



# Retailer Login

## User Guide

REFERENCE	RLS . Content Management System User Guide	Version	2.0
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## 1. Royal Leamington Spa – Website Content Management

The Royal Leamington Spa website has been designed to give individual retailers control over the information which is displayed on the website for themselves. Access is password protected in order that each retailer can only update the page dedicated to their business; this also includes the ability to insert special offers.

### 1.1 Retailer Login

The retailer's page consists of a store front / product image, location, website address, store telephone number and details about the retailer. It is your opportunity to sell your page of the site. It is your responsibility to manage your page and make sure the content is up to date and relevant.

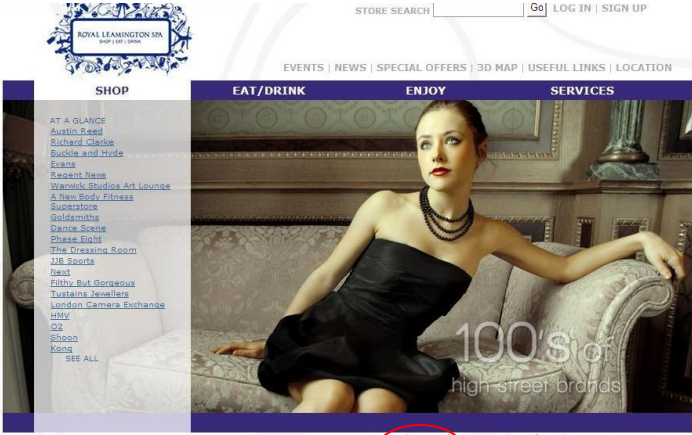
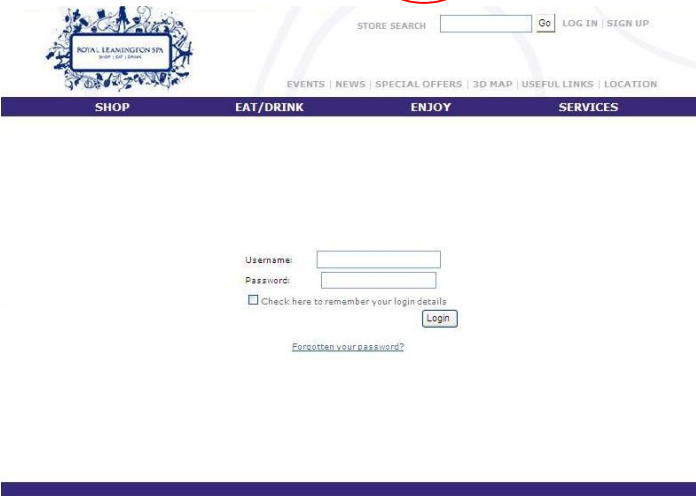
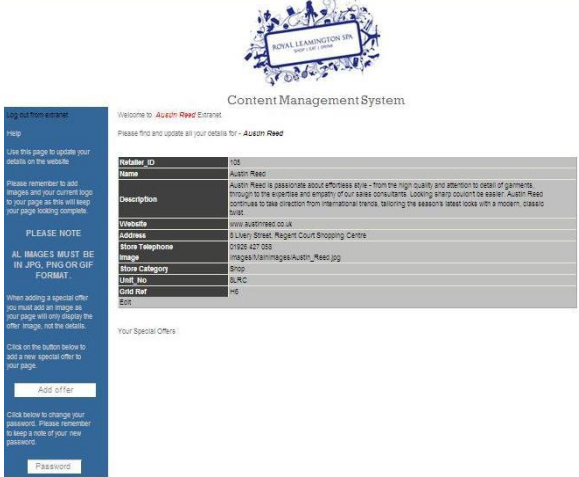
### 1.2 Special Offers

The site contains a main special offers page. This page will list all special offers available from retailers in Royal Leamington Spa and enables you to add your own special offers to appear on your page as well as being included on the main special offer page.

