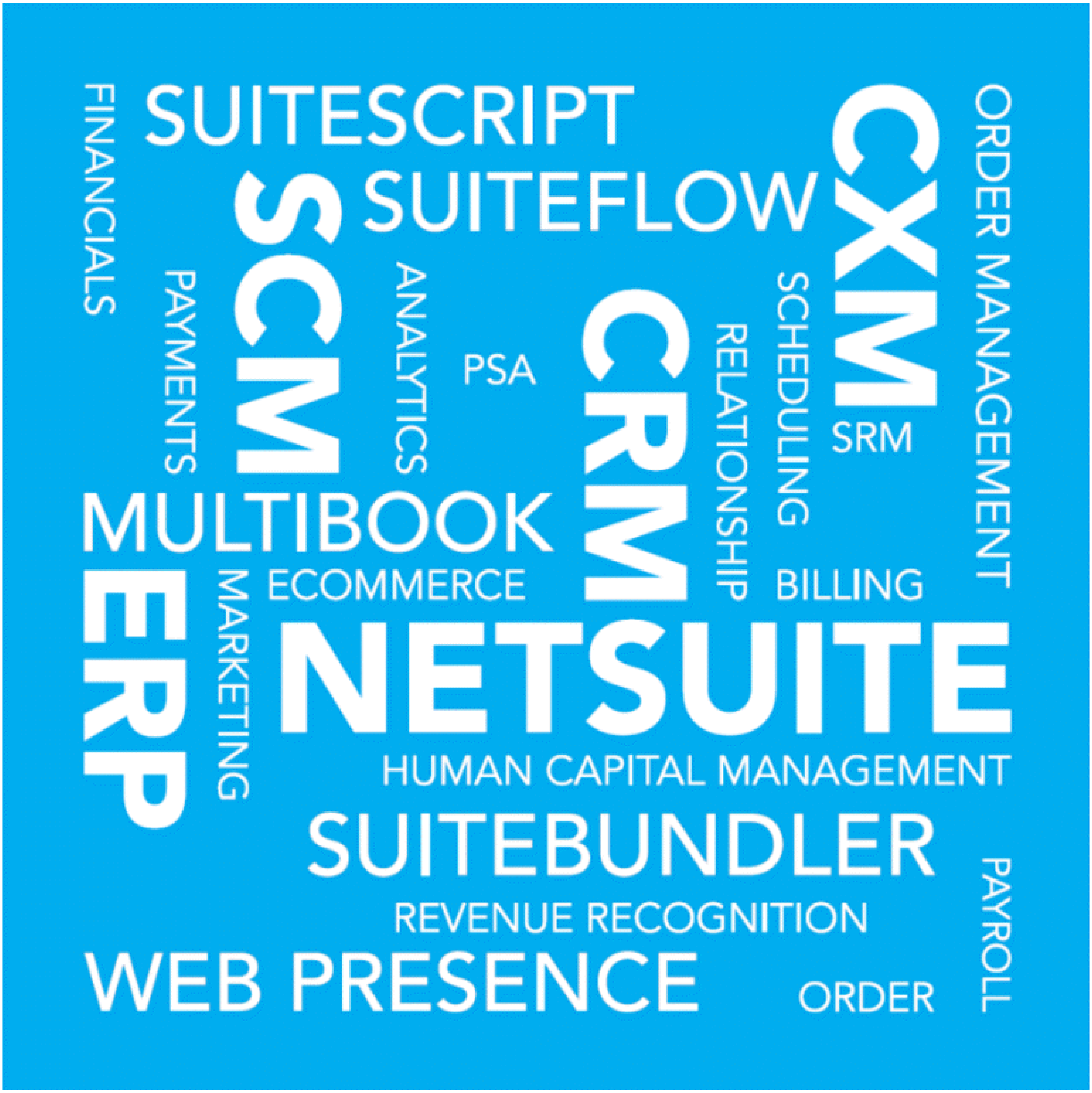
Site Management Tools



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SMT Overview

Applies to: Site Management Tools

The SuiteCommerce Advanced Site Management Tools feature lets you perform several important website management related tasks, including:

- Manage content
- Add landing pages and enhance existing pages
- Manage commerce categories and subcategories
- Assign items to categories

This management is facilitated by the SMT user interface on the website. You can manage content on your site by dragging and dropping new content, editing or removing existing content, and rearranging content by dragging it from one location to another.

You manage content directly on the pages of your website. This lets you preview your content additions and changes in real-time on your site. SMT uses NetSuite roles and permissions so that only an authorized user assigned a role with website management permissions can manage content.

Types of Content

Content is a general term used to identify data elements that can be added to your website pages. There are four primary content types:

- Image Content — Home page banners or main images, promotional notifications or content such as **Free Shipping**, and images that link to product categories are all examples of image content. Each image can have a link that leads to another URL, such as a facet listing of products or a product detail page. Image content also lets you set the alternate text attribute to use when an image does not load or for page readers.
- Text Content — Headers for images or merchandising zones, blocks or paragraphs of text, text in header or footer areas, and hypertext links are a few examples of what you can achieve with text content.
- Merchandising Zone Content — Merchandising rules are product listings defined in NetSuite. The rule determines the products included in the list, the order of the products, and the number of products to display. A merchandising zone defines the area where that product listing is displayed on a web page. For more information, see the help topic Product Merchandising.
- HTML Content — Videos, social widgets, and forms are all examples of the type of content you can place on your web page with the HTML content type.

Custom Content Type

There is a fifth content type known as Custom Content Type (CCT). CCTs are user-created SCA extensions that can be implemented on your site and integrated with SMT for adding custom content. See Custom Content Type.

Content Publication

When you add content to your site, the content is placed into an unpublished state, meaning that it is not displayed to visitors on your site. To be displayed on the site, the content must be published. After publication, content is displayed based on the visibility options you specified for that piece of content. See Content Visibility.

The SMT Review and Publish Changes screen lets you select one or more pieces of content to publish or to discard. Discarding content deletes it from the site. You can also discard unpublished content. See Review and Publish Your Site

Visibility Options

When you add content to your site, you set the visibility attribute for that content. There are three different visibility scenarios:

- Always visible
- Displayed as of a specific date and time and never expires
- Displayed as of a specific date and time and expires at a specific date and time

See Content Visibility.

SMT Areas

SMT areas are `<div>` tags that are defined in a template file. The `<div>` defines the location on the page where you can add content. SCA includes page template files that have pre-configured areas. You can use these areas as they are defined, edit the areas, or add new areas to the templates. See the help topic SMT Templates and Areas.

Area Scope

Each area has an assigned **scope**, and the scope of the area determines when the content placed in that area is displayed. For example, if the scope of an area on the product detail page is **this page**, then any content added to that area displays only for that product. Area scopes include **all pages**, **page type**, and **this page**. For more information on Area Scope, see the help topic Site Management Tools Areas.

> **Note:** Category pages support content in areas with **page type** and **all pages** scope. Areas with **this page** scope are not supported on category pages.

Landing and Enhanced Pages

In addition to adding content to your site, SMT also lets you add pages to your site and to enhance existing pages.

- **Landing pages** are new pages you want to add to provide additional content on your site. About Us, Contact Us, and Return Policy are all examples of landing pages. As with content, when you create a landing page, you set the visibility options for that page. Unlike content, landing pages are immediately placed into a published state so there is no need to publish a landing page before it is visible on your site. It is displayed according to the visibility options you specify.
- **Enhanced pages** are existing pages on your site for which you set additional attributes such as the page title, meta description, or meta keywords. For example, you might enhance the home page of your site to set the title and meta description for SEO. For more information about landing and

enhanced pages see Landing and Enhanced Pages. You cannot set visibility dates for enhanced pages. Page enhancements go into effect immediately when you save them.

> **Note:** Site Management Tools landing and enhanced pages replace the landing and enhanced pages available in the content delivery system.

Theme Customizer

The theme customizer feature lets you make style changes to pre-defined elements on your site. For example, you might change the size or style of heading fonts, the background color, or the color of links. The elements available for customization must be defined in the theme that is deployed to your site. These customizable elements are defined by the theme developer.

Customizable elements can be defined as **skins**, which are groups of elements designed to let you quickly change the look of your site by applying the skin. A theme can have multiple skins or no skins at all. Skins are not required for defining customizable elements.

The theme customizer is available in SMT only when your site is using SCS or a supported version of SCA and when the theme deployed to your site contains customizable elements. See the help topic Theme Customizer for more information.

Commerce Categories

SMT enables you to create commerce categories and subcategories and to assign items to those categories. Categories are presented to visitors on your site on category and subcategory pages. You set important properties, including SEO related properties of the category or subcategory page when you create the category. For more information on categories, see Commerce Categories in SMT. For information on creating categories, subcategories, and item assignments by CSV import, see the help topic Commerce Category Import.

Preview on Different Screen Sizes

Visitors to your site use any number of different devices and screen sizes. The preview on different screen sizes feature lets you preview how your site displays to visitors on different devices and various screen sizes. See Preview Different Screen Sizes.

SMT Versions

ⓘ **Applies to:** Site Management Tools

There are currently two supported versions of Site Management Tools. These are version 2 and version 3. One important difference between the two versions is the features that are available in each and native compatibility with different versions of SCA. By default, SCA Kilimanjaro and greater use SMT version 3. Versions of SCA prior to Kilimanjaro use SMT version 2.

The following table lists important SCA features and version availability for each feature.

Feature	SMT V2	SMT V3
Commerce Categories in SMT*	x	x
Escape to Login**	x	x
HTML Content	x	x
Image Content	x	x
Landing and Enhanced Pages	x	x
Merchandising Zone Content	x	x
Preview Different Screen Sizes	x	x
Text Content	x	x
Content Visibility***		x
Custom Content Type***		x
Internationalization of SMT Administration		x
*Available in the Vinson release of SuiteCommerce Advanced and greater. **Available in the Elbrus release of SuiteCommerce Advanced and greater. ***Available in the Kilimanjaro release of SuiteCommerce Advanced and greater.		

For information on upgrading from version 2 to version 3 of SMT, see the help topic Upgrade from Version 2 to Version 3 of SMT.

For documentation specific to Version 2 of SMT, see Site Management Tools Version 2.

Determine Your Version of SMT

You can determine which version of SMT is enabled on your site by inspecting the admin URL. The admin URL is displayed in your browser's address bar when you are logged in to SMT. In the following URL, the number between **/cms/** and **/admin/** is **3**. This indicates that SMT version 3 is enabled on the site. If version 2 were enabled on the site, then this number would be 2.

```
http://my.webstore/cms/3/admin/cms.jsp
```

Installation and Implementation

Applies to: Site Management Tools

Site Management Tools are implemented on your SuiteCommerce Advanced site. The SMT user interface is then available for use in the application. Installation and implementation includes the following steps:

1. Enable Features
2. Implement SMT on an Application
3. Log In to SMT for the First Time

Enable Features

The first step for implementing Site Management Tools, is to enable the feature.

To enable SMT:

1. Go to Setup > Company > Enable Features.
2. Click the **Web Presence** subtab.
3. Check the **Site Management Tools** box.
4. Click **Save**.

Implement SMT on an Application

SMT is preconfigured on the SuiteCommerce Advanced Shopping Application. It is currently available for SuiteCommerce Advanced Denali R2 and later.

For more information on SMT integration with SuiteCommerce Advanced, see the help topic Site Management Tools Subtab.

Log In to SMT for the First Time

SMT implements its own file structure in the file cabinet. When you login for the first time this file structure is automatically setup and configured. The file structure is used for maintaining images and content templates. For more information on logging in to Site Management Tools, see Users and Roles.

Warning: Do not move or rename any of the SMT folders in the file cabinet.

Location of Images

When you add image content to your site, the images are stored in the File Cabinet:

- Web Site Hosting Files > Live Hosting Files > SSP Applications > NetSuite Inc. - CMS > CMS > Site-[Site Number] > files

Warning: The image files stored here are maintained by Site Management Tools. You should never manually add, edit or delete files from these locations.

Location of Templates

When you add templates to your site, the templates are stored in the File Cabinet:

- Web Site Hosting Files > Live Hosting Files > SSP Applications > NetSuite Inc.-CMS > CMS > [application] > Published > Templates

Warning: The template files stored here are maintained by Site Management Tools. You should never manually add, edit or delete files from these locations.

Users and Roles

ⓘ **Applies to:** Site Management Tools

Any user who manages website content with Site Management Tools must have a valid NetSuite user account and also be assigned a role that provides sufficient permissions for SMT. The two roles that provide these permissions by default are:

- Administrator Role
- Store Manager Role

Since only a limited number of users are assigned to an administrator role, any non-administrative user who manages content should be assigned the Store Manager role or a custom role with SMT permissions. For more information on NetSuite users and roles see the help topic NetSuite Users & Roles.

SMT Permission for an Existing Role

As an alternative to assigning a store manager role or administrator role to a user who manages websites, you can instead add permissions to a NetSuite custom role. This enables users assigned the custom role to manage website content without the need for the store manager or administrator role assignment. Add the following permissions to any custom role used for managing site content with SMT.

Lists

- Documents and Files
- Website (External) Publisher

Setup

- Commerce Categories

> **Note:** The Commerce Categories permission is required for managing Commerce Categories in Site Management tools. It is not required for using Site Management Tools.

- Website Management

You cannot customize a NetSuite standard role. Instead, custom roles are based on standard roles, and you can then make your changes to the custom role. For detailed instructions and best practice for customizing a NetSuite role, see the help topic NetSuite Roles Overview.

Login

You have two options for logging in to Site Management Tools:

- Log In to NetSuite to Access SMT
- Log In to SMT from the Website

Log In to NetSuite to Access SMT

You can log in to Site Management Tools by first logging in to your NetSuite account and changing to a role that has website management permissions. You can then go to your website and press the Esc key, if the feature is enabled, or go to the SMT admin URL. This displays the site management toolbar.

For more information on the Esc to Login feature and the admin URL, see Escape to Login.

Log In to SMT from the Website

You can log in to Site Management Tools from your website by using your NetSuite user name and password. When you log in, SMT checks to see which roles you are assigned. If you are assigned only one role with sufficient permission, then that role is automatically selected for the session. If you are assigned more than one role with permission, then a list of roles is displayed, and you select the role to use for the session. If you are assigned no roles with SMT permissions, then a message is displayed that you do not have a proper role for managing content.

To log in to Site Management Tools from the website, go to the website and press the Esc key, if the feature is enabled or go to the admin URL.

For more information on the Esc to Login feature and the admin URL, see Escape to Login.

Sign Out of SMT

Signing out of SMT helps maintain the security and integrity of your website by preventing unauthorized access to SMT. When you sign out of SMT, you are also signed out of your NetSuite account.

To sign out of Site Management Tools:

1. Point to the User Portlet.
2. Click Sign Out on the dropdown menu.

> **Note:** After 160 minutes of inactivity, a user is automatically signed out of Site Management Tools.

Escape to Login

Available in the **Elbrus** release of SuiteCommerce Advanced and later.

The Escape to Login feature lets you specify if you want to access SMT by pressing the Esc key or by going to the admin URL.

- **Escape to Login Enabled**—When Escape to login is enabled, you can go to the home page of your site and press the Esc key to display the login screen. If you have already logged in to your NetSuite account, then pressing the Esc key displays the site management toolbar.
- **Escape to Login Disabled**—When the Escape to Login feature is disabled, the Esc key functions normally, and you access Site Management Tools for your site at the following admin URL:

  For Kilmanjaro or later, http://my.webstore/cms/3/admin/cms.jsp

  For Elbrus or earlier, http://my.webstore/cms/2/admin/cms.jsp

  If you don't know, check your SuiteCommerce Configuration and ensure the CMS Adapter version matches the SuiteCommerce Configuration. Navigate to Setup > Suite Commerce Advanced > Configuration > [Select Site], then Integrations > Site Management Tools.

  When you go to the admin URL, the login page for SMT is displayed and you can enter your NetSuite user credentials to login.

See the help topic Configuring Escape to Login.

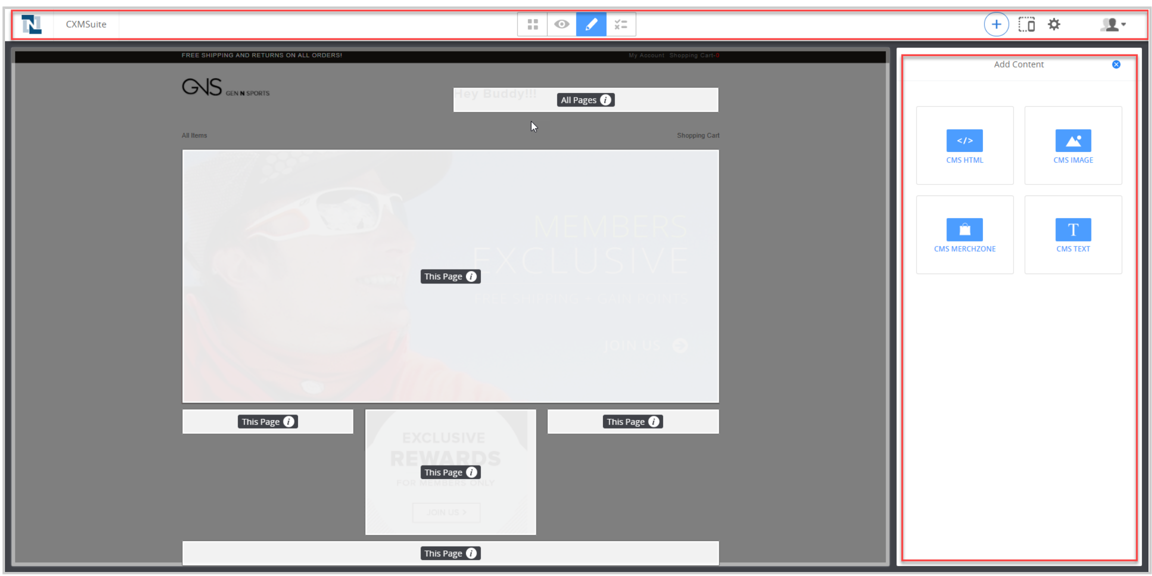
User Interface

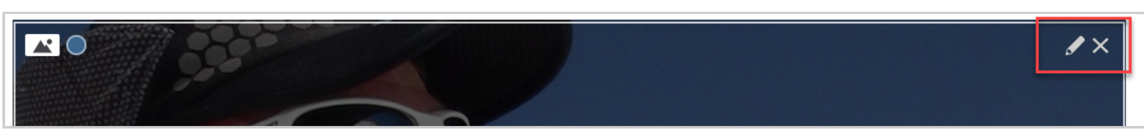
Applies to: Site Management Tools

SuiteCommerce Advanced Site Management Tools give you an intuitive user interface that enables you to quickly manage content on your site. The user interface is displayed after successful login. See Login for more information on logging in to Site Management Tools.

