

Introduction

Departments are the backbone of your product catalog in CommerceCM. You must have at least one department in your catalog.

Departments have many uses.

- They control the navigation for your catalog
- They categorize your products so that they are easy to find.
- They create relationships between products
- They entice your visitors to explore your site further.

Departments can be visualized as a tree with branches. Each department can have sub-departments. Each sub-department can have sub-sub-departments and so on. Your designer should understand the depth of your departments to make sure that they design the appropriate navigation style for your site.



Robeez has three top level departments, Shoes, Bestsellers, & Sale. The Shoes department has two sub departments, View by Theme, and View by Size. The View by Theme sub department, shown here with the menu expanded, has 11 themes which are sub-sub-departments.

A product can exist in many departments. This ensures that your products are easy for your shoppers to find no matter how your site visitor thinks about your products. All of Robeez Shoes are in the general Shoes department, a Theme, and are also assigned to one of the two Size sub departments.

Departments can use different Display Page templates. This allows you to merchandise your products in the way that suits them best. This is illustrated in more detail below.

Some retailers create seasonal departments such as “Gifts For Him” and “Gifts for Her” to make shopping easier. Your site can also be programmed to create specific departments automatically based on certain criteria. For example, a Sale department could show up automatically only if you have a product or products on sale. This prevents you from having to set the sale price and timeframe, AND change the department. When the sale time is over, the product is automatically removed from the department and if there are no departments on sale, then the department vanishes. Other common automatic departments are “New,” and “Gifts Under x\$” categories. These are generally custom programmed to fit the requirements of merchants. Automation saves management time but reduces the control that the merchant has over product placement.

The department Display Page template is generally used to display search results.

Design Implications

If you want to use all the available data fields, your designer must plan for them. The programmers must be provided with guidance on how to handle all types of department data and for fault tolerance, how to handle the page if not all of the data is present. If the programmers are not provided these guidelines the pages might not display additional content correctly or at all when it is added.

The number of types and features of your Department Display Pages can affect your design and implementation budget.

This section illustrates some design choices made by CommerceCM Clients.

Robeez Footwear designs and manufactures soft soled baby shoes. Their 2005 design uses three distinct styles of department templates. One style used for their Themes has more than six colour schemes.

	<p>The Default template uses the Shopper Description but does not use the Department Image. Because the designer did not provide guidance for how an image should be used on this page, even if the merchant specifies a Department Image, it will not show up on the page.</p>
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The second template is known as “Show First.” The template is used for second level departments that contain sub-departments. It does not use its own Department Image or Shopper Description, it simply loads in the template and data from the first sub-department in its department tree.

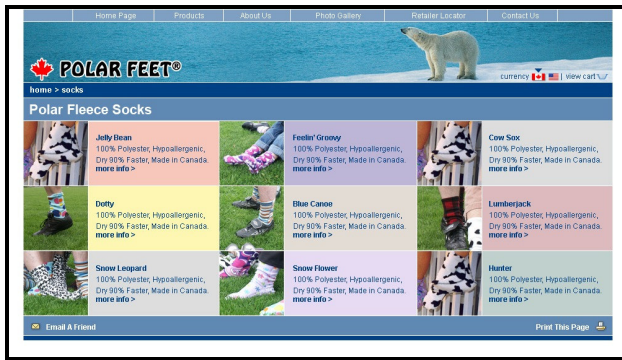


The third department template, or group of templates, used for Robeez shoe themes uses the Department Image, but no Shopper Description. The templates are identical except for the style sheets which determine the colours used for the links and pin striping between the columns of shoes. Each template has its own colour scheme so that the pinstripes in the template used for Garden Party are pink, as are the active links, and in Animal Junction, the stripes and links are Orange, and Nursery Time (shown above) is baby blue.

While the Robeez templates shown here all use a simple three column layout displaying the product thumbnail and name, there are many other ways that a Department page can be laid out. CommerceCM is flexible and a talented team has many options for displaying your product.