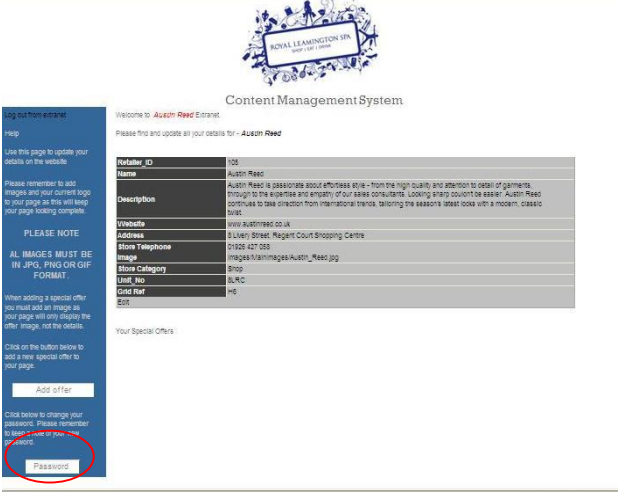
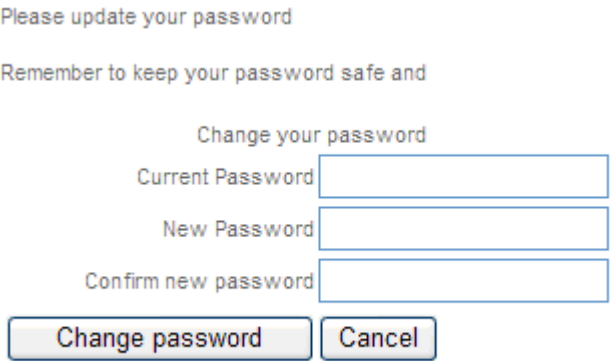

## Contacts

If you have any problems when accessing the website please contact Kim Bithel on 01359 250208 or email [kim.bithel@toolboxmarketing.co.uk](mailto:kim.bithel@toolboxmarketing.co.uk)

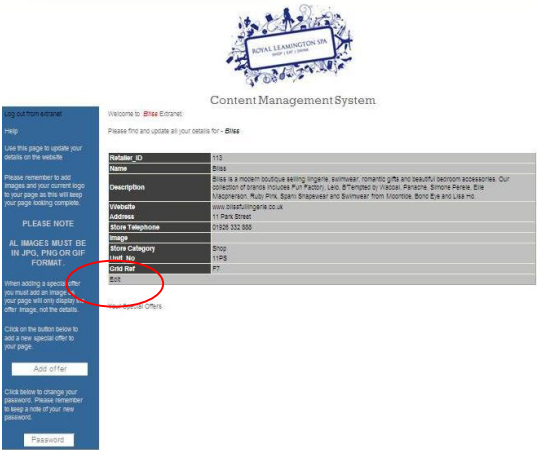
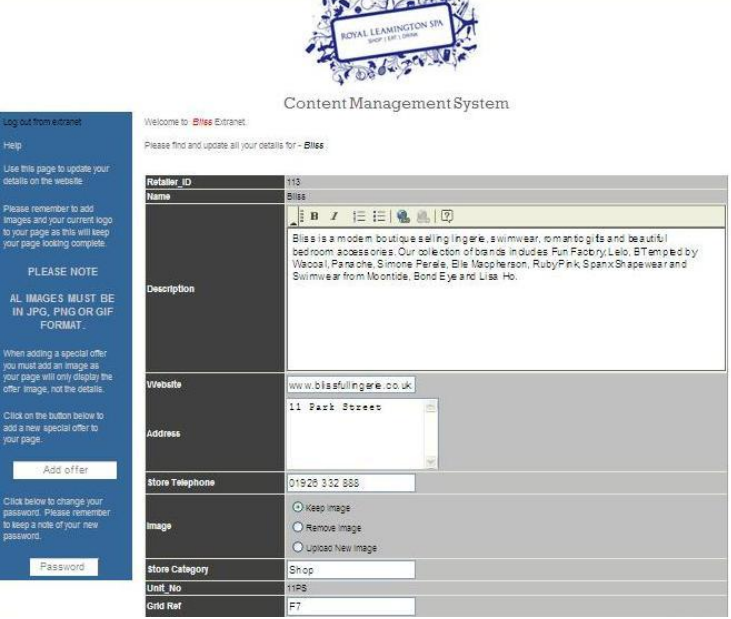
## 2. Retailer Login Access

