



IMPORTING DATA INTO ÉLAN FOR A WEBSITE

KEY CONCEPTS

What product metadata is stored in Élan?

How is the website updated with metadata stored in Élan?

What is the product detail page?

What is the list page?

What is the design process of the homepage, header and footer?

WEBSITE ACCESS TO DATA

THE SYNCHRONIZATION PROCESS

Certain data from Élan is copied to the web site with a synchronization process. This is done to provide fast response time on the website and provide fast response time on searches. Some data may go “stale” between synchronizations, so the website will check the products real time as they are entered into the cart. Products that are set to WEB SALABLE = TRUE are available on the website.

If a product is out of print or discontinued, it will still appear on the website if the web salable setting is TRUE for that product. The product be blocked from purchase at the shopping cart. It is up to the Élan operator to maintain which books are web salable.

SCHEDULE

The data is set to copy every night, or as needed through the ecommerce administrator. The ecommerce administrator can synchronize all product or one at a time.

Refresh all products:

Run

Skip UDFS and Authors (faster)

Products that are set to web salable false are removed from the site once a day. There is no ability to delete the products from the ecommerce administrator.

An Élan operator can set the product as DISPLAY NO on the website and it will be hidden.

Title:	TEST PHYSICAL PRODUCT IN STOCK		
Isbn:	9781475965155	Elan BookID: TEC001	Price: \$14.95
Author:	TECAUTHOR INDV	Discount Price: \$7.47	
Display:	<input checked="" type="checkbox"/>	Last sync: 12/20/2018	Keytype: NoKey/HC

FIELDS ON THE WEBSITE

MARKETING FIELDS

The marketing fields from Élan Web. These can contain html characters

Long Description: Intended for the main product description on the website.

Short Description: can be added the website for purposed TBD

Abstract: Intended to be an abstract of the product. Used on the product list page.

Ad Copy: Used as a 'keywords' field on the website. Intended to be not displayed on the website but used in the meta tagging on the product detail page, and to be searchable, so keywords not found in the product description or other metadata can be added using a keyword. Keywords can also be used to sort data on the list page, for example:

Title	Keyword
Year One	1
Year Two	2
Year Three	3
Year Four	4

The website can be set to sort by keyword field, so if a value is entered it will sort on the keyword first, then by title.

Subtitle

Long Title: Intended to be the display on the website. If no long title is loaded on the product the title from Élan is used.

Pen Name: see setting up author information below.

The marketing fields for a product is located here in Élan.Web:

The screenshot displays the 'PRODUCT MAINTENANCE' interface. On the left is a navigation tree with categories: Product Maintenance, General, Metadata, Additional Authors, User Defined Fields, Distribution Rights, Subsidiary Rights, Order Control, Marketing Information, and Production Information. The 'Marketing Information' section is expanded, showing 'General' as the active sub-section. The main content area is titled 'General Marketing' and contains the following fields:

- Select Product:** A dropdown menu with 'TEC001' selected.
- Title:** A text input field containing 'TEST PHYSICAL PRODUCT IN STOCK'.
- General:** A section header.
- For Sale Via The Web:** A checkbox labeled 'Yes' which is checked.
- Long Title:** A text input field containing 'TEST PHYSICAL PRODUCT IN STOCK'.
- Subtitle:** A text input field containing 'Published. In Stock
'. Below this is a larger text area with the placeholder text 'These are ordering notes for a product that an operator can use' and a character count of 'Characters Remaining: 4000'.
- Notes:** A small icon next to the label.
- Image File Path:** A text input field containing 'http://lorempixel.com/640/480/nature/'.
- Abstract File Path:** A text input field containing 'http://lorempixel.com/640/480/technics/'.

UPLOADING MARKETING FIELDS INTO ÉLAN

Data should be formatted UTF-8 and be in a csv with the Élan product id in the first column and the text in the second column. Prepare a separate csv for each field, IE, long description, short description, etc.

METADATA FIELDS

Metadata fields are product attributes. These do not accept HTML characters. This data is normally imported into Élan in the set-up process.

UPC Code

Quantity Available this is synchronized to the website nightly. It is checked real-time when a product is added to the cart. In addition, when a product is added to the cart, it updates the quantity, so popular products have their quantity field synchronized more often.

