvenue",
    "Login": "Connexion",
    "Logout": "Déconnexion"
}
```

2. Content Translations (Database)

For dynamic content like posts, pages, products:

1. Create your content in the default language
2. Click the **Translations** tab on the content item
3. Add translations for each language
4. Select the language and enter the translated content

Available for Translation:

- Blog posts
- Pages
- Product names and descriptions
- Deal listings
- Categories and tags
- FAQ entries
- And more...

Translation Workflow

For Administrators

1. **Create Content in Default Language**
   - Write the original content in your default language (usually English)
2. **Access Translation Interface**
   - Navigate to the content item (e.g., a blog post)
   - Look for the **Translations** relation manager or translation fields
3. **Add Translations**
   - Select the target language
   - Enter the translated content
   - Save the translation
4. **Review Translations**
   - Navigate to **Advanced → Translations** to see all translations
   - Filter by language or content type
   - Edit or delete translations as needed

Translation Status

The **Translations** column in language listing shows:

- How many content items have been translated into each language
- Helps you track translation progress

Bulk Actions

Activate Multiple Languages

1. Select languages using checkboxes
2. Click **Activate Selected** from bulk actions
3. Confirm the action

Deactivate Multiple Languages

1. Select languages using checkboxes
2. Click **Deactivate Selected** from bulk actions
3. Confirm the action

> ***Note**: The default language cannot be deactivated through bulk actions.*

Language Switching on Frontend

When properly implemented on your frontend:

1. Users see a language selector (usually in header/nav)
2. Clicking a language switches the entire site
3. Selected language is stored in session
4. Content displays in the chosen language (if translation exists)
5. Falls back to default language if translation is missing

Best Practices

1. **Start with One Language**: Launch with your default language, add others gradually
2. **Complete Core Content First**: Translate essential pages before expanding
3. **Use Professional Translators**: Machine translation can miss context and nuance

4. **Test RTL Layouts**: If supporting RTL languages, test thoroughly for layout issues
5. **Maintain Translation Memory**: Keep a glossary of common terms for consistency
6. **Update Translations Together**: When updating content, update all language versions
7. **Consider SEO**: Each language version should have proper SEO metadata

Translation Priority

Recommended translation order:

1. **Critical Pages**
    - Homepage
    - About Us
    - Contact
    - Legal pages (Privacy, Terms)
2. **Navigation & UI**
    - Menus
    - Buttons
    - Form labels
    - Error messages
3. **Products/Services**
    - Service descriptions
    - Deals
    - Product catalogs
4. **Marketing Content**
    - Blog posts
    - Testimonials
    - FAQs

Troubleshooting

Issue: Language not showing on frontend

- **Solution**: Ensure the language is marked as **Active**

Issue: Content showing in wrong language

- **Solution**: Check if translation exists for that content. System falls back to default language if translation is missing.

Issue: RTL layout broken

- **Solution**: Ensure CSS supports RTL. Check that `is_rtl` toggle is enabled for the language.

Issue: Flag icons not displaying

- **Solution**: Ensure your system supports emoji rendering, or use icon classes instead

Working with Translators

If you're hiring translators:

1. **Export Content**: Provide translators with the content to translate
2. **Provide Context**: Include screenshots and descriptions of where text appears
3. **Set Character Limits**: Inform translators of space constraints (e.g., button labels)
4. **Review Before Publishing**: Always review translations before making them live
5. **Test with Native Speakers**: Have native speakers verify translations

Language Analytics

Monitor language performance:

- Track which languages visitors use most
- Identify missing translations
- Measure engagement per language
- Use data to prioritize translation efforts

Theme Management

The theme management system allows you to control the visual appearance and branding of your website.

Accessing Theme Settings

Navigate to **Advanced → Themes** in the admin panel to manage themes.

Managing Themes

Creating a New Theme

1. Click **New Theme** button
2. Fill in the theme details:
   - **Name**: Descriptive name for the theme (e.g., "Summer 2026", "Corporate Blue")
   - **Slug**: URL-friendly identifier (auto-generated from name)
   - **Description**: Brief description of the theme's style and purpose
   - **Is Active**: Toggle to activate this theme (only one theme can be active at a time)
   - **Color Scheme**: JSON object defining primary colors
   - **Font Settings**: JSON object defining typography settings
   - **Layout Options**: JSON object for layout configurations
3. Upload a preview image to show how the theme looks
4. Click **Create**

Theme Settings Structure

Color Scheme Example:

```
{
  "primary": "#FF5A5A",
  "secondary": "#3B82F6",
  "accent": "#10B981",
  "background": "#FFFFFF",
  "text": "#1F2937",
  "muted": "#6B7280"
}
```

Font Settings Example:

```
{
  "heading": "Inter",
  "body": "Inter",
  "size_base": "16px",
  "scale": "1.25"
}
```

Layout Options Example:

```
{
  "container_width": "1280px",
  "sidebar_position": "right",
  "header_style": "sticky"
}
```

Activating a Theme

Method 1: From Theme List

1. Navigate to **Advanced → Themes**
2. Click the **Activate** action on the theme
3. Confirm the activation
4. The previously active theme is automatically deactivated

Method 2: When Editing

1. Edit the theme you want to activate
2. Toggle **Is Active** to ON
3. Click **Save changes**

> ***Note***: *Only one theme can be active at a time. The system automatically deactivates other themes when you activate a new one.*

Editing Theme Settings

1. Navigate to **Advanced → Themes**
2. Click **Edit** on the theme
3. Modify the settings:
    - Update colors in the Color Scheme JSON
    - Adjust fonts in Font Settings

    - Change layout options
    - Upload a new preview image
4. Click **Save changes**

Testing Theme Changes

Before activating a theme system-wide:

1. Create a duplicate of your current theme
2. Make experimental changes to the duplicate
3. Preview the changes (if preview functionality is available)
4. Activate when satisfied with the results

Theme Activity Log

All theme changes are tracked:

- Theme creation
- Theme activation/deactivation
- Settings modifications
- Deletion events

View the activity log by navigating to **Advanced → Activity Log** and filtering by "Theme".

Best Practices

1. **Keep a Backup Theme**: Always maintain at least one working theme
2. **Test Before Deploying**: Make changes in a staging environment first
3. **Document Custom Settings**: Keep notes about custom color codes and settings
4. **Use Descriptive Names**: Name themes based on season, purpose, or style (e.g., "Holiday Special", "Corporate")
5. **Version Control**: Consider numbering themes (v1, v2) when making major changes

Troubleshooting

Issue: Theme changes not appearing on website

- **Solution**: Clear your browser cache and application cache (`php artisan optimize:clear`)

Issue: Invalid JSON in settings

- **Solution**: Validate your JSON using an online JSON validator before saving

Issue: Theme preview image not displaying

- **Solution**: Ensure the image is in a supported format (JPG, PNG) and under 2MB

AI-Powered Content Generation

The OpenAI integration provides AI-powered content generation capabilities to help create high-quality content quickly.

Available Features

1. Content Generation

Use AI to generate content for:

- Blog post drafts
- Product descriptions
- Page content
- Email templates
- Meta descriptions
- Social media posts

2. Content Enhancement

Improve existing content by:

- Rewriting for clarity
- Adjusting tone (professional, casual, friendly)
- Expanding short content
- Summarizing long content
- Fixing grammar and spelling

3. Translation Assistance

Get quick translation suggestions for:

- Content in multiple languages
- Meta tags and descriptions
- Product names and descriptions

4. SEO Optimization

Generate SEO-friendly content:

- Meta titles and descriptions
- Keyword-optimized content
- Schema.org structured data
- Open Graph descriptions

Using AI Content Generation

> ***Note***: *AI content generation features are integrated into various resources in the admin panel. Look for "Generate with AI" or similar buttons.*

Generating Blog Post Content

1. Navigate to **CMS → Posts**
2. Create or edit a post
3. In the content editor, look for the **AI Assist** button
4. Click and choose your desired action:
    - **Generate Draft**: Create a full post from a title
    - **Expand Section**: Elaborate on selected text
    - **Rewrite**: Improve selected content
    - **Summarize**: Create a summary
5. Review the generated content
6. Edit as needed before publishing

Generating SEO Meta Tags

1. When editing content (posts, pages, products)

2. Scroll to the SEO section
3. Click **Generate Meta Tags with AI**
4. AI analyzes your content and suggests:
    - Meta title
    - Meta description
    - Keywords
5. Review and adjust as needed
6. Save the content

Generating Product Descriptions

1. Navigate to **E-commerce → Products**
2. Create or edit a product
3. Fill in the basic product name
4. Click **Generate Description with AI**
5. Select description style:
    - Short (50-100 words)
    - Medium (100-200 words)
    - Long (200-300 words)
6. Choose tone:
    - Professional
    - Casual
    - Enthusiastic
    - Informative
7. Review and customize the generated description

AI Generation Settings

Configure AI behavior in **System → Settings → AI Integration**:

- **API Key**: Your OpenAI API key (required)
- **Model**: Choose the AI model (e.g., gpt-4, gpt-3.5-turbo)
- **Temperature**: Control creativity (0.0-1.0, higher = more creative)
- **Max Tokens**: Maximum length of generated content

- **Default Tone**: Default writing tone for generations

Best Practices

1. **Always Review Output**: AI-generated content should be reviewed and edited before publishing
2. **Provide Context**: Give clear, specific prompts for better results
3. **Combine with Human Creativity**: Use AI as a starting point, not a replacement
4. **Check Facts**: Verify factual information in AI-generated content
5. **Maintain Brand Voice**: Edit AI content to match your brand's tone and style
6. **Monitor API Usage**: AI calls consume API credits; monitor usage to control costs

Cost Management

AI content generation uses OpenAI's API which has associated costs:

1. **Monitor Usage**: Check **System → Activity Log** for AI generation events
2. **Set Limits**: Configure maximum tokens per request
3. **Use Selectively**: Reserve AI for important content pieces
4. **Choose Appropriate Model**: Simpler models cost less but may produce lower quality

Troubleshooting

Issue: AI generation not working

- **Solution**: Verify your OpenAI API key is correctly configured in **Settings**

Issue: Generated content is off-topic

- **Solution**: Provide more specific prompts and context

Issue: API errors or timeouts

- **Solution**: Check your OpenAI account has available credits and API access

Issue: Generated content too short/long

- **Solution**: Adjust the max tokens setting or specify length in your prompt

Supported Languages

AI generation supports content in multiple languages including:

- English
- French
- Spanish
- German
- Arabic
- And many more

Specify the desired language in your prompt for best results.

SEO Management

The SEO management system helps optimize your content for search engines, improving visibility and ranking.

Accessing SEO Features

SEO tools are integrated throughout the admin panel:

- **Individual Content**: SEO tabs on posts, pages, products
- **Seo Management**: **Advanced → SEO** for site-wide settings

SEO for Content Items

Adding SEO Metadata

When creating/editing content (posts, pages, products, deals):

1. Navigate to the **SEO** tab or section
2. Fill in SEO fields:
    - **Meta Title**: 50-60 characters, include primary keyword
    - **Meta Description**: 150-160 characters, compelling summary
    - **Focus Keyword**: Primary target keyword
    - **Canonical URL**: Preferred URL if duplicates exist
    - **Robots Meta**: Index/noindex, follow/nofollow directives

3. Add **Open Graph** metadata (for social sharing):
    - OG Title
    - OG Description