PROCESS STEP	SCREEN
<p><b>1. Access Retailer Login</b></p> <p>Each page on the website has a link to the Retailer Login at the footer of the page</p>	
<p><b>2. Log in</b></p> <p>Your Username is your store name as it appears on the store directory (e.g. Austin Reed). Your password has been sent to you separately.</p> <p>We recommend you change your password when your first access the site. To change your password, see page 5.</p> <p>To login, ensure you click on the login button rather than hitting enter as this will take you back to the main site.</p>	
<p><b>3. Your Page</b></p> <p>Retailer pages are structured with your details at the top with your current special offers below.</p> <p>The blue bar on the left is to aid you in using the extranet site and amending your details.</p> <p>Log out in the top left corner will log you out of the system and take you back to the homepage.</p>	

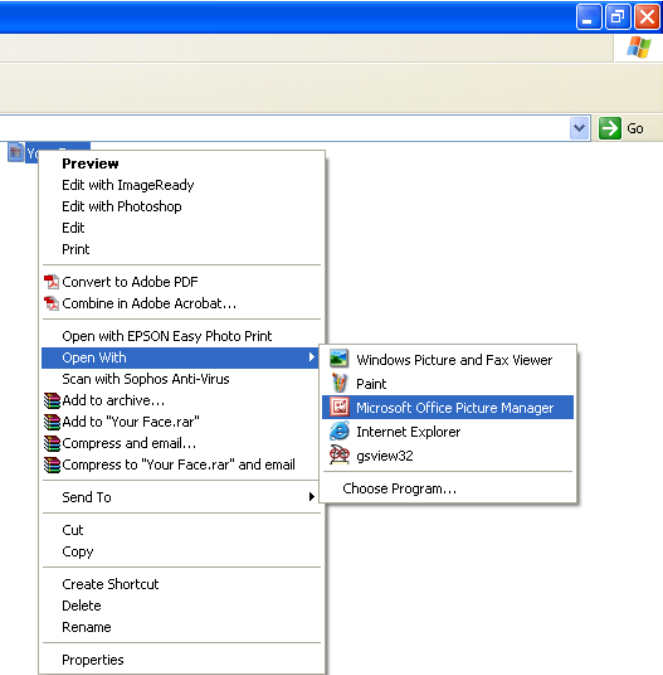
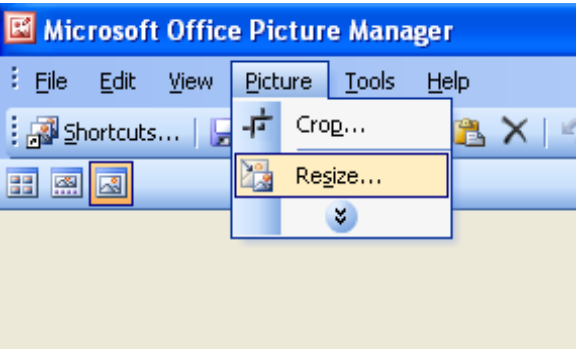
### 3. Changing your password

PROCESS STEP	SCREEN
<p><b>4. Starting</b></p> <p>Click on the <b>change</b> button to change your password.</p> <p>For security reasons, we recommend that you change your password regularly.</p>	 <p>The screenshot shows the 'Content Management System' interface. On the left, there is a sidebar with a 'Change password' button circled in red. The main content area displays a user profile for 'Austin Reed' with fields for Name, Description, Website, Address, Store Telephone, Email, Store Category, Unit No, and Grid Ref. Below the profile, there is a 'Your Special Offers' section.</p>
<p><b>5. Enter your new password</b></p> <p>Your current password is the one you have previously logged in with.</p> <p>Write your new password into the middle box. Confirm by retyping into the bottom box.</p> <p>The password needs to be at least 7 characters and include at least one character, which is not a letter (e.g. # @ %)</p> <p>Click on <b>change password</b> to confirm the change.</p>	 <p>The screenshot shows a form titled 'Please update your password'. It includes the instruction 'Remember to keep your password safe and'. The form has three input fields: 'Current Password', 'New Password', and 'Confirm new password'. Below the fields are two buttons: 'Change password' and 'Cancel'.</p>
<p><b>6. Continue to Retailer Login</b></p> <p>Your password has now been changed and you can log in using it.</p> <p>Write the new password down in a secure location.</p>	 <p>The screenshot shows the 'Content Management System' interface with a confirmation message: 'Please update your password' and 'Remember to keep your password safe and'. Below this, it says 'Change password Complete' and there is a 'Continue' button.</p>

