PrismWeb Manual for PrismCore Users

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Prism|rbs
retail business solutions

If you have any comments or suggestions regarding this document, please send e-mail to training@prismrbs.com.

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Introduction to PrismWeb

System Architecture

There are six different elements involved in the creation and maintenance of your bookstore's website: the staging website, the production website, the web database, PrismCore, PrismWeb Manager, and an HTML editor. This diagram outlines the basic relationships between each of these components:
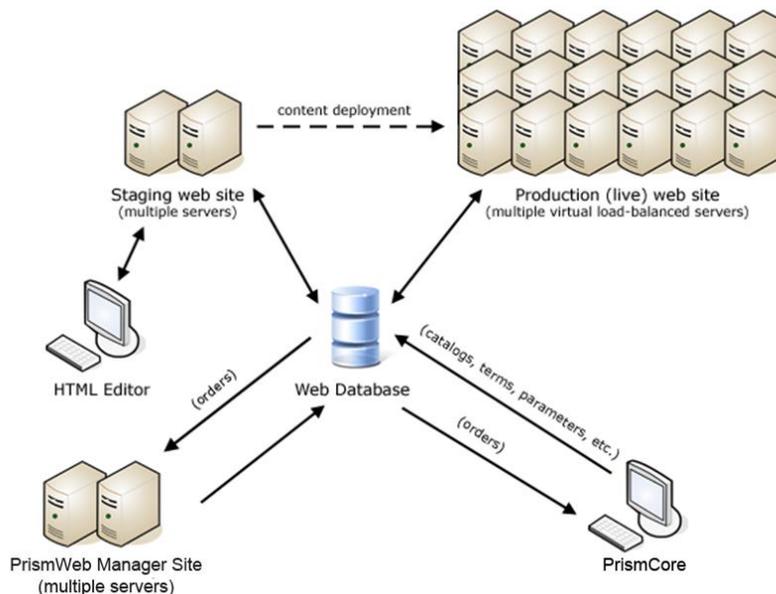
PrismCore: As the back office system, PrismCore holds all of the data—such as catalogs, terms, and parameters—that are essential to your website. Information from PrismCore automatically flows into the web database and the PrismWeb Manager if the information has the PrismWeb check box checked. Orders flow from the web database into PrismCore.

PrismWeb Manager: The PrismWeb Manager is an online representation of the information stored in PrismCore. Users can access the PrismWeb Manager at https://manager.prismservices.net/ from any computer that has an internet connection. If a parameter can be set in PrismCore, it must be set in PrismCore. There are a number of functions that can only be set in the PrismWeb Manager, such as enabling guest checkout on the website, or setting the email address at which the store receives order confirmations. Moving web content such as text and images over from the staging server to the production servers (this is known as a "content deploy") is also done in the PrismWeb Manager.

Web Database: The web database stores information pertaining to the store websites for all PrismWeb users. This information includes catalogs, terms, parameters, transactions, receipts, etc. Information stored in the web database is available to the production and staging servers.

HTML Editor: Microsoft Expression Web, Microsoft SharePoint Designer 2007, or another HTML editor of your choice, is where you will make changes to the pages of your website. Changes that are saved in the HTML editor immediately show up on the staging website.

Staging Website: The staging website houses a replica of your live site. The staging website allows you to preview changes made to your website through your HTML editor, before they are sent to your production website where the changes will be visible to shoppers.

Production Website: PrismWeb uses multiple virtual load-balanced servers for production websites. When shoppers type your bookstore web address in their browser window, they go through a hub that directs them to the server with the least traffic. This facilitates the most efficient shopping experience for the shopper. The configuration of the hosting environment also keeps site uptime high—if problems occur with one of the servers, the remaining servers can continue to handle shopper traffic.

Data Cycles

Any information sent to the web database from PrismCore, or information sent to PrismCore from the web database, is delayed by several minutes. PrismCore automatically sends changes to the web on a regular cycle. A Data Interchange (DI) server that processes the data for the web picks up that data. Once the DI processes the data, the information will be visible on both the staging and production websites, typically within 20-40 minutes. During times where a lot of information is being passed between PrismCore and PrismWeb, communication can take up to 60 minutes.
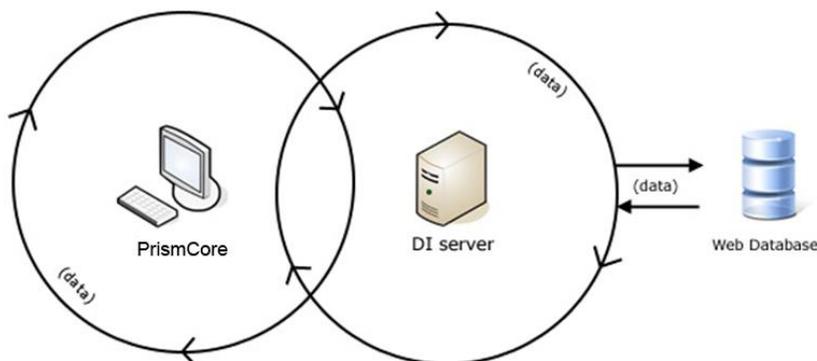
Multiple PrismCore Locations with PrismWeb

Multi-location web functionality in PrismCore allows stores who have multiple back-office inventory locations to send all items to a single website.
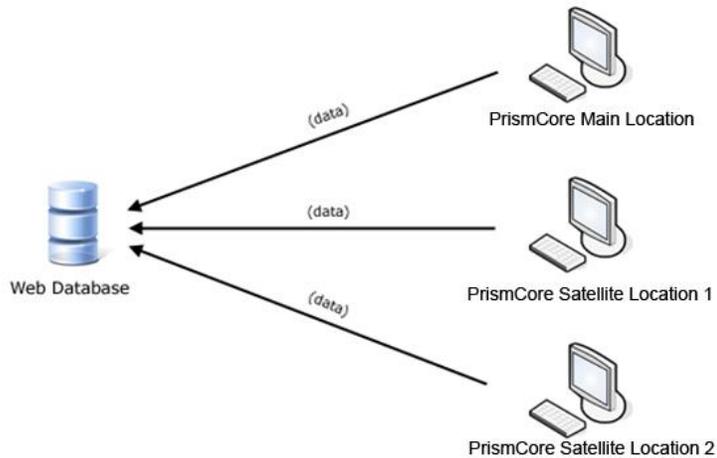
Please note that all items on each order will still be processed from *one location*. Currently, a web order cannot have multiple locations. Instead, an algorithm is used to determine which location should be used as the order location.

Note: There are several changes that will need to be made to your system's configuration in order to begin using the multi-location web functionality. Please contact PrismRBS Support if you are interested in setting up multi-location web.

About the PrismWeb Manager

Several parameters and options for your PrismWeb site are set in the PrismWeb Manager. You can access the PrismWeb Manager from any computer with an internet connection.

Accessing the PrismWeb Manager

1. Open your internet browser and go to https://manager.prismservices.net/.
2. Enter your username and password and click **Log On**.
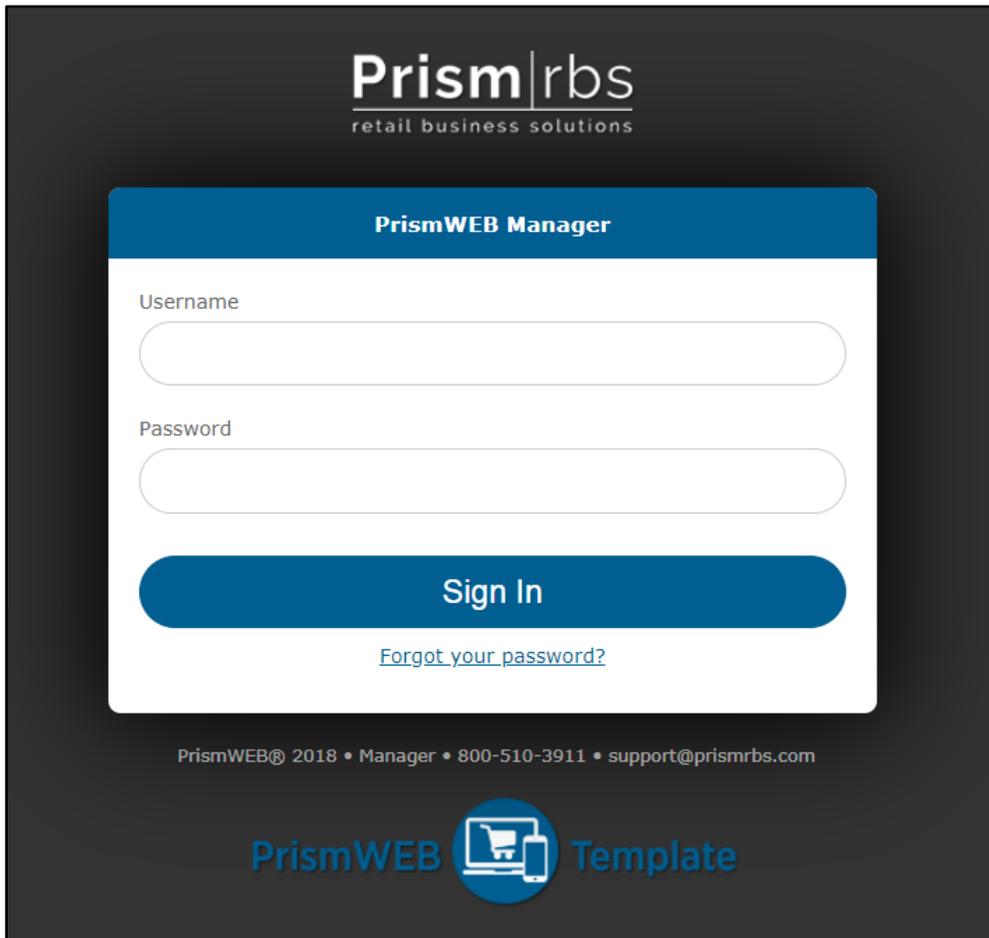
If you do not have access to the PrismWeb Manager, please contact your manager or PrismRBS Support.

Navigating the PrismWeb Manager

Once you are logged into the PrismWeb Manager, you will see your homepage. Your homepage shows your five most recent web orders and a search box to find a shopper's account information.

There are several elements to help you navigate and use the PrismWeb Manager effectively. These are highlighted, with a description below.

❶ **PrismWeb Manager logo:** Clicking the logo will take you back to the homepage.

❷ **Bookstore menu:** If you manage more than one PrismWeb site, you can use this menu to select the site you want to work with, without having to log off and back on.

❸ **PrismWeb Updates:** This bell icon will list the most recent updates to PrismWeb.

❹ **My Account:** This link will let you manage your account information and change your password.

❺ **Main menu:** This menu will be your primary method of navigating to different areas of the PrismWeb Manager.

❻ **Recent Activity:** This will keep track of different areas that you've visited, and you can click a link to jump back to one of those areas.

❼ **Footer:** The links in the footer are an exact replica of the main menu, here for convenience and to make navigation easier on longer pages.

Managing Your Account

Clicking the My Account link in the PrismWeb Manager will let you change the password or email address for your account.
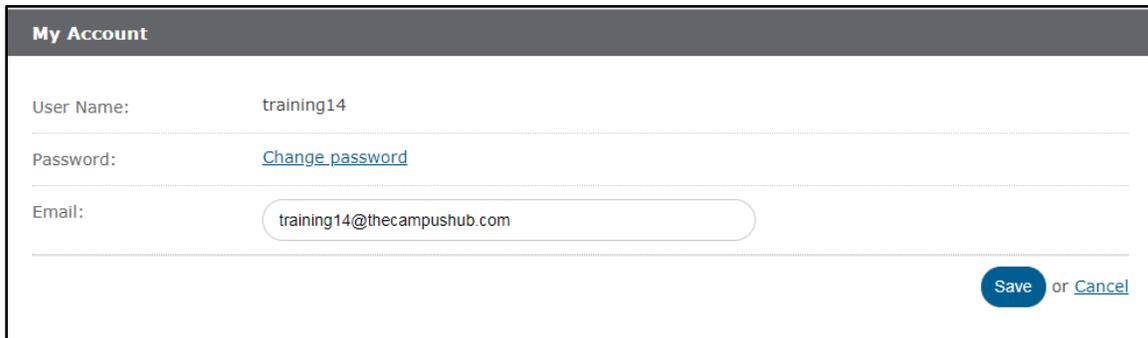
My Account	
User Name:	training14
Password:	Change password
Email:	training14@thecampushub.com
	Save or Cancel

If you need to change your password, enter your current password and your new password twice.
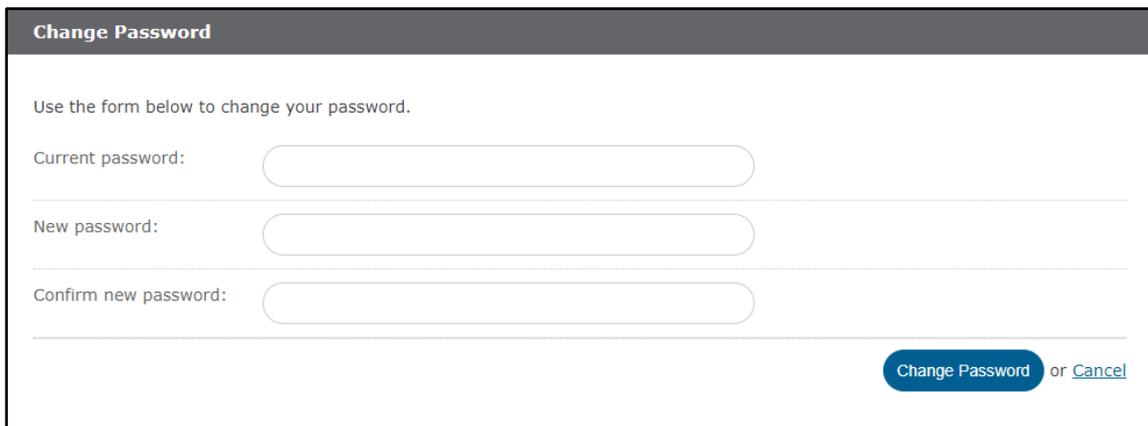
Change Password	
Use the form below to change your password.	
Current password:	
New password:	
Confirm new password:	
	Change Password or Cancel

Note: Passwords for the PrismWeb Manager must be at least 8 characters long (spaces are allowed, contain at least 1 upper case character, 1 lower case character, 1 numeric, and 1 symbol.

Setting up FTP Access

Access to the PrismWeb site files requires 2FA (two factor authentication) and an STFP program (either BitVise or Cyberduck). Your 2FA access is tied to your PrismWeb Manager access.

In PrismWeb Manager go to Manager > FTP Access.

If your screen shows the following message contact support to set up your FTP access.
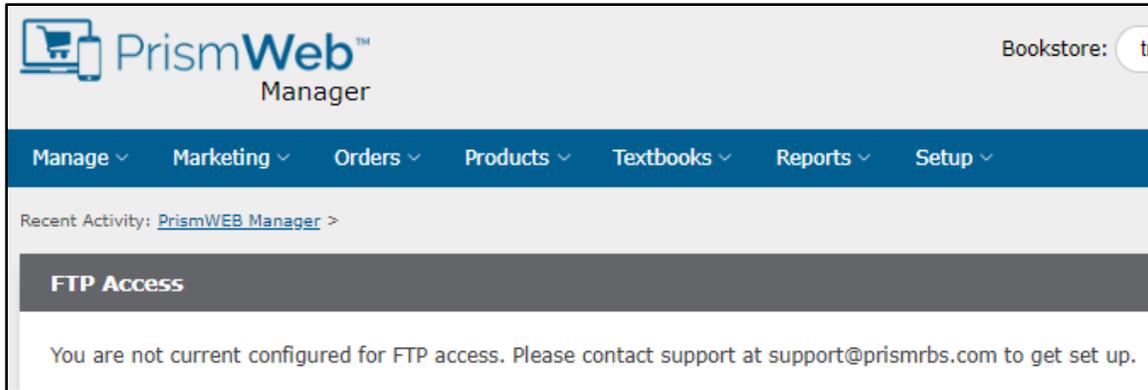
When your account is set up for FTP access, you will see the information needed to set up your STFP program and your 2FA access.
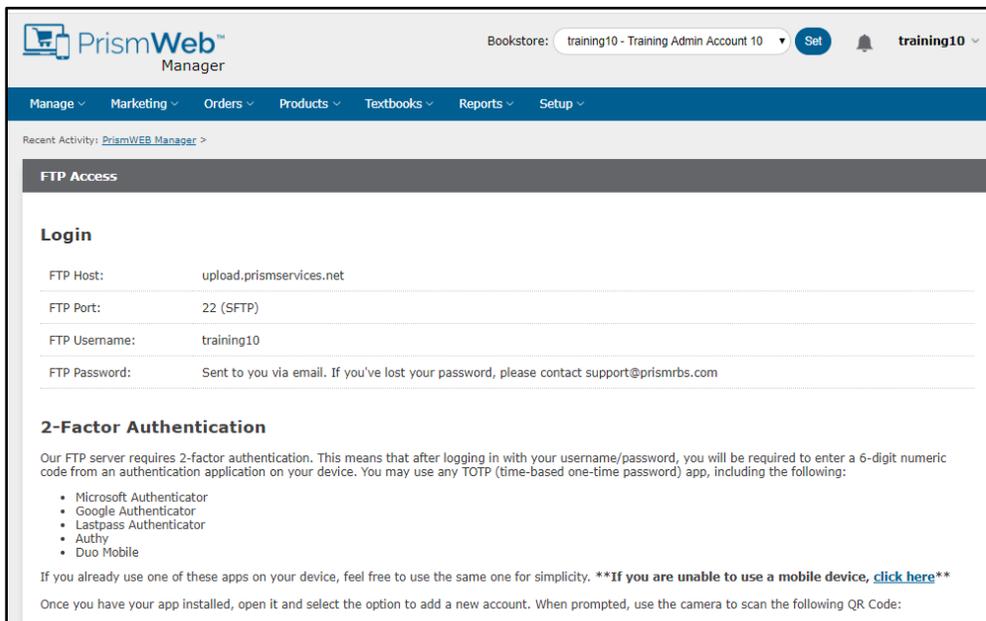
This page includes your FTP Username, and the QR code to set up your mobile devise for 2FA using a TOTP (Time-based One Time Password) app. You can use any TOTP app that provides a 6 digit code on a timed basis. The page provides some authentication app options if you do not currently have a TOTP authentication app installed. You must use the QR code as they are unique for each login.

The bottom of the FTP Access page has the links to download BitVise and Cyberduck, as well as the PDF instructions and a video walk through for each program. BitVise is only available for Windows users. Cyberduck has both Windows and Mac options.

After installing either BitVise or Cyberduck, you will use that program to log in and access your PrismWeb site files. You will continue to use an HTML editor to make the changes to you your website and site files.

User Setup

Each person in the bookstore that needs access to the PrismWeb Manager can have their own user account. If desired, users can be limited to access only certain areas of the PrismWeb Manager.

Accessing User Setup

1. Log into the PrismWeb Manager at https://manager.prismservices.net/.
2. Go to **Setup** > **Users**.

Note: By default, only active users display in the user list. To also see inactivated users, click Include Inactive Users.

User List		Include Inactive Users | Create New
User Name	**Email**	**Actions**
14test	14test@msu.edu	✎ Edit
Newuser1	newuser1@nomail.com	✎ Edit
Testuser14	Testuser14@msubookstore.com	✎ Edit

Creating a New User

1. From the User List page, click **Create New**.
2. Enter the following information for the user:
    - **Username:** the user's desired username
    - **Email:** the user's email address
    - **Password:** the user's desired password
    - **Confirm Password:** repeat the user's password

Create User

Passwords are required to be a minimum of 6 characters in length.

Account Information

Username:

Email:

Password:

Confirm password:

Create or Cancel

3. Click the **Create** button.
4. On the Edit User page, enter optional information for the user:
    - **Comment:** enter any comments about the user, if needed.
    - **Employee ID:** enter an employee ID number for the user, if needed.
    - **FTP Username:** displays the associated SFTP username for access to the PrismWeb site files. This must be added by PrismRBS Support. If the user will need access to the PrismWeb site files please submit a ticket requesting access with: their first and last name, PrismWeb Manager login, their email, and your store.
    - **Roles:** each check box corresponds with a menu option in the PrismWeb Manager. Checking a box allows the user to access that menu option and any features on that page.

5. If your bookstore has multiple PrismWeb sites, you may select additional ones from the **Add Bookstore** drop-down menu and by clicking the **Add** button. This allows the user to manage those sites with a single username and password for the PrismWeb Manager.
6. Click the **Save** button.

Editing or Inactivating an Existing User

1. From the User List page, click **Edit** next to the user you wish to edit or inactivate.
2. From the Edit User page, you may change several options for that user:
    - Reset their password
    - Edit their email address
    - Add a Comment or Employee ID
    - Inactivate the user by unchecking the Active check box
    - Edit the areas of the PrismWeb Manager the user has access to, by checking or unchecking the boxes under Roles
    - Add or remove bookstore websites the user has access to
3. Click the **Save** button.

Note: Inactivated user accounts will not be able to access the PrismWeb Manager, but you can still edit their account from the User List page by clicking Include Inactive Users.

System Setup

The System Setup page of the PrismWeb Manager contains general parameters related to your website and the Manager itself.

Accessing System Setup

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click **System Setup**.
3. Enter or set any of the parameters *(as described in System Setup Parameters)*.
4. Click the **Update** button.

System Setup Parameters

Parameter	Definition
Credit Card Display	Controls how credit card tokens are displayed in the PrismWeb Manager. (PrismWeb Manager no longer contains credit card numbers.) The options are: • **Credit Card Displayed as XXXX-XXXX-XXXX-XXXX:** The credit card will be masked out. *This option is recommended.* • **Credit Card Displayed Normally:** The credit card will be visible in the Manager.
Display Ship. Instr.	Controls if a Shipping Instructions text box displays on the shipping page during the checkout process. Information the customer enters in this field will appear in the Order Comments field on the order. The options are: • **Show:** shows the text box on the shipping page • **Don't show:** hides the text box on the shipping page
Allow Gift Orders*	Controls if the option appears to "Send as a Gift" appears below the shipping method section on the checkout shipping page. The options are: • **Allow:** The Send as a Gift option displays. When selected by the shopper a gift message box will appear. • **Don't Allow:** The Send as a Gift option does not display.

Parameter	Definition
Site Name	Enter the name of your bookstore here. The name you enter will display at the top of the browser window, on several pages of the website, and in emails sent to the customer.
School Affiliation (College or University)*	Enter the name of your school affiliation here. The name entered will display anywhere the placeholder has been place on your site where you want the University or College name to appear.
Store Phone Number *	Enter the phone number for the bookstore that will display in the current template Footer under **Find Us**.
Store Address *	Enter the store address for the bookstore that will display in the current template in the Footer under **Find Us**.
Store City	Enter the city where your bookstore resides here. This is used as part of the address in the current template in the Footer under **Find Us**. It is also used for taxes if a customer places an order using a pick-up in store shipping code or textbook reservations, they will be charged the tax rate for your city.
Store State Abbreviation	Enter the two-letter abbreviation of your store's home state or province here. This is used as part of the address in the current template in the Footer under **Find Us**. It is also used for taxes if a customer places an order using a pick-up in store shipping code or textbook reservations, they will be charged the tax rate for your home state.
Store Zip	Enter the zip or postal code where your bookstore resides here. This is used as part of the address in the current template in the Footer under **Find Us**. It is also used for taxes if a customer places an order using a pick-up in store shipping code or textbook reservations, they will be charged the tax rate for your zip code.
Store Country Code	Use the drop down to select United States or Canada. If a customer places an order using a pick-up in store shipping code or textbook reservations, they will be charged the tax rate for your home country.
Store Email Address	The email address used for the email icon. When shoppers select the email icon in the footer, this email will be the To: email that automatically populates.

Parameter	Definition
Store Time Zone	From the drop down select the time zone for your store. This is used by coupons, promotions, and sales events. It also controls the time stamp for orders and reports on your website.
International Shipping	Controls the shipping countries available for shipping during check out. **Off** – Only the country in the Store Country Code is available. **On** – All countries are listed in the country drop down. **US & Canada Only** – Only the US and Canada are available in the country drop down.
Multi-tender	Controls whether shoppers will be limited to one payment method or be able to use more than one payment method on a single order. The options are: • **Accept Multiple Tenders:** shoppers can use more than one payment method at checkout • **Accept Single Tenders:** shoppers are limited to one payment method at checkout
Membership Field	If you are using the PrismCore Membership module, this setting controls if the customer can add their membership number. The options are: • **Active: Store or Shopper Can Enter Membership:** customers can enter their own membership number • **Store Only: Only Store Can Enter Membership:** only the store can enter membership numbers • **Do Not Show Membership Field:** used if you are not using the membership module in PrismCore
Membership Prompt	If you are using the PrismCore Membership module, this setting controls where the membership number can be added. The options are: • **Prompt for Membership #:** customer can enter their membership number during checkout • **Use Membership # from Shopper Profile:** customer will not be prompted for their membership number—the number entered in their shopper profile will be used • **Do Not Prompt or Save Membership #:** used if you are not using the membership module in PrismCore

Parameter	Definition
Guest Checkout	Controls whether or not shoppers are required to create an account before checking out. • **Enabled:** Shoppers can check out without creating an account. • **Disabled:** Shoppers must create an account before they can check out.
Shopping Cart Modal Window	Controls whether or not to display a modal window when a customer is adding a merchandise or general book item to their cart. • **Enabled:** Modal window will display. • **Disabled:** Shoppers will be taken directly to their cart.
Collect Student ID	Controls whether to require a shopper to enter a student ID while they are checking out. The options are: • **Do Not Require Student ID** • **Require Student ID for Textbook Rental Transactions and All Eligible Products** • **Require student ID for All Textbook Transactions and All Eligible Products** • **Require student ID for Only Eligible Products** • **Require student ID for All Transactions** This same setting is also located under Setup > Site Options > Rental Options. This option can be set in either location.
Suspend Sales	Allows you to disable sales on your website. The options are: • **Yes:** this will disable the checkout button on the cart page and the **Suspend Sales Message** will display. • **No**: Sales are allowed.
Suspend Sales Message	When **Suspend Sales** is set to **Yes**, this message will display below the disabled checkout button on your cart page.
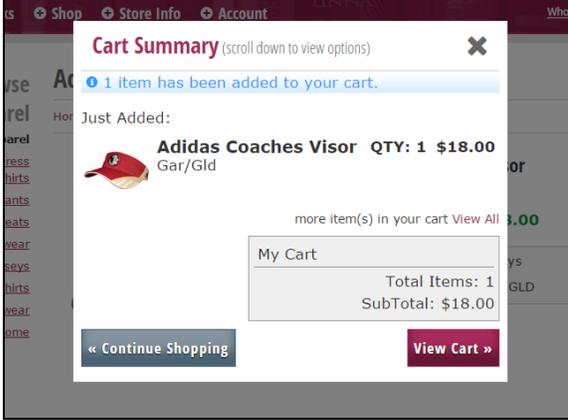
General Merchandise and Trade Book Settings

The General Merchandise and Trade Book Settings page of the PrismWeb Manager has several settings which affect how GM and tradebook items are displayed on the website.

Accessing GM and Trade Book Settings

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click **General Merchandise and Trade Book Settings**.
3. Enter or set any of the parameters *(as described in General Merchandise and Trade Book Settings Parameters)*.
4. Click the **Update** button.

General Merchandise and Trade Book Settings Parameters

Parameter	Definition
Display ISBN	Controls whether or not ISBNs display with book information on *all pages except the textbook selection page*.
Display Price	Controls whether prices display for items on *all pages except the textbook selection page*. If this option is not checked, a shopper must add an item to their shopping cart before seeing the price of an item.
Enable Style Attribute	Checking this box makes the style attribute visible on the GM Product detail page if a Style is listed for the SKU. The PrismWeb Style field is tied to the PrismCore field of Type.
NonTextbook	Controls how GM and tradebook items display if they are out of stock. The options are: • **If out of stock, display but do not allow purchase** • **If out of stock, display and allow purchase** • **If out of stock, do not display**
ISBN Display Format	Controls whether ISBNs display in 10 or 13 digit format for all pages on the website. The options are: • **Display 10 digit ISBN when possible** • **Always display 13 digit ISBN**

Availability Messages

Availability messages are a way to communicate to shoppers how long it may take for their items to be shipped.

Accessing Availability Messages

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click **Availability Messages**.
3. Edit your Availability Messages *(as described in Availability Messages Parameters)*.
4. Click the **Save** button.

Example of Low Inventory message

Availability Messages Parameters

Parameter	Definition
Textbook in stock	If a textbook is in stock, this message will display. This is usually used to indicate how long it will take for the item to ship (e.g., "Ships in 24 hours" or "Ships in 2-3 business days").
Textbook out of stock	If a textbook is out of stock, this message will display. A popular choice for this message is "Call for availability".
Textbook Display Low Inventory Message	Turn on or off the low stock warning message for textbooks on your website.
Textbook Low Inventory Target Number	If the low inventory message is turned on, set the inventory number that will trigger this message to display.
General Book in stock	If a general book is in stock, this message will display. This is usually used to indicate how long it will take for the item to ship.
General Book out of stock	If a general book is out of stock, this message will display.
General Book Display Low Inventory Message	Turn on or off the low stock warning message for general books on your website.
General Book Low Inventory Target Number	If the low inventory message is turned on, set the inventory number that will trigger this message to display.
General Merchandise in stock	If a merchandise item is in stock, this message will display. This is usually used to indicate how long it will take for the item to ship.
General Merchandise out of stock	If a merchandise item is out of stock, this message will display.
General Merchandise Display Low Inventory Message	Turn on or off the low stock warning message for general merchandise on your website.
General Merchandise Low Inventory Target Number	If the low inventory message is turned on, set the inventory number that will trigger this message to display.

Inventory Sales Tolerance

Inventory numbers of items on PrismWeb are updated throughout the day, when new data is received from PrismCore ICS (depending on your settings). Inventory Sales Tolerance is a feature in the PrismWeb Manager that lets you apply a "buffer" for inventory numbers on the website. For example, if you set Inventory Sales Tolerance for merchandise to **2**, any merchandise items with inventory of 2 or less would be treated as out-of-stock on the website. This can prevent unwanted sales on the website when product quantities become low.
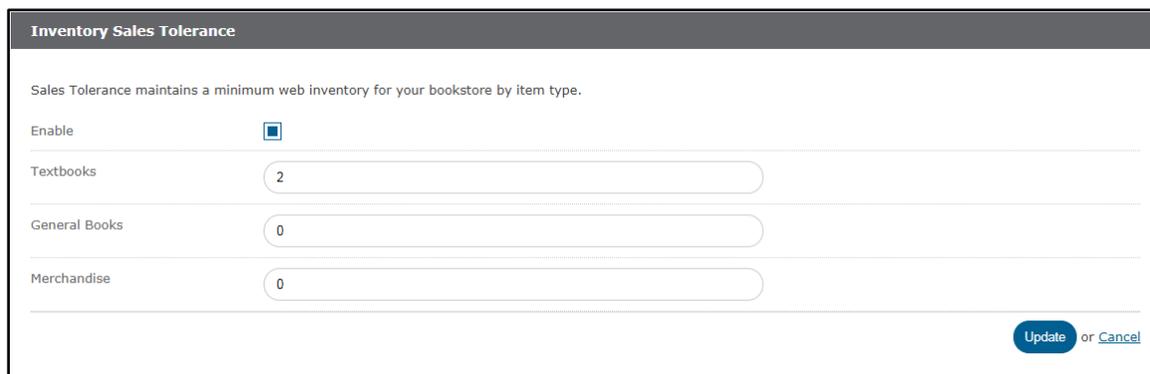
Inventory Sales Tolerance	
Sales Tolerance maintains a minimum web inventory for your bookstore by item type.	
Enable	☑
Textbooks	2
General Books	0
Merchandise	0
	Update or Cancel

You can set up Inventory Sales Tolerance at different levels:

- **Globally:** affects inventory numbers for all textbooks, all merchandise, or all general book items
- **Catalog:** affects inventory numbers for all items in a catalog
- **Product Family:** affects inventory numbers for all rentals/SKUs in a product family
- **Rental/SKU:** affects individual SKUs or rental records

Inventory Sales Tolerance levels that are more specific (lower in the list above) will override levels that are less specific (higher in the list above). For example, if you had Inventory Sales Tolerance set for a T-Shirts catalog as well as a global tolerance setting on all merchandise, items in the T-Shirts catalog would use the tolerance setting for the catalog, not all merchandise.

Note: You can also enter a negative number for inventory sales tolerance, such as -999. This can be useful if you want to allow certain catalogs or products to continue to sell items, even if out-of-stock (e.g., gift cards, diploma frames, preorder items, or any items you don't normally carry stock of).

Setting Up Inventory Sales Tolerance Globally

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click the **Enable** check box. (If the Enable option is not checked, PrismWeb will ignore all quantities entered in every level of inventory tolerance.)
3. Enter inventory sales tolerance numbers for textbooks, general books, or merchandise.
4. Click the **Update** button.

Setting Up Inventory Sales Tolerance for Catalogs

1. In the PrismWeb Manager, go to **Products** > **Catalogs**.
2. Click the **Edit** link next to the catalog you wish to modify.
3. Enter your tolerance number into the **Inventory Tolerance** field.
4. Click the **Update Catalog** button.

Setting Up Inventory Sales Tolerance for Product Families

1. In the PrismWeb Manager, go to **Products** > **Products**.
2. Search or browse to the product you wish to modify
3. Click the **Edit** link next to it.
4. Enter your tolerance number into the **Inventory Tolerance** field.
5. Click the **Update Product Family** button.

Setting Up Inventory Sales Tolerance for Rentals/SKUs

1. In the PrismWeb Manager, go to **Products** > **Products**.
2. Search or browse to the product you wish to modify.
3. Click the **Edit** link next to it.
4. Under the Product Matrix section, click the **Edit** link next to the SKU or rental that you wish to modify.
5. In the window that opens, enter your tolerance number into the **Inventory Tolerance** field.
6. Click the **Save** button.

Shipping Overrides

Occasionally, you may want to assign a unique shipping charge to a particular item. For example, you might want to offer free shipping for gift cards, decreased shipping charges for light items like decals, or increased shipping charges for heavy or awkward items. Shipping overrides provide a way to assign a preset shipping amount to an item on your website.

When a customer adds an item with a shipping override assigned to their shopping cart, the override amount will replace the standard shipping charge for the item. If the order additional items without shipping overrides, the standard shipping charges for those items will be added on.

Although shipping codes are created in PrismCore Admin, shipping overrides are created in the PrismWeb Manager. An item must have first been sent over to the web from PrismCore before you can create a shipping override for that item.

Adding a Shipping Override

1. In the PrismWeb Manager, go to **Products** > **Products**.
2. Find the item you want to create a shipping override for using one of the following methods:
   - Search for the item
   - Browse using the numbered page links
   - Narrow the list of products by using the List By Category links

3. Once you've found the correct item, click the **Edit** link next to it.
4. Scroll down to the bottom of the page, where you can find the Product Matrix section.
5. Click the **Edit** link next to the SKU where you want to assign a shipping override.

Product Matrix

SKU	Attributes	List Price	Catalog Price	Actions
1020143571	BLACK, S	$37.95	$37.95	✏ edit ⊖ delete
1020144271	BLACK, M	$37.95	$37.95	✏ edit ⊖ delete
1020145971	BLACK, L	$37.95	$37.95	✏ edit ⊖ delete
1020146671	BLACK,XL	$37.95	$37.95	✏ edit ⊖ delete
1020147371	BLACK,XXL	$39.95	$39.95	✏ edit ⊖ delete

6. In the Create/Edit Product window, scroll down to find the **Override Shipping** field and set it to the **Override** option (**Error! Reference source not found.**).

7. Enter your desired shipping charge for the item in the **Override Amount** field.
8. Click the **Save** button.

Product Specific Student ID Required

Occasionally, you may want to require a customer to enter a student ID for a transaction involving specific items which are beyond your System Setup > Collect Student ID selection.

Each product page has the option in the Product Family Details where you can set the Student ID Required setting.

When checked, this setting will require the shopper to add their student ID when checking out with this product. If the Collect Student ID global setting is set to "Do Not Require Student ID", the shopper will not be required to add their student ID when checking out with this product.

If you have the System setting for collect student ID set to Do Not Require Student ID, an info box will appear when this setting is selected notifying you of that setting.

PrismWeb Email

The PrismWeb Email page contains parameters that allow you to set bookstore email contacts for customers, and if you would like to receive an automatic email when an order is placed on the website.

WARNING: If you do not set these PrismWeb Email parameters, some functions of PrismWeb may not work, such as: password retrieval for customers, order confirmation emails sent to customers, and order notifications sent to the bookstore.

Setting Up PrismWeb Email Parameters

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click **PrismWeb Email**.
3. Enter or set the parameters *(as described in PrismWeb Email Parameters)*.
4. Click the **Update** button.

PrismWeb Email Parameters

Parameter	Definition
Contact	Designates a general contact email address for the bookstore. Common examples are a generic bookstore email or the store manager. This email address is automatically used in several areas of the website, as well as some of the PrismWeb email templates.
Order Return	The email address that used as the reply to email for all order confirmation emails.
Confirmation CC	The email address where you would like to receive a notification email whenever an order is placed on the website.

