

# Web Catalogs

# General concepts

- Content management tool
  - Highly personalized custom versions of your websites
    - Localization
    - Website
    - Customer Group
    - Customer
  - Mix of category pages, product pages, landing pages and pre-existing system pages
  - Improve purchasing experience

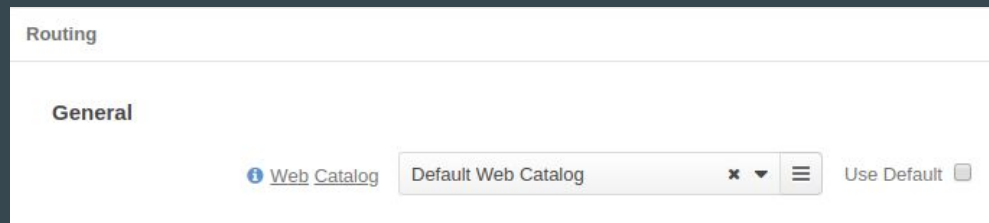
# General concepts

- Content Tree
  - can be also used to categorize products
- Products can be assigned to many nodes
  - it's not product-to-many-categories relation though
- Entities
  - OroWebCatalogBundle:WebCatalog
  - OroWebCatalogBundle:ContentNode
  - OroWebCatalogBundle:ContentVariant

*Demonstration >>>*

# Web Catalogs and Websites

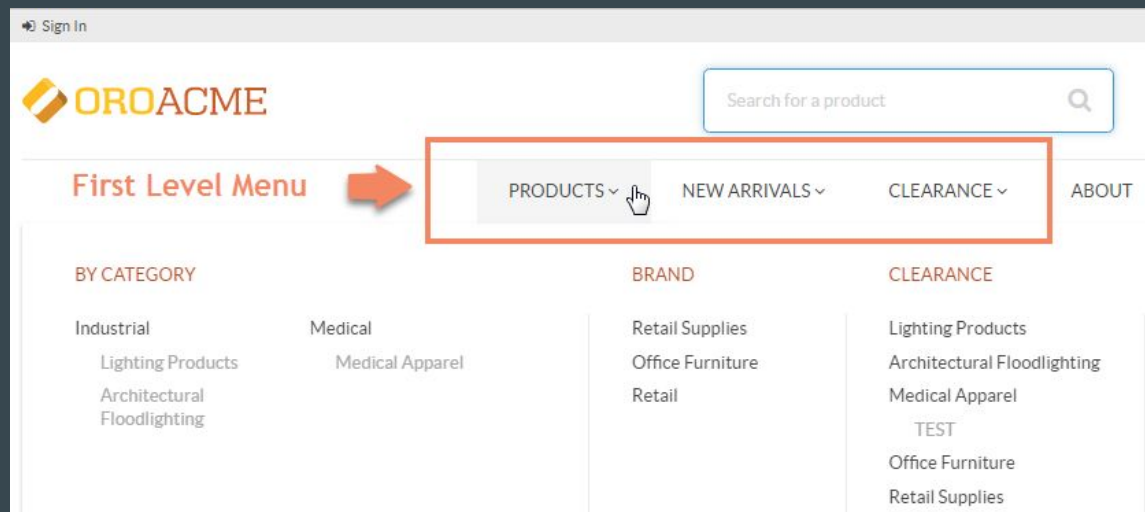
- Website might have one Web Catalog assigned via website configuration (EE only)
- The same Web Catalog might be used at the different websites (EE only)
- Web catalog is used to build a menu



*Demonstration >>>*

# Web Catalog Nodes

- Homepage node
  - First level menu node
    - Second level menu node
      - etc.
  - First level menu node



*Demonstration >>>*

# Web Catalog Nodes

- Nodes of a main tree
- Fields
  - Title
  - URL slug
  - Restrictions
  - Variants
  - SEO fields
- OroWebCatalogBundle:ContentNode

*Demonstration >>>*

# Node Restrictions

- Define visibility of the web catalog nodes
- Scope consists of:
  - Localization
  - Customer User
  - Customer
  - Website (EE only)

*Demonstration >>>*

# Web Catalog Variants

- Represent content visible for user
- Content node may have multiple variants
  - One is marked as default
  - All variants except for default have visibility restrictions
  - Never leave the restrictions for non-default variant empty!
- OroWebCatalogBundle:ContentVariant

*Demonstration >>>*



# Web Catalog Variants

- Types
  - System page
  - Product
  - Product Collection
  - Category
  - Landing page
- How to create your own - [\[docs\]](#)
  - ContentVariantTypeInterface

# System page variant

- Frontend routes
  - Form type
- Filters
  - Without parameters
  - Frontend == true
  - Only 'oro' routes
  - Default configuration
- Example

*Demonstration >>>*

# Product page variant

- Standard view page of a product
- No parameters
- Example

*Demonstration >>>*

# Product collection variant

- List of products (custom and dynamic set)
- Uses segments engine
- Filter
- Exclusions
- Manual selection
- Example

*Demonstration >>>*

# Category variant

- Master Catalog Category
- Sub-category inclusion with filter
- Category selection
- Example

*Demonstration >>>*

# Landing Page variant

- Renders standard Landing Page
- No parameters
- Example

*Demonstration >>>*

# Master Catalog VS Web Catalog

	Master Catalog	Web Catalog
Multiple instances	No	Yes
Product association	Single	Multiple
Visibility restrictions	May affect product	Don't affect products
Value fallbacks	Yes	No

# Customization of Web Catalog

- Layout updates
  - Web catalog context configurator
  - E.g. menu based on web catalog
- Content variant in *\$request*
  - RequestListener - slug to content variant mapping
  - E.g. breadcrumbs based on Content variant
- User Guide - Example



# Best Practices

- Choose wisely between the master catalog and web catalogs, remember that they can be used together
- Don't use web catalog product collections with big product sets (performance issue) - it's better to map them using master catalog categories or create custom variant