## 4. Updating RETAILER Details

PROCESS STEP	SCREEN
<p><b>7. Update your details</b></p> <p>The Edit button will enable you to add and edit all your details of the site except for your store name and retailer number which is used to identify retailers in the website database.</p> <p>If you require changes to the retail name, please contact Kim Bithel.</p>	
<p><b>8. Information</b></p> <p>We have added information about your business already, but you can edit it if required through this section of the site.</p> <p>There are formatting tools to enable you to use bold, italics, numbering and add hyperlinks in your details.</p> <p>The telephone number, website, and category can be typed in the space provided.</p> <p>An image of your store or products you sell have been pre-loaded to the website. The image will be displayed as 795 x 300 pixels. If you need help resizing your image, please refer to the next section.</p> <p><b>PLEASE REMEMBER ALL IMAGES MUST BE EITHER JPG OR GIF FORMAT</b></p>	

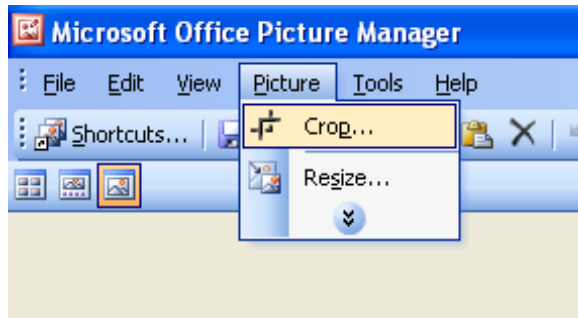
## 5. Editing pictures

PROCESS STEP	SCREEN
<p><b>9. Changing the size of an image</b></p> <p>The Website does not require a high resolution image, so you can use pictures you have taken yourself e.g. with a digital camera.</p> <p>Use an image that is larger than the required size to ensure high quality of the edited picture.</p> <p>Open the picture file in an image editing program, such as Microsoft Office Picture Manager. You can usually open the file in this program by clicking on the file with your right mouse and selecting <b>Open with</b> Microsoft Office Picture Manager.</p> <p>When the program has opened, go to <b>Picture</b> and choose <b>Resize</b>. A field will open up on the right side of the screen. Here you can change the percentage size of your picture or specify a specific width or height. If your image happens to be the right proportion, you can simply make it smaller until it matches the required width and height measures. Usually however, the picture will be in the wrong proportion, which means that you will also need to crop it to make it right proportion. Before you start cropping, make either the width or the height the required measure. This will make the process easier.</p>	 

## 10. Changing the proportions of an image

Choose crop in the upmost program field and drag your mouse over the picture to start cropping. If the width or height of the image is already the required measure, you will only need to crop one side of the picture.

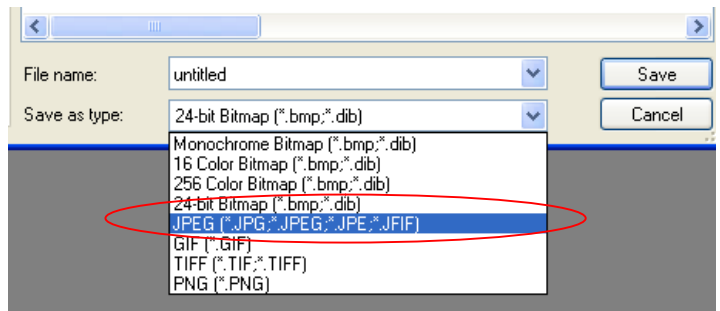
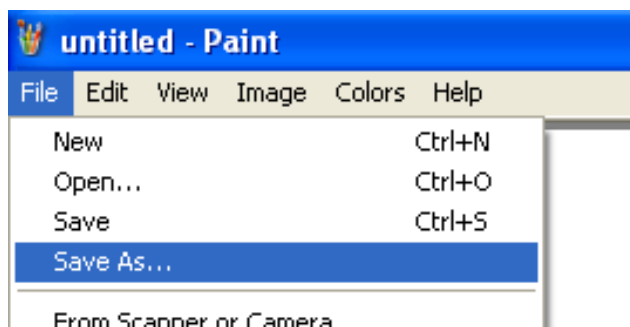
Crop the image until you reach the right size. Check the size from the Size setting summary on the right hand side of the screen.



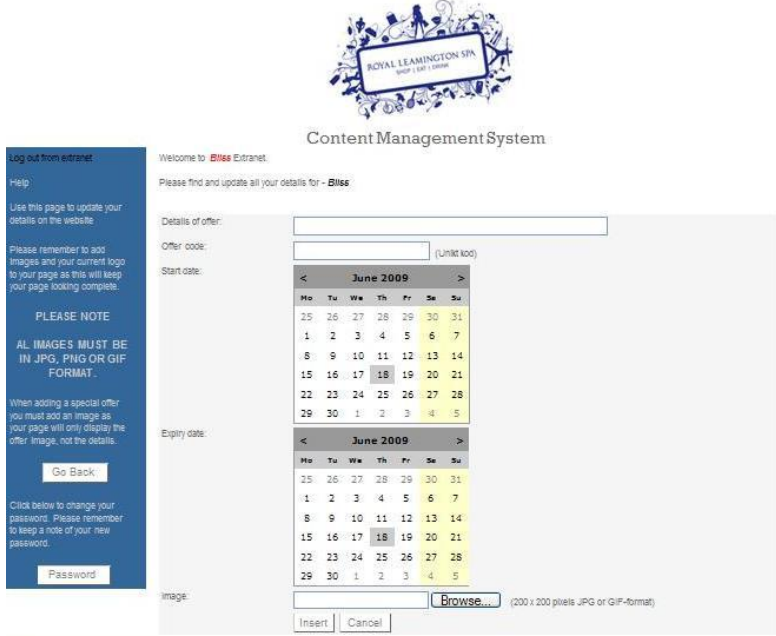
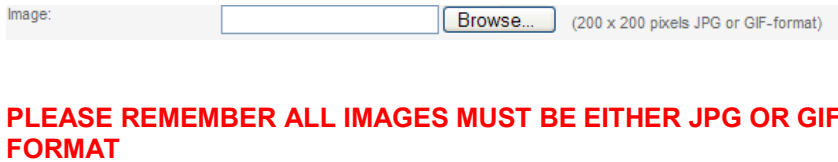

## 11. Changing file type

You can only upload images which are jpg or gif -files. If your picture is another file type (e.g. pdf) you will need to change it. An easy way to do this is to copy the image from the source (e.g. Adobe Acrobat) and pasting it into Paint.

Save the image in Paint by going to File -> Save as. Name the file and select JPEG (jpg, jpeg, jpe, jfif) in Save as type. Now your file will be a jpeg-file. You may need to crop the empty white space around it, see point 10 for instructions.



## 6. Adding a Special Offer

PROCESS STEP	SCREEN
<p><b>12. Adding a Special Offer</b></p> <p>Click the %Add Offer+button on the blue bar on left.</p> <p>To add the offer, fill in brief details of the offer and add a unique offer code if you wish.</p> <p>The start and expiry dates of the offer determine how long the offer will be displayed on the website.</p> <p>You do not need to delete offers; as they are simply removed from the site after the expiry date has passed.</p>	
<p><b>13. Adding Images</b></p> <p>The images are displayed on the your page to identify the offer.</p> <p>The images are displayed 200 x 200 pixels</p>	
<p><b>14. Choosing a category</b></p> <p>The website has been designed to target specific demographic groups to enhance the customer shopping experience.</p> <p>Therefore when you insert a new offer, you must select <b>at least</b> one category that it appeals too, but you can select two or more categories if required.</p>	