Publication Date

ISBN 13 note that ISBN10 is deprecated and not supported

Production Size

Number of Pages

Weight

Product Type

Publisher Name

Pub Status

Price: Intended for the list price on the website, or the selling price if no list price is displayed

Discount Price: intended for the selling price of the product if different from the list price

Alternate Price: intended for a sale price that is below the selling price. These can be controlled by a sale campaign. See the campaign document for details.

Pricing fields are automatically calculated by the nightly synchronizer and depend on the book web services defaults. See the book web services defaults document.

REVIEWS

CUSTOMER REVIEWS

Customer reviews on the website are handled by installing DISQUS. The client is responsible for creating the DISQUS account. DISQUS reviews are tied to the product by the Élan product id, so if the website is redesigned, the reviews will move with it.

EDITORIAL REVIEWS

Static editorial reviews can be stored in Élan. There is an import feature to import multiple reviews. Review text supports html. The website product detail page will be formatted to display the editorial reviews.

The screenshot displays the 'PRODUCT MAINTENANCE' interface. On the left is a navigation tree with categories like 'Product Maintenance', 'Order Control', 'Marketing Information', 'Production Information', and 'Warehousing & Fulfillment'. The 'Reviews' option under 'Marketing Information' is selected. The main area shows 'Book Reviews' for product 'TEC001' with title 'TEST PHYSICAL PRODUCT IN STOCK'. A 'REVIEW MAINTENANCE' modal is open, showing a table of review data and a rich text editor for the review content.

ID	Review ID	Product
48	10200	TEC001
62		

Review Data fields: Reviewer ID (10200), Reviewer Name (Mike Jones), Media (WEB (W)), Rating (4-Stars), Review Date (2/15/2017), Article Path, Article URL (http://www.metronews.ca/news/toronto/2017/02/13/ontario-to-roll-out-pilot-teaching-financial-literacy-.ht).

Review Contents: A rich text editor showing a news article snippet: 'Ontario to roll out pilot teaching financial literacy in Grade 10'. The text below the title reads: 'The move comes after a call from the Toronto Youth Cabinet for more practical financial skills in the curriculum.' Below this is a partially visible paragraph: 'After his parents were hit hard in the 2008 financial crisis. Prakash Amarasooriva had'. The editor includes a toolbar with various formatting options and buttons for 'Design', 'HTML', and 'Preview'.

AUTHOR INFORMATION

AUTHOR FIELDS

Author data in Élan is set up as a customer record. The fields available on the website are:

Full Name: this is concatenated from the Firstname and Lastname fields of the customer record.

Email

Last Name: intended for sorting purposes

AUTHOR BIO

The Bio is loaded on to the customer record in Élan. It does not accept html characters. It can be imported. Supply a csv file formatted as UTF-8 with the Élan customer id in the first column and the bio in the second column

AUTHOR IMAGE

An image can be uploaded but ONLY through the administrator once the product and author data have been synchronized on to the site.

PEN NAME

Use the pen name in place of the author name. Author names set up in Élan are customer records and do not have metadata such as “editor” or “illustrator” attached. Use the pen name for this metadata, so you can have “Written by Jim Smith, Edited by Ray Jones.”

The website will look at the pen name field first, and if it is empty then it will use the firstname + lastname of the author. If there is more than one author attached, it will make a list.

PRODUCT CUSTOM METADATA

PRODUCT UDF (USER DEFINED FIELDS)

A product can have up to 10 custom fields set up. Any data can be entered into these fields and displayed on the website product detail page. Custom metadata may only be displayed on product detail page, and not on the product list page (see below). An example could be an age range, where each number represents the range, the website will display the proper name.

Beginning	1
Beginning-Intermediate	2
Intermediate	3
Intermediate-Advanced	4
Advanced	5
Not Applicable	6
Multiple Levels	7

PRODUCT IMAGES

FILE FORMAT

The format should be a PNG or JPG extension. Supply RGB files, do not supply CMYK formatted files that are used in printing. The optimal width is 300 pixels wide / 72 resolution. The site will thumbnail the product images with minimal distortion. The product detail page has a “zoom” feature to display the full image. If the full image is equal or smaller than the image that appears on the product detail page, the zoom feature will not appear.