Purdy's Chocolates 2004 design does not use a Department Image or Shopper Description. They use a single Department Display Page that displays the Department Name formatted using Cascading Style Sheets, followed by the detailed view of the first product in the department. The next five products in the Department are included below the product and can either be paged through, or you can expand the display to show all the products. The template also has the ability to filter the department products based on price groups.



This proposed 2005 Department Display Page for Polar Feet uses a three column layout like Robeez, but includes more text beside the Product Images.

commerceCM manager Currently signed in as: **Mr. Rob Stocks**

[STORE](#) | [CONTENT](#) | [USERS](#) | [LANGUAGE](#) | [NEWSLETTER](#) | [SIGN OUT](#)

[CATALOG](#) x [MARKETING](#) x [REPORTS](#) x [ORDER ENTRY](#) x [ADMIN](#)

Store · Catalog · Departments

Data Controller

View Language: EN-US

46 Departments + Add Department

Expand All: None	Rank	Department Name	Status	Items	Preview
[+]	10	Health & Beauty	A	0	
[+]	300	Gifts	A	0	
[+]	350	Nutrition	A	0	
[+]	400	Home Care	A	0	
[+]	900	Home Page	H	0	

* Rank: When the departments are displayed on your web site it will order them by this number, lowest number first.
 * Hidden: When a department is hidden it will not show up on the site's navigation. Products within this department can only be browsed to by user via a Search.
 * Active: You cannot purchase a product from a department that is not active. If the department is inactive it will not be accessible at all.
 * Note: If a product is only in an inactive department it will not show up on the site, not even in a search.

The Department Manager shows your top level departments in a table with six columns.

Expand:

A [+] in the Expand column indicates that there are sub departments in that branch. You can click the [+] button in the Expand column to expand a single branch, or select All at the top of the column to expand the entire tree.

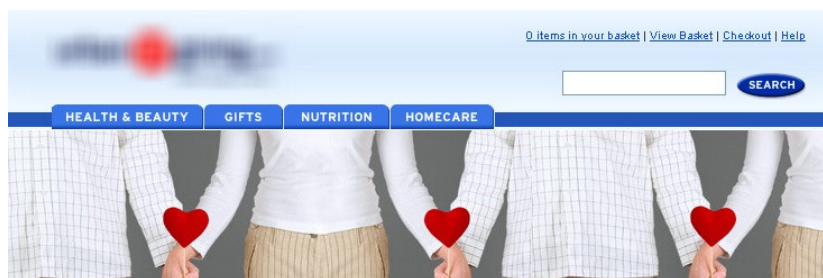
Expand All: None	Rank	Department Name	Status	Items	Preview
[-]	10	Health & Beauty	A	0	
[-]	10 - 10	↳ Cosmetics	A	0	
	10 - 10 - 10	↳ Eye Makeup	A	1	
	10 - 10 - 20	↳ Face Makeup	A	0	
	10 - 10 - 30	↳ Lipstick & Gloss	A	0	
	10 - 10 - 40	↳ Makeup Kits	A	0	
	10 - 10 - 50	↳ Makeup Removers	A	0	
	10 - 10 - 60	↳ Nail Implements	A	0	
	10 - 10 - 70	↳ Nail Polish	A	0	
	10 - 10 - 80	↳ Nail Treatments	A	0	
	10 - 10 - 90	↳ Polish Removers	A	0	
	10 - 10 - 100	↳ Womans Fragrances	A	0	
[+]	10 - 20	↳ Deodorants	A	0	
[+]	10 - 30	↳ Feminine Hygiene	A	0	
[+]	10 - 40	↳ Foot Care	A	0	
	10 - 50	↳ Gift Sets	A	0	

Rank:

Rank is used to control the order that your departments show in the menus. Most menus are built either top down or left to right. The lowest number appears first and the higher numbers build up from there. In the image on the previous page, we have expanded the first Top Level Department, Health & Beauty (Rank 10) and then expanded the first sub department, Cosmetics (also with a Rank of 10, and represented as 10-10). We can see by the lack of [+] in front of Eye Makeup (also with a rank of 10, represented as 10-10-10) that there are no sub departments of Eye Makeup.