Note: If you would like multiple people to be notified when an order is placed, you may enter multiple email addresses in this field. The email addresses must be separated by a comma, followed by a space: email1@yourbookstore.com, email2@yourbookstore.com |

Check to Send Email Order Confirmations to Your Store	If this box is checked and an email address is entered in the Confirmation CC field, a notification email will be sent whenever an order is placed on the website.

Newsletter Signup Form

The purpose of this form is to give guests on your website the option to submit their email address to receive any future electronic newsletters.

This form is typically found in the footer of all current template PrismWeb sites. If you would like to add this form to your site, please contact support@prismrbs.com for assistance.

Parameter	Definition
Display Newsletter Signup	When checked, the newsletter signup form will display on your website.
Email To	The email address that all newsletter signup form submissions will go to.
Email From Display Name	This is the name that will display in the 'from' section of all newsletter emails you receive.
Subject Line	The subject line that will appear on all newsletter signup form submission emails.
Body Text	The text that will display in the body of all newsletter signup form submission emails. The email address collected from the form will appear after the body text in the email. Body text cannot exceed 500 characters.

Note: The From address of all PrismWeb generated notifications is notification@mail.prismrbs.io. This is to ensure all email communication is sent from a fully authorized domain, to minimize spam filtering and potentially blocked email from customers who have implemented more restrictive SPF, DKIM, or DMARC policies to protect their domain. The Reply To email address and Display Name included on emails use your preferred email address defined in PrismWeb Manager.

Email Templates

PrismWeb can automatically send an email to a customer when they place on order on the website. There is a default email template for these emails, but you can customize the template with your own information or formatting, using a WYSIWYG (What You See Is What You Get) editor. The email templates are formatted with HTML. If the recipient's email client cannot display HTML emails, they will see a plain text version.

Email Templates	
Message Type	**Actions**
Confirmation - Purchase	✎ Edit
Confirmation - Purchase (Guest Checkout)	✎ Edit
Confirmation - Reserve	✎ Edit
Order Status	✎ Edit
Buyback Alerts	✎ Edit
Tell-A-Friend - Shop	✎ Edit
Tell-A-Friend - Buy	✎ Edit
Tell-A-Friend - Sell	✎ Edit

There are several types of email templates that you can customize:

- **Confirmation – Purchase:** the email a customer with an account receives when they place an order
- **Confirmation – Purchase (Guest Checkout):** the email a customer without an account receives when they place an order
- **Confirmation – Reserve:** the email a customer receives when placing a reservation order
- **Order Status:** this email template is not used – PrismCore ICS can send order status emails to the customer when processing orders
- **Buyback Alerts:** an email notification that can be sent to customers concerning buyback prices and dates for books that the customer is listing/watching

Note: **Tell-A Friend – Shop, Tell-a-Friend – Buy and Tell-a-Friend – Sell** email templates have been replaced by the Social Network Sharing Tool.

Editing Email Templates

1. In the PrismWeb Manager, go to **Manage** > **Email Templates**.
2. Click the **Edit** link next to the template you wish to modify.
3. There are two areas you can edit in a template:
   - **Email Subject Line:** the subject line of the email template
   - **Email HTML Body:** the body of the email template, which can be edited using several formatting buttons and options
4. Click the **Update Template** button.

Email Template Placeholders

There are several placeholders that can be used in the email template subject and body. When the customer receives the email, the placeholders will be replaced by relevant information designated by the placeholders.

Placeholder	Definition
[!++ SITENAME ++]	The name of the bookstore, as entered in the Site Name field *(see also System Setup)*.
[!++ ORDERID ++]	The order number.
[!++ SHOPPERID ++]	The ID number of the shopper account. *This placeholder is not normally needed*.
[!++ SHOPPERNAME ++]	The shopper's name, entered in their account.
[!++ BILLINGNAME ++]	The name associated with the billing address on the order.
[!++ EMAILGENERAL ++]	The email address entered in the Contact field *(see also PrismWeb Email)*.
[!++ ROOTURL ++]	The URL of the bookstore website.
[!++ SECUREROOTURL ++]	A secure URL (HTTPS) of the bookstore website.
[!++ ORDERDETAILS ++]	The details of the order, including the product name, SKU, and quantity of each item, as well as the total price.

Google Analytics

Google Analytics is powerful and free web analytics software that can help you determine how your website is performing. To start tracking your website, you will need to create a Google Analytics account and then configure the PrismWeb Manager with your account details.

You can find out more about Google Analytics at http://www.google.com/analytics.

Setting Up Your Google Analytics Account

Important: The steps below are not guaranteed to be accurate, as Google makes changes to their software over time. If you are having trouble with setting up your Google Analytics account, please contact our Support team for assistance.

Create a New Account and Property

1. Go to http://www.google.com/analytics in your web browser.
2. Create a new account or sign in with an existing Google account.
3. In the Admin area of Google Analytics, create a new account.
4. Enter an **Account Name** (the name of your bookstore, or broader organization).
5. Enter a **Website Name** (the name of your bookstore).
6. Enter your **Website URL** (the address of your website).
7. Fill out any remaining fields, as appropriate for your bookstore and location.
8. Click the **Get Tracking ID** button.
9. Agree to any terms of service.
10. Make a note of your Tracking ID. It will be in the format of UA-XXXXXXXX-X.
    Note: You do not need the tracking code provided by Google Analytics. By configuring the Google Analytics Settings in the PrismWeb Manager, the tracking code will be automatically added to your website.

Edit View Settings

1. In the Admin area, go to **View Settings**.
2. Enter **default.asp** in the **Default page** field.
3. Check the box labeled **Exclude all hits from known bots and spiders**.
4. Turn **Site Search Tracking** to **On**.
5. Enter **search_text** in the **Query Parameter** field.
6. Click **Save**.

Setting Up Google Analytics Settings

Once you have created and configured your Google Analytics account and property, you can configure the settings in the PrismWeb Manager and start tracking information about your site.

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click **Google Analytics Settings**.

3. Change the **Active** setting to **Yes**.
4. Enter your account number in the **Google Analytics Account** field.
   Note: Your account number is in the format of UA-XXXXXXXX-X.
5. Enter the name of your store in the **Google Analytics Store Name** field, as you specified in your Google Analytics account.
6. Enter the domain (URL) of your website in the **Google Analytics Domain** field, as you specified in your Google Analytics account.
7. The **Google Analytics Path** field allows you to track only a portion of your website. For most stores, leave this field blank.
8. Click the **Update** button.
   Note: It may take several hours before you begin seeing data tracked within Google Analytics.

Payment Processors

The Payment Processors settings are located under Setup > Site Options.

The **Processor** field is set by PrismWeb Support.

Shift4 users, will see the account's Access Token masked. If your store has a change to your Shift4 configuration, select the link **Generate a new Shift4 access token**. Then in the field provided, enter the Shift4 Auth Token from the configuration sheet provided by Shift4.

The **Serial Number** and **Merchant ID** fields will be populated with your Shift4 set up and are for information only.

The **Card Verification** option controls if credit cards and/or the associated address will be validated when the order is placed.

The **Card Verification** options are:
- **Off** – No card verification will be done at the time the order is placed
- **Verify Without AVS Check** – The credit card will be checked to verify it is an active card. It will also verify the card number, expiration date, and security code are accurate.
- **Verify with AVS Check** – The credit card will be checked to verify it is an active card. It will also verify the card number, expiration date, and security code are accurate. The name and address are also verified based on the AVS Sensitivity level selected.

If the Card Verification is set to Verify with AVS Check, the AVS Sensitivity options display. The default sensitivity level is Medium. To adjust this option select the radial button next to the option you would like to use for your website. The options are:

- **High** - Fail any confirmation of name, street, or zip mismatch.
- **Medium** - Fail any confirmation of street or zip mismatch. Forgive name mismatch.
- **Low** - Fail any confirmation of zip mismatch. Forgive name or street mismatch.
- **Custom** – Choose all scenarios that should be allowed.

Selecting Custom for the AVS Sensitivity will display a list of all AVS options. Select the check box by any option that should be allowed to pass the AVS check.

Please see the article **Shift4 Iframe Card Verification and AVS** on the **Customer Support Portal** for additional information error messages customers may receive if there is an issue with their credit card.

The **Accepted Payments** section allows you to select to accept the payment methods sent from PrismCore or manually choose the credit cards you want to accept.

You can also update your **Iframe Error Message** that will display when there is an issue communicating with Shift4 to tokenize the credit card information.\

If you have questions about your settings, please contact PrismWeb Support for assistance.

Shipping Methods

The shipping methods are created and maintained in PrismCore Admin. You can see the shipping options that have been set up for use on your website in the Shipping Methods screen. Do not make changes in PrismWeb Manager to your shipping methods, make all changes in PrismCore Admin.

For stores with multiple locations with Pick Up in Store shipping options, additional setting up on PrismWeb will be needed for those locations to charge different tax amounts.

PrismWeb will calculate tax based on the shipping destination, for pick up in store PrismWeb will look at the State, City, and Zip Code set in your PrismWeb Manager System Setup. For websites that are fed by multiple PrismCore Locations (multi-web) you can set each Pick Up in Store shipping method to calculate tax based on that specific location.

Go to **Setup > Shipping Methods,** then select the shipping method set as pick up in store.

In the In-Store Pickup Location you will enter that location's State Abbreviation, City, and Zip Code.

This will only need to be set if you have multiple shipping methods for In Store Pickup AND the tax is different for the various locations.

Sales Tax

Note: Sales Tax is the only parameter which is in both PrismCore and PrismWeb which needs to be set up in both.

Setting Up State-Based Sales Tax

1. In the PrismWeb Manager, go to **Setup** > **Sales Tax**.
2. If you are using state-based sales tax, make sure the sales tax mode is set to **State-based** in the right column (). To change the tax mode, select the mode you want to use and click the **Change Sales Tax Structure** button.
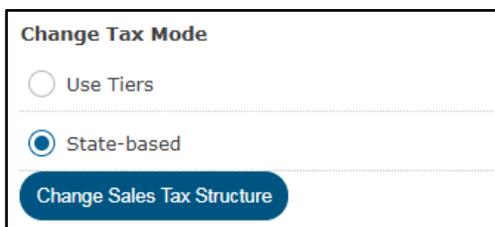
3. To create sales tax for a state, click the **Make Sales Tax** link.
4. Select your state from the **State** menu.
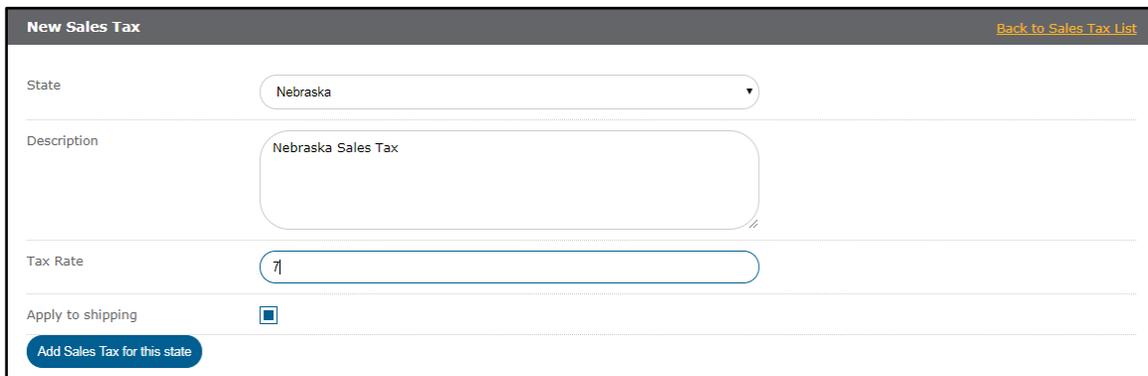
5. In the **Description** field, enter a description of the tax rate, e.g. "Nebraska State Sales Tax".
6. In the **Tax Rate** field, enter the state sales tax rate. For example, if your state tax rate is 7.5%, enter 7.5.
7. If you need to collect tax on shipping, check the **Apply to shipping** check box.
8. Click the **Add Sales Tax for this State** button.

Note: You can edit or delete a state sales tax code later, however it is not recommended that you delete a tax code if it has been used previously on a web order, as you may see an error message when viewing the order.

Setting up Simple Tiers Sales Tax

Simple Tiers tax mode lets you apply specific tax rates to zip codes and cities within states, and apply different rates to textbooks, merchandise, trade books, shipping charges, and textbook rentals. The following steps go over how to manually create sales tax codes using Simple Tiers.

Tax rate tiers are not cumulative. For example, if you enter 7.25% rate for zip code 68510, the customer will be charged 7.25% tax if that is their zip code. It will not charge them state tax + zip code tax.

Note: The *simplest and recommended way* to set up Simple Tiers tax codes is to work with PrismRBS Support to import a file of tax rates for your state. This will help ensure that your sales tax rates are added correctly in the PrismWeb Manager, and match with the sales tax codes set up in PCAdmin.

Changing Sales Tax Modes

1. In the PrismWeb Manager, go to **Setup** > **Sales Tax**.
2. To change tax modes, select the **Use Tiers** radio button in the right column and click the **Change Sales Tax Structure** button.
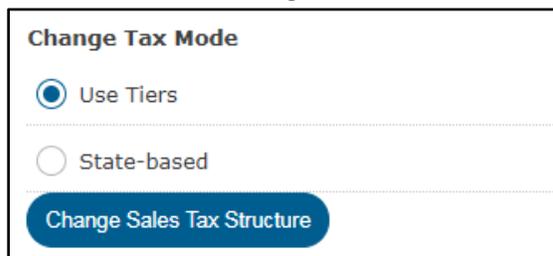
Change Tax Mode

◉ Use Tiers

◯ State-based

Change Sales Tax Structure

Adding a Country Sales Tax Tier

1. In the PrismWeb Manager, go to **Setup** > **Sales Tax**.
2. Click the **New Tax Rate** link.
3. Under the **Apply to Categories** heading, check the boxes next to the categories of products you can apply to this tax tier (and all child tiers).

New Tax Tier	Back to Tax Rates

Apply to Categories

GM	☐
Text	☐
Trade	☐
Ship	☐
Text Rental	☐

Name	USA
Description	USA
Rate	0
Applies To	Country
Country	USA ▾

Next Level

State	⦿

Create Tier

Note: Depending on your tax laws, you will need to create tax tiers for all or some of the available categories. For example, if your tax laws charged different sales tax for GM and Textbooks, you would need to create separate tiers for each. Check the box next to the categories you wish to apply to *this tax tier*. You may create additional tiers for the other categories later.

4. In the **Name** field, enter a name for this tier, e.g., USA.
5. Enter a description for this tier in the **Description** field.
6. In the Rate field, enter a tax rate (if any) for the country. If you do not need to charge a country-level sales tax rate, enter 0 (zero).
7. From the **Country** menu, select your country.
8. Click the **Create Tier** button.

Note: The next (child) level of this tier must be at the state/province level, so you do not have an option to select anything different here.

Adding a State/Province Level to a Sales Tax Tier

1. Click the **Edit** link next to the country level tier.

Simple Tiers Sales Tax   New Tax Rate

Viewing Root Level Tiers

> ⓘ Tier "USA" successfully created.

Name	Actions
USA	✏ Edit ⊖ Delete
(GM) (Text) (Trade) (Ship) (Text Rental)	

2. Click the **Create New Tier Under [country tier name]** link.

Simple Tiers Sales Tax | Home

Apply to Categories

GM   ☑

Text   ☑

Trade   ☑

Ship   ☑

Text Rental ☑

Description   [USA]

Tax Rate   [0] %

Change this tier

Actions

Create a new Tier under USA
Delete USA

3. In the **Name** field, enter a name for this tier, e.g., the name of your state or province.

New Tax Tier USA		Back to Tax Rates
Name	Nebraska	
Description	Nebraska	
Rate	7	
Applies To	State	
State	Nebraska ▾	
Next Level		
City	⦿	
Zip	○	
None	○	
		Create Tier

4. Enter a description for this tax tier in the **Description** field.
5. In the **Rate** field, enter the tax rate for this state/province. For example, if your state tax rate is 7%, enter 7.
6. From the **State** menu, select the state/province.
7. Depending on your tax laws, you may need to create a child tier at the **City** or **Zip Code** level. Select the appropriate radio button, or select **None**, if you do not need to create a child tier.
8. Click the **Create Tier** button.

Adding a City or Zip Code Level to a Sales Tax Tier

1. If you need to create a city or zip code level child tier under the state level, click the **Edit** link next to the name of your state tier.

Simple Tiers Sales Tax

| Home

ⓘ Tier "Nebraska" successfully created.

Apply to Categories

GM   ■

Text   ■

Trade   ■

Ship   ■

Text Rental   ■

Description   USA

Tax Rate   0   %

Change this tier

Children of this Tier

ⓘ Tier "Nebraska" successfully created.

Name	**Actions**
Nebraska	✏ Edit ⊖ Delete

2. Click the **Create a New Tier Under [state tier name]** link.

Simple Tiers Sales Tax

Parent Tier: USA | Home

Description   Nebraska

Tax Rate   7   %

Change this tier

Actions

Create a new Tier under Nebraska

Delete Nebraska

3. Depending on if you selected city or zip for the next level tier, you will see several fields for the appropriate type.

New Tax Tier Nebraska

Name	Lincoln
Description	Lincoln
Rate	2
Applies To	City
City Name	Lincoln

Next Level

Zip	⦿
None	○

Create Tier

New Tax Tier Lincoln

Name	68510
Description	68510
Rate	7
Applies To	Zip
Zip Code	68510

Next Level

None	None ⦿

Create Tier

4. Enter the tax information in the following fields for the city or zip code level:
    - **Name:** Enter the name of the tier, e.g., the city name or zip code.
    - **Description:** Enter a description for the tier.
    - **Rate:** Enter the tax rate for this city/zip code. For example, if your zip code tax rate is 7.5%, enter 7.5.
    - **City Name** or **Zip Code:** Enter the name of the city or zip code.

Note: If you are creating a city level tier, you can create another child tier at the zip code level, if needed. You cannot create a tier beyond the zip code level.

5. Click the **Create Tier** button.

Other Parameters

Notification Email

The Notification Email option found under Setup > Site Options is not used by stores with PrismCore back office. Shipping, backorder, and cancelation emails will all be sent through PrismCore when the order is processed.

Shipping API Settings

The Shipping API Settings option found under Setup > Site Options is not used by stores with PrismCore back office. The shipping API, if used, is set up on the PrismCore server to communicate with your shipping software to create and track the tracking numbers.

Tenders

The tenders used for PrismWeb are set up and maintained in PrismCore Admin. You can see the tenders that have been set up for use on your website, but do not edit those tenders in PrismWeb Manager. All changes to tenders must be made in PrismCore Admin.

Note: If you are set in PrismCore Admin to use tender validation for Gift Cards or AR Tenders, contact PrismWeb support to enable that option on the web side for the tender.

Textbooks Introduction

Types of Textbook Orders

There are several methods and options for purchasing textbooks on PrismWeb:

- **Textbook purchases or rentals:** The standard option—textbook orders can be shipped to the customer or picked up in the store.
- **Textbook reservations:** Reservations differ from purchases in that you have the option of not requiring payment for the reservation until the customer picks up their books. Reservation orders flow to PrismCore with the type of *request*. Requests are processed a little differently in PrismCore than standard orders.
- **Textbook pre-orders:** Pre-orders are designed to be used before book information for courses is available from faculty. Students can submit a pre-order by building their course list, and then submitting that to the bookstore. Submitted pre-orders are held in the PrismWeb Manager until book information is available for them. Once the book information is available, the bookstore will generate the pre-orders into standard orders or reservations, which are then processed normally.

Textbook Express

Textbook Express is a specially formatted link that is created by your campus IT staff on your school's registrar website. When a student looks up their course schedule on the registrar site, a link or button can be presented them to get all of their books. When that link is clicked, they will be taken to the bookstore website where they will be presented with a list of all of the books for all of their courses. From this page, they can make their selections and add the items to their cart from one page.

There is no charge for Textbook Express – it is built directly into PrismWeb. There is some setup required before being able to utilize it. For additional information about setting up Textbook Express and all the available options, please refer to the Appendix of this manual.

About Textbook Terms on PrismWeb

Terms are set up in Prism Core and then sent to the website from Term Maintenance.

To learn more about sending terms to web please see Help in PrismCore for Term Maintenance.

Textbook Reservations

About Textbook Reservations

A textbook reservation on the website is different from a purchase. With a reservation, the order is a type called a *request*. There are several settings for textbook orders, which let you set whether you want to enable textbook reservations, and if you want to require payment for reservations at the time the order is placed.

Traditionally, textbook reservations do not require payment information at the time the order is placed. Rather, the customer pays for the reservation at a register when they pick up their books.

Tip: If you will require payment up front for reservations, consider doing standard textbook purchases with a pick-up in store shipping code. Reservations (order type request) have an additional step in PrismCore for processing. They also cannot be refunded through the PrismCore Refund Exchange module.

About Processing Textbook Reservations

Textbook reservation orders are a type of *request* order. When you pull titles from the shelf for a request order, the books should be set aside for the customer and the status of the request order should be changed to Reserved in the Ship Mail Orders module.

When a student comes to the store to pick up their books, they will pay for them at the cash register (unless you have required payment up front), and then receive their books. The status of the reservation must also be changed from Reserved to Picked in the Pickup Reservations module.

Note: Depending on your settings in PrismCore Admin, Stock-on-hand is not affected by picking a request order. When the student pays at the register, a sale will be created and stock-on-hand will be decreased.

Setting Up a Term for Textbook Reservations

If you decide that textbook reservations (using the request order type) is best for your store, you will need to enable textbook reservations on your site.

You will also need to set a Reservation End date in PrismCore on each term you wish to make available for reservations. After the Reservation End date is reached, reservations will no longer be accepted for that term on the website.

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Textbook Options

There are several options available in the PrismWeb Manager to configure how shoppers can purchase textbooks on the website, default and display settings for textbooks, sales options, and shopper preferences.

Setting Up Textbook Options

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click **Textbook Options**.
3. Configure the parameters on the page *(as described in Textbook Options Parameters)*.
4. Click the **Save** button.

Textbook Options Parameters

Parameter	Definition
RESERVATION SETTINGS	
Textbook Reservations	Allows you to turn on or off textbook reservations on the website. The options are: • **Purchases Only – No Reservations Allowed:** does not allow textbook reservations • **Reservations and Purchases Allowed:** allows customers to purchase textbooks or reserve them • **Reserve Only – No Purchases Allowed:** does not allow textbook purchases, only reservations
Payment Required on Reservations	Controls whether or not payment information is required for textbook reservations. The options are: • **Payment Required:** the website will ask the customer for payment information during the reservation process • **Payment Not Required:** allows the customer to make a reservation without entering payment information. *Note:* If the customer orders any merchandise or general books with their reservation, the website will require payment information be entered for those items.
Default Textbook Pickup Date Cutoff	The default date the website will use to tell customers about the last day they can pick up their reservations in the bookstore. This date displays on the customer's online receipt when they check their order status.

Parameter	Definition
Default Textbook Reserve Date Cutoff	The default date the website will use to no longer allow customers to reserve textbooks for the current term. *Note:* This date will be overridden on a term-by-term basis by the Reservation End date set on the term in PrismCore Term Maintenance.
TEXTBOOK EXPRESS SETTINGS	
Reserve via Textbook Express	Controls whether Textbook Express is enabled for purchases or pre-orders. The options are: • **Purchase via Textbook Express:** only allow purchases through Textbook Express • **Pre-order via Textbook Express:** only allow pre-orders through Textbook Express
Textbook Express Materials (Pre-order Only)	For pre-orders through Textbook Express only, this allows you to set the default book materials options. The options are: • **All** • **Required Only** • **Required and Recommended**
Textbook Express Preference (Pre-Order Only)	For pre-orders through Textbook Express only, this allows you to set the default preference for type of textbooks. The options are: • **New Only** • **Used Only** • **Prefer New (will accept used)** • **Prefer Used (will accept new)**
Textbook Express Course Error Message	You can customize this error message that displays if there are no courses found in a Textbook Express link.
DEFAULT TEXTBOOK SETTINGS	
Default Textbook Type	Controls the default type that is selected for each textbook on the website. The options are: • **New** • **Used** • **New Rental** • **Used Rental** • **Cheapest** • **None:** nothing pre-selected
Default Textbook Quantity	Controls the default quantity of textbooks on the website. The options are **1** or **0**.

Parameter	Definition
	TEXTBOOK DISPLAY SETTINGS
Display Textbook Prices	Controls whether prices are displayed for textbooks. The options are: • **Show Prices** • **Do Not Show Prices:** shopper does not see prices for textbooks until they are added to their cart. *Note:* In order to comply with HEOA, you must display textbook prices to shoppers.
Purchase / Reserve Mode	Controls whether messages appear on the textbook selection page when only one purchase option (purchase or reserve) is available. The options are: • **Show Purchase/Reserve Mode** • **Do Not Show Purchase/Reserve Mode**
Display Order for Prices	Controls the order that new and used prices for textbooks appear. The options are: • **Show New Price First** • **Show Used Price First**
Quick Select Options	Controls whether the Quick Select bar displays on the textbook selection page. The Quick Select bar lets shoppers select all textbooks of a certain type (new, used, rental, etc.), and select all required, recommended, or optional books. The options are: • **Do Not Display:** the Quick Select bar will not display • **Bottom – After Book Information:** the Quick Select bar will display *Note:* Though the parameter says Bottom – After Book Information, if selected to display the Quick Select Bar has been moved to the top above the book information.
Display Prices for View Only Term	Controls whether terms with a **view only** sales option display textbook prices. The options are: • **Do Not Show Prices** • **Show Only New and Used Prices (Do Not Show Rentals)** • **Show All Prices**
No Books Available Message	You may customize this message that displays when no textbook information is available for a course section.
Textbook Substitution Message	You may customize this message that displays for textbooks with a status of **substitution** in PrismCore. This message will display below the required, optional, and recommended titles, and above the substitution titles.

Parameter	Definition
Section Comments from Back Office	Controls if the website displays the sections comments from PrismCore Course Request module in the Web Comment field. The Options are **Do Not Display Section Comments** or **Display Section Comments**. If Do Not Display Section Comments is selected, you will need at add any section comments for the website using PrismWeb Manager.
TEXTBOOK INFORMATION SETTINGS	
Textbook Information Check Boxes	Controls the display for various information when viewing textbooks on the website. Check the box for each piece of information you want to display: • **Author** • **Title** • **ISBN** • **Publisher** • **Binding** • **Edition** • **Copyright** *Note:* In order to comply with HEOA, you must display at least ISBN information for textbooks.
TEXTBOOK SALES OPTIONS	
Textbook Sales Options	Controls whether you wish to allow sales of: • **New textbooks (in stock)** • **New textbooks (out of stock)** • **New textbooks (zero priced)** • **Used textbooks (in stock)** • **Used textbooks (out of stock)** • **Used textbooks (zero priced)** Under the **Allow Sales or Rentals** menu next to each option, choose **Yes** if you wish to allow sales or rentals of that type of textbook, or **No** if you do not wish to allow sales or rentals. For each option set to **No**, the message to the right of that option will display in place of the price. You can customize the message that displays, if needed. *Note:* If you wish to display prices for out of stock books, even if they are not being sold, you can insert the **<price>** placeholder in the custom message field for that textbook option.

Parameter	Definition
	TEXTBOOK OPTIONS
Textbook Options	Controls whether you wish to offer "prefer" textbook type options during the checkout process. If you select **Yes** under the **Allow Type** menu for the **Prefer New** and **Prefer Used** options, the shopper will see an extra page during the checkout process where they can indicate that they will or will not accept a substitution, if the type of book they have requested is unavailable.

If all options are set to Yes, then a checkbox is activated for the customer to indicate whether they want to allow a substitution and the necessary New/Used Book Preference Option Message displays as the label for that checkbox.

If either of the Prefer New/Used options are set to Yes and their corresponding New/Used Only options are set to No, then a checkbox displays on the substitution page with the New/Used Book Preference Option Message displaying as the label for that checkbox. In this case, the checkbox cannot be unchecked, which is a way for the store to state a substitution will be made if necessary.

If all options are set to No or the only options set to Yes are New Only and/or Used Only, the substitution page doesn't display at all because that is equal to not allowing substitutions.

Tip: The default messages that display are **Prefer New** and **Prefer Used**. It is recommended to make these more clear by changing the wording to something like **If no NEW book is in stock, I will accept a USED book** and **If no USED book is in stock, I will accept a NEW book**.

Textbook Rentals

Textbook rentals can be done in-store or on PrismWeb. When a student rents a title on the web, they are required to agree with a rental agreement specified by the bookstore. They are must use a required (guarantee) tender for the rental purchase. The completed order can be processed through PrismCore Mail Order.

About Textbook Rentals on the Web

There are two ways of doing textbook rentals on the web: displaying only a rental message or allow rentals to be purchased.

When displaying a rental message only, the student will see that the title is available for rent in-store, but they won't be able to rent it online. Rental textbooks on the web will display a message below their book information, which can be customized in the PrismWeb Manager.

If you allow sales of textbook rentals on the web, the rental options will display along with the regular new and used options.

When a customer adds a rental textbook to their cart, they must agree to the terms and conditions.

Rental Terms and Conditions
(scroll down to view options)

print

1. I am renting and am in receipt of the rental book(s) shown on the receipt. I have paid the non-refundable rental fee, and understand that the return policies of the store also apply to rental items. I acknowledge that the book, whether new or used, is in good condition.
2. I acknowledge the non-return replacement cost and replacement fee that appear on the receipt.
3. I will return the book to the Bookstore no later than the rental return due date. If I ship the book, it must be received at the Bookstore no later than the return date, shipping prepaid. Any other return will be rejected.
4. I will return the book in good salable condition

You have the option in the PrismWeb Manager of having a required (guarantee) tender for textbook rentals. For example, your bookstore may require the student provide you with a credit card with their rental purchase. The student will have to enter one of the required tenders, even if they have already met the payment requirements using other tenders.

Another option is to require that the student enter their student ID during the checkout process.

Student ID

Student ID is required to complete your rental transaction

If you do not know your My State University student ID number, please contact MSU Bookstore for assistance at 800.510.3911 or bookstore@msu.edu.

Student ID

Payment Method

Please select your preferred method of payment and then complete the requested information:

One of the following tenders is required to complete your rental transaction.

- Credit Card
- A/R CHARGE

-- Please Select --

About Processing Rentals in PrismCore Mail Order

When you process a mail/web order with textbook rentals in PrismCore, you will be prompted to attach a rental barcode (XREF) to the item in Ship Mail Orders.

If you are shipping a textbook rental order, you should also include a copy of your refund policy, rental return date, and rental agreement.

Setting Up Rental Options

There are several options for textbook rentals that can be configured in the PrismWeb Manager.

To set up rental options:

1. In the PrismWeb Manager, go to **Setup** > **Site Options** > **Rental Options**.
2. Modify the settings under Rental Sales Options as needed.
3. Check the boxes for your required (guarantee) rental tenders.
   Note: Shoppers will be able to pay for their order with any available tender, but will be required to enter at least one of the required tenders for a rental order.

4. If needed, modify the **Allow credit cards that expire during rental period** option.
   Tip: It is not generally recommended that you allow credit cards that expire during the rental period as a required tender.

5. Click the **Save** button.

Important: If you are doing NMRP rentals, there are some additional rental options that will be enabled on your site by support as part of your NMRP set up.

Rental Options Parameters

Parameter	Definition
Allow Rentals?	Controls how textbook rentals work on your website. The options are: • **Off:** Rentals will not be displayed on your website. • **Display Rental Message:** Textbooks with rentals will display a message only – rentals cannot be purchased the website. The rental message can be customized in the Rental Message field. • **Display Inline – For Purchase:** Textbooks with rentals can be purchased on the website.
Rental Message	This is the message that will display under a textbook item, if there is a rental quantity available for that book. The message can be customized, and you may include any of the following placeholders in the message: • **[title] –** the title of the textbook • **[bookstore name]** – the name of your bookstore • **[price]** – the rental price of the book (changes based on what type of textbook the user has selected – used or new) • **[newprice]** – price of the new rental textbook • **[usedprice]** – price of the used rental textbook You may also format the message with HTML code, so you can do things like change the text color, make text bold, etc. *Example:* `<b style='color:red;'>[title] is available for rent! [newprice] (New) [usedprice] (Used)</b>`
Collect Student ID	Controls whether to require a shopper to enter a student ID while they are checking out. The options are: • **Do Not Require Student ID** • **Require Student ID for Textbook Rental Transactions and All Eligible Products** • **Require student ID for All Textbook Transactions and All Eligible Products** • **Require student ID for Only Eligible Products** • **Require student ID for All Transactions** This same setting is also located under Setup > Site Options > System Setup. You only need to set this option in one location.

Parameter	Definition
Which Types of Textbooks to Rent?	Controls which types of textbooks are available for rental. The options are: • **Rent both new and used textbooks** • **Rent new textbooks only** • **Rent used textbooks only**
Required Rental Tenders check boxes	Controls which tenders are specified as required (guarantee tender) for a rental order. Check the boxes for any tenders that can be used as a required (guarantee) tender.
Allow credit cards that expire during rental period	By default, the site does not allow a credit card to be used as a required tender if the expiration is before the end of the rental period. You can override this setting here (not generally recommended).

Supplemental Cover Images

NBC offers a Supplemental Cover Images service that will automatically display cover images for text and trade books on your PrismWeb site. If you use online Textbook Requisitions, it will also display cover images in that program.

Note: There is an additional monthly fee for this service. For more information, please contact our support team.

Supplemental Cover Images

1. To see if you are using Supplemental Cover Images, in PrismWeb Manager, go to **Setup** > **Site Options** > **Supplemental Cover Images**.

2. The box will be checked if you are enrolled in the Supplemental Cover Images program. If it is unchecked and you would like to use supplemental cover images, please contact support.

13-Digit ISBN Options

PrismWeb can handle 13 or 10 digit ISBNs, and automatically convert them behind the scenes. You have the option of changing what length of ISBNs you would like to display on the site.

Changing the ISBN Display Format

1. In the PrismWeb Manager, go to **Setup** > **Site Options** > **General Merchandise and Trade Book Settings**.
2. Choose an option from the **ISBN Display Format** menu. The options are:
   - **Display 10 digit ISBN when possible**
   - **Always display 13 digit ISBN**
3. Click the **Update** button.

PrismWeb for PrismCore

Extended Textbook Descriptions

You can add an extended description to textbooks in the PrismWeb Manager, if desired. This can be useful when you want to provide some additional information to students about a particular textbook. The extended description will appear below the textbook information on the website.

Adding an Extended Textbook Description

1. In the PrismWeb Manager, go to **Products** > **Products**.
2. Search or browse to the textbook that you want to add an extended description to.
3. Click the **Edit** link next to the textbook.
4. In the **Description** field, enter the text for the extended description.
5. Click the **Update Product Family** button.

Section Notes/Web Comments

PrismWeb can display notes on a course section, directly above the textbook information. This can be useful if you need to provide some additional information to students about a particular course section.

Adding Section Notes/Web Comments

Notes on course sections can be added in one of two places:

- As a **Section Note** in the PrismWeb Manager
- As a **Web Comment** in PrismCore

Regardless of where you add them, notes will display the same on the website.

Important: It is up to you to determine whether you would rather add notes in the PrismWeb Manager or PrismCore, however, it is recommended that you only use *one method* for adding notes.

Adding Section Notes in the PrismWeb Manager

1. In the PrismWeb Manager, go to **Textbooks** > **Manage Courses**.
2. Use the menu boxes to select the campus, term, department, course, and section where you would like to add a note.

3. Enter the note you wish to add in the **Add New Note** field. You may also use the formatting buttons in the editor apply formatting to your note.
4. Click **Add Note**.

Textbook Pre-Orders

Pre-orders allow students to reserve or purchase books for their courses, before the book information is available on the website.   Students build a course list on the website, and then submit their course list as a pre-order to the bookstore.

Submitted pre-orders are held in the PrismWeb Manager until book information is available for them. Once the book information is available, the bookstore can generate the pre-orders into standard orders or reservations, which can then be processed normally.

Setting Up Pre-Order Options

1. In the PrismWeb Manager, go to **Orders** > **View Pre-Orders**.
2. Click the **Pre-Order Options** link in the right column.
3. Set your pre-order options as desired.
4. Click the **Save** button.

Pre-Order Options Parameters

Parameter	Definition
Textbook Pre-Orders	Controls whether pre-orders on the website are enabled or disabled. The options are: • **Disabled:** pre-orders are disabled • **Reservations Only:** generated pre-orders will be reservation (request) orders • **Purchases Only:** generated pre-orders will be standard (purchase) orders
Pre-Order Email Address	Enter the return (from) email address on emails being sent to shoppers who have placed a pre-order.
Deposit Required for Reservation	Controls whether you wish to charge a deposit up front for a pre-order reservation. The options are: • **None Required** • **Percentage Deposit** • **Fixed Deposit** *Note:* When requiring a deposit, the shopper is not charged when placing their pre-order, the site will prompt them for payment information. If you wish to charge the deposit, manually charge the amount to their account if they do not pick up their books.
Deposit Amount for Reservation	Enter the amount you wish to charge for a deposit. If you selected **Percentage Deposit** and enter 10 in this field, you will be charging 10% of the total textbook order. If you selected **Fixed Deposit** and enter 25 in this field, you will be charging a deposit of $25.
Deposit Message For Reservation	Enter the message you would like to have display in regards to deposits.
Reservations Available for Pickup Date	Enter the date that pre-order reservations will be available for pickup.
Reservations Pick-Up Cutoff Date	Enter the last date that students are able to pick up their pre-order reservations.