The file name will match the Élan product id + extension, such as 123454.png.

If no image is available for the product, the website will display a generic “not available” image.

UPLOAD

An FTP will be set up for your website where you can upload the images, or you can upload and delete them on individual products using the website administrator.

Add/Edit ID: [337456](#) [Back to list...](#)

Title:	TEST PHYSICAL PRODUCT IN STOCK		
Isbn:	9781475965155	Elan BookID: TEC001	Price: \$14.95
Author:	TECAUTHOR INDV	Discount Price: \$7.47	
Display:	<input checked="" type="checkbox"/> Last sync: 12/20/2018	Keytype: NoKey/HC	

Upload an Image: No file chosen

[/Content/Site156/ProductImages/TEC001.jpg](#)

SAMPLE FILES

WEBSITE DISPLAY

Websites can be configured to display the sample files on the product detail page. These are optional. The sample can be a sound file (mp2), and image file (png or jpg) or a pdf.

INSTALLING SAMPLES

Sample files are not stored in Élan, they are uploaded to the product through the website administrator. If you have a lot of sample to load at once, you can upload samples through an

ftp and will run a loader to install them. The format of the files is Élan Product ID plus extension. If more than one is loaded on to the product, they can have a _1, _2 etc. such as

12345_1.pdf

12345_2.pdf

BASIC DISPLAY PAGES

HEADER AND FOOTER

This design is usually supplied by the customer. This must be designed responsive to collapse to a 250px phone size, so it is constructed in the website build process and is not typically changeable by an end user. Content within the header and footer can be changed from within the website administrator.

Styling customer can be provided access to an override style sheet which will be loaded after the standard style sheet. This enables the customer to add their own emphasis to content. This access must be requested.

Font can be determined by the customer, and is usually a Google font. Other font foundries may be used on a case by case basis.

Typical elements include login/logout controls and a shopping cart link which shows the total number of items in the cart, quantity included.

HOME PAGE

Customers may provide specification on features on the home page. The page design is configured on the website build and is not changeable by an end user.

Placard Slider this is intended to be a sliding billboard of advertisements. They are maintained through the content administrator. They scroll at a predetermined rate. They are clickable to any URL, which is set up in the content administrator

account in the top right corner after signing in to access your profile page and add your credentials today.

og | FAQ | Careers | Standards | Field Examiners | Qualifications



Product Slider typically this is mapped to a browse category that is set up in Élan. Products in the browse category display in the list. (see browse category document) Site customers can click the arrows to cycle through the products. Typical information is the image, the title, the author, the price and an add to cart button. The metadata is configured on the website build and is not changeable by an end user.

PRODUCT DETAIL PAGE

This page contains the data points for a product. All fields listed above in the data load section are available on the product detail page. We provide a start design and the customer can request specific elements. This must be designed responsive to collapse to a 250px phone size, so it is constructed in the website build process and is not changeable by an end user.

Home > Alternative Reading Programs > Edmark Reading Program Functional Words Series – Second Edition: COMBO



Edmark Reading Program Functional Words Series – Second Edition: COMBO

Edmark

Product Number: 14225

Format: COMBO

Weight 19 lbs.6 oz.

Price:

\$ 724.00

SAVE MONEY when you order the complete series!

1

Add to Cart

Like 0 Share Tweet

The detail page incorporates SEO tagging. Tagging can be customized globally for the site and not for specific products.

The URL is created by taking the long title, removing html and shortening to 255 chars max.

```
https://www.melbay.com/Products/20439M/tommy-emmanuel-fingerstyle-guitar-method.aspx
```

Any description + aspx will work after the product id, so this is valid as well:

```
https://www.melbay.com/Products/20439M/Default.aspx
```

Title tag has title + site name. Can include author name as well.

```
<head id="ctl00_Head1"><title>
Tommy Emmanuel Fingerstyle Guitar Method Book + Online Audio - Mel Bay Publications, Inc. : Mel Bay
</title>
```

Keywords: a concatenation of the browse category names this product is in, and the contents of the ad copy field

```
<meta id="ctl00_MetaKeywords" name="keywords" content="incomparable, australian, guitarist, tommy,
emmanuel, presents, four, fingerstyle, exercises, plus, arrangement, classic, tune, freight, train, two, signature,
compositions-, mister, guitar, dixie, mcguire, book, serve, either, reference, tex" />
```

