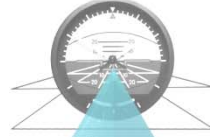


MANAGING



OPERATIONS



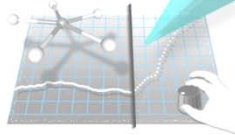
PERSONNEL



Pentad Systems
Product Catalog

User's Manual

PLANNING



PENTAD
Systems

SITE





Index

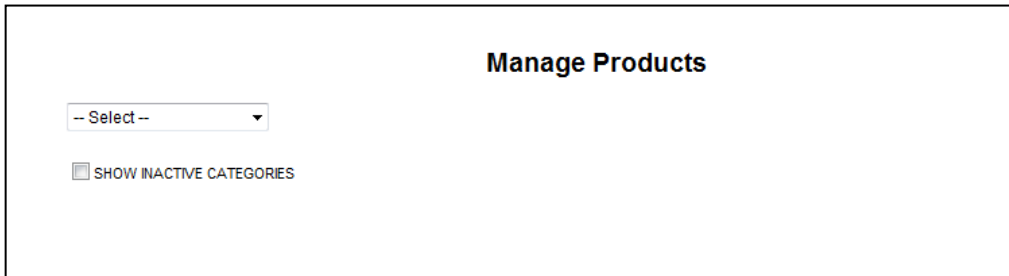
| | |
|--|----|
| I. Overview | 2 |
| II. Planning a Successful Catalog | 3 |
| III. Adding Categories | 6 |
| IV. Adding Products or Projects | 7 |
| V. The Main Image | 9 |
| VI. Adding Details | 10 |
| VII. Search Engine Optimization | 11 |
| a. Alt Text for all Images | 11 |
| b. Load the Pagefiller area with Key Phrases | 15 |



I. Overview

The Product Catalog is a powerful back-end feature of your website that allows for the management of your Products and Projects that are displayed on your website.

Managing Products and Projects is a snap with the easy-to-use interface of the Product Catalog:



On the front-end of your website, you can see the Product Catalog in action:

Project Menu

- [Boiler Project](#)
- [Bin Sorter](#)
- [Jewitt Cameron](#)
- [GP Concrete](#)
- [Fall Arrest System](#)
- [Potlatch](#)
- [Anheuser-Busch](#)
- [Chipper](#)



[Boiler Tear-Down and Reconstruction](#)

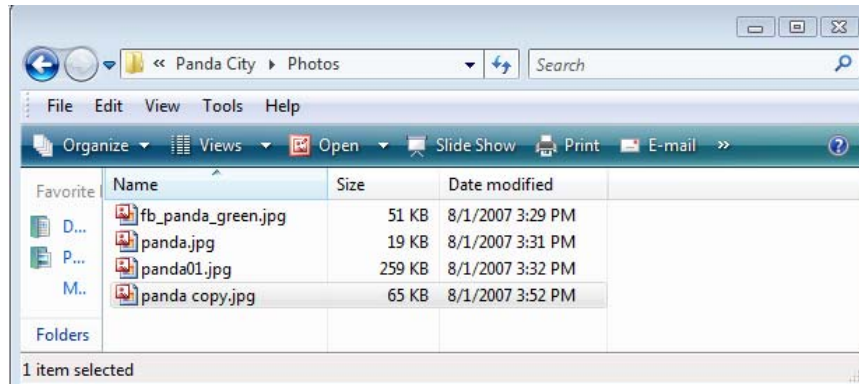
This manual discusses the function of the Product Catalog, how to plan a Successful Catalog, and the best practices for filling each Product with useful, search-engine worthy information.