Parameter	Definition
Enable Shipping on Reservations	If you check this box, the shipping page will be shown when the student submits their pre-order. They can choose to have their books shipped to them when available, or choose an in-store pickup location.

Making a Term Available for Pre-Orders

1. If not already done, send the term for pre-orders to the website.
2. In the PrismWeb Manager, go to **Textbooks** > **Term Settings**.
3. Click **Edit** next to the term you would like to make available for pre-orders.

Term Settings

Enter the name of the term and click 'Search'

[   ] [Search]

Campus	Term	Sales Status	Adoption Status	Actions
My State Univ	FALL MSU	View Only	Closed	✏ Edit
My State Univ	SPRING MSU	Open	Closed	✏ Edit
My State Univ	SUMMER MSU	Closed	Open	✏ Edit

4. In the pop-up window, enter the **Pre-Order Create Start Date**. This is the date when the term will be visible on the website for pre-orders.
5. Enter the **Pre-Order Create End Date**. This is the date when students will no longer be able to create a pre-order.
6. Enter the **Pre-Order Stop Edit Date**. This is the date when students will no longer be able to make changes to their pre-order list.
7. Enter the **Pre-Order Generate Date**. This is the date the bookstore will generate pre-order, however, this does not happen automatically *(see also Generating Orders from Pre-Orders)*.
8. Click the **Update Term** button.

Generating Orders from Pre-Orders

Submitted pre-orders will need to be generated into orders/reservations. Once the pre-orders have been generated, they will be sent to PrismCore to be processed.

Note: Neither the student nor the bookstore receives an email when a pre-order is submitted. The student can log into their account on the website to see their pre-order at any time. The bookstore can see if any pre-orders have been submitted in the PrismWeb Manager.

The Pre-Order Summary page may be viewed in the PrismWeb Manager, under Orders > View Pre-Orders. Submitted pre-orders are listed by term and divided into complete and incomplete pre-orders. Submitted pre-orders may also be downloaded in an Excel file.

Complete pre-orders can be generated into orders/reservations. Incomplete pre-orders are ones that include course information that the student manually entered. These must be edited by the student to remove or update the manually entered information, or that information can be discarded when processed by the bookstore.

Processing Complete Pre-Orders

1. In the PrismWeb Manager, go to **Orders** > **View Pre-Orders**.
2. Click the **Process** link under the complete area for the appropriate term.
3. If you wish to send an email to students about their processed pre-order, check the **Email shoppers about their processed Pre-Order** box.

4. Enter the email message you wish to send in the **Email Message** field.
5. Click the **Process Orders** button.

After processing, the email will be sent to all of the students with a complete pre-order for that term, and the generated orders/reservations will be sent to PrismCore (with book information added) and can be processed normally.

Processing Incomplete Pre-Orders

1. In the PrismWeb Manager, go to **Orders** > **View Pre-Orders**.
2. Click the **Process** link under the incomplete area for the appropriate term.

3. Choose whether you would like to process the incomplete pre-orders, or only send an email notification to the students with an incomplete pre-order.

4. If you wish to send an email to students about their processed pre-order, check the **Email shoppers about their processed Pre-Order** box.
5. Enter the email message you wish to send in the **Email Message** field.
6. Choose whether you would like to hold the incomplete portions of the pre-orders for later processing, or discard those portions.
7. Click the **Process Orders** button.

After processing, the email will be sent to all of the students with an incomplete pre-order for that term. If the incomplete pre-order can be generated into a standard order/reservation, it will be sent to PrismCore for processing.

Viewing Pre-Order Reports

1. In the PrismWeb Manager, go to **Orders** > **View Pre-Orders**.
2. In the right column, under View Reports, select a report type. The available reports are:
   - **Student Listing:** pre-orders are listed by the shopper's name
   - **Course Listing:** pre-orders are listed by department, course, and section
   - **Book Listing:** lists all the books on pre-orders for the term
   - **Outstanding Course Listing:** lists courses with pre-orders that can't be processed
3. Select the appropriate term for the report.
4. Click the **View** button.

Prism|rbs
retail business solutions

Buyback Introduction

PrismWeb's buyback feature lets you provide price quotes, send email alerts, and offer peer-to-peer classified listings to students on your website. These features may be used independently or together.

The main feature of the buyback feature is price quotes. Students can enter ISBNs and get a quote for the buyback price from the bookstore list sent from PrismCore. You also have the option of including the NBC Buyer's Guide prices for quotes.

Students can complete their estimate, and bring it into the bookstore to receive their payment. You also have the option of allowing them to ship their books to the bookstore.

As an alternative, NBC also offers a feature called No Hassle Sellback, which allows students to sell their books directly to NBC, while the bookstore gets a commission on every sale.

Buyback Setup

The Buyback Setup page in the PrismWeb Manager is where you can set the parameters to control the functionality of the buyback feature on your website.

Buyback

Buyback Setup

Quotes

Require Login	☑
Enable on Site	☑
Suspend?	☐
Suspend Message	We apologize for any inconvenience. This service wil
Expiration	Prices are not guaranteed.
Incl Buying Guide	Include buying guide and expanded buying guide ▼
Identify Guide Price	☑
Exchange Rate	0 IE (.8824)
Ship to store opt	☐
Ship To Address	Training Store Site 4720 South 19th Lincoln, NE 68512

Alerts

Enable Email Alerts	☑
From Email Addr	yourName@yourStore.com

Classifieds

Enable Classifieds	☑

Save or Cancel

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Setting Up Buyback

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Set the parameters on this page as desired.
3. Click the **Save** button.

Buyback Setup Parameters

Parameter	Definition
QUOTES	
Require Login	Controls whether the student must log in prior to obtaining a buyback quote.
Enable on Site	Controls whether the buyback quote functionality is enabled. Checking this box will automatically add the buyback quote page to your site.
Suspend?	If this option is checked, the **Suspend Message** text will display instead of the normal buyback page. This can be useful if you want to keep the buyback page enabled on your site, but not offer buyback quotes at a certain time.
Suspend Message	This is a customizable message that the student will see when buyback quotes are suspended.
Expiration	This is a customizable message that displays as an expiration message on buyback quotes. This message can be a date that quotes expire, or simply a phrase such as "Prices are not guaranteed."
Incl Buying Guide	Controls whether you offer price quotes from the NBC Buyer's Guide on your site. The options are: • **Do Not Include Buying Guide Prices** • **Include Buying Guide Prices** • **Include Buying Guide and Expanded Buying Guide Prices** *Note:* Buyback quotes will always offer prices from the store's buyback list first. If a title is not on the store's list or has zero buyback quantity, it will offer a price from the Buyer's Guide.
Identify Guide Price	Controls whether price quotes from the NBC Buyer's Guide are labeled with an asterisk and "wholesale price" underneath. This makes the student aware of the price difference between a wholesale and bookstore buyback price.

Parameter	Definition
Exchange Rate	Enter your exchange rate for the NBC Buyer's Guide. Canadian users will put in the Canadian exchange rate to convert Buyer's Guide prices from US to Canadian dollars. For US currency, this field should be left blank or set to 1.
Ship to Store Opt	Check this box to display a message on buyback quotes that books can be shipped to the bookstore. It will also display the bookstore's address on the quote.
Ship to Address	Enter the bookstore shipping address in this field. If the **Ship to Store Opt** box is checked, it will display on buyback quotes.
ALERTS	
Enable Email Alerts	Check this box to enable an option for shopper's to sign up for buyback email alerts when creating or editing their account on the website. These alerts include notifications about buyback prices and dates for books that the shopper is listing/watching.
From Email Addr	Enter the reply to email address for the bookstore buyback alert emails.
CLASSIFIEDS	
Enable Classifieds	Check this box to enable the Classifieds (Swap) feature on your PrismWeb site. This is a peer-to-peer classified service that you can provide to students.

Buyback Quotes by Shopper

The Buyback Quotes by Shopper page in the PrismWeb Manager lets you view a list of shoppers who have gotten a buyback quote, have a title on buyback alerts, or posted a title to the classifieds. You can also delete titles from quotes, alerts, or classifieds.

Buyback Quotes by Shopper				
Name	**Quote Total**	**Title Count**	**Last Quote Date**	**Actions**
Katherine Pryde	$134.00	4	11/12/2018 12:15:15 PM	view delete
Wade Wilson	$64.50	3	11/12/2018 12:14:35 PM	view delete
Jean Grey	$53.75	3	11/12/2018 12:11:58 PM	view delete
Dawn Brunke	$362.00	9	11/12/2018 12:10:54 PM	view delete

Viewing and Deleting Buyback Quotes by Shopper

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Click the **Quotes by Shopper** link in the right column.
3. From here, you may click the **View** link next to a shopper or click the **Delete** link to delete all titles on quotes, alerts, or classifieds for that shopper.

If you click the **View** link next to a shopper, you will see details of all titles for that shopper. You may delete any individual titles from this page.

Buyback Shopper Details			Buyback Home, Buyback By Shopper

Shopper
Dawn Brunke
dbrunke@nebook.com
 Delete All Buybacks

Quote
 Delete All Quotes for this shopper

ISBN	Title	
9780073126630	ECONOMICS	Delete
9780073514116	THEATER: LIVELY ART	Delete
9780131940055	DRAWING AS EXPRESSION	Delete
9781413030600	WRITER'S HARBRACE HANDBOOK BRIEF	Delete
9780028645964	TEACHING MUSIC	Delete

Buyer's Guide
 Delete All Buyer's Guide Quotes for this shopper

ISBN	Title	
0133760065	COMPUTER SCIENCE	Delete

Buyback Quotes by Book

The Buyback Book Listing page in the PrismWeb Manager lists all titles on quotes, alerts, or classifieds. You can also delete titles from quotes, alerts, or classifieds.

Buyback Book Listing

Title	ISBN	Alerts	Classifieds	Quotes	Actions
COMPUTER SCIENCE	0133760065	0	0	2	✏ View
TEACHING MUSIC	9780028645964	0	0	3	✏ View
HISTORY OF THE AMERICAN PEOPLE	9780060930349	0	0	1	✏ View
ECONOMICS	9780073126630	0	0	1	✏ View
THEATER: LIVELY ART	9780073514116	0	0	1	✏ View

Viewing and Deleting Buyback Quotes by Book

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Click the **Quotes by Book** link in the right column.
3. Click the **View** link to see the details of an individual title.

From the book details page, you may delete all or individual buyback quotes, alerts, or classifieds.

Available Buybacks for TEACHING MUSIC

Delete all buybacks for TEACHING MUSIC

Date Added	Seller Name	Asking Price	Status	
11/12/2018 12:08:44 PM	Dawn Brunke	$35.75	Quote	⊖ Delete
11/12/2018 12:11:49 PM	Jean Grey	$35.75	Quote	⊖ Delete
11/12/2018 12:14:35 PM	Wade Wilson	$35.75	Quote	⊖ Delete

Buyback Maintenance

Periodically, you should delete old buyback quotes, alerts, and classifieds. The Buyback Maintenance page in the PrismWeb Manager lets you delete these items based on a cutoff date.

Deleting Buybacks Using Buyback Maintenance

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Click the **Quote Maintenance** link in the right column.
3. Select the **Cutoff Date** you want to use. All buyback quotes, alerts, and classifieds will be deleted on and before this date.
4. Using the **Buyback Type** menu, select the type of items you want to delete:
   - All
   - Alerts
   - Classifieds
   - Quotes
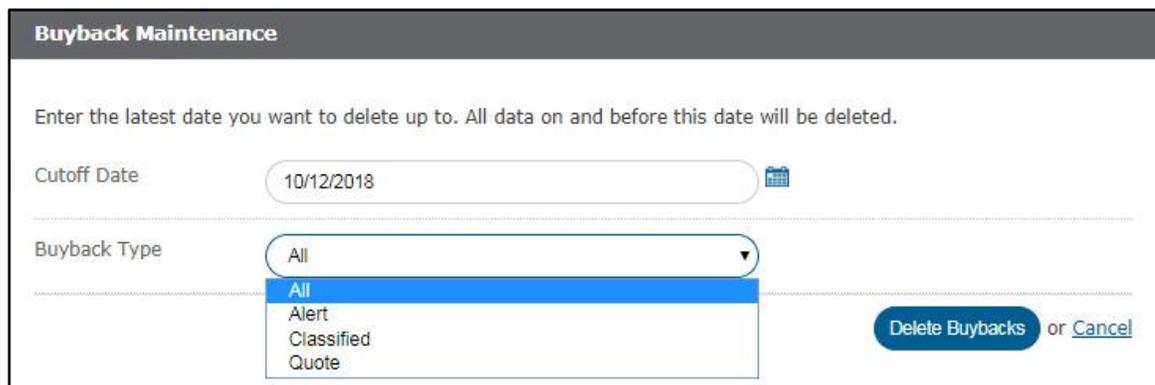
5. Click the **Delete Buybacks** button.
6. Click **OK** to confirm that you want to delete all buybacks on and before the cutoff date.

Edit Store Buyback List

The Edit Store Buyback List page in the PrismWeb Manager displays all titles on the bookstore's buyback list sent from PrismCore. From this page, you can view and delete titles on your bookstore buyback list.

Note: Although the PrismWeb Manager lets you add or edit quantities on your buyback list, it is recommended that you make those changes in PrismCore and send your updated list to the web.

Because there is no option in PrismCore to delete your buyback list from the website, you can use the Delete All option in the PrismWeb Manager to do that. This does not delete the list from PrismCore.

Deleting the Store List

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Click the **Edit Store List** link in the right column.
3. Click the **Delete All** link.
4. Click the **Yes, Delete** button. Your entire store list will be deleted from the website.

Email Alerts

Buyback Email Alerts provide a notification to shoppers about buyback prices and dates for books that they are listing or watching. To receive these alerts, the shopper must opt-in to receive Buyback Email Alerts from the bookstore in their website account.

You can use the Test Email Alerts page to send a test alert email to confirm the appearance and content of the alert emails, before sending them to shoppers. You may customize the buyback alert email templates in the PrismWeb Manager under Manage > Email Templates.

The Send Email Alerts page will send the real buyback email alerts to all shoppers with textbooks registered after a specified date. It is recommended that your buyback list on the website is up to date, and your email template is correct before sending the email alerts out. You can use the Test Email Alerts feature to check the appearance and content of your alert emails.

Testing Email Alerts

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Click the **Test Email Alerts** link in the right column.
3. Enter a **Send to Email** address. This will be the address that the test email alert is sent to.
4. Enter a **From Email** address. This will be the 'from' address on the test email alert.
5. Click the **Send Test Alerts** button.

You should receive a test buyback alert email at the address you specified in a few minutes.

Sending Email Alerts

Important: Before sending out the email alerts, make sure your buyback list on the website is up to date, and your email template is correct.

1. In the PrismWeb Manager, go to **Textbooks** > **Buyback**.
2. Click the **Send Email Alerts** link in the right column.
3. Enter a **From Email** address. This will be the 'from' address on the email alerts sent to shoppers.
4. Select an **Include Textbooks After** date. This lets you email only shoppers who registered their books for alerts after a particular date (e.g., only sending emails to shoppers who received a buyback quote on a title since your last rush).
5. Click the **Send Alerts** button.

Shoppers will receive their buyback alert emails in a few minutes. You will be notified on the next page how many emails were sent to shoppers.

About No Hassle Sellback

No Hassle Sellback (or Buyback) is an option you can have your PrismWeb site that replaces your standard buyback page with a No Hassle Sellback page. This allows students to sell books directly to NBC, and the bookstore receives a commission on each sale. You can continue doing your normal online buyback during your store's buyback periods, if you wish.

If you are interested in more information about No Hassle Sellback, contact your NBC wholesale representative.

Prism|rbs
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About Classifieds/Swap

The Classifieds (or Swap) feature of PrismWeb lets you offer your shoppers a way to list books they want to sell to their peers.

Swap Textbooks

Buy and sell textbooks directly from students at My State University with the help of MSU Bookstore. The MSU Bookstore Textbook Swap is here to help My State University students easily buy and sell textbooks online. Students may submit listings to the MSU Bookstore Textbook Swap for textbooks they wish to sell. List your textbook today!

Looking To Buy?

Simply enter the textbook information below to search the My State University and MSU Bookstore Textbook Swap inventory.

Search the Book Swap

[   ] [ISBN ▼] [GO]

Looking To Sell?

Do you have a textbook you would like to swap or sell? Enter the ISBN of your textbook below to start the process.

To offer your own books for sale to other students, or to view the books you are currently selling, please log in.

The seller is required to list the author, title, and ISBN of each book, along with an asking price. The seller's email address is also required in order for potential buyers to communicate with the seller. All books posted on the classifieds expire after 30 days, but the seller may relist the book if they wish.

Shoppers can also search the classifieds for books they wish to purchase. Once they locate a title, they can email the seller to work out the details of the purchase.

No transaction records are made for classifieds, as it is strictly a peer-to-peer service.

To enable classifieds on your site, log in to the PrismWeb Manager and go to Textbooks > Buyback. Check the Enable Classifieds box to turn on this feature.

GM & Tradebooks Introduction

In order to sell General Merchandise (GM) or Tradebook products on your website, they must be added to a catalog in PrismCore. You can create as many catalogs as needed to organize your products into logical categories on the website.

Each catalog you create must also be attached to a catalog group. There are two default catalog groups in PrismCore: General Merchandise and Tradebooks. If needed, you can edit the default catalog groups and create new ones to organize your catalogs into groups on the website.

Below is a diagram showing the structure of catalog groups, catalogs, and products. Keep in mind that you can have any number of products in a catalog, any number of catalogs in a catalog group, and any number of catalog groups on the website.
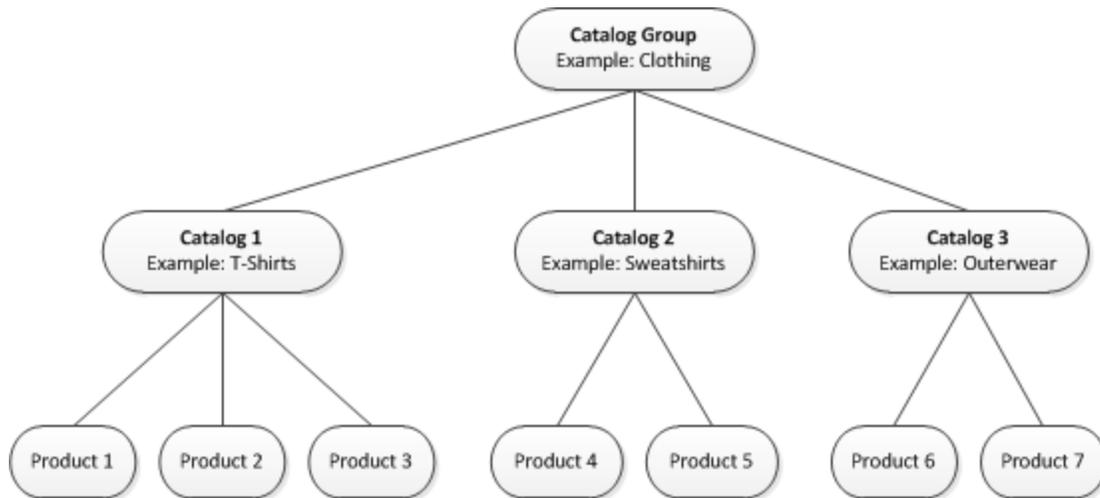
About Catalog Maintenance

The Catalog Maintenance module in PrismCore is where you will create, edit, and maintain your catalogs.

Catalogs are built by adding product families, which contain one or more SKUs. On the website, each product family will appear as a single product within the catalog.

If the product family contains more than one SKU, the shopper can pick the size and color of the item.

Catalog Groups

When catalogs are sent to the website from PrismCore, they are grouped according to the catalog group which they are assigned. These catalog groups are created and maintained in WPAdmin.

There are two 'master' catalog groups that all PrismWeb sites have: General Merchandise and Tradebooks. These two original catalog groups can't be deleted, but they can be renamed or hidden from view on the website.

When a new catalog group is sent to the website, it doesn't display on the website by default. You must check a box in the PrismWeb Manager and add it to your website navigation in order for it to display.

Enabling a New Catalog Group on the Website

1. In the PrismWeb Manager, go to **Products** > **Catalog Groups**.
2. Click the **Edit** link next to the catalog group that you want to show on the website.
3. Check the **Add to Shop Main** box.

4. Click **Save**.

The catalog group will now appear in the Shop area of the website and in the Departments block on your homepage.

Featured Items Catalog

A featured items catalog can contain the merchandise that you would like to stand out on your website, such as seasonal or new items. When added to your website, a Featured Items block will be added to your homepage.

When creating the Featured Items Catalog in PrismCore, you must include the word featured in the name of the catalog.

There are two options for displaying feature items on your homepage:

- Display multiple items from the featured items catalog
- Display a single item from the featured items catalog—the block will cycle through the items in the catalog as the page is refreshed
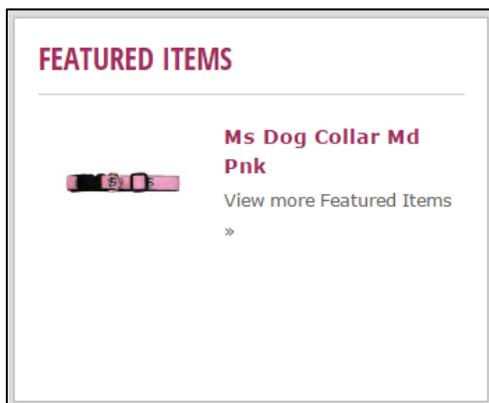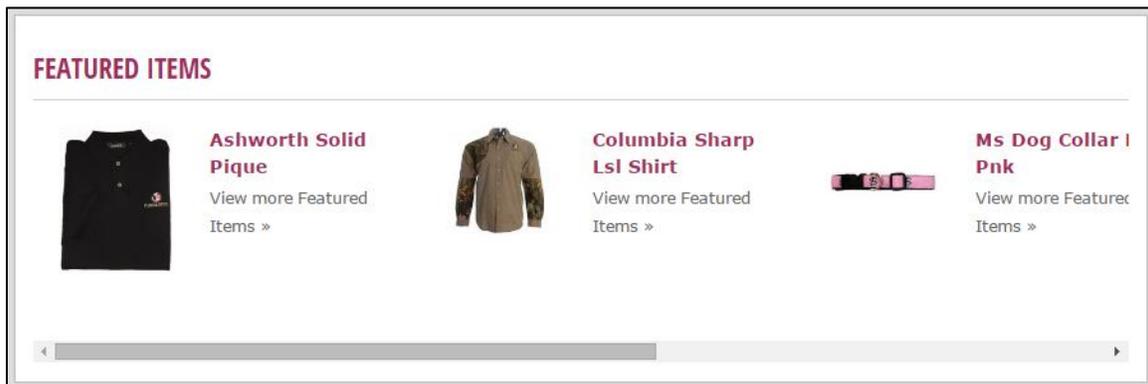
The featured items homepage block has several options modifying the format of the block.

Your 'home' shop page can also display your featured items.

New Items Catalog

An item on the website can be 'flagged' as new, to draw the shopper's attention to the recently added item. Items flagged as new will have an icon displayed next to them when browsing a catalog on the website.

Items can be flagged as new items by adding them to a New Items catalog. In order to hide this New Items catalog from the standard navigation links on the website, it is created in the PrismWeb Manager.

WARNING: Aside from creating a New Items catalog and an Exclusions catalog, you should *never* create a catalog in the PrismWeb Manager.

Adding a New Items Catalog

1. In the PrismWeb Manager, go to **Products** > **Catalogs**.
2. Click the **New Catalog** link.
3. In the **Catalog Name** field, enter the name of the catalog with the word 'new' somewhere in the name.
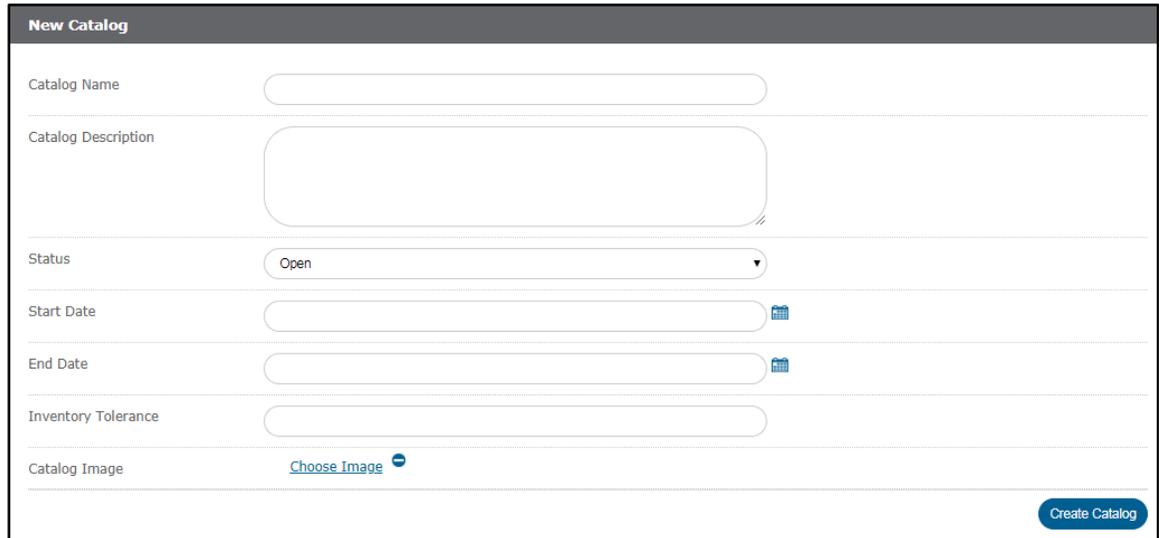
New Catalog	
Catalog Name	
Catalog Description	
Status	Open
Start Date	
End Date	
Inventory Tolerance	
Catalog Image	Choose Image
	Create Catalog

4. In the **Catalog Description** field, enter a description for the catalog.
5. In the **Status** menu, select **Open**.
6. In the **Start Date** field, choose a start date for the catalog.
7. In the **End Date** field, choose an expiration date for the catalog.
   Note: The Start Date and End Date settings do not have any effect on a New Items catalog, although you must set dates in each of these fields.

8. There is no need to add a catalog image for a new items catalog, so click the **Create Catalog** button.

At this point, you will need to add items to the catalog. Follow the steps below to do this.

Adding Items to a New Items Catalog

1. Click the **Add Product to Catalog** link .

2. In the search field, type the name, SKU, or ISBN of a product to search for it.

3. Click the **add** link next to the product(s) you want to add to the catalog.
4. Repeat steps 1-3 for any additional products you wish to add to the catalog.

The items that you have added to the New Items catalog will now display a New! icon next to them, when browsing items on the website.

Removing Items from a New Items Catalog

1. In the PrismWeb Manager, go to **Products** > **Catalogs**.
2. Click the **Edit** link next to your New Items catalog.
3. Click the **Delete** link next to the product(s) you want to remove from the catalog.

Exclusion from Best Sellers Catalog

One of the content areas available for your home page is the Best Sellers block. This will display top selling merchandise for your website. Unlike the Featured Items catalog, this catalog is populated automatically based on sales and requires no input.

If there are specific items you do not want to show in the Best Sellers block, you can add them to a specific catalog containing the word 'Exclude'.

This catalog is created in PrismWeb Manager following the same steps as the New Items Catalog, and would need to have the word 'Exclude' in the Catalog Name Field. Then add items you do NOT want to show in the Best Sellers block.

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Marketing Introduction

PrismWeb and PrismCore feature several tools for marketing your website and products. A common marketing method is offering discounts to shoppers. There are three primary ways to offer discounts to shoppers on your website:

- Promotions
- Coupons
- Sales Events

Other marketing methods are ways to promote product visibility. There are many methods you could utilize to do this, but PrismWeb comes with a few tools built in:

- Recommended Products
- Cross-Selling
- Product Ratings

None of these marketing methods are critical to your site functionality, but they are an important part of attracting shoppers and increasing your selling power.

Promotions

Promotions in PrismWeb let you offer a discount on products in merchandise catalogs, individual items, or an entire product family type. Promotions may also be set up to offer a dollar amount or percentage discount.

Promotions are created in the PrismWeb Manager and do not affect sales at your cash registers.

Adding a New Promotion

1. In the PrismWeb Manager, go to **Marketing** > **Promotions**, to display a list of any previously created promotions.

2. Click the **New Promotion** link.
3. In the **Promotion Name** field, enter a name for this promotion.

4. In the **Promotion Description** field, enter an optional description for this promotion.

5. In the **Amount** field, enter the dollar or percentage amount of the promotion.
Example:
If you wish to offer $5.00 off items, enter 5.00 in the field. If you wish to offer 20 percent off, enter 20 in the field.

6. From the **Promotion Type** menu, select either **Dollar Off** or **Percent Off**.

7. In the **Start Date** field, enter the date and time you would like this promotion to take effect on the website.

8. In the **End Date** field, enter the date and time you would like this promotion to end on the website.

9. Click the **Update** button to create the promotion.

10. Click the **Add Product**, **Add Catalog**, or **Change Product Family Types** link, depending on how you want to attach items to this promotion.

11. Enter the name of a product or catalog and click **Search**, or check the boxes next to the product family types that you wish to attach.

12. Click the **attach** link or the **Update Product Family Types** button.
13. The product, catalog, or product family type will be added to the promotion. Repeat steps 10-13 to add additional items to this promotion.

Deleting a Promotion

1. In the PrismWeb Manager, go to **Marketing** > **Promotions**.
2. Click the **delete** link next to the promotion you wish to remove.

Promotion List			New Promotion
Enter the name of the Promotion and click 'Search'			
Name	**Start**	**End**	**Actions**
Alumni Sale	11/12/2018	11/30/2018	edit ⊖ delete
Buy One Hat Get One 1/2 Off	11/12/2018	11/30/2018	edit ⊖ delete

3. Click **OK**.

Sales Events

The PrismCore Sales Event module is used to enter and maintain sales event information. Sales events can be created for items that you wish to sell at the register for a reduced price for a specific period of time. Sales events may also be sent to the website, so you can offer the same sale in-store and online.

Important: When sales events are sent to PrismWeb, they will appear in the Promotions module of the PrismWeb Manager and will have start and end times of midnight. Do not modify sales events in the PrismWeb Manager except to set specific start and end times. Instead, make changes to sales events in PrismCore and those changes will update the website automatically.

Sales events can be created for a dollar or percentage off the retail price, and appear the same as promotion discounts to a shopper on the website.

Coupons

Coupons are another option to offer discounts on products, catalogs, product family types, shipping charges, or an order. Coupons may be set up to offer a percentage or dollar off, can require a minimum order amount, or you can offer a Buy One Get One discount. Coupons can be distributed to shoppers in a variety of ways: email, social media, on paper, etc.

Coupons are created in the PrismWeb Manager and do not affect sales at your cash registers. There are two basic types of coupons you can create:

- **Multiple-use:** can be used multiple times by multiple users within a given time period
- **Single-use:** one or more codes that can only be used one time by a single shopper within a given time period

When a shopper applies a coupon code to their shopping cart, the site displays the coupon description and discount being applied.

When an order is completed with a coupon, the coupon information will be added to the Order Comments field on the order.

You may also track usage statistics for coupon codes in the PrismWeb Manager.

Adding a New Multi-Use Coupon

1. In the PrismWeb Manager, go to **Marketing** > **Coupons**.
   Note: This page shows you a list of active coupons on the website. Expired coupons can also be viewed by clicking the Expired Coupons link.

2. Click the **New Coupon** link.
3. Select **Multi Use** as the Coupon Use type.
4. In the **Code** field, enter the coupon code you want shoppers to use to redeem the coupon.
5. In the **Description** field, enter a description of the coupon—this will be visible to shoppers after redeeming the coupon.
   Tip: If you are creating a coupon to apply to textbooks, you can discount only the new SKUs of the textbook by entering the keyword 'new' somewhere in the Description field. Likewise, you can do the same thing for used textbooks by entering the keyword 'used'. If your description does not contain either of these keywords, the coupon will discount both new and used.

6. In the **Start Date** field, enter the date and time for this coupon to be active.
7. In the **Expiration Date** field, enter the date and time for this coupon to expire.
8. Select either **Percentage** or **Dollar Value** as the **Discount Type**.
9. In the **Discount Value** field, enter the percentage or dollar value discount for the coupon.
   Example:
   If you want the coupon to take 10% off, enter 10. If you want the coupon to take $5.00 off, enter 5.00.
10. In the **Minimum Purchase** field, enter a minimum dollar amount the shopper must have in their cart before being able to redeem the coupon.
11. From the **Apply Coupon To** menu, choose one of the following options:
    - **Product:** coupon applies to chosen products
    - **Product Type:** coupon applies to a product family type category
    - **Order:** coupon applies to the order total
    - **Shipping:** coupon applies to shipping charges
    - **Catalog:** coupon applies to catalogs of products

    You will choose the items to attach to the coupon after creating the coupon.

12. Select the **Target** if you would like to limit the discount to only the highest priced or lowest price eligible product. This option only applies when the **Apply Coupon To** option of **Catalog** or **Product** (with the exception of **Buy One Get One**) is selected.

13. Check the **Buy One Get One** box if you want to require that a shopper buy more than one product that the coupon applies to. The shopper will receive a discount on the cheaper item.
    Note: The Buy One Get One check box is only enabled when you select Product from the Apply Coupon To menu.

14. Click **Submit**.

The next step to finish the coupon is to add items that you want the coupon to apply to.

Adding a New Single-Use Coupon for a Group of Return Customers

1. In the PrismWeb Manager, go to **Marketing** > **Coupons**.
   Note: This page shows you a list of active coupons on the website. Expired coupons can also be viewed by clicking the Expired Coupons link.

2. Click the **New Coupon** link.
3. Select **Single Use** as the Coupon Use type.
4. In the **Description** field, enter a description of the coupon—this will be visible to shoppers after redeeming the coupon.
   Tip: If you are creating a coupon to apply to textbooks, you can discount only the new SKUs of the textbook by entering the keyword 'new' somewhere in the Description field. Likewise, you can do the same thing for used textbooks by entering the keyword 'used'. If your description does not contain either of these keywords, the coupon will discount both new and used.

5. In the **Start Date** field, enter the date and time for this coupon to be active.
6. In the **Expiration Date** field, enter the date and time for this coupon to expire.
7. Select either **Percentage** or **Dollar Value** as the **Discount Type**.
8. In the **Discount Value** field, enter the percentage or dollar value discount for the coupon.
   Example:
   If you want the coupon to take 10% off, enter 10. If you want the coupon to take $5.00 off, enter 5.00.
9. In the **Minimum Purchase** field, enter a minimum dollar amount the shopper must have in their cart before being able to redeem the coupon.
10. From the **Apply Coupon To** menu, choose one of the following options:
    - **Product:** coupon applies to chosen products
    - **Product Type:** coupon applies to a product family type category
    - **Order:** coupon applies to the order total
    - **Shipping:** coupon applies to shipping charges

- **Catalog:** coupon applies to catalogs of products

You will choose the items to attach to the coupon after creating the coupon.

11. Select the **Target** if you would like to limit the discount to only the highest priced or lowest price eligible product. This option only applies when the **Apply Coupon To** option of **Catalog** or **Product** (with the exception of **Buy One Get One**) is selected.
12. Check the **Buy One Get One** box if you want to require that a shopper buy more than one product that the coupon applies to. The shopper will receive a discount on the cheaper item.
Note: The Buy One Get One check box is only enabled when you select Product from the Apply Coupon To menu.

13. Click **Submit**.
14. Click the **Target current shoppers with a single code with this coupon** link.
15. In the **Coupon Code** field, enter the coupon code you want shoppers to use to redeem the coupon.

Almost Done!	
	You need to make coupon codes before shoppers can use this coupon.
	Generate a random list of coupon codes for this coupon
	Target current shoppers with a single code with this coupon
Coupon Code	FreeShip
Shoppers Since	10/12/2016
Shopper Count	4 (View Shoppers)
Limit codes to	4 shoppers
Include Opt-Out	○ Yes ● No
	Add shoppers

16. In the **Shoppers Since** field, enter a date to set how far back you would like to go in your online shopper records. Shopper accounts added since this date will be assigned to this coupon.
Note: The Shopper Count field will display how many shoppers will be assigned to this coupon. You can also click the View Shoppers link to see a list of shopper names and email addresses. You may also click the Download Recipients link to download an Excel file of the shoppers.

17. In the **Limit codes to** field, you may enter a number to restrict the number of shoppers assigned to the coupon (e.g., your shopper count is 20, but you limit it to the 10 most recent shoppers by entering 10 in this field).
18. Select **Yes** or **No** in the **Include Opt-Out** option. If you choose No, only shoppers who have opted in to receive emails from the bookstore will be included. If you choose Yes, all shoppers will be included.
19. Click the **Add Shoppers** button.