Description: contains either the Abstract field, or if no value is on the abstract, then it takes the first 250 chars of the long description, removing all html tagging.

```
<meta id="ctl00_MetaDescription" name="description" content="Tommy Emmanuel Fingerstyle Guitar Method
Book + Online Audio - Mel Bay Publications, Inc. : Mel Bay The incomparable Australian guitarist Tommy
Emmanuel presents four fingerstyle exercises plus an arrangement of the classic tune Freight Train and two
signature compositions- Mister Guitar and Dixie McGuire. This book would serve either as a reference tex" />
```

Canonical url: If there are multiple paths to this page, this defines the authoritative path.

```
<link rel="canonical" href="https://www.melbay.com/Products/20439M/tommy-emmanuel-fingerstyle-guitar-
method.aspx"/>
```

Open Graph tags. These supply information to the Facebook widget and other widgets, such as which image to display

```
<meta property="og:image"
content="https://www.melbay.com/Content/Site170/ProductImages/20439M.jpg" />
<meta property="og:image:width" content="300" />
<meta property="og:image:height" content="400" />
<meta property="og:title" content="Tommy Emanuel Fingerstyle Guitar Method" />
```

```
<meta property="og:url" content=":https://www.melbay.com/Products/20439M/tommy-emmanuel-fingerstyle-guitar-method.aspx />
```

```
<meta property="og:description" content="The incomparable Australian guitarist Tommy Emmanuel presents four fingerstyle exercises plus an arrangement of the classic tune Freight Train and two signature compositions- Mister Guitar and Dixie McGuire..." />
```

PRODUCT LIST PAGE

This page displays by choosing a category in a menu or link, or by performing a site search. Not all product details are available on a list item. We provide a start design and the customer can request specific elements. This must be designed responsive to collapse to a 250px phone size, so it is constructed in the website build process and is not changeable by an end user.

The page can display sub-categories of a category. It also displays a trail of categories.

The page can display a header for the category which can be set up in the website administrator.

The default sort is by title ascending. You can also choose these as the default sort.

Price ascending

Price descending

Publication date descending

Edmark Reading Program Family...	Environmental Print
Essential Sight Words	PCI Reading Program Family of P...
Reading Milestones Family of Pr...	SpellRead
Text Connections	

Alternative Reading Programs

Sort By:

Products Per Page: As [Grid](#) | [List](#)

Displaying 1 to 15 of 30



Edmark Reading Program Functional Words ...

By Edmark
Product ID: 14225
Type: COMBO

[Add To Cart](#)

\$724.00

SAVE MONEY when you order the complete series!

[Learn More...](#)



Edmark Reading Program, 2E: ONLINE - 1 St...

Product ID: 14601
Type: ERPAU

[Add To Cart](#)

\$129.00

SEO content:

<title>New Titles : Mel Bay</title>

<meta id="ctl00_MetaKeywords" name="keywords" content="New Titles" />

<meta id="ctl00_MetaDescription" name="description" content="New Titles" />

SITE PAGE

These pages can be set up by a content administrator. You enter the html and typically apply a target area to the content, so a friendly URL is created.

A site page is typically a page such as "About Us" that is an ENTIRE PAGE on the website. This is different than a Text Block (see below) which is a block of content that is a PART of a page.

Click the edit icon to edit a site page (red box)

Edit / Delete Site Page









Use the table below to view the records in the database.

Edit the item by clicking:  then click the update button.

Delete by clicking edit, then use the delete button.

Show NOT APPROVED only

Results: 1 - 14 of 14

Article Date	Title	Article ID	Approved YN	Edit
06-14-2012	Donate	3168 -0	Y	
06-14-2012	Request A Catalog	3166 -0	Y	
06-14-2012	eBooks	3167 -0	Y	
06-13-2012	Part-5 Our Story	3164 -0	Y	
06-13-2012	Part-4 Our Story	3163 -0	Y	
06-13-2012	Part-3 Our Story	3162 -0	Y	
06-13-2012	Part-2 Our Story	3161 -0	Y	
06-13-2012	Part-1 Our Story	3160 -0	Y	

ADDING/EDITING A SITE PAGE:

Item Title (for list): this is what shows up on the Site Page List page, so use something meaningful so you can find items in the list.

