Module 11
Storefront Content

Module 11: Storefront Content

❏ Introduction

"Content" refers to things like text, images, sounds, videos, and animations that contribute to the user's experience on a web page. Good content can drive traffic to your store and give other sites a reason to link to your store.

BigCommerce offers tools to help add your supporting content to the storefront to attract shoppers.

In this module, you will create Contact pages, About Us pages, and blog posts.

❏ Learning Objectives

After completing this module, you should be able to:

- Create a page that houses static content, like an About Us page
- Create a page with a contact form
- Add custom page titles and meta descriptions to pages
- Configure blog settings
- Create blog posts
- Describe blog tags

❏ Lessons

This module includes the following lessons:

Lessons
Lesson 1: Web Pages
Lesson 2: Blog

Storefront Content Lesson 01:
Web Pages

❏ Introduction

Your store's web pages add content that creates a beautiful shopping experience while providing general information about your business or products.

This article will outline the different options available on BigCommerce for creating web pages that suit your needs.

In this lesson, you will create About Us and Contact pages.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Create a page that houses static content, like an About Us page
- Create a page with a contact form
- Add custom page titles and meta descriptions to pages

❏ Content

This lesson includes the following content:

Content
Video: Creating Contact and Content Pages
Lab Activity: Web Content Pages

❏ Reference

This lesson may reference the following content

Reference
KB Article: Adding Web Pages https://support.bigcommerce.com/articles/Public/Web-Pages/
KB Article: Creating a Contact Form https://support.bigcommerce.com/articles/Public/Creating-a-Contact-Form/
KB Article: SEO Fields > Metadata https://support.bigcommerce.com/articles/Public/SEO-Fields#metadata
KB Article: Using the WYSIWYG Editor https://support.bigcommerce.com/articles/Public/Using-the-WYSIWYG-Editor/#adding-images

Video: Creating Contact and Content Pages

❏ Video

Watch the *Creating Contact and Content Pages* video on YouTube:
https://youtu.be/FX_ynn-djn4

❏ Notes

Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Web Content Pages

Duration: 10 minutes

In this lab you will...

- Upload images to the Image Manager
- Create an About Us page using content created using the WYSIWYG editor
- Create a Contact Us page that allows people to send questions/comments via a contact form

Complete These Steps

1. **Upload** images to the Image Manager

> ℹ️ It is not necessary to use the Image Manager to add images to web content pages or blog posts. However, it is necessary to add images to the "gallery" in order to create mouseover image change effect using the WYSIWYG editor. One way to add images to the "gallery" is to upload them to Image Manager

   a. **Navigate** to *Storefront > Image Manager*
   b. **Click** the *Upload Images…* button
   c. **Select** two images from your computer
      i. The first image will be displayed on your About Us page
      ii. The second image will appear when the mouse hovers over the image on the About Us page
   d. **Click** the *Upload* button

2. **Create** an About Us page

   a. **Navigate** to *Storefront > Web Pages*
   b. **Click** the *Create a Web Page* button
   c. **Ensure** *Contain content created using the WYSIWYG editor below* is selected
   d. **Type**   About Us in the *Page Name* field
   e. **Add** an image with a mouseover effect
      i. **Click** the *Insert/Edit Image* button on the toolbar of the WYSIWYG editor

      ii. **Click** the image you would like to appear on the page from the *Image from gallery* list to highlight it
      iii. **Click** the *Appearance* tab
      iv. **Type** a short description of the image in the *Image Description* field
      v. **Click** the *Advanced* tab
      vi. **Check** the *Alternate image* checkbox
      vii. **Select** the image that should appear when the mouse hovers over the original image from the first *Image from gallery* dropdown
      viii. **Select** the original image from the second Image from gallery dropdown

> ℹ️ To ensure the second image only appears when the mouse hovers over the first image, you must select the second image as the *mouse over* image and the original image as the *mouse out* image.

ix.   **Click** the *Insert* button
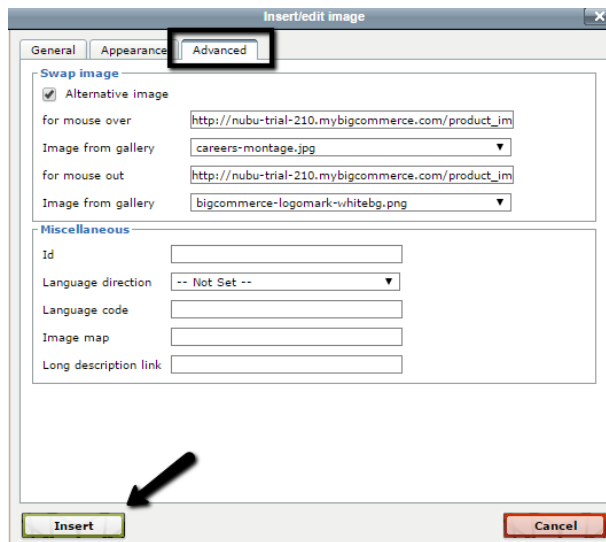
x.   **Hover** the mouse cursor over the image in the WYSIWYG editor to ensure the image change is functioning

f.   **Add** text to the page

    i.   In the WYSIWYG editor, **type** some copy to the page stating:

        1.   Where the business is located

        2.   Why it was started

        3.   Why the products are important

    ii.   **Style** the text to your satisfaction

g.   In the *Advanced Options* section, **type** a page title

h.   **Type** a *meta description*

> ⓘ   Try to keep your page title under 60 characters and your meta description under 160 characters

i.   **Click** the *Save & Exit* button

3.   **Create** a Contact Us page

a.   **Click** the *Create a Web Page* button

b.   **Select** the *Allow people to send questions/comments via a contact form* radio button

c.   **Type**   Contact Us into the *Page Name* field

d.   **Add** text to the page

    i.   In the WYSIWYG editor, **type** some copy to the page stating:

        1.   Visitors can use the form on this page to submit questions or feedback

        2.   The store's physical location

        3.   The hours of the store's physical location

    ii.   **Style** the text to your satisfaction

e.   **Type** an email address you can access into the *Email Questions to* field

f.   **Click** the checkbox next to *Full Name* under *Show These Fields* to prompt visitors to enter their name when submitting questions or feedback

g.   **Embed** a map from Google Maps

    i.   In a new window or tab, **navigate** to https://www.google.com/maps

ii. **Type** the address of the store location into the Search Google Maps field
   1. If necessary, you can use the following address of a BigCommerce office:
      11305 4 Points Drive, Austin, TX
iii. **Click** the Menu button in the search text field

| ☰ | 11305 4 Points Drive, Austin, TX | 🔍 | ✕ |
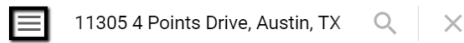
iv. **Click** the *Share or embed map* menu item
v. **Click** the *Embed Map* tab
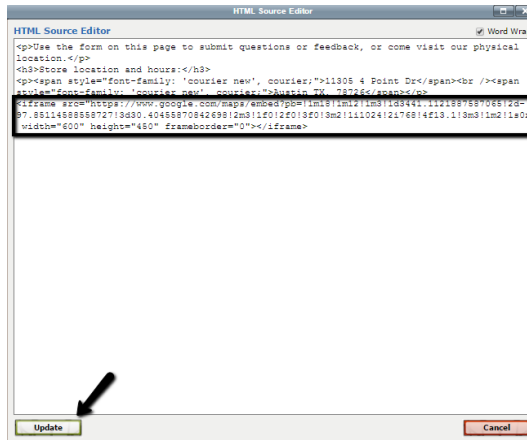vi. **Copy** the <iframe> tag on the *Embed Map* tab
vii. **Return** to the window or tab where you are creating the Contact Us page
viii. **Click** the HTML button in the WYSIWYG editor toolbar

ix. Paste the <iframe> tag after all other content in the *HTML Source Editor* text area
x. **Click** the *Update* button

h. In the *Advanced Options* section, **type** a page title
i. **Type** a *meta description*
j. **Click** the *Save & Exit* button

View the storefront and navigate to the web pages you created. Is the Full Name field you added to the form on the Contact Us page a required field for visitors submitting questions or feedback?

How could a merchant create a web page with a contact form with custom fields that are not available in the built-in contact form, such as "Vendor Number" or "How Did You Hear About Us"?

Storefront Content Lesson 02: Blog

❏ Introduction

Blogging can be a great tool for promoting your products and giving your store a personal touch. Regular blogging can also boost your site's SEO.

By default, a basic blog is included on the BigCommerce platform. The look and feel of the blog is controlled by the theme and can be customized to fit your brand using the same tools available in Stencil to control the design of other pages on the storefront.