The SMT user interface consists of the following primary components:

- Site management toolbar
- Side panel
- Content controls
- Category menu
- Landing pages menu





Site Management Toolbar

After you log in to SMT, the site management toolbar is displayed at the top of the page. This toolbar gives you the following tools:

Control	Name	Description
	Settings Button	Click **Settings** to display the Content Manager.

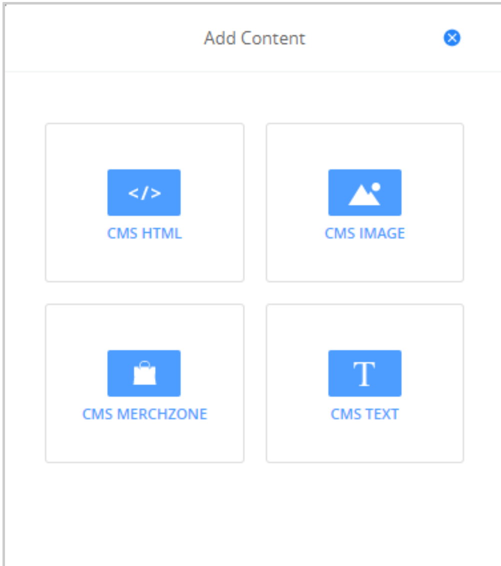
Control	Name	Description
	Preview	Click **Preview** to see how the site looks to your visitors. Preview mode hides area highlighting as well as the edit or remove buttons for content on the site. The site management toolbar is displayed in preview mode, but the add button is not available.
	Edit	Click **Edit** on the toolbar to enter edit mode. In edit mode you can make changes to existing content, remove content, or add new content.
	Overview	Click **Overview Mode** on the toolbar to manage landing pages and categories. See Landing and Enhanced Pages for information on landing and enhanced pages, and see Commerce Categories in SMT for information on category management.
	Review and Publish Changes	Click **Review & Publish Changes** on the toolbar to view the unpublished changes list. See Review and Publish Your Site for more information.
	Add	Click **Add** to display the side panel so you can add content.
	Preview Screen Sizes	Click this button to display the preview screen sizes toolbar. See Preview Different Screen Sizes for more information.
	Preview Site As Of	In Preview and Edit modes, this enables you to select a date and time for previewing or editing the site. This gives you access to content with a future start date or time that may not be currently displayed.
	Include Unpublished Changes	Check the Include Unpublished Changes circle to include unpublished changes in the preview of your site. See Include Unpublished Changes in Site Preview.

Side Panel

The side panel is positioned at the right side of the page and remains hidden until you perform an action that displays it. This panel provides you with context sensitive controls for the current task at hand. For example, if you are adding content to a page, the side panel displays the content options and lets you drag the content from the side panel to a page area. If you are adding or editing a merchandising zone, the side panel displays the Merchandising Zone Settings, or if you are adding or editing image content, the side panel displays the Image Settings.

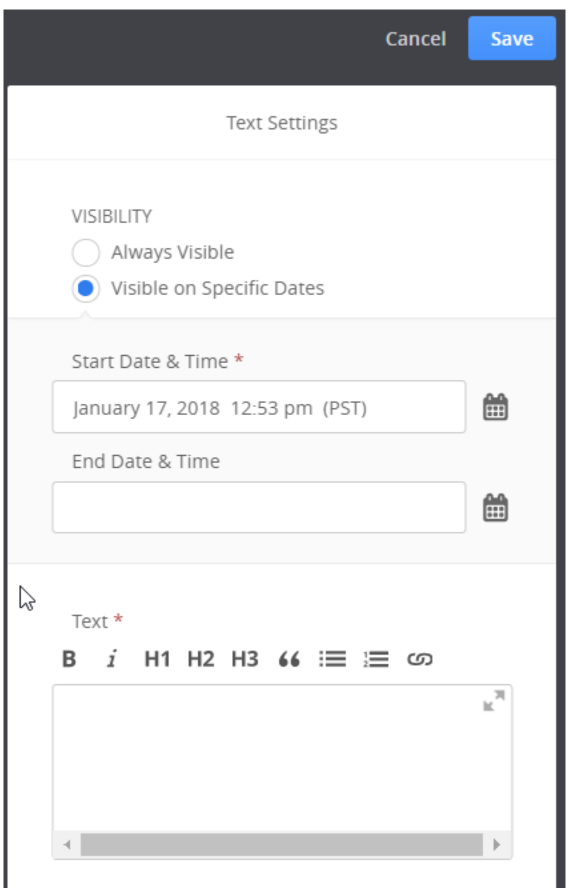
Add Content

To add content to a page, click the Add button on the site management toolbar. This displays the side panel and lets you select the type of content you want to add.



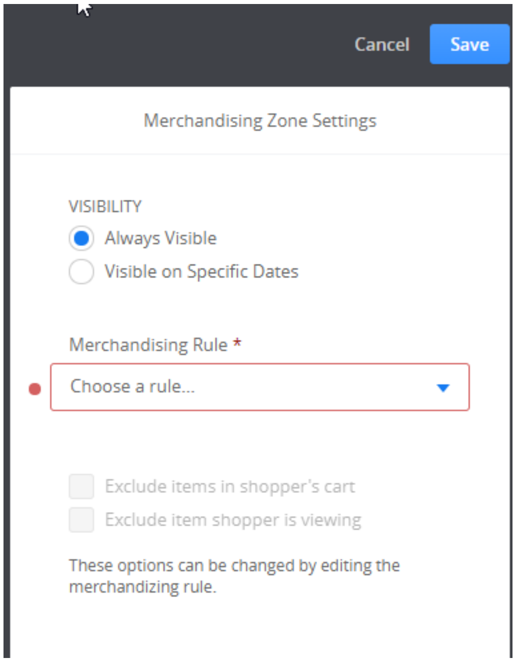
Text Settings

Text Settings are displayed in the side panel when you add new text content to a page or when you edit existing text content.



Merchandising Zone Settings

Merchandising Zone Settings are displayed in the side panel when you add a new merchandising zone to a page or when you edit an existing merchandising zone.



The **Merchandising Rule** dropdown list lets you select a merchandising rule that has been defined in NetSuite.

The **Exclude items in shopper's cart** and the **Exclude item shopper is viewing** boxes are display-only controls that report how the selected rule is configured.

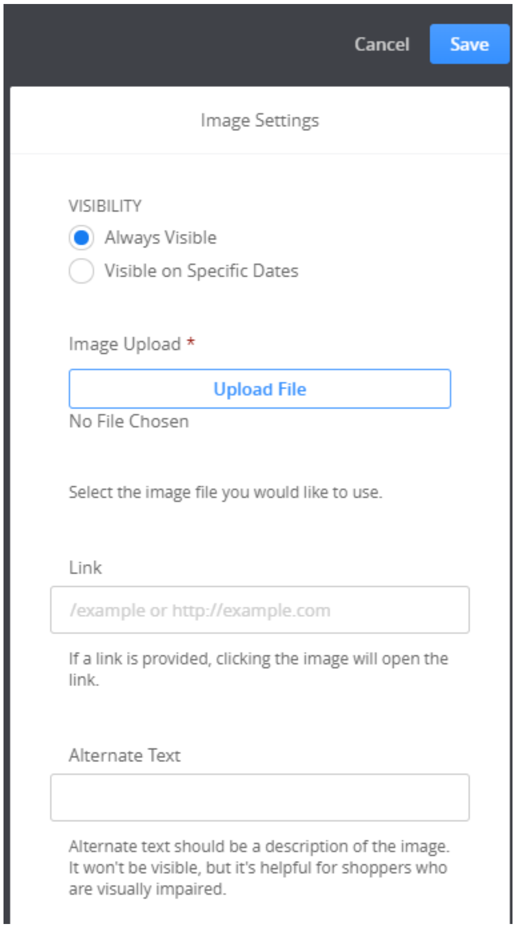
Click **Save** to save your changes to the merchandising zone.

Click **Cancel** to discard your changes and close the side panel.

See the help topic Create a Product Merchandising Rule for more information.

Image Settings

Image Settings are displayed in the side panel when you add new image content to a page or when you edit existing image content.



To link the image to a URL, enter the URL in the **Link** field. Leave the field empty if the image should not have a link.

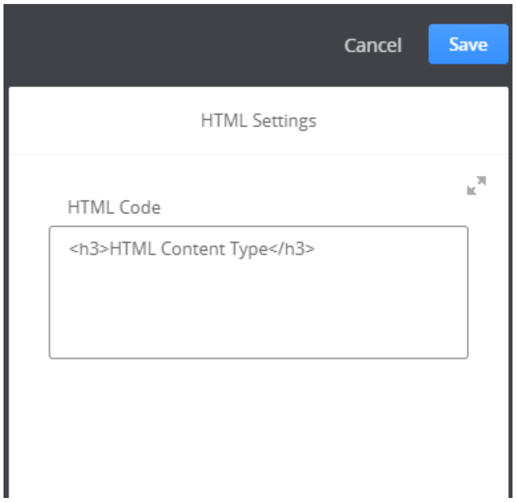
The **Alternate Text** field lets you specify the alternate text for the image. This text is displayed if an image fails to load, and it is also used by screen readers. You should always enter alternate text for images to promote SEO best practice.

Click **Save** to save the changes for the image.

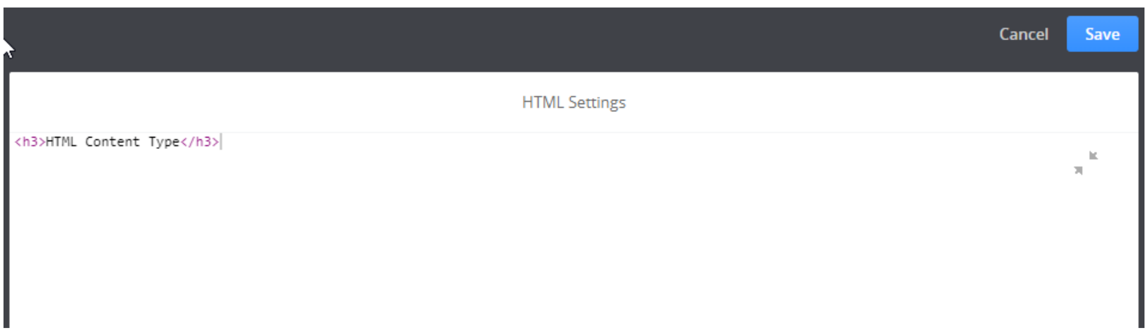
Click **Cancel** to discard the changes to the image.

HTML Settings

HTML Settings are displayed in the side panel when you add new HTML content to a page or when you edit existing HTML content. Here is an example of the basic view:



Enter your HTML or JavaScript code in the **HTML Code** field. You can expand to HTML editing view by clicking the expand button, denoted by the two opposing arrows. HTML editing view gives you a larger work area and syntax highlighting.



You can return to basic view, by clicking the collapse button, denoted by the two opposing arrows.

Click **Save** to save your HTML code.

Click **Cancel** to discard your changes.

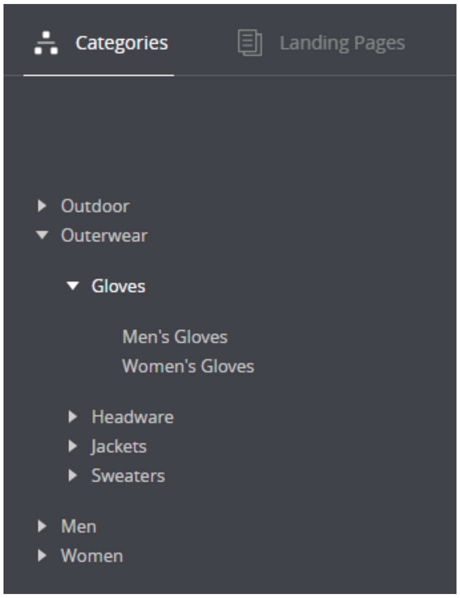
Content Controls

Content controls are displayed in edit mode when you point to a piece of content on the page.

Control	Name	Description
	Edit	The Edit button is displayed when you point to a piece of content. Click **Edit** to display the content's settings in the side panel.
	Remove	The Remove button is displayed when you point to a piece of content. Click **Remove** button to expire the content. Expiring content sets the visibility end date to the current time. See Discard Content Vs Expiring Content for more information.

Category Menu

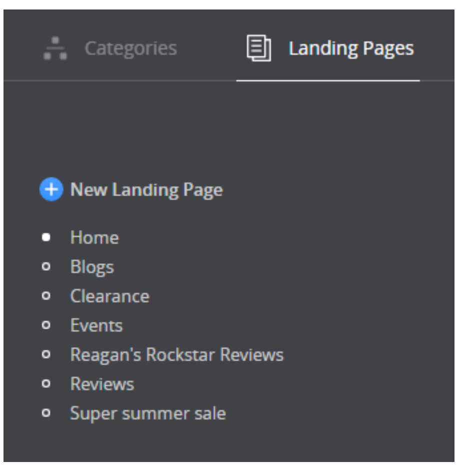
The Category menu is displayed in overview mode when you click the **Categories** button. This menu lets you manage your commerce categories.



See Commerce Categories in SMT for more information.

Landing Pages Menu

The Landing Pages menu is displayed in overview mode when you click **Landing Pages** . This menu lets you add a new landing page or edit an existing landing page.



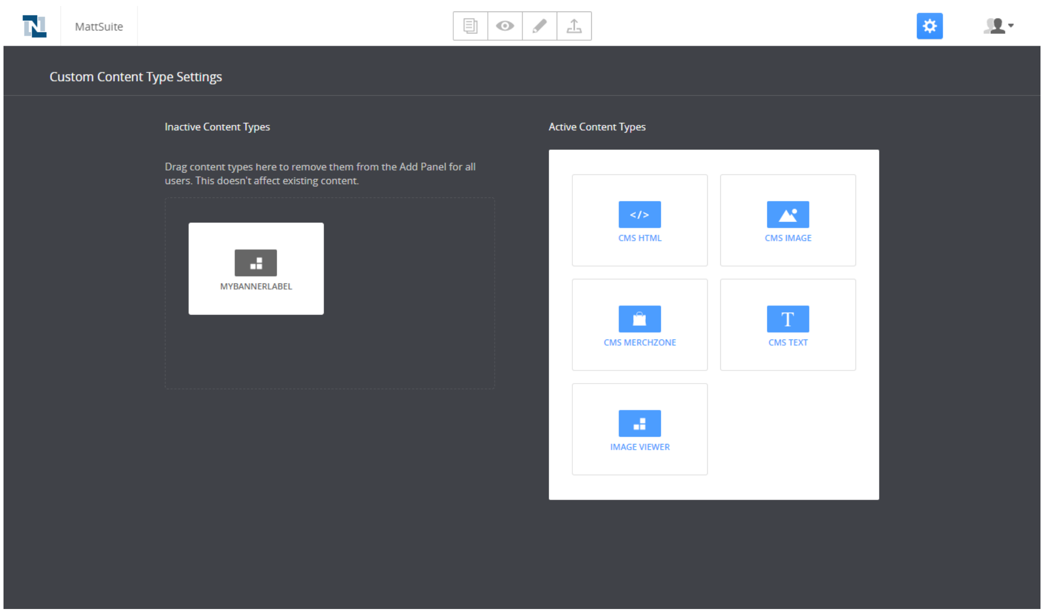
See Landing Page for more information.

Content Manager

The SMT Content Manager lets you enable and disable content types. This includes custom content types and the core content types. When disabled, the content type is not displayed in the side panel in edit mode, and you cannot add any of that content to your site. However, if the site already contains content of that custom type, it is still displayed on the site.

To enable or disable a content type:

1. Click **Settings**, denoted by the gear icon, on the toolbar. This displays the Content Manager. Disabled content types are displayed in the Inactive Content Types list and enabled content types are displayed in the Active Content Types List.



2. Drag a content type from the Inactive Content Types List to the Active Content Types List to enable that content type.
3. Drag a content type from the Active Content Types List to the Inactive Content Types List to disable that content type.

> **Note:** When you make a content type inactive, no new content of that type can be added to the site. Any content of that type that is already available on the site, continues to display.

4. Exit the Content Manager by selecting a different mode from the toolbar.

Browser Requirements

The SMT administrator interface is supported on the following web browsers:

- Chrome
- Firefox
- Safari
- Internet Explorer 11

SMT is compatible with the most current and the previous versions of these browsers, excluding Internet Explorer 10 which is unsupported.

If your browser is not listed as a supported browser, it does not mean that it does not work with SMT; it means that SMT was not fully tested with your browser. If you log in to Site Management Tools with an unsupported browser, you may see a message that you are using an unsupported browser. This means that you are using a browser that is known to be incompatible with SMT. If this occurs, change to a supported browser.

Note: Website visitor browsers are not subject to the supported browser list. Visitors can use any browser or device for accessing your site without affecting page display or performance. Only Site Management Tools administration is subject to the browser requirements listed above.

Published and Unpublished Content

Applies to: Site Management Tools

When you use SuiteCommerce Advanced Site Management Tools to edit your site, you have published and unpublished content. Published content is displayed to your website visitors. Unpublished content is accessible to only an SMT administrator who is logged in to SMT. Click **Review & Publish Changes** to review your Unpublished Changes and the Visibility Timeline.

Published Content

Published content is displayed on your site according to the visibility options you specified for each piece of content. This may include images, text and merchandising zones that you added to the site with SMT and then published. When you edit or remove existing published content, those changes display in the unpublished changes list and must be published before they are displayed on the site.

Unpublished Content

When you edit, add, or remove content on your website these changes are saved as unpublished content. This enables you to make changes to your content in advance and then publish those changes to be visible on the site immediately or at a date and time in the future.

When you are ready to publish your changes, click **Review & Publish Changes** and select the pieces of content you want to publish.

Preview and Edit Modes

When you are viewing the unpublished content on the site, you can view the site in **Preview Mode** or in **Edit Mode**. Change the mode by clicking the corresponding button on the toolbar:

	Preview Mode
	Edit Mode

Preview Mode

When you are in Preview Mode, you see your site as it is currently displayed to site visitors. You can change the preview date by using the **View Site as Of** date on the SMT toolbar. This lets you preview what the site looks like on the chosen date, including content that may not be currently visible. This might be the case for content with a future start date or content with an end date before the selected preview date. Additionally, you can include or exclude unpublished content in the preview by selecting the option on the toolbar.