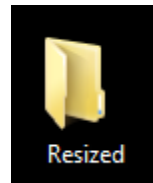
II. Planning a Successful Catalog

Follow these simple guidelines when putting together your own Product Catalog:

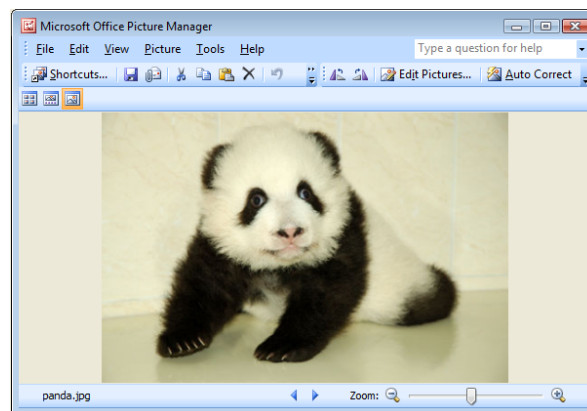
Phase 1



1. Resize all of the photos that will be displayed on the Product Catalog and save them to a location on your computer with a physical size no greater than 400 x 400 pixels and a file size no greater than 100 Kb.

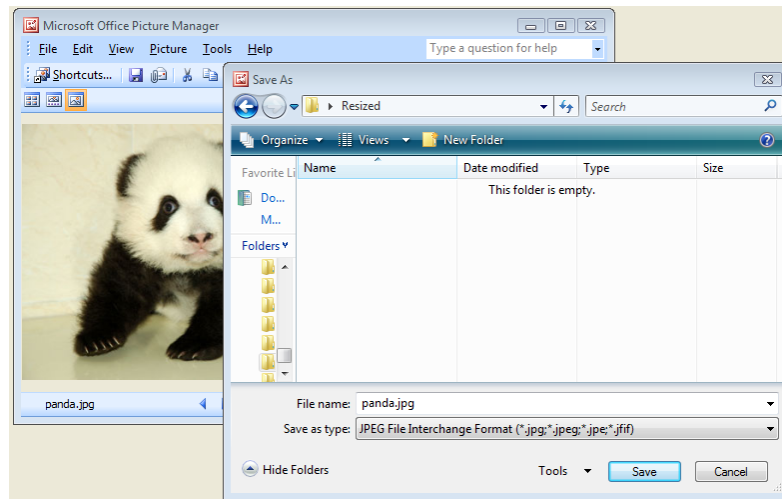
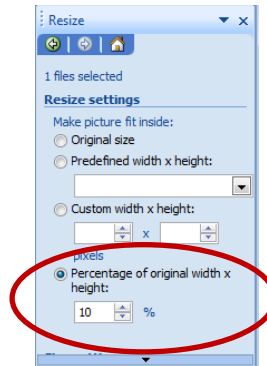
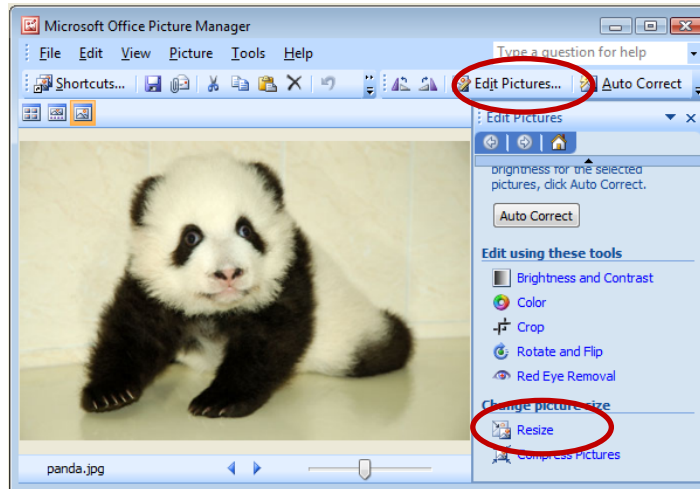


2. Create a new folder on your desktop labeled "Resized".





3. Open all of the pictures you want to use in Microsoft Office Picture Manager.



4. Resize all of your photos to 10% and save them to the "Resized" folder on your desktop.



- Each of the photo's file sizes should be under 100 KB.
- Each of the photo's physical sizes should be under 400 x 400 pixels.

Phase 2

1. Design the Website Page to fit your needs. For example:



2. Add a new Table to the Website Page with the following requirements:
 - a. 8 Rows
 - b. 1 Column
 - c. 100% Width
 - d. Alignment = Center



III. Adding Categories

1. Log into your website's back-end system and browse to "Manage Products".

2. Click on the Drop-Down List to the left and select --Add New Category--

3. Type in the Category Name to the right. Make sure the Active check-box is selected. When you are finished, click **ADD NEW CATEGORY**.