HINT: Use increments of 10 when assigning Rank to make it easier to rearrange your departments in the future.

NOTE: Not all sites use dynamic navigation. The site shown below uses tabs to link to the top level departments. Because the tabs are images hard coded to the department pages, we do not use the Rank field to generate the tab order and could sort the top level items in any order. We recommend sticking to the left to right and top to bottom structure for consistency.



Department Name

This shows up in the dynamic menus on your site and is used by your customers to navigate your site. While the name can be quite long, your design will create an effective limit on what you can use for the names of the departments. Generally it is a good idea to keep them short. At the end of this column is a garbage can that you can use to delete your products. You can click on the department name to go through to edit the department settings.

Status

Departments are either Active or Hidden

A=Active: This is a department that will show up on your site navigation.

H=Hidden: This department will not be visible in the navigation but can be accessed by the system in other ways. For example, products can be grouped in a hidden department and linked through cross promotions. Or a hidden department can be created for subscribers to a newsletter. Hidden departments can be used when launching new products.

Blank: If no status is assigned the department does not show up in the navigation

Items

Shows the number of items that are in each department. You can click on this number to view the list of products in the product manager.

Preview

The preview icon allows you to view your departments and their products as you create them. It opens a pop up window in a frame.



Creating and Editing Departments

Creating and editing Departments in CommerceCM is very simple. To create a new Department, click on the Add Department button on the Department Landing Page. To edit an existing Department, click directly on the Department Name in the list.

The Department Create/Edit process is handled via a two-step process. The first step is the Foundation information where information about the Department is stored. The second step, accessible by clicking Next from the Foundation page, provides a mechanism to populate the Department with products.

Store · Catalog · Departments · Department Foundation

Global Profile

Image:

Parent Department:

Display Page:

Image Preview

Language Data: View

EN-US Data

Name:

Rank: view: Active: Hidden:

Browser Title:

Search Engine Keywords: Max Length: 1024

Search Engine Description: Max Length: 250

Shopper Description:

HTML Mode

ADD DEPARTMENT

Step 1: Foundation Information

The data is divided into two categories, the **Global Profile** and the **Language Data**. The Global Profile is information that is used in all language variants of your catalog. The Language Data is specific to the language that the customer is using to shop your site.

The data for a department is:

- **Global Profile**
 - Image
 - Parent Department
 - **Display Page: Required**

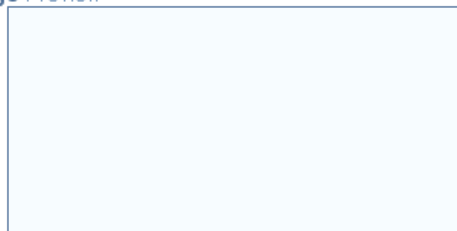
- **Language Data**
 - **Name: Required**
 - **Rank: Required**
 - Active flag
 - Hidden flag
 - Search Engine Keywords
 - Search Engine Description
 - Shopper Description

Global Profile

Global Profile

Image	--NONE--
Parent Department	--NONE--
Display Page	(Default)

Image Preview



Image

This is most frequently used for department headers such as Robeez shoe theme banners shown previously. This is not a required field and has a default value of none. Some clients, like Purdy's, use Cascading Style Sheets (CSS) to format their Page Name to make a department header instead of producing unique images for each department.