    - OG Image (recommended: 1200x630px)
    - OG Type (article, website, product, etc.)
4. Add **Twitter Card** metadata:
    - Twitter Title
    - Twitter Description
    - Twitter Image
    - Card Type (summary, summary_large_image)

Using the SEO Assistant

The SEO assistant analyzes your content:

1. Write or paste your content
2. Click **Analyze SEO** in the SEO section
3. Review the analysis:
    - □ **Green**: Good
    - ⚠ **Yellow**: Needs improvement
    - × **Red**: Issues found
4. Address flagged issues:
    - Title length
    - Description length
    - Keyword density
    - Headings structure
    - Internal/external links
    - Image alt text
    - Content length

Schema.org Structured Data

Add rich snippet markup:

1. In the SEO section, find **Schema.org** settings
2. Select schema type:
   - Article
   - Product
   - Organization
   - LocalBusiness
   - Event
   - FAQ
3. Fill in required fields for the chosen schema
4. The system generates JSON-LD markup automatically

Example Schema Types:

Article Schema:

- Headline
- Author
- Date Published
- Date Modified
- Featured Image

Product Schema:

- Name
- Description
- Price
- Currency
- Availability
- Brand
- Ratings

LocalBusiness Schema:

- Business Name
- Address
- Phone
- Opening Hours

- Geo Coordinates

Site-Wide SEO Settings

Navigate to **System → Settings → SEO** for global settings:

General SEO

- **Default Meta Title**: Fallback title for pages without one
- **Default Meta Description**: Fallback description
- **Site Name**: Your website name
- **Separator**: Character between title and site name (e.g., "|", "-", "•")

Social Media Defaults

- **Default OG Image**: Image used when content doesn't have one
- **Twitter Handle**: Your Twitter username
- **Facebook App ID**: For Facebook Insights

Robots & Crawling

- **robots.txt**: Edit your robots.txt file
- **Sitemap URL**: Auto-generated sitemap location
- **Crawl Delay**: Delay for search engine crawlers (if needed)

Automatic Sitemap Generation

The system automatically generates and updates XML sitemaps:

Sitemap Location: `https://yoursite.com/sitemap.xml`

Included in Sitemap:

- All published posts
- All published pages
- All published products
- All active deals
- Other public content

Sitemap Features:

- Automatic updates when content changes

- Priority settings based on content type
- Last modified dates
- Multi-language support (separate sitemaps per language)

Submitting Sitemap to Search Engines

After launch:

1. **Google Search Console**:
    - Go to Sitemaps section
    - Enter your sitemap URL: `https://yoursite.com/sitemap.xml`
    - Click Submit
2. **Bing Webmaster Tools**:
    - Navigate to Sitemaps
    - Submit your sitemap URL

SEO Best Practices

Content Optimization

1. **Title Tags**
    - Include primary keyword
    - Keep under 60 characters
    - Make it compelling (users click titles)
    - Unique for each page
2. **Meta Descriptions**
    - 150-160 characters
    - Include a call-to-action
    - Summarize page content
    - Include target keyword naturally
3. **Headings**
    - One H1 per page (usually the title)
    - Use H2 for main sections
    - Use H3-H6 for subsections

- Include keywords in headings

4. **Content Quality**
    - Minimum 300 words (longer is often better)
    - Original, valuable content
    - Natural keyword usage (no stuffing)
    - Regular updates
5. **Images**
    - Descriptive file names
    - Alt text for all images
    - Proper size/compression
    - Relevant to content
6. **Links**
    - Internal links to related content
    - Quality external links
    - Descriptive anchor text
    - Fix broken links

Technical SEO

1. **URL Structure**
    - Short, descriptive URLs
    - Include keywords
    - Use hyphens (not underscores)
    - Lowercase letters
2. **Page Speed**
    - Optimize images
    - Enable caching
    - Minimize CSS/JS
    - Use CDN
3. **Mobile-Friendly**
    - Responsive design

- Readable font sizes
- Touch-friendly buttons
- No horizontal scrolling

4. **HTTPS**
   - Ensure SSL certificate is installed
   - All pages served over HTTPS
   - Update canonical URLs to HTTPS

Monitoring SEO Performance

Track your SEO success:

1. **Google Analytics**
   - Monitor organic traffic
   - Track keyword rankings
   - Analyze user behavior
   - Measure bounce rate
2. **Google Search Console**
   - Monitor search appearance
   - Check indexing status
   - Review search queries
   - Fix crawl errors
3. **Rank Tracking**
   - Track keyword positions
   - Monitor competitors
   - Identify opportunities
   - Measure progress

Common SEO Issues & Solutions

Issue: Content not appearing in search results

- **Solutions**:
  - Verify page is published and public

    - Check robots meta isn't set to "noindex"
    - Submit sitemap to search engines
    - Allow time for indexing (can take days/weeks)

Issue: Low click-through rate

- **Solutions**:
    - Improve meta titles and descriptions
    - Make them more compelling
    - Include numbers or questions
    - Add call-to-action phrases

Issue: High bounce rate

- **Solutions**:
    - Improve page load speed
    - Make content more engaging
    - Enhance mobile experience
    - Add internal links

Issue: Duplicate content

- **Solutions**:
    - Set canonical URLs
    - Use 301 redirects for duplicates
    - Ensure unique meta descriptions
    - Consolidate similar pages

SEO Checklist

Before publishing new content:

- Meta title optimized (50-60 characters)
- Meta description written (150-160 characters)
- Focus keyword selected and used naturally
- H1 heading includes keyword
- Images have alt text
- Internal links added

- Mobile-friendly layout
- URL is descriptive and clean
- Schema.org markup added (if applicable)
- Open Graph tags configured
- Twitter Card metadata added
- Content is original and valuable
- Proper headings structure (H1-H6)
- No broken links

Subscription Plans

The subscription management system allows you to offer premium memberships, recurring billing, and tiered service plans.

Accessing Subscription Management

Navigate to **Advanced → Subscription Plans** to manage your subscription offerings.

Creating Subscription Plans

Adding a New Plan

1. Click **New Subscription Plan**
2. Fill in the plan details:

Basic Information:

- **Name**: Plan name (e.g., "Starter", "Professional", "Enterprise")
- **Slug**: URL-friendly identifier (auto-generated)
- **Description**: Detailed description of what the plan includes
- **Price**: Monthly or annual price
- **Currency**: Select currency (default: GHS)
- **Billing Cycle**: Choose from:
    - Daily
    - Weekly
    - Monthly (most common)

- Quarterly
- Yearly

Features & Limits:

- **Trial Days**: Number of free trial days (e.g., 14, 30)
- **Features**: List of features included (JSON array)
- **Max Users**: Maximum number of users (leave empty for unlimited)
- **Max Projects**: Maximum number of projects (leave empty for unlimited)
- **Max Storage**: Storage limit in bytes (leave empty for unlimited)

Display Settings:

- **Is Active**: Enable/disable the plan
- **Is Featured**: Highlight as popular or recommended
- **Sort Order**: Display order (lower numbers appear first)

1. Click **Create**

Example Subscription Plans

Free Plan

