

Newsletter # 13

September 2014

## Speed Improvements



We have recently tuned e-retailer so that it delivers pages faster. We found that the load time, particularly of the category page was often taking close to 3 seconds. There are many decisions that the system needs to make before determining the content of a category page and we have managed to tune the queries to perform much better.

### Read in this newsletter about:

- Speed Improvements
- Cart Abandonment
- Pending Reviews
- Support for Australian Time Zones
- Horizontal Menus
- Release of .nz domain names

Because of the dynamic nature of the pages delivered on most of our sites we have historically not made use of caching on our servers – this is where the system determines the high hit pages and leaves these resident in cached memory on the web page delivery servers so when the next user wishes to view that page it is delivered to them quickly from cache without the need to perform the query. Where a customer is logged in and has special pricing they will not be delivered cached pages – they will always be delivered fresh pages.



By default the cached pages will stay alive for 5 minutes after which they will be flushed from memory. If you find this time to be too long then please advise us and we will reduce the active time specifically for your site..

Caching is very common in most websites and this, combined with the core tuning of the query above has constantly produced load times of under 2 seconds under our test environment.

## Cart Abandonment




e-retailer now has the ability to track and report on abandoned carts. This then gives the opportunity to view the contents of the abandoned cart and offer an appropriate incentive to have the shopper complete the purchase.

The Dashboard will show details for the last 5 abandoned carts:

🛒 Last 5 Abandoned Carts			
Name	Checkout Step	Amount	Time Landed
Spark	Customer Details	\$295.00	28/08/2014 13:11
Joe Kudos	Customer Details	\$69.00	28/08/2014 12:43

You may then click through to see the details of the cart together with the customer and contact details:

Save		Go Back	
Orders	<b>Cart Items</b>	Wishlist Items	
Items	Qty	Price	Amount
 NZD\$ 295.00 Available now	1	NZD\$ 295.00	NZD\$ 295.00
Subtotal:			\$NZ 295.00

If you wish to view beyond the last 5 then do this by selecting Abandoned Carts under the Orders Tab.

Checkout Step:  Customer Details    Date Range: Custom   

Shipping    From: 01/08/2014

Payment    To: 01/09/2014

Confirmation

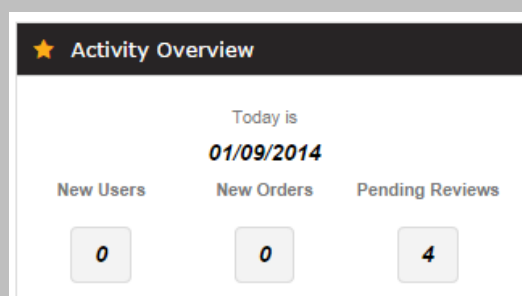
Communicate Via: All

Name	Email	Checkout Step	Quantity	Amount	Time Landed	Last Activity Time	Comm Via
Spark	adam@zuluphone.com	Customer Details	1	\$NZ 295.00	28/08/14 13:11	28/08/14 13:11	Newsletter
Joe Kudos	joe@kudos.co.nz	Customer Details	1	\$NZ 69.00	28/08/14 12:43	28/08/14 12:43	Newsletter

You can now nominate if you wish to see any combination of cart abandonment at Customer detail, Shipping, payment or confirmation pages.

## Pending Reviews

Pending Reviews has been added as a quick click through on the Dashboard page. This is an easy way to be made aware that someone has added a new review.



Then you may click through to view the reviews:

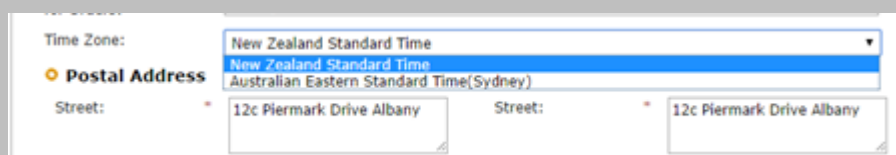
Nickname	Title	Status	Review	User	Product	Created
Old gummy	Hard to Chew	Pending	Found these really hard to chew	Kudos Solutions	Blackmores Bio C Chewable	01/09/2014
Trainspotter	Great Carriage This one	Pending	Superb detail - I really like this carriage.	Kudos Solutions	zLMS 68' Restaurant Car	01/09/2014
Jonny	Brilliant	Pending	Love the design	Kudos Solutions	Tha Don Tee	14/08/2014
Sally	Really Nice	Pending	Delighted with this bag - it's light and has lots of compartments.	Kudos Solutions	Milano Bag	24/02/2014

## Support for Australian Time Zones

### Support for Australian Eastern Border Time Zone

Our Australian users have had difficulty with the time zone showing NZ time instead of Australian.

Allows a site to select the time zone they are in – thus allowing correct local reporting on time of order placement. Under site configuration select New Zealand standard time of Australian Eastern Standard time (Sydney).



