

## NEWSLETTER # 15

APRIL 2015

### RELEASES

We have had user feedback that the newsletters have been presenting some information in too technical a manner and that developers would rather have one area that they can see all changes and enhancements. For this reason we will move all change release notices to the control panel page in e-retailer. You will find these at the Administration section – Changes Log:

System			
CI Office Data			
System Log			
Custom Contents			
Cache Management			
Administrator Log			
<b>Changes Log</b>			

Name	Checkout Step	Amount	Time Landed
Kudos Solutions Limited	Shipping	\$29.90	02/04/2009:34

Q Last 5 Search Terms		
Search Term	Results	Date
kitset	0	19/08/2014
midnight black	17	21/02/2013
midnight	0	21/02/2013

#### Read in this newsletter about:

- Releases
- Server Upgrades
- Mobile Sites
- Interesting Trends
- HoneyPot
- Rich Snippets
- Slider for Lookbook
- ShopViva link
- Collectives
- Pack Sizes
- nz names -protect your brand
- Paypal - validate shipping address
- Australian Time
- User defined username/password
- Restrict vision of customers
- Under Development

Notices. These notices will refer to version releases – to determine which your website is on simply look at the bottom of your control panel page:

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We will also endeavour to highlight significant new enhancements and touch on trends affecting our e-retailer web site users.

## SERVER UPGRADES

As previously advised we made a decision last year to move the hosting services from our own rack of servers located at the ICONZ data centre across to a MyCloud Solution which is a private cloud solution hosted by ICONZ at the same data centre. We now run a number of hosted HP Blade Servers and high speed SAN disks solely dedicated to our e-retailer users. These servers are managed and monitored by ICONZ support staff who are onsite 24/7. The Service Level Agreement (SLA) for the physical servers is 99.9%. This environment includes a robust firewall, failover Servers ie should one fail it will switch to another, local backup and off site backup to a Data Centre in Wellington.



This change has been a major undertaking and there have been several outages during the process which we sincerely apologise for. These outages have occurred unexpectedly hence we have been unable to pre-warn you in advance. We have consultants employed to tune the Microsoft SQL aspect of the system as we work towards optimum delivery of services. Even with the outages our uptime was still 99.11% in March.

With the tuning we have done many sites are now enjoying sub 2 second load times. We are continuing to monitor these times and make performance improvements wherever we can. If your home page is calling many other outside resources then your page load times are likely to be longer than 2 seconds.

If your website is ever down the first check can be with ICONZ to determine that a fault has not occurred at the data centre (some outages in the past have been from this source)

<http://new.iconz.net/support/network-status>



We are working on a panel for kudos.net.nz where we will advise any planned or unexpected outages. For major planned events we will also advise you by email.

## MOBILE SITES



The industry is anticipating a major change to the Google Algorithm on 21<sup>st</sup> April or thereabouts. Google will rank your site independently for desktop and for mobile. Therefore you could have the scenario where you rank highly on desktop but because Google perceives that your site is not mobile friendly it will rank you behind others that are. Google is already partially doing this as you may already have seen sites on mobile displaying the words “mobile friendly”. With the new algorithm Google will rank individual pages – ie some may be mobile friendly and others not.

### Example

[example.com/](#)

Mobile-friendly - This is an example of a website that is well-designed for mobile devices.

Mobile in e-retailer. We have 2 x CSS style sheets – one for desktop and one for mobile. This allows us to control delivery of both platforms.

We have recently enhanced the default mobile site CSS to deliver a better solution. You may of course enhance this beyond the standard by using your web developer or contracting our own developer Joe Chuang for this task.

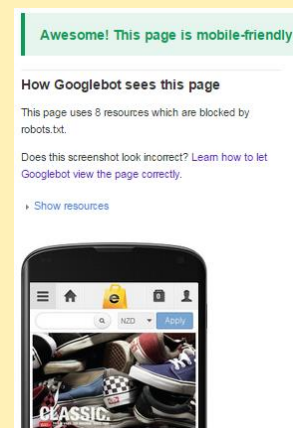
If you intend doing this please contact us and we will load the latest default mobile css as your default. Then you can assess what work you needs to be done to modify it to your requirements.

To determine if your website passes the google mobile friendly test please use this url (you can run this on your desktop) :

<https://www.google.com/webmasters/tools/mobile-friendly/>

If your website is not mobile friendly then you will be shown where it has failed. The success or failure depends on what Google detects:

- Avoids software that is not common on mobile devices – like Flash
- Uses text that is readable without zooming
- Sizes content to the screen so users don't have to scroll horizontally or zoom.
- Places links far enough apart that the correct one can be easily tapped.



If your site has failed – We suggest that you consult with your developer. The developer may decide to turn on the mobile to see how it looks – if you have a highly modified site then there will be more work required it to mirror the desktop site. To turn on the Mobile CSS for your site the option can be found in Control Panel – Mobile CSS:

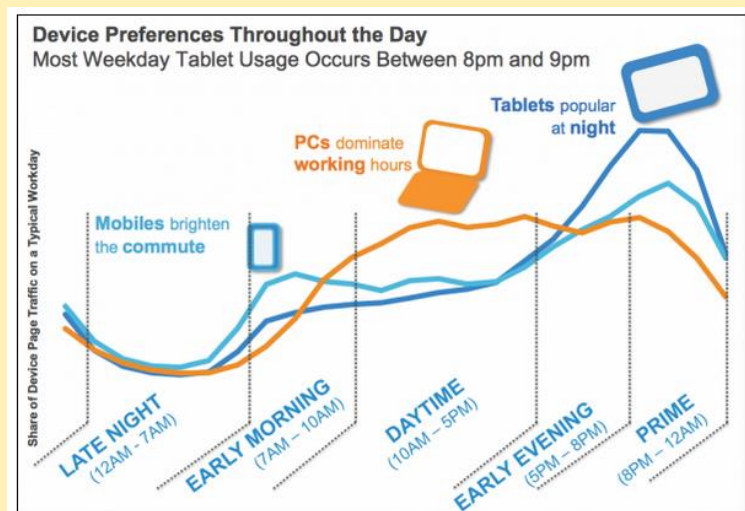
Home > Admin > Site > Mobile Site Setup

<b>General</b>	Logo	Product Detail Page
Enable mobile site:	<input checked="" type="checkbox"/>	
Viewport content:	<input type="text" value="user-scalable=yes, initial-scale=1.0, maximum-scale=1.0, minimum-scale=1.0, width=de"/>	
Enable navigation content:	<input checked="" type="checkbox"/>	

Once this is turned on it won't be until the next google bot crawl of your site occurs that it will have full effect –or contact your developer or us and we can submit a site crawl request to Google – even these can take several days to happen.

## INTERESTING TRENDS

When marketing to customers it is worth considering the devices that they may be using during the day:



## HONEY POT

Spam bots like spending their time looking for forms on websites that they can fill in. Our Honeypot implementation has a false form in the CSS so that the Bot will encounter it and complete the form. The form itself will not be visible to a human filling in their details on your site. Therefore we know when this non visible form has been completed that it is one of these naughty bots that has completed it – thus we can reject it and keep your customer database free of unwanted bot work!



The Honeypot feature will be incorporated into your website – you need take no action.

## RICH SNIPPETS

Rich Snippets for Breadcrumbs and rich snippets for Products are now available as options on the product page in e-retailer. The goal of product rich snippets is to provide users with information about a specific product, such as the products price, availability, and reviewer ratings and commentary.

Rich Snippets including structured data markup in web content helps Google algorithms better index and understand the content. Some data may also be used to display the “Rich Snippets” within the search results.

Under configuration – product – you can enable rich snippets. Click on the link to view changes and helpful links.

### Rich snippets settings

<b>Enable rich snippets:</b> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Name (required):	<input checked="" type="checkbox"/>
Image:	<input checked="" type="checkbox"/>
Description: <input checked="" type="checkbox"/>	<input type="checkbox"/>
Product Description	
Brand:	<input checked="" type="checkbox"/>
Aggregate Rating:	<input checked="" type="checkbox"/>
Review:	<input checked="" type="checkbox"/>
<b>Offers:</b> <input checked="" type="checkbox"/>	<input type="checkbox"/>
Price (required):	<input checked="" type="checkbox"/>
Price Currency (required):	<input checked="" type="checkbox"/>
Availability:	<input checked="" type="checkbox"/>
SKU:	<input checked="" type="checkbox"/>

### Rich snippets source preview

```
<div class="productdetailcont" itemscope itemtype="http://schema.org/Product">
<meta itemprop="name" content="product description" />
<meta itemprop="image" content="http image url" />
<meta itemprop="description" content="Product Description" />
<meta itemprop="brand" content="brand user defined field" />
<div class="ratingbox" itemprop="aggregateRating" itemscope
itemtype="http://schema.org/AggregateRating">
<meta itemprop="bestRating" content="5" />
<meta itemprop="worstRating" content="0" />
<meta itemprop="ratingValue" content="4.5" />
<meta itemprop="ratingCount" content="1" />
</div>
<p class="ratinglinks">
<div itemprop="review" itemscope itemtype="http://schema.org/Review">
<span itemprop="reviewRating" itemscope itemtype="http://schema.org/Rating">
<meta itemprop="ratingValue" content="4.0" />
</span>
<meta itemprop="name" content="review title" />
<span itemprop="author" itemscope itemtype="http://schema.org/Person">
<meta itemprop="name" content="reviewer name" />
```