Edit Mode

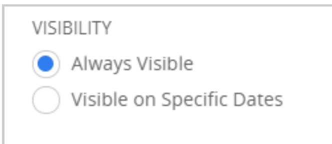
When you are in Edit Mode, you can add, edit, or remove content or landing pages. Content changes made in **Edit Mode** are not displayed on your site to visitors until they are published. Landing pages are always in a published state and do not require publishing.

Content Visibility

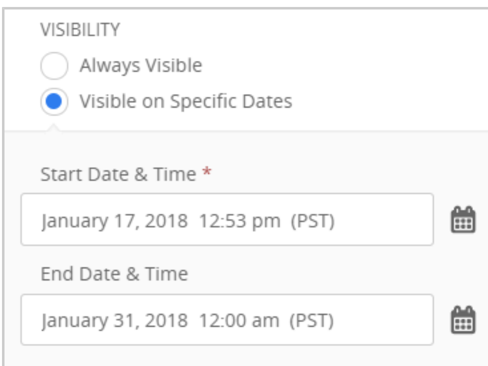
ⓘ **Applies to:** Site Management Tools | Kilimanjaro | Aconcagua

The term visibility is used to indicate that published content can be viewed by visitors to your site. Content visibility is controlled by user-defined start and end date and times in the content settings. There are three distinct scenarios regarding content visibility.

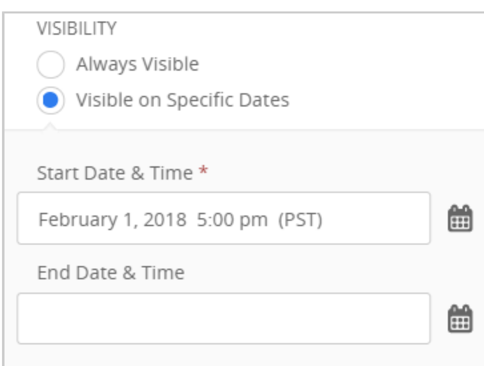
- Content is always visible. You can set content to be always visible by selecting the **Always Visible** option on the content settings.



- Content is visible at a specific date and time and expires at a specific date and time. To have a specific period for content to be visible, you set the start and end date and times on the content.



- Content is visible at a specific date and time and does not expire. You define this type of visibility in the content settings by specifying a start date and time and leaving the end date and time blank.



To set content visibility to Always Visible:

1. Choose the type of content to add to the page.
2. Choose the **Always Visible** button on the side panel.
3. Set any other attributes for your content.
4. Click **Save**.

To set content visibility for Visible on Specific Dates:

1. Choose the type of content to add to the page.
2. Choose the **Visible on Specific Dates** button on the side panel.
3. Select the **Start Date & Time** with the date picker, or click **Now** to set it to the current date and time.
4. Click **Set**.
5. Select the **End Date & Time** with the date picker.
6. Click **Set**.
7. Set any other attributes for your content.
8. Click **Save**.

To set content visibility for a future date and does not expire:

1. Choose the type of content to add to the page.
2. Choose the **Visible on Specific Dates** button on the side panel.
3. Select the **Start Date & Time** with the date picker, or click **Now** to set it to the current date and time.
4. Leave the **End Date & Time** field empty.
5. Set any other attributes for your content.
6. Click **Save**.

Content

ⓘ **Applies to:** Site Management Tools

Content is a piece of data that you place in an area on your website. There are five types of content:

- Text Content
- Image Content
- Merchandising Zone Content
- HTML Content
- Custom Content Type

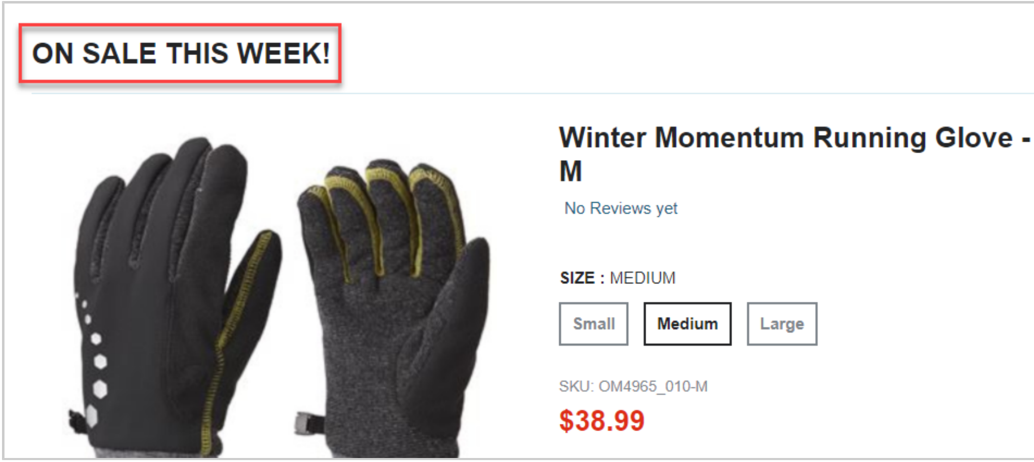
Each area can contain multiple pieces of content of the different types. For example, in one area you might place a piece of text content that serves as a header or title to an image or merchandising zone content. The scope of the area where you place the content determines on which pages that content displays. For example, if you place text content in an area with **all pages** scope, the text displays on any page on the site that includes the same area. If you place content in an area with **this page** scope, the content displays only on that page.

Text Content

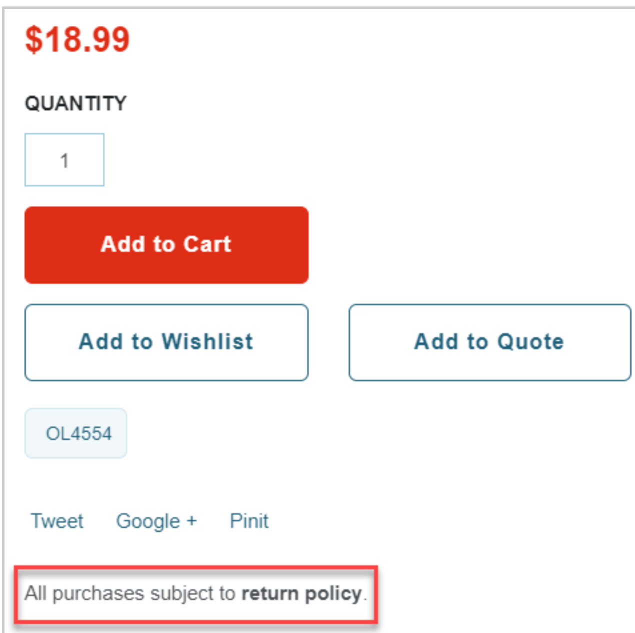
Site Management Tools let you drag and drop text content to the pre-defined areas on your site pages. The text you add can serve a variety of purposes. Some of the most common include:

- A notification that displays on select pages or all pages, for example an upcoming sale, free shipping, or other special event

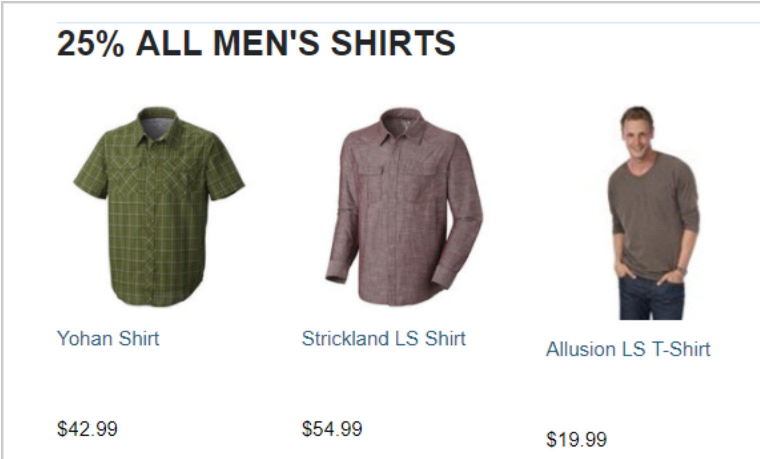
- A header area for an image or merchandising zone such as related or similar products or closeouts



- A block or paragraph of text that contains a hypertext link to another page on your site or to an external site



- Text or notifications that are specific to a product or facet list.



These are a few examples of common uses for text content. Depending on your business and the design of your site, you may identify many more uses.

You can place text content in any area on a page. The scope of the area determines when the text content displays.

- If the scope of the area is **all pages**, then the text content displays on any page that contains that area.
- If the scope of the area is **page type**, then the text displays on any page of that type.
- If the scope of the area is **this page**, then the text displays only on the page to which you add it.

Adding Text to an Area

To add text to an area on a page, you drag the text content from the side panel and drop it in the area where you want to place it. If the area already contains content, then a Drop Indicator identifies the position within that area where the content can be placed. When you drop the content, the page automatically displays the text editor and enables you to add your text.

Text Editor

The text editor provides you with several text formatting controls. The editor allows only the entry of text and does not allow you to enter HTML or other code. See the following table for the editor's formatting controls.

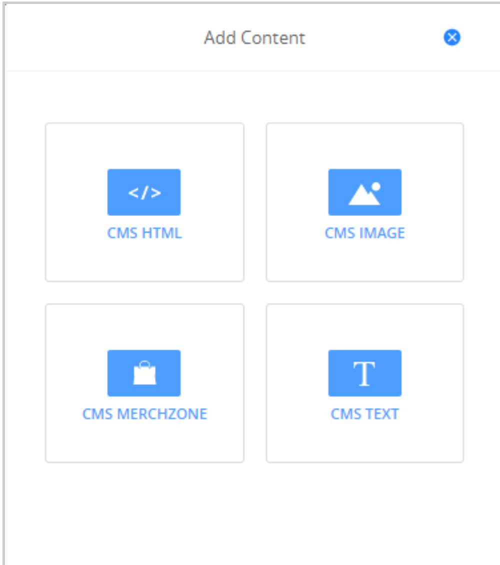
Control	Function
B	Bold
i	Italic
H1	Heading Level 1

Control	Function
H2	Heading Level 2
H3	Heading Level 3
	Block Quote
	Bullet List
	Numbered List
	Hypertext Link
Save	Save
Cancel	Cancel

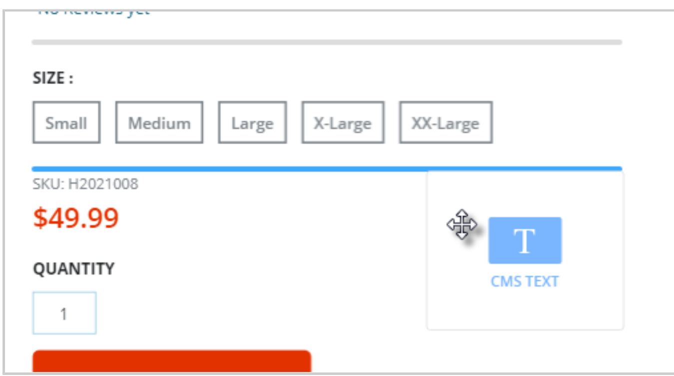
Note: Any changes to content, including addition, edits, or deletions must be published before they are available on the site.

To add text content:

1. Go to the page where you want to add text content.
2. Click **Add** on the site management toolbar. This displays the side panel.

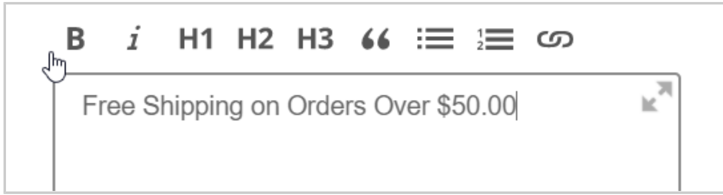


3. Drag the text content from the side panel to the page.
4. Set the content visibility options. See Content Visibility.
5. Position the content over the area and drop it. If the area contains one or more pieces of content, a drop indicator, denoted by a horizontal line, indicates where the content will be placed.



6. Drop the text content at the location you want. This displays the text editor in the side panel.

7. Enter your text in the text field. You can use the formatting controls on the toolbar to apply formatting to the text.



8. Click **Save**.

To edit text content:

1. Go to the page where the text content is located.
2. Point to the text content. This displays the content controls.
3. Click **Edit** to open the text in the text editor.
4. Make the changes to your text.
5. Click **Save**.

To remove text content:

1. Go to the page where the text content is located.
2. Point to the text content. This highlights the content and displays the content controls.
3. Click **Remove**. This displays a warning that asks if you want to expire the content.
4. Click **OK**.

See Discard Content Vs Expiring Content.

Image Content

A graphics designer usually creates the images that are used on the site. These images might include:

- Banners to advertise current and upcoming sales or events
- Images that link to groups of items or categories
- Free shipping or other eye-catching notifications

Images are usually created with their intended locations in mind and are normally sized to fit into the space on the web page.

As with other content, you add image content to an area by dragging the image content from the side panel and placing it in one of the pre-defined areas on the page. When adding images, you select the image on your computer.

> **Note:** You cannot choose images stored in the File Cabinet. If you have an image in the file cabinet that you want to use on the site, download it from the file cabinet to your computer and then use SMT to add it to the site.

You can place image content in any area on a page. If the area already contains content such as text or merchandising zone, you can position the image in any sequence for the content in that area. The scope of the area determines when the image is displayed.

- If the scope of the area is **all pages**, then the image content displays globally.

- If the scope of the area is **page type**, then the image displays on any page of that type.
- If the scope of the area is **this page**, then the image displays only on the page to which you add it.

Image Link

When you add an image to your site, you can set a link for the image. For example, you may add an image that you want to link to a listing of products. By setting the image link to the URL for the facet listing of products on your site, when a visitor clicks the image, he or she is taken to the product listing. Image links are specified in the **Link** field in the Image Settings on the side panel. Image Settings are displayed in the side panel when you add a new image to an area on a page or when you click the **Edit** button on existing image content. The image link is optional.

Alternate Text

You can set alternate text for an image. This text is displayed on the page when an images does not load, for whatever the reason. The alternate text is also used by page readers and helps promote SEO of site content. You enter alternate text in the **Alternate Text** field in the Image Settings on the side panel.

Image Size

Site Management Tools do not let you set image dimensions, so when you create an image to use for content, you should size the image to the size (or slightly larger than) the area where you will place it. If the image is larger than the area where you place it, the image is proportionally re-sized to fit within the area. If an image is smaller than the area where you place it, it is displayed at 100 percent and is not re-sized to fill the area.

> **Note:** Using excessively large image file sizes can impact page load times. For that reason, use the smallest image you can that does not effect the quality of image displayed on the site.

Image File Cabinet Locations

When you use SMT to add an image to your site, the image file is uploaded to the file cabinet:

Web Site Hosting Files > Live Hosting Files > SSP Applications > NetSuite Inc. - CMS > CMS > [site-number] > files

Image Template File

The image template file determines how an image you add to an area is displayed. This includes such things as the image alternate text and hyperlink. For more information on the image template file see Image Template.

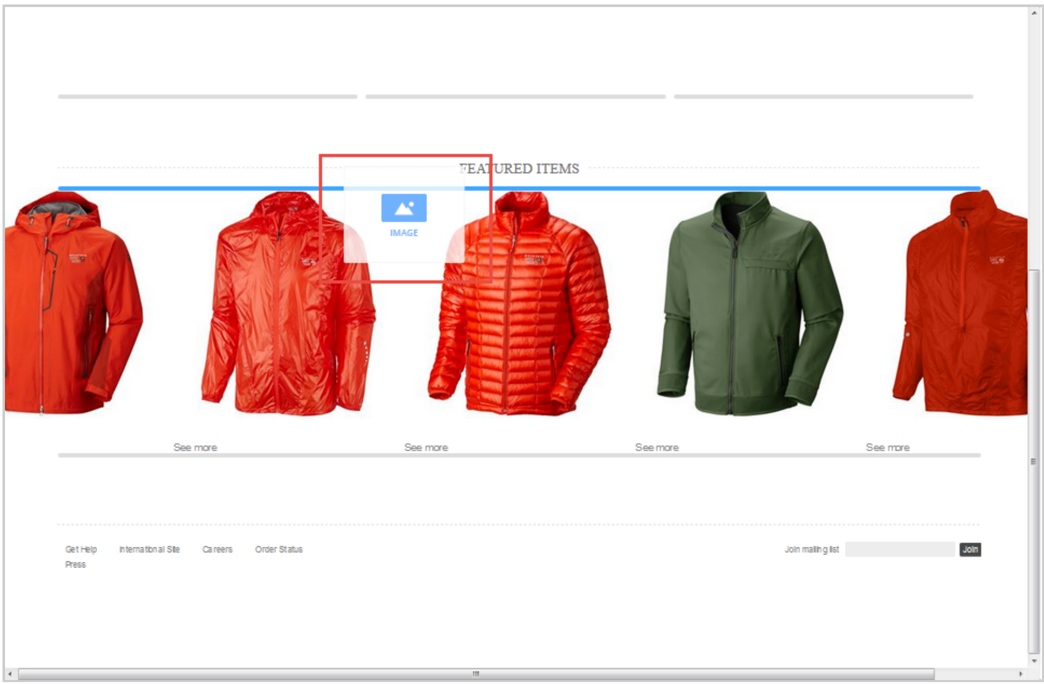
> **Note:** Any changes to images, including addition, edits, or deletions must be published before the changes are available on the site.

To add image content:

1. Go to the page where you want to add image content.

2. Click **Add** on the site management toolbar.
3. Drag the image content from the side panel to the area where you want to place it.
4. In the following screen shot, content is placed in the first position of an area that already includes text content and merchandising zone content.

   When you drop the content, the system automatically displays an Open File dialog box and lets you browse your computer for the image file. Select the file and click **Open**. This places your image on the page.



5. Set the content visibility options. See Content Visibility.
6. If you want to link this image to another page on your site or to an external site, enter the URL for the page in the **Link** field on the Image Settings in the side panel. Leave the **Link** field empty if you do not want to link the image.
7. In the **Alternate Text** field, enter the text to use for this image.
8. Click **Save**.

To remove image content:

1. Go to the page that contains the image content you want to remove.
2. Point to the image content. This highlights it and displays the content controls.
3. Click **Remove**. This displays a warning that asks if you want to expire the content.
4. Click **OK**.

See Discard Content Vs Expiring Content.