The screenshot shows a configuration form with the following fields:

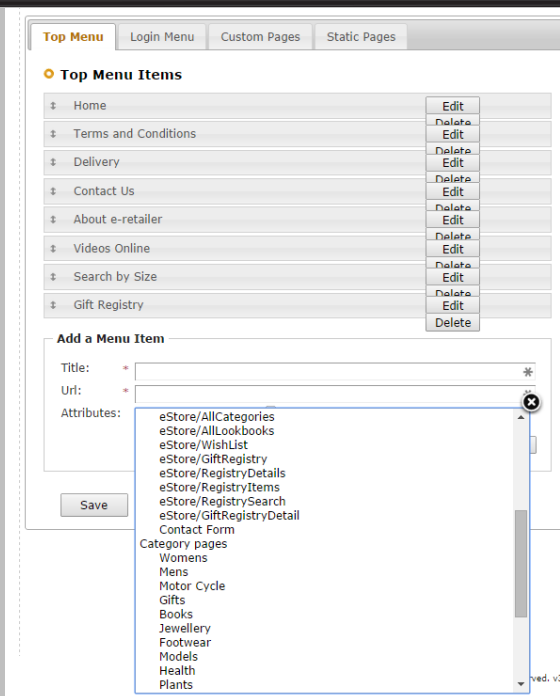
- Time Zone:** A dropdown menu with options: "New Zealand Standard Time" (selected), "New Zealand Standard Time", and "Australian Eastern Standard Time(Sydney)".
- Postal Address:** A radio button is selected.
- Street:** Two input fields, both containing "12c Piermark Drive Albany".

## Horizontal Menus

Some customers prefer a horizontal category menu to the standard vertical category menu. You now have the option of creating these horizontal menus without having special coding done in the CSS.

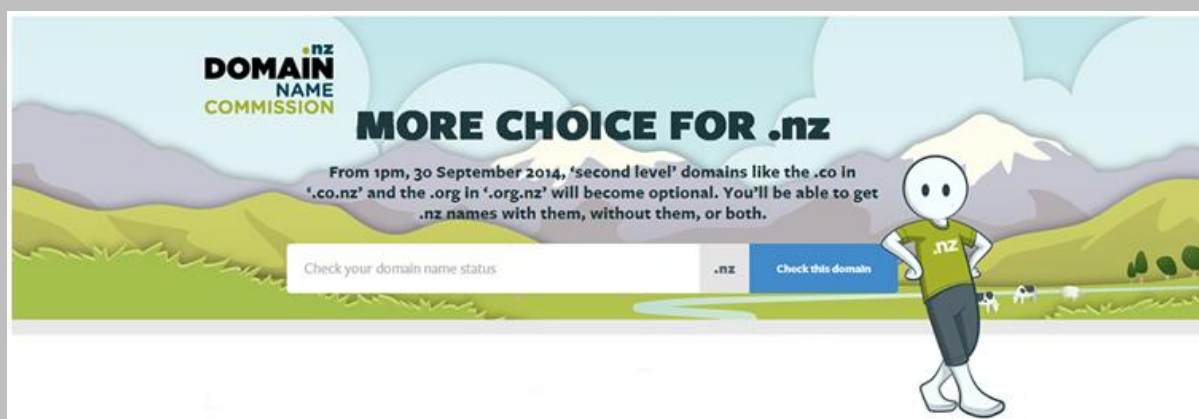


The design aspect is found under site, menus and pages.



If you place the highest level of a category on the menu then the sub categories will automatically populate below it.

## Release of .nz domain names



At 1pm (NZDT), 30 September 2014 the .nz domain name space will experience a watershed moment. On that date – for the first time ever – people will be able to register .nz domain names directly at the second level.

Existing second level domains – like the .co in .co.nz and the .org in .org.nz will become optional and people could register with them, without them, or both.

For example a person could register anyone.nz as well as anyone.co.nz.

## It's about more choice...

The change will offer registrants more choice in .nz names and allow for more representative online addresses – for example, many people get .co.nz domains even though they're not businesses. The change also means that registrants will be able to get shorter .nz domain names and aligns New Zealand with other countries that have already made a similar move and the multitude of new gTLDs coming on stream globally.

## Key project dates

### Now...

You can check the status of your domain name directly at the second level. They can do this on the [anyname.co.nz](http://anyname.co.nz) website or the [kudos.net.nz](http://kudos.net.nz) website – or the company who currently host your domain name.

### 1pm (NZDT), 30 September 2014

This is the go-live date for the change. From this date:

- You will be able to register Available names on a first-come, first-served basis.
- If you have preferential rights to your name then you will be able to register the shorter version of the name before anyone else, or reserve it for free for up to two years.
- If your customer's name is conflicted they'll be able to lodge a preference on the [anyname.nz](http://anyname.nz) website for how they'd like to deal with the conflict.

Please click through on the images below to get a full understanding:

