

Pyramid Shopping Center Website Merchant Documentation



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Tips & Best Practices (Read First)

Please be mindful of spelling, capitalization, quotations and punctuation.

It is best to copy phrases and information directly as published by corporate offices onto flyers.

TITLES

Please utilize language and punctuation provided by your corporate!

Bad example of title: FRIENDS & FAMILY!!!!!!!!!!!!!! EVERYTHING 70% OFF!!!!

Good example of title: Friends & Family: 70% OFF

Leave store names, dates, and info out of the title section

Bad example of a sale title: JOE SHOE STORE BUY 3 GET 1 FREE 1-28-17!!!!

Good example of a sale title: Buy 3 Shoes Get 1 Pair FREE

TEXT BOX

- Please list out sales rates in a neat and clean order, correctly punctuated and easily read by viewers

Bad example of info section:

Spend \$100 get \$10 off spend 200 get 20 off spend 300 hundred get 30

Good example of info section:

Spend \$100 get \$10 off

Spend \$200 get \$20 off

Spend \$300 get \$30 off

IMAGES

- When uploading image, be sure to use a JPEG only. If you are given a PDF document and cannot have your office convert to JPEG, please send an email to marketing.
- If you are provided multiple images for a sale or event, please choose **ONE** image that best represents the information provided.
- If you are given multiple images for multiple sales, please create individual sales posts for each promotion and post with corresponding sale images.

TIPS

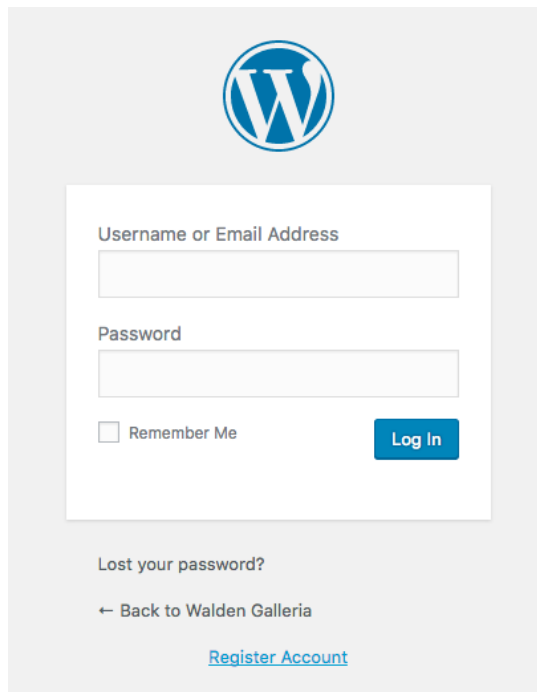
- Schedule posts ahead of time as soon as they are given to you. This feature helps if you cannot share to the public that it will be happening, but it will post once you can share. Only your store users and mall marketing can see these posts before their scheduled date.

- Allow staff members who are technologically savvy and responsible to create their own username and passwords and give them the responsibility of updating sales
- Disclaimers can be italicized and the font size decreased if desired
- When uploading image, be sure to use a JPEG only. If you are given a PDF document and cannot have your office convert to JPEG, please send an email to us.

1. Registering Account

1a. Getting Started

Scroll down to the bottom of the mall website, and click on Merchant Login.



The image shows a merchant login form on a website. At the top center is a circular logo with a blue 'W' on a white background. Below the logo is a white rectangular form with a light gray border. Inside the form, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In' in white. Below the form, there is a link 'Lost your password?' and a link '← Back to Walden Galleria'. At the bottom of the form area is a blue link 'Register Account'.

Click on “**Register Account**” from the very bottom of this screen. Fill out the form with the necessary fields.

*You should receive your **ENTRY CODE** from the marketing director of the property.

USER REGISTRATION REQUEST

ENTRY CODE
Select a Store
PERSONAL PHONE NUMBER
FIRST NAME
LAST NAME
EMAIL
POSITION
USERNAME
PASSWORD
CONFIRM PASSWORD
SUBMIT

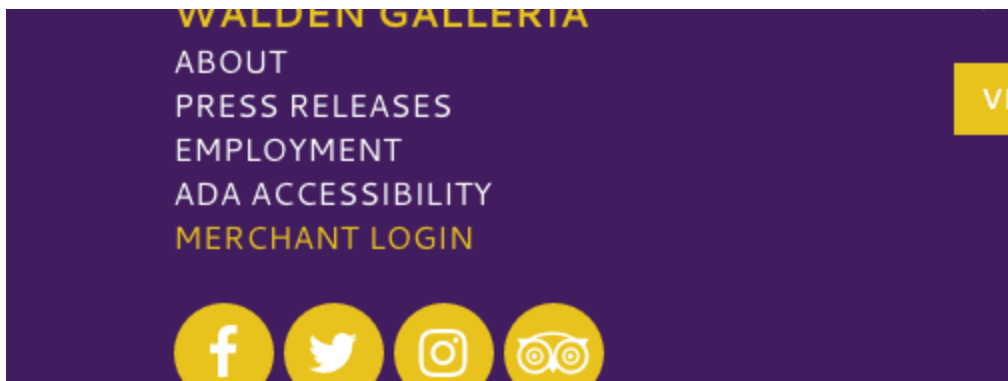
Click on submit, and you will be sent an activation link to your email. Click on it to be approved by mall management. Once approved, you can login using your username and password.

Note: Stores can have multiple users under one store name. Please instruct those on your staff that you trust to upload sales, jobs, events, and hours to create their own usernames.

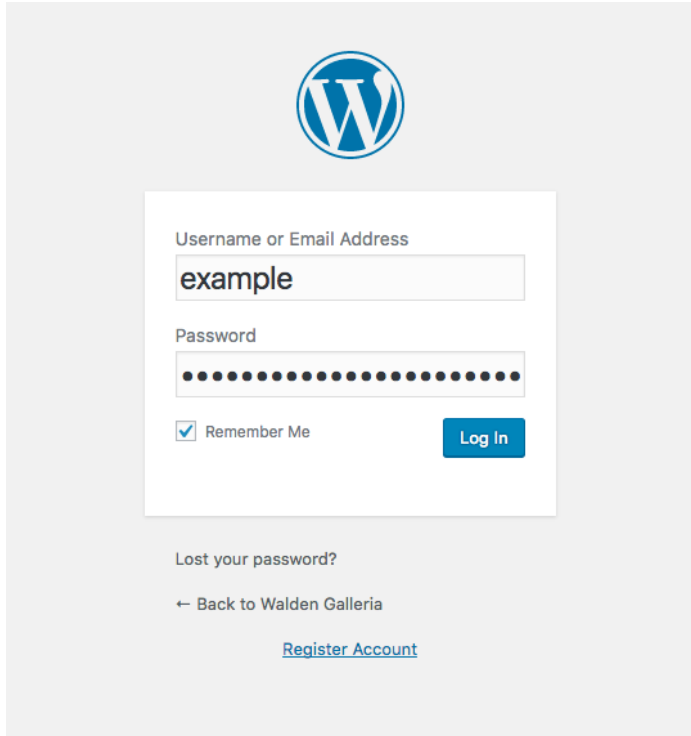
2. Merchant Login

2a. Logging In

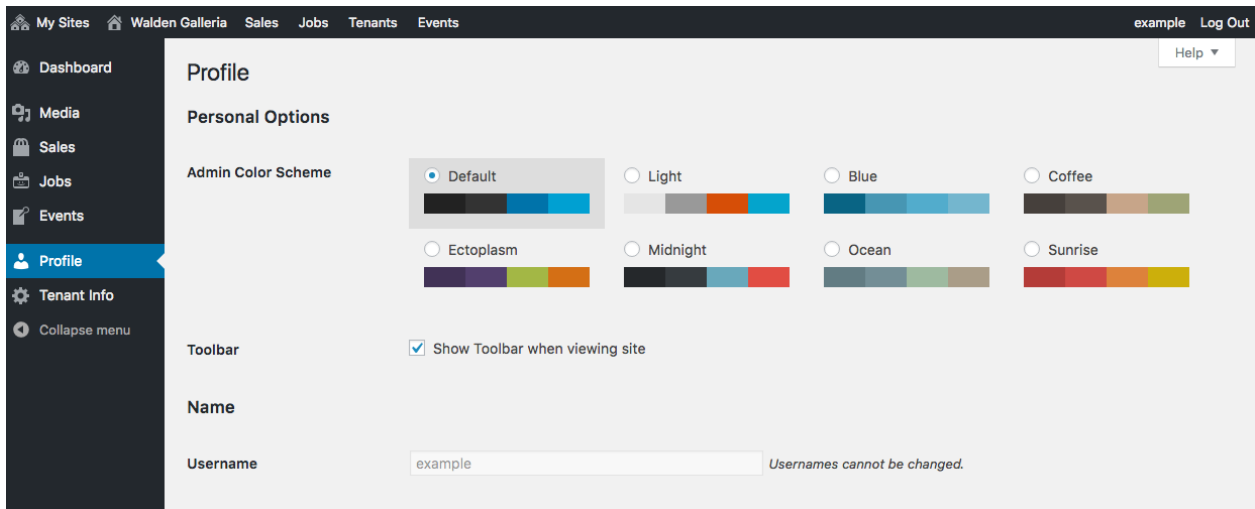
Navigate to the site of the property you belong to, and click on **Merchant Login** in the footer of the site.



Click it, and you will be brought to the login screen, where you should enter your provided username and password, and click on **Log In**.

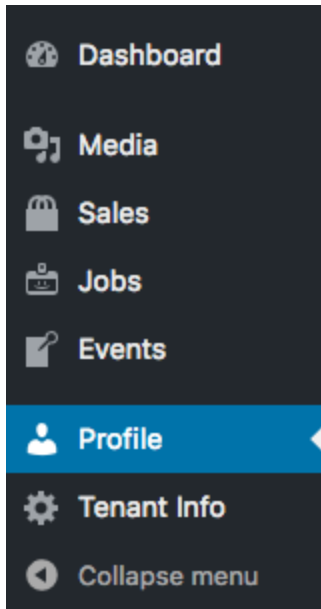


This will bring you to the Profile page of Wordpress, where you can change your meta information, as well as your password.



2b. Overview

The sidebar on the left will be your primary means of navigation:



Media houses all the photos on the site – *never delete any images!*

Sales is where you can post sales offerings.

Jobs are where you can post openings for jobs.

Events is where you can post event notices and schedules

Profile is where you can change your password, and such

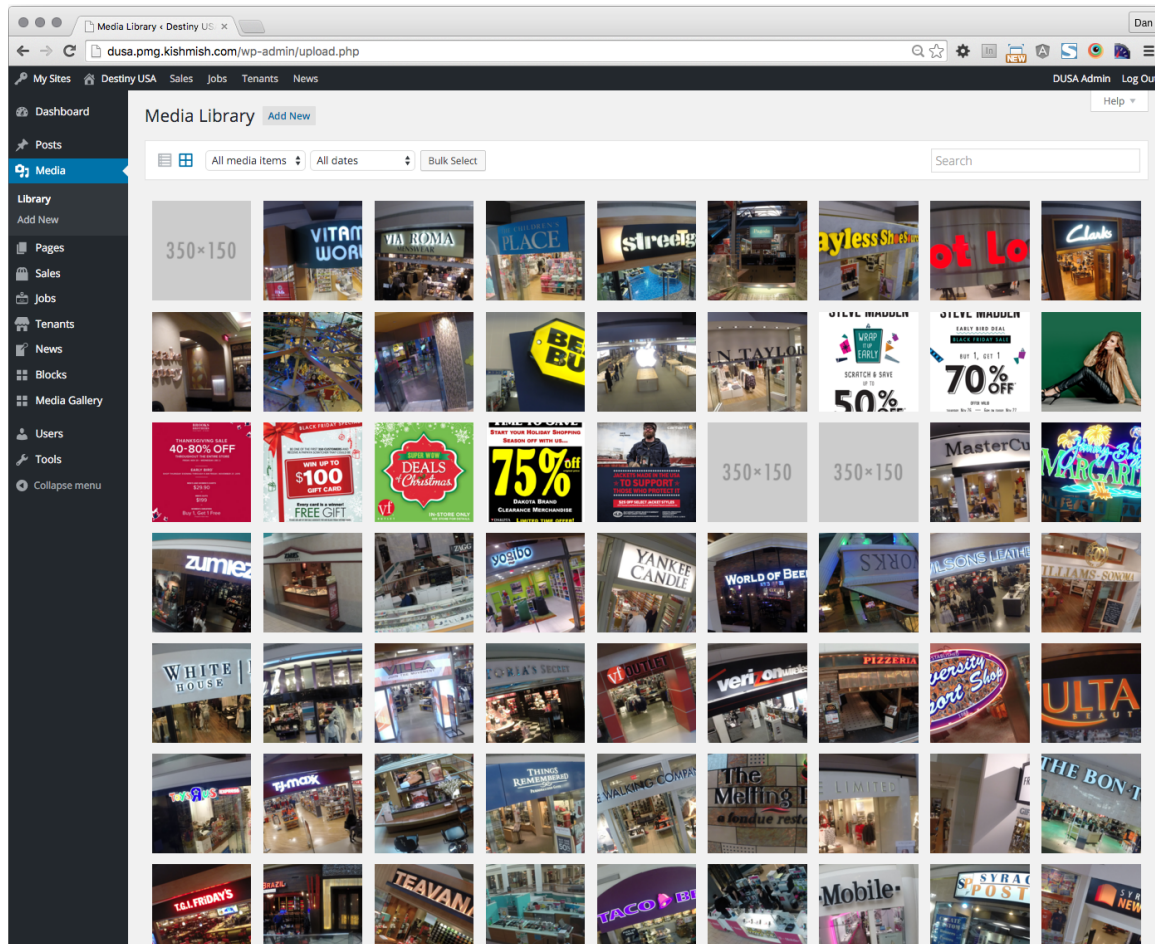
Tenant Info is where you set the hours of your store. There is also an option for special dates and times closer to the bottom.

3. Uploading Media

3a. Adding Images

You can have this window open separately or new tab if working on adding multiple items to the site. To get to the Media, click **MEDIA** in sidebar menu, or hover over **MEDIA** and click **ADD NEW**

If clicked **MEDIA** should bring you to the following **MEDIA LIBRARY**, display all media that has been uploaded to site:



If clicked **ADD NEW** should bring you to the following:

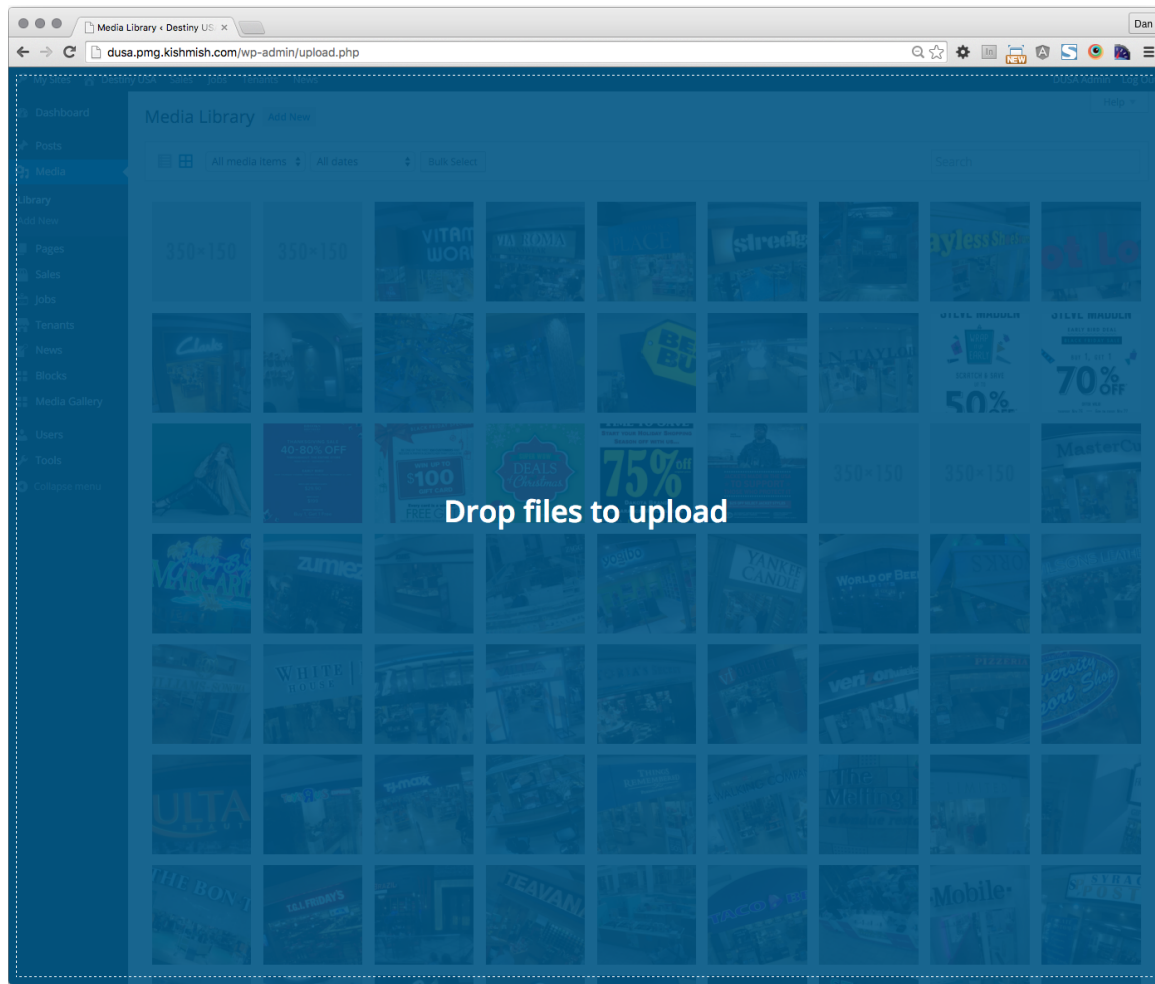
Thank you for Updating! Please visit the [Upgrade Network](#) page to update all your sites. Help ▾

Media Library Add New

☰ 🗪 All media items ▾ All dates ▾ Bulk Select

Drop files anywhere to upload ✕
or
Select Files
Maximum upload file size: 2 MB.