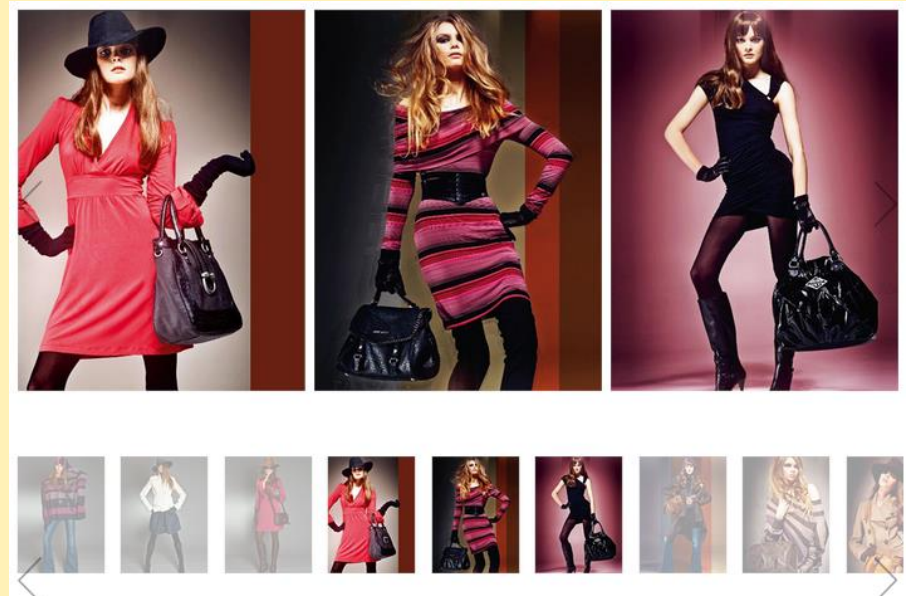
For more detail on Rich Snippets we suggest reading the following article:

<https://developers.google.com/structured-data/rich-snippets/>

## SLIDER FOR LOOKBOOK

We have introduced a slider option for the popular Lookbook Section.

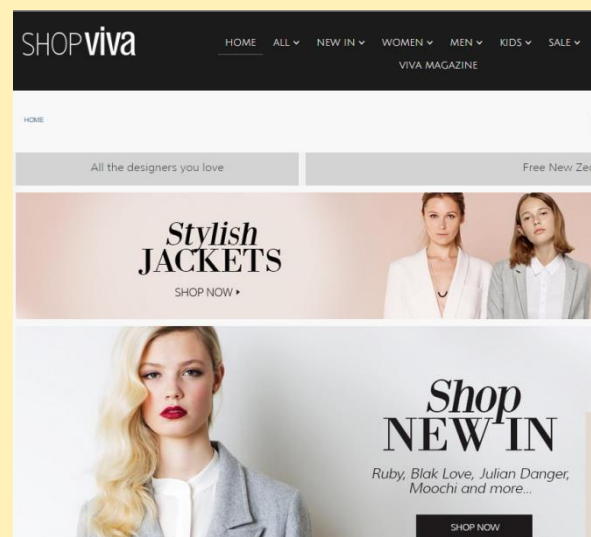
You will find the options under Configuration – Lookbook where you can control the number and sizes of the images plus the click through behaviour .



## SHOP VIVA LINK

For e-retailer customers in the fashion sector there is now the ability to send product to the popular Shop Viva website.

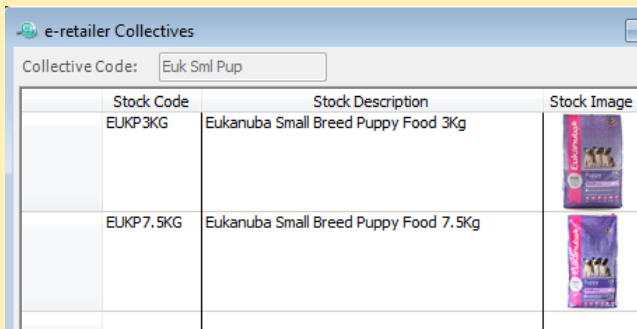
This interface costs \$495 + gst.





## COLLECTIVES

Collectives are a method of showing different products together in e-retailer. In this case we have two different bags of puppy food – these are separate products in Counter Intelligence but we wish to display them together. At a later stage we will provide drop down for Colour Size – this way you could then “buy the look” and have the individual garments selected.

Under e-retailer settings you will find Collectives. Create the products that you wish to display together:



Stock Code	Stock Description	Stock Image
EUKP3KG	Eukanuba Small Breed Puppy Food 3Kg	
EUKP7.5KG	Eukanuba Small Breed Puppy Food 7.5Kg	

In Stock Create/Modify enter the weight type in the Unit of measure field and the actual weight in the weight field.

Brand:	Eukanuba	Type:	
UDF3:		UDF4:	
Unit of Measure:	Kg	Label Number:	1
Notes:	<Not Set>		
Prompt:	<Not Set>		
Stocked Item:	Non Stocked	GST Rate:	Use branch rate
Default Margin %:	50.00	Default Markup %:	100.00
Weight:	3	Volume:	0
Availability:	As Seen on TV		

Home > Categories > Dog Food > Eukanuba Small Puppy Food 3Kg



3Kg

7.5Kg

\$ 39.95

☆☆☆☆☆ Be the first to write a review.

Code: EUKP3KG



Eukanuba Small Breed Puppy Food

Small breed puppies burn more calories and need more energy per kilogram of body weight than larger breed puppies. This Eukanuba diet delivers The optimal levels of protein, fat and carbohydrates to meet that need. It provides all important vitamins and minerals necessary for optimal growth. Contains high-quality ingredients and high levels of animal-based protein, with chicken as the number one source.

Price: \$ 39.95 - \$ 79.95

Availability: As Seen on TV

Please make your selections.

ITEM	\$ PER	PRICE	QTY
 3	\$ 13.32	\$ 39.95	<input type="text" value="0"/>
 7.5	\$ 10.66	\$ 79.95	<input type="text" value="0"/>

**Total \$ 0.00** 0 Items

[Add to Cart](#)

[Add to gift registry](#)[Add to wish list](#)

[Ingredients](#) [Guidelines](#)

Dried Chicken and Turkey (>30%), maize, wheat, animal fat, dried beet pulp (>2.5%), chicken digest, rice, dried whole egg, fish oil, brewer's dried yeast, potassium chloride, sodium



## Pack Sizes

Create the pack size in Counter Intelligence:

**Stock Code Definitions**

Stock Code:

---

**Stock Details**      **Stocking/Sales Units**      **Image Details**

Product:



SKU:

Barcode:

Supl. Code:

Display Pack Size Pop-up:

	Base Qty	24 Pack	12 Pack	6 Pack	each
▶ Carton	24	1	2	4	24

**\$ 4.99**

★★★★★ Be the first to write a review.





Code: HEINEKEN

Heineken has been a symbol of brewing integrity since 1873 and is the worlds number one international premium lager. It is sold in more than 170 countries and created by using a blend of the worlds finest hops malt and the special a yeast.

Price: **\$ 4.99 - \$ 43.00**

Availability: **As Seen on TV**

Please make your selections.

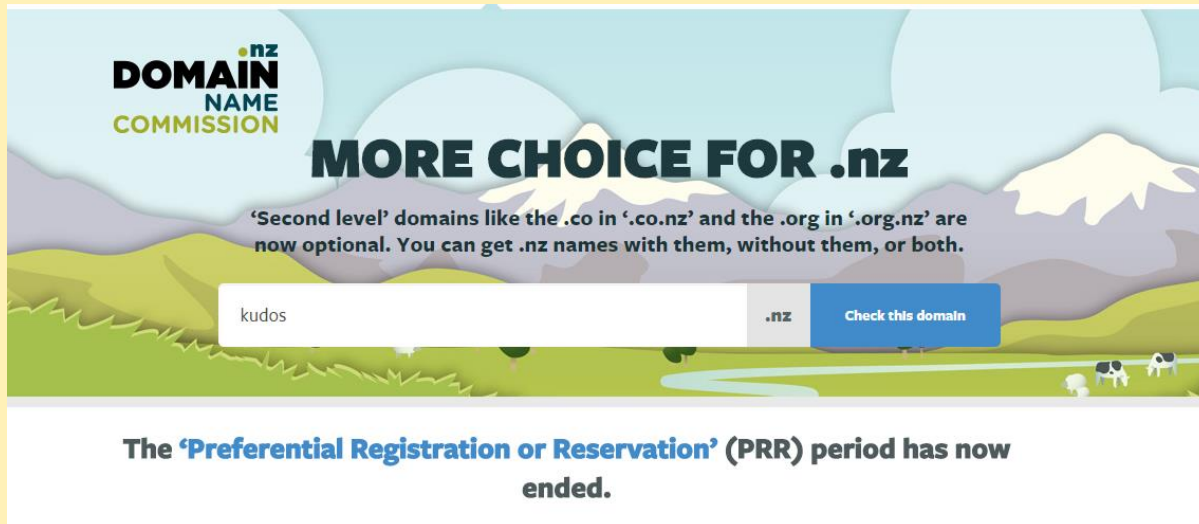
PACK	\$ PER UNIT	PRICE	QTY
 24	\$ 1.79	\$ 43.00	<input type="text" value="0"/>
 12	\$ 2.00	\$ 23.99	<input type="text" value="0"/>
 6	\$ 2.50	\$ 14.99	<input type="text" value="0"/>
 1	\$ 4.99	\$ 4.99	<input type="text" value="0"/>
<b>Total</b>		<b>\$ 0.00</b>	0 Items

