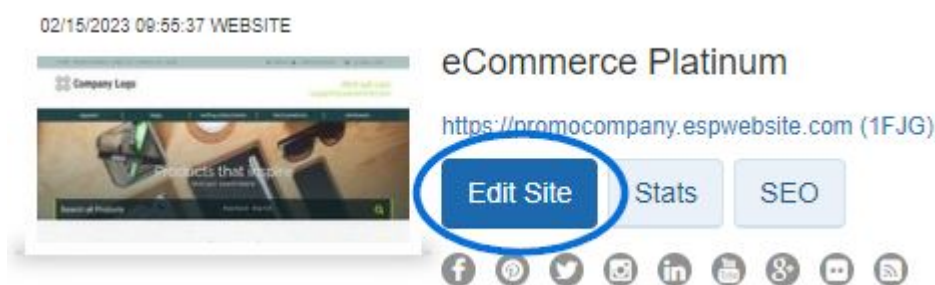


ESP Websites - Website Settings

Tamika C - 2024-03-06 - Manage Site Content

The Website Settings section enables you to establish defaults for your site, control the information that is displayed, and even create a site password.

After logging into the ESP Website admin, locate your site and click on the Edit Site button.



Click on the plus button to expand the Website Settings area and then make your selection.

Note: To close the menu, click on the minus button.

The options within the Website Settings section include:

Site Summary

In this section, you are able to view your ESP Website site title, domain, language(s), analytics, status, type, and last published date.

ABC Promotional

<https://abcpromotions.espwebsite.com> (OBHM)

Site Summary

Site Title

ABC Promotional

Status

Live

Domain

abcpromotions.espwebsite.com

Type

eCommerce Platinum

Language

English (United States)

Last Published

3/15/2019

Analytics

Yes



If you would like to restore your site to its default settings, click the "Reset Site" button.

Note: Resetting the site does not affect saved images or content.

Site Info

In the Site Info section, there are two sections: Set Up Your Site and Enter Your Company Info.

Set Up Your Site

Edit your site information including; title, e-mail and owner name and title. Check the Display on my site box to show this information on your site.

Set Up Your Site

Site Title

Site E-mail

Site Owner's Name

Site Owner's Title

Display on my site?

After making changes in this section, click on the **Save** button.

Enter Your Company Info

Enter your company information such as your Company name, address, and contact information. Use the checkboxes to select which information you would like to display live on your site.

Enter Your Company Info

Enter the main contact information for your company including your company's name, street address, phone number and e-mail address. You can also choose whether or not you want to display any of this information on your Website.

Company Name

Street Address (1)

Street Address (2)

Street Address (3)

Country



City

State/Province



ZIP/Postal Code

Show my company address information on my Website.

You must enter a phone number and email, even if you choose not to display them on your site.

Company Phone Number

ext (Example: 888 888-8888)

Display on my site?

Company Fax Number

ext (Example: 888 888-8888)

Display on my site?

Company E-mail Address

(Example: sales@company.com)

Display on my site?



Save Address

After you have finished making changes, click on the Save Address button in this area.

To publish your changes, click on the Make Changes Live link.

Display Options

In the Display Options area, you can use the checkboxes to select which information you would like to have displayed on your ESP Website.

To display products based on the country to which they can be shipped, use the Markets option to select USA, Canada, or All Markets.

ABC Promotional

<https://abcpromotions.espwebsite.com> (DBHM)

For more information on how to manage your advertising, [click here..](#)

Market

Countries the products can be shipped to

USA Canada All Markets

Use the language section to select if you would like to have your site available in Spanish and/or French. Check the language(s) you would like to offer, click on Save, and then click on the Make Changes Live link.

Language

Enable Multi-Language Support on your site.

French Spanish

When visitors view your site, they will be able to select the language from a dropdown in the upper right corner. All of the information on your site, including product information and the checkout process will be shown in the selected language.



You can use the Default Sort dropdown to change the how search results are sorted on your site. You can select Best Matched, Price: Low to High or Price: High to Low from the dropdown.

