

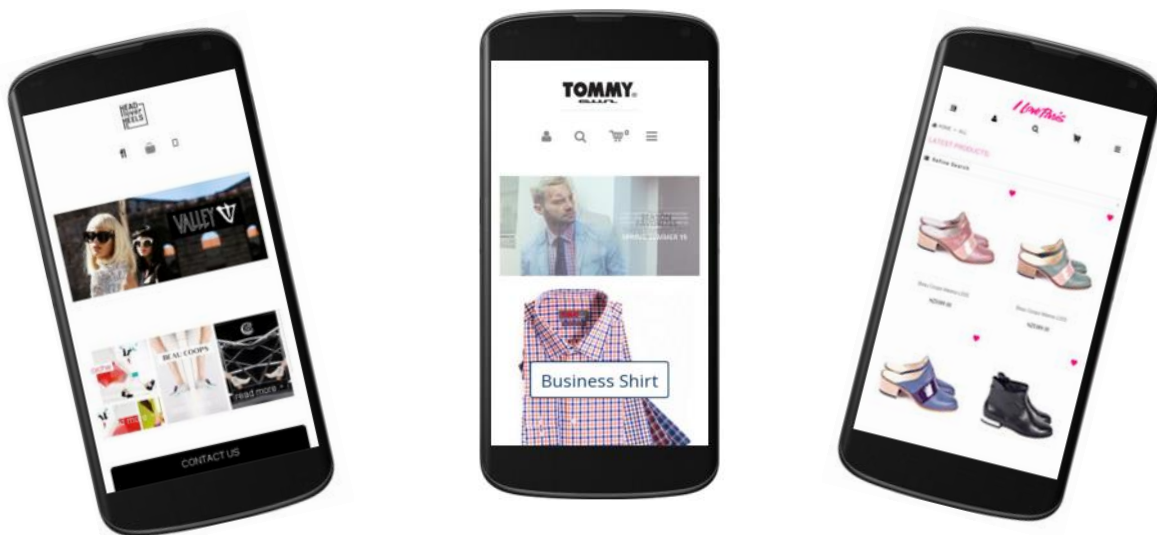
E-retailer continues to deliver an integrated solution for omni-channel retailing and Kudos is proud to be associated with so many leading websites throughout New Zealand and Australia.

**Read in this newsletter about:**

- **New responsive sites**
- **Servers**
- **Blog**
- **Improved Search**
- **Lazy Load**
- **SSL Certificates**
- **Google Enhanced Ecommerce**

**New Responsive Sites**

We are starting to see a number of fully responsive e-retailer websites being released – check out the following:



[www.headoverheels.co.nz](http://www.headoverheels.co.nz)

[www.tommygun.co.nz](http://www.tommygun.co.nz)

[www.iloveparis.co.nz](http://www.iloveparis.co.nz)

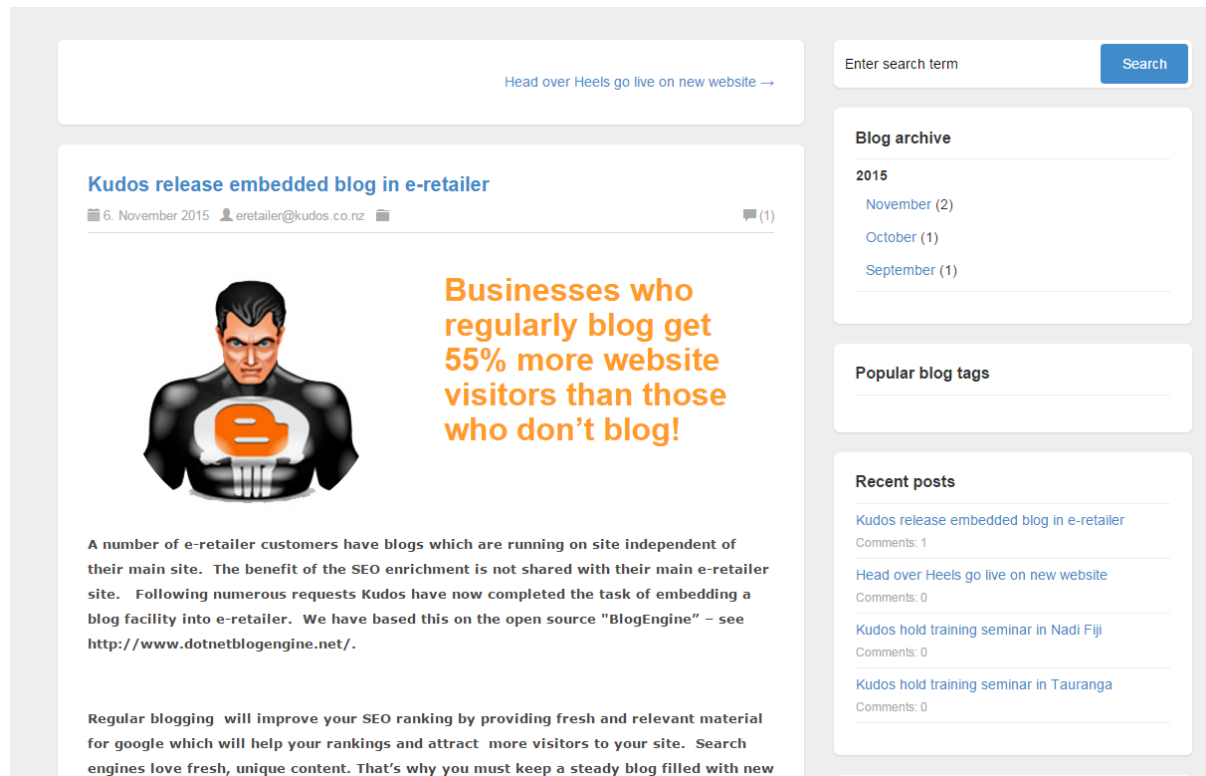
**Servers**

We are pleased to advise that the Server environment has remained stable and the load balancing introduced in June is working well in determining which of the servers a website will load from.

| Month     | Uptime | Response Times |
|-----------|--------|----------------|
| October   | 99.97% | 1534 ms        |
| September | 99.95% | 1451 ms        |
| August    | 99.88% | 1530 ms        |
| July      | 99.96% | 1563 ms        |
| June      | 99.97% | 1520 ms        |
| May       | 99.26% | 1854 ms        |
| April     | 99.11% | 1962 ms        |



## Blog facility released in e-retailer.



The screenshot shows a Blogger blog interface. At the top, there is a search bar with the text "Enter search term" and a "Search" button. Below the search bar is a "Blog archive" section for the year 2015, listing "November (2)", "October (1)", and "September (1)". There is also a "Popular blog tags" section and a "Recent posts" section. The main content area displays a blog post titled "Kudos release embedded blog in e-retailer" dated "6. November 2015" by "eretailer@kudos.co.nz". The post features a cartoon superhero character with a Blogger logo on his chest and a headline: "Businesses who regularly blog get 55% more website visitors than those who don't blog!". The post text discusses the benefits of embedded blogs for SEO and mentions the use of "BlogEngine".

Blogging is a method of communicating with your existing and potential customers and by delivering helpful and interesting information you will gain the benefit of better SEO.

Some e-retailer customers will have blogs that are running under a separate URL and these will be attracting SEO benefits to that URL but not necessarily to their main e-retailer site. Backlinks from their Blog to products on their main e-retailer site will add some strength but not as much as if the information were found in a blog on your main URL.

A well-written blog is a great way for visitors to get to know your company and products because it showcases your human side and today many visitors expect to find a company blog on your website.

Having a blog on your company website helps position you as a thought leader, not just a provider of services or products. Visitors who find your blog post will already be on your company website, that much closer to taking whatever conversion action you are targeting.

Having fresh content pages on your site will also help the entire site rank better because Google loves fresh content-rich authority sites.

## Blogging in e-retailer

As we did with the responsive framework for mobile we searched for the “best of breed” blogging software available in the .NET environment in which e-retailer runs and settled on a product named “Blogengine.net”. We embedded this into e-retailer and invoked most of the commonly available features including comment management.

A blog needs to be written easily and look beautiful with minimal technical assistance. Therefore our search began for a product which would make it quick and easy to create a professional blog. We fortunately found a companion product to our existing HTML editor which provides pre-formatted templates that can be simply dragged into the Blog page that you are creating. This product is from Innovastudio.com and allows their preformatted content to be dragged and dropped into your blog. From there you can personalise the text and images. By using this process you will be able to deliver constant good design in your communications without calling on outside help.

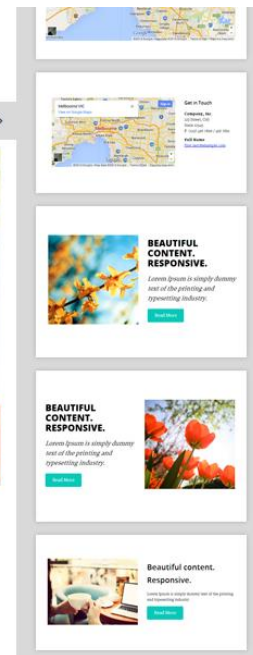
### BEAUTIFUL CONTENT. RESPONSIVE.

*Lorem Ipsum is simply dummy text of the printing and typesetting industry.*

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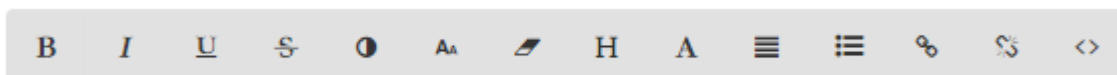
[Read More](#)



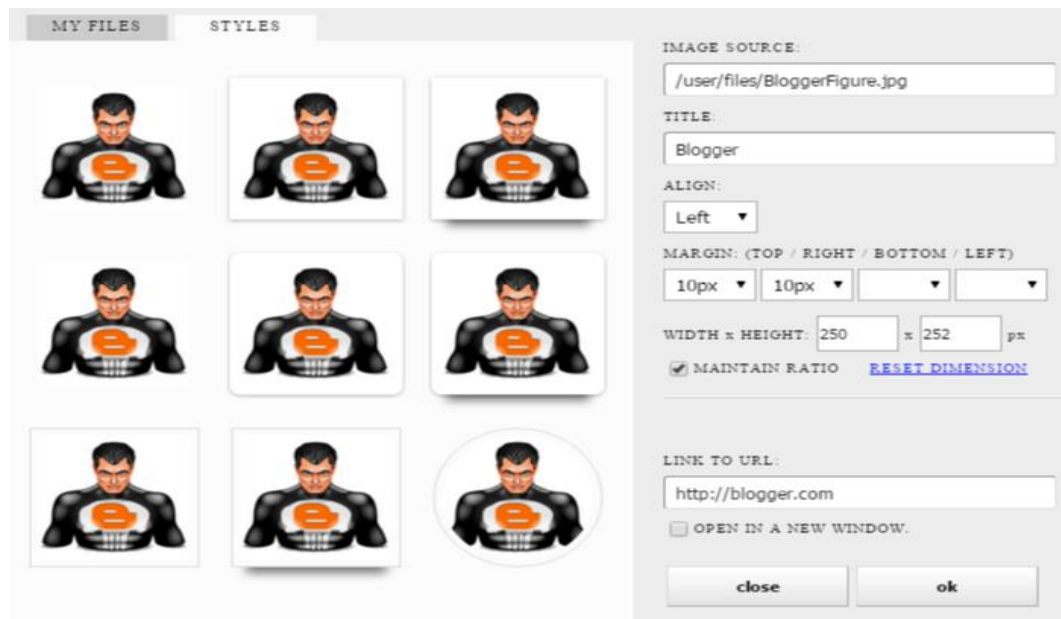
An online demonstration of the drag and drop is available at:

<http://www.innovastudio.com/content-builder.aspx>

There is a selection of 40 template variants on the right of the screen and it is simply a matter of dragging one or more of these across onto your blog page. From there you can type the text message that you want and replace the image. A formatting menu appears when working with text:



Controls are also available to customize how the image, size, padding, URL etc.appear.



The image shows a user interface for customizing an image. It is divided into two main sections: 'MY FILES' and 'STYLES'. Under 'MY FILES', there are three columns of image thumbnails, each showing a superhero character with an orange 'e' on his chest. The 'STYLES' section contains a grid of nine thumbnails, each showing the same superhero character with different styling options. To the right of the thumbnails is a control panel with the following fields and options:

- IMAGE SOURCE:** /user/files/BloggerFigure.jpg
- TITLE:** Blogger
- ALIGN:** Left
- MARGIN: (TOP / RIGHT / BOTTOM / LEFT):** 10px 10px
- WIDTH x HEIGHT:** 250 x 252 px
- MAINTAIN RATIO [RESET DIMENSION](#)
- LINK TO URL:** http://blogger.com
- OPEN IN A NEW WINDOW.
- Buttons:** close, ok

## Comments

Users can optionally post comments on your posts and these may be moderated prior to publishing:

### Add comment

Comment Preview

Name \* Henry Groundhog

E-mail \* henryg@gmail.com

Comment \* Wow - these features look amazing! Thanks Kudos!

Notify me when new comments are added

Save comment

For a live example of a blog in e-retailer check out <http://bruce.kudos.co.nz/blog/>

## Ping

When you publish your blog page the e-retailer blog manager will submit it to a number of blog ranking sites including Technorati, pingomatic, feedburner, bloglines, newsgator, yahoo, google and pingthesemantic.

## Pingbacks and Trackbacks

e-retailer blog allows you to control the send/receive of pingbacks and trackbacks.

|                                          |                                             |
|------------------------------------------|---------------------------------------------|
| <b>Enable trackbacks</b>                 |                                             |
| <input checked="" type="checkbox"/> Send | <input checked="" type="checkbox"/> Receive |
| <hr/>                                    |                                             |
| <b>Enable pingbacks</b>                  |                                             |
| <input checked="" type="checkbox"/> Send | <input checked="" type="checkbox"/> Receive |

## Pingback

Pingback allows you to notify other bloggers that you have linked to one of their articles on your website. If the other blogger or author has a pingback enabled website, then they can see a notification that you have linked to their article. They can then choose to allow your link to appear on their website. Depending on how your theme is configured, pingbacks on your site may or may not show an excerpt of content from the other person's blog.



## Trackback

TrackBack was designed to provide a method of notification between websites: it is a method of person A saying to person B, "This is something you may be interested in." To do that, person A sends a trackback ping to person B.

## Disqus

Disqus is a networked community platform used by hundreds of thousands of sites all over the web. With Disqus, your website gains a feature-rich comment system complete with social network integration, advanced administration and moderation options, and other extensive community functions. Most importantly, by utilizing Disqus, you are instantly plugging into our web-wide community network, connecting millions of global users to your small blog or large media hub.



## Other Releases

### Improved Search

When searching on the website e-retailer would return every instance of each of the words searched on. This has now been changed so that it will search exclusively for the combination of words.

For example the words is a customer types in Nike Shoes, instead of just showing results of Nike Shoes it will currently show everything with "Nike" and everything with "Shoes". Now the search will only return Nike Shoes.

This improved search is in V3 B199. And above



### Lazy Load – continuous scroll

*lazy loading* is the ability to load content within the current page or content area as you scroll down. The new content can be loaded automatically each time you scroll to the end of the existing content, or it can be triggered to load by clicking a navigation link at the end of the existing content.

An example of infinite scrolling is your Facebook "News Feed" page. You may notice that when you scroll to the bottom of this page, new content will often load automatically, or you will be given a link to "Older Posts" which will load more content when clicked.

This can be found in Build 203 and above.



### SSL Certificates can now be used for e-retailer sites

The primary reason why SSL is used is to keep sensitive information sent across the Internet encrypted so that only the intended recipient can understand it. This is important because the information you send on the Internet is passed from computer to computer to get to the destination server. Any computer in between you and the server can see your usernames and passwords, and other sensitive information if it is not encrypted with an SSL certificate. When an SSL certificate is used, the information becomes unreadable to everyone except for the server you are sending the information to. This protects it from hackers and identity thieves.

In the case of e-retailer the credit card details are protected under the SSL certificate of dps (Direct Payment Solutions) or the other payment gateways. E-retailer holds no credit card information therefore this minimizes risk.

Web browsers give visual cues, such as a lock icon or a green bar, to make sure visitors know when their connection is secured. This means that they will trust your website more when they see these cues and will be more likely to buy from you. SSL providers will also give you a trust seal that provides more trust in your customers.

There is an annual cost associated with obtaining an SSL certificate typically \$US 199. There are numerous options available including local providers in New Zealand.



Google Enhanced Commerce is a recently introduced add on that provides a range of reporting tools that concentrate on the selling funnel. Previously statistics were provided at a summary level based on when a transaction was made. Google Enhanced Ecommerce now allows a more granular analysis at the product category page, product click through, customer detail, shipping, payment and confirmation steps. Therefore you can learn the behaviour of the customers before they make a purchase like where the customers are initiating or abandoning a purchase. A shopping behaviour report will reveal the stage in your sales funnel that's letting go the maximum number of visitors. You will be able to see the conversion rate for a particular product by looking at total number of views and comparing it with the total sales for that particular product.

We suggest that you consult with a person experienced with Google Enhanced Commerce.

For more detailed information on the product we suggest you google it.

To turn on Google Enhanced Ecommerce in e-retailer go to site setup, google analytics and tick "Enable Enhanced Ecommerce"

Google Analytics ID:  \*

Use Universal Analytics:

Enable Ecommerce Tracking:

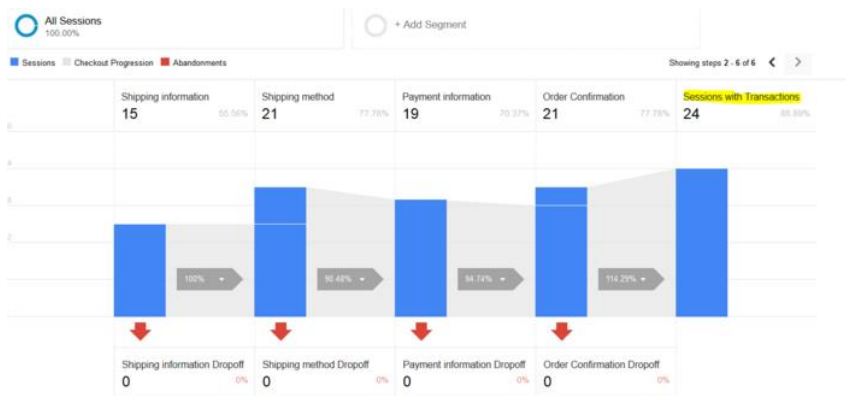
Enable Enhanced Ecommerce:

**Enhanced Ecommerce Options**

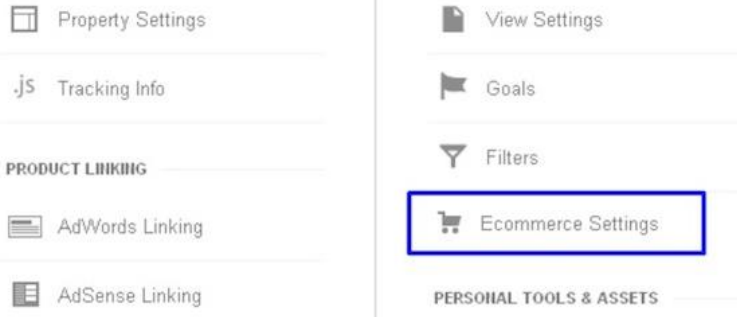
Brand Definition:  ▼

Impressions Send Limit:  ▼

The brand definition can be any one of the 4 x UDF keys in Counter Intelligence. Because there is an 8 kbyte limit to the file that Google receives the impressions send will allow you to tune the file size sent to match your site.



In Google Analytics set the following settings:



### Ecommerce set-up

Enable Ecommerce [Edit](#)  
Status: ON  
Related Products: OFF

2 Enhanced Ecommerce Settings  
Enable Enhanced Ecommerce Reporting

**Checkout Labeling** OPTIONAL  
Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

#### FUNNEL STEPS

1. Customer Details  
  2. Shipping  
  3. Payment  
  4. Confirmation  
- + Add funnel step