To change an image link or alternate text:

1. Go to the page that contains the image.
2. Point to the image, and then click the **Settings** button. This displays the Image Settings in the side panel.

3. Enter the URL for the link in the **Link** field or enter the alternate text in the **Alternate Text** field.
4. Click **Save**.

Image Template

Any image you add to an area uses the standard SMT image template. This template determines how the HTML code for the image is written. When you use SMT to add an image to a page, the two settings for the image are the Link, which is the URL to which you want to link the image, and the Alternate Text. Both of these settings are optional.

If you specify a URL for an image, the default image template constructs the hypertext link for the image. When visitors click the image, they are taken to the location specified by the link. The resulting link for the image might appear similar to this:

```
<a href="/shoppingcart"><img src="/shopflow/cms_assets/img/shoppingcart.jpg" alt="A photo of a
shopping cart."></a>
```

If you add an image to an area and do not specify a link for the image, the image template constructs only the image tag for the image. The resulting image tag might appear similar to this:

```
<img src="/shopflow/cms_assets/img/shoppingcart.jpg" alt="A photo of a shopping cart.">
```

You can use the default image template file as is or you can customize the template file to fit your needs.

Default Image Template

The default image template is located in the file cabinet at:

Web Site Hosting Files > Live Hosting Files > SSP Applictions > NetSuite Inc. — CMS > CMS > [application name] > Published > Templates > image_default.txt

image_default.txt

```
   <% if (data.fields.string_link) { %>
      <a href="<%- data.fields.string_link %>">
   <% } %>
   <img src="<%- data.fields.string_src %>"<% if (data.fields.string_alt) { %> alt="<%- data.fi
elds.string_alt %>"<% } %> data-loader="false" />
   <% if (data.fields.string_link) { %>
      </a>
   <% } %>
<% }); %>
```

You can use this default template as a starting point for any custom image template you want to create.

data-loader

The **data-loader** attribute as displayed in the template file above lets you control **lazy loading** which means the image is downloaded and displayed only when needed. For example, if the image is off screen at the bottom of the page, it does not load in the browser until the visitor scrolls down to the area of the page that contains the image. This technique is often used on long web pages to make a page load faster. Setting the data-loader attribute to **false**, as in this template, disables lazy loading, and all images are loaded when the page loads. Setting the data-loader attribute to **true** enables lazy loading, and images are downloaded and displayed only as they are needed.

> **Note:** NetSuite recommends setting the data-loader attribute to false to disable lazy loading so images always load when the page loads.

Escaping Characters

Notice in the template file that some of the inline code blocks are constructed as “<%- ... %>”. This is a security measure designed to prevent cross-site scripting. The hyphen following the opening <% tag escapes certain characters, converting them to HTML character entities. These characters include: & < > " ' /.

Merchandising Zone Content

Merchandising Rules are defined in your NetSuite account. SuiteCommerce Advanced SMT enable you to place merchandising zone content on a page by dragging it from the side panel and dropping it in a pre-defined area on the page. The scope of the area where you place the merchandising zone determines when it is displayed.

- If the scope of the area is **all pages**, then the merchandising zone displays on any page that contains that area.
- If the scope of the area is **page type**, then the merchandising zone displays on any page of that type.
- If the scope of the area is **this page**, then the merchandising zone displays only on the page to which you add it.

For more information on creating merchandising rules, see the help topic Product Merchandising.

Merchandising Zone Template File

The formatting of the merchandising zone content and the information that is displayed is defined by the merchandising zone template file. For more information on the merchandising zone template file, see Merchandising Zone Template.

> **Note:** Any changes including additions, edits, or deletions must be published before they are available on the site.

To add merchandising zone content:

1. Go to the page where you want to add the merchandising zone content.
2. Click **Add** on the site management toolbar.
3. Drag the merchandising zone content from the side panel and drop it in the area where you want to place it.

   When you drop the content, the Merchandising Zone Settings are displayed in the side panel.
4. Set the content visibility options. See Content Visibility.

5. Select the **Merchandising Rule** from the dropdown list.

   The list displays all merchandising rules defined in your NetSuite account.
6. Click **Save**.

> **Note:** The **Exclude items in shopper's cart** and **Exclude item shopper is viewing** boxes only report the settings for the rule in NetSuite. You cannot change those settings here.

To remove merchandising zone content:

1. Go to the page that contains the merchandising zone.
2. Point to the merchandising zone. This highlights the zone and displays the content controls.
3. Click **Remove**. This displays a warning that asks if you want to expire the content.
4. Click **OK**.

See Discard Content Vs Expiring Content.

To change merchandising zone content:

1. Go to the page that contains the merchandising zone.
2. Point to the merchandising zone. This highlights the zone and displays the content controls.
3. Click **Edit**, and the side panel displays the Merchandising Zone Settings.
4. Make your change.
5. Click **Save**.

Merchandising Zone Template

Any merchandising zone added to an area uses the standard SMT merchandising zone template by default. This template is applied to the zone automatically if the merchandising rule does not specify a different template. You can use this default template file or you can create custom merchandising zone templates to format the merchandising zone to display exactly the way you want.

Default Merchandising Zone Template

The default SMT merchandising zone template is located in the file cabinet at:

Web Site Hosting Files > Live Hosting Files > SSP Applications > NetSuite Inc. — CMS > CMS > [Application Name] > Published > Templates > merchzone_default.txt

The default merchandising zone template displays the item image and a See More button for each listed item. Clicking the image or the button takes the visitor to the item detail page for the selected item.

merchzone_default.txt

```
<% var items_per_row = 4, grid_columns= 12 / items_per_row; %>
<aside>
      <div class="row-fluid">
         <% _.each(data.items, function (item, index) { %>
            <% if ((index % items_per_row) == 0 && index > 0) { %>
```

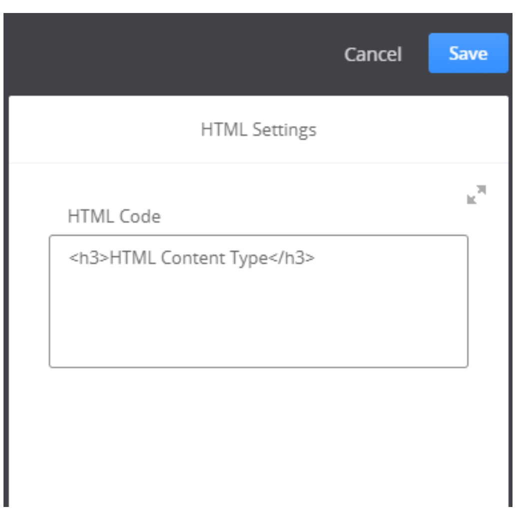
```
                </div>
                <div class="row-fluid">
             <% } %>
             <div class="span<%= grid_columns %>">
                <% var item_url = '/'+ item.urlcomponent; %>
                <div class="item-cell item-cell-grid">
                   <a class="thumbnail" href="<%= item_url %>">
                      <img src="<%= item.cms.image.url %>" alt="<%= item.cms.image.alt_text %>"
/>
                   </a>
                   <h5>
                      <a href="<%= item_url %>"><%= item.name %></a>
                   </h5>
                   <a class="btn btn-small btn-primary btn-expanded" href="<%= item_url %>">>See
more</a>
                </div>
             </div>
          <% }); %>
       </div>
  </aside>
```

You can use this default template as a starting point for any custom template you want to create. For example, you may decide that you want to list the product name beneath the image or show the average customer rating.

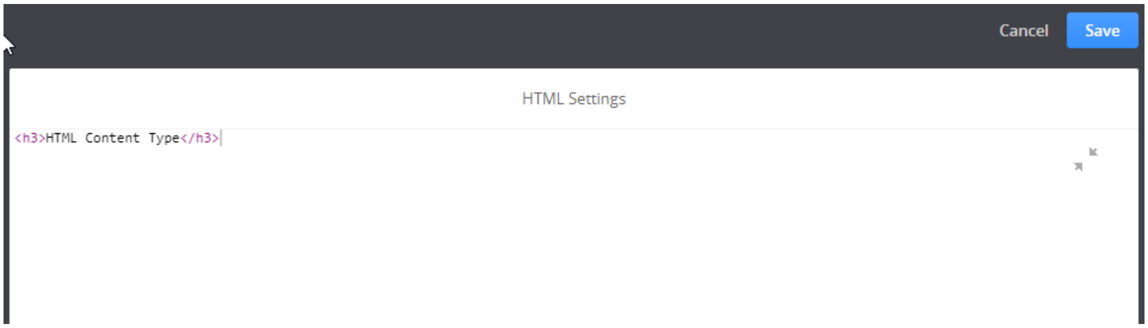
HTML Content

The HTML Content type lets you place HTML, JavaScript, or other code on the pages of your site. You can use this feature for any code that can reside between the `<body></body>` tags on the page. You cannot use HTML content type for any code that must be placed in the `<head></head>` tags of the page.

When you add HTML content to an area, the HTML settings are displayed in the side panel. The HTML settings give you two different views for adding and editing your HTML content. These are the **basic view** and the **editor view**. You can toggle between the two views by clicking the **expand/collapse button**, denoted by two opposing arrows, in the upper right corner of the editor. The basic view gives you a simple text area for entering your HTML code:



The **editor view** gives you an expanded side panel and an HTML editor with syntax highlighting:



Examples of HTML content type include:

- Custom HTML
- Forms
- Social media widgets

> **Note:** Any changes including additions, edits or deletions must be published before they are available on the site.

To add HTML content:

1. Go to the page where you want to add HTML content.
2. Click **Add** on the site management toolbar.
3. Drag the HTML content from the side panel and place it in the desired area on the page. When you drop the content, the HTML Settings display in the side panel.
4. Set the content visibility options. See Content Visibility.
5. You can enter your HTML code or JavaScript in the HTML code field in the side panel or click the expand button to expand the editor and enter your code.

   The HTML content on the page updates in real-time as you enter code.
6. Click **Save**.

To edit HTML content:

1. Go to the page that contains the HTML content you want to edit.
2. Point to the HTML content and click **Edit**. This highlights the content and displays the HTML settings in the side panel.
3. Make your changes to the code.
4. Click **Save**.

To remove HTML content:

1. Go to the page that contains the HTML content you want to remove.
2. Point to the HTML Content and click **Remove**. This displays a message box that asks if you want to expire the content.
3. Click **OK**.

See Discard Content Vs Expiring Content.

Moving Content

After you place content in an area on a page, you may decide that you want to move it to a different area on that page or to a different location within the same area. For example, you may have inadvertently placed text content below an image when you had intended to place it above the image, or you may have placed a merchandising zone at the bottom of the page but you want to see how it looks at the top of the page.

You can move content on any page by dragging the content to the new location. When you move content from one area to another, the content takes the scope of the new area. For example, if you move content from an area with a scope of **page type**, to an area with a scope of **all pages**, the content is displayed on all pages.

To move content from one location to another:

1. Go to the page that contains the content you want to move.
2. Drag the content to the new location. When you begin moving the content, the page displays the areas on that page.
3. Position the content over the new area. If the area includes content, multiple Drop Indicators serve as visual cues as to where you can place the content.
4. Drop the content to place it in the new area. The placement of the content is saved automatically.

Mixed Secure and Insecure Content

When you serve your site over a secure, encrypted connection, give special consideration to any HTML links you include in your content. Specifically, be aware of the consequences of mixing the secure content of your site with content from a location that is not secure. For example, linking to an image, script, or style sheet via an HTTP based URL instead of a secure HTTPS based URL. This is referred to as mixed content, because the main HTML of your page was loaded using a secure, HTTPS connection, but additional content on the page is referenced by an HTTP call which includes no security.

Linking to only secure content helps ensure the integrity of the content on your site. This also provides a more secure shopping experience for your visitors.

Linking to insecure content presents the opportunity for malicious activity such as sniffing and man-in-the-middle attacks. For mixed passive content, such as image, audio, or other media source, a malicious party can alter the image or media and change what is displayed to the visitor. Mixed passive content does not allow for alteration of any other part of the page.

Mixed active content, such as script or iFrame source or hypertext links pose an even greater danger because it allows for even more destructive attacks such as installation of malware or theft of user personal data.

As a security measure, most web browsers check for mixed content and display a warning message to the user that the page contains content that is not secure. In some instances, this content does not display at all.

When your site is secure and you use a link to other content, SMT checks to see if that content is also secure. If it is not secure, then SMT warns you that your HTML includes a link to content that is not secure. Best practice is to link only to secure content.

Review and Publish Your Site

Applies to: Site Management Tools

Review and Publish mode enables you to view all changes that are waiting to be published and also to publish the changes.

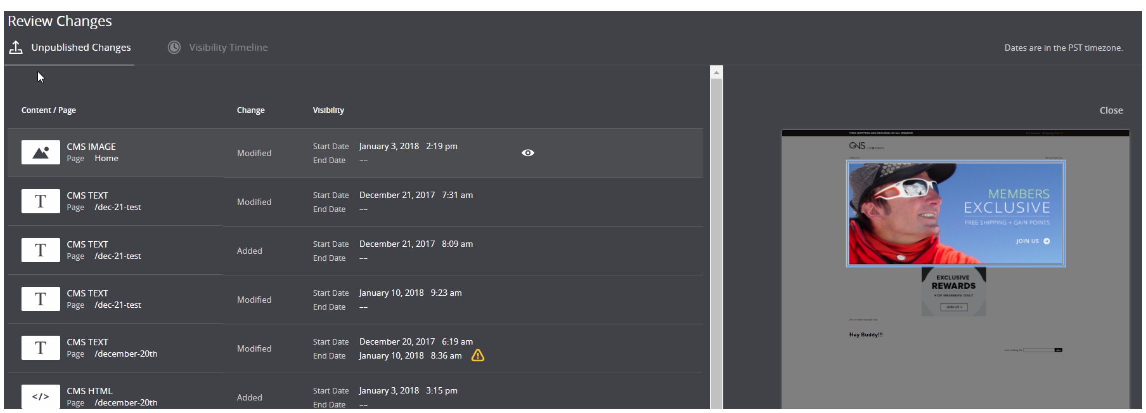
Review Changes

You should review any unpublished changes before you publish them. The **Review & Publish Changes** mode enables you to see a list of all Unpublished Changes. You can select any or all of the Unpublished Changes to publish.

For each change you see:

- Type of content
- Type of change, for example, add or modify
- Page to which the change applies
- Visibility start and end dates
- The name of the user who made the change
- Date and time of the change

To preview the detail of the change, point to the item on the list, and click **Preview**.



To review changes

1. Click **Review & Publish Changes** on the site management toolbar. This displays the Unpublished Changes List.
2. Point to the item and click **Preview** to preview the unpublished changes.
3. Click **Edit** to view the change in **Edit Mode** and make any changes.
4. Click **Close** above the page preview to close the detail preview.
5. Select the items you want to publish and click **Publish**.

Publish Content

Content must be published for it to display to visitors on your site. You publish content from the Unpublished Changes list. You can select multiple pieces of content on the list and publish it immediately. After you publish content, it is displayed on your site at the date and time specified by the content visibility start date and time.

To publish content:

1. Log in to Site Management Tools.
2. Click **Review & Publish Changes** on the site management toolbar. The Unpublished Changes list is displayed.
3. Select the pieces of content you want to publish and click **Publish**.
4. Click **OK** to publish the selected content. Click **Cancel** to cancel the operation.

Remove Published Content

When you set the visibility end date and time on a piece of content, that content stops displaying on your site at the specified end date and time. Content whose end date and time have passed is referred to as expired content.

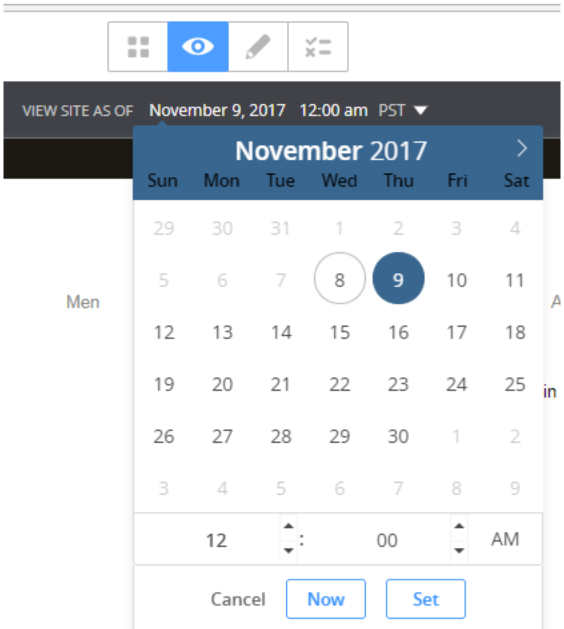
If you have content that does not have an end date and time and you want it to expire, you can set the visibility end date and time to the current date and time. Alternatively, you can expire content by going to the page with that content, and then click the content's X button. This sets the expiration date and time to now. If the content has a future start date and time, expiring the content will set the end date and time to the current **View Site as Of time**. Go to the **Unpublished Changes** list and publish the change to remove it from the site.

Cache Clearing for SMT Content

When you published content, whether instantly or through scheduled publication, certain SMT related caches are cleared. See the help topic Clearing Cached Site Management Tools Content for more information

Preview Your Site

Because content on your site may be visible only during a specified time frame, you have the option to view the site as a visitor will see it on any given date and time. The **View Site As Of** date on the SMT toolbar lets you choose a date and time and see how your site will look at that time.



Include Unpublished Changes in Site Preview

When you add new content to your site or make changes to existing content, the addition or change is always place in an unpublished state. This prevents the content from ever displaying on your site, even after you reach the visibility start date and time.

When previewing your site, you have the option to include or exclude any unpublished changes in the preview. You do this by clicking **Include Unpublished Changes** on the SMT toolbar.

This option is selected by default so that unpublished changes are displayed on the site. You can clear this option to exclude unpublished changes from the preview.

When previewing your site, you can quickly spot unpublished changes in Edit mode by looking for the unpublished icon, denoted by a blue circle, in the upper left corner of the content.

You can also see your unpublished changes on the unpublished changes list.

Content Expires Before Publishing

You may encounter a situation when you have unpublished content that expires. Content expiration occurs when the visibility end date and time for the content is passed.

Consider this example, you create a new piece of text content for the home page of your site. When you create the content, you specify the visibility start and end dates and times, but you leave the content in an unpublished state because you are still revising the text. However, you become involved with another project and must put aside the new text content for a couple of weeks. During that time, the visibility end date and time are passed, so the content expires before it was published.

When this happens, the content is displayed in the unpublished changes list, but it is flagged as expired. You have two options for dealing with this content.