The next step to finish the coupon is to add items that you want the coupon to apply to.

Adding a New Single-Use Coupon without Intended Recipients

1. In the PrismWeb Manager, go to **Marketing** > **Coupons**.
   Note: This page shows you a list of active coupons on the website. Expired coupons can also be viewed by clicking the Expired Coupons link.

2. Click the **New Coupon** link.
3. Select **Single Use** as the Coupon Use type.
4. In the **Description** field, enter a description of the coupon—this will be visible to shoppers after redeeming the coupon.
   Tip: If you are creating a coupon to apply to textbooks, you can discount only the new SKUs of the textbook by entering the keyword 'new' somewhere in the Description field. Likewise, you can do the same thing for used textbooks by entering the keyword 'used'. If your description does not contain either of these keywords, the coupon will discount both new and used.

5. In the **Start Date** field, enter the date and time for this coupon to be active.
6. In the **Expiration Date** field, enter the date and time for this coupon to expire.
7. Select either **Percentage** or **Dollar Value** as the **Discount Type**.
8. In the **Discount Value** field, enter the percentage or dollar value discount for the coupon.
   Example:
   If you want the coupon to take 10% off, enter 10. If you want the coupon to take $5.00 off, enter 5.00.
9. In the **Minimum Purchase** field, enter a minimum dollar amount the shopper must have in their cart before being able to redeem the coupon.
10. From the **Apply Coupon To** menu, choose one of the following options:
    - **Product:** coupon applies to chosen products
    - **Product Type:** coupon applies to a product family type category
    - **Order:** coupon applies to the order total
    - **Shipping:** coupon applies to shipping charges

- **Catalog:** coupon applies to catalogs of products

You will choose the items to attach to the coupon after creating the coupon.

11. Select the **Target** if you would like to limit the discount to only the highest priced or lowest price eligible product. This option only applies when the **Apply Coupon To** option of **Catalog** or **Product** (with the exception of **Buy One Get One**) is selected.
12. Check the **Buy One Get One** box if you want to require that a shopper buy more than one product that the coupon applies to. The shopper will receive a discount on the cheaper item.
    Note: The Buy One Get One check box is only enabled when you select Product from the Apply Coupon To menu.

13. Click **Submit**.
14. Click the **Generate a random list of coupon codes for this coupon** link.
15. In the **Number of codes** field, enter the number of codes you wish to generate. Each code will be single-use.
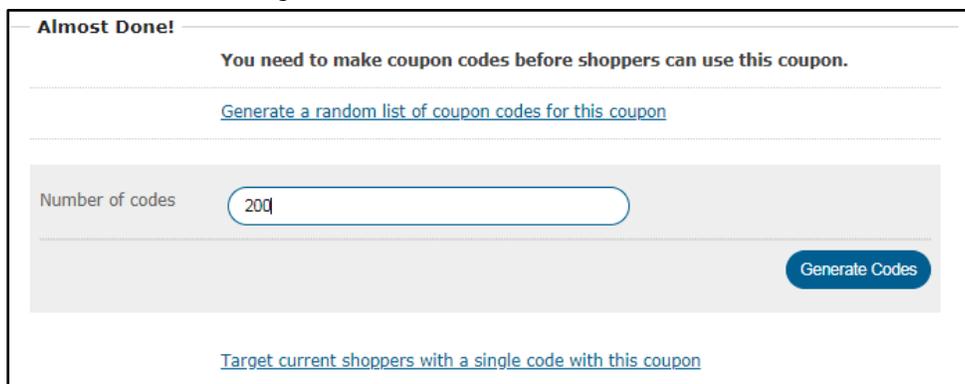
16. Click the **Generate Codes** button.
    Note: You can view the generated codes by clicking the View Coupon Codes link, or download an Excel file of the codes by clicking the Download Coupon Codes link.

The next step to finish the coupon is to add items that you want the coupon to apply to.

Attaching Items to a Coupon

Each coupon you create has five options in the Apply Coupon To menu. Aside from the Order option, the other four options require that you attach items to redeem after creating the coupon.

Attaching Products

1. After creating the coupon, click the **Add products to this coupon** link.
2. In the search box, enter the name, SKU, or ISBN of a product.

3. Click the **Search** button.
4. Click the **Add Item to Coupon** link next to the product you want to add to the coupon.
5. Repeat steps 1-5 to add any additional products needed.

Note: If more than one of a redeemed product is purchased in a transaction, the coupon is applied to the total quantity of that product.

Attaching Product Types

1. After creating the coupon, click the **Add product type to this coupon** link.
2. Click **Add Item to Coupon** next to the product type you would like to add to the coupon.
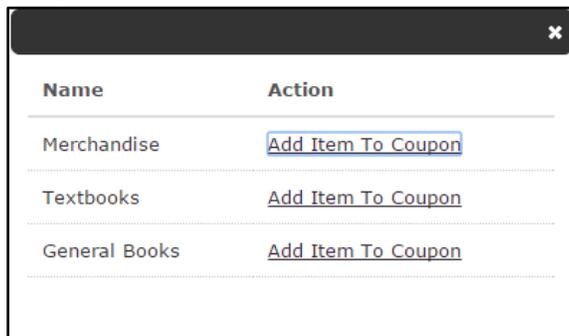
3. Repeat steps 1-3 to add any additional product types needed.

Restricting Shipping Methods

1. By default, coupons being applied to Shipping will discount *all shipping methods*. To restrict the coupon to only certain shipping methods, click the **Restrict this Shipping Coupon to Specific Shipping Methods** link.
2. Click the **Add Item to Coupon** link next to the shipping method you want to add to this coupon.
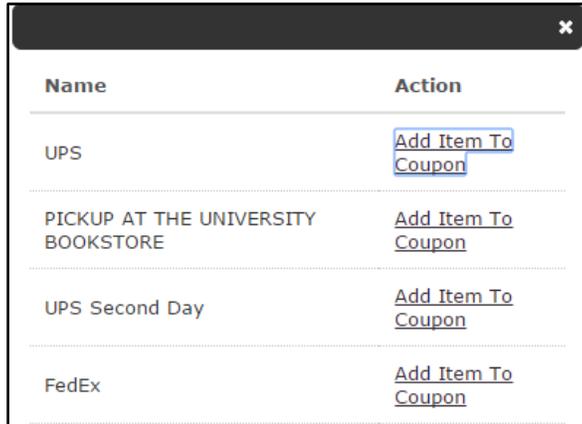
3. Repeat steps 1-3 to add any additional shipping methods needed.

Attaching Catalogs

1. After creating the coupon, click the **Add catalogs to this coupon** link.
2. In the search box, enter the name of a catalog.
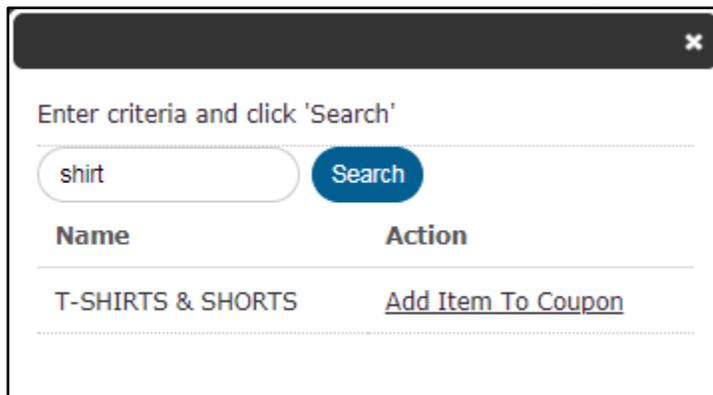
3. Click the **Search** button.
4. Click the **Add Item to Coupon** link next to the catalog you want to add to the coupon.
5. Repeat steps 1-5 to add any additional catalogs needed.

Note: If a product exists in multiple catalogs, the discount will only be applied if the product is selected from the catalog for which the coupon exists.

Emailing Coupons to Existing Shoppers

Through the coupons module of the PrismWeb Manager, there is an option to send an email to existing shopper accounts on the website. This option is only available for multi-use and single-use coupons (for a group of return shoppers).

1. In the PrismWeb Manager, go to **Marketing** > **Coupons**.
2. Click the **Email** link next to the coupon you would like to email to shoppers.
   Note: You can also email coupons while creating them.

If you are emailing a single-use coupon for return shoppers, skip to step 6.

3. In the **Shoppers Since** field, enter a date to set how far back you would like to go in your online shopper records. Shopper accounts added since this date will be assigned to this coupon.
   Note: The Shopper Count field will display how many shoppers will be assigned to this coupon. You can also click the View Shoppers link to see a list of shopper names and email addresses.
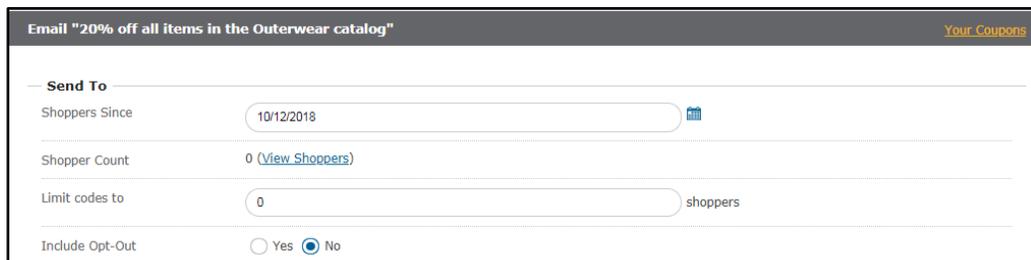
4. In the **Limit codes to** field, you may enter a number to restrict the number of shoppers assigned to the coupon (e.g., your shopper count is 20, but you limit it to the 10 most recent shoppers by entering 10 in this field).
5. Select **Yes** or **No** in the **Include Opt-Out** option. If you choose No, only shoppers who have opted in to receive emails from the bookstore will be included. If you choose Yes, all shoppers will be included.
6. You may edit the coupon **Subject** and **Body**, if desired, using the editor provided.

Tip: There are several placeholders that can be added to the coupon email. A full list can be seen in the PrismWeb Manager by clicking the Key link.

Important: If you edit the email, be sure to include all relevant coupon information, so shoppers can correctly use the coupon.

7. Click the **Send Email** button.

Coupon Email Placeholders

Placeholder	Definition
[!++ STORENAME ++]	The name of your store
[!++ STOREURL ++]	Your store's web address
[!++ SHOPPERNAME ++]	The recipient's name
[!++ COUPONDISCOUNT ++]	The coupon's discount amount, expressed either as a dollar or percentage
[!++ COUPONAPPLIESTO ++]	The items the coupon applies to
[!++ COUPONCODE ++]	The code the shopper must enter at checkout for the coupon to be redeemed
[!++ COUPONEXPIRATION ++]	The date the shopper must use the coupon by, in order to receive the discount
[!++ COUPONMINIMUM ++]	The value of the items in a shopper's cart before the coupon can be redeemed

Viewing Coupon Usage

1. In the PrismWeb Manager, go to **Marketing** > **Coupons**.
   Note: This page shows you a list of active coupons on the website. Expired coupons can also be viewed by clicking the Expired Coupons link.

2. If a coupon has been used, there will be a link under the Usage column that will take you to the Coupon Usage screen.

Coupon Usage for coupon id #21				Your Coupons
Shopper Name	**Discount Applied**	**Order Total**	**Order Id**	
Dawn Brunke	$3.20	$40.26	34345	View Order

The Coupon Usage page displays the shopper's name, discount applied, the order total, and order number for each time the coupon has been used.

Deleting a Coupon

1. In the PrismWeb Manager, go to **Marketing** > **Coupons**.
   Note: This page shows you a list of active coupons on the website. Expired coupons can also be viewed by clicking the Expired Coupons link.

2. Click the **Delete** link next to the coupon you wish to remove.

Product Display Settings

The Product Display Settings page under Setup > Site Options in the PrismWeb Manager has options to display Recommended Products (based on actual sales), Cross-Sell products (defined in the PrismWeb Manager), and Product Ratings to shoppers on merchandise pages of your website.

Recommended Products

When viewing a GM or tradebook product on the website, you can choose to display other products that have been purchased along with the product being viewed. When the Recommended Products feature is enabled, a block of these products will display at the bottom of the product detail page.

The recommended products that display are based on actual sales—if you do not have many sales of a product, you may not see any products displayed.

Enabling Recommended Products

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click the **Product Display Settings** link.
3. Check the **Recommended** box.
4. Click the **Update** button.

Cross-Selling

Cross-selling is a way to showcase certain products while viewing another, in order to improve visibility and display related products. You can cross-sell textbook, GM, and tradebook items. Once you enable Cross-Selling in the Product Display Settings, you will need to create tags and associate products with these tags to set up the cross-sell.

Enabling Cross-Selling

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click the **Product Display Settings** link.
3. Check the **Cross Sell** box.
4. Optionally, check the **Cross Sell Inline** box—this option will change how cross-sell items are displayed on the course-listing page, by making them more "in line" with the items on the course request.
5. Click the **Update** button.

The next step is to set up cross-sell tags to associate products to cross-sell.

Cross-Sell In Line

Cross-sell In Line controls how cross sell products display when associated with a textbook.

When displaying In Line is not checked, the cross sell items will be separated with the heading Store Recommended.
When displaying In Line is checked, the cross sell items will be listed with items for the course request without a separation.

Product Ratings

You can allow shoppers to rate GM and tradebooks on the website using a five-star scale. The product rating displays on the product detail page. Before they can set a rating for a product, shoppers must be logged into a website account.
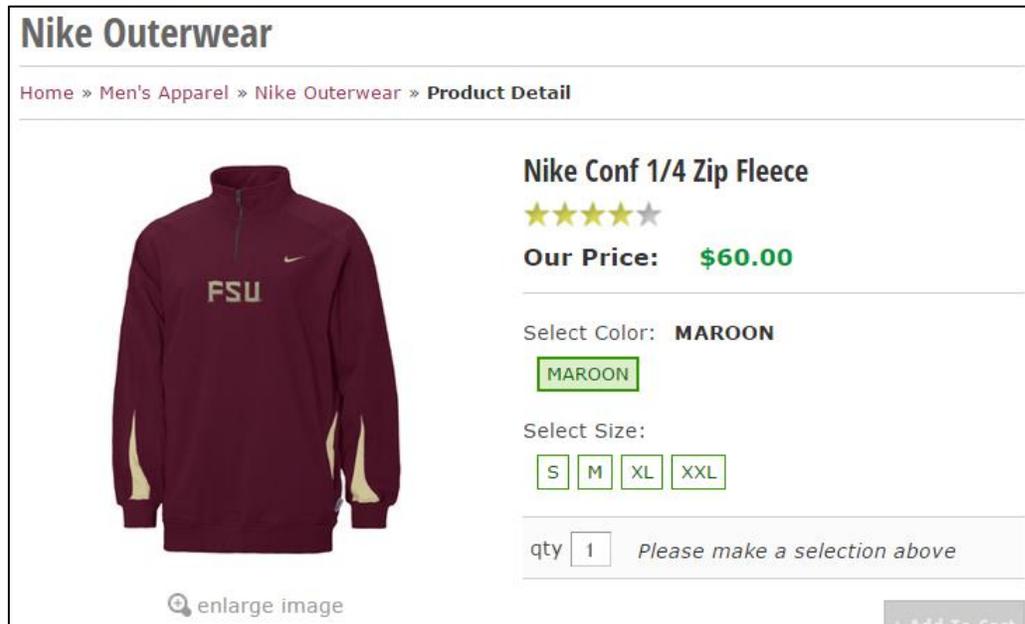
Enabling Product Ratings

1. In the PrismWeb Manager, go to **Setup** > **Site Options**.
2. Click the **Product Display Settings** link.
3. Check the **Product Rating** box.
4. Click the **Update** button.

Enable Proper Casing

Enabling proper case will capital the first letter and lowercase each subsequent letter of every word in the product and catalog names. Disabling proper case will take the product and catalog names exactly as they are entered in PrismCore.

Proper Case Exceptions

When Proper Case is enabled, some items will not display as intended due to their unconventional capitalization, i.e. iPhone, JanSport, DVDs. If Proper Case is enabled, enter any exceptions into the box separating each word with the pipe (|) symbol. Words listed in this box will display as entered regardless of their casing in PrismCore or use of Proper Case in PrismWeb.

Product Attribute Sorting

The Product Attribute Sorting options on the Product Display Settings page let you control the order that product attributes (size, color, and styles) display on the site. May sort each attribute by the following options:

- **Do not sort:** does not change the order of attributes
- **Sort attributes alphabetically:** attributes are displayed in alphabetical order
- **Sort by order in manager:** attributes are displayed in the order set in the PrismWeb Manager—this is configured on the Products > Attributes page

Tip: This tool is most commonly used to sort the order of sizes to the order in the PrismWeb Manager.

Setting Attribute Order

To access attribute sorting, in PrismWeb Manager go to **Products>Attributes.**

To add a new attribute to the list, select **Add New Size Attribute.**

To reorder the attributes:

1. Select the double arrow to the left of the attribute and hold your left mouse button down.
2. Drag to the attribute into the order you would like.
3. Release the left mouse button.

Cross-Selling

You can cross-sell textbooks, general merchandise, tradebooks, and BarCharts on your website. There are two main methods available to create associations between cross-sell products:

- Associating products using a tag (category)
- Associating products directly with each other

Products can also have multiple tag associations or be directly associated with multiple products.

When cross-sell products are displayed on GM or tradebook products, they will appear in a block at the bottom of the product detail page.

When cross-sell products are displayed on course pages, they will appear below all items on the course list, and be labeled as 'Store Recommended'.

Note: It is recommended that you sell Digital Content by adding them to a course request as a substitution, not using cross-selling.

Cross-Selling Using Tag Management

1. In the PrismWeb Manager, go to **Marketing** > **Manage Tags**.
2. To create a new tag, enter the name of the tag in the **New Tag** field and click the **Insert** button.
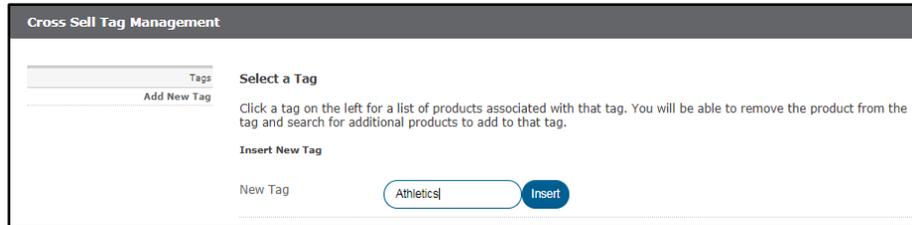
3. To associate products with this particular tag, enter a product keyword in the search field and click the **Search** button.
4. Click **Add** next to the products you want to associate with the tag.
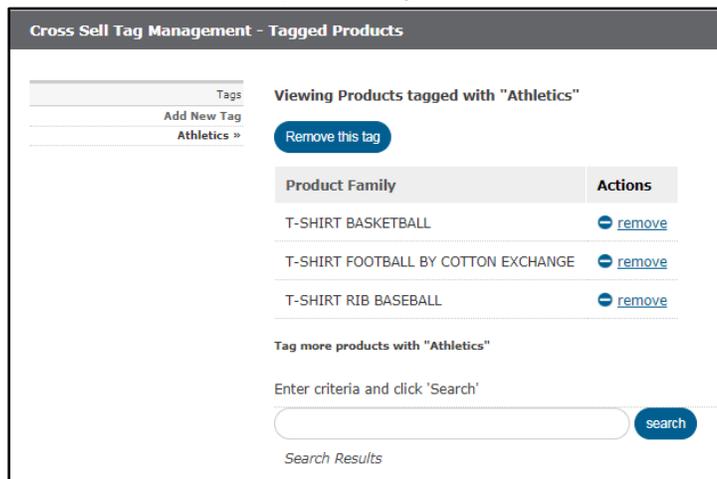
You can add additional products to the tag by repeating steps 3-4 above. You can also remove products from the tag by clicking the remove link next to them. You can also remove an entire tag by clicking the Remove this tag button.

Cross-Selling Using Tags at the Product Level

1. In the PrismWeb Manager, go to **Products** > **Products**.
2. Enter the name, SKU, or ISBN of a product in the search box and click the **Search** button.
3. Click the **Edit** link next to the product you want to cross-sell.
4. On the right side of the page, under the Associated Cross-Sell Tags section, enter the name of a tag in the **Add New Tag** field.

5. Click the **Add** button.
6. Repeat steps 2-6 to add tags to additional products.

When adding a tag to a product, if the tag does not exist, it will be created; if the tag does exist, the product will be added to the tag. You may use Tag Management to add or remove tags and products as well.

Cross-Selling Directly (Without Tags)

1. In the PrismWeb Manager, go to **Products** > **Products**.
2. Enter the name, SKU, or ISBN of a product in the search box and click the **Search** button.
3. Click the **Edit** link next to the product you want to cross-sell.
4. On the right side of the page, under the Associated Cross-Sell Products section, click the **Add Cross-Sell Product** link.

5. Enter the name, SKU, or ISBN of the product you would like to cross-sell in the search box and click the **Search** button.

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Add Cross-Sell Product Association to Product Family

Enter the name of the product and click 'Search'

[hat]   Search

Name	Type	Actions
HAT ALUMNI BY JAMERICA	*General Merchandise*	add
HAT MASCOT	*General Merchandise*	add
HAT THE CAPTAIN	*General Merchandise*	add
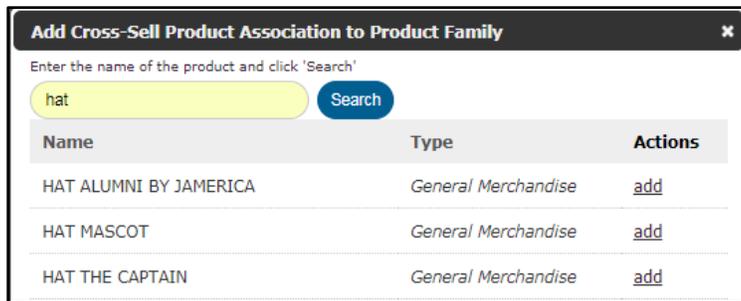
6. Click the **add** link next to the product you would like to associate with the other.
7. Repeat steps 4-7 to associate any additional products.

Note: One difference between direct cross-sell products on the website is that the association is only one-way. In other words, the products you associate with the main product will only display on that product. If you view one of the associated products on the website, the main product will not display as a cross-sell product on that one.

Question 1: Is there anything different on the website between the cross-sell using tag management and the direct cross-sell?

Answer: *Direct cross-sell items only show up on the 'main' item. Items set up for cross-sell using tag management are reciprical, and show up on all items using the tag.*

Cross-Selling Directly with Textbooks by Course

1. In the PrismWeb Manager, go to **Textbooks** > **Manage Courses**.
2. Navigate to a specific section with a textbook that you want to cross-sell with by selecting a campus, term, department, course, and section.
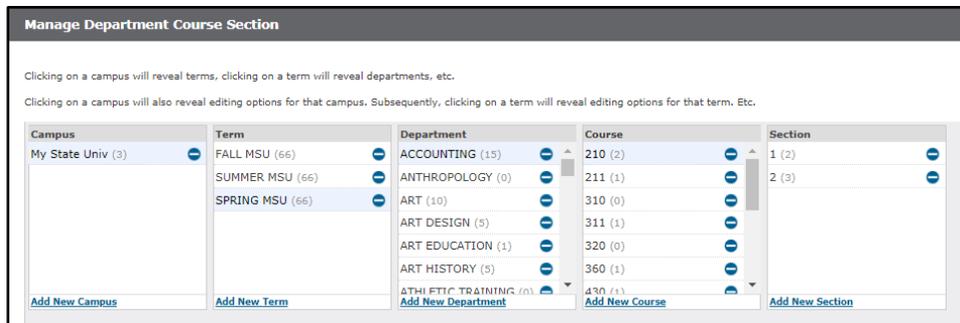
3. Under the Section Products section, click the **View Product Details** link next to the product you want to cross-sell with.

4. In the right column of the page, you can either create a direct cross-sell or add a tag to the product.

Cross-Selling BarCharts

The BarCharts Management page in the PrismWeb Manager can create cross-sell associations between BarCharts titles and relevant textbooks. These associations can be created using an automatic feature or manually.

Before using the automatic BarCharts association tool, you will need to send your BarCharts products to the website from PrismCore. It is recommended that your BarCharts items be created as tradebook items with an author of **BarCharts**. After creating the items in PrismCore Item Maintenance, you can add those products to a catalog, and send those products to the website.

Automatically Associating BarCharts

1. In the PrismWeb Manager, go to **Marketing** > **BarCharts**.
2. Click the **automatically associate BarCharts** link.

3. Click the **Associate BarCharts** button to start the association process.
   Note: This will reset all existing BarCharts associations and build new ones.

The association process normally takes a few minutes. After it completes, you can go back to the BarCharts list and view the textbooks associated with each BarCharts item.

Tip: When sending a new term to PrismWeb or updating an existing term with new textbooks, you may want to run the automatic BarCharts association process again to create cross-sell associations for any new textbooks on the site.

Viewing Textbook Associations
1. In the PrismWeb Manager, go to **Marketing** > **BarCharts**.
2. Click on the BarCharts title that you want to see the associations for.

All textbooks associated with the BarCharts title will display. You can remove individual textbook associations or all associations if needed.

Adding Textbook Associations Manually
1. In the PrismWeb Manager, go to **Marketing** > **BarCharts**.
2. Click on the BarCharts title that you want to cross-sell with a textbook.
3. In the **Add Textbooks to this BarChart** box, enter a textbook title.
4. Click the **Search** button.
5. Click **Add** next to the textbook(s) you associate with this BarCharts item.

Web Orders Introduction

PrismCore ICS Mail Order is designed to function as a direct interface with PrismWeb. Information from PrismCore ICS Mail Order will flow directly to your website. In turn, orders entered by customers on the website will flow back to PrismCore ICS Mail Order, where they can be processed.

WARNING: In order to comply with Payment Card Industry (PCI) requirements, you must process charges for web and mail orders through PrismCore ICS Mail Order, rather than through your cash registers.

Types of Orders

There are two different types of orders that can be placed on PrismWeb:

- **Order:** Orders can be placed on the website or created manually in ICS Mail Order (usually a phone-in order). Orders require a tender and shipping code. They can be processed and shipped to the customer, or picked up in the store.
- **Request:** If a customer places a textbook reservation on the website, the reservation order is a type of request. Textbook requests do not require a tender, although they can have a tender if you require pre-payment for the reservation. If your store does not require pre-payment, then the tender is entered at the cash register when the student comes to the store to pick up the books.

Orders in the PrismWeb Manager

While you will normally work with all of your mail/web orders in PrismCore, you can use the PrismWeb Manager to view or print orders before they arrive in PrismCore.

> *WARNING:* While it's fine to view or print orders in the PrismWeb Manager, you should *never* process or edit orders there.

Viewing and Printing Orders in the PrismWeb Manager

1. In the PrismWeb Manager, go to **Orders** > **View Orders**.
2. In the list of orders that displays, find the order you wish to view or print.

There are several options for finding orders:

- **Go to Order #:** Enter the order number and click Go
- **Shopper Name:** Enter the name of a shopper and click Filter Results
- **Date Range:** Enter a date range and click Filter Results
- **Order # Range:** Enter a range of order numbers and click Filter Results
- **Order Type:** Choose orders based on their type and click Filter Results
- **Order Status:** Choose orders based on their status and click Filter Results
- **Purchase Type:** Choose orders based on their purchase type and click Filter Results

3. To print picking lists for orders, click the check box(es) next to the order numbers you wish to print.
4. Click the **Print Selected Picking Lists** link in the right column.
5. A new window or tab will open in your browser with a printer-friendly list of your selected orders. Use the Print command in your browser to print the orders.

Emailing Shoppers

In the PrismWeb Manager, you can create custom email templates that you can use to contact shoppers through email.

Creating a Custom Email Template

1. In the PrismWeb Manager, go to **Manage** > **Custom Emails**.
2. Click the **Create Custom Email Template** link.
3. In the **Name** field, enter the name of the template.

4. In the **Subject** field, enter the subject line of the email.
5. If desired, check the **Enable email placeholders** box. This will enable several placeholders that you can use in the body of the email.
   Note: If you create a custom email template that uses placeholders, the template will only be available when you send an email from the Orders area of the PrismWeb Manager.

6. In the **Content** field, use the editor to enter the body of the email.
7. Click the **Create Template** button.

Custom Email Template Placeholders

Placeholder	Definition
[!++ ORDERNUMBER ++]	The order number
[!++ SHIPMETHOD ++]	The order's shipping method
[!++ SHOPPERNAME ++]	The name of the person on the shipping information
[!++ SHIPTOTAL ++]	The shipment total on the order
[!++ TAXTOTAL ++]	The tax total on the order
[!++ ORDERTOTAL ++]	The order total on the order

Sending Custom Emails

1. You can send an email template from two areas of the PrismWeb Manager:
   - From the Order Detail page. Navigate to **Orders** > **View Orders**. Click the order number.

   - From the Manage Shoppers page. Navigate to **Orders** > **Manage Shoppers**. Click the **Email** link next to the shopper.

2. When you click the email link using either of the methods above, a window will open to let you choose a template from the list of your custom templates (or you may choose Blank to send a completely custom email). Click the template you wish to send.

    E-mail Shopper ✖

    Choose from the following templates:

    Shipping Delays
    Blank
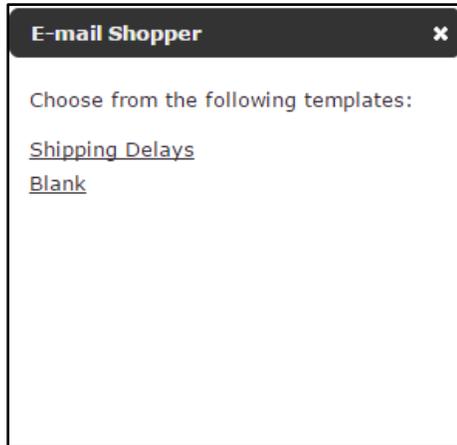
3. In the next window, the template you chose will display. You may make any further edits to it if needed.

    E-mail Shopper ✖

Subject	Shipping Delay alert
Content	File ▾ Edit ▾ Insert ▾ View ▾ Format ▾ Tools ▾

    ↶ ↷ │ Formats ▾ │ **B** *I* │ ≡ ≡ ≡ ≡
    ☰ ☷ ⮐ ⮑ 🔗 🖼

    We regret to inform you your recent order will be delayed due to weather. We will continue processing orders as quickly as possible.

    We apologize for the delay.

    Store

    p
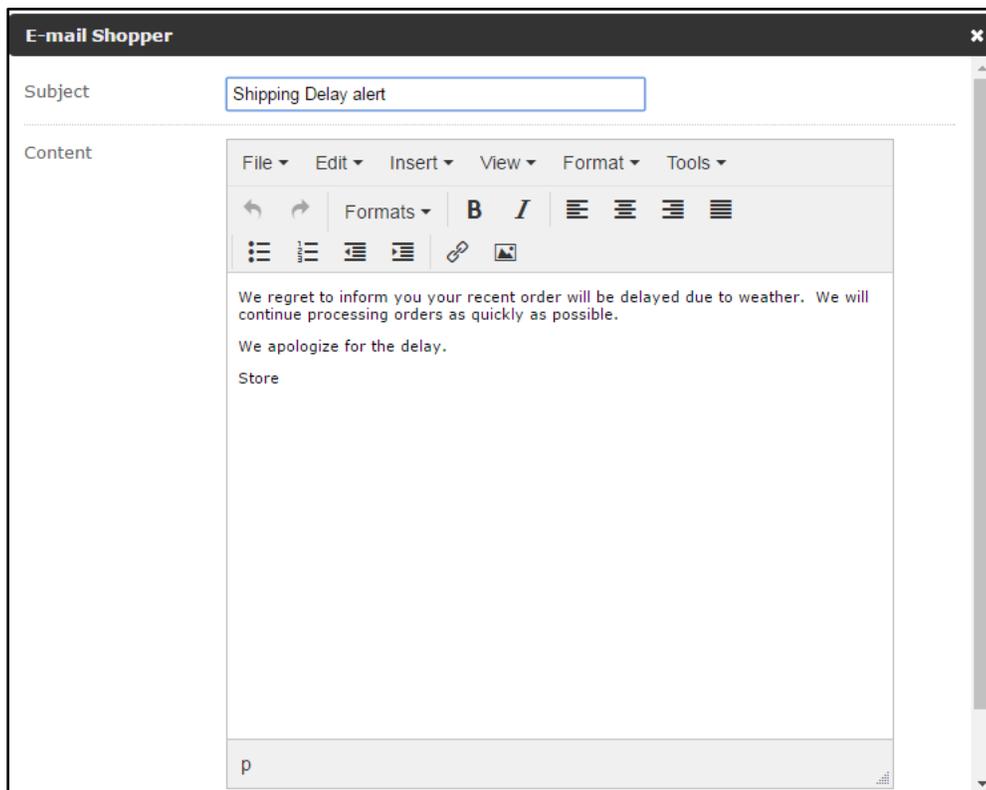
4. Click **Send Email**.

Managing Shopper Accounts

From time to time, you may need to view or make changes to a shopper's account on the website. You can manage certain aspects of the shopper's account in the PrismWeb Manager, such as:

- Shopper's email address
- Shopper's shipping information (name, address, and phone)
- Shopper's billing information (name, address, and phone only)
- Disable shopper's account
- Make shopper tax exempt
- Set shopper's General and Buyback Alert email preferences
- Assign a Membership number to the shopper's account
- See if the shopper has items in their cart
- Order history for the shopper

Note: If you disable a shopper's account, they will not be able to log in or request their password. The shopper will receive a message,"This account has been disabled. Please contact the bookstore for more information."

Searching for Shopper Accounts

1. In the PrismWeb Manager, go to **Orders** > **Manage Shoppers**.
2. You may filter this list of shoppers using the searching options in the **Filter Shoppers** area in the right column.

3. Click the **Edit** link next to the shopper you wish to manage.
4. Make any needed changes to the shopper's account.
5. Click the **Save** button.

Note: Active Shoppers are any shoppers with items currently in their cart.

Clearing Shopping Carts

While not something that needs to be done very often, you can clear shopping carts for all shoppers within a certain date range, or for individual shoppers.

Note: Some shoppers may leave items in their cart if they are still deciding to buy them. Usually, you will not want to clear recent carts because of this.

Clearing All Shopper Shopping Carts for a Date Range

1. In the PrismWeb Manager, go to **Orders** > **Manage Shoppers**.
2. In the right column, under Shopping Cart Admin, enter a date range for shopping carts to be cleared.

3. Click the **Clear Carts** button.

Clearing a Shopping Cart for an Individual Shopper

1. In the PrismWeb Manager, go to **Orders** > **Manage Shoppers**.
2. Search for the shopper you wish to manage and click the **Edit** link next to them.
3. Towards the bottom of the shopper's information, you will see a section about the status of the shopper's cart. Click the **Clear Cart** button to empty their shopping cart.

Images Introduction

There are three basic types of images you will work with in PrismWeb: non-product images, product images, and catalog images.

- **Non-product images** are the images on your site that are *not* used to display your merchandise and/or tradebooks. These images may include your header/logo, images of your campus or store, icons, or any clip art or other graphics that are included on your web pages. Non-product images reside in the Images folder in the root folder of your website. There are no specific naming conventions or size requirements for non-product images. For more information about working with non-product images, please refer the PrismWeb Design session.

- **Catalog images** are used to display an image representing a catalog on your website. These are shown in the Shop area of the site. You only need to create one catalog image for each catalog on your website.

- **Product images** are the images you use to display your merchandise and/or tradebooks.

How Catalog Images Display on PrismWeb

Catalog images display on shop pages to show an overview of the catalogs, or popular catalogs within a catalog group. There is only one size of image for catalog images.
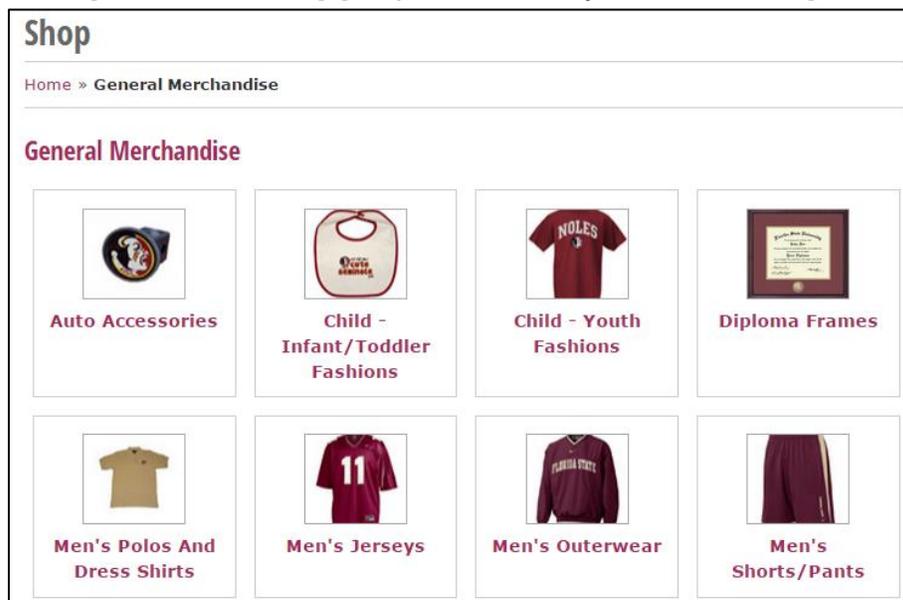
How Product Images Display on PrismWeb

Every product family on your website should have at least one photo assigned to it as the default image for that product family. The default product image has two image sizes: thumbnail and large.