4. The Category you just added will show up in the Drop-Down List to the left.



IV. Adding Products or Projects

Systems Menu + Add to Favorites

Manage Baby Pandas

Baby Pandas UPDATE CATEGORY

-- Select --

SHOW INACTIVE CATEGORIES CATEGORY NAME Active

SHOW INACTIVE PRODUCTS

1. Select the Category you wish to add a Product or Project to from the Drop-Down List in the Manage Products Menu.

Systems Menu + Add to Favorites

Manage Baby Pandas

Baby Pandas UPDATE CATEGORY

-- Select --

-- Select --

-- Add New Product --

SHOW INACTIVE PRODUCTS CATEGORY NAME Active

2. Click on the second Drop-Down List to the left and select --Add New Product--



Systems Menu + Add to Favorites

Manage Baby Pandas

Baby Pandas
-- Add New Product --
 SHOW INACTIVE CATEGORIES
 SHOW INACTIVE PRODUCTS

PRODUCT NAME DATE Active

DESCRIPTION

Source [Icons]
Style [Dropdown] Format [Dropdown] Font Size [Dropdown]
The Baby Panda 1 is a sweet little creature with big black eyes and beautiful full-pattered black and white markings on the fur. To order your personalized Print, please Contact Us today!

PRICE

MODEL NO.

PERSISTENT IMAGE

Copyright © 2004-2008 Pentad Systems, LLC

3. Type in a Product Name and a Date for the Product/Project. Type in the Description of the Product/Project (details in section VI). Add a Persistent Image (details in section V).
4. When you are finished, click .

Systems Menu + Add to Favorites

Manage Baby Pandas


Baby Pandas
Baby Panda 1
-- Select --
-- Add New Product --
Baby Panda 1

PRODUCT NAME DATE Active

DESCRIPTION The Baby Panda 1 is a sweet little creature with big black eyes and beautiful full-pattered black and white markings on the fur. To order your personalized Print, please Contact Us today!

PRICE \$10.00

MODEL NO.

PERSISTENT IMAGE 

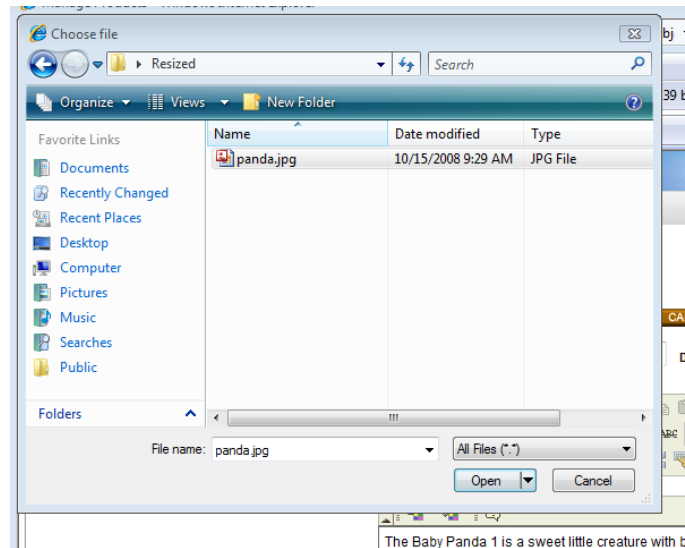
Copyright © 2004-2008 Pentad Systems, LLC

5. The Product/Project you just added will show up in the second Drop-Down List to the left.



V. The Main Image

1. The Main Image of a Product/Project is the Image that will be displayed as a Thumbnail on the Catalog page of your website and as a full-sized Image on the Product/Project section of the Catalog page. You will need to use the Resized image that was created in **Section II. Phase 1** of this manual.



2. To add a Persistent Image to the Product/Project, click on next to Persistent Image in the Product/Project main menu. Browse to the location of the "Resized" folder on your desktop.