Display Options

Set how the Product Search functions, including displaying search results. Click Save when complete.

| | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> Show AsiNo | <input checked="" type="checkbox"/> Show Trade Name | <input checked="" type="checkbox"/> Search ASI Number | <input type="checkbox"/> Search Price | Product Option Assistant |
| <input checked="" type="checkbox"/> Show Product Number | | <input checked="" type="checkbox"/> Search Linename | <input checked="" type="checkbox"/> Search within | Basic Version |
| <input checked="" type="checkbox"/> Show Preferred Label | | Default Sort | | Display Scope |
| <input checked="" type="checkbox"/> Show Request For Information Button | | New Product | | Preferred Suppliers Only |
| <input checked="" type="checkbox"/> Show Request For more information after POA | | | | <input type="checkbox"/> Show Product Ideas from Preferred Suppliers Only |
| <input type="checkbox"/> Show Canadian Suppliers First | | | | |
| <input type="checkbox"/> Show Coded Product Numbers | | | | |

The Product Option Assistant dropdown to select whether to use the Basic Version or skip this option (It is recommend that if the shopping cart is enabled you use the Basic Version).

The Content Control section enables you to control which product appear on your site. By default, the "Show All Products" checkbox is selected. If you do not wish to display all products on your site, use the available options to make your selections. For example, if you only wanted to show products that are made in the USA, uncheck the "Show All Products" checkbox, go to the Only Show Products column and select "That are Made In The USA". You are able to check multiple options if needed.

Content Control

This will control what products are on your site. You can select one or multiple options to narrow the search results your users will see.

Only Show Products

- With Rush Service
- With Confirmed Pricing
- With Images
- With Pricing
- That is Made In The USA
- That have Personalization
- That are Sold Unimprinted
- That are Virtual Samples Ready
- That are Environmentally Friendly
- That are New Products

Supplier By Rating

- 5 Stars
- 4 Stars & Up
- 3 Stars & Up
- 2 Stars & Up
- 1 Stars & Up
- Ignore Ratings

Canadian Ready Options

- From Suppliers located in Canada

After you have finished selecting your display options and content control settings, click on the Save button and then click on the Make Changes Live link.


Domains

When you purchase an ESP Website or Company Store, the domain provided will end in ".espwebsite.com" (for ESP Websites) and ".logoshop.com" (for Company Stores). All domains provided within the ESP Websites admin have an SSL certificate. To add an espwebsite or logoshop domain, click on the Add Domain button.

Domains

ESP Websites Domains



| Domain Name | Security (SSL) Protection | Actions |
|---|---|---|
| abcpromos.espwebsite.com Alternate Domain Set as Default |  | Edit Delete |

If you have a custom domain name, you are able to redirect it to your ESP Website or Company Store.

To add a domain name, click on the "Add New ESP Website Address or Custom Domain" button. Then, type your new domain name into the field and click on the Save button.

If you have multiple domains which point to the same page, unless a specific URL is designated as the default page, Google will select which URL to display in search queries, which can affect the SEO for your site. For example, if you had two URLs for your site: [www.companypage.com/espwebsite](#) and [www.companypage.espwebsite.com](#), but do not specify a default page, Google will toggle between the two URLs, meaning that the SEO traffic for your site will be split and proper weight will not be applied to ranking. By select a

default, Google will be directed into a single URL, allowing for proper identification of your site for SEO purposes.

Redirect Your Domain

If you have selected to use a custom domain, you do not need to type "www." Just type the domain name - for example: ABCpromo.com.

You will need to set up a redirect to point your custom domain to your ESP Website. Contact your domain host (GoDaddy, Network Solutions, etc.) and have them redirect the domain name by pointing the A record to the provided IP address (**199.0.184.165**). You can redirect up to four (4) domain names.

Add Custom Domain ×

Set as Default Domain

Update your IP address to complete process:

- 1 **Sign in** to your Internet Domain Registrar account
(Example: GoDaddy, Network Solutions, etc.)
- 2 Locate the page for updating your domains **DNS records**.
- 3 Update your **A record** with the IP address for your website.

Your IP Address 199.0.184.165

Or update your **CNAME** record if you use a sub-domain
(Example: SubDomain.YourDomain.com)

Your CNAME Address hosting.espwebsite.com

- 4 Save your changes and wait for site to update.

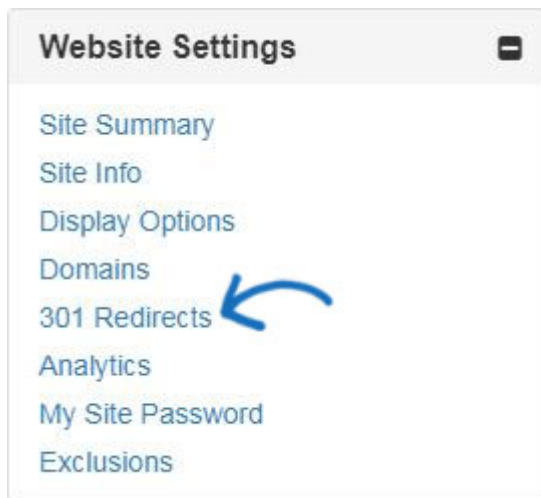
Also in the Domains section, you can purchase an [SSL Certificate](#) for your custom domain.