In this lesson, you will create blog posts and explore blog features.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Configure blog settings
- Create blog posts
- Describe blog tags

❏ Content

This lesson includes the following content:

Content
Lab Activity: Blog

❏ Reference

This lesson may reference the following content

| Reference |
| --- |
| KB Article: Using the Built-In Blog

https://support.bigcommerce.com/articles/Public/Using-the-Built-In-Blog/ |

Build-A-Store: Blog

Duration: 7 minutes

In this lab you will...
- Toggle Blog Visibility
- Rename the blog
- Create a blog post
- Publish the post
- Add a custom meta description
- Add a blog tag
- Visit the blog tag page
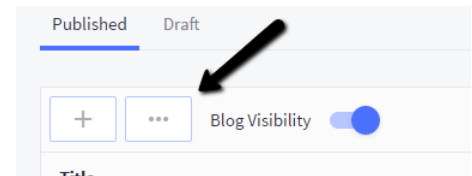- Un-publish the post

Complete These Steps

1. **Toggle** blog visibility

   a. **Navigate** to *Storefront > Blog*
   b. **Toggle** the *Blog Visibility* switch to the off position
   c. **Toggle** the *Blog Visibility* switch to the on position
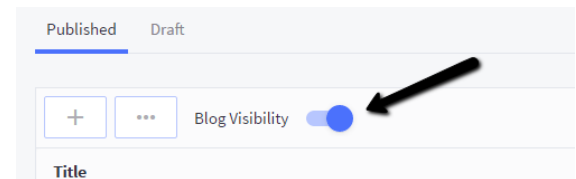
2. **Rename** the Blog

   a. **Click** the ellipsis button next to the *Blog Visibility* to access the blog settings
   b. **Type** a new title into the *Blog Title* field
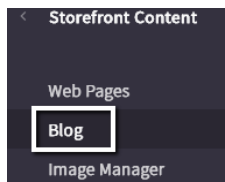   a. **Click** the *Save Settings* button

3. **Add** a blog post

   a. **Click** the *plus sign* button
   b. **Type** a *title* for your blog post
   c. **Add** some content to the *Body* field
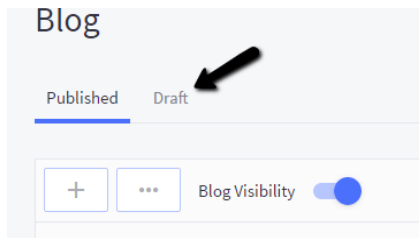   d. **Click** the *Save Draft* button
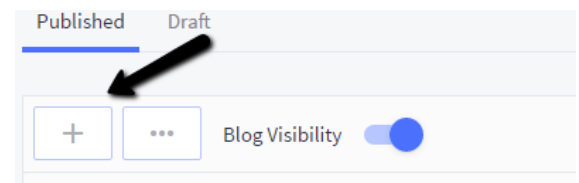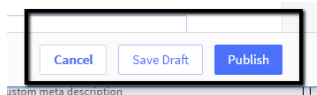
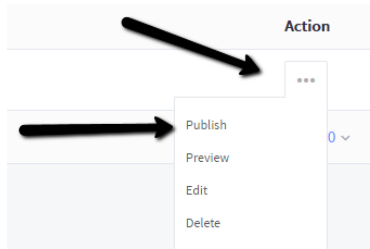4. **Publish** the post

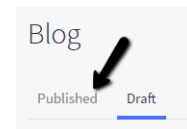   a. **Click** *Blog* in the navigation menu

b. **Click** the *Draft* tab

Blog

Published   Draft

+   ...   Blog Visibility ◉

c. **Click** *the ellipses* button under *Action*
d. **Click** *Publish*

Action

...

Publish
Preview
Edit
Delete

5. **Add** a custom meta description

    a. **Click** the *Published* tab
    b. **Click** the blog post title to edit the post
    c. **Type** a description into the *meta description* field

Blog

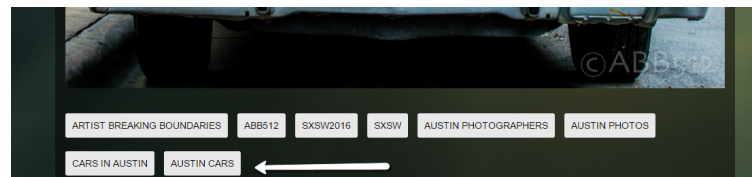Published   Draft

6. **Add** a Blog Tag

> ⓘ Tags are words or phrases used for categorizing similar blog post. An example would be a blog about photography with tags such as Camera, Nikon, Exposure, or Landscape.

    a. **Type** a few tags into the *Tags* field
    b. **Click** the *Update* button

7. **Visit** the blog tag page

    a. **Navigate** to the blog on the storefront
    b. **Click** on a blog post title to view the post
    c. Below the post's content, **click** on a blog tag

ARTIST BREAKING BOUNDARIES   ABB512   SXSW2016   SXSW   AUSTIN PHOTOGRAPHERS   AUSTIN PHOTOS

CARS IN AUSTIN   AUSTIN CARS

> ⓘ All blog posts that share a tag will be visible on the blog tag's page

8. **Unpublish** a Post

    a. In the control panel, **navigate** *Storefront > Blog*
    a. **Click** the ellipses button under *Action*
    b. **Click** *Unpublish*

Action

...

Unpublish
View
Edit
Delete