Thumbnail images display within catalogs.
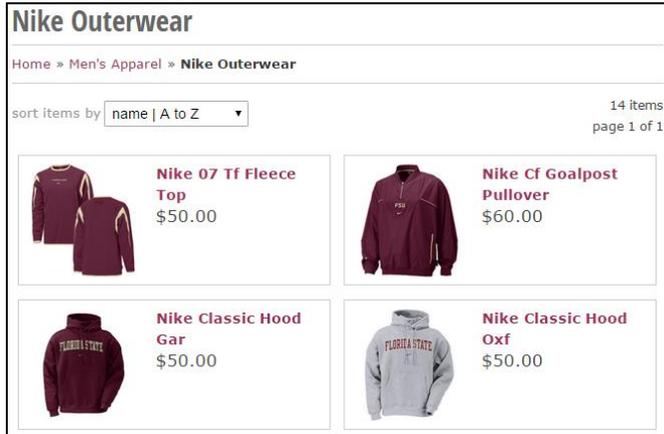
The large image is used twice for a product family. It is used to display the product on the product detail page and to display the expanded product image on that page.
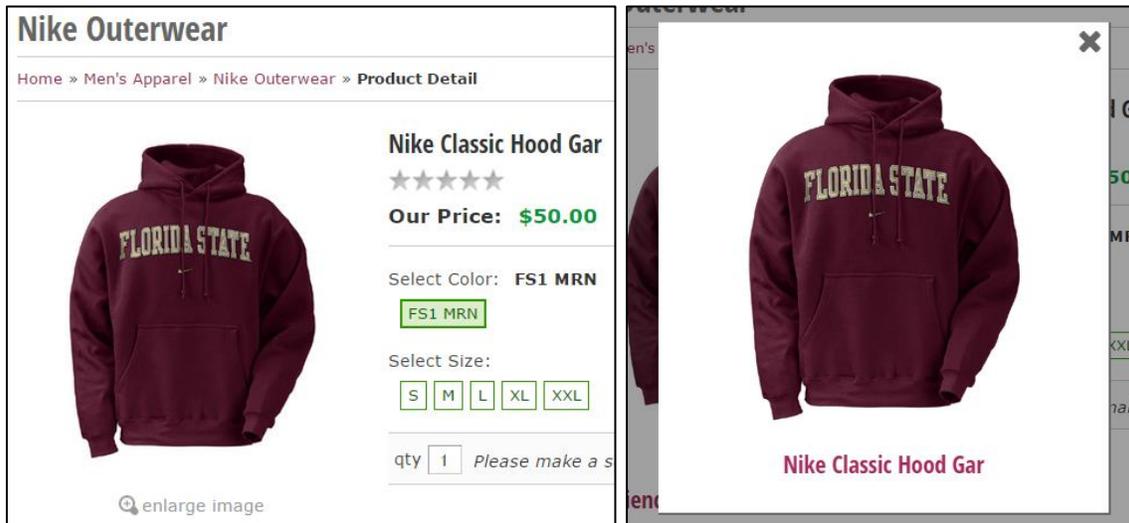
You may also add as many additional images to a product family as you wish. For example, you may want to have additional images of a product if it comes in multiple colors. You could also show the back side of a shirt or a zoomed in photo to show detail. Any additional product images you add will appear as small thumbnails on the product detail page. The additional thumbnails can be clicked to show an expanded view of the image.
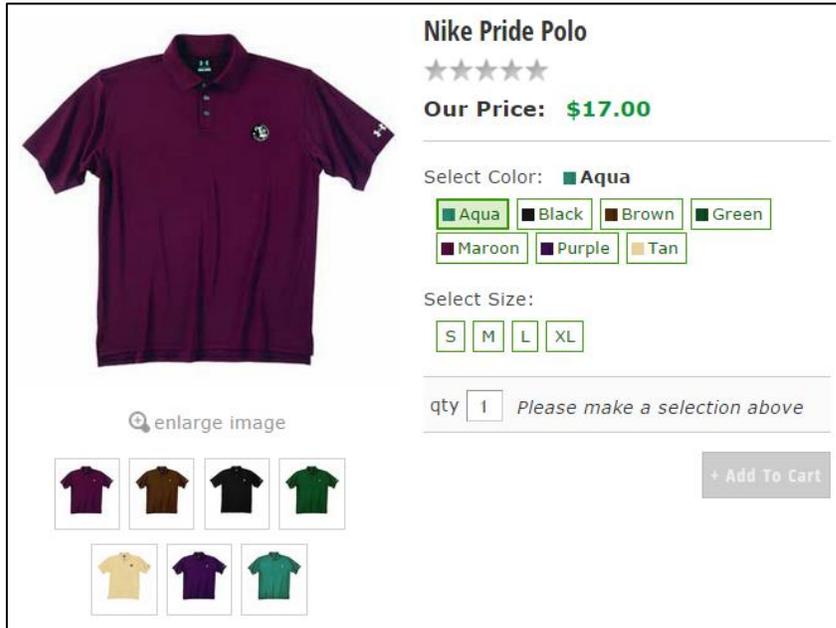
Creating Product and Catalog Images

To create images for your products and catalogs, you will need to take photos of the products with a digital camera, or you may be able to obtain images of your products from your vendors.

Once you have photos of your products, you will most likely need to do some editing to them. This can be accomplished using any kind of editing program, but Adobe Photoshop or Adobe Photoshop Elements are recommended.

Some common edits you may want to make on your product images are:

- Adjusting the lighting and color balance
- Removing the background from the photo, so the product 'floats' on a pure white background
- Crop the image to remove excess whitespace

After editing your product images, it is recommended that you save them in a high-quality JPG format.

Note: GIF and PNG formats are also supported by PrismWeb for product images, but JPG is the best format for photos, so it is the recommended format for product and catalog images.

Assigning and Managing Catalog Images

Catalog images display on shop pages to show an overview of the catalogs in a catalog group, or popular catalogs within a catalog group.

Catalog Image Best Practices

- Make sure your original image is at least 125px in width. If the original image is too small, the image may appear blurry on your website. When uploading, every image will be down-sized to 125px, so do not be concerned if the image is larger than 125px.

- Try to keep the dimensions of the image "square-like". This will help maintain consistency.

- Keep your original images consistent in proportions. This will provide a clean consistent look in relation to the other catalog images.

Assigning Catalog Images

1. Log in to your PrismWeb Manager at https://manager.prismservices.net/.

2. Under the Products tab in the menu, select Catalogs.

3. From the list of catalogs, click the Edit link for the catalog you wish to assign an image to. Feel free to use the search bar to narrow down your list of options.

4. You should now be on the catalog details page for your desired catalog. Scroll down until you see the Catalog Image section.

5. You may now perform one of the following actions:

    a. *Assign an image* - Click the Choose Image link. A window will pop-up to allow you to find an image on your computer to assign to this catalog. Once you find the image, double click on it to select it, or click on the image to highlight it and then click the Open button to select the image. The image should now be assigned to your catalog.

    b. *Delete an existing image* - Click the delete icon (blue circle with a minus sign) to delete an existing image assigned to that catalog. You will be prompted asking if you are sure you would like to delete this image.

    c. *Replace an existing image* - Click the Choose Image link to find a new image on your computer to replace the existing image. You will be prompted that an image already exists for this catalog and if you would like to replace it.

6. Once an image is assigned or removed, you may review the change on your staging site to make sure everything looks ok. You will then need to deploy the change from the Content Deployer in your PrismWeb Manager to make the changes live.

Assigning and Managing Product Images

Product images are images that represent any given product whether it be GM, Textbook, Digital Book, or a Tradebook. These images will display anywhere on your website where the shopper encounters the product.

Product images consist of 3 image types: the default image, secondary image, and preview image. This section will describe each image type and how to assign them to your product.

Note: The Choose Image functionality in PrismWeb Manager is not available for lower versions of Internet Explorer.

Product Image Best Practices

- Make sure your original image is at least 800px in width. When uploading, two images will be created from your original image (thumbnail and large image). These images will be down-sized to their respective sizes (thumbnail = 200px wide, large = 800px wide) when you upload them. If the original image is too small, the image may appear blurry on your website.

- Try to keep the dimensions of the image "square-like". This will help maintain consistency.

- Keep your original images consistent in proportions. This will provide a clean consistent look in relation to the other product images.

Assigning Product Images

These are the "default" images that represent your product anytime a shopper encounters the product on your website.

This image will be used for the thumbnail which is shown when the shopper is looking at a catalog and sees all products associated with the catalog. It is also the large image which will display when a shopper navigates to a product page to see more information

about a specific product.
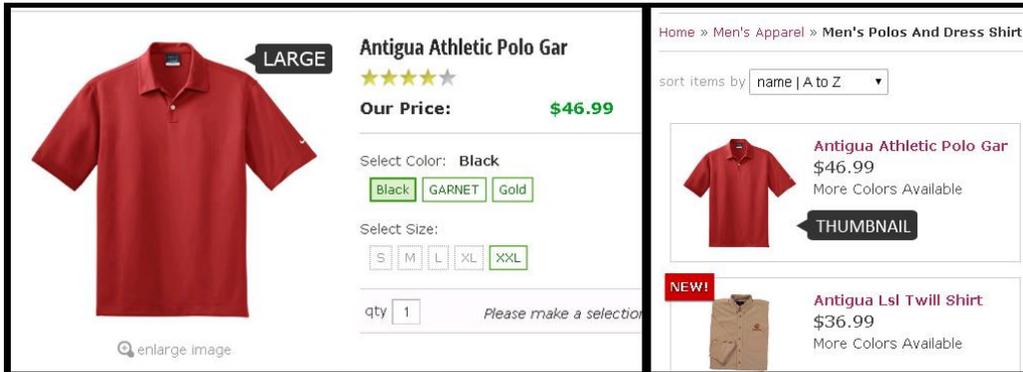
1. Log in to your PrismWeb Manager at https://manager.prismservices.net/
2. Under the Products tab in the menu, select Catalogs.
3. From the list of catalogs, click the Edit link next to the catalog your product exists within. Feel free to use the search bar to narrow down your list of options.
4. You should now be on the catalog details page. Scroll down to the Current Products section of the page.
5. Click the Edit link next to the product you wish to assign an image to.
   * Please note this is only one way to search for your product.
6. You should now be on the product details page of your desired product. Scroll down to the Product Image section of the page.
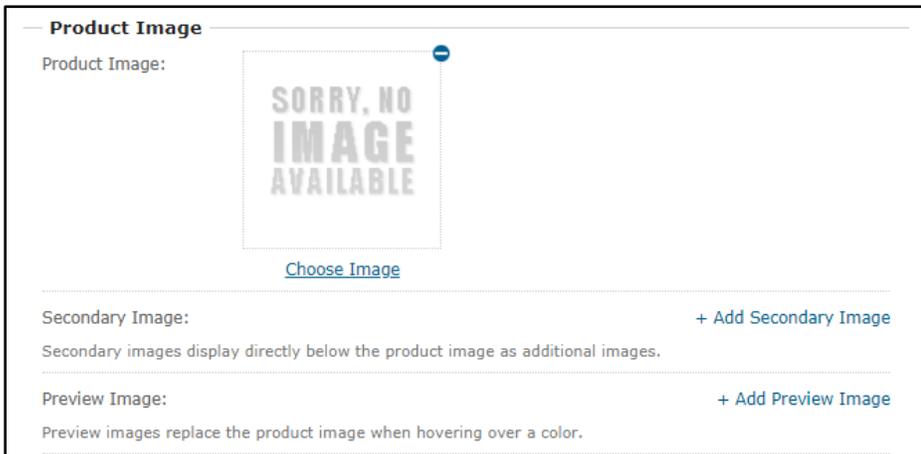
7. You may now perform one of the following actions:

   a. Assign an image - Click the Choose Image link. A window will pop-up to allow you to find an image on your computer to assign to this product. Once you find the image, double click on it to select it, or click on the image to highlight it and then click the Open button to select the image. The image should now be assigned to your product.

b. *Delete an existing image* - Click the delete icon (blue circle with a minus sign) to delete an existing image assigned to that product. You will be prompted asking if you are sure you would like to delete this image.

c. *Replace an existing image* - Click the Choose Image link to find a new image on your computer to replace the existing image. You will be prompted that an image already exists for this catalog and if you would like to replace it.

8. Once an image is assigned or removed, you may review the change on your staging site to make sure everything looks ok. You will then need to deploy the change from the Content Deployer in your PrismWeb Manager to make the changes live.

Assigning Secondary Product Images

Secondary images are images of the product in addition to the default image. For example, if a shirt has a custom design or lettering on the back, the default image could be the front of the shirt and you can assign an image of the back of the shirt as a secondary image.

Secondary images can be seen on the web under the default image on the product page. These images can be enlarged by clicking on them.

Note: Secondary images are specific to GM and cannot be assigned to Textbooks, Digital Books, or Tradebooks.

1. First, using the same steps outlined in steps 1-6 of *Assigning a Product Image*, you will need to navigate to the product you wish to assign a secondary image to.
2. Click the *Add Secondary Image* link in the Product Image section of the page.

3. Select the image located on your computer.
4. Once the image is selected, you should see a block on the page with your new image. You may remove this image at any time by clicking the delete icon (blue circle with a minus sign) next to the image. Feel free to add as many secondary images as necessary.
5. Once an image is assigned or removed, you may review the change on your staging site to make sure everything looks ok. You will then need to deploy the change from the Content Deployer in your PrismWeb Manager to make the changes live.

Assigning Preview Product Images

Preview images are images that represent a color of a product. For example, if you have a shirt that comes in black and grey, the default image could be grey and you can assign an image of that same shirt in black as the preview image. This will display the black shirt image when you hover your mouse over the black option on your website. Also, a small thumbnail image of each color will display below the default image.
Note: Preview images are specific to GM and cannot be assigned to Textbooks, Digital Books, or Tradebooks.

1. First, using the same steps outlined in steps 1-6 of *Assigning a Product Image*, you will need to navigate to the product you wish to assign a preview image to.
2. Click the *Add Preview Image* link in the Product Image section of the page.
3. Choose the color you wish to assign the image to.
4. Select the image located on your computer.
5. Once the image is selected, you should see a block on the page with your new image. You may remove this image at any time by clicking the delete icon (blue circle with a minus sign) next to the image.
6. Once an image is assigned or removed, you may review the change on your staging site to make sure everything looks ok. You will then need to deploy the change from the Content Deployer in your PrismWeb Manager to make the changes live.

Color Swatch

When assigning a preview image to a color, the system will automatically create a small swatch of color and display it next to the color name.

Select Color: ■ Black

■ Black   ■ GARNET   ■ Gold

The color swatch is a 10 x 10 pixel sample of the center of the preview image you selected. If you feel like the swatch is a poor representation of the color it represents, you may change the swatch image by performing these steps.

1. First, using the same steps outlined in steps 1-6 of *Assigning a Product Image*, you will need to navigate to the product you wish to update the swatch image for.
2. Navigate to the *Preview Image* area within the Product Image section of the page.
3. Click the *Change Swatch* link next to the color swatch you wish to change.
4. Select your new image located on your computer. The image should be at least 10 x 10 pixels.
5. Once the image is assigned, you may review the change on your staging site to make sure everything looks ok. You will then need to deploy the change from the Content Deployer in your PrismWeb Manager to make the changes live.
   Note: The color swatch is tied to the preview image. Removing the preview image will also remove the swatch image.

Deploying Content

In order to push the changes you make from your staging site to your live site, you will need to run the Content Deployer in the PrismWeb Manager. This is a simple process that takes a few seconds to a minute to complete.

1. In the PrismWeb Manager, go to **Manage** > **Content Deployer**.
2. Click the **Deploy** button.

The content deployer will start. Once the status changes to **Complete**, the changes you made to your staging site are now on your live site.

Note: Always verify your staging website looks correctly and is working prior to using the content deployer. Using the Deploy process will push all files (images and HTML changes) from staging to the live website, not just the ones you've worked on. If multiple people update images and HTML files, coordinate Content Deployments with all parties.

Editing with CMS with new PrismWeb Templates

With the December 2016 PrismWeb release, Nebraska Book Company now offers an Integrated Self Service Content Management System (CMS) for the current template. The CMS allows you to update the content of specific areas of your website easily through the PrismWeb Manager without the use of an HTML editor. These areas are Announcements, Alerts, Store Hours, About Us, and Contact Info.
The new CMS is located under the Manage tab of WebManager
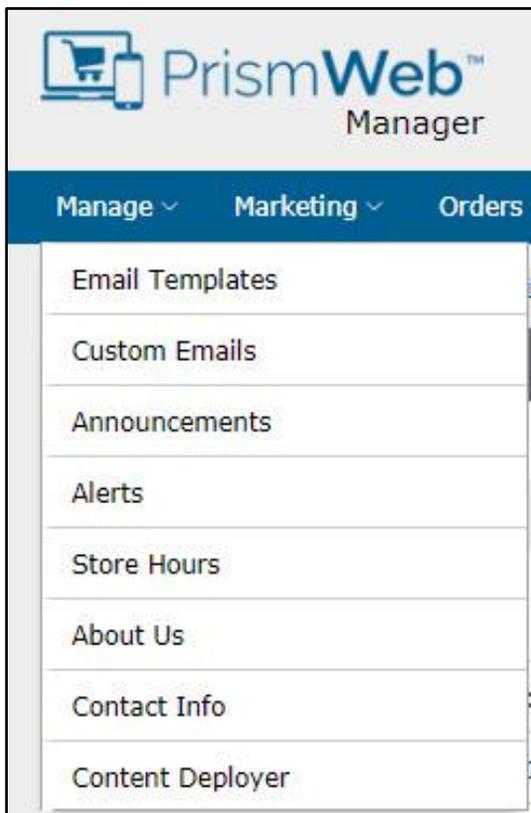
This allows you to update specific areas of your website. You will need to use an HTML editor to make changes to all other areas of your website.

Announcements

Announcements allows you to manage the announcements found on your home page. When you choose Announcements from the Manage tab, the Announcements management page displays.
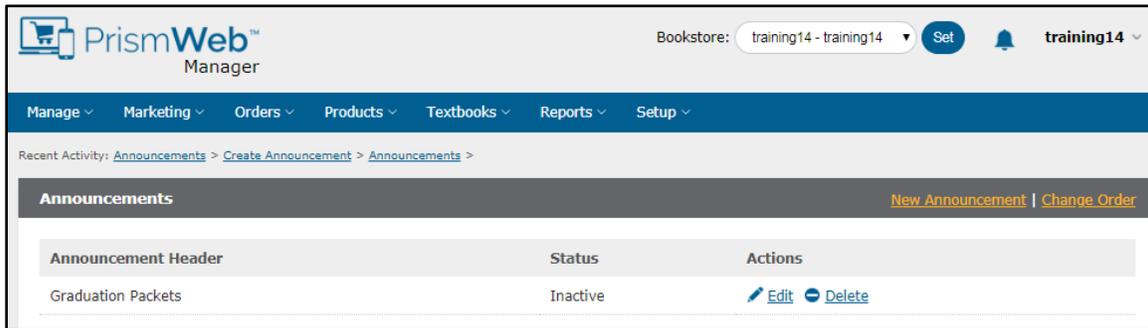
The Announcements page contains
- Current announcements and their status.
- Option to edit or delete current Announcements.
- Option to create a New Announcement
- Option Change Order of announcements.

You can keep multiple Announcements in PrismWeb Manager, which you make Active or Inactive at the appropriate times.

Creating a New Announcement

How to create a New Announcement.

1. Select New Announcement to display the Create Announcement screen.

2. Enter an Announcement Header.
3. Select the status of Inactive or Active.
4. Enter your content.
5. Select Save, which will save your Announcement and return you to the Announcement Home page.

Announcements will show up on your website homepage in the Announcements area in the order in which they are listed in the Announcements Page in PrismWeb Manager. If you have no active Announcements, this area will not display on your homepage to avoid unwanted white space.
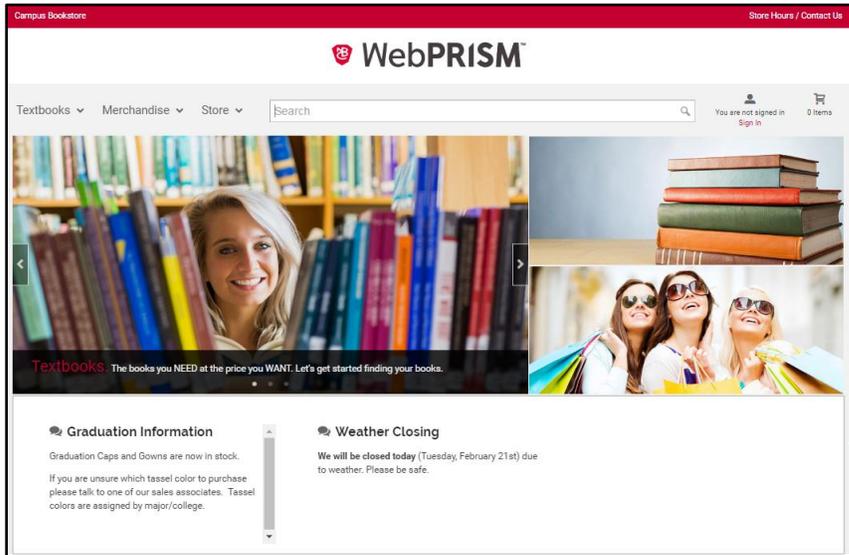
Editing an Announcement

Whenever you need to change the text of an Announcement or change its status, you will need to Edit it.

How to edit an Announcement.
1. Select Edit option next to that Announcement to open the Announcement in an Edit Announcement screen identical to the New Announcement Screen.

2. Edit your text to update the Announcement and/or change its status.
3. Save your changes.

Changing Announcement Order

To change the order in which the Announcements display when you have multiple Announcements active choose Change Order in the Announcements bar.
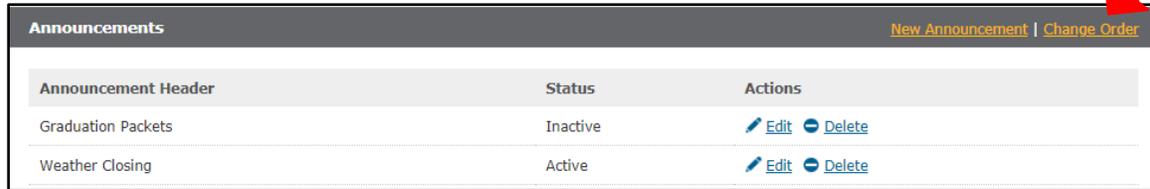
Announcements			New Announcement | Change Order
Announcement Header	**Status**	**Actions**	
Graduation Packets	Inactive	Edit ⊖ Delete	
Weather Closing	Active	Edit ⊖ Delete	

Then click on the Announcement, holding the mouse drag and drop to set the desired order.

Announcement Display Order	Back to List
To change the order of Announcements, click and drag the handle of an item to the desired order.	
‡ **Graduation Packets**	
‡ **Weather Closing**	

Deleting an Announcement

If you decide to remove an Announcement from your Announcements list, you will choose the Delete option. You will then see a message asking you to confirm your action as it cannot be undone.

Alerts

Alerts allows you to set alerts on your home page. When you choose Alerts from the Manage tab, the Alerts management page displays.
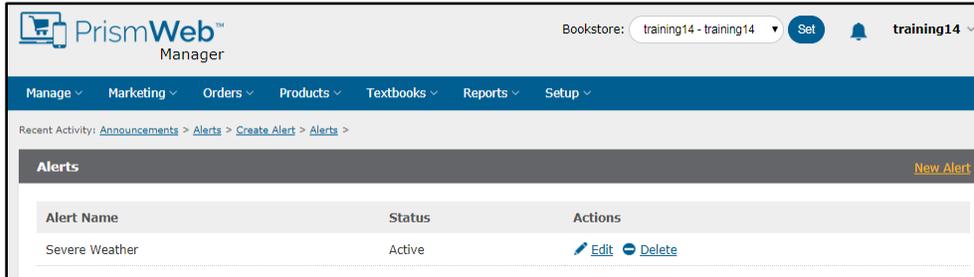
The Alerts page contains
- Current Alerts and their status.
- Option to edit or delete current Alerts.
- Option to create a new Alert.
- Option Change Order of Alerts.

You can keep multiple Alerts in PrismWeb Manager, which you make Active or Inactive at the appropriate times.

Note: While you can have multiple Alerts at any time in PrismWeb Manager, only one Alert can be set to Active at any one time. To activate a new Alert you must first inactivate any Active Alerts regards of their display dates.

Creating a New Alert
How to create a New Alert.

1. Select New Alert to display the Create Alert screen.

2. Enter an Alert Name.
3. Select the status of Inactive or Active.
4. Select the background color for the alert.
5. Set the start date.
6. Set the end date.
7. Enter your Alert Text.
8. Select Save, which will save your Alert and return you to the Alert Home page.

Alerts will show up at the top of your content area on your website. Only one Alert can be active at any one time. If you have no active Alerts, this area will not display on your homepage to avoid unwanted white space.
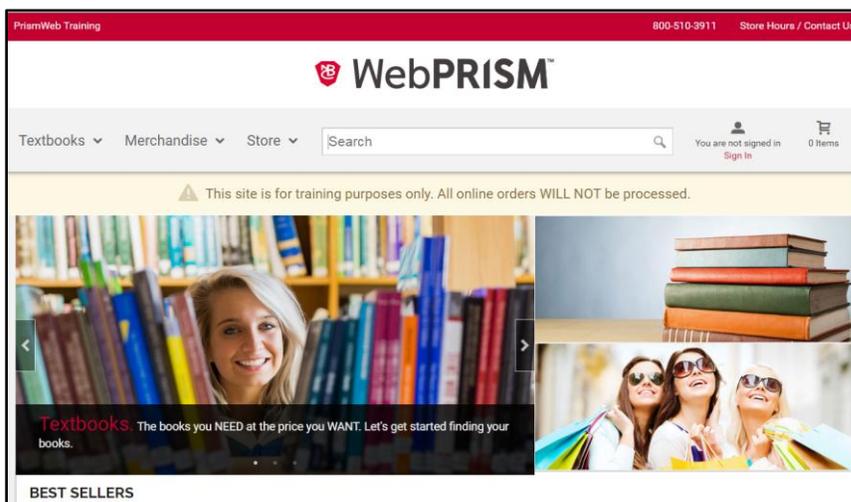
Editing an Alert

Whenever you need to change the text of an Alert or change its status, you will need to Edit it.

How to edit an Alert.

1. Select Edit option next to that Alert to open the Alert in an Edit Alert screen identical to the New Alert Screen.
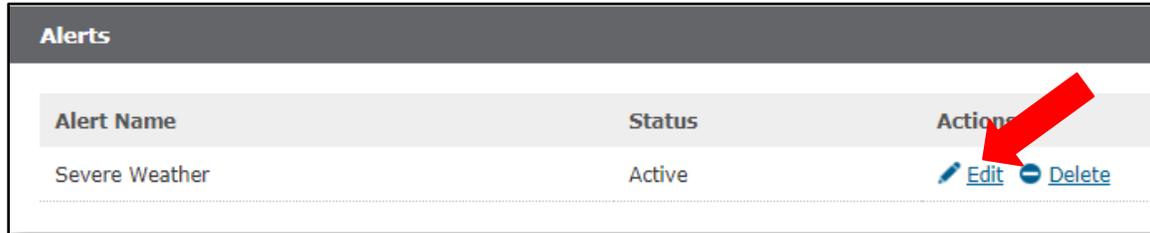
2. Edit your text to update the Alert and/or change its status.
3. Save your changes.

Deleting an Alert

If you decide to remove an Alert from your Alerts list, you will choose the Delete option. You will then see a message asking you to confirm your action as it cannot be undone.

Store Hours

The Store Hours option allows you to update your Store Hours on your website. When you choose Store Hours from the Manage tab, the Store Hours management page displays.
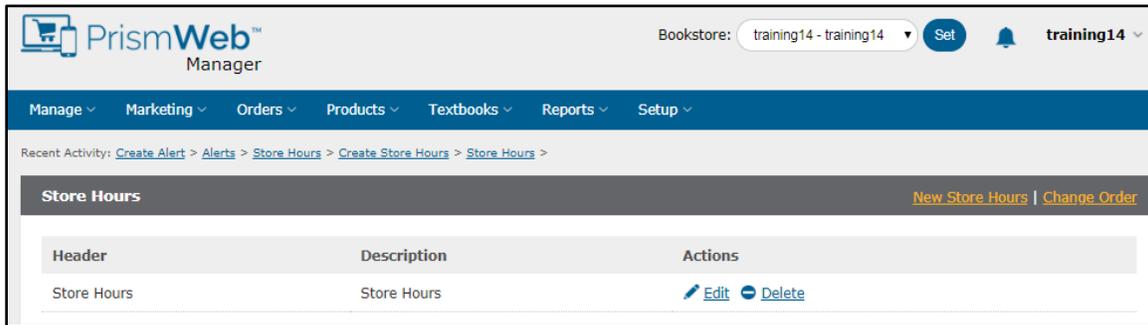
The Store Hours page contains
- Store Hours Header and Description.
- Option to edit or delete current Store Hours.
- Option to create New Store Hours
- Option to change Order of Store Hours.

You can keep multiple Store Hours in PrismWeb Manager, which you make Active, or Inactive at the appropriate times.

Creating New Store Hours

How to create New Store Hours

1. Select New Store Hours to display the Create Store Hours page.

2. Enter a Heading, which will display on your website.
3. Enter a Description. This field will only show in PrismWeb Manager. This allows you to use the same Heading for two different Store Hours such as one for summer and one for fall.
4. Select the appropriate status.
5. Select your open and close time Monday through Sunday. Clicking on the hour space will display a drop down with each hour and half hour available. You can also type in your time. Any days without information entered will not display on your website. To display the store is closed on a specific day, type closed in either field for that day.
6. If needed, add Additional Text. If you want additional text to show on your website, you will need to check the box next to Display Additional Text. You will

need to put in Footer Link Text. This is the information, which will display in your website footer. The Heading and Additional Text is optional. The Additional Text will display on the About Us page in the Store Hours section.

7. Select Save, which will save your Store Hours and return you to the Store Hours page.

You can display multiple Store Hours in the About Us page but only the first store hours in the list on the Store Hours Display Order page will display in the Footer area.

Editing Store Hours

Whenever you need to change Store Hours or change its status, you will need to Edit it. How to edit Store Hours.

1. Select Edit option next to the Store Hours to open the information in an Edit Store Hours screen identical to the New Store Hours Screen.

2. Edit your hours or the text for the Store Hours and/or change its status.
3. Save your changes.

Changing Store Hours Order

To change the order in which the Store Hours display when you have multiple Store Hours active you will choose Change Order in the Store Hours bar.

You can then drag and drop the Store Hours to set the desired order.

Deleting Store Hours

If you decide to remove a set of Store Hours from your Store Hours list, you will choose the Delete option. You will then see a message asking you to confirm your action as it cannot be undone.

About Us

The About Us option allows you to update your Store Information on your website. When you choose About Us from the Manage tab, the About Us management page displays. This page allows you to add any text and links you would like to display on the About Us page of your website.
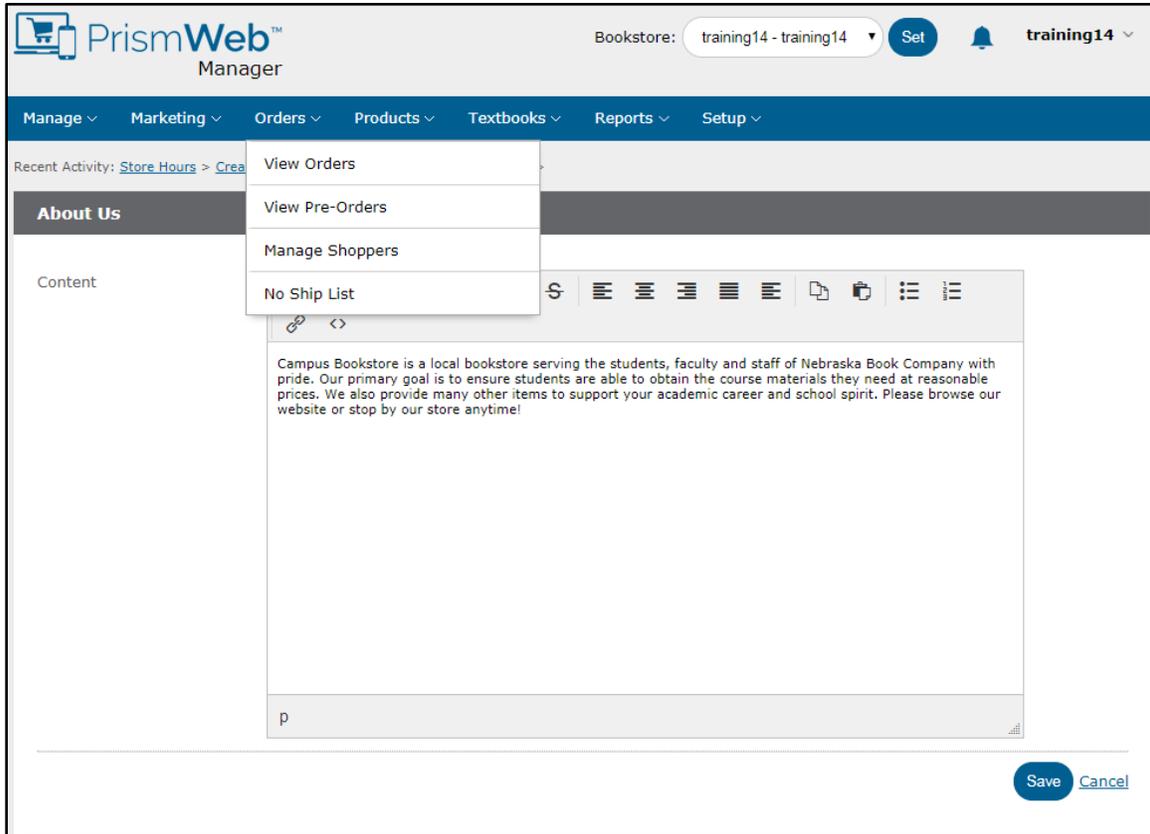
Contact Info

Contact Info allows you to manage the contact information found on your About Us page.   When you choose Contact Info from the Manage tab, the Contact Info management page displays.
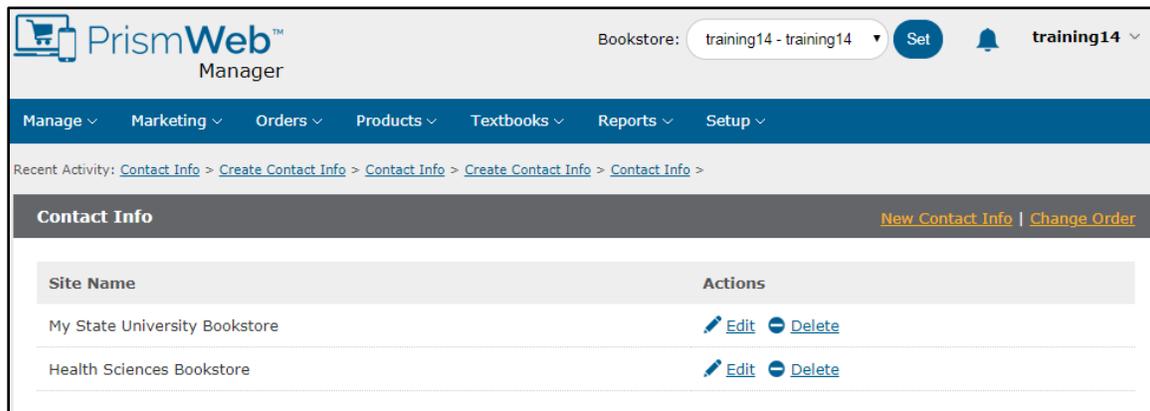
The Contact Info page contains
- List of Contact Information.
- Option to edit or delete current Contact Info.
- Option to create New Contact Info.
- Option Change Order of Contact Info.

You can keep multiple Contact Info records in PrismWeb Manager, which you can make Active or Inactive at the appropriate times.

Creating New Contact Info

How to create new Contact Info.
1. Select New Contact Info to display the Create Contact Info screen.

2. Set the Status. Active information will display on your website, Inactive information will not display.
3. Input Site Name, this is the name of the physical location.
4. Input Phone Number.
5. Input Email.
6. Input Address, City, State and Zip Code.
7. If desired, check Display Map Link and then put the web address from a mapping website for your address in the Site Map Link to display a link to the map for your location.
8. Select Save, which will save your Contact Info and return you to the Contact Info page.