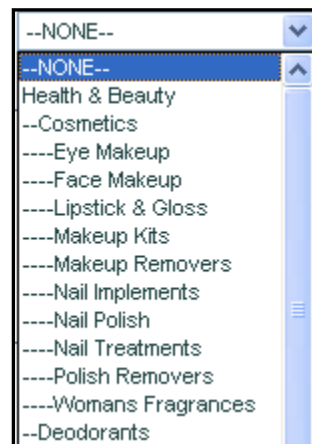
Using an image gives you the ability to create a unique and attractive opening for your site. The Department Image can be either landscape (like the banner) or portrait. It can include the name of the department or can be used in addition to the Department Name. The image can be used for lifestyle marketing, to show products from the department in use, or to show details or features of products from the department.

Using an image can reduce the flexibility of your site because you will be required to produce an image every time you create a new department. This can increase the total cost of ownership and the time required to maintain your site. Robeez uses different templates and only uses the Department Image for their Themes. This gives them flexibility of adding departments without headers in other sections of their sites.

Parent Department

This is not a required field and has a default value of None. If the Parent Department is set to none, your department will be a top level department. The Parent Department determines which branch of the Department tree the new Department appears on.

The level on the Department Tree is represented by two dashes displayed before the Department Name for each level below the top level. In this detail of the Parent Department menu, you can see that the Top level department is Health & Beauty (no dashes), with a Sub Department of Cosmetics (2 dashes) with its own sub-departments, preceded by 4 dashes. The Deodorants department at the bottom of the menu is at the same level as Cosmetics as indicated by the two leading dashes.



Display Page

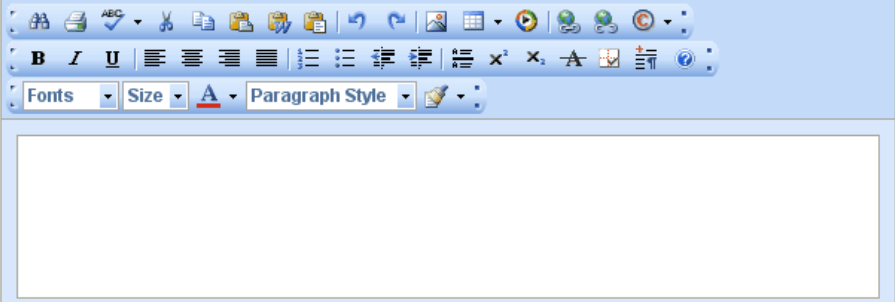
Each merchant has a default department page which is frequently the only Department Display Page they use on their site. It is important that the Display Pages are given names that are easily interpreted by the person managing the site. For instance, Robeez,

changed the name of some of their themes, but continue to use the original templates and names. The Nursery Time theme uses a template called “Baby’s First” from the original “Baby’s First Steps” department.

Language Data

This portion of the page will control your default language content, which, in the case of single language sites, will also be your only site language.

EN-US Data

Name	<input type="text"/>	Rank <input type="text"/>	view <input type="checkbox"/>	Active <input type="checkbox"/>	Hidden <input type="checkbox"/>
Browser Title	<input type="text"/>				
Search Engine Keywords <i>Max length: 1024</i>	<input type="text"/>				
Search Engine Description <i>Max Length: 250</i>	<input type="text"/>				
Shopper Description					
<input type="checkbox"/> HTML Mode					

ADD DEPARTMENT

Name

This is a required field and is used in your department tree view on the department landing page. When displayed to your customers, it can be formatted using CSS to provide interest.

Browser Title

This is what shows up at the very top of your browser window. It shows up exactly as typed as shown here. The Browser Title will show up as the name of the page if a customer bookmarks your site, and is used by the search engines when they return links to your site.



HINT: You can use the browser title to help with your search engine optimization strategy by using keywords and phrases in the title.

Rank, Active, Hidden were all covered when we looked at the Department Landing Page.

Search Engine Keywords:

Keywords and phrases are optional text used by some search engines to help with your search engine placement. We recommend a maximum length of 1024 keystrokes. Keywords should be separated by commas and spaces are not required.

The Keywords are placed in your page meta tags and are indexed along with your page content. If you do not specify your keywords for each department, the page template will load in the general keywords for your site. Search Engine keywords can also be used by your site search engine to help your customers find your products.