| Domain Name | IP Address | Security (SSL) Protection | Actions |
|---|------------|---|------------------------|
| espcompanyname.com Alternate Domain Set as Default | ✓ |  | Delete |
| www.espcompanyname.com Alternate Domain Set as Default | ✓ |  | Delete |
| → Secure your Website - Get a SSL Certificate | | | |

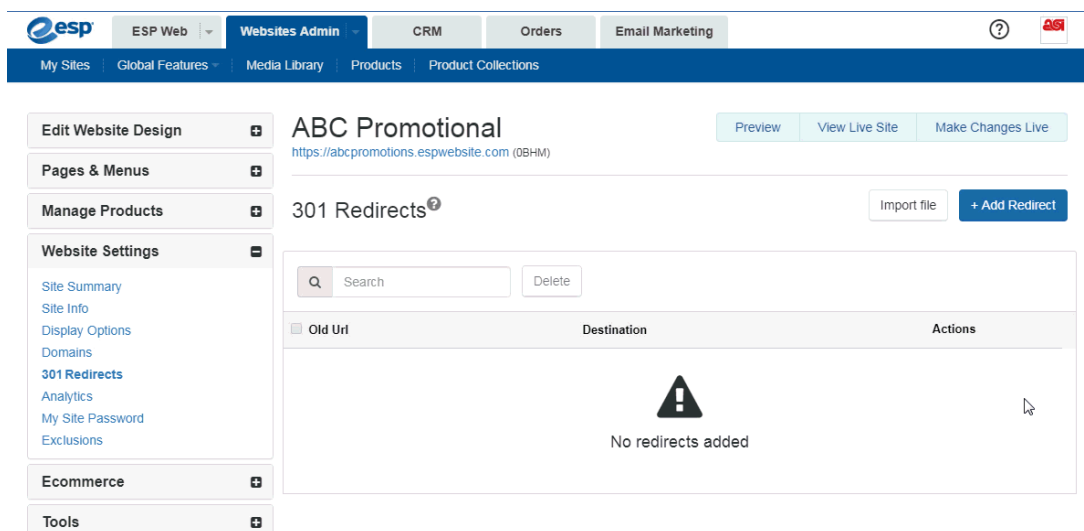
301 Redirects

Using 301 redirects is important for ensuring the SEO ranking information for pages is maintained when moving pages from an old site to your new ESP Website. By using 301 redirects; rather than just recreating the page information on your ESP Website, the SEO weight and Google ranking for the web page will be preserved.

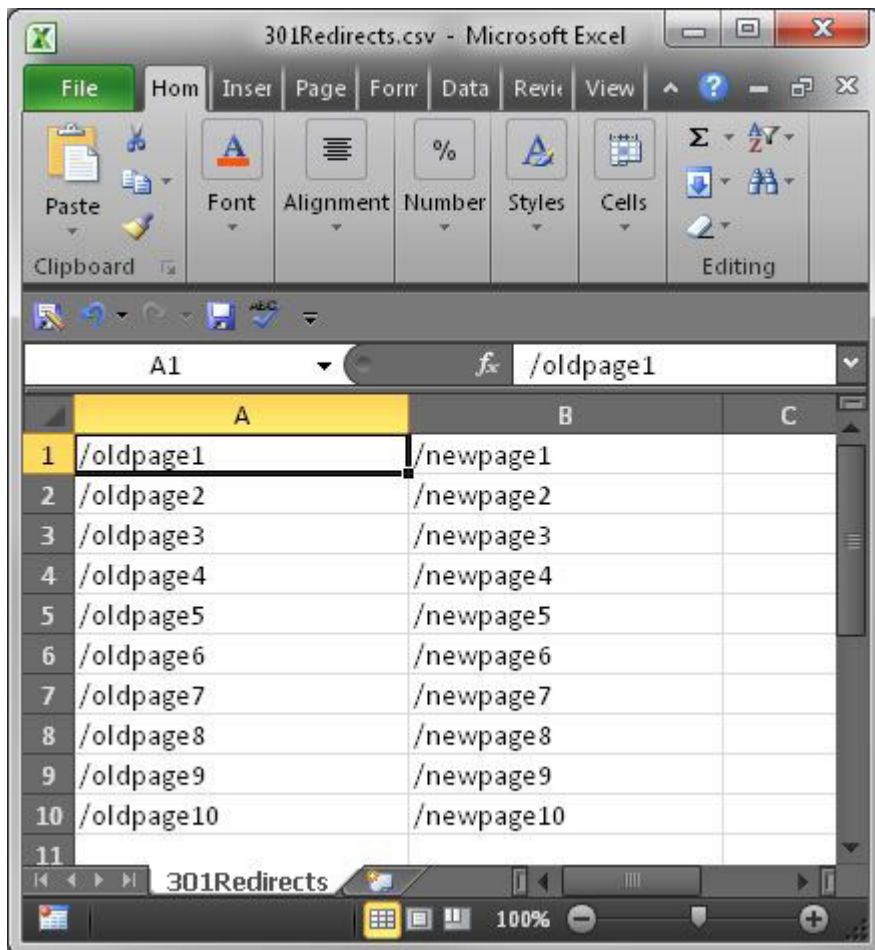
To establish a 301 redirect, log into the ESP Websites Admin and click on Edit Site for the ESP Website or Company Store. Go to the Websites Settings section and select 301 Redirects.