- Go to the **Unpublished Changes** list and publish the expired content. It does not display on the site because it is expired. When you publish the expired content a CMS content record is created in

NetSuite. You can edit the CMS content record to change the visibility dates if necessary to make the content available on your site.

- Go to the **Unpublished Changes** list and discard the expired content. This removes the content.

Discard Content Vs Expiring Content

If you have unpublished content on your site and you decide to remove it rather than publish it, you have two options.

- Discard the Content
- Expire the Content

Discarding content is the preferred method of removing unpublished content that you do not want. For example, you may have started creating text content, but then decide you do not need it so you want to discard it. Review the following workflow for discarding content:

1. Go to the unpublished changes list.
2. Select the unwanted content in the list.
3. Click the discard button.

When viewing the content on the page you can click the X button located in the upper-right corner next to the Edit button. This method expires the content by setting the visibility end date and time to the current date and time.

- When you use this method for published content, it immediately stops displaying on the site after you publish the change.
- When you use this method to remove unpublished content, the visibility end date and time are set to the current date and time to prevent it from displaying on the site. It is still displayed in the unpublished changes list. To remove it from the list you can publish it or you can select it and then discard it.

Visibility Timeline

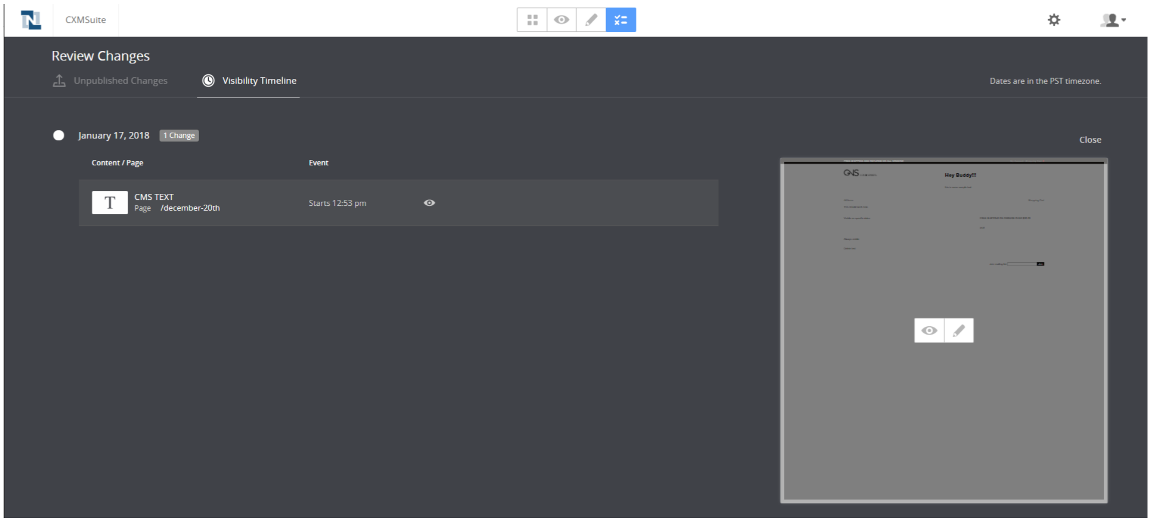
The Visibility Timeline gives you a one-stop location for viewing upcoming published content changes to your site. You can use this timeline to see what changes will be going live today, tomorrow, next week, next month, or even next year. The timeline lists the following information for each piece of content:

- Type of content
- Page
- Event
- Start date and time
- End date and time if it exists

The events reported in the timeline include:

- New content to display.
- Content that is going to expire

You can also preview the content or go to the edit mode from the visibility timeline list.


CXMSuite
Review Changes
Unpublished Changes
Visibility Timeline
Dates are in the PST timezone.
January 17, 2018
1 Change
Close
Content / Page
Event
CMS TEXT
Page /december-20th
Starts 12:53 pm

Landing and Enhanced Pages

Applies to: Site Management Tools

Site Management Tools enables you to create landing pages and to enhance existing pages. A landing page is a page you create to provide additional content on your site. Landing pages are commonly used to provide information such as an About Us page, a Contact Us page, a Return Policy page, etc. An enhanced page is an existing page such as the home page, a search page, or item detail page that you enhance by setting additional attributes for the page.

- Landing Page
- Enhanced Pages

Landing Page

Landing pages are a custom page with a unique URL. Create landing pages when you need to add content to your site that is not specific to an existing page such as the home page or item detail page. Some common examples and uses of landing pages include:

- About Us
- Contact Us
- Return Policy
- Locations
- Special Event
- Visibility Dates
- Seasonal Sale

Landing Page Visibility Dates

You can control when a landing page is accessible on your site by setting the visibility start and end date and times for the page. You can also make a landing page always visible by not specifying an end date and time, or choosing the **Always Visible** radio button when creating or editing the page.

For example, you have a Back to School sale during the month of August. You create a new landing page and set the visibility start date and time to August 1st, 12:00 am and the visibility end date and time to August 31st, 11:59 pm. You want to use the URL fragment **big-sale** and add your content to the landing page without setting an end date for the content.

Unlike content that must be published before it is displayed, landing pages are always in a published state. This means you can choose a specific date and time for the landing page to become visible on your site or choose to make it always visible.

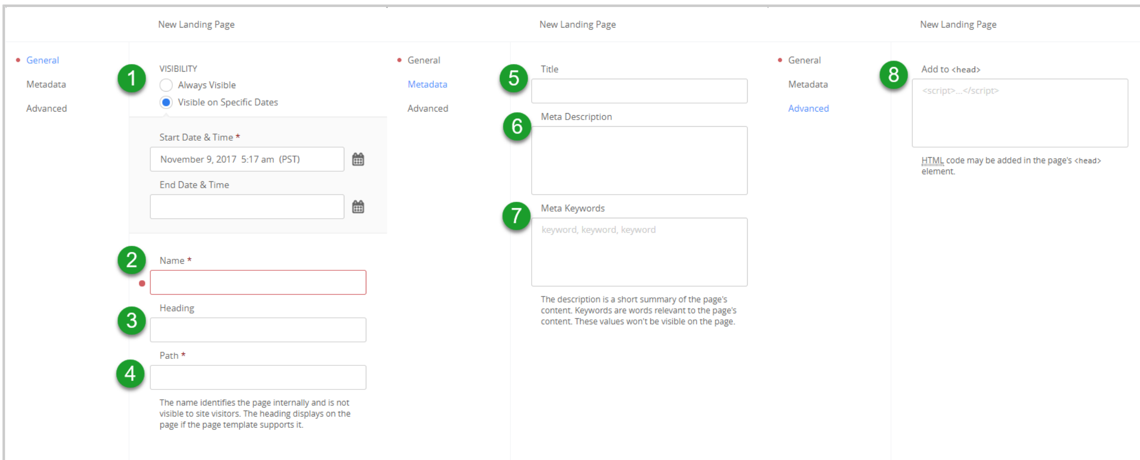
Landing Pages and the content displayed on them are independent of each other. If the landing page is expired, the content on that page is not displayed on the site even if the content is not expired.

When a landing page expires you cannot reactivate it, but you can create a new landing page with the same attributes such as URL and title. This also reactivates any content associated with the landing page.

Note: Visibility dates for landing pages with the same URL cannot overlap.

Continuing with the previous example, on September 1st the landing page for the Back to School sale expires. The next time you want to use the URL /big-sale, you create a new landing page with the same attributes and URL and the existing landing page and content are now accessible. Ensure the existing content is relevant.

When you create a landing page, you specify the properties for that page on the side panel in the landing page settings form. This form organizes properties on three tabs: General, Metadata, and Advanced. Landing page properties include:



1	**Visibility** **Always Visible**— This option makes the landing page always visible on your site. **Visible on Specific Dates**— This option enables you to choose the specific dates when the landing page will be visible on your site. You can leave the end date blank for the landing page to be visible on your site indefinitely.
2	**Name** — The landing page name is an internal identifier for the page. This name is not displayed to the user anywhere on the website, but it is used to identify the page in NetSuite and in SMT.
3	**Heading** — By default, the heading for the page is automatically set to the value you enter in the name field. You can change the heading if necessary. The heading is displayed on the page.
4	**Path** — By default, the path is set to the value you enter in the name field. Any spaces are replaced with hyphens. For example, if you set the name of a page to **About Us**. The URL defaults to **/About-Us**. You can then provide links to the page elsewhere on your site and also include it in a site map so that search engines can easily find it.
5	**Title** — The title you give the page is used to populate the HTML `title` element. Providing a descriptive title that includes your target keywords and accurately describes the page can help improve the page's ranking on search results pages. Additionally, search engines often display this title on search results pages and link it to the page on your site. Follow SEO best practice when creating page titles. See the help topic SEO and Page Titles.
6	**Meta Description** — The Meta Description is used to populate the HTML `meta description` element. The description you enter here is an important SEO tool and is often displayed on search results pages as a description of the page. Setting a meaningful and accurate description that contains your target keywords can help improve your ranking in search results pages. Use SEO best practice when writing descriptions. See the help topic SEO and Meta Descriptions.
7	**Meta Keywords** — The Meta Keywords field is used to populate the HTML `meta keywords` element for the page. It is important to follow SEO best practice when defining Meta Keywords for the page, because using them incorrectly can have a negative impact on the page’s ranking on search results pages.

8 **Add to <head>** — This field lets you specify additional meta information to include in the `<head>` area of the page.

Landing Page Layout and Content

To add content to a landing page, you must first create and save the landing page. After you save it, the landing page is displayed and you can add content to the page using the same method you use for adding content to any page. For more information on adding content to a page, see Content.

To add a landing page:

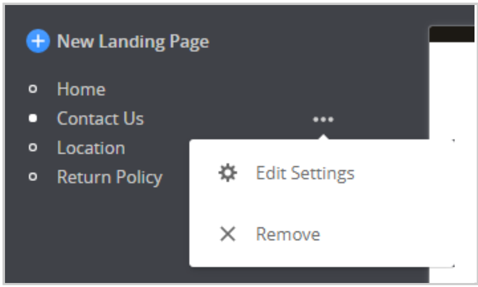
1. Click **Overview** on the Site Management Toolbar.
2. Click **New Landing Page**.
3. Enter the following information on the **General** section:
   - **VISIBILITY**
     - **Always Visible** — This option makes the landing page always visible on your site.
     - **Visible on Specific Dates** — This option enables you to choose the specific dates when the landing page will be visible on your site. You can leave the end date blank for the landing page to be visible on your site indefinitely.
   - **Name**—Enter the name for the page. This is an internal identifier for the page and is not displayed on the site.
   - **Heading**—The value for heading is automatically set to the value you enter in the name field. You can change the heading if necessary. The heading displays on the page if the page template supports it.
   - **Path**—The path value is automatically set to the value you entered in the name field. Any spaces are replaced with hyphens. The path for the page determines how a visitor accesses the page. For example, if you create a Contact Us page, and you set the path of the page to **contact-us**, then the page can be accessed at the following URL: http://yoursite.com/about-us.
4. Select the **Metadata** tab. This tab lets you define important SEO related properties of the page, including the following:
   - **Title**—The value you enter in the title field is used to populate the HTML `<title>` element on the page.
   - **Meta Description**—The value you enter in the Meta Description field is used to populate the `content` attribute of the `meta description` HTML element.
   - **Meta Keywords**—The value you enter is used to populate the `content` attribute of the `meta keywords` HTML element.
5. If you have additional metadata to add to the `<head>` section of the page, select the **Advanced** tab and enter the HTML code in the **Add to <head>** field.
6. Click the **Save Page** button.

To edit a landing page:

Edit a landing page when you need to make changes to the properties of the landing page such as the page title, description, or heading. Do not edit a landing page when you want to edit the content on the page. Edit the content on a landing page, exactly as you would any other page.

1. Click **Overview** on the site management toolbar. This displays a list of all landing pages.
2. Point to the page you want to edit, and then click the ellipsis button. This displays the **landing page context menu**.

Note: Clicking the landing page name displays the name and lets you preview the page before you enter edit mode.



3. Click **Edit Settings.**
4. This displays the page settings in the side panel.
5. Make your changes to the page settings.
6. Click **Save**.

To remove a landing page:

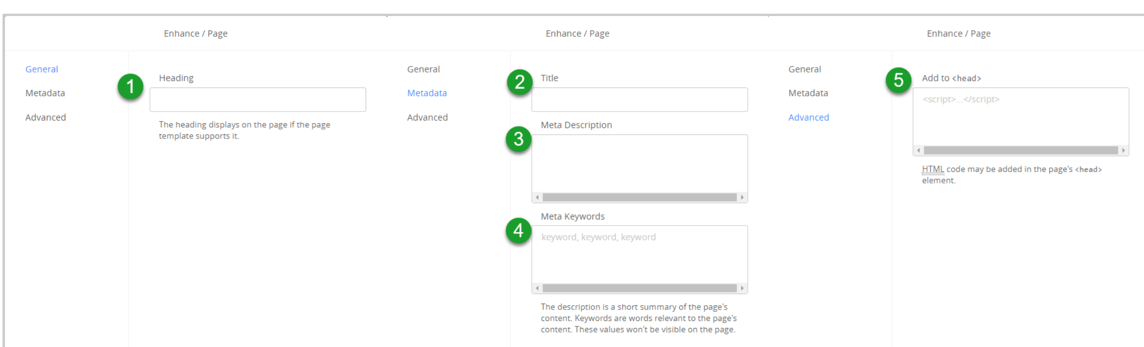
1. Click **Overview** on the toolbar. This displays a list of all landing and enhanced pages.
2. Point to the page you want to remove, and then click the ellipsis button. Then click **Remove**.
3. This displays a message that asks if you are sure you want to remove the page.
4. Click **Remove**.

Enhanced Pages

You can enhance an existing page on your site such as the home page, search page, item detail page, or review product page to customize the attributes of that page. For example, you can enhance a facet search page listing of sports helmets to set the page title and meta description to better describe the page. This promotes SEO best practice and can improve the page ranking on search results pages.

Enhancing pages enables you to customize certain attributes of a page without the need to write any custom code or modify existing files. To enhance a page, you log in to Site Management Tools and then go to the page you want to enhance. For example, on your site the URL for a facet listing of helmets is **http://mysite.com/accessories/helmets**. By going to that page and accessing the page settings menu, you can set the enhanced properties for the page.

Enhanced page settings include:

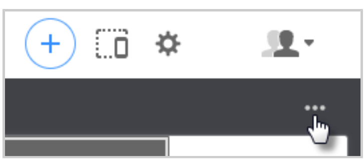


1	**Heading** — Any heading you enter is displayed on the page if the page template supports it.
2	**Title** — The title you give the page is used to populate the HTML `title` element. Providing a descriptive title that includes your target keywords and accurately describes the page can help improve the page's ranking on search results pages. Additionally, search engines often display this title on search results pages with a link to the page on your site. Follow SEO best practice when creating page titles. See the help topic SEO and Page Titles.
3	**Meta Description** — The Meta Description is used to populate the HTML `meta description` element. The description you enter here is an important SEO tool and is often displayed on search results pages as a description of the page. Setting a meaningful and accurate description that contains your target keywords can help improve your ranking in search results pages. Use SEO best practice when writing descriptions. See the help topic SEO and Meta Descriptions.
4	**Meta Keywords** — The Meta Keywords field is used to populate the HTML `meta keywords` element for the page. It is important to follow SEO best practice when defining Meta Keywords for the page, because using them incorrectly can have a negative impact on the page's ranking on search results pages.
5	**Add to <head>** — This field lets you specify additional meta information to include in the `<head>` area of the page.

To enhance a page:

Enhance a page when you want to change specific attributes such as the title or meta description for an existing page on your site.

1. Go to the page you want to enhance.
2. Click **Edit** on the site management toolbar.
3. Click the ellipsis button.



4. This displays the page settings menu.
5. Click **Edit Page Settings**. This displays the page settings in the side panel.
6. Enter the following information on the General tab:
   - **Heading** — Enter a heading to display on the page. The heading displays only if the page template is configured to display it.
   - **Path** — The path is read only and reflects the path to the page you are enhancing.
7. Select the Metadata tab and enter the following information:
   - **Title** — The value you enter in the title field is used to populate the HTML `<title>` element on the page.
   - **Meta Description** — The value you enter in the Meta Description field is used to populate the `content` attribute of the `meta description` HTML element.
   - **Meta Keywords** — The value you enter is used to populate the `content` attribute of the `meta keywords` HTML element.
8. If you have additional metadata to add to the `<head>` section of the page, select the **Advanced** tab and enter the HTML code in the **Add to <head>** field.
9. Click **Save**.

To edit an enhanced page:

Edit an enhanced page when you need to change previously entered page enhancements.

1. Go to the enhanced page you want to edit.
2. Click the ellipsis button.

3. This displays the page settings menu.
4. Click **Edit Page Settings**. This displays the page settings in the side panel.
5. Make any changes to the page settings and click the **Save Page** button when you finish.

Commerce Categories in SMT

Applies to: Site Management Tools | Vinson | Elbrus | Kilimanjaro | Aconcagua

Watch a related video.

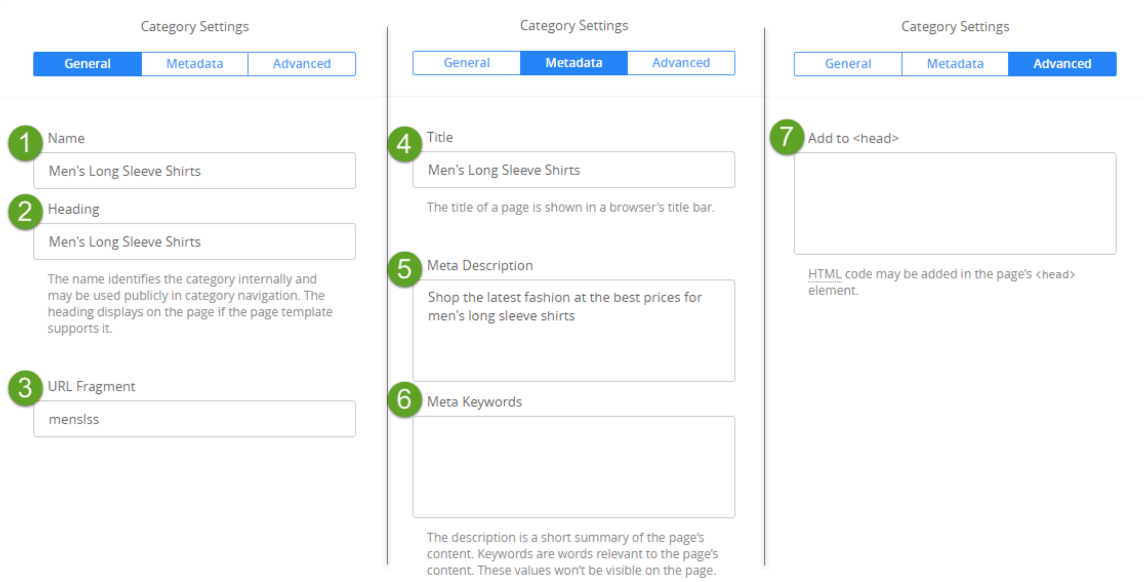
Available in the **Vinson** release of SuiteCommerce Advanced and later.