Any fields left blank will not display on your website.
You can have multiple Contact Info records active at one time. This will allow multi-store websites to display all locations associated with the website.
The Contact Info will display on the About Us page in the Contact Us section.
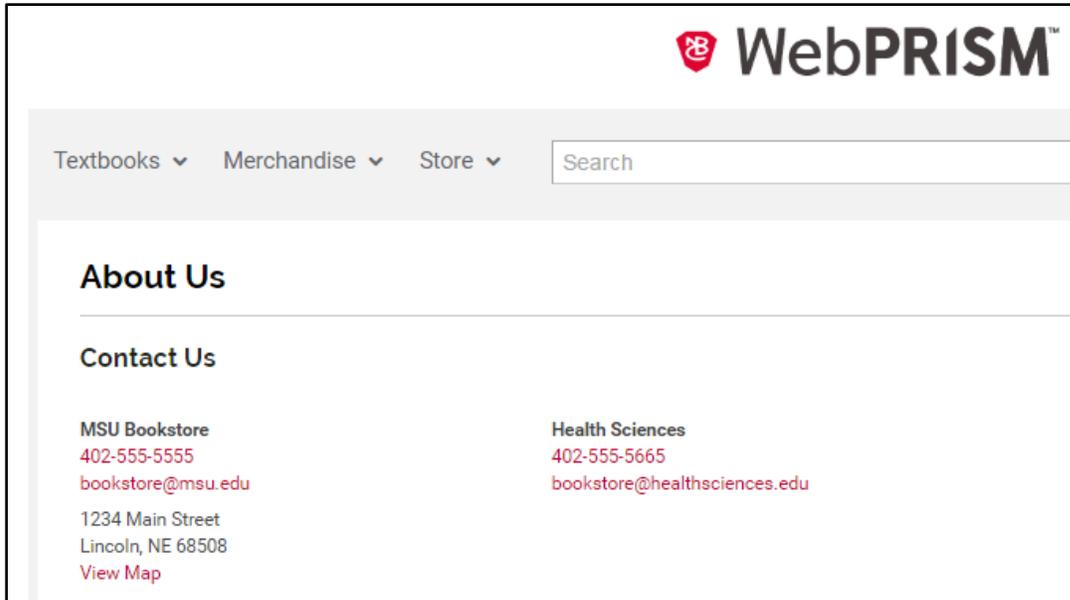
Editing Contact Info

Whenever you need to change information in your Contact Info or change its status, you will need to Edit it.

How to edit Contact Info.
1. Select Edit option next to that Contact Info record to open the Contact Info in an Edit Contact Info screen identical to the New Contact Info screen.

2. Edit your information to update the Contact Info and/or change its status.
3. Save your changes.

Changing Contact Info Order

To change the order in which the Contact Info displays on the About Us page when you have multiple Contact Info Records active choose Change Order in the Contact Info bar.
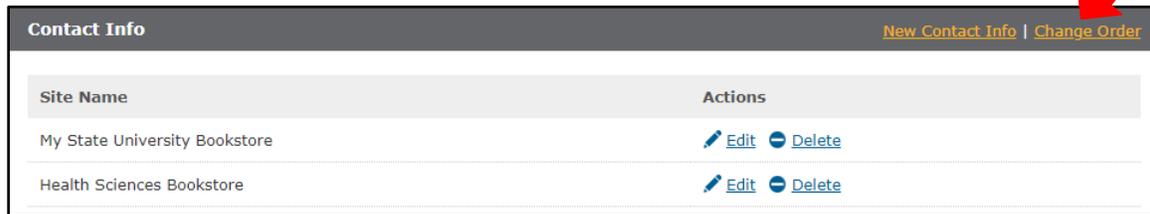
Contact Info	New Contact Info | Change Order
Site Name	**Actions**
My State University Bookstore	✏ Edit ⊖ Delete
Health Sciences Bookstore	✏ Edit ⊖ Delete

Then click on the Contact Info, holding the mouse drag and drop to set the desired order.
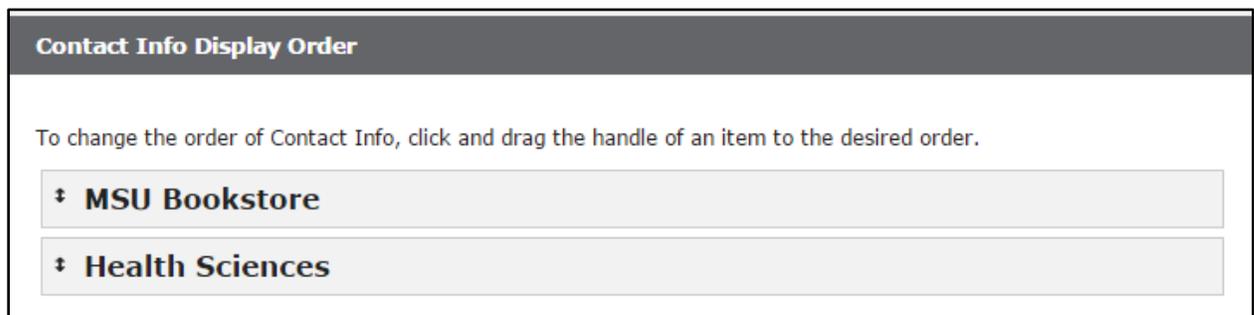
Contact Info Display Order

To change the order of Contact Info, click and drag the handle of an item to the desired order.

↕ **MSU Bookstore**

↕ **Health Sciences**

Deleting an Contact Info

If you decide to remove Contact Info from your Contact Info list, you will choose the Delete option. You will then see a message asking you to confirm your action as it cannot be undone.

Prism|rbs
retail business solutions

Site Design Introduction

When viewing different pages on your PrismWeb site, you might notice that certain elements of the website stay the same on every page: the header, main navigation, and footer, primarily. The area that changes from page to page is the content area.
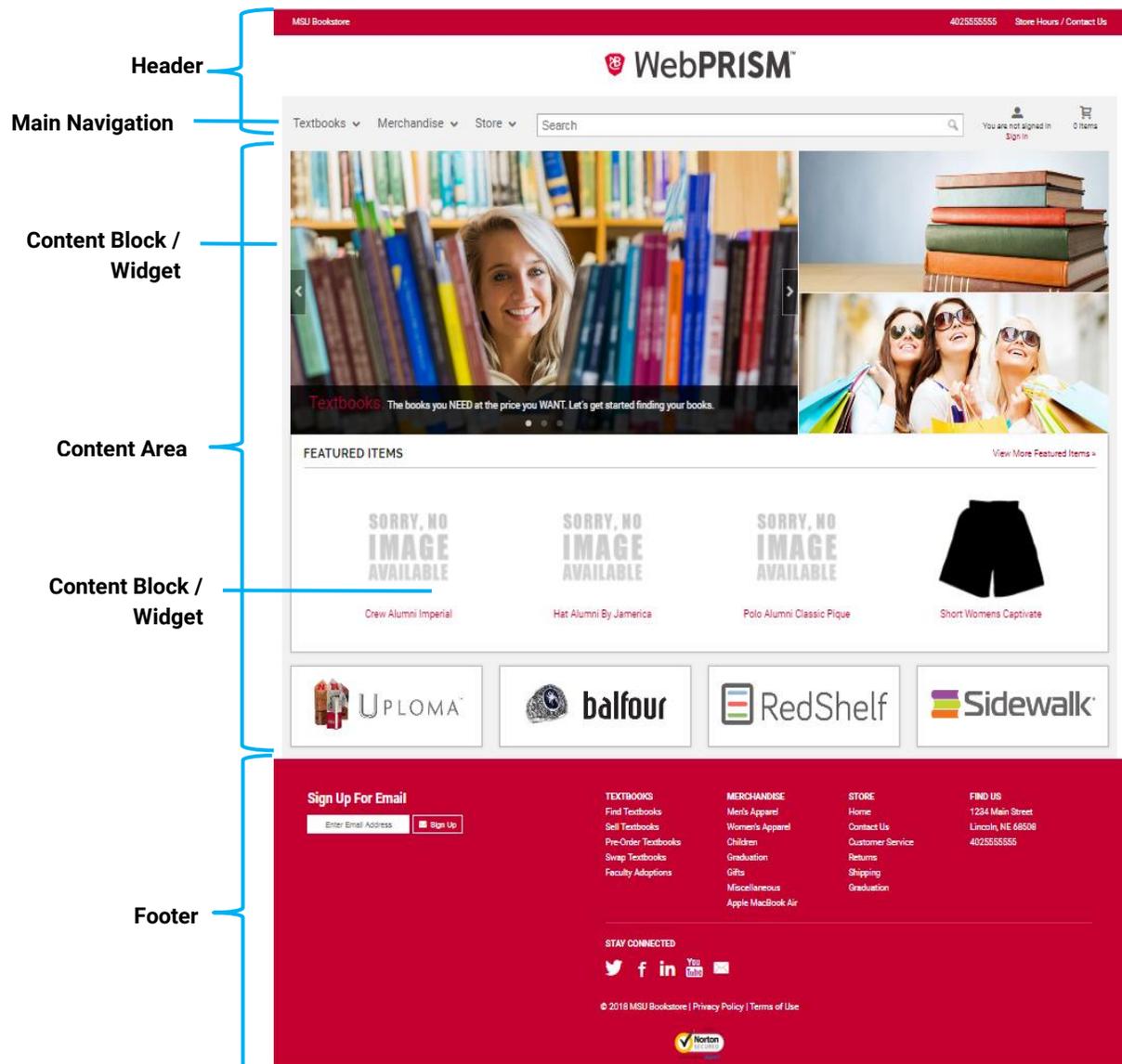
Although your PrismWeb site may have a different look and feel than the example site, the underlying structure of your site is the same.

Content Editing

To edit the static content of your website, you will need to set up either BitVise or Cyberduck to log into your PrismWeb site files using 2FA with a TOTP app. (These are the two programs vetted by PrismRBS, other STFP programs that offer two factor authentication using an TOTP app may also work.)

You will also need a HTML editing program, such as Microsoft Expression Web, Microsoft Office SharePoint Designer 2007, or any other HTML editing program you are familiar with to edit the content on your site pages.

Using a HTML editor allows you to:
- Edit all areas of the site (with the exceptions of a few protected areas)
- Have greater control over editing the content on the page
- Regularly upload files and edit content

Logging into Your Staging Website

To access the files for your staging website, you will need to be set up with FTP access for two factor authentication. Contact PrismWeb Support to be set up with a username and password. After receiving your password from Support, in https://manager.prismservices.net/ navigate to Manager > FTP Access. This page will provide you with instructions to set up your 2FA (two factor authentication) and the FTP Client. Instructions and video walk through are available for BitVise and Cyberduck.

After setting up your FTP Client, to access your staging website files:
1. Open the FTP client and open access to your website files.
2. Login to your FTP account.
3. This will display the folders and files in the root folder of your staging website.
4. Open the file you want to edit using your HTML editor.

Importing Files

You will use the FTP client to upload files to your staging website which you wish put on your website. There are a few different methods you can use to import files:

- Drag and drop files from Windows into the appropriate folder in your staging site
- Copy files (right-click menu) from Windows and paste (right-click menu) into the appropriate folder in your staging site

It doesn't matter which method you use to import files, just choose the method you are most comfortable with.

Files you upload to the site can be placed anywhere. We recommend following the file structure which has been set up in order to keep your files organized and easy to locate. Non-product images should be placed in the **Images** folder.

PrismWeb for PrismCore

About the PrismWeb File Structure

All of the different elements of your website (header, navigation, footer, content, etc.) are separate files that are assembled together to form the page you are viewing in your web browser.

For example, when you go to your website homepage in your browser, you are viewing a page called default.asp. Default.asp is a file located in the root (top) level folder of your staging site. When your browser loads default.asp, it also loads any other ASP files that default.asp calls for – the files that make up the different areas of your webpage: header, navigation, content, footer, and others. Default.asp itself does not contain any actual content of the page; it pulls together these other files to build a complete page. These other files are loaded by the 'container' file (default.asp, for example) using #INCLUDE statements in the code of default.asp. If you look at the code for that page, you will see several statements that look like #INCLUDE FILE or #INCLUDE VIRTUAL – these are used to load the areas of the homepage.
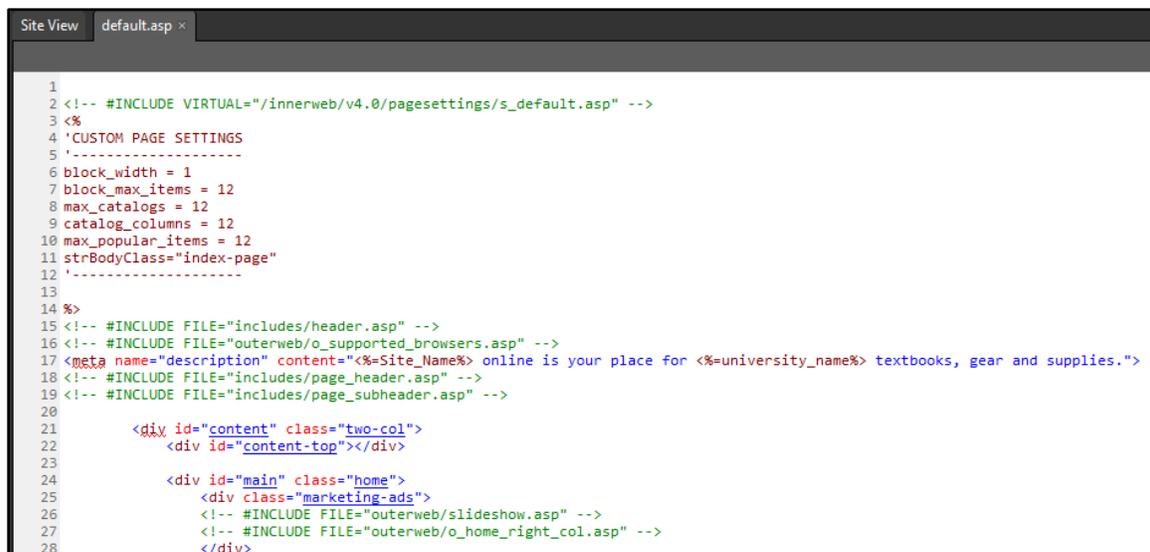
```
Site View    default.asp ×

 1
 2  <!-- #INCLUDE VIRTUAL="/innerweb/v4.0/pagesettings/s_default.asp" -->
 3  <%
 4  'CUSTOM PAGE SETTINGS
 5  '-------------------
 6  block_width = 1
 7  block_max_items = 12
 8  max_catalogs = 12
 9  catalog_columns = 12
10  max_popular_items = 12
11  strBodyClass="index-page"
12  '-------------------
13
14  %>
15  <!-- #INCLUDE FILE="includes/header.asp" -->
16  <!-- #INCLUDE FILE="outerweb/o_supported_browsers.asp" -->
17  <meta name="description" content="<%=Site_Name%> online is your place for <%=university_name%> textbooks, gear and supplies.">
18  <!-- #INCLUDE FILE="includes/page_header.asp" -->
19  <!-- #INCLUDE FILE="includes/page_subheader.asp" -->
20
21          <div id="content" class="two-col">
22              <div id="content-top"></div>
23
24              <div id="main" class="home">
25                  <div class="marketing-ads">
26                  <!-- #INCLUDE FILE="outerweb/slideshow.asp" -->
27                  <!-- #INCLUDE FILE="outerweb/o_home_right_col.asp" -->
28                  </div>
```

#INCLUDE FILE statements reference a file that you can edit within your HTML editor. #INCLUDE VIRTUAL statements reference a file that you cannot edit within your HTML editor (these are also called innerweb files).

Folders and Their Meaning

There are several folders in your staging site. The number of folders you see might vary depending on what template you are using on your PrismWeb site.

- **css:** if present, contains specific CSS (Cascading Style Sheets) that control the look and specific website actions
- **fonts:** if present, it contains files used for icons on the site
- **images:** contains non-product images
- **includes:** contains files for the header and footer, and main navigation
- **js:** includes any javascript files for your website.
- **outerweb:** contains files with content for most pages on the site including your slideshow
- **outerweb/product_images:** where you will find catalog and product images
- **textbook_express:** contains files related to Textbook Express on the site

Outerweb Files

The files that contain the information in the content area of the page are located in the Outerweb folder. The Outerweb folder also contains content block/widget files, which are used on the homepage. Most of the pages on your website use a naming convention, so you can figure out which outerweb file to edit. For example, if you want to edit the Customer Service page, the page you would be viewing in your browser would be site_customer_service.asp. The outerweb file which contains the content of that page is named o_site_customer_service.asp and is located in the outerweb folder.

Best Practices for Files and Folders

Through your HTML editor, you have access to most of the files making up your PrismWeb site.   There are some general best practices for working with files and folders on your site:

- Don't delete a file or folder unless it's one you created, or you are certain it won't cause a problem.
- Don't rename a file or folder, unless you are creating a new webpage or content block. Hyperlinks to pages depend on files and folders with specific names, so this is important for being able to navigate your website.
- If you're not sure what a file does, don't edit it before checking with support.
- If you are making significant changes to a file, make a copy of the file first, to keep as a backup.
- Try to keep things organized. Use the folder structure provided to keep files you upload in their proper place.
- When making changes in your HTML editor, *always verify that the staging site is working correctly* before deploying to your live website.

Editing Text on an Existing Webpage

1. In the file/folder list, navigate to the file you wish to edit and double-click it to edit the file. For example, if you want to edit the content of the Faculty page, you would expand the Outerweb folder and double-click the o_site_faculty.asp file.
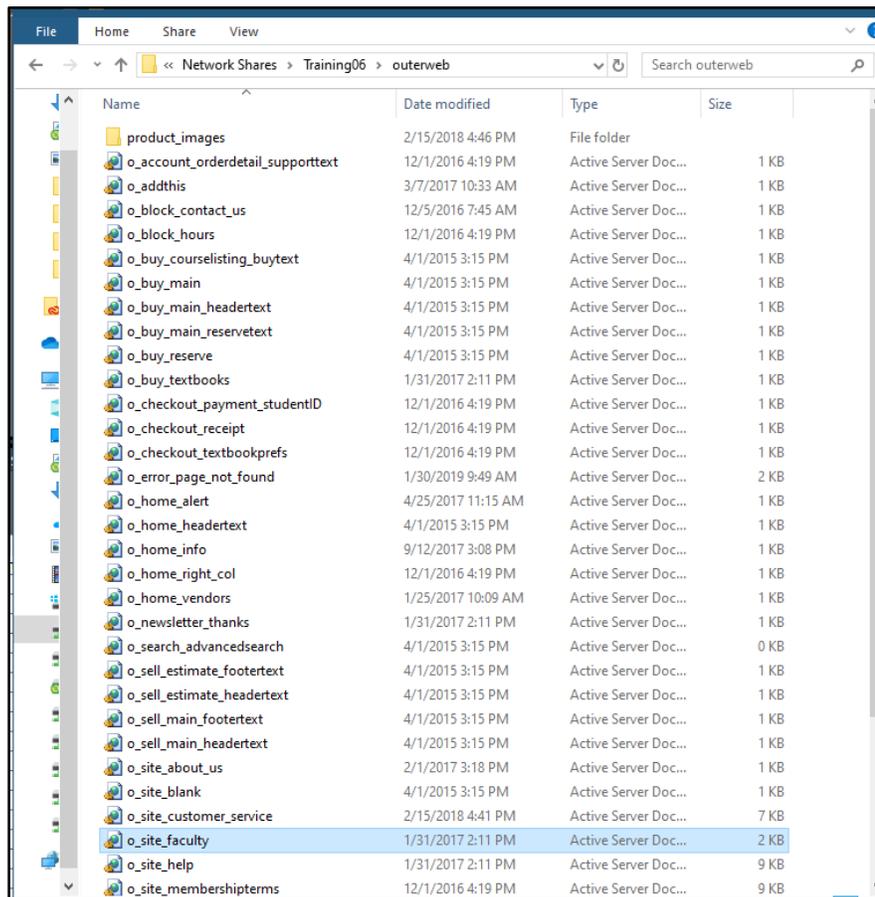
2. Make any desired changes to the file.
3. Save the file.
4. Verify that the changes you made in your HTML editor are working correctly by opening your web browser and going to the page you edited.
   Note: If you already have the page open in your web browser, you will need to refresh the page in your browser.

Adding Non-Product Images

Non-product images can be added when needed to a page on your website. You can also make a non-product image a hyperlink. Non-product images can be in JPG, PNG, or GIF format and should be store in the Images folder on your staging site.

EXERCISE 1

Add the **college-campus.jpg** image to your Faculty page.
Save the file and verify the image is displaying correctly.

1. Upload the image to your Images folder using your SFTP program (BitVise or Cyberduck).
2. In your STFP program, locate page you want to edit and open that file in your HTML editor.
3. Locate the place on the page you want to add the image.
4. In code view, enter the image code <img src="images/filename" alt="description"> replacing filename with the actual name of your image (i.e. college-campus.jpg) and description with information about the image.
5. When you click down to design view you will see a placeholder for the added image.
6. Save the page.
7. View the page in your web browser to verify the image is loading correctly.
   Note: If you already have the page open in your web browser, you will need to refresh the page.

Optional Method:
1. Upload the image to your Images folder using your SFTP program (BitVise or Cyberduck).
2. In your STFP program, locate page you want to edit and open that file in your HTML editor.
3. Place the image on your workstation in an images folder.
4. Click and drag the image file from your workstation into the Design view (bottom) pane of your page, wherever you would like to place it.
   Tip: If you have trouble placing the image accurately, try adding an empty paragraph where you want the image to be placed. Then drag the image there.
5. When you release your mouse, an **Accessibility Properties** dialog box will appear. Enter a brief description of the image in the **Alternate Text** field .
   Note: This alternative text will provide accessible information about the image to shoppers with a visual disability, who may be navigating your site with a screen reading program.
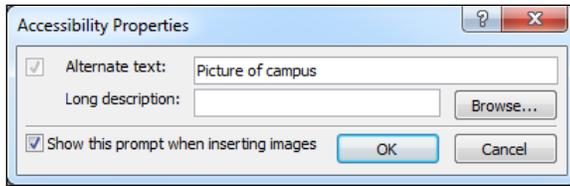
6. Click **OK**. The image will be added to the page.

    Tip: You can align your image using the text alignment buttons: .
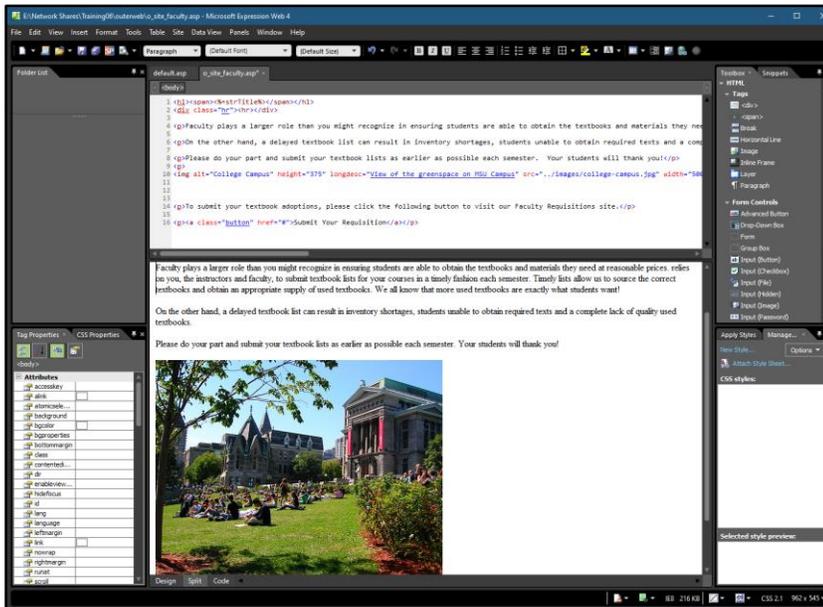
7. Right-click the image and select **Picture Properties**.
8. In the **Picture** field, remove everything up to the word images from the very beginning of the picture path. For example, if the original path to your image was "../images/nameofimage.jpg", the new path would be "images/nameofimage.jpg".
9. Click **OK**. The image will disappear and be replaced with a broken image icon – this is normal and the image will display correctly when you view the page in your browser.
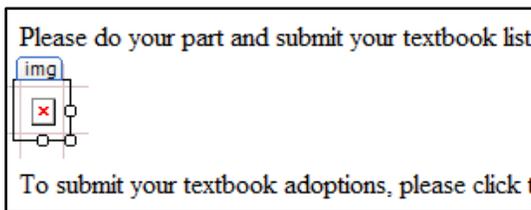
10. Save the page.
11. View the page in your web browser to verify the image is loading correctly.
    Note: If you already have the page open in your web browser, you will need to refresh the page.

Creating Links

A hyperlink (or just 'link' for short), is a piece of text or an image on a webpage that you can click to go to another webpage or a specified email address.

Creating Links to a Page on Your Website

When creating links to a page on your website, you need to only use the file name of the page you are linking to as the link address. For example, if you are creating a link to the Customer Service page on your site, your link would be coded as:

```
<a href="site_customer_service.asp">Link Text or Image</a>
```

NOT

```
<a href="http://www.yourbookstore.com/site_customer_service.asp">Link
Text or Image</a>
```

> *WARNING:* When clicked, the latter link will take you out of your staging site and into your live site. You may not initially notice this, but it can cause problems, such as losing the contents of your shopping cart.

To make it so when you click a link on the staging site, you stay on the staging site, and when you click a link on the live site, you stay on the live site – use the first link format above. This is called a relative link and will work correctly on either the staging or live website.

Creating a Text Link to a Page on Your Website

1. In the file/folder list, navigate to the file you wish to edit and double-click it to edit the file.
2. Type the text you would like use as a link. For example, "Customer Service".

3. In the Design view (bottom pane), highlight the link text.
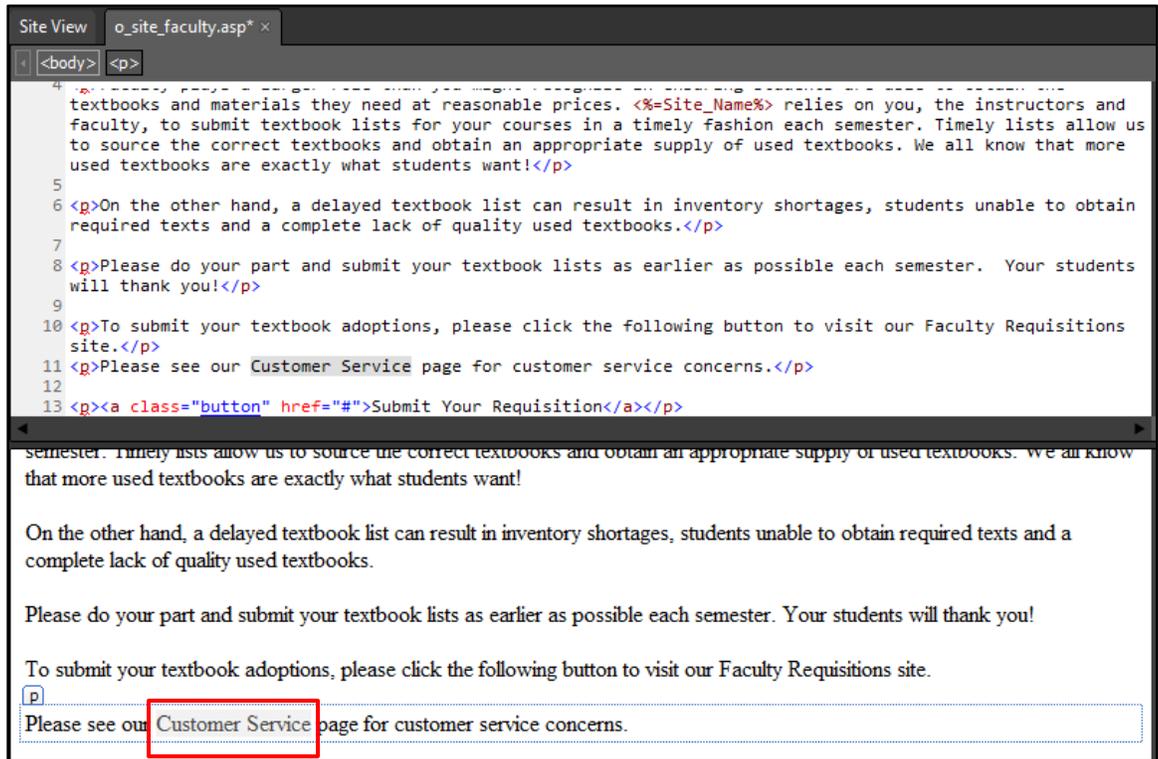
4. Right-click the text you highlighted and select **Hyperlink**.
5. In the **Address** field, enter the file name of the page you want to link to. For example, to link to the Extended Rush Hours page, enter site_extendedhours.asp.
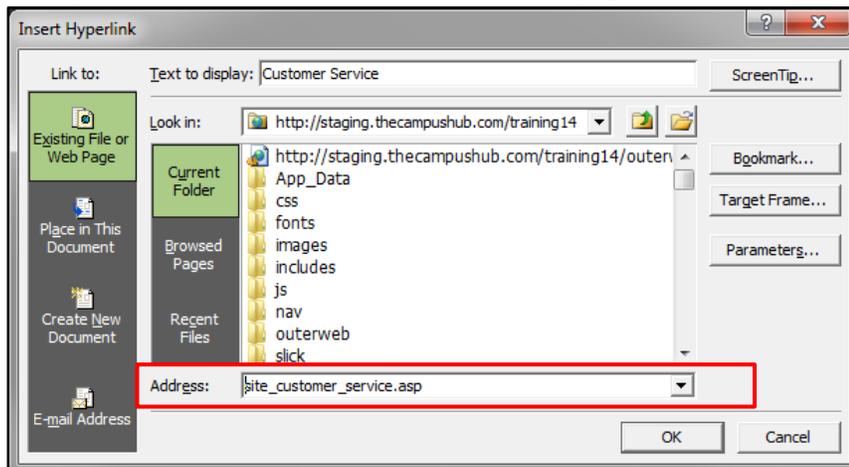
6. Click **OK**.
7. Save the page.

8. Test the link by going to the page in your web browser and clicking it to make sure it goes to the correct destination.
   Note: If you already have the page open in your web browser, you will need to refresh the page.

Creating an Image Link to a Page on Your Website

1. In the file/folder list, navigate to the file you wish to edit and double-click it to edit the file.
2. Insert the image you would like to use as the link.
3. In the Design view, click once on the image to select it.
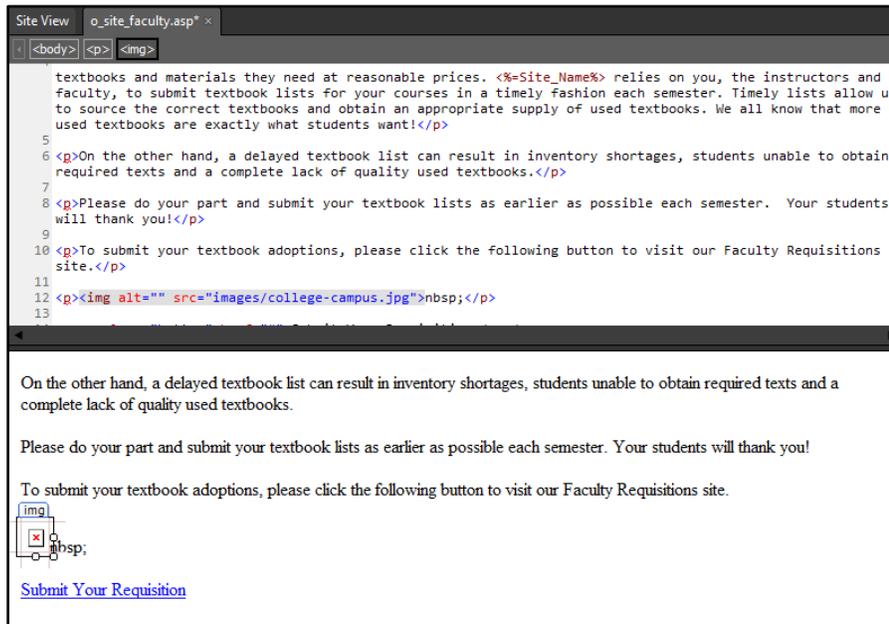
4. Right-click the image and select **Hyperlink**.

5. In the **Address** field, enter the file name of the page you want to link to. For example, to link to the About Us page, enter site_about_us.asp.
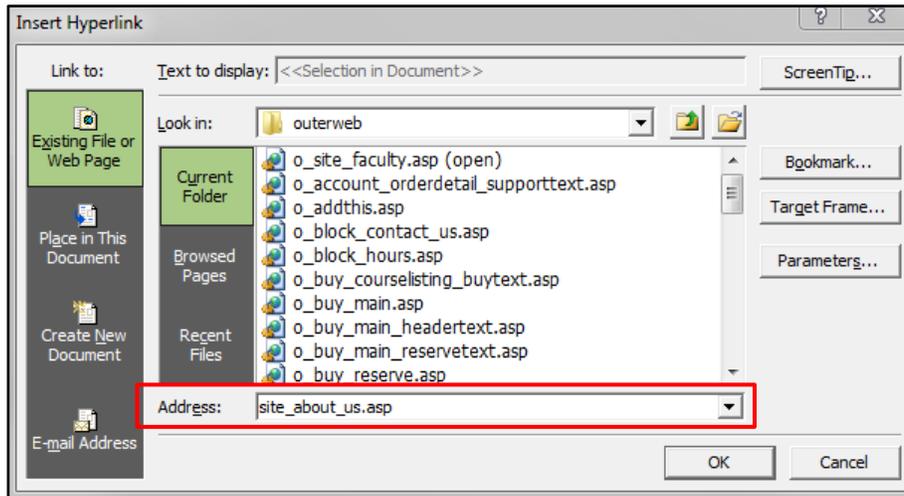
6. Click **OK**.
7. Save the page.
8. Test the link by going to the page in your web browser and clicking it to make sure it goes to the correct destination.
   Note: If you already have the page open in your web browser, you will need to refresh the page.

Creating Links to Another Website

1. In the file/folder list, navigate to the file you wish to edit and double-click it.
2. Type the text you would like use as a link. For example, "Visit the Campus Website".
3. In the Design view (bottom pane), highlight the link text.
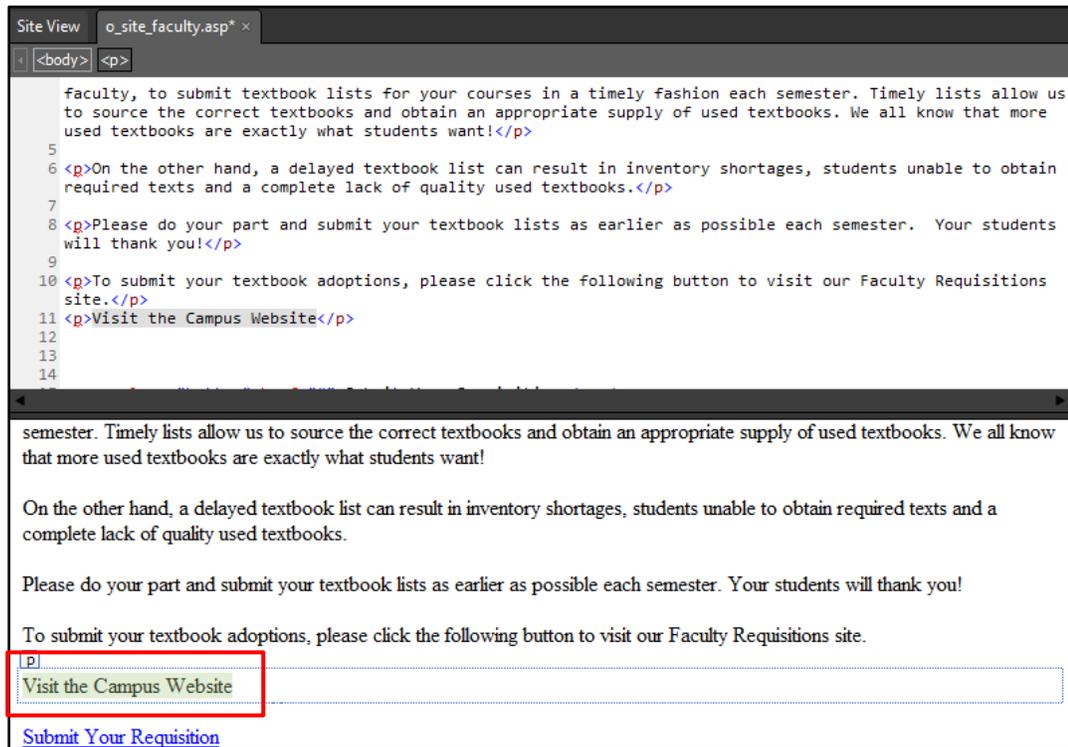
4. Right-click the text you highlighted and select **Hyperlink**.
5. In the **Address** field, enter the address of the website you want to link to. For example, to link to the PrismRBS website, enter http://www.prismrbs.com.
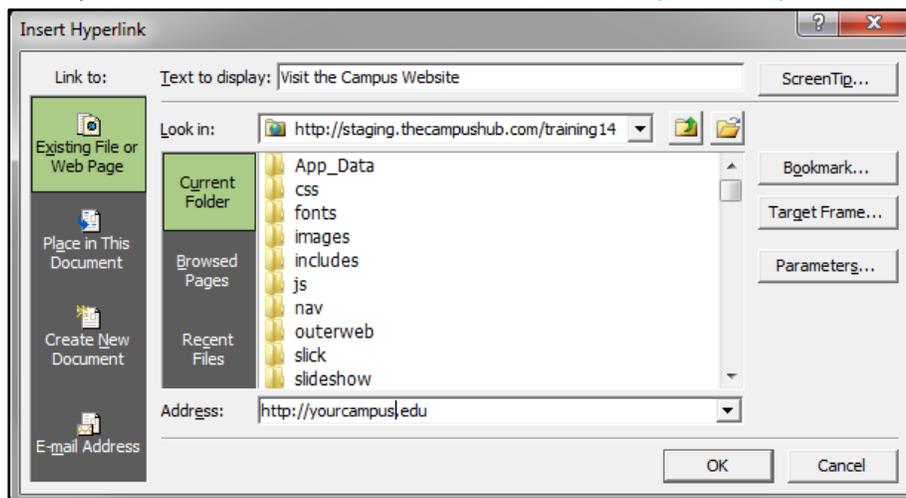
6. Optionally, you can have the website you are linking to open in a new window or tab when the link is clicked. To configure this, click the **Target Frame** button and choose **New Window**, and then click **OK**.
7. Click **OK**.
8. Save the page.
9. Test the link by going to the page in your web browser and clicking it to make sure it goes to the correct destination.
   Note: If you already have the page open in your web browser, you will need to refresh the page.

Creating Links to an Email Address

1. In the file/folder list, navigate to the file you wish to edit and double-click it to edit the file.
2. Type the text you would like use as a link. For example, "Email the Bookstore".
3. In the Design view (bottom pane), highlight the link text.
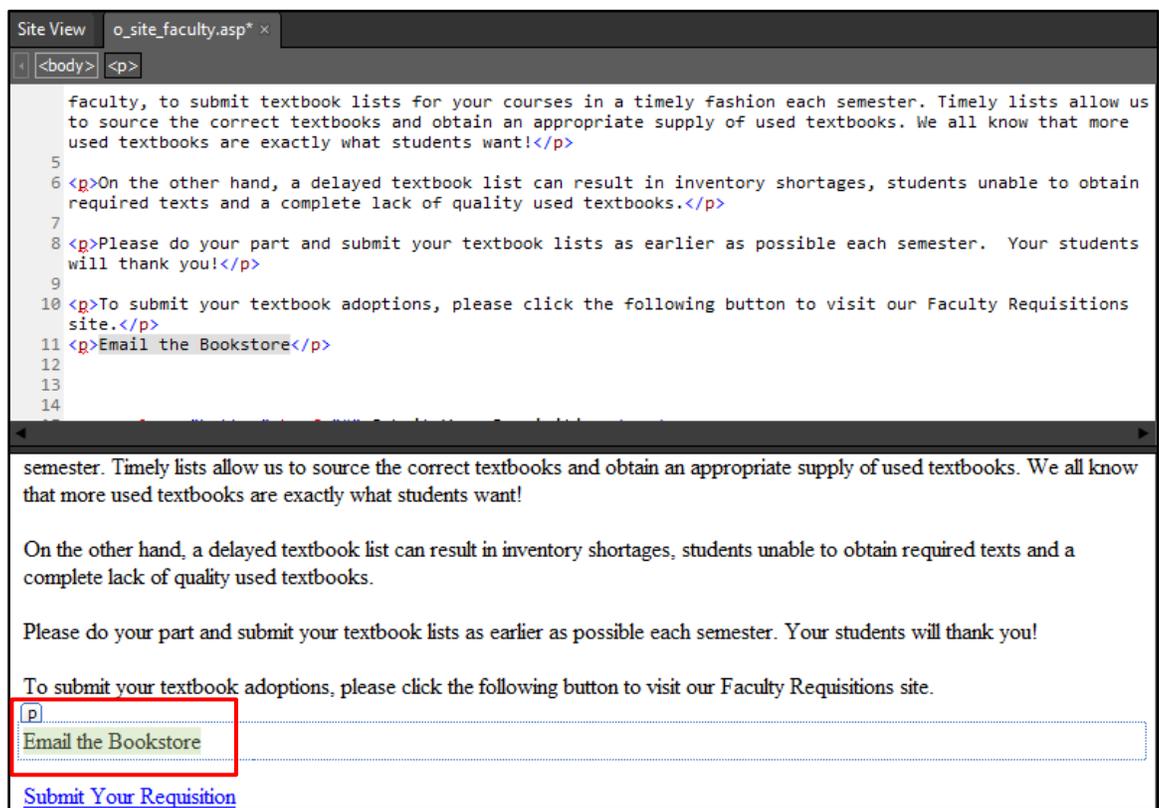
4. Right-click the text you highlighted and select **Hyperlink**.
5. Click the **E-mail Address** button on the left side of the dialog box.

6. In the **E-mail address** field, enter the email address that you would like to have the email be sent to.
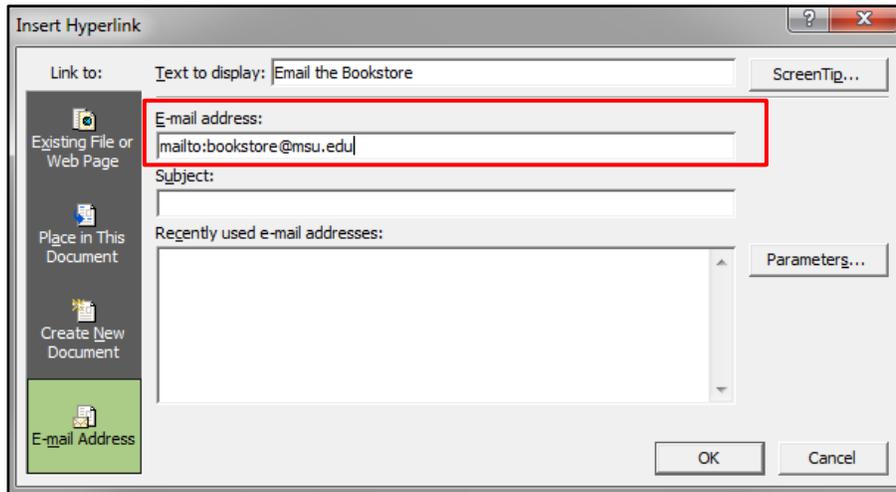
Note: When entering the email address, 'mailto:' will be added to the beginning of the address – this is normal and should not be removed.

7. Optionally in the **Subject** field, enter a subject line for the email.
8. Click **OK**.
9. Save the page.
10. Test the link by going to the page in your web browser and clicking it to make sure it opens a new email with correct address and subject line.
   Note: If you already have the page open in your web browser, you will need to refresh the page.

Creating Links to a Catalog Group, Catalog, or Product on Your Website

Creating a link to a catalog group, catalog, or an individual product is very similar to linking to a page within your website. When building a link to a catalog group, catalog, or product, your link URL will be a little different. Instead of the URL being just a page with an ASP extension, your URL will also contain a question mark character (?) and a sequence of characters after that.

1. To find the correct URL to use, open your web browser and navigate to the catalog group, catalog, or product you want to link to. Once you're on that page, refer to the address bar in your web browser. The link URL you will want to use is everything in the address bar after the "root" address of your site (http://staging.prismservices.net/projectname/).
   - If you are linking to a catalog group, the link URL will begin with:
     shop_main.asp

- If you are linking to a catalog, the link URL will begin with:
  shop_product_list.asp
- If you are linking to a product, the link URL will begin with:
  shop_product_detail.asp
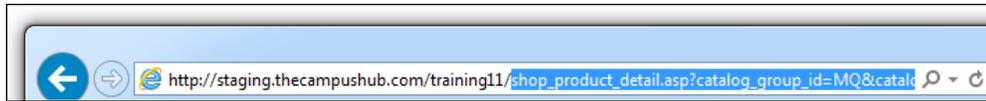
2. In your browser's address bar, highlight the page name above and also highlight everything to the right of it. Since the URL could be quite long, it may be easier to highlight the entire URL in your browser, and copy and paste the URL into a blank file in a text editor like Notepad. Your edited URL should look a little something like this (this example is to an individual product):

```
shop_product_detail.asp?catalog_group_id=MQ&catalog_group_name=R2VuZXJhb
CBNZXJjaGFuZGlzZQ&catalog_id=4&catalog_name=VC1TaGlydHMgJiBTaG9ydHM&pf_i
d=38&product_name=VC1TaGlydCBNc3UgU2VhbCBCeSBHZWFy&type=1&target=shop_pr
oduct_list.asp
```

Note: If you are familiar or more comfortable working with HTML code, you can also get the URLs mentioned above within the PrismWeb Manager. Navigate to the catalog group, catalog, or product that you wish to link to, copy the code from the manager, and paste it where you want it in your HTML page code.

3. In your HTML editor, add a link to a page within your website normally. In the **Address** field of the hyperlink properties, paste the URL you copied from your browser.
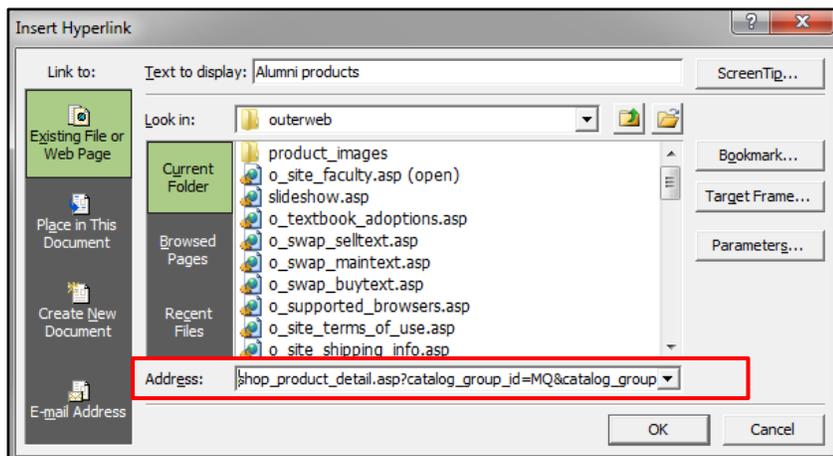
4. Click **OK**.
5. Save the page.
6. Test the link by going to the page in your web browser and clicking it to make sure it goes to the correct destination.
   Note: If you already have the page open, you will need to refresh the page.

Creating a New Web Page

You may create additional pages on your website, if needed. You will need to copy two template files and make some edits to them to create the new page. After creating the page, you should also create a link to it, so shoppers can find it on your website.

Create a new 'Graduation Information' page.

Hint: You can you check to see if the page is loading correctly by manually typing the address to the page in your browser. For example, http://staging.prismservices.net/trainingXX/site_graduation.asp.

1. In the root (top-level) folder of your staging site, there is a template file called **blank.asp**. Right-click this file and select **Copy**.
2. Right-click the root folder (at the very top of the folder list) and select **Paste**.
3. The copied file will be added at the very bottom of the root folder file list as **blank_copy(1).asp**. Right-click **blank_copy(1).asp** and select **Rename**.

4. Rename the file to something more meaningful, keeping the .asp file extension. For example, if you were creating a page for graduation information, you might rename the file to site_graduation.asp.
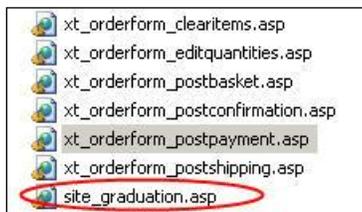
5. Double-click the file to edit it.
    Tip: You should never edit the blank.asp file, only a copy. You never know when you might want to create another new page.

6. Switch to Split or Code view, so you can view the code for the page.

7. On the line that begins with **strTitle**, change the "Blank Page" text to whatever title you would like for the page. For example, a graduation page might be called "Graduation" or "Graduation Information".

```
<%
'CUSTOM PAGE SETTINGS
'-------------------
strTitle = "Blank Page"
'-------------------
%>
<!-- #INCLUDE file="includes/header.asp" -->
<!-- #INCLUDE FILE="includes/page_header.asp" -->
<!-- #INCLUDE FILE="includes/page_subheader.asp" -->


        <div id="content" class="two-col">
            <div id="content-top"></div>
            <div id="main">
            <!-- #INCLUDE FILE="outerweb/o_site_blank.asp" -->
            </div>
            <!-- #INCLUDE FILE="includes/right_nav.asp" -->
            <div id="content-bottom"></div>
        </div>
```

8. On the line that begins with **<!-- #INCLUDE FILE="outerweb/…**, change **o_site_blank.asp** to the matching outerweb file that will contain the content for this page (you haven't created this page yet, but you will shortly). For example, if your page was named **site_graduation.asp**, you would change **o_site_blank.asp** to **o_site_graduation.asp** to keep the file naming convention consistent.

```
'CUSTOM PAGE SETTINGS
'-------------------
strTitle = "Blank Page"
'-------------------
%>
<!-- #INCLUDE file="includes/header.asp" -->
<!-- #INCLUDE FILE="includes/page_header.asp" -->
<!-- #INCLUDE FILE="includes/page_subheader.asp" -->


        <div id="content" class="two-col">
            <div id="content-top"></div>
            <div id="main">
            <!-- #INCLUDE FILE="outerweb/o_site_blank.asp" -->
            </div>
            <!-- #INCLUDE FILE="includes/right_nav.asp" -->
            <div id="content-bottom"></div>
        </div>
```

9. Save the page.
10. In the Outerweb folder, there is a file called **o_site_blank.asp**. Right-click this file and choose **Copy**.
11. Right-click the Outerweb folder and select **Paste**.

12. The copied file will be added at the very bottom of the Outerweb folder as **o_site_blank_copy(1).asp**. Right-click **o_site_blank_copy(1).asp** and select **Rename**.
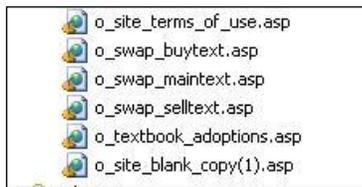
13. Rename the file by prefixing the name of your 'main' page with "**o_**". For example, if your main page is named **site_graduation.asp**, rename the outerweb file to **o_site_graduation.asp**.

14. Double-click the file to edit it.

     Tip: You should never edit the o_site_blank.asp file, only a copy. You never know when you might want to create another new page.

15. Add any desired content (text, images, etc.) to the new outerweb page.

     Tip: There is a horizontal gray bar in the design view. The page title will display above this line when the page is loaded in the browser. For the best results, add your content below this gray line.
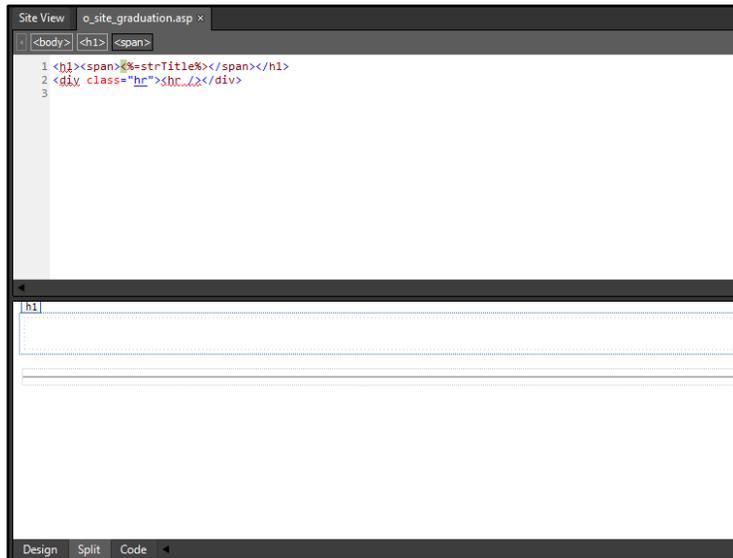
16. Save the page.

17. Open the page in your web browser by entering the direct path to the page in your browser's address bar. For example, if the page you created was called site_graduation.asp, you would go to http://staging.prismservices.net/yourprojectname/site_graduation.asp.

At this point your page should be loading correctly in your browser, but shoppers will not be able to easily get to it without adding a link to it somewhere on your site.

Content Blocks

Content Blocks, also known as Widgets, are different sections of content that display on your homepage. There are several content blocks that are built into PrismWeb and cannot be directly edited, although certain properties of them can be customized. Other pre-programmed content blocks may be included with your PrismWeb template.

Note: Additional information about creating, the built-in content blocks and ones that come with the templates can be found in the Appendix.

Rearranging Content Blocks

Content blocks can rearranged into any order you wish on your homepage, although some layouts may work better than others.
Content blocks are displayed in the order that they are listed in the default.asp page code. To rearrange the order of the blocks on the homepage, change the order of the content block #INCLUDE lines.

Hiding Content Blocks

A content block can be removed from the homepage by deleting the #INCLUDE line for that block in the code for default.asp.   However, sometimes you may wish to temporarily remove a content block, and show it again on the homepage at a later date. A simpler way to hide a content block is to insert a space character in between the **#** and **INCLUDE** in the code. For example, if you want to temporarily hide the Best Sellers block, you would insert a space so the code would look like this:

```
<!-- # INCLUDE VIRTUAL="/innerweb/v4.0/i_home_bestsellers.asp" -->
```

When you need to show the block again, remove the space.

Editing the Slideshow

If your PrismWeb site has a slideshow, you will probably want to update it from time-to-time, to show new information and pictures. You can add new slides or update the existing ones by adding new images and editing the code for the slideshow.
Tip: For a slideshow to be effective, it should only contain up to 5 slides, with the most important slides at the beginning and least important ones at the end.

About the Slideshow Code

Slideshow code is located in the outerweb folder, and the code to customize the slideshow can be found in the slideshow.asp file. The slide images are located in the Images folder.

There are two main components to the slideshow.asp code: images and captions. Images and Captions are listed in the order that they appear in the slideshow. By default, each image is also a link. You can delete the `<a>` tag from around the `<img>` tag to remove the link.

```
<!-- DO NOT REMOVE -->
<link rel="stylesheet" type="text/css" href="css/slideshow.css">

<!-- DO NOT REMOVE -->
<div class="slider-wrapper">
<div class="slideshow">

<!-- BEGIN SLIDESHOW CONTENT -->
<!-- slideshow image size = 1000 x 500 pixels -->

    <!-- SLIDE 1 -->
    <div>
        <a href="<%=pageSURL("shop_product_list.asp?catalog_name=QUxVTU5J&catalog_id=89")%>">
            <img src="images/SpiritSlide_New.jpg" alt="Shop Alumni">
        </a>
        <!-- ADD CAPTION -->
        <span class="captions"><strong>Calling Alumni.</strong> Get your spirit on with alumni apparel!</span>
    </div>
```

Editing Existing Slides

1. Upload a new slide image to the **Images** folder.
   Note: All slide images should be the same size. The size of your slideshow image will be in the code comments in the **slideshow.asp** file.
2. In the **Outerweb** folder, double-click the **slideshow.asp** file to edit it.

3. Decide what position in the slideshow you want the image to appear, and find the appropriate `<img>` tag for that position in the code.

```
<!-- SLIDE 1 -->
<div>
    <a href="<%=pageSURL("shop_product_list.asp?catalog_name=QUxVTU5J&catalog_id=89")%>">
        <img src="images/SpiritSlide_New.jpg" alt="Shop Alumni">
    </a>
    <!-- ADD CAPTION -->
    <span class="captions"><strong>Calling Alumni.</strong> Get your spirit on with alumni apparel!</span>
</div>
```

4. Change the path (**src** attribute) of the current slide image to the path of the new image, e.g., images/new_image.jpg.
5. Change the **alt** attribute of the `<img>` tag to provide a short description of the new image.
6. If you want to make the new image a link to a page, edit the **href** attribute of the `<a>` tag that wraps around the `<img>` tag.
7. Find the matching caption for the slide you edited.

```
<!-- SLIDE 1 -->
<div>
    <a href="<%=pageSURL("shop_product_list.asp?catalog_name=QUxVTU5J&catalog_id=89")%>">
        <img src="images/SpiritSlide_New.jpg" alt="Shop Alumni">
    </a>
    <!-- ADD CAPTION -->
    <span class="captions"><strong>Calling Alumni.</strong> Get your spirit on with alumni apparel!</span>
</div>
```

8. Edit the caption text, between the `<span class="captions">` tag and the `</span>` tag.
9. Save the file.
10. Verify that the new slide image, caption text, and link are working correctly by opening the homepage of your staging site in your browser.
    Note: If you already have the page open in your web browser, you will need to refresh the page in your browser.

Adding New Slides

1. Upload a new slide image to the **Images** folder.
   Note: All slide images should be the same size. The size of your slideshow image will be in the code comments in the slideshow.asp file for the correct dimensions.
2. In the **Outerweb** folder, double-click the **slideshow.asp** file to edit it.

3. Decide where in the slide order you would like the new slide to be placed. Highlight and copy the code for one of the existing slide images.

```
<!-- SLIDE 1 -->
<div>
    <a href="<%=pageSURL("shop_product_list.asp?catalog_name=QUxVTU5J&catalog_id=89")%>">
        <img src="images/SpiritSlide_New.jpg" alt="Shop Alumni">
    </a>
    <!-- ADD CAPTION -->
    <span class="captions"><strong>Calling Alumni.</strong> Get your spirit on with alumni apparel!</span>
</div>
```

4. Paste the copied code where you would like the new slide image to be located.
5. Change the commented slide name, e.g., SLIDE 1 to SLIDE 4
6. Change the path (**src** attribute) of the copied slide image to the path of the new image, e.g., images/new_image.jpg.
7. Change the **alt** attribute of the `<img>` tag to provide a short description of the new image.
8. If you want to make the new image a link to a page, edit the **href** attribute of the `<a>` tag that wraps around the `<img>` tag.
9. Edit the caption for the new image and link.

```
<!-- SLIDE 3 -->
<div>
    <a href="<%=pageSURL("shop_main.asp")%>">
        <img src="images/3.jpg" alt="Shop Merchandise">
    </a>
    <!-- ADD CAPTION -->
    <span class="captions"><strong>Shop Merchandise.</strong> Grade A merchandise at A+ prices. Check out our latest stock of apparel.</span>
</div>

<!-- SLIDE 4 -->
<div>
    <a href="<%=pageSURL("shop_product_list.asp?catalog_name=QUxVTU5J&catalog_id=89")%>">
        <img src="images/4.jpg" alt="Slide 4">
    </a>
    <!-- ADD CAPTION -->
    <span class="captions"><strong>Calling Alumni.</strong> Get your spirit on with alumni apparel!</span>
</div>
```

10. Save the file.
11. Verify that the new slide image, caption text, and links are working correctly by opening the homepage of your staging site in your browser.
Note: If you already have the page open in your web browser, you will need to refresh the page in your browser.

Editing the Navigator

Your PrismWeb site has a navigation bar included on each page of your website.
As new pages are created or if you break out your navigation to lead directly to specific catalogs, you will probably want to update it from time-to-time. The Navigation code is located in the includes folder, in the nav.asp file.

To edit the Navigator:
1. In the file/folder list, open the includes folder, locate the nav.asp file and double-click it to edit the file.
2. Locate the area of the navigator you want to edit.
3. Add the text and link using the same method see for other static pages of your website.
4. Make any additional changes to the file.
5. Save the file.
6. Verify that the changes you made in your HTML editor are working correctly by opening your web browser and going to the page you edited.
   Note: If you already have the page open in your web browser, you will need to refresh the page in your browser.

Deploying Content

In order to push the changes you make from your staging site to your live site, you will need to run the Content Deployer in the PrismWeb Manager. This is a simple process that takes a few seconds to a minute to complete.

3. In the PrismWeb Manager, go to **Manage** > **Content Deployer**.
4. Click the **Deploy** button.

The content deployer will start. Once the status changes to **Complete**, the changes you made to your staging site are now on your live site.

Note: Always verify your staging website looks correctly and is working prior to using the content deployer. Using the Deploy process will push all files (images and HTML changes) from staging to the live website, not just the ones you've worked on. If multiple people update images and HTML files, coordinate Content Deployments with all parties.

Appendix Cheatsheet

This is a quick reference section for "where to go" in PrismCore or PrismWeb. Refer to the manual for full directions.

WEBSITE ADDRESSES

- **PrismWeb Manager:** https://manager.prismservices.net/
- **Staging Website:** http://staging.prismservices.net/yourprojectname

SHIPPING, TENDERS, GENERAL PARAMETERS

- **Mail Order General Parameters:** WPAdmin: Inventory Control > Parameters > Mail Order Parameters > General Parameters.
- **Shipping Codes:** WPAdmin: Inventory Control > Parameters > Mail Order Parameters > Shipping Codes.
- **Shipping Overrides:** PrismWeb Manager: Products > Products. Find product, click Edit link. Click Edit link next to SKU in Product Matrix.
- **Tender Codes:** WPAdmin: Inventory Control > Parameters > Mail Order Parameters > Tender Codes.

VARIOUS PRISMWEB MANAGER SETTINGS

- **Manage User Accounts:** PrismWeb Manager: Setup > Users.
- **Email addresses:** PrismWeb Manager: Setup > Site Options > PrismWeb Email.
- **Edit Email templates:** PrismWeb Manager: Manage > Email Templates. Click Edit next to template.
- **General Merchandise and Trade Book Settings:** PrismWeb Manager: Setup > Site Options > General Merchandise and Trade Book Settings.
- **Textbooks:** PrismWeb Manager: Setup > Site Options > Textbook Options.

TEXTBOOKS

- **Send term to Web:** PrismCore: Inventory Management > Textbooks > Term Maintenance. Search for term. Check Export to Web box. Save record.
- **Remove term from Web:** PrismCore: Inventory Management > Textbooks > Term Maintenance. Search for term. Uncheck Export to Web box. Save record. Wait for term to come off the Web before closing the term.

BUYBACK

- **Send buyback list to Web:** PrismCore: Purchasing > Buyback > Buyback List. Options (hammer) button > "Send List to Web" (this is a manual option only – your buyback list does not automatically update).
- **Enable price quotes on site:** PrismWeb Manager: Textbooks > Buyback. Check Enable on Site. Set other options on this page as necessary.
- **Delete Buyback List:** PrismWeb Manager: Textbooks > Buyback > Edit Store List. Click Delete All.

GM/TRADEBOOKS

- **Create a catalog:** PrismCore: Inventory Management > Mail Order > Catalog Maintenance. Insert Record.
- **Featured items catalog:** Create catalog in PrismCore normally, with the word "featured" in the name, and send it to the web. Featured Items blocks will automatically show up on the website.
- **New items catalog:** Create in the PrismWeb Manager so the catalog will not display in the normal site navigation (New Items and Exclude from Best Seller are the only two catalogs that should be created in PrismWeb Manager).
- **Create catalog group:** WPAdmin: Inventory Control > Parameters > Mail Order Parameters > Catalog Groups. Insert record. Catalog group must be attached to a catalog before moving over to the website.

PROMOTIONS, COUPONS, SALES EVENTS

- **Create promotion:** PrismWeb Manager: Marketing > Promotions. Click New Promotion. Once promotion is created, you will have the opportunity to attach it to a catalog or a single product.
- **Create coupon:** PrismWeb Manager: Marketing > Coupons. Click New Coupon. Select Multi Use or Single Use, put in your parameters, and create the coupon.
- **Email coupon code:** Site Marketing > Coupons. Click Email link next to coupon.
- **Create a sales event:** PrismCore: Inventory Management > Sales Maintenance > Sales Events. Insert Record.

CROSS-SELLING

- **Cross-sell GM/Tradebook items:** PrismWeb Manager: Marketing > Manage Tags. Or, Products > Products > Search for Product > Edit link > Add Cross-Sell Product or Tag.
- **Cross-sell items with textbooks:** PrismWeb Manager: Textbooks > Manage Courses > Choose Campus, Term, Department, Course, Section > View Product Details link under Section Products > Add Cross-Sell Product or Tag.
- **Cross-sell BarCharts:** PrismWeb Manager: Marketing > BarCharts.

PROCESSING ORDERS:

- **Print orders for picking:** PrismCore: Inventory Management > Mail Order > Enter Mail Orders. Search for orders, then print.
- **Process orders (Ship Mail Orders):** PrismCore: Inventory Management > Mail Order > Ship Mail Orders. Insert Record.
- **Create Refund/Exchange:** PrismCore: Inventory Management > Mail Order > Refund/Exchange. Insert Record.

IMAGES

- **Product images:** PrismWeb Manager: Manage > Products navigate to the desired product. Use Product Image: Choose Image to assign an image
- **Catalog images**: PrismWeb Manager: Manage > Products>Catalogs navigate to desired catalog. Use Catalog Image: Choose Image to assign an image.
- **Non-product images** should be uploaded to images folder using an STFP program and HTML editor.

SITE DESIGN

- **Link to a page on your website:**
  ```
  <a href="page_name.asp">Link Text or Image</a>
  ```
- **Link to another website:**
  ```
  <a href="http://www.theotherwebsite.com">Link Text or Image</a>
  ```
- **Link to an email address:**
  ```
  <a href="mailto:email@domain.com">Link Text or Image</a>
  ```
- **Hide a content block:** Add a space between # and INCLUDE:
  ```
  <!-- # INCLUDE FILE="outerweb/o_block_your_content_block.asp" -->
  ```
- **Content Deployment:** PrismWeb Manager: Manage > Content Deployer. Click Deploy. When deployment is finished, Status will say Complete.

Textbook Express – Bookstore Overview

Textbook Express is a feature of PrismWeb that receives the student's schedule information from the campus website, and displays all of the books and materials for their courses. From there, the books can be added to the shopping cart and purchased or reserved. If configured, students can also pre-order their books.

Textbook Express is not just limited to the student's schedule. Textbook Express can be utilized to link to materials on a course by course basis. The links would generally appear on the school's online course catalog listing or similar. This will allow the students to view the information before they are enrolled in any classes.

To start the process, Campus IT will add code to student registration pages that will dynamically generate a link on the student's registration page. This is achieved by using specific parameters set by PrismRBS. You can download specific details to give to your Campus IT department at
http://support.nebook.com/Products/PrismWeb/TextbookExpress.aspx.

How Textbook Express Works

Below is an example campus registrar's website, with a student's course schedule brought up .

When a student clicks on the **Click here for all your textbooks** link shown in the image above, they will be taken to a page on the bookstore website where the books for the courses registered will be displayed.

From this page the student can change the quantities and book type (new/used/rental), and add books directly to their shopping cart. They can then proceed with the normal checkout process to purchase their textbooks.

Pre-Orders with Textbook Express

If you choose to use pre-orders through Textbook Express, the student will see a page similar to the one below. Instead of seeing their book information, they will see their courses listed with options to select their book preferences.

Express Textbooks

Reserve All Your Textbooks Now

Materials are not yet available for your courses. Reserve materials for the courses listed below and pick them up at the bookstore when they are ready!

Term	Department	Course	Section
BSS Fall 2008	acct	1050	001
BSS Fall 2008	acct	2340	001
BSS Fall 2008	acct	2341	001
BSS Fall 2008	BS	Biology 101	101

Select Book Preferences

Selected Materials

Required Only ▼

Condition

Used Only ▼

create reservations »

Once the student creates their pre-order, the bookstore can process that pre-order normally (refer to the Textbooks section of this manual for additional information about pre-orders).

PrismWeb Manager Options

There are four options to control Textbook Express in the PrismWeb Manager. Log in to the PrismWeb Manager and navigate to **Setup** > **Site Options** > **Textbook Options** to see the options available.

Parameter	Definition
Reserve via Textbook Express?	Controls whether Textbook Express is enabled for purchases or pre-orders. The options are: • **Purchase via Textbook Express:** only allow purchases through Textbook Express • **Pre-order via Textbook Express:** only allow pre-orders through Textbook Express
Textbook Express Materials (Pre-Order Only)	For pre-orders through Textbook Express only, this allows you to set the default book materials options. The options are: • **All** • **Required Only** • **Required and Recommended**
Textbook Express Preference (Pre-Order Only)	For pre-orders through Textbook Express only, this allows you to set the default preference for type of textbooks. The options are: • **New Only** • **Used Only** • **Prefer New (will accept used)** • **Prefer Used (will accept new)**
Textbook Express Course Error Message	You can customize this error message that displays if there are no courses found in a Textbook Express link.

Textbook Express Additional Information

Textbook Express is relatively easy to implement and deploy. After the initial implementation, there is very little maintenance required.

If you have questions or need further information on getting started, please call PrismRBS Support at 800-510-3911 or email us support@prismrbs.com.

Textbook Express – Campus IT Technical Details

Textbook Express is a feature of the PrismRBS PrismWeb e-commerce platform for college bookstores. It receives the student's schedule information from the campus website via a specially formatted link, and takes them to a page where all of the books and materials for their classes will be listed. From there, the student can add the books to their shopping cart and purchase their materials. This feature ultimately lets the student bypass the process of selecting course materials for each course individually. Because Textbook Express receives information from the campus website, there will need to be programming work done on the campus website to make this function correctly. We do not have access to make these changes, so it will be up to the campus IT personnel to make sure that correct information is being sent to the bookstore website in the proper manner. If third-party software is used for the campus's online schedule, these programming requirements may need to be communicated with them.

Textbook Express Parameters

Textbook Express receives information from the campus website from parameters in the URL. This can be done either by sending HTML form data using the "get" method or by directly passing these parameters in the URL. The parameters that need to be passed to the bookstore site in the URL are as follows:

Parameter	Definition
remote	This must be set to the value "1" and is **required**.
ref	This is the bookstore's site ID. It can be set to "2023" by default, or it can be the actual site ID as given by NBC. It is **required**.
student	This parameter is **required**, however it is not required to have a value (after the "equals" sign).
term	This is the term description from the back office system of bookstore. If the term is on the bookstore website, the description is what displays in the drop-down menu after the first hyphen, i.e., "Fall 2012". This description will need to be communicated between the campus and the bookstore each term because they must match exactly. If you need to know how to find the term description, please contact NBC Support. This parameter is **required**.

Parameter	Definition
dept	The department parameter is **required**. It is important that there is communication between the bookstore and the campus that these match up correctly. For instance, if the course abbreviation in the bookstore is ACCT for Accounting, the campus link will need to send ACCT or it will not work. The dept parameter will be repeated for as many courses as the student is enrolled in. There is a minimum of one department and a maximum of 50 departments.
course	The course is also **required**. It will also need to match exactly what the bookstore has for the course number. There will be one course parameter for each course the student is enrolled in (will match the number of dept parameters).
section	The section is **required**. It will need to match exactly what the bookstore uses for defining sections just like dept and course (e.g. 1 is not the same as 001). There will be one section for each course the student is enrolled in (will match the number of depts and courses).
getbooks	This is **required** and will always have the value "display+books".

Important: If the bookstore groups sections and courses together that have the same books, this will need to be changed. For example, course: 101/104 or section: 03-04. This will need to be split into separate courses and sections by the bookstore, or the Textbook Express feature will not work.

There are many ways of implementing Textbook Express, so the campus programmer will need to decide which method works for him or her. Some examples of implementation would be to put this information into an HTML form and use a "get" method to send the data, or to set up the direct link using the parameters given. It doesn't matter how you go about setting up the link as long as it has all of the parameters needed, in the correct order.

Example Textbook Express Implementation

Below is an example of how the information might be interpreted from a simple online schedule.

Resulting URL from the Textbook Express link:

```
http://www.yourbookstore.com/textbook_express/get_txtexpress.asp?remote=1&ref=
2023&term=FALL+2012&dept=art&course=1201C&section=5&dept=chm&course=3930&secti
on=1&dept=eng&course=3014&section=3&dept=fre&course=3244&section=1&getbooks=di
splay+books
```

Links to Single Courses

Aside from creating links from a student's schedule, the school may incorporate separate Textbook Express links to specific courses listed in an online course catalog or similar. Using the same parameters as listed above for the schedule link, single course links can be constructed. Here is an example of what linking to one specific course would look like:

```
http://www.yourbookstore.com/textbook_express/get_txtexpress.asp?remote=1&ref=
2023&student=&term=Fall+2012&dept=acct&course=100&section=01&getbooks=display+
books
```

Links to Multiple Courses

Multiple courses can be included in the same link. Each course to be included in the link needs to have a term, dept, course, and section specified. Here is an example link with multiple courses in one link:

```
http://www.yourbookstore.com/textbook_express/_get_txtexpress.asp?remote=1&ref
=2023&student=&term=FALL+2012&dept=CIVCF&course=1051&section=01&term=FALL+2012
&dept=CIVCF&course=1004&section=03&term=FALL+2012&dept=CIVCF&course=1015&secti
on=01&term=FALL+2012&dept=CIVCF&course=1048&section=01&term=FALL+2012&dept=CIV
CF&course=1233&section=02&term=FALL+2012&dept=DRAF&course=1113&section=02&term
=FALL+2012&dept=DRAF&course=1041&section=01&term=FALL+2012&dept=CIVCF&course=0
229&section=04&term=FALL+2012&dept=SEMR&course=9209&section=02&getbooks=displa
y+books
```

Important: When linking to Multiple Courses, note the change in the .ASP file. When linking to single courses, the .ASP file is get_txtexpress.asp. When linking to multiple courses, the .ASP file is _get_txtexpress.asp.

Textbook Express with Verba Compare

If the bookstore website uses Verba Compare, they can still use Textbook Express. The only difference is that Textbook Express links will need to be sent to the bookstore's unique verbacompare.com address.   Here is an example link to a Verba Compare site:

```
http://yourbookstore.verbacompare.com/textbook_express/get_txtexpress.asp?remo
te=1&ref=28&student=&term=Spring+2013&dept=PHIL&course=315&section=S&getbooks=
display+books
```

Textbook Express with Course Registration IDs

An alternative link format for Textbook Express is to link to specific course registration ID numbers.

Note: This method of Textbook Express is not commonly used.

Here are the parameters used by Textbook Express when using course registration IDs:

Parameter	Definition
step	This must be set to the value of "2" and is **required**.
mode	This must be set to the value of "1" and is **required**.
remote	This must be set to the value "1" and is **required**.
ref	This is the bookstore's site ID. It can be set to "2023" by default, or it can be the actual site ID as given by NBC. It is **required**.
student	This parameter is not required.
regCampusX	The 'X' in the parameter name must increment for each course in the link. The value is equal to the term ID and is **required**.
regIdX	The 'X' in the parameter name must increment for each course in the link. The value is equal to the course registration ID and is **required**.
course_count	This is equal to the number of courses in the URL and is **required**. For example, if there are 3 courses in the link, course_count=3

Each course registration ID must be included in the URL using an incrementing variable. For example, the first course's regId variable in the URL is regId1, followed by regId2, regId3, etc.

For every regId, there must be a regCampus, even if the course is on the same term. The first term's regCampus is regCampus1, followed by regCampus2, regCampus3, etc. The regCampus variable is equal to the PrismWeb term ID. It can only be found by looking at the source code of the "Search by Course" drop down menu on the PrismWeb site (usually found on the home page or Buy Textbooks page). The value of the regCampus variable is equal to the dropdown option's value (in the format of 5|6 or 25|31). The "|" (pipe) character cannot be read from the URL, so you must use "%7C"

instead. For example, 5%7C6 instead of 5|6, or 25%7C31 instead of 25|31.

The regId variable can be found by logging into the PrismWeb Manager and navigating to Textbooks > Manage Courses. Then select the Campus, Term, Department, Course, and Section from the menus. The Registration # for the section displays under the section information.

In PrismCore, the regId variable is also the Section ID, found the course request.

Here is an example link with course registration IDs:

```
http://www.yourbookstore.com/textbook_express.asp?ref=2023&step=2&mode=1&regCa
mpus1=0%7C0&regId1=0330&regCampus2=0%7C0&regId2=0369&regCampus3=0%7C0&regId3=0
432&regCampus4=0%7C0&regId4=0456&regCampus5=0%7C0&regId5=0504&course_count=5
```

Merchandise Packages

PrismWeb allows you to sell merchandise packages (like computers, gift baskets, etc.) online. Shoppers can choose from different package options, depending on what you create in PrismCore ICS. First, you have to add package elements as items in Item Maintenance. Then, you will build a package-specific catalog in Catalog Maintenance to send to the web. Once the catalog has been sent to the web, the package can be viewed online. Shoppers use radio buttons and check boxes to make package-related selections before adding the package to the shopping cart.

Note: Before attempting to create a package, please ensure that all package components are entered as items in PrismCore Item Maintenance.

The package base and the selected components will be individually listed in the shopping cart after the shopper clicks the Add to Cart button.

Creating a Merchandise Package

1. In PrismCore ICS, go to **Inventory Management** > **Mail Order** > **Catalog Maintenance** (Ctrl+J 151).
2. Click the **Insert Record** button.
3. Enter the catalog name in the **Catalog** field.
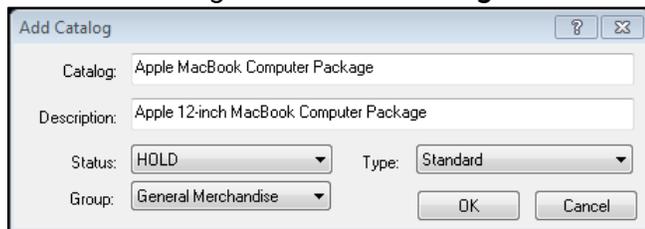
4. Optionally, enter a description for the catalog in the **Description** field.
5. From the **Status** menu, choose **Hold**.
6. From the **Group** menu, choose a catalog group.
7. From the **Type** menu, choose **Standard**.
8. Click **OK**.
9. Change the **Start Date** or **Expire Date** for the catalog, if desired.
10. Select the **Locations** in which this catalog will be active.

11. Manually add a single *Package Base* item as an individual product family. Use the below naming convention for the product family description.

   Package Base Naming Convention:
   The Package Base product family description must follow this naming convention:
   > **Package Base – (Description)**

   Example:
   For our Apple MacBook, the product family description would be:
   > **Package Base – Apple 12-inch MacBook**

12. Manually add each *Package Component* item as an individual product family. If you wish to control the grouping and order of the component items, follow the below naming convention for the product family descriptions.

   Package Component Naming Convention:
   You can group components together and control the order they appear by following this naming convention:
   > **(Component Group) (X.Y) – (Description)**

   The (Component Group) placeholder represents the name of your group of components. The (X.Y) placeholder allows you to control the order of the component groups with the X digit, and the order of the items within the component groups with the Y digit.

   Example:
   For our Apple MacBook, there is an option of three finishes, so they are placed and ordered in a component group like this:
   > **Choose a finish 1.1 – Silver**
   > **Choose a finish 1.2 – Gold**
   > **Choose a finish 1.3 – Space Gray**

Miscellaneous Components:

Any miscellaneous component items that you don't wish to have grouped will appear at the bottom of the package options on the website. You do not need to follow any specific naming convention for these items.

13. After all product family descriptions in the catalog have been modified, check the **PrismWeb** box.
14. Save the catalog or close Catalog Maintenance to send the catalog to PrismWeb. Since the status of the catalog is set to Hold, it will not be visible on the website – this is a good thing, because it wouldn't display correctly as a normal catalog. You can view the catalog in the PrismWeb Manager in 20-40 minutes.

15. You will need to create a link to the package in order to make it available to shoppers. This is the proper link format:

```
<a href="shop_package.asp?packageID=XX">Link Text or Image</a>
```

Note: **XX** is the package ID number, which can be found in the PrismWeb Manager.

  a. Go to **Products** > **Catalogs**.
  b. Click **Edit** next to the package catalog that you sent from PrismCore.
  c. The package ID number is the **catalog ID** number in the right column, under the **Link to this catalog** information.

  d. In this example, the link code contains `catalog_id=223`, so the link to the package would look like this:

```
<a href="shop_package.asp?packageID=223">Link Text or Image</a>
```

16. Test your link on staging to verify it is working correctly, then deploy to your live site.

Site Variables File

There is a file in the Includes folder of your site called site_variables.asp. This file allows you to edit variables for the name of your university/school, phone number, etc. The values set in the site_variables.asp file will be used in many locations on your website. For example, if your phone number changes in the future, you can change the number in one location and it will change it on the entire site.

1. Log into your staging website with an HTML editor (see Logging into Your Staging Website in the Site Design section of this manual for additional information).
2. Double-click the **Includes** > **site_variables.asp** file to edit it.
3. In the code of site_variables.asp, you will see a list of variables that you can change.

```
Web Site  site_variables.asp
<body>
 1 <%
 2
 3 '------------------------------------
 4 'Bookstore general info
 5 '------------------------------------
 6 university_name = "My University"
 7 g_date = "2001"
 8
 9 '------------------------------------
10 'Bookstore contact Info
11 '------------------------------------
12 g_phone_number = "800.510.3911"
13 g_fax_number = "866.372.1646"
14 g_address = "4700 S. 19th Street"
15 g_location = "Lincoln, NE 68512"
16 g_email = "bookstore@bookstore.com"
17 manager_name = "John Smith"
18
19
20 %>
```

4. Change the text within the quotes for the variable you wish to change. For example, if you want to change the name of your university/school, change the text that says **My University** to the name of your school.
5. Save the file.
6. Verify that the changes you made in your HTML editor are working correctly by opening your web browser and going to the page you edited.
7. If you are done with making changes to your site, you will need to deploy the content to your live website. See Deploying Content in the Site Design section of the manual for more information.

About Content Blocks

This section contains additional information about content blocks that are included with PrismWeb, how you can customize them, and additional content block sizes that are available.

Content Block Sizes

There are two main sizes for content blocks:
- **Large:** defined by the **block-twocol** CSS class
- **Small:** defined by the **block-onecol** CSS class

Newer PrismWeb templates are responsively designed with a flexible layout. This allows the website to be displayed optimally on whatever device it's being viewed (e.g., phone, tablet, laptop, etc.). Because of this flexible layout, content blocks do not always appear at the same size or in the same location on the page, depending on the size of the device viewing the website. This is an important factor to remember when customizing your homepage, but you can use the Large and Small sizes above to "suggest" a size for a content block to the browser.

Additional Content Block Sizes

In addition to the standard Large and Small content block sizes, there are two additional sizes pre-defined in newer PrismWeb templates:
- **Slideshow:** if your homepage has a slideshow, it may be configured to be larger than the Large size
- **Advertising:** if your homepage has some ads for vendors, you can put those ad blocks in a special advertising area, which will reduce the size of the those blocks

Note: More information about using these additional content block sizes can be found in the Appendix.

Creating Content Blocks

1. Log into your staging website through your HTML editor.
2. In the Outerweb folder, there is a file called **o_site_blank.asp**. Right-click this file and choose **Copy**.
3. Right-click the Outerweb folder and select **Paste**.

4. The copied file will be added at the very bottom of the Outerweb folder as **o_site_blank_copy(1).asp**. Right-click **o_site_blank_copy(1).asp** and select **Rename**.
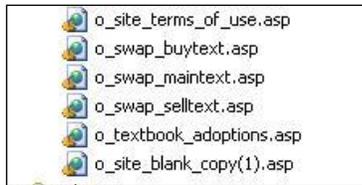
5. Rename the file by prefixing the name of your block with "**o_block_**". For example, if you were creating a Store Hours block, you might rename the file **o_block_store_hours.asp**.
6. Double-click the file to edit it.
   Tip: You should never edit the o_site_blank.asp file, only a copy. You never know when you might want to create another new content block.
7. In the Code view, delete all the existing code in the file, so it is now completely blank.
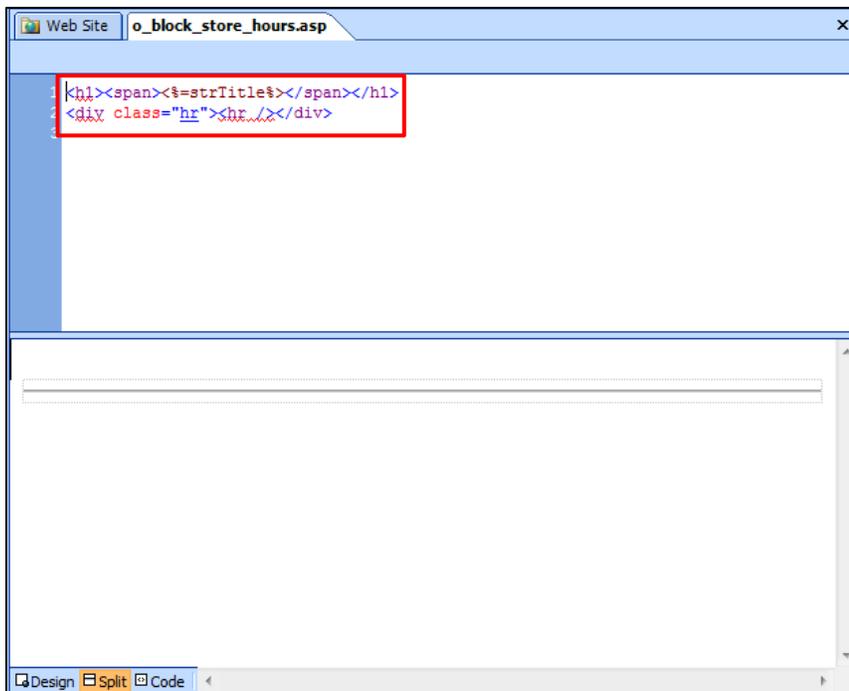
8. Enter all of the content (text, images, etc.) you would like in the content block.
   Tips: Some recommendations for building content blocks:
   - If you include an image in a content block, make sure it fits well – resize it in Photoshop or another image editor if necessary.
   - For consistency, include a heading at the top of each content block – a Heading 3 works well.
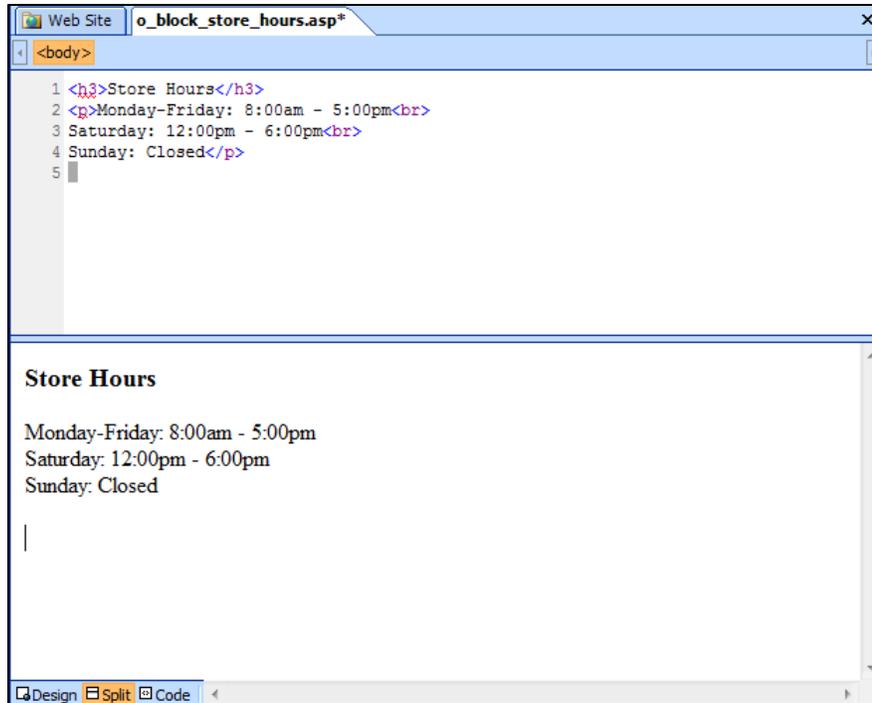
9. In the Code view, add an opening `<div>` tag at the very beginning of your code, and a closing `</div>` tag at the very end of your code.
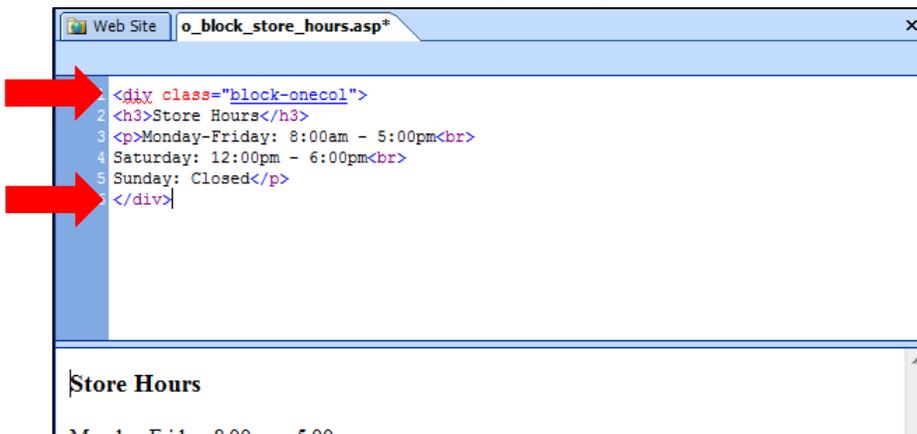
If you want to create a Small content block, use the following code:

```
<div class="block-onecol">
        The rest of your code goes here
</div>
```

If you want to create a Large content block, use the following code:

```
<div class="block-twocol">
        The rest of your code goes here
</div>
```

Tip: Feel free to add blank lines or indent the code to make it easier to read. Any whitespace you add in the code will be ignored.

10. Save the file.
11. In the root (top-level) folder of your staging site, open the **default.asp** file.
12. Decide where you want the content block to go on the page – the blocks on the page are displayed in the order they are listed in the code in default.asp. Each content block is loaded with a line of code that begins with: `<!-- #INCLUDE…`

    Add a new #INCLUDE line where you want the block to be loaded. For the store hours block example, the code would be:

    `<!-- #INCLUDE FILE="outerweb/o_block_store_hours.asp" -->`

    Change o_block_store_hours.asp to whatever your block is named.

    Tip: Feel free to add blank lines or indent the code to make it easier to read. Any whitespace you add in the code will be ignored.
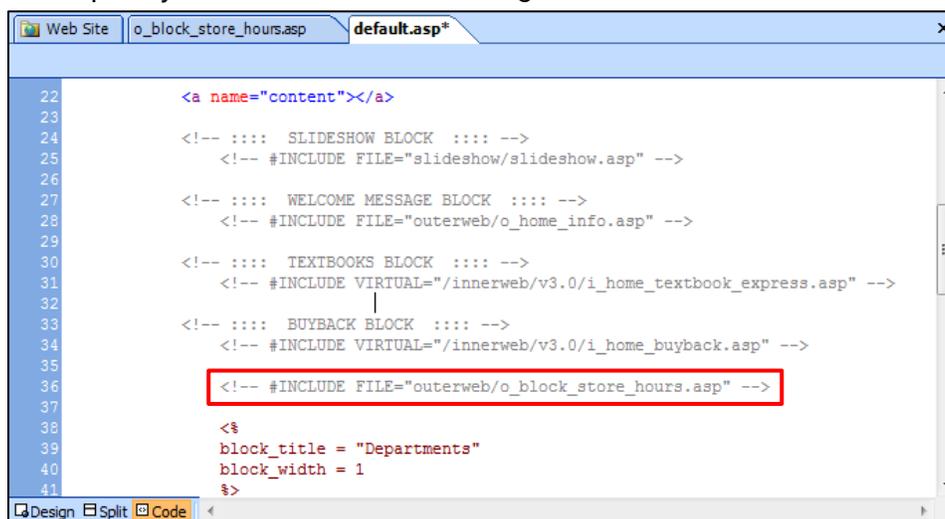
```
 Web Site   o_block_store_hours.asp    default.asp*                                    ×

 22        <a name="content"></a>
 23
 24        <!-- ::::   SLIDESHOW BLOCK   :::: -->
 25            <!-- #INCLUDE FILE="slideshow/slideshow.asp" -->
 26
 27        <!-- ::::   WELCOME MESSAGE BLOCK   :::: -->
 28            <!-- #INCLUDE FILE="outerweb/o_home_info.asp" -->
 29
 30        <!-- ::::   TEXTBOOKS BLOCK   :::: -->
 31            <!-- #INCLUDE VIRTUAL="/innerweb/v3.0/i_home_textbook_express.asp" -->
 32
 33        <!-- ::::   BUYBACK BLOCK   :::: -->
 34            <!-- #INCLUDE VIRTUAL="/innerweb/v3.0/i_home_buyback.asp" -->
 35
 36            <!-- #INCLUDE FILE="outerweb/o_block_store_hours.asp" -->
 37
 38        <%
 39        block_title = "Departments"
 40        block_width = 1
 41        %>

 Design  Split  Code
```

13. Save the file.
14. Verify that block is loading correctly by opening the homepage of your staging website in your browser.

    Note: If you already have the page open in your web browser, you will need to refresh the page in your browser.

If you are done with making changes to your site, you will need to deploy the content to your live website.

Included Content Blocks

This section details all of the available content blocks that are built-in to PrismWeb and are included with site templates.

Find Your Books

This block lets students build their course list on your homepage, and then click a button to get the books for all their courses. It can be added to your homepage with the following line of code:

```
<!-- #INCLUDE VIRTUAL="/innerweb/v3.1/i_home_textbook_express.asp" -->
```

Buyback

This block shows a button to quickly access the buyback page of the website. It usually shows up automatically if you have the buyback function enabled on the site, or you can add it to your homepage with the following line of code:

```
<!-- #INCLUDE VIRTUAL="/innerweb/v3.1/i_home_buyback.asp" -->
```

Pre-Orders

This block shows a button to quickly access the pre-order (reserve) page of the website. It usually shows up automatically if you have pre-orders enabled on the site, or you can add it to your homepage with the following line of code:

```
<!-- #INCLUDE VIRTUAL="/innerweb/v3.1/i_home_reserve.asp" -->
```

Departments

This block shows a list of links of the catalog groups you have on your website. It can be added to your homepage with the following line of code:

```
<!-- #INCLUDE VIRTUAL="/innerweb/v3.1/i_home_departments.asp" -->
```
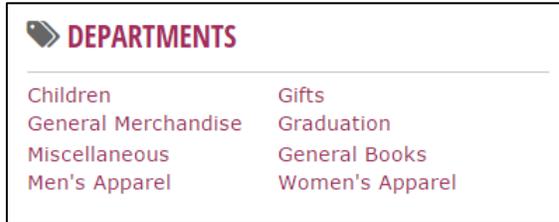

Featured Items

This block shows products that are in the site's 'featured' catalog. It usually shows up automatically if the 'featured' catalog is present on the website. The code to add it to your homepage is:

```
<!-- #INCLUDE VIRTUAL="/innerweb/v3.1/i_home_featureditem.asp" -->
```
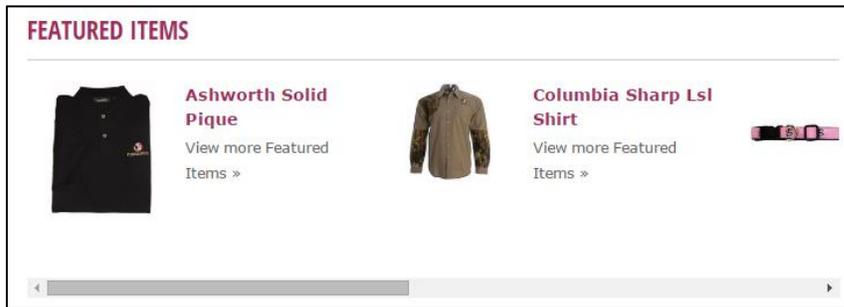

Best Sellers / Popular Items

This block shows the best-selling products on the website. It usually shows up automatically after there are enough sales, or it can be added to your homepage with the following line of code:

```
<!-- #INCLUDE VIRTUAL="/innerweb/v3.1/i_home_bestsellers.asp" -->
```
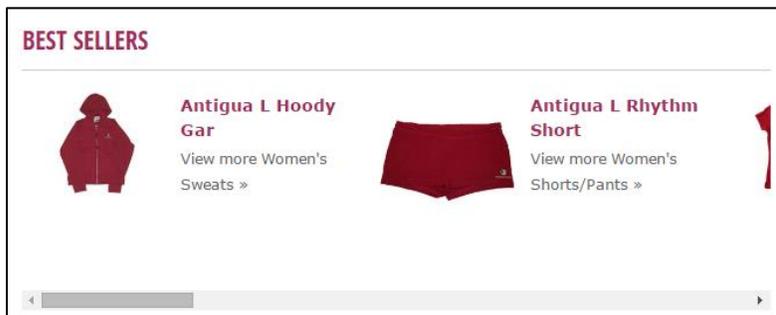
Welcome Message

This block can show a welcome message to visitors on your homepage. It can be added with the following line of code:

```
<!-- #INCLUDE FILE="outerweb/o_home_info.asp" -->
```
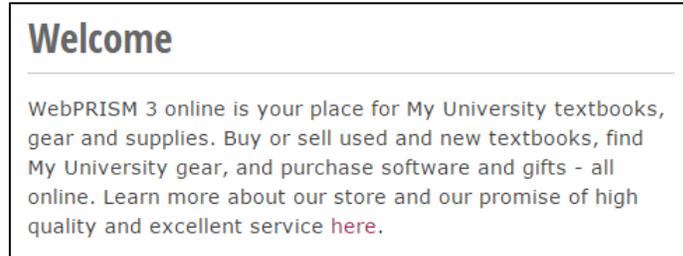

Slideshow

This block can show a rotating slideshow of images on your homepage. It can be added with the following line of code:

```
<!-- #INCLUDE FILE="slideshow/slideshow.asp" -->
```
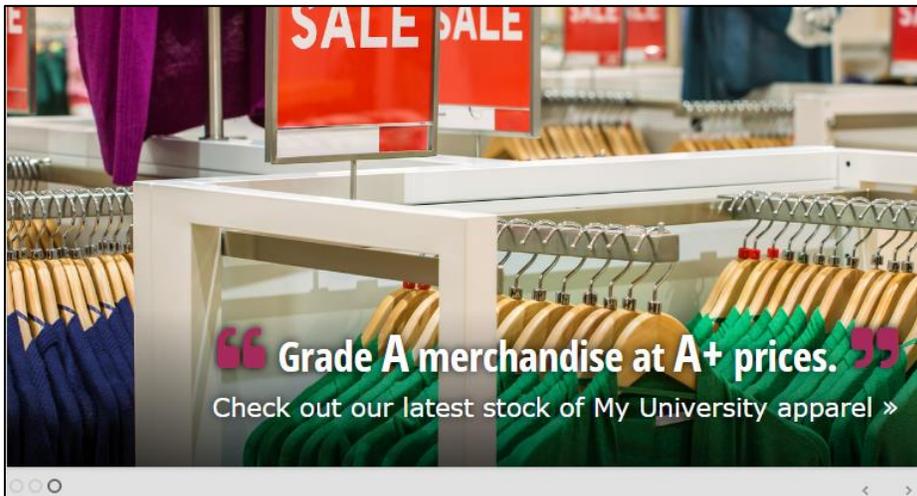

Social Network Feed

This block can show posts from your bookstore's Twitter, Facebook, or other social networking account. It can be added with the following line of code:

```
<!-- #INCLUDE FILE="outerweb/o_twitter_feed.asp" -->
```

Customizing Built-in Content Blocks

Many of the content blocks included with PrismWeb are innerweb files, i.e., files that you cannot directly edit through an HTML editor. While you can't directly edit these content blocks, you can customize certain aspects of them by setting your own values on some ASP variables.

Variable	Purpose	Values	Applies to
block_title	Set your own title for a block	Any string	Any innerweb block
block_width	Specify whether a block is Small (.block-onecol) or Large (.block_twocol)	1 or 2	Any innerweb block
block_max_items	Specify the maximum number of items to display in a block	1 - 10	Featured Items and Popular Items blocks only

You can customize a block by adding these variables in a block of ASP code (surrounded by `<%` and `%>`), immediately before the #INCLUDE for the content block you want to customize.

```
<%
block_title = "Our Hottest New Products"
block_width = 2
block_max_items = 10
%>
<!-- ::::  FEATURED ITEMS BLOCK  :::: -->
    <!-- #INCLUDE VIRTUAL="/innerweb/v3.0/i_home_featureditem.asp" -->
```

Additional Content Block Sizes

In addition to the standard Large and Small content block sizes, there are two additional sizes pre-defined in newer PrismWeb templates:

- **Slideshow:** if your homepage has a slideshow, it may be configured to be larger than the Large size
- **Advertising:** if your homepage has some ads for vendors, you can put those ad blocks in a special advertising area, which will reduce the size of those blocks

Advertisement blocks can be built just like any other content block, but if the #INCLUDE statements for those blocks are placed within a special vendor `<div>`, they will be reduced in size, slightly.

```
<!-- ::::  VENDOR / ADVERTISEMENTS BLOCK  :::: -->
    <div class="vendor-block">
        <!-- #INCLUDE FILE="outerweb/o_ad_journeyed.asp" -->
        <!-- #INCLUDE FILE="outerweb/o_ad_jumpbooks.asp" -->
        <!-- #INCLUDE FILE="outerweb/o_ad_uploma.asp" -->
    </div>
```

About Editing CSS

Cascading Style Sheets (CSS) is a language used to separate design elements from the markup of a web page. For example, your content may reside in the o_site_about_us.asp page, but the code that tells the page the way the font color and font size is displayed resides in the CSS file.

There are CSS files located in the Includes folder, and there are also some innerweb CSS files that you can't edit. However, the innerweb CSS files may be overridden with rules you add to a CSS file in the Includes folder.

Because CSS is code, you must use an HTML editor such as Microsoft SharePoint Designer 2007, Microsoft Expression Web, or another program to edit CSS files.

For further information on CSS, visit the World Wide Web Consortium website at http://www.w3.org/Style/CSS/.

Recommended Tools

Although you will be making edits to your website's CSS code with an HTML editor, there are some very useful browser-based tools to make finding and manipulating CSS code much easier and more efficient. If you want to make edits to your site's CSS code it is recommended that you utilize one of the tools below:

- Google Chrome developer tools
- Mozilla Firefox developer tools

Both of these developer tools are built into the Google Chrome and Mozilla Firefox web browsers. You can access these tools in the same way. First, open your website in the browser. Next, right-click an element on your webpage and select Inspect Element.

For editing CSS, most of the time you will work in the Inspector or Elements tabs of the developer tools. This tab shows you both the HTML source code for the page and the CSS styles affecting whatever element you have selected on the page or code.

You can make changes to the code in the developer tools window. This will show you an immediate preview of your changes on the webpage. Making changes in the developer tools does not actually make changes to your site. If you reload or navigate away from the page you are on, the changes you made will disappear.

The developer tools will also tell you line numbers and file names for CSS rules. So, if you make a change in the developer tools that you want to keep, you can quickly find what line and in what file that rule is on, so you can make the change for real.

Workflow for Editing CSS Code

1. Open your staging website in either Google Chrome or Firefox.
2. Select the element on your webpage in Chrome or Firefox developer tools, using the inspector or by selecting the element in the HTML source.
3. Find the CSS property you wish to modify.

4. Change the CSS property value to preview your changes in your browser.
5. Once you have the preview the way you want, you will need to edit the appropriate CSS file in your HTML editor:

   - If the CSS selector (class, ID, or element) are present in one of the CSS files in your Includes folder, open the appropriate file and make the change.
   - If the CSS selector or the specific property you wish to change is not present in one of the CSS files in your Includes folder, i.e., it is an innerweb CSS file, then add that CSS selector and attribute to the styles.css file in your Includes folder. Any changes you make to the styles.css file will override the master CSS files.
     Note: If you are using an older PrismWeb template and do not have a styles.css file in your Includes folder, most likely you will have a customize.css file – make the changes in that file instead.

6. Save the CSS file.
7. Reload the webpage in your browser and verify the new CSS code is displaying correctly.
8. If you are finished making changes to your staging site, deploy your CSS changes to the live website.

Privacy Policies

The California Online Privacy Protection Act (OPPA) became effective on July 1, 2004, and is the first state law in the nation to require owners of commercial websites or online services to post a privacy policy. OPPA's reach extends beyond California's borders to require any person or company in the United States that operates a website that collects personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating what information is collected and with whom it is shared, and to comply with such policy. Those who do not comply with OPPA risk civil suits for unfair business practices.

What does OPPA mean for NBC bookstores?
Since PrismWeb websites collect personally identifiable information from customers when the customer account is created and when orders are placed on the website, any PrismWeb site that does business with customers in California is subject to the law. If you do not currently have a conspicuous privacy policy posted on your website, you will want to put one in place as soon as possible. If you do not have a privacy policy posted and you are notified of noncompliance, you will have 30 days to correct the situation before you are deemed in violation of OPPA.

What kind of information should be included in my privacy policy?
OPPA requires the following features in your privacy policy:
- A list of the categories of personally identifiable information
- A list of the categories of third parties with whom the operator may share such personally identifiable information
- A description of the process (if any) by which the customer can review and request changes to his or her personally identifiable information collected by the operator
- A description of the process by which the operator notifies consumers of material changes to the operator's privacy policy
- The effective date of the privacy policy

Please refer to the next section for a Sample Privacy Policy. Feel free to use it as a template when drafting your own privacy policy.

Where on my website should I post my privacy policy?

OPPA requires that your privacy policy be posted in a conspicuous place. According to OPPA, a privacy policy is conspicuously posted on a website when:

- The privacy policy displays on the homepage of the website; or
- The privacy policy is directly linked to the homepage via an icon that contains the word "privacy," and such icon displays in a color different from the background of the homepage; or
- The privacy policy is linked to the homepage via a hypertext link that contains the word "privacy," is written in capital letters equal to or greater in size than the surrounding text, is written in a type, font, or color that contrasts with the surrounding text of the same size, or is otherwise distinguishable from surrounding text on the homepage.

Options for posting your privacy policy therefore include:
- Placing the privacy policy directly on the storefront page; or
- Placing a link to the privacy policy in your bottom navigational area; or
- Placing a link to the privacy policy in your right navigational bar, or in any other prominent place on the storefront page.

_____

Much of this information was taken from the Cooley Godward LLP website explaining the California Online Privacy Protection Act (http://www.cooley.com/news/alerts.aspx?ID=38606820).

To view the California Online Privacy Protection Act of 2003 in its entirety, please visit: http://www.leginfo.ca.gov/cgi-bin/displaycode?section=bpc&group=22001-23000&file=22575-22579.

Sample Privacy Policy

General

NBC has established this policy and is providing it to you so that you can understand the manner in which we use your information and the efforts we use to protect it. We at NBC are committed to protecting your online privacy.

Service Provider

Please note, NBC is a service provider. We provide hosting services to many different college bookstores. This is an explanation of NBC's privacy policy – it describes the efforts that NBC goes to when collecting and managing your information. It does not necessarily reflect the policies of individual bookstores that use NBC as a hosting service. Please refer to the policy statements on the individual bookstore sites for more information.

Personal Information

We recognize the need for consumers to control the use and management of personal information. By personal information we mean information that can be used to identify or contact an individual. This includes a first and last name, a physical address, an e-mail address, or a phone number. In most cases, you can visit NBC's web pages without providing us with this type of information. (Exceptions to this are when you submit a request that we contact you or you submit a question to our customer service department.) If you do choose to provide us with personal information or if we receive your information from one of our bookstore partners, we may transfer that information within NBC or to agents or employees of our bookstore partners and/or third-party service providers. We will only transfer the information to the extent necessary to provide the requested information, service, or product to you. We do not sell or trade your personal information to unrelated third parties and we do not utilize e-mail marketing.

Automatic Information

Please note that NBC uses various technologies to collect information about types and versions of Internet browsers used when accessing our Web servers. This information, and information about Internet IP addresses, as well as date and time web pages are visited are stored in various security and traffic logs. We review these logs, using statistical analysis, in an effort to track and predict traffic patterns and estimate resource needs. Unless we have been asked to identify technical problems or we suspect either fraudulent behavior or illegal conduct we do not trace specific user sessions.

Supplemental Technologies

If available, NBC's Web servers may use cookies, session identifiers, JavaScript™, and browser detection technology to provide consumers with a more pleasant online

experience. Many browsers provide consumers with the ability to disable some or all of these technologies. Disabling these technologies, especially in the case of JavaScript™ may prevent you from using some web pages.

Children

NBC serves the college bookstore industry and as such is not meant to attract children. We do not intend to collect personal information from anyone we know to be under 13 years of age.

Security and Confidentiality

NBC takes reasonable steps to ensure that your personal information is protected. We use industry standard Secure Sockets Layer (SSL) encryption when collecting and transferring your data. Within our data center, we make use of multiple levels of redundant firewalls and we use database encryption. Internally, we limit access to personal information to those employees or agents who we believe have reasonable need to use the information to provide products or services to you, or to perform their jobs. NBC is a VeriSign™ Premier Partner and we utilize VeriSign™ SSL certificates where SSL is required.

Third Parties

We partner with other third parties to provide various services and products. When a user signs up for these services or products we may share personal information that is necessary for the third party to provide the product or service to the consumer. NBC will take reasonable steps to only provide personal information to third parties when necessary and to ensure that these third parties are obligated to protect personal information on NBC's behalf. It is also against NBC's policy to sell or trade personal information collected online, without consumer consent. Note that, unless legally required to do otherwise, NBC does not intend to transfer personal information to third parties that are not bound to act on NBC's behalf. If legally compelled to release personal information to a third party, NBC may or may not notify customers of such release. Notification will be at the discretion of NBC and will be based on the nature and conditions surrounding the release of personal information.

Notifications

Consumer notifications may be performed by NBC directly, or by our bookstore partners. When NBC performs a notification it will be sent to the e-mail address associated with your account. NBC will send the e-mail but we cannot guarantee delivery. You are responsible for providing a valid e-mail address and for updating it as your address changes. NBC may, depending on the importance and urgency of the notification, choose to contact you via telephone or postal mail. When doing so we will use the phone number and/or address associated with your account or transaction.

Modifications

Periodically NBC will make changes to this privacy policy. The History section, below, summarizes those changes and includes the current policy effective date. NBC does not make any effort to notify consumers of privacy policy changes. You may view the current policy by returning to this website.

History

NBC first established a privacy policy in 2001. In August of 2003 it was completely restructured and updated to look much as it does today. In June and July of 2004 the policy was updated to include History and Notification sections as well as other wording changes made for clarification purposes. The last change was made effective July 9, 2004.

Consent

By using NBC's website you consent to the terms of our privacy policy. If you do not agree to the terms of this policy, please stop using NBC's website immediately.

Contact

If you have any questions about this policy or would like additional information, you may e-mail us at webhelp@nebook.com or contact us by postal mail at:

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