PERSISTENT IMAGE

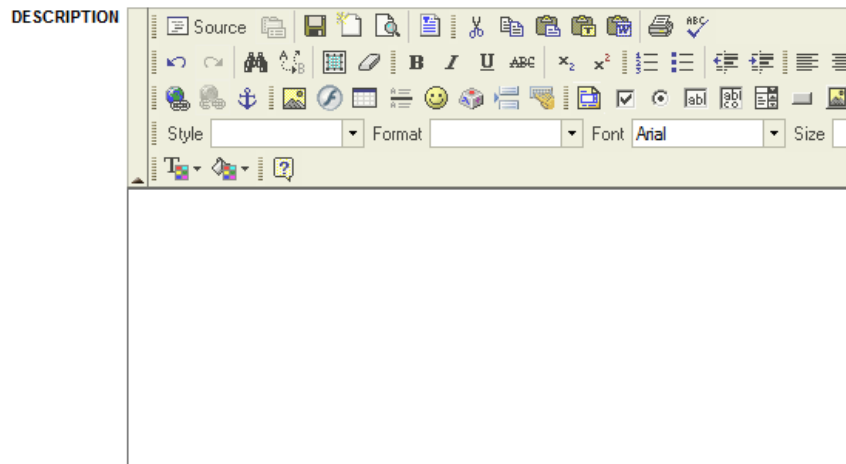


3. Select the Image you wish to use with the Product/Project and click .

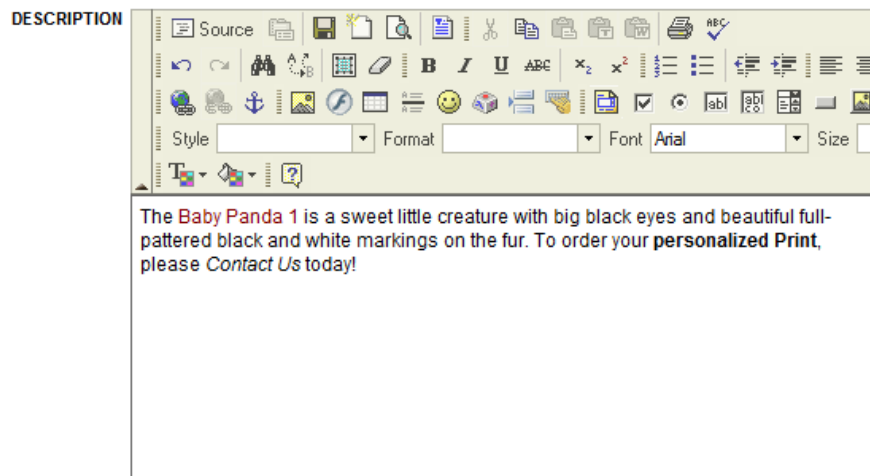


VI. Adding Details

1. Adding the Product/Project Details is the most important part of your Product Catalog. This is where Keyword Density and Key Phrases are imperative for achieving optimum Search Engine results.



2. The Description Section contains a Pagefiller-based textbox that allows you to edit your text visually with a variety of buttons located at the top of the textbox. You can also add your own Images to this section, use spell-check, and add Tables to better organize your text.



3. Type in the text to your desire and add the other elements of your Product/Project before clicking **ADD NEW PRODUCT**.