Display Title: is what shows up on the header of the page, and in the browser title bar on the site. This appears in the meta description tag.

Create Date: Today's date is the default. If you enter a date that's in the future, the article will not be available on the site until the date = today.

Expire Date: [optional] Enter a date if you want the article to stop appearing on that date.

Site Group: Assign a target area for this content. If you do that you can use an easier url:

⊖ SITE GROUPS

Available Site Groups

About Full
Mobile

Add >

< Remove

Remove all

Selected Site Groups

About

Edit...

Exact url:

<https://www.melbay.com/Pages/Item/3234/Contact-Us.aspx>

Friendly URL, concatenates the about group plus the Item Title with spaces replaced with underscores:

https://www.melbay.com/Pages/About/Contact_Us.aspx

To see the URL for the page, click on the ID in the upper left (underlined in red). It will pop a new window with the page displayed on the site.

Add/Edit Site Page ID: 3234

To add, enter a description in the box below and click the "Add New" button.

Update Delete

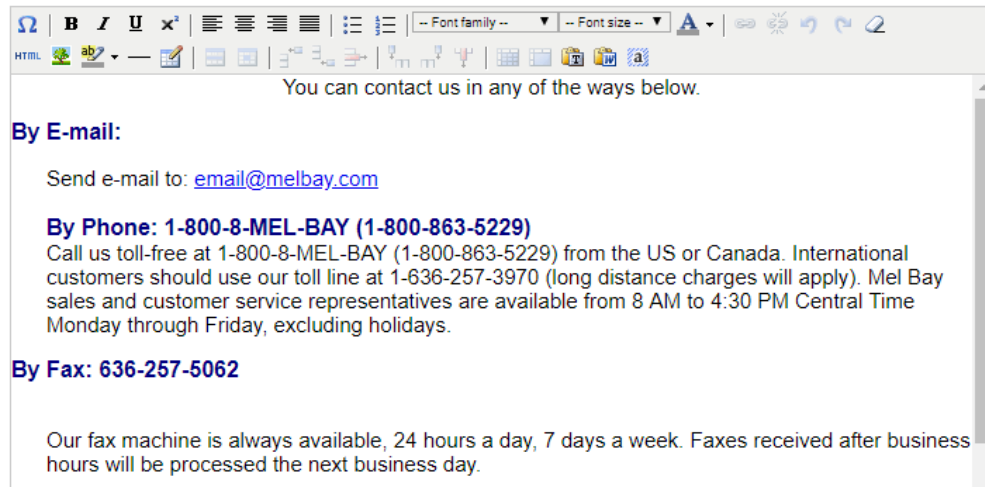
CONTENT DETAILS

Item Title (for list): Contact Us

Display Title: Contacting Mel Bay Publications

Create Date: 7/13/2012

Expire Date:



WARNING MESSAGE:

If your article is TEXT (in the WYSIWYG editor) you may see an orange warning message saying your html is not well-formed. If you receive this message your article will still draw on the site but *may* have problems in browsers such as Firefox and Safari. It's best to try to clean up the bad spots if you can. Most of the time its things such as:

`<p>this is bolding</p>`

Note that the bolding tag is closed outside the paragraph tag. It should look like this:

`<p>this is bolding</p>` so the tags "nest" properly.

TEXT BLOCK

These are smaller areas of content, for example, the items on the slide show rotator on the home page. You CREATE the content and the APPLY the target area.

This lists the content blocks

Transactions/Users	Site Pages	Content Blocks	Products	Site Admin	SuperAdmin	Logo
------------------------------------	----------------------------	--------------------------------	--------------------------	----------------------------	----------------------------	----------------------

Search list on:

Target Area:

Content ID:

Add Content/Text Block

List Content Blocks

List / Edit Marketing/Text Blocks

Add Marketing/Text Block






Add / Edit Target Areas

Edit / Delete

Use the table below to view the records in the database.

Edit the Content Block by clicking:  then click the update button.

Delete by clicking edit, then use the delete button.