## 7. Updating & Deleting Special Offers

PROCESS STEP	SCREEN																																				
<p><b>15. Viewing Offer Details</b></p> <p>Current special offers can be viewed below your retailer information.</p> <p>You can quickly view the images by clicking on the view image link and see the expiry dates of the offers.</p>	<p>Current Special Offers</p> <table border="1"> <thead> <tr> <th></th> <th>Offer Code</th> <th>Expiry Date</th> <th>Image (UK)</th> <th>Image (FI)</th> <th>Image (SE)</th> </tr> </thead> <tbody> <tr> <td>Select</td> <td>access126</td> <td>15, Jan 08</td> <td>View Image</td> <td>View Image</td> <td>View Image</td> </tr> <tr> <td>Select</td> <td>304100</td> <td>31, Dec 07</td> <td>View Image</td> <td>View Image</td> <td>View Image</td> </tr> <tr> <td>Select</td> <td>access123</td> <td>15, Jan 08</td> <td>View Image</td> <td>View Image</td> <td>View Image</td> </tr> <tr> <td>Select</td> <td>access124</td> <td>31, Dec 07</td> <td>View Image</td> <td>View Image</td> <td>View Image</td> </tr> <tr> <td>Select</td> <td>123</td> <td>31, Dec 07</td> <td>View Image</td> <td>No Image Available</td> <td>No Image Available</td> </tr> </tbody> </table>		Offer Code	Expiry Date	Image (UK)	Image (FI)	Image (SE)	Select	access126	15, Jan 08	View Image	View Image	View Image	Select	304100	31, Dec 07	View Image	View Image	View Image	Select	access123	15, Jan 08	View Image	View Image	View Image	Select	access124	31, Dec 07	View Image	View Image	View Image	Select	123	31, Dec 07	View Image	No Image Available	No Image Available
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<p><b>16. Updating/Deleting Offers</b></p> <p>Click on the Select button next to the offer you wish to edit. Options to <b>Edit</b> or <b>delete</b> will appear.</p> <p>You can amend the details, select new dates and images if required, then press update.</p> <p>If you want to delete an offer, Click on the delete button. If you delete an offer by mistake, you must re-enter it. The delete command cannot be undone.</p> <p><b>PLEASE REMEMBER ALL IMAGES MUST BE EITHER JPG OR GIF FORMAT</b></p>	<p>Välkommen till <b>Brothers</b> Extranetsidan.</p> <p>Vänligen ange dina detaljer nedan för återförsäljare - <b>Brothers</b></p> <p>ID: 4</p> <p>Detaljer om erbjudanden (EN): test Offer</p> <p>Detaljer om erbjudanden (SE): test Offer</p> <p>Kod för erbjudanden: 1234</p> <p>Startdatum: lö, 15 mar, 08</p> <p>Förfallodatum: sö, 16 mar, 08</p> <p>Bild (EN): View Image</p> <p>Bild (SE): View Image</p> <p><a href="#">Edit This Offer</a> <a href="#">Delete</a></p> <p>Aktuella specialerbjudanden</p> <table border="1"> <thead> <tr> <th></th> <th>Kod för erbjudanden</th> <th>Förfallodatum</th> <th>Bild (EN)</th> <th>Bild (SE)</th> </tr> </thead> <tbody> <tr> <td>Select</td> <td>1234</td> <td>16, mar 08</td> <td>View Image</td> <td>View Image</td> </tr> </tbody> </table> <p>Aktuella specialerbjudanden</p> <p>You have successfully deleted the OfferTo refresh your offers list please click here</p> <table border="1"> <thead> <tr> <th></th> <th>Kod för erbjudanden</th> <th>Förfallodatum</th> <th>Bild (EN)</th> <th>Bild (SE)</th> </tr> </thead> <tbody> <tr> <td>Select</td> <td>1234</td> <td>16, mar 08</td> <td>View Image</td> <td>View Image</td> </tr> </tbody> </table>		Kod för erbjudanden	Förfallodatum	Bild (EN)	Bild (SE)	Select	1234	16, mar 08	View Image	View Image		Kod för erbjudanden	Förfallodatum	Bild (EN)	Bild (SE)	Select	1234	16, mar 08	View Image	View Image																
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### PLEASE NOTE

Whenever you update your retailer page, insert a special offer or update a special offer an email is sent to the Helen Smith at BID Leamington to highlight changes.

These details will be checked by a member of the BID Leamington team and any information deemed unsuitable for the website will be removed.