Commerce categories enable you to create a hierarchical structure of product categories, subcategories, and products so you can present a well organized catalog of products to visitors on your site. You can create commerce categories in NetSuite or in Site Management Tools. Any commerce categories management you perform in NetSuite is available in SMT, and any commerce categories management you perform in SMT is also reflected on the commerce category record in NetSuite. For information on managing commerce categories in NetSuite see the help topic Commerce Categories.

> **Note:** You can create and manage a maximum of 1,000 commerce categories in Site Management Tools. This total includes the sum of categories and subcategories. Any categories in excess 1,000 are not displayed.

Category Pages

When you create categories with SMT, a category page is created. This page lists the products and or subcategories that are assigned to the category. Similar to landing and enhanced pages, a category page lets you set the page attributes, including name, heading, path, title, meta description, addition to <head>, and meta keywords. These settings are displayed in the Category Settings in the side panel. The following screenshot shows each of the three category settings subtabs.



1	Name	This field lets you specify the name for the category. The name identifies the category in NetSuite and can also be used in category navigation.
2	Heading	The heading is displayed at the top of the category page if the page template file supports it.
3	URL Fragment	The URL Fragment specifies the section of the URL that is used to navigate to the category page. The full category page URL is a concatenation of the domain, any parent URL fragments, and the URL fragment you specify here.

4 Title	The Title field specifies the value to set for the `<title></title>` element for the page.
5 Meta Description	The description you enter here is an important SCA consideration. It is normally the description that is included on search results pages. The description is set as the value for the **content** attribute for the meta description element for this category page.
6 Meta Keywords	This field specifies the value to populate the **content** attribute of the meta keywords element on the category page.
7 Add to <head>	The Add to <head> field lets you specify code such as HTML, CSS, or javascript to include between the `<head></head>` tags on this category page.

Important: Category management is immediately published and available to visitors to your site. This means that any category changes are visible on the site immediately. This includes any category changes made with Site Management Tools, through the Commerce Categories Record in NetSuite, or with commerce Categories CSV import.

Enable Commerce Categories

Available in the **Vinson** release of SuiteCommerce Advanced and later.

Before you can manage categories with SMT, you must first enable the Commerce Categories feature in NetSuite. See the help topic Enable Commerce Categories Feature for more information on enabling the Commerce Categories feature.

Create a Commerce Catalog

Available in the **Vinson** release of SuiteCommerce Advanced and later.

The catalog is the highest level of organization for categories. Before you can create any categories for a site, you must first have a catalog to which you will assign the categories. Each website can have only one catalog. Commerce catalogs are created in NetSuite at Lists > Web Sites > Commerce Catalogs. See the help topic Set Up Commerce Catalog for more information.

Note: If you attempt to create a category and no catalog yet exists for the site, a new default catalog is automatically created for you.

Manage Categories and Subcategories

Available in the **Vinson** release of SuiteCommerce Advanced and later.

Category management is available while editing published content or adding new content. Management activities include the following:

- Add a Commerce Category
- Add a Subcategory
- Edit Category Settings
- Move a Category or Subcategory
- Copy a Subcategory

- Hide a Category
- Remove a Subcategory from a Parent Category
- Delete a Category

Add a Commerce Category

SMT enables you to add new commerce categories to your site. Any category you add through SMT creates a new commerce category record in NetSuite.

To add a category:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. Click **New Category** above the list of categories on the left side of the page. This displays the category settings in the side panel.
4. Enter the following information on the **General** subtab:

   > **Note:** The following three fields on the **General** tab are required for a category. Entries on the **Metadata** and **Advanced** tab are optional.

   - Name
   - Heading
   - URL Fragment
5. Click the **Metadata** tab and enter the following information:
   - Title
   - Meta Description
   - Meta Keywords
6. Click the **Advanced** tab and enter HTML code to include in the `<head>` area of this category page.
7. Click **Save**.

Add a Subcategory

You can add a subcategory to a parent category to provide more granular organization of items in that branch of the category hierarchy. A subcategory can have multiple subcategories of its own. Additionally, you can associate the same subcategory with multiple parent categories. For example, you may have **Backpacks** as a subcategory under **Kids** and also as a subcategory under **Back to School**. To have the same subcategory under multiple parent categories, add the subcategory to the first parent category and then associate it with the additional parent categories.

To add a subcategory:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. Click the category in the category tree to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.

5. Click **New Subcategory**. This displays the category settings in the side panel.
6. Enter the following information on the **General** subtab:

> **Note:** The following three fields on the **General** tab are required for a category. Entries on the **Metadata** and **Advanced** tab are optional.

   - Name
   - Heading
   - URL Fragment
7. Click the **Metadata** tab and enter the following information:
   - Title
   - Meta Description
   - Meta Keywords
8. Click the **Advanced** tab and enter HTML code to include in the `<head>` area of this category page.
9. Click **Save**.

> **Note:** You can also create a subcategory by moving a root level category to a subcategory position in the hierarchy tree.

Edit Category Settings

SMT lets you edit a category to change its settings, including:

- Name
- Heading
- URL Fragment

> **Warning:** Changing the URL fragment also changes the URL used to access the page. This can result in broken links and page not found errors. So remember to create a redirect and update any hypertext links that might point to this page. See the help topic SEO and Redirects for more information on creating redirects.

- Meta Description
- Meta Keywords
- Add to <head>

Any changes you make in SMT are reflected on the commerce category record in NetSuite.

To edit a category or subcategory:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category you want to edit and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.
5. Click **Edit Page Settings**, and this displays the category settings in the side panel.

6. Make your changes to the settings.
7. Click **Save**.

Move a Category or Subcategory

SMT lets you drag and drop categories and subcategories to move them to different positions in the category hierarchy tree. This includes:

- Moving a root level category to a subcategory position under a different root level category
- Moving a subcategory to a root level category position
- Reordering categories and subcategories

> **Warning:** Moving a category changes the URL used to access that page and any pages below it in the hierarchy, including item detail pages. This can result in broken links and page not found errors. So remember to create the appropriate redirects and update any hypertext links. See the help topic SEO and Redirects for more information on creating redirects.

Here are some things to keep in mind when moving categories:

- You cannot move a subcategory to a root level position in the category hierarchy if a copy of the subcategory exists somewhere else in the hierarchy tree.
- You cannot make a subcategory a subcategory of itself.

To move a category or subcategory:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category you want to edit and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.
5. Click **Move**. This displays the move icon to the left of the category name.
6. Click and drag the category to the new location in the category tree. A drop indicator lets you know where the category will be placed when you drop it.

   > **Note:** To move the category to a subcategory position, while dragging the category, point to the arrow to the left of the category name. This expands that branch in the category tree. You can then drop the category in a subcategory position.

7. Click **Save**.

Copy a Subcategory

Copying a subcategory lets you associate the subcategory with additional parent categories. It's important to note that copying a category does not create a new commerce category record, instead it creates a new association between the subcategory and another parent category.

To copy a category or subcategory:

1. Log in to SMT.

2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category you want to copy, and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.
5. Click **Copy**.
6. Drag the category to the location where you want to create the new parent category association. A drop indicator lets you know where the category will be placed when you drop it.

   > **Note:** To copy the category to a subcategory position, while dragging the category, point to the arrow to the left of the category name. This expands that branch in the category tree. You can then drop the category in a subcategory position.

7. Click **Save**.

Hide a Category

Hiding a category lets you make it unavailable on your site so that it is inaccessible to visitors. When hidden, the category does not show in SCA category navigation, and it is not available via direct link. If you hide a subcategory that exists in multiple locations in the category hierarchy, all instances of the category are hidden in the site, unless an instance of the subcategory includes an override to display it.

To hide a category in the site:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category you want to hide, and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.
5. Click **Hide in Site**.

> **Note:** When a category is set to not display in the site, the category name is dimmed in the category tree.

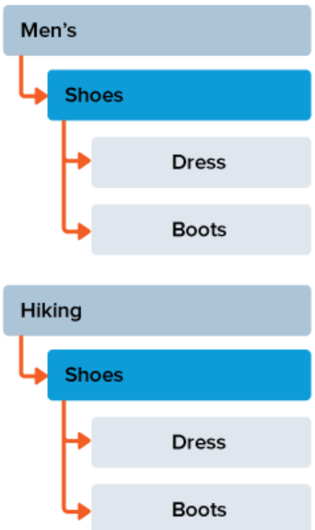
To display a hidden category in the site:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category you want to display, and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.
5. Click **Display in Site**.

Remove a Subcategory from a Parent Category

When you have a subcategory assigned to more than one parent category, you can use the **Remove From Parent** menu option to sever the relationship between the subcategory and the parent category.

When removing a category from a parent, there are some situations of which you should be aware, specifically when the subcategory is nested several levels below the root category and the same subcategory structure exists for multiple root level categories. Consider the following example category hierarchy:



In this example the root level categories are **Men's** and **Hiking**. The category structure beneath the root level categories are the same:

- /shoes/dress
- /shoes/boots

If you remove the subcategory **Dress** in the **Hiking** category branch of this hierarchy, it is also removed from the **Men's** category branch of the hierarchy. This occurs because the subcategory **Dress**, has the same parent category of **Shoes** assigned to it.

To prevent the category from being removed from the **Men's** branch of the category tree you can create a new level two category and name it **Men's Shoes**. You can then move the **Dress** and **Boots** subcategories to the newly created **Men's Shoes** category. You can then remove the **Dress** subcategory from the **Hiking** branch and not affect the men's branch.

> **Note:** The Remove From Parent option is not available if a subcategory is assigned to only one parent category. In this instances you can use the **Move** option to move the category to a root level category or to a subcategory position under a different parent category. If the category is no longer needed, then you can delete it or you can use the **Hide in Site** option to leave the subcategory assignment unchanged but make the subcategory unavailable on the website.

To remove a subcategory from a parent:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the subcategory you want to remove from the parent and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.

5. Click **Remove from Parent**.
6. Click **Remove** in the confirmation bar to remove the subcategory from the selected parent category.

Delete a Category

Deleting a category removes it, and it can no longer be used on your site. Delete a category only when you are certain that you no longer need it. You cannot delete a category if it has any subcategories assigned to it. To delete the category you must first delete or move its subcategories. You can delete a category if it has items assigned to it. If you delete a category with items, only the category is deleted. The items are not.

Warning: When you delete a subcategory it is deleted from all parent categories to which it is assigned. If you want to remove the category from only one parent, then use the Remove From Parent option instead. See Remove a Subcategory from a Parent Category.

If you want to prevent the category from showing in your site, but do not want to delete it, you can hide it in the site, see Hide a Category. You can also prevent a category from displaying on the site by making it inactive. You can make a category inactive by selecting the **Inactive** box on the Commerce Categories page at Lists > Web Sites > Commerce Categories in NetSuite. For more information on making a category inactive, see the help topic Commerce Categories.

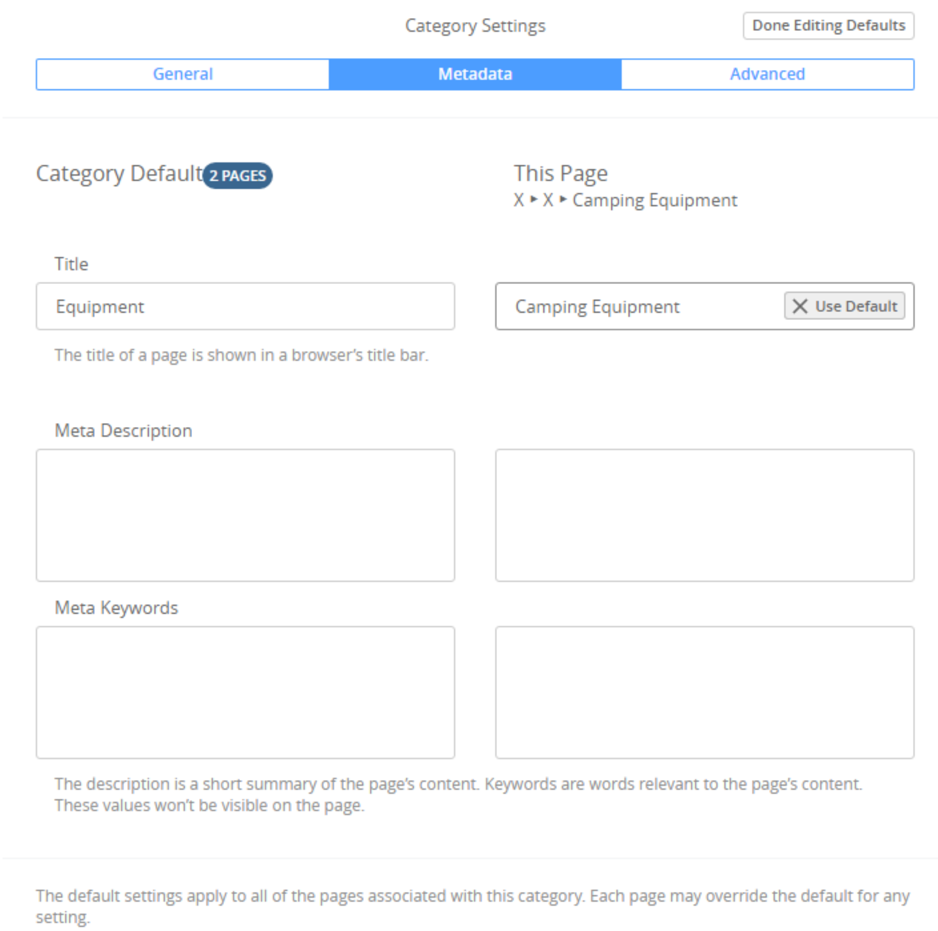
To delete a category or subcategory:

1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category you want to edit and click the category to select it.
4. Click the ellipsis button to the right of the category name. This displays the **Category Context Menu**.
5. Click **Delete**.
6. This displays a message in the confirmation bar and asks if you want to delete the category. Click **Delete** to delete the category or click **Cancel** to return to the category tree without deleting.

Manage Categories and Subcategories with Overrides

Available in the **Vinson** release of SuiteCommerce Advanced and later.

Subcategories can be defined to override default category record values, for example you may have a subcategory that is assigned to two different parents and you want to use one page title when accessed through one parent category and a different page title when accessed through a different parent category. When editing a category that has overrides defined for it or when editing a subcategory that exists in two or more locations in the category hierarchy, the category settings in the side panel includes an **Edit Defaults** button. Clicking this button lets you see the category default values and override values side by side.



The fields on the left side of the settings contain the **Category Default** values. The fields on the right display values for **This Page**; these are the override values. In the preceding screenshot, you see that the default **Title** of **Equipment** has been overridden with the Title **Camping Equipment**. Clicking the **Use Default** button removes the override. Entering values in any of the **This Page** fields creates new overrides that are specific to this instance of the subcategory.

Any changes to category override values are stored in the category record in NetSuite. To close the settings override view, click the **Done Editing Defaults** button. For more information on overrides, see the help topic Create Subcategories for a Commerce Category.

Manage Item Category Assignment and Order

Available in the **Vinson** release of SuiteCommerce Advanced and later.

Site Management Tools enables you to assign items to categories and subcategories and manage items assigned to categories. This includes:

- Adding new items to the category
- Changing the order of items
- Removing the items from a category

Any item management you perform in SMT is reflected on the **Items** subtab of the commerce category record in NetSuite. Likewise, any item management you perform in NetSuite is reflected in SMT.

See the following help topics for more information on managing item category assignments:

- Assign Items to a Category or Subcategory
- Edit Items Assigned to a Category

Assign Items to a Category or Subcategory

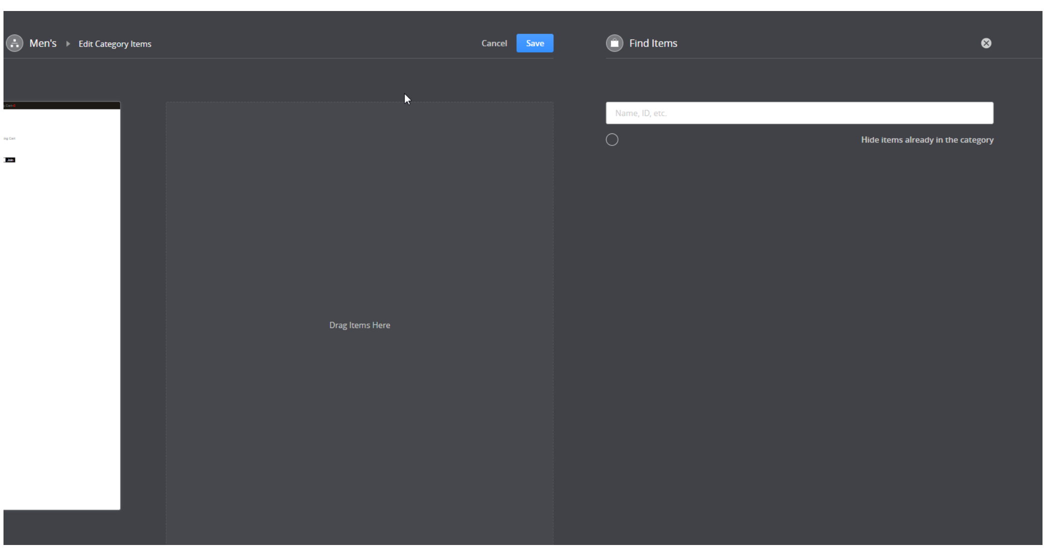
When you assign an item to a category you establish a relationship between the category and that item. A visitor on your site browsing a category is presented with the items assigned to that category. Additionally, an item can be assigned to multiple categories. For example, a child's backpack can be assigned to /kids/backpacks and also to /backtoschool/bargains. This helps increase visibility of items and makes it easier for visitors to find what they're looking for.