Article Date	Title	Article ID	Edit
06-07-2012	Placard 1	3117	
06-07-2012	Placard 2	3118	
06-07-2012	Right Column Ad 1	3119	
06-07-2012	Right Column Ad 2	3120	
06-14-2012	Right Column Ad 3	3165	

Edit Content Block

You can view what area the content is assigned to by going to Target Areas (bottom of page). If you want to temporarily disable the content without deleting it, just remove the target area and update the block.

Add/Edit Target Area

To add, enter a description in the box below and click the "Add New" button.

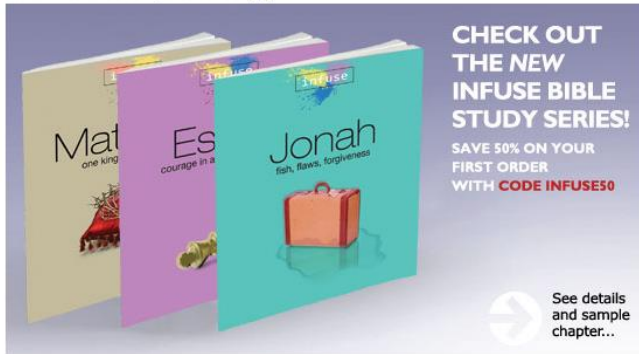
Title:

Create Date:

FILES

Upload a file:

Click To: New Window px padding
ContentBlocks/Placard1_00000020267.jpg



TARGET AREAS

Available Target Areas		Selected Target Areas	
Right Column Ads	<input type="button" value="Add >"/>	Home Page Placard	<input type="button" value="Edit..."/>
Subscription Page Header	<input type="button" value="< Remove"/>		
	<input type="button" value="Remove all"/>		

When you add a new content block, give it a title, upload an image file (sized properly to the area you're adding to), add the click thru URL and make sure you apply the necessary target area to the content. Then select "Add New"

Title:

Create Date:

FILES

Upload a file:

Click To: New Window px padding

TARGET AREAS

Available Target Areas		Selected Target Areas	
Home Page Placard	<input type="button" value="Add >"/>		<input type="button" value="Edit..."/>
Right Column Ads	<input type="button" value="< Remove"/>		
Subscription Page Header	<input type="button" value="Remove all"/>		

LIKE FORMATS

USING THE MASTER PRODUCT FOR LIKE FORMATS

Like formats are Paperback vs Hardcover. Many times, a site will sell both formats. This can cause duplication on a list page because there will be one entry for each.

Use the master page in Élan to link the formats with one master product.

The master product would be the Élan product id for the hardcover, then the paperback version is installed under the master product.

Create a master product id in Élan which is the SAME as the lead product of the formats

Élan Product id for hardcover: 1234

Then add this master product id to all the formats INCLUDING the lead format.

The screenshot shows a form with several fields on the left: UPC, Master Product, Master Product Description, Circ Publication, and Publisher ID. The Master Product field is set to 'TEC001'. To the right, a dropdown menu is open, displaying a table with two columns: ID and Description. The table contains one row with ID 'TEC001' and Description 'Test same product different formats TEC001 hard copy'. Below the table, it says 'Items 1-1 out of 1'.

ID	Description
TEC001	Test same product different formats TEC001 hard copy

The website can then eliminate the duplicates from the list page, and the product detail page will be the lead product with the all the formats offered on that one page.

RELATED PRODUCTS

USING RELATED PRODUCTS IN ÉLAN

To create related products in the website, add the product id's as related products in Élan.

These will display on the product detail page. The display is automatically reciprocal, so if you set up only one of the products with the related products, the product detail page of the related product will also show the products. So, you don't have to set them up on all products in Élan, just on one of them.

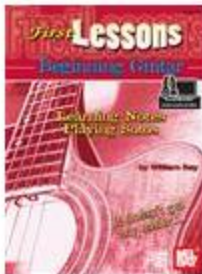
Related Products:



First Lessons
Beginning
Guitar: Learning
Chords/Playing
Songs

Author : by
William Bay
Format : eBook
+ Online

Audio/Video
First Lessons
Beginning
Guitar: Learning
Notes/Playing
Solos



Author : by
William Bay
Format :
eBook+Online
Audio