```
Name: Free
Price: 0.00 GHS
Billing Cycle: Monthly
Trial Days: 0
Features:
  - 1 User
  - 5 Projects
  - 1GB Storage
  - Basic Support
Max Users: 1
Max Projects: 5
Max Storage: 1073741824 (1GB in bytes)
Is Featured: false
```

Professional Plan (Featured)

```
Name: Professional
Price: 150.00 GHS
Billing Cycle: Monthly
Trial Days: 14
Features:
  - 15 Users
  - 100 Projects
  - 50GB Storage
  - Priority Support
  - Advanced Analytics
  - Custom Branding
  - API Access
Max Users: 15
Max Projects: 100
Max Storage: 53687091200 (50GB in bytes)
Is Featured: true
```

Enterprise Plan

```
Name: Enterprise
Price: 500.00 GHS
Billing Cycle: Monthly
Trial Days: 30
Features:
  - Unlimited Users
  - Unlimited Projects
  - 500GB Storage
  - 24/7 Premium Support
  - Advanced Analytics
  - Custom Branding
  - API Access
  - Dedicated Account Manager
  - SLA Guarantee
Max Users: null (unlimited)
Max Projects: null (unlimited)
Max Storage: 536870912000 (500GB in bytes)
Is Featured: false
```

Managing Features

Features are stored as a JSON array. Each feature is a string describing what's included:

```
[
  "Unlimited Users",
  "100 Projects",
  "50GB Storage",
  "Priority Support",
  "Advanced Analytics",
  "Custom Branding",
  "API Access",
  "Email Templates"
]
```

Pricing Strategy

Price Display Per Month

The system automatically calculates monthly equivalent pricing:

- **Daily**: `price × 30`
- **Weekly**: `price × 4`
- **Monthly**: `price`
- **Quarterly**: `price ÷ 3`
- **Yearly**: `price ÷ 12`

This helps customers compare plans on a monthly basis.

Storage Formatting

Storage limits are stored in bytes but display in human-readable format:

- 1 GB = 1,073,741,824 bytes
- 50 GB = 53,687,091,200 bytes
- 500 GB = 536,870,912,000 bytes
- 1 TB = 1,099,511,627,776 bytes

The system automatically converts to GB/TB for display.

Managing Active Subscriptions

View and manage customer subscriptions:

1. Navigate to **Advanced → Subscriptions**
2. See all active, cancelled, and expired subscriptions
3. Filter by:

- Status (active, cancelled, expired, trial)
- Subscription plan
- User
- Date range

Subscription Actions

Cancel Subscription:

1. Find the subscription
2. Click **Cancel** action
3. Confirm cancellation
4. Subscription remains active until period end
5. Status changes to "cancelled"
6. Customer retains access until end date

Resume Subscription:

1. Find a cancelled subscription
2. Click **Resume** action
3. Subscription reactivates
4. Customer is billed on next cycle

Extend Trial:

1. Edit the subscription
2. Update **Trial Ends At** date
3. Save changes

Change Plan:

1. Edit the subscription
2. Select new **Subscription Plan**
3. Save changes
4. Prorated billing applies (if configured)

Subscription Lifecycle

A subscription goes through several stages:

1. **Trial** (if applicable)
    - User has full access
    - No charges
    - Converts to active or expires
2. **Active**
    - User has full access
    - Recurring billing
    - Renews automatically
3. **Past Due**
    - Payment failed
    - Limited or no access
    - Retries after configured period
4. **Cancelled**
    - User cancelled
    - Access until period end
    - No renewal
5. **Expired**
    - Subscription ended
    - No access
    - Can resubscribe

Best Practices

1. **Offer a Free Trial**: Reduces barrier to entry, increases conversions
2. **Create Tiered Plans**: Starter, Professional, Enterprise model works well
3. **Feature One Plan**: Mark your most popular or best-value plan as "Featured"
4. **Clear Feature Lists**: Be specific about what's included in each plan
5. **Annual Billing Discount**: Offer 2 months free for annual subscriptions
6. **Grace Periods**: Give customers time when payments fail
7. **Easy Upgrades**: Make it simple to move between plans
8. **Transparent Pricing**: Show all costs upfront, no hidden fees

Payment Integration

Subscriptions work with the payment gateway system:

1. **Supported Gateways**:
   - Stripe (recommended for subscriptions)
   - PayPal
   - Paystack
   - Flutterwave
2. **Recurring Billing**:
   - Automatic charges
   - Payment retry on failures
   - Webhook notifications
3. **Invoice Generation**:
   - Automatic invoice creation
   - Email delivery
   - Download PDFs

Subscription Analytics

Track key metrics:

1. **Monthly Recurring Revenue (MRR)**
   - Total monthly subscription income
   - Growth over time
2. **Churn Rate**
   - Percentage of cancelled subscriptions
   - Identify patterns
3. **Average Revenue Per User (ARPU)**
   - Total revenue ÷ active subscribers
4. **Lifetime Value (LTV)**
   - Average customer subscription duration × monthly value

Troubleshooting

Issue: Subscription not renewing

- **Solutions**:
  - Check payment gateway webhooks are configured
  - Verify customer payment method is valid
  - Review failed payment logs

Issue: Trial not converting to paid

- **Solutions**:
  - Ensure payment method is collected during trial
  - Send reminders before trial ends
  - Review trial-to-paid conversion funnel

Issue: Customers confused about features

- **Solutions**:
  - Clarify feature descriptions
  - Add tooltips or help text
  - Create a comparison table
  - Offer live chat support

Issue: High cancellation rate

- **Solutions**:
  - Survey customers before they cancel
  - Offer plan downgrades instead
  - Improve onboarding experience
  - Add more value or features

Activity Log & Audit Trail

The activity log system tracks all important actions in your system, providing a complete audit trail for security, compliance, and debugging.

Accessing Activity Logs

Navigate to **Advanced → Activity Log** to view all system activities.

What Gets Logged

The system automatically logs:

User Actions:

- Login/logout events
- Profile updates
- Password changes
- Role assignments

Content Management:

- Post/page creation, updates, deletion
- Product management
- Deal management
- Media uploads

Configuration Changes:

- Settings modifications
- Currency changes
- Language additions
- Theme activations
- Subscription plan updates

Financial Activities:

- Payment processing
- Refund requests
- Order status changes
- Subscription modifications

System Events:

- Failed login attempts
- API requests

- Email delivery
- Cron job execution

Understanding Activity Entries

Each activity log entry contains:

- **Description**: Action performed (created, updated, deleted)
- **Subject**: What was affected (model type and ID)
- **Causer**: Who performed the action (user)
- **Properties**: Detailed changes (old values → new values)
- **Timestamp**: When it occurred
- **IP Address**: Where it came from (if applicable)

Viewing Activity Details

1. Navigate to **Advanced → Activity Log**
2. Click on any activity entry to see full details
3. View **Properties** to see:
   - **Old Values**: Data before the change
   - **New Values**: Data after the change
   - **Attributes**: Additional context

Example Property Changes:

```
{
  "old": {
    "name": "Summer Deal 2025",
    "price": "500.00",
    "status": "draft"
  },
  "new": {
    "name": "Summer Deal 2026",
    "price": "450.00",
    "status": "published"
  }
}
```

Filtering Activities

Use filters to find specific activities:

By Subject Type:

- Users
- Posts
- Products
- Payments
- Subscriptions
- Themes
- Currencies
- Languages
- Settings

By Event:

- Created
- Updated
- Deleted
- Other custom events

By Causer (User):

- Filter by specific admin or staff member

By Date:

- Today
- Last 7 days
- Last 30 days
- Custom date range

By Description:

- Search for specific actions or keywords

Searching Activities

Use the search bar to find activities containing specific text:

- Model names
- User names
- Action descriptions

- Property values

Common Use Cases

1. Security Auditing

Scenario: Investigate suspicious activity

- Filter by user to see all their actions
- Look for unusual patterns (e.g., bulk deletions, off-hours access)
- Check IP addresses for unauthorized access

2. Compliance Tracking

Scenario: Demonstrate who changed what and when

- Export activity logs for specific date ranges
- Show audit trail for financial transactions
- Prove data modification history

3. Debugging

Scenario: Track down when something changed

- Search for the affected resource
- Review all modifications
- Identify who made the problematic change

4. Performance Review

Scenario: Track staff productivity

- Filter by causer (staff member)
- Review their activities
- Analyze contribution patterns

5. Data Recovery

Scenario: Restore accidentally deleted content

- Find deletion event
- View "old" properties to see previous values

- Recreate the deleted content

Activity Log Settings

Configure logging behavior in **System → Settings → Activity Log**:

- **Log Retention**: How long to keep logs (30, 60, 90 days, forever)
- **Sensitive Fields**: Fields to exclude from logging (e.g., passwords)
- **IP Logging**: Enable/disable IP address logging
- **User Agent Logging**: Log browser/device information

Best Practices

1. **Regular Reviews**: Check activity logs periodically for anomalies
2. **Archive Old Logs**: Export and archive logs older than 90 days
3. **Monitor Failed Logins**: Set up alerts for repeated failed login attempts
4. **Secure Access**: Restrict activity log access to senior administrators
5. **Use for Training**: Review logs to identify areas where staff need additional training

Export Activities

Export activity logs for backup or analysis:

1. Apply desired filters
2. Click **Export** button
3. Choose format:
    - Excel (.xlsx)
    - CSV (.csv)
4. Download the file

Exported logs include all visible columns and filtered data.

Privacy Considerations

Activity logs may contain personal information:

1. **GDPR Compliance**: Include activity logs in data export requests
2. **Right to be Forgotten**: Delete user activities when user accounts are deleted

3. **Access Control**: Only authorized staff should view logs
4. **Data Retention**: Don't keep logs longer than necessary

Troubleshooting

Issue: Activities not being logged

- **Solution**: Ensure activity log package is properly configured. Check that models include the `LogsActivity` trait.

Issue: Too many log entries, performance slow

- **Solution**: Configure log retention to automatically delete old entries. Archive logs periodically.

Issue: Can't find specific activity

- **Solution**: Use multiple filters simultaneously. Try broader search terms. Check date range includes the event.

Issue: Properties showing "null"

- **Solution**: For newly created items, "old" properties are null. For deleted items, "new" properties are null. This is expected behavior.

Settings Management

The settings management system centralizes all application configuration in one convenient location.

Accessing Settings

Navigate to **System → Settings** in the admin panel (requires admin privileges).

Settings Categories

Settings are organized into logical groups:

1. General Settings

Site Information:

- **Site Name**: Your website name (shown in browser tabs, emails)

- **Site Tagline**: Brief description of your site
- **Site URL**: Your website's primary URL
- **Admin Email**: Primary contact email for admin notifications
- **Default Time Zone**: Timezone for timestamps (e.g., Africa/Accra)
- **Date Format**: How dates are displayed (e.g., Y-m-d, d/m/Y)
- **Time Format**: 12-hour or 24-hour format

Branding:

- **Logo**: Main website logo (recommended: PNG, 200x60px)
- **Favicon**: Browser tab icon (recommended: ICO or PNG, 32x32px)
- **Default Share Image**: Image for social sharing (1200x630px)

2. Contact Information

- **Organization Name**: Legal business name
- **Address Line 1 & 2**: Physical address
- **City**: Business city
- **State/Region**: State or region
- **Postal Code**: ZIP or postal code
- **Country**: Country of operation
- **Phone**: Primary contact phone
- **WhatsApp**: WhatsApp business number (include country code)
- **Email**: Public contact email

Social Media Links:

- Facebook Page URL
- Twitter/X Handle
- Instagram Handle
- LinkedIn Profile
- YouTube Channel

3. Mail Settings

SMTP Configuration:

- **Mail Driver**: smtp, mailgun, ses, postmark

- **SMTP Host**: Mail server address
- **SMTP Port**: Usually 587 (TLS) or 465 (SSL)
- **SMTP Username**: Your email account
- **SMTP Password**: Your email password (encrypted)
- **Encryption**: TLS or SSL
- **From Address**: Email address emails are sent from
- **From Name**: Name shown as sender

Test Email:

- Send test email to verify configuration

4. Payment Gateway Settings

Configure multiple payment gateways:

Hubtel:

- Merchant ID
- Client ID
- Client Secret
- Webhook URL

Paystack:

- Public Key
- Secret Key
- Webhook URL

Flutterwave:

- Public Key
- Secret Key
- Webhook URL

Stripe:

- Publishable Key
- Secret Key
- Webhook Secret

Settings:

- Enable/disable each gateway
- Set default gateway
- Currency per gateway

5. SEO Settings

Default Meta Tags:

- Default Meta Title
- Default Meta Description
- Meta Keywords
- Author Tag

Webmaster Tools:

- Google Site Verification Code
- Bing Site Verification Code

Social Media:

- Default OG Image
- Twitter Handle
- Facebook App ID

6. Analytics & Tracking

Google Analytics:

- Measurement ID (G-XXXXXXXXXX)
- Enable/Disable tracking

Facebook Pixel:

- Pixel ID
- Enable/Disable tracking

Google Tag Manager:

- Container ID (GTM-XXXXXX)

Other Integrations:

- Hotjar Site ID
- Microsoft Clarity Project ID

7. Security Settings

Authentication:

- Require Email Verification
- Enable Two-Factor Authentication
- Session Lifetime (minutes)
- Password Minimum Length
- Require Special Characters in Passwords

API Security:

- Enable API Access
- Rate Limiting (requests per minute)
- Require API Authentication

CAPTCHA:

- Enable reCAPTCHA
- reCAPTCHA Site Key
- reCAPTCHA Secret Key
- reCAPTCHA Version (v2 or v3)

8. Advanced Settings

Maintenance Mode:

- Enable Maintenance Mode
- Maintenance Message
- Allowed IPs (access during maintenance)

Cache:

- Cache Driver (file, redis, memcached)
- Cache Duration (minutes)
- Clear Cache button

Queue:

- Queue Driver (sync, database, redis)
- Queue Connection

Logging:

- Log Channel (stack, single, daily)
- Log Level (debug, info, warning, error)

AI Integration:

- OpenAI API Key
- AI Model (gpt-4, gpt-3.5-turbo)
- Temperature (0.0-1.0)
- Max Tokens per Request

9. Feature Toggles

Enable or disable features:

- E-commerce
- Blog
- Subscriptions
- Multi-Currency
- Multi-Language
- Support Tickets
- Newsletter
- Social Login
- Product Reviews
- Wishlists

10. Localization

Default Settings:

- Default Language
- Default Currency
- Available Languages
- Available Currencies

Format Settings:

- Number Format (1,000.00 vs 1.000,00)
- First Day of Week (Sunday or Monday)

Updating Settings

1. Navigate to **System → Settings**
2. Click on the settings category tab
3. Update the desired fields
4. Click **Save Settings** at the bottom
5. Changes take effect immediately (some may require cache clear)

Settings with Validation

Some settings have validation rules:

- **Email addresses**: Must be valid email format
- **URLs**: Must be valid URLs with http:// or https://
- **API keys**: Validated against service when possible
- **Phone numbers**: Format validation
- **Ports**: Must be valid port numbers (1-65535)

Sensitive Settings

Certain settings are encrypted in the database:

- API keys and secrets
- Payment gateway credentials
- SMTP passwords
- OAuth client secrets

They're automatically encrypted on save and decrypted when retrieved.

Testing Configuration

After updating settings, test them:

Mail Settings:

1. Update SMTP configuration
2. Click **Send Test Email**
3. Check inbox for test message

Payment Gateways:

1. Update gateway credentials
2. Make a test payment
3. Verify webhook delivery

Analytics:

1. Update tracking codes
2. Visit website
3. Check real-time reports in analytics platform

Settings Cache

For performance, settings are cached:

Clear Cache:

- Click **Clear Cache** button in Advanced Settings
- Or run: `php artisan optimize:clear`

When to Clear Cache:

- After updating settings
- If changes aren't appearing
- After deployment

Backup Settings

Before making major changes:

1. **Export Settings**: Use export feature if available
2. **Take Note**: Screenshot or copy important values
3. **Test in Staging**: Try changes in test environment first

Multi-Environment Settings

For different environments (dev, staging, production):

1. Use `.env` file for environment-specific values
2. Keep sensitive data in `.env`, not in database
3. Use different API keys per environment
4. Test payment gateways in sandbox mode before production

Best Practices

1. **Regular Reviews**: Review settings quarterly
2. **Document Changes**: Keep notes about why settings were changed
3. **Limit Access**: Only senior admins should modify settings
4. **Test Thoroughly**: Always test after making changes
5. **Keep API Keys Secret**: Never share API keys or passwords
6. **Use Environment Variables**: For sensitive data, prefer `.env` over database
7. **Monitor Email Delivery**: Regularly check email sending is working
8. **Update Webhooks**: When URLs change, update all webhook configurations

Recovery From Misconfiguration

If settings cause issues:

1. **Check Error Logs**: Navigate to **Advanced → Activity Log**
2. **Revert Changes**: Look at what changed and revert
3. **Reset to Defaults**: (if feature available)
4. **Clear Cache**: `php artisan optimize:clear`
5. **Check .env File**: Ensure environment variables are correct

Settings Audit Trail

All settings changes are logged:

- Who made the change
- What was changed
- Old and new values
- When it occurred

View in **Advanced → Activity Log** filtered by "Setting".

Media Folder Organization

The media folder system helps you organize uploaded files and images hierarchically, making it easy to manage large media libraries.

Accessing Media Folders

Navigate to **Advanced → Media Folders** to manage your folder structure.

Understanding Media Folders

Media folders work like folders on your computer:

- Create folders and subfolders
- Move media between folders
- Track folder contents
- Organize by project, category, or type

Creating Folder Structure

Creating a Root Folder

1. Click **New Media Folder**
2. Fill in folder details:
    - **Name**: Descriptive folder name (e.g., "Blog Images", "Product Photos")
    - **Slug**: URL-friendly identifier (auto-generated from name)
    - **Parent Folder**: Leave empty for root-level folder
    - **Description**: Optional notes about folder contents
3. Click **Create**

Creating Subfolders

1. Click **New Media Folder**
2. Fill in folder details:
    - **Name**: Subfolder name (e.g., "2026", "Thumbnails")
    - **Slug**: Auto-generated
    - **Parent Folder**: Select the parent folder from dropdown
    - **Description**: Optional notes
3. Click **Create**

Example Folder Hierarchy:

```
Documents/
├── Contracts/
├── Invoices/
└── Reports/

Images/
├── Products/
├── Blog/
│   ├── 2025/
│   └── 2026/
├── Banners/
└── Avatars/

Videos/
├── Tutorials/
└── Promotional/

Audio/
```

Folder Information Display

The media folder list shows:

Folder Path:

- Full hierarchical path (e.g., "Images / Blog / 2026")
- Shows folder's location in hierarchy

File Count:

- **Direct Files**: Files directly in this folder
- **Total Files**: Files in folder + all subfolders

Subfolders:

- Number of immediate child folders

Depth Level:

- How many levels deep the folder is
- Root folders are depth 0
- First-level subfolders are depth 1
- And so on...

Managing Folders

Renaming Folders

1. Click **Edit** on the folder
2. Update the **Name** field
3. Slug updates automatically (or customize it)
4. Click **Save changes**

Moving Folders

1. Click **Edit** on the folder
2. Change the **Parent Folder** selection
3. Click **Save changes**
4. All subfolders and files move with it

Deleting Folders

Deletion rules:

Folders with Subfolders:

- Cannot be deleted
- Must delete or move subfolders first
- System prevents deletion to avoid orphans
- Error message explains which subfolders exist

Folders with Media:

- Can be deleted, but system warns you
- Warning shows how many files will be affected
- Files aren't deleted, just unlinked from folder
- Files return to "Ungrouped" state

Empty Folders:

- Can be deleted immediately
- No warning needed

Steps to Delete:

1. Click **Delete** action on folder

2. System checks for subfolders and media
3. Warnings appear if applicable
4. Confirm deletion if you want to proceed

Assigning Media to Folders

When uploading or editing media:

1. Find the **Folder** field in the media upload/edit form
2. Select the appropriate folder from dropdown
3. Save the media item
4. Media appears in folder's file count

Viewing Folder Contents

1. Click **View** on any folder
2. See folder details:
    - Name and path
    - Description
    - Parent folder (if any)
    - Creation date
    - Statistics (files, subfolders)
3. View related media files
4. View subfolders

Folder Filters

Filter folders quickly:

By Parent Folder:

- See all subfolders of a specific folder

Root Folders Only:

- Show only top-level folders (no parent)

Has Media:

- Show folders containing media files

Has Subfolders:

- Show folders with child folders

By Depth Level:

- Show folders at specific hierarchy level

Folder Recommendations

Folder Naming Best Practices

1. **Descriptive Names**: Use clear, meaningful names
   - Good: "Product Photos 2026"
   - Bad: "Folder1", "Misc"
2. **Consistent Naming**: Follow a naming convention
   - Date-based: "2026-Q1", "2026-Q2"
   - Category-based: "Electronics", "Apparel"
   - Project-based: "Summer-Campaign", "Rebranding"
3. **Avoid Special Characters**: Stick to letters, numbers, spaces, hyphens
   - Good: "Blog-Images-2026"
   - Bad: "Blog*Images@2026"

Folder Structure Strategies

By Content Type:

```
Images/
Videos/
Documents/
Audio/
```

By Department:

```
Marketing/
Sales/
Support/
HR/
```

By Project:

```
Summer-Campaign-2026/
├── Images/
├── Videos/
└── Documents/
```

By Date:

```
2026/
├── January/
├── February/
└── March/
```

Hybrid Approach:

```
Marketing/
├── Blog/
│   ├── 2025/
│   └── 2026/
├── Social-Media/
│   ├── Facebook/
│   └── Instagram/
└── Email-Campaigns/
```

Folder Statistics & Insights

Each folder shows:

Direct vs Total Counts:

- **Direct**: Only files in this folder
- **Total**: Files in this folder + all subfolders

This helps identify:

- Where most files are stored
- Which folders need reorganization
- Storage usage by category

Example:

```
Images/ (0 direct, 1,243 total)
├── Products/ (789 direct, 789 total)
├── Blog/ (0 direct, 324 total)
│   ├── 2025/ (162 direct, 162 total)
│   └── 2026/ (162 direct, 162 total)
└── Avatars/ (130 direct, 130 total)
```

Advanced Features

Folder Hierarchy Navigation

Breadcrumb Path:

- Shows full path from root to current folder
- Click any parent to navigate up

Ancestor/Descendant Relationships:

- System tracks folder relationships
- Prevents circular references (folder can't be its own parent)
- Maintains hierarchy integrity

Depth Calculations:

- Automatically calculated based on parent relationships
- Used for filtering and display
- Helps identify deeply nested structures

Folder Activity Tracking

All folder operations are logged:

- Folder creation
- Name/parent changes
- Folder deletion
- Media assignments

View folder history in **Advanced → Activity Log**, filtered by "MediaFolder".

Best Practices

1. **Plan Structure First**: Design folder hierarchy before uploading files

2. **Don't Nest Too Deep**: Keep folders 3-4 levels maximum for usability
3. **Use Consistent Names**: Follow naming conventions across all folders
4. **Regular Cleanup**: Periodically review and reorganize
5. **Document System**: Keep notes about folder purposes
6. **Limit Root Folders**: Too many root folders becomes cluttered
7. **Bulk Organize**: When adding many files, create folders first
8. **Archive Old Content**: Create "Archive" folder for outdated files

Common Use Cases

Portfolio/Gallery Organization:

```
Gallery/
├── Weddings/
├── Portraits/
├── Commercial/
└── Events/
```

Product Catalog:

```
Products/
├── Electronics/
│   ├── Phones/
│   └── Tablets/
└── Fashion/
    ├── Mens/
    └── Womens/
```

Content Calendar:

```
Content/
├── 2026/
│   ├── Q1/
│   │   ├── January/
│   │   ├── February/
│   │   └── March/
│   └── Q2/
```

Troubleshooting

Issue: Can't delete folder

- **Solution**: Check if folder has subfolders. Delete or move subfolders first, then delete parent.

Issue: Folder disappeared from list

- **Solution**: Check if it was moved under another folder. Use filters to find it.

Issue: File count doesn't match expectations

- **Solution**: "Total" count includes subfolders. Check "Direct" count for files only in that folder.

Issue: Can't find folder in dropdown

- **Solution**: Folder might be nested too deep. Navigate to parent folder and create subfolder from there.

Issue: Folder hierarchy looks wrong

- **Solution**: Check parent folder assignments. Use "View" to see full path and verify structure.

Maintenance Tasks

Weekly:

- Review newly uploaded files
- Assign any ungrouped files to folders

Monthly:

- Check for orphaned or misplaced files
- Archive old seasonal content
- Delete unnecessary empty folders

Quarterly:

- Audit entire folder structure
- Reorganize if needed
- Update folder descriptions

Annually:

- Archive previous year's folders
- Create new year-based folders
- Clean up unused media

Need Help?

If you need assistance with any of these features:

- Check the [FAQ section]
- Review the [Getting Started guide]
- Contact our support team
- Visit our documentation website

Last Updated: February 2026

LetsTravel Ghana Admin Panel - Version 1.0