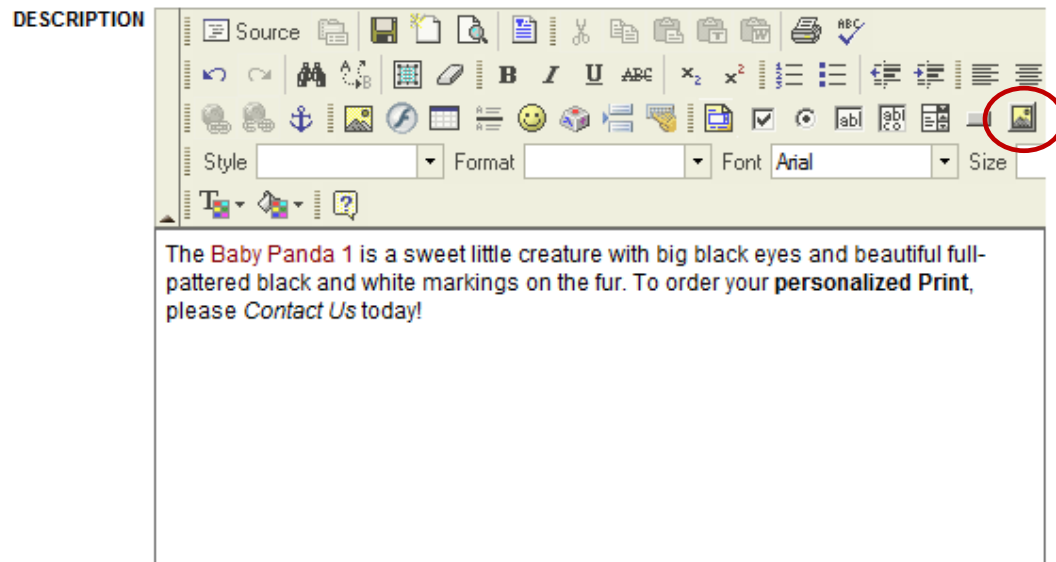


VII. Search Engine Optimization

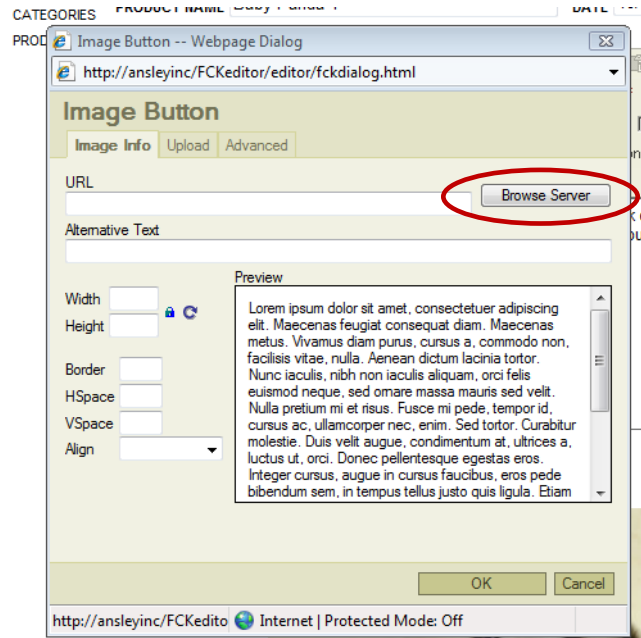
In today's world of millions of Websites, it is very important to get your Website on the Web via the top Search Engines. When adding Products/Projects to your Product Catalog, Image Alt Text, Key Phrases, and Keyword Density are the top factors in assuring that your Products will be easily found in a Search.

a. Alt Text for all Images

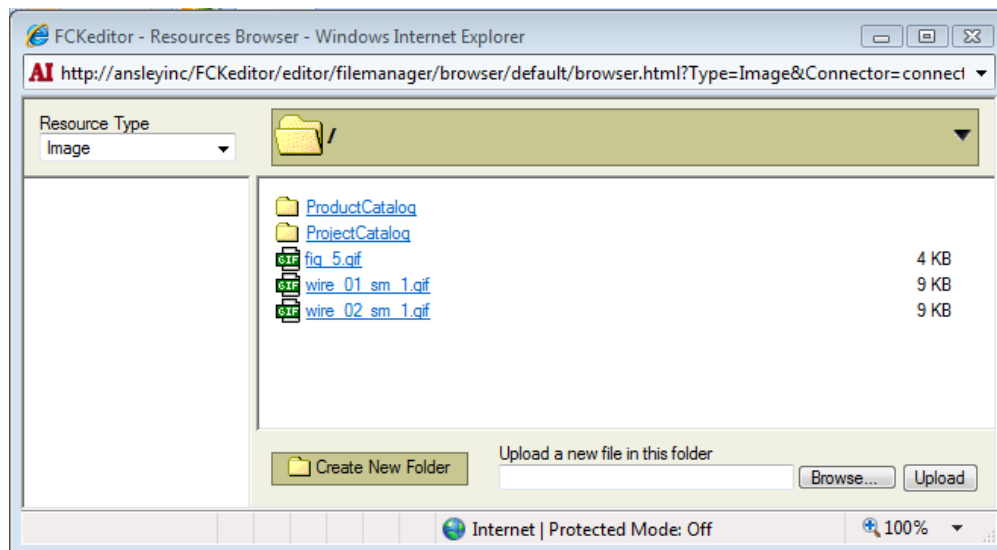
1. Image Alt Text starts with any photos that you add to the Description of your Product/Project. Follow these steps to add additional images to the Description of your Product/Project and add Alt Text to these images:

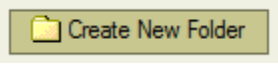


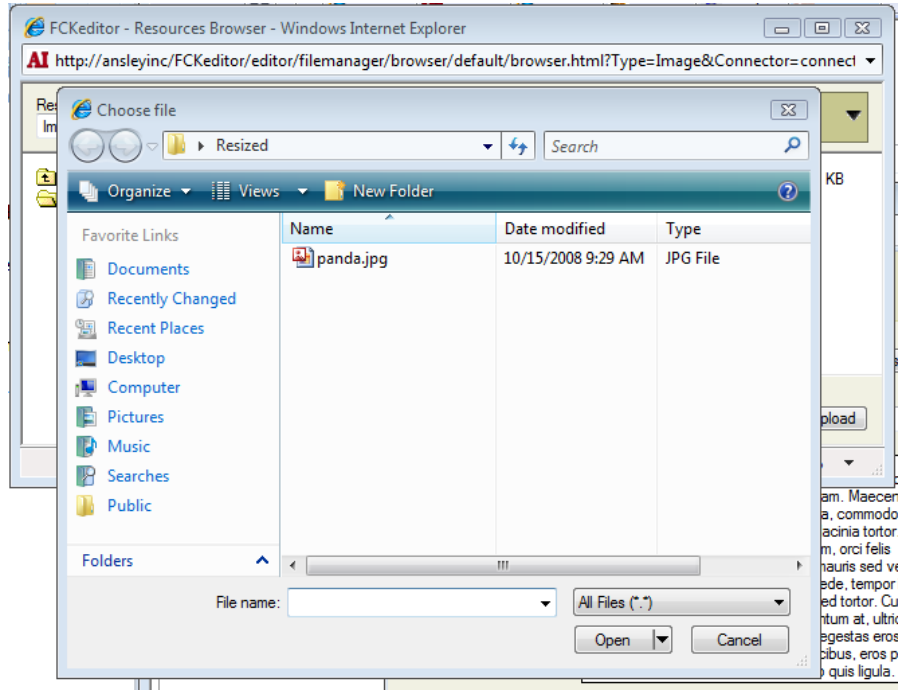
2. Click the Image button located to the right of the Pagefiller option-bar.



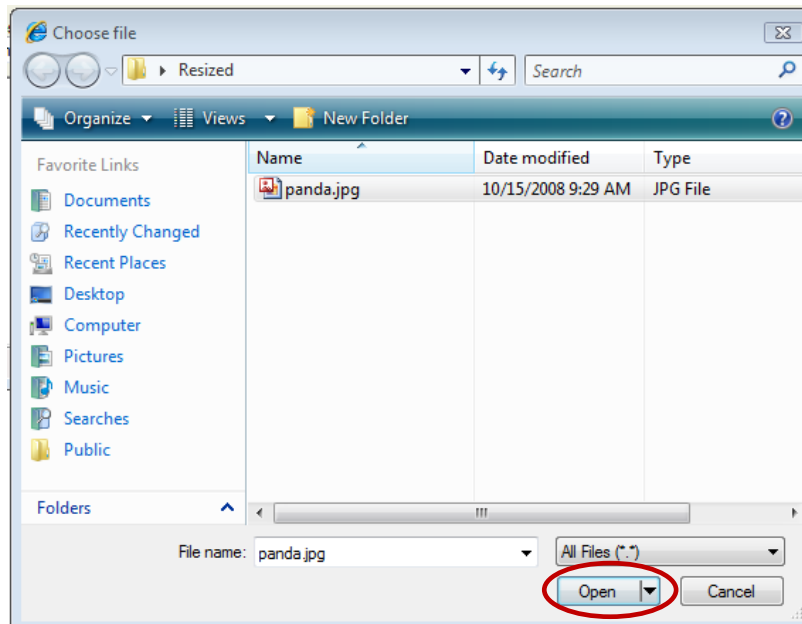
3. Click on  to the right of the URL box.