Keywords are not a magic bullet for search engine optimization and ranking. They are one of many factors used in different ways with different priorities by different search engines. They can be used to supplement your page copy, list alternate terms, or common misspellings of key words, or perhaps to list phrases that are not used on your standard pages.

NOTE: Your Search Engine consultant will be able to help you use your keywords effectively. If you are not using a consultant, we recommend www.searchenginewatch.com as a good place to learn about search engines.

Search Engine Description

Like the Keywords, the Description is an optional field added to the meta tags of your Display Page and is used by some search engines. When it is used, it shows up under the link to your site. Generally the Description is a sentence or two.

Shopper Description

This is the text that your site shoppers can read when they are browsing departments on your site. It can be used to entice shoppers to view your products and spend more time on your site. It can include formatted text, additional images and video through a powerful online editor built into CommerceCM.

Step2: Adding Products to the Department

Departments may or may not contain products depending on where they fit into the hierarchy of your overall Department structure and how you have configured your CommerceCM system. If you are editing a Department that *does* contain products, then

this step will allow you to quickly populate your Department with the appropriate products.

children

Below is a list of **PRODUCTS** in your catalog. You can select which Product shows in your current department.

All Products

- Tylenol Child Chewable
Grape
- Tylenol Child Cold DM Chewable Tabs
Bubk**
- Tylenol Child Decongestant
Bubblegum
- Tylenol Children's Cold DM Liq
Bubblegum**
- Tylenol Childrens Cold Syrup
Liquid Bubble**
- Tylenol Children's Sinus
Fruit Suspension
- Tylenol Children's Suspension
Bubblegum F
- Tylenol Children's Suspension
Grape Flavo
- Tylenol Cold & Flu Daytime
Coolburst Liquid
- Tylenol Cold & Flu Nighttime
Coolburst Liquid
- Tylenol Cold Children's Chewable
Tablets**
- Tylenol Cold DM Jr Chewable Tabs
Grape**
- Tylenol Cold Extra Strength
Daytime
- Tylenol Cold Extra Strength
Nighttime Relief
- Tylenol Cold Infant Drops
Fruit Burst Flavou**

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Selected Products

- Benylin Bedtime Kids DM
12 Hour Relief
- Benylin DM for Children
Dry Cough Syrup
- Benylin DM
Dry Cough for Children Grape
- Benylin DM
Dry Cough Syrup
- Benylin DM-D for Children
Cough and Cold
- Benylin DM-D for Infants
Cough and Cold
- Benylin Freezer Pops Dry Cough
Grape
- Benylin Freezer Pops Dry Cough
Icy Orang
- Benylin Freezer Pops Dry Cough
Polar Ber
- Benylin Infant Drops
Decongestant
- Buckleys Jack & Jill Bedtime
Grape Liquid
- Buckleys Jack & Jill Cough/Cold
Cherry Liq
- Buckleys Jack & Jill Cough
Children's Lique
- Buckleys Jack & Jill DM
Cough Suppressan
- Buckleys Jack & Jill LA Cough Syr
SF Cher

Rank

Department	Rank
Benylin Bedtime Kids DM 12 Hour Relief	<input type="text" value="10"/>
Benylin DM for Children Dry Cough Syrup	<input type="text" value="20"/>
Benylin DM Dry Cough for Children Grape	<input type="text" value="30"/>
Benylin DM Dry Cough Syrup	<input type="text" value="40"/>
Benylin DM-D for Children Cough and Cold Syrup	<input type="text" value="50"/>
Benylin DM-D for Infants Cough and Cold	<input type="text" value="60"/>

The list on the left shows all products available in your CommerceCM system in alphabetical order. If a product is already a member of the Department being edited, red text will be used for this product. The list on the right shows all products that are currently part of the Department, also in alphabetical order. You can move products in or out of the department using the right and left arrow keys located between the two lists.

Note: alternatively, you can map products to departments when editing a product.