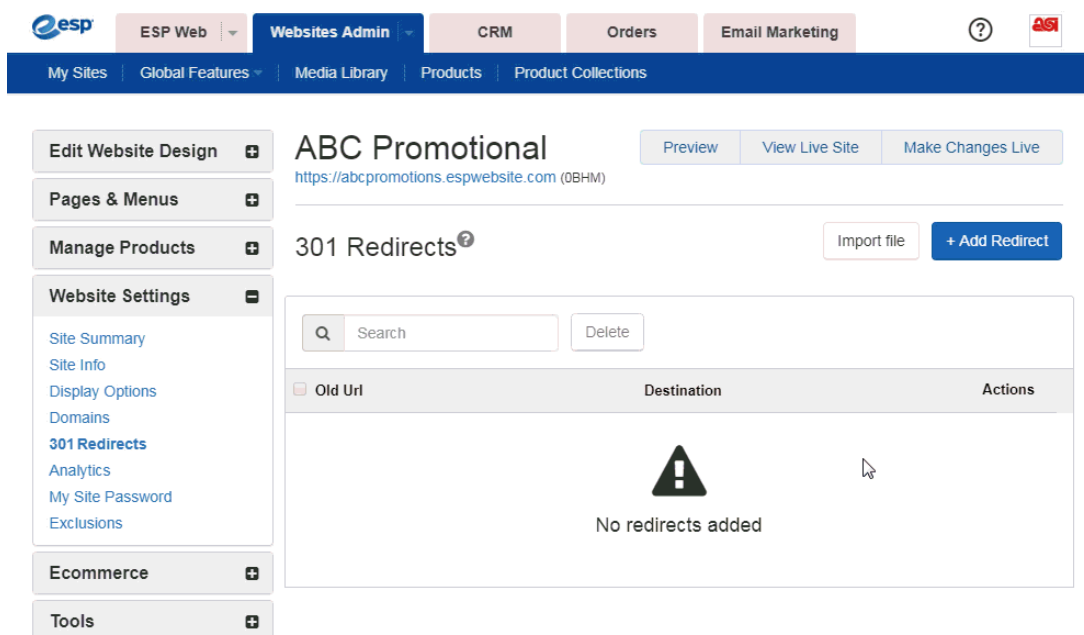
To enter a 301 Redirect, click on the Add Redirect button and type the original page URL and the new page URL.



If you have a large amount of pages to redirect, you can use the Import File button. Before importing the .csv file, it is important to ensure that the information is in the optimal format. In the file, Column A should list the old page's URL extension in this format: "oldpageextensionname". Do not include the full URL or ending (ex: .html, .asp, etc). Column B should list the page name from the ESP Website or Company Store in the same format. Do not include column headers.



Once you have finished preparing the file, click on the Import File button. Browse your computer to locate the file, select it, and then click on the Open button. Then, click on Import. The newly imported 301 redirects will be listed.



Analytics

In the Analytics section, you can enable Google Tag Manager and Google Analytics.

If you have a Google® Tag Manager account and would like to link it to your ESP Website or Company Store, you can do so checking the "Enable Google Tag Manager Service" checkbox and then entering the Container ID in the available box.

Google Tag Manager

[Google Tag Manager](#) supports all tags and has easy-to-use turnkey templates for a wide range of Google and third-party tags — for web and mobile apps. Marketers can add or change their own tags as needed and a campaign can be underway with just a few clicks.