[Add to Cart](#)

[Add to gift registry](#) [Add to wish list](#)

## **.NZ REGISTRATIONS – PROTECT YOUR BRAND**

The expiry date for .nz preferential registration expired at 1.00pm on 30<sup>th</sup> March – make sure that you register to existing names under .nz – this will ensure ongoing protection of your brand.



**DOMAIN NAME COMMISSION**

# MORE CHOICE FOR .nz

'Second level' domains like the .co in '.co.nz' and the .org in '.org.nz' are now optional. You can get .nz names with them, without them, or both.

kudos .nz [Check this domain](#)

**The 'Preferential Registration or Reservation' (PRR) period has now ended.**

## **VALIDATING PAYPAL SHIPPING ADDRESS**



### **The Purpose of a Confirmed Address**

Although the vast majority of unconfirmed addresses are not fraudulent, PayPal offers confirmed addresses as an additional layer of fraud protection. Confirmed addresses help guard against stolen credit cards and identity theft and decrease your chances of receiving a chargeback. However, it is important to note that you can still receive a chargeback for reasons unrelated to fraud

An address is confirmed if the buyer's credit card billing address matches his or her shipping address.

### **Shipping to an Unconfirmed Address**

Most unconfirmed addresses are not fraudulent and sellers don't usually experience problems shipping to them. When you do ship to an unconfirmed address, PayPal encourages you to be alert to your buyer and minimize risk by following our [Protection Tips for Sellers](#).

If the validation e-retailer receives back from PayPal is address unconfirmed then the message "UNCONFIRMED ADDRESS" will be on the order confirmation email you receive.

Even if shipping addresses in e-retailer and PayPal are identical, but PayPal shipping address is unconfirmed, e-retailer will notify "SELLER PROTECTION – INELIGIBLE" notice.

## AUSTRALIAN TIME

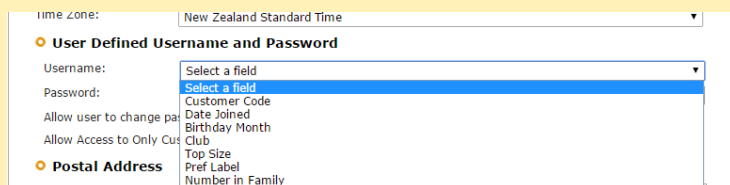
For customers with their websites set to use Australian Eastern Standard Time (Sydney) the system now stores the actual time with the order rather than doing a conversion when the order is recalled. This overcomes a problem where orders placed between 10pm and midnight were registering into the next day.



## USER DEFINED USERNAME AND PASSWORD FIELDS

e-retailer Add the ability to make the username and password fields user defined. Under the "Custom" menu option tick the option if you wish to have it active.

Then in site setup another option will appear which enables you to configure each of these:



The screenshot shows a configuration window with a dropdown menu for 'Time Zone' set to 'New Zealand Standard Time'. Below it, the 'User Defined Username and Password' section is expanded, showing options for 'Username' and 'Password' (both set to 'Select a field'), and checkboxes for 'Allow user to change password', 'Allow Access to Only Customers', and 'Club'. The 'Postal Address' section is also visible with options for 'Top Size', 'Pref Label', and 'Number in Family'.

The fields may be the customers code or any of the first 6 marketing fields that may be set against a customer.

## RESTRICT VIEW OF CUSTOMERS



When you have a sub-site you can set the system to only view customers that have their default branch set to the same as the default branch for the site.

## UNDER DEVELOPMENT



The integrated blog will be released soon and the other major modules are scheduled for completion this year.

INTEGRATED BLOG

POS PROMOTIONS

ON-LINE GIFT VOUCHERS