Item category assignments that you create with SMT are reflected on the **Items** subtab of the commerce category record in NetSuite. Likewise, any item category assignments you make on the **Items** subtab of the commerce category record are reflected in SMT.

> **Note:** When you assign items to a category and save the record, it may take up to 5 minutes or more for the items to be displayed in the SMT category preview and also in the category item list on the site. This delay is expected behavior and occurs because the search index is rebuilt when you add or change an item category assignment.

To assign items to a category or subcategory:

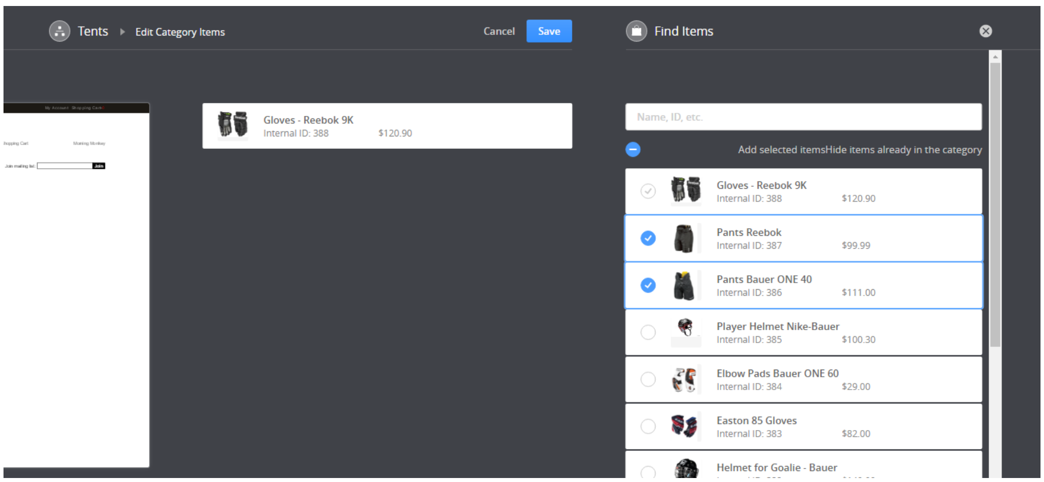
1. Log in to SMT.
2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category to which you want to add items and click the category to select it.
4. The right side of the window lists the items currently assigned to the category. Click **Add Items**.



5. Enter keywords in the search field to search for the items you want to add. The system locates items that match your keywords and lists them below the search field.

> **Note:** To filter the list to only those items not already assigned to the category, click the hide items already in category button. If the search list includes only items not already assigned to the category, then clicking the button selects all items in the list.
>
> If you enter no keywords and press the enter key, then all web store items are returned in the search list.

6. Select the items to assign to this category:
   - To add only one item, click and drag the item from the item search list to the assigned items list.
   - To add multiple items, click each item in the search list that you want to assign to the category. When you click an item a check mark is displayed to the left of the item image to indicate that it is selected. Drag the selected items from the search list to the assigned items list.



> **Note:** When you drag an item from the search list to the assigned items list, you can specify its placement in the assigned items list by dropping it at the location where you want it. A drop indicator lets you know where the item will be placed when you drop it. You can reposition items in the list in add mode by clicking the up or down arrow for the item you want to move.

7. When you finish adding items, click the **Save** button in the confirmation bar.

Edit Items Assigned to a Category

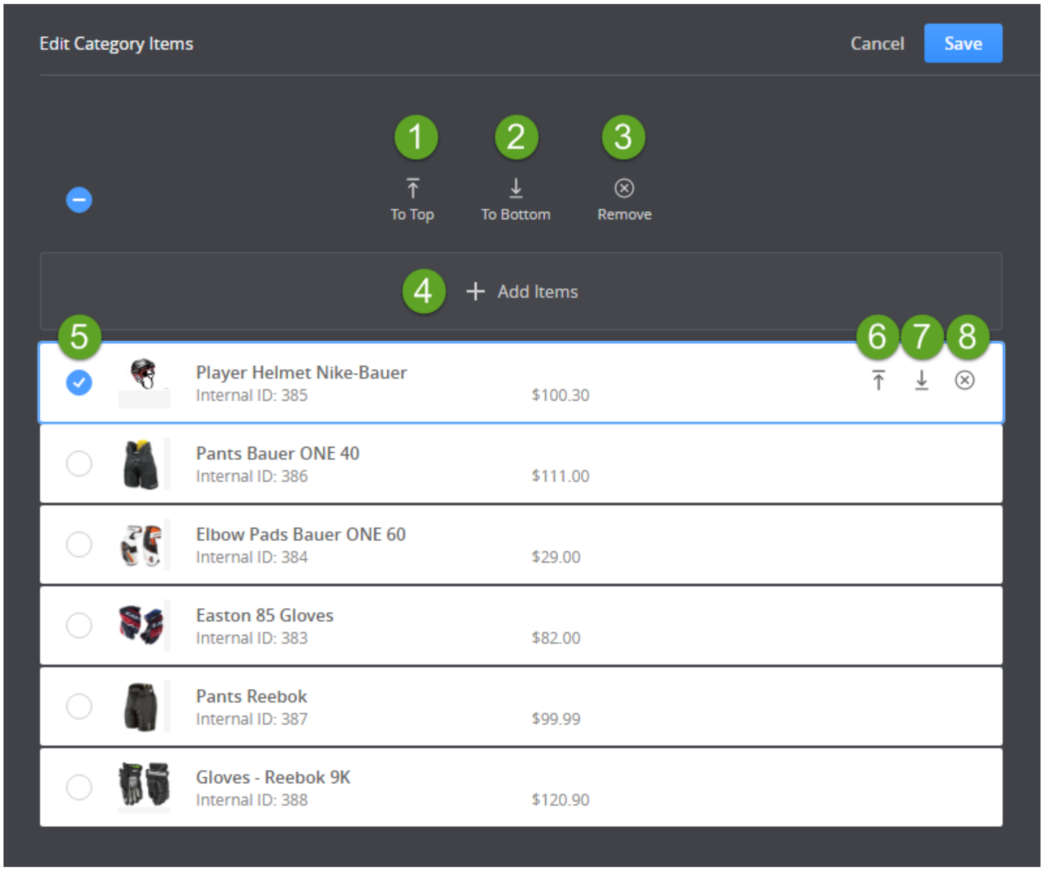
You can edit items that are assigned to a category to reorder items, remove an item, or add new items. You can perform these actions for a single item or for a group of selected items. Any changes you make to the items are reflected on the **Items** subtab of the commerce category record in NetSuite.

> **Note:** When you assign items to a category and save the record, it may take up to 5 minutes or more for the items to be displayed in the SMT category preview and also in the category item list on the site. This delay is expected behavior and occurs because the search index is rebuilt when you add or change an item category assignment.

To manage items in a category or subcategory:

1. Log in to SMT.

2. Click **Overview Mode** on the toolbar.
3. In the category tree, navigate to the category for which you want to manage items, and click the category to select it. This displays the assigned items list on the right side of the page.
4. Click **Edit**. This displays the **Edit Category Items** panel.



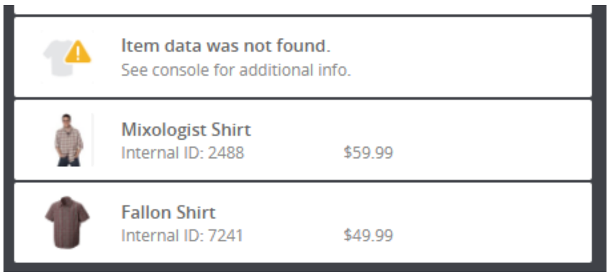
1	Move Selected to Top	Click this button to move all of the selected items to the top of the list.
2	Move Selected to Bottom	Click this button to move all of the selected items to the bottom of the list.
3	Remove Selected Items	Click this button to remove all of the selected items from the category.
4	Add Items	Click this button to add new items to the category.
5	Select Item	Click an item to select it. When an item is selected a check mark is displayed to the left of the item name. You can select multiple items by clicking each item. To remove the selection, click the item again.
6	Move Item Up	This button is displayed to the right of each item when you point to that item in the list. Click the button to move the item up one position in the list.
7	Move Item Down	This button is displayed to the right of the item name when you point to an item. Click the button to move the item down one position in the list.
8	Remove Item	This button is displayed to the right of the item name when you point to an item. Click the button to remove the item from the category.

In addition to using the move item buttons in the item list, you can also drag and drop items to order them. To move an item, click the item and drag it to the order where you want to place it. The list displays a drop indicator to let you know where the item will be placed when you drop it.

5. Click the **Save** button in the confirmation bar to apply your changes.

Commerce Categories Item Data Was Not Found Warning

When managing category item assignments in Site Management Tools, you might see an item that is unavailable and represented by a place holder with a message that states **Item Data was not found**.



This can occur when something about the item changed after its initial category assignment. Two examples of when this might occur include the following:

- Item Set to Not Display in Web Store
- Item Record in a State that Cannot be Displayed

You can view the console for additional information about the missing item. See Resolve an Unavailable Category Item.

Item Set to Not Display in Web Store

The website setup record determines if an item is displayed in the web store. However, if the **Display in Web Store** box is cleared after an item is assigned to a category, you receive the **Item data was not found warning** in the category's item assignments. You have two options for correcting this:

- If the item is still valid and should be displayed in the web store, edit the item record and select the **Display in Web Store** box on the **Web Store** subtab. See Resolve an Unavailable Category Item for help on locating the item.
- If the item should not be displayed in the web store, delete the item from the category.

Item Record in a State that Cannot be Displayed

If the item record is set to display in the web store, but you still receive the **Item data was not found** warning in the category item list, it is possible that some other change to the item record has rendered it unavailable. If this happens, try the following:

- Review the item record to see if you can find and correct an issue with the record. See Resolve an Unavailable Category Item for help on locating the item.
- Remove the item from the category and add it back.

> **Note:** You can see a history of changes made to an Item Record on the record's **System Information** subtab.

Resolve an Unavailable Category Item

When you receive the **Item data was not found** warning you can find more information about the item and the warning in the browser console. In the following example from a console log, you see the message that **The specified items are not currently set to Display in Store**. The items array in this message lists the internal ID of three items that cannot be displayed in the store.

```
2 ▶Using application.getCart is deprecated!                    shopping.js?t=1507574083965:20
                                                                              cms-admin.js:6
▼Object
   abstract: "The specified items are not currently set to "Display in Store"."
   details: "This could be due to your store's "Out of Stock" behavior, an issue with the item's configuration, or a search index that is out of date."
 ▶items: (3) [2466, 2431, 2599]
 ▶__proto__: Object
```

In this example the Internal IDs are 2466, 2431, and 2599. After you have the Internal ID of the items that are not displaying in SMT, you can perform an advanced search against the item records and filter for the internal IDs. You can then inspect the item record to determine the problem and take corrective action.

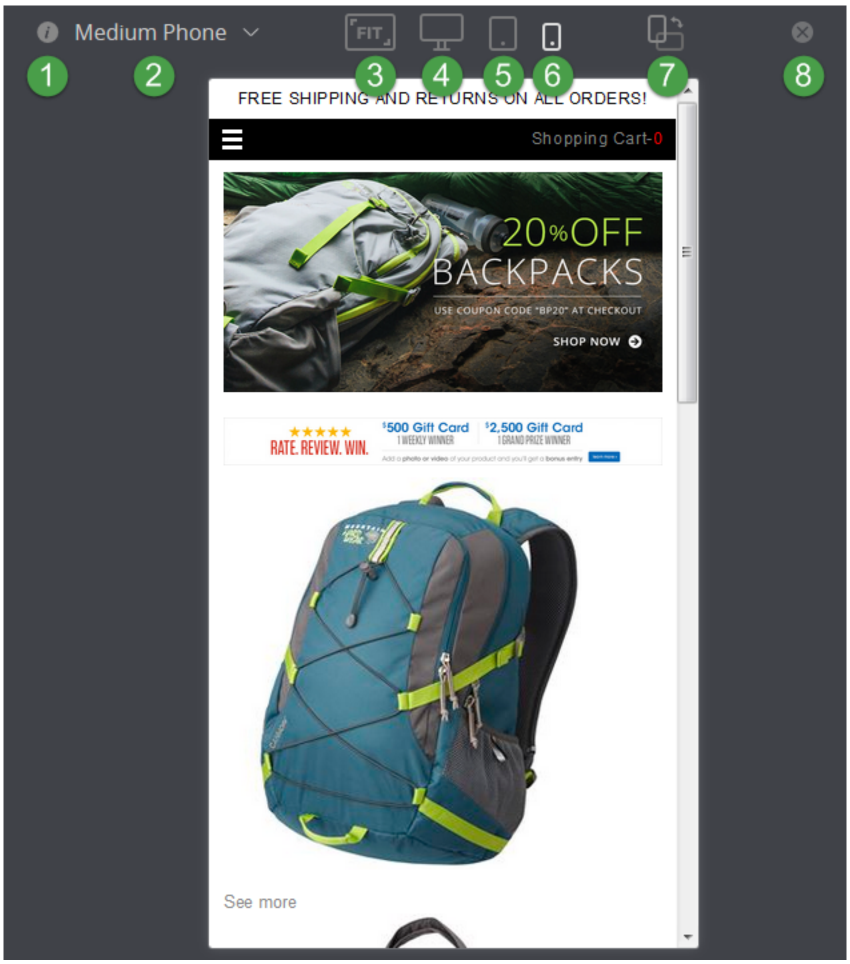
Preview Different Screen Sizes

ⓘ **Applies to:** Site Management Tools

Visitors to your site can use any number of devices such as smart phones, tablets, laptop computers, or desktop computers. The Site Management Tools preview different screen sizes feature lets you quickly simulate and preview how your site is displayed on different devices and screen sizes. This enables you to see your site as your customers see it on their various devices.

Click **Preview Screen Sizes** on the site management toolbar to enter screen size preview mode. Preview Screen Sizes is available only in Edit and Preview modes.

The following screenshot illustrates preview mode for a small tablet.



1	Point to the information button to see the details of the currently selected display option. Displayed information includes display orientation, width, and height. This is not available for the fit preview option.
2	The dimensions dropdown list lets you choose the preview dimensions for the currently selected device type.
3	Fit automatically sizes the preview to the dimensions of the current browser window.
4	The desktop button lets you preview the site on common desktop display sizes.
5	The tablet button lets you preview the site on common tablet screen dimensions.

6	The phone button lets you preview the site on common smart phone screen dimensions.
7	The rotate option is available for tablet and phone preview. Clicking the button toggles between landscape and portrait orientations.
8	Click the exit button to close device preview mode.

Device preview options include **fit** to current window, **desktop**, **tablet**, and **phone**. Each device preview option provides you with common dimensions for the type of device. For example, you can preview how your site would look on a small smart phone with screen dimensions of 320 x 480 pixels or on a larger smart phone with screen dimensions of 414 x 736.

Standard preview devices and display sizes include:

- Fit: preview the site based on the current browser window size.
- Desktop
  - Small: 1366 x 768
  - Medium: 1280 x 1024
  - Large: 1920 x 1080
- Tablet
  - Small: 768 x 1024
  - Medium: 800 x 1280
  - Large: 1024 x 1366
- Phone
  - Small: 320 x 480
  - Medium: 375 x 667
  - Large: 540 x 960

If you want to preview the site for a device size that is not defined, you can create custom preview sizes by adding the dimensions to the adapter file. See the help topic SMT Custom Preview Screen Sizes.

Portrait and Landscape Preview Modes

When you preview the site for tablet and phone, you also have the option to change the orientation. The rotate button on the preview toolbar lets you toggle the display between portrait and landscape orientations.

The rotate options is not available for the desktop preview. If you need to preview the desktop in portrait mode, you can define a portrait oriented desktop option in the adapter file. The following sample code illustrates this type of custom display option:

```
desktop: [{
        name: 'Portrait',
        width: 768,
        height: 1024
}]
```

Site Navigation in Preview Mode

Site navigation is fully functional while previewing screen sizes. However, if you attempt to follow a link that it is not on your domain, you are redirected to your site, and a message is displayed that navigating away from your site is not supported while editing the site.

Content and SEO

Applies to: Site Management Tools

Content you add with Site Management Tools can impact your site's search engine ranking. Follow the best practice guidelines detailed here to optimize your content for search engines. These search engine optimized pages can lead to a higher search engine ranking. These SEO considerations include the following:

- Image Content SEO
- Merchandising Zone SEO
- Enhanced and Landing Page SEO
- Text Content SEO

Image Content SEO

When you create images to add as content to your site, give the images descriptive file names so search engines can determine the nature of the image. A file named `image0012.png` tells you nothing about the image, but `hockey_helmet.png` is more than a filename. It is also a description of the image. This descriptive file name gives the search engine more information about your site.

When adding an image with SMT, always add alternate text. You enter the alternate text in the Alternate Text field in the Image Settings in the side panel. These settings are displayed when you add new image content or edit existing image content.

The default image template file contains the following code that places your alternate text on the page. This same code also constructs the image source attribute that places your image filename on the page. So you see how the descriptive file name and alternate text provide valuable information for search engines.

```
<img src="<%- data.fields.string_src %>"<% if (data.fields.string_alt) { %> alt="<%- data.field
s.string_alt %>"<% } %> data-loader="false" />
```

See image_default.txt for the full default image template.

If you customize your image template file, be sure to include the alternate text attribute.

Do not use overly large images that can slow down page load times. Size the images to fit within the areas where you place them. If you have an image you want to place in a large area and also use as a thumbnail in a small area, then use two different images of the appropriate size for the areas. Do not place the large image in the small area and allow it to be re-sized automatically.

Merchandising Zone SEO

The default merchandising zone template is configured to use URL components when constructing hypertext links to items. The URL component is set on the item record in NetSuite, and using a descriptive URL component helps promote SEO of any page that includes a merchandising zone.

The merchandising zone template also includes the alternate text attribute for images in the item record. So setting the alternate text for each image on the item record also helps with SEO.

As with images you add with SMT, using descriptive file names for the images attached to item records further promotes SEO of the page. In the following sample from the default merchandising zone template, you see where the item URL, the image file name, and the alternate text are all used to construct an individual item in the merchandising zone.

```
<% var item_url = '/'+item.urlcomponent; %>
<div class="item-cell item-cell-grid">
<a class="thumbnail" href="<%= item_url %>">
<img src="<%= item.cms.image.url %>" alt="<%= item.cms.image.alt.txt %>">
</a>
<h5><a href="<%= item_url %><%= item.name%></a></h5>
```

See merchzone_default.txt for the full default merchandising zone template.

Enhanced and Landing Page SEO

SEO related attributes for your landing and enhanced pages are set when you create the page. These attributes include:

- URL for Landing Page
- Page Title
- Meta Description
- Meta Keywords

For more information, See Landing and Enhanced Pages.

Text Content SEO

There are many SEO general best practices for text on your website pages. These include not only the position of the text on the page, but also the keywords you use in the text, formatting such as heading levels, and hypertext links to other important pages on your site. There are numerous resources available for these general best practices, so those are not detailed in this document.

CMS Records for SMT

Applies to: Site Management Tools

When you add content to your website with Site Management Tools and publish it, the content and the information regarding how it is displayed on the site is saved as NetSuite records. These include the following:

- Custom Record for CMS Content
- CMS Content Record

The custom record contains the actual content that you added to the site. For example, if you add a banner image to your site, there is a custom CMS_IMAGE record that includes the source for the image file, the alternate text for the image, and the link for the image. For each custom record, there is a corresponding CMS Content record. The CMS Content record details specific information about how and where that content from the custom record is displayed on the site.

> **Note:** Only published content is available as NetSuite records. Unpublished content is not accessible in the NetSuite backend.

Here is an example of how the records are created when you add content to your site.

You add a banner image to the header area of your site. When you add the image, you specify the following information:

- Visibility Options
- Image File
- Alternate Text
- Link

The area where you add the image is defined in the page template file and the area attributes provide a couple of important pieces of information. These are the scope of the content which can be global, current page, or page type. In this example, the area is in a page header and it is defined with global scope. The area also has a unique name. In this example, the name is `global_banner_top`.

When the you publish the content, a new CMS_IMAGE custom record is created. This record stores the content which is the image file source, alternate text, and link. A CMS Content record is also created. This CMS Content record links to the custom record with the custom record id. The CMS Content record includes the visibility date and times, area scope, area name, and several other data elements regarding the contents. See Custom Record for CMS Content and CMS Content Record.

Custom Record for CMS Content

The SMT Core Content Types bundle creates the custom records for the SMT core content types. These content types include:

- Text
- Image
- Merchandising Zone
- HTML

Note: The SMT core content type custom records are locked and cannot be edited or deleted.

The custom records are defined as follows:

Content Type	Custom Record Name	Custom Fields
Text	CMS_TEXT	clob_html
Image	CMS_IMAGE	string_link string_alt string_src
Merchandising Zone	CMS_MERCHZONE	exclude_cart exclude_current merch_rule_url merch_rule_count merch_rule_id merch_rule_template
HTML	CMS_HTML	clob_html

When you add content to your site and publish it, the content is saved as a custom record of one of these types. You can view or edit the record, and any edits you make to the custom record are immediately visible on the site. An example of when you might want to edit the custom record is if you may notice a misspelled word in a piece of text content, you can edit the custom record and correct the misspelling in the text. This makes the correction available immediately.

For each content custom record, there is also a CMS Content record that defines information specific to how and when the content is displayed on the site. See CMS Content Record.

Note: If you have created custom content types, you will also have a custom record for each custom content type. See Custom Content Type.

To view the custom record for SMT content:

1. Go to Customization > List, Records, & Fields > Record Types.
2. In the Record Types list, locate the CMS content type record for the content you want to view.

   The core content type records are CMS_HTML, CMS_IMAGE, CMS MERCHZONE, and CMS_TEXT. You may also have a content type record for any custom content type enabled on your site.
3. Click **List** for the content type record. This displays the list of content for that record type
4. Click **View**.

CMS Content Record

The CMS Content record defines specific information about how each instance of SMT content is displayed on your site. Each CMS Content record links to a corresponding custom record for content. For example for each CMS_IMAGE custom record, there is one corresponding CMS Content record. The CMS Content record specifies how and where content is displayed on your site. The CMS Content record includes the following fields:

Name	The name is an internal identifier for the content. The name is not displayed to the visitor on the website. The name field is left empty for content created through SMT.

Description	This is a user defined description of the content. The description field is left empty for content created through SMT.
Site	This specifies the site for the content.
Content Type	Identifies the content type. The core content types include: ■ CMS_IMAGE ■ CMS_HTML ■ CMS_MERCHZONE ■ CMS_TEXT Additional type values may also be available for custom content types.
Settings	Identifies the ID for the custom record that stores the content. This ID links the custom record for the content instance to the corresponding CMS Content record.
Template	Determines the template used when rendering content. This should be set to **default**.
Match Type	Determines when content is rendered. Values include the following: ■ **Exact** — Renders the content when all parameters exactly match. For example an exact match for **/brandname** renders only for a given parameter of **/brandname**. ■ **Broad** – Renders the content when the given parameters contains the parameter for the placement. For example, a broad match for **/brandname** also renders on **/brandname/shoes**.
Change URL	Specifies the URL used when the content was created or changed. This URL does not necessarily reflect the only URL where the content is displayed. For example, content with page type and global context, can display on many pages. The URL in this field reflects only the URL of the page where the content was added or last edited.
Page Type Context	This corresponds with the SMT **This Page** area scope and is used for content that you want to place on a specific type of page such as a product detail page or a facet browse page. Available options are: ■ **ProductDetails** — denotes a product detail page. ■ **facet-browse** — denotes a facet browse page or a category page. ■ **cms-landing-page** — denotes a landing page. See the help topic This Page Areas.
Global Context	This corresponds with the SMT **All Pages** area type. When content is configured to display in all pages, this field contains the *****. See the help topic All Pages Areas.
Path Context	The corresponds with the **This Page** area type and denotes the URL to the page. See the help topic This Page Areas.
Area Name	Specifies the name of the area on the page where this content is placed. This name is the value of the `data-cms-area` attribute from the page template file.
Start Date	The visibility start date and time for the content.
End Date	The visibility end date and time for the content. This identifies the date and time when the content expires. When this field is empty the content never expires.

Edit CMS Content

Even though you can make changes to content on your site by editing the CMS Content record, best practice for editing content is to make your edits in SMT. Editing the CMS content record directly is not recommended because, if done incorrectly you can cause content to disappear from your site.

Add CMS Content

CMS Content records are created automatically when you add content to your site and publish it. The CMS Content record lets you add a new record directly from within NetSuite. Remember, each CMS Content record links to a corresponding CMS custom record. Although you can manually add CMS Content and CMS custom records to add content to your site, NetSuite recommends using SMT for adding or editing content.

Delete CMS Content

The CMS Content record lets you delete SMT content from your site. When you delete a CMS Contents record, the corresponding CMS custom record is also deleted, and the content is immediately and permanently removed from the site.

To delete a CMS Contents record:

1. Go to Lists > Web Site > CMS Contents.
2. Click **Edit** for the record you want to delete.
3. Select **Delete** from the **Actions** menu.
4. When asked if you are sure you want to delete the record, click **OK**.

Custom Content Type

Applies to: Site Management Tools | Kilimanjaro | Aconcagua

Site Management Tools custom content type provides a platform for SuiteCommerce developers to create custom website applications or features that are enabled and managed through the SMT user interface. This enables SCA users to implement custom content and expand functionality of their SCA website with Site Management Tools. The process for implementing CCTs on your SCA site can be broken down into two major activities. The first activity is to create your custom SCA module. This consists of creating your JavaScript code, CSS, and other supporting custom module resources. These must all be implemented in SCA following SCA best practice.

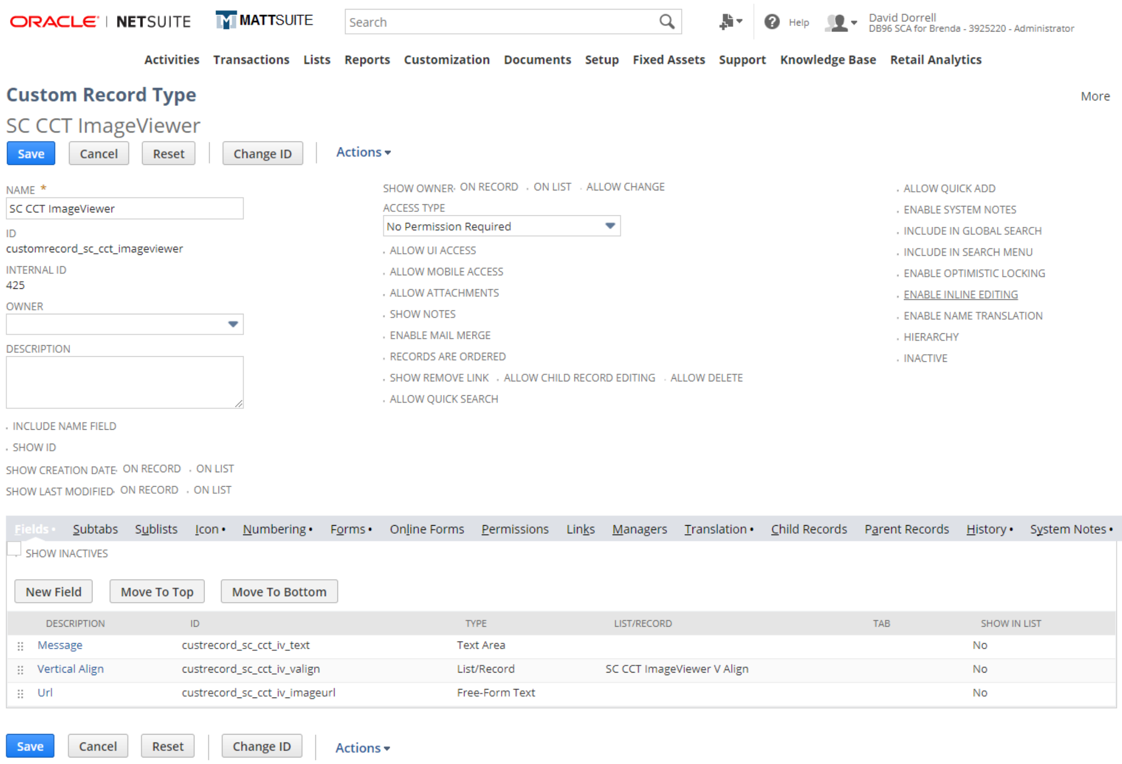
See the help topic Create a CCT Module for best practice on creating a custom CCT module.

After you create your custom module, the next step is to setup the CCT for use in SMT. This process includes the following:

- Create the custom records and fields for your custom content type. See Custom Record for Custom Content Type.
- Create the Content Type Record for your custom content type. See CMS Content Type Record.
- Enable the Custom Content Type in the SMT Content Manager. See Content Manager.

Custom Record for Custom Content Type

SMT Custom Content Types use NetSuite's Custom Records and Fields for defining the settings and values required for the custom content type. For example, if you have a custom content type that displays an image with a text overlay, you must create a custom record for the content type and then create the custom fields for the values required by your content. In the following screen shot you see the custom record for the SC CCT ImageViewer. As part of implementing a CCT you associate this custom record with a corresponding CMS Content Type Record. See CMS Content Type Record for more information.



> ⚠ **Important:** The Access Type for the custom record must be set to **No Permission Required**.

Custom Fields for Custom Content Type

After you create the custom record, the next step is to define the custom fields. The custom fields you define here are displayed in the side panel in Site Management Tools when you add the custom content type to a page on your site. In this example, the custom fields are used to define the information that is displayed by the custom content type. These fields include:

- **Message** — A text area that lets you enter text to overlay on the image.
- **Vertical Align** — Lets you select the vertical alignment for the text. Notice that in this example, the **Vertical Align** field is defined as a list/record type, and is associated with a custom list.
- **URL** — Identifies the source for the image.

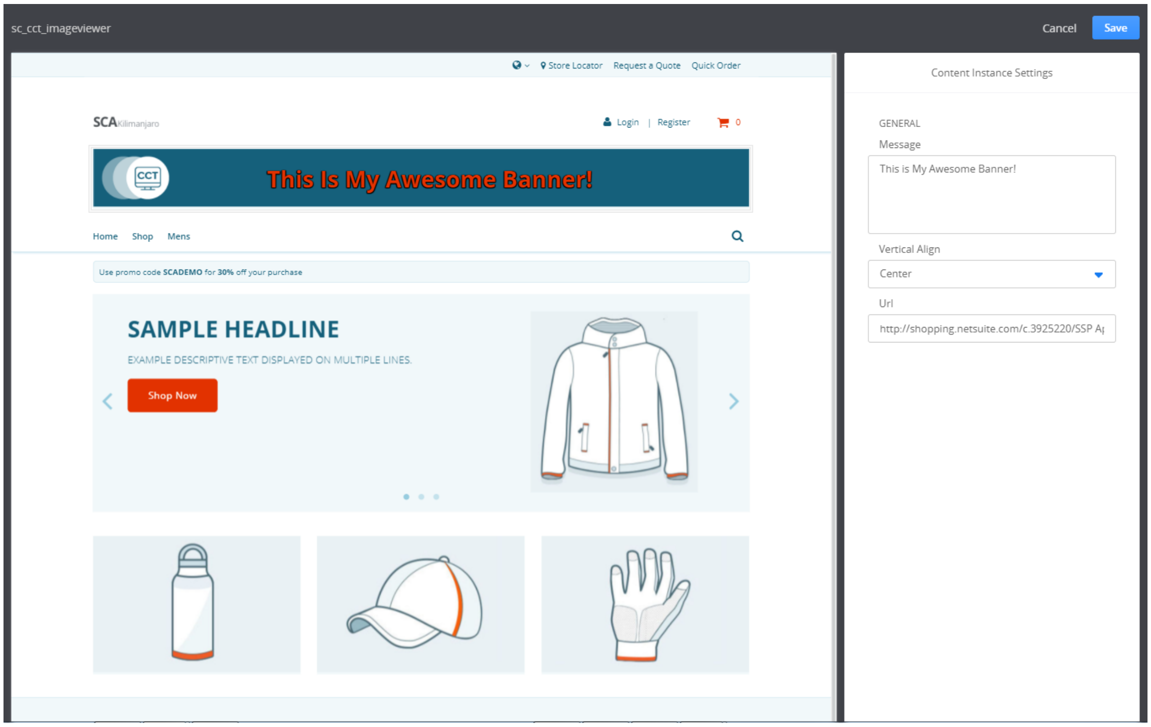
To reference the custom fields in your CCT module, use the ID assigned to each custom field. In this example, the IDs for custom fields are:

- **custrecord_sc_cct_iv_text** — Message field
- **custrecord_sc_cct_iv_valign** — Vertical Align field
- **custrecord_sc_cct_iv_imageurl** — URL field

SMT Custom Content Types do not support the following NetSuite custom field types:

- Help
- Password
- Image

After your custom content type is fully implemented, it is displayed in SMT. The following screenshot illustrates the SC CCT ImageViewer custom content type.



> **Important:** A Custom Content Type is available in SMT only after you have completed all implementation steps.

Tabs for Custom Content Type

Depending upon your custom content type and the number, type, or function of fields, you may want to create tabs to organize the fields. You can create tabs in the custom record for your custom content type and assign fields to the tabs. The tabs and field organization are reflected in the custom content types settings in the side panel in SMT.

For more information on custom records and fields, see the help topic Custom Records.

Custom Content Type Records

Each time you use SMT to add an instance of a Custom Content Type to your site, a CMS Content record and a custom record for the Custom Content Type is created. The CMS Content record determines how and where the custom content is displayed, see CMS Content Record. The custom record for the content type stores the values for the custom content elements. In the example of the ImageViewer custom content type, these values include:

- Message
- Vertical Align
- URL

Although you can view or edit instances of the Custom Content Types in NetSuite, best practice is to make your changes to the Custom Content Type in SMT.

To view a Custom Content Type Record in NetSuite:

1. Go to Customizations > Lists, Records, & Fields > Record Types.
2. In the Record Types list, locate the record for your Custom Content Type and click the **list** link.
3. This displays a listing of all instances of that Custom Content Type

CMS Content Type Record

The CMS Content Type Record defines the different types of content for SMT. When you install the SMT Core Content Types bundle, the bundle creates the CMS Content Type records for the following core content types:

- CMS_HTML
- CMS_IMAGE
- CMS_MERCHZONE
- CMS_TEXT

CMS Content Type Record for CCT

When you create custom content types, you must manually create a CMS Content Type Record for each custom content type. The CMS Content Type Record links to the custom record you created for your CCT. You must create the CMS Content Type Record before your custom content type is available in SMT.

To create a Content Type Record

1. Go to Lists > Website > CMS Content Types > New.
2. Click the **New** button.
3. In the **Name** field, enter a name for this content type. The name must be all lowercase and best practice is to use no spaces. The name identifies this record in NetSuite so make it descriptive of the custom content type. The name you specify here must be set as the value of the `id` property within the `registerCustomContentType()` method used to initialize your CCT module.

   See the help topic Create a CCT Module.
4. In the **Description** field, enter more details about this custom content type to explain its purpose.
5. In the **Icon Image Path** field, enter the path in the file cabinet for the icon you want to use for this content type. Only the scalable vector graphics (*.svg) format is supported. If you do not specify an icon, a default icon is used for the content type.
6. Specify the **Label** to use in SMT for this content type. The label identifies the content type to the user.
7. In the **Custom Record** field, enter the name of the custom record you created for this custom content type.
8. Click the **Save** button.

CCT Icon Requirements

Icons for custom content type should be a single-color SVG image. From a design perspective, the image should be simple but distinctive enough for users to recognize the icon at a glance and associate it with the content type.

Images that are comprised of SVG shape elements that can be filled, rather than SVG strokes, work best. Shapes should have no defined color. The icon can utilize strokes, but the element's fill attribute must be set to "none", and its stroke attribute must be set to "currentColor".

Icon styling should be done using presentational attributes, not CSS. Style elements present in the SVG image may be removed.

Required Settings

- Valid SVG
- One root element (<svg>) with valid value for xmlns attribute.
- Root element's viewBox attribute is set to "0 0 48 48"
- Color
- Elements without a stroke must have fill set to "currentColor" or no fill attribute.
- Elements with a stroke must have fill set to "none" and stroke set to "currentColor".

Recommended Settings

- desc element
- Should describe what the image contains or looks like
- Should be the first child of the root element
- Should generally only contain shape elements (circle, ellipse, line, path, polygon, polyline, rect), but may also contain structural elements (g, defs, use, symbol)

Not Permitted

- text, except when integral to a logo/branding where a non-text version is not available or would violate brand guidelines. Any text included should be converted to outlines.
- raster images
- style elements
- script elements
- animation elements
- gradient elements
- font elements
- filter primitive elements
- animation attributes
- event attributes
- conditional processing attributes