Enable Google Tag Manager Service

Container ID

If you do not have a [Google Tag Manager](#) account, you can [create one](#) for free.

If you have a Google® Analytics account and would like to link it to your ESP Website or Company Store, you can do so in the Analytics are of the Website Settings. Check the "Enable Google Analytics Service" and enter your account number. Then, click on Save and then click on the Make Changes Live link.

Analytics

Enable [Google analytics](#) to gather site visitor statistics, i.e hit reports. This information is invaluable for creating an effective website that meets the needs of your customers. Go to [Help](#) to learn more about this topic. Click Save when complete.

Enable Google Analytics Service

Account ID

Turn on Ecommerce and Enhanced Ecommerce from your google analytics account. [Help](#)



If you do not have a [Google Analytics](#) account, you can create one by clicking on the "Create an account" button on the Google® Analytics home page.

My Site Password

You are able to password protect your site by:

- Checking the "Enable Password Protection" box.
- Entering text in the "Password Prompt Text" box.
- Typing the password for your site in the password box. The maximum number of characters for a site password is ten (10).

When you are finished, click on Save and then click on the Make Changes Live link.

My Site Password

Enable this feature if you want visitors to enter a password before viewing your site. This feature is useful in cases such as Company Stores that are intended for a private audience.

Enable Password Protection:

Password Prompt Text

This site requires a password to access. Please enter the password your administrator provided you.

Password

Save

Exclusions

Exclusions Lists enable you to remove products, categories, and even specific suppliers from your ESP Website or Company Store. To create a list, go to the Global Features dropdown and select Exclusion Lists.

After you have created an exclusion list, you can apply it to your site using the Exclusions option in the Website Settings area.

In this area, you can:

- Click an individual list or hold CTRL to select multiple lists, and then use the right pointing arrows to add these to the Selected List box.
- Use the double right pointing arrows to add all available lists to the Selected List box.
- Click an individual list or hold CTRL to select multiple lists in the Selected Lists, and then use the left pointing arrows to remove them from the Selected List box.
- Use the double left pointing arrows to remove all selected lists.

Exclusions

Product Suppression

To suppress products from this Website, move the set of products to be suppressed from the list on the left to the list on the right by highlighting and using the arrow buttons. Then click Save.

Because product IDs may change at any time these lists needs to be reviewed and maintained regularly.

Available Lists

>

>>

<

<<

Selected List

Save

Click on the Save button when you are finished. Click on the Make Changes Live to publish these changes.

Category Control

ESP Websites enables you to limit the categories on your site. Just like with product lists, click on a category from the options on the left and then click on the single arrow to move it onto the excluded list.

Note: A product that is listed multiple categories and one of the categories tied to the product is set as excluded from our site, that product will not appear in related categories.

Category Control

This section allows you to control what categories appear on your Website. All categories are shown by default. To exclude a category, select it from the "Included" list on the left. Click the first arrow button in the middle and the category will move to the "Excluded" list on the right. Click the blue "Save" button.

Included

Search

- 3-D PRODUCTS
- ADDRESS BOOKS
- ADULT NOVELTIES
- ALARMS & PROTECTIVE DEVICES
- ALBUMS
- ALMANACS
- ANTENNA ACCESSORIES
- ANTIBACTERIAL PRODUCTS
- ANTIMICROBIAL ENHANCED PRODUCTS
- APOTHECARY JARS
- APRONS
- ARM BANDS
- ART & DESIGN SERVICES
- ART SUPPLIES

Excluded

Search

Note: If a product is in more than one category, and one of the categories tied to the product is excluded, then that product will be excluded from the site for all related categories as well.

Save

Click on the Save button when you are finished. Click on the Make Changes Live to publish these changes.

Supplier Control

ESP Websites enables you to limit the suppliers shown on your site. In the Exclude a Company box, begin typing a supplier name or ASI number. The matching results will appear below and we can click on the "Add to Excluded List" button.

To remove a supplier from the Excluded List, hover on the supplier listing and then click on the "Remove from Excluded List" button.

Supplier Control

This section allows you to control what suppliers appear on your Website. By default, all suppliers are shown. If you would like to exclude a supplier, type the supplier's name in the gray box; click the blue "Add to Excluded List" button; and click the blue "Save" button. Save button will only apply to the Supplier Exclusion section.

Exclude a Company

Excluded

Click on the Save button when you are finished. Click on the Make Changes Live to publish these changes.