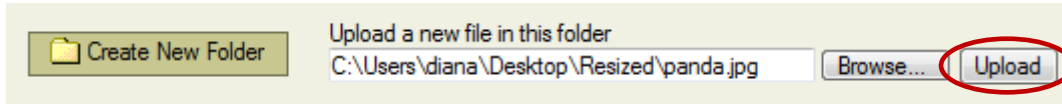
4. Browse to the folder location of your images or Create a New folder to upload your images to the server by clicking  .

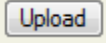


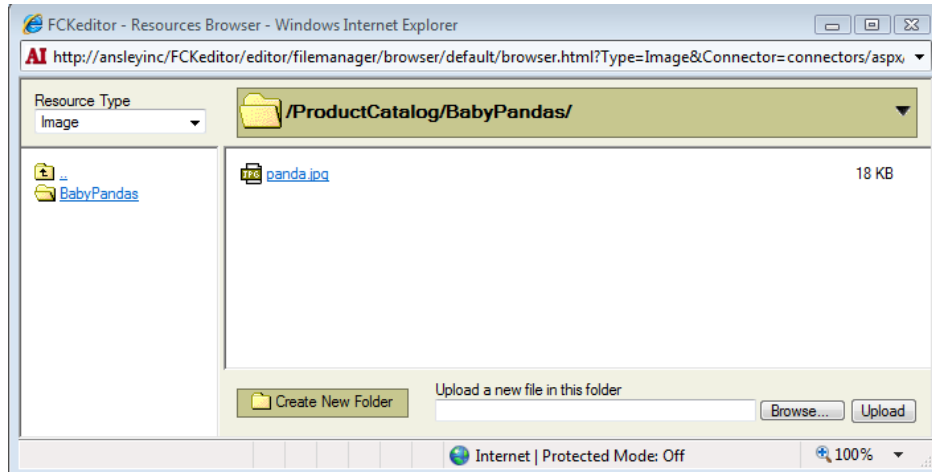
- To upload your images, click on the **Browse...** button and browse to the location of your images.



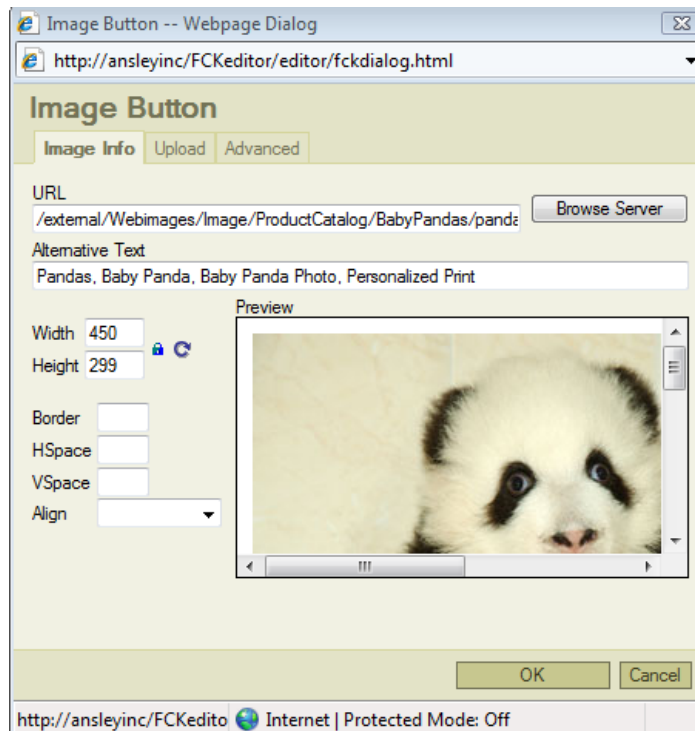
- Select the image you wish to upload and click **Open**.



7. Click on  to upload your image to the server.



8. Select the image you wish to display in your Description textbox.



9. To add Alt Text, use a variety of Keywords and Key Phrases in the Alternative Text box. Make sure they are relevant to the Product/Project you are promoting.