To upload the new media on either screen, select the media from your desktop and drag and release on top of the window, should produced the following:

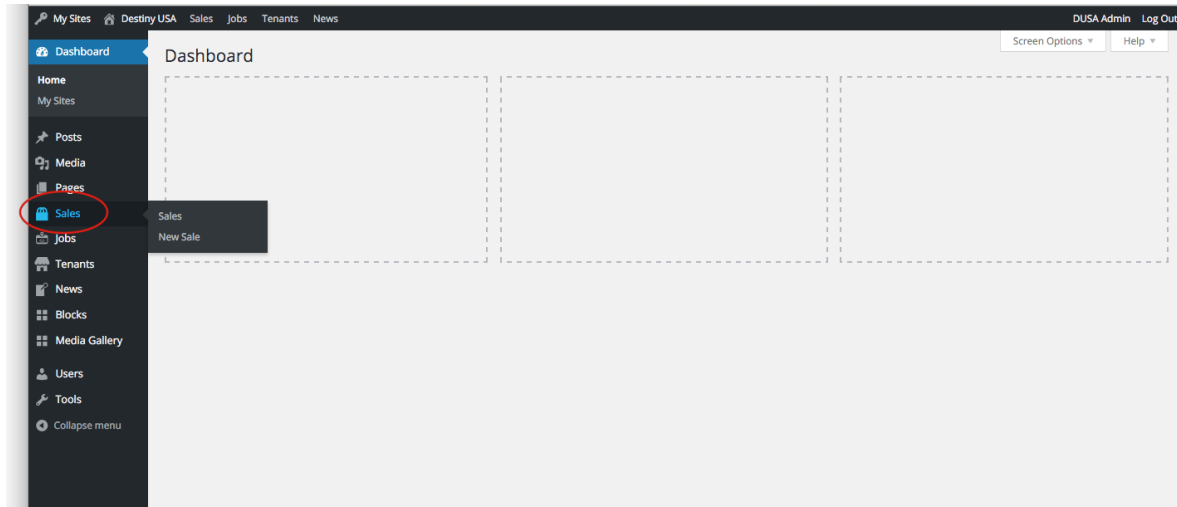


When released, the media will be uploaded to the site, and be positioned in the first spot on the media gallery.

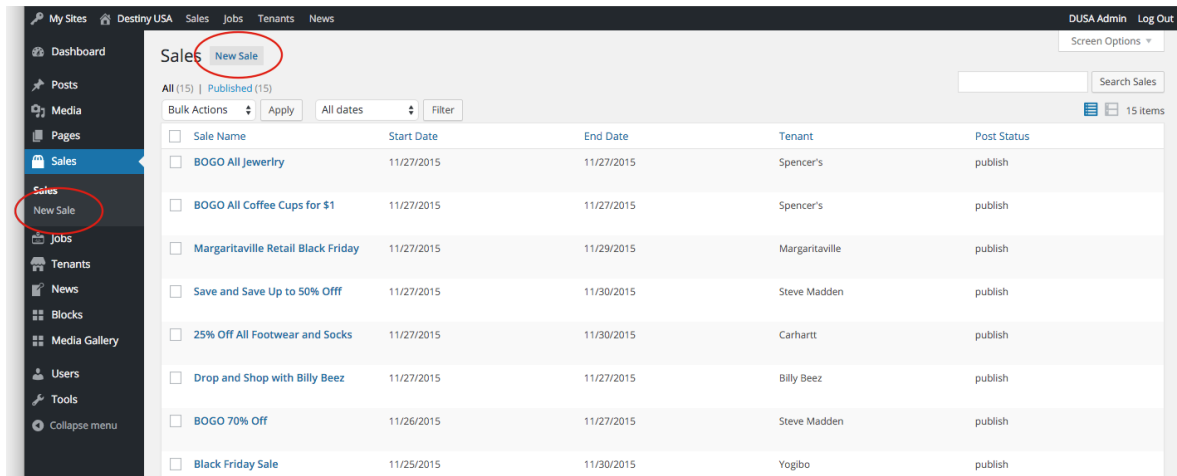
4. Sales Post

4a. Adding Sales Posts

Click on **SALES** in the sidebar menu.



To add a new sale, choose **NEW SALE**. To edit an existing sale, choose the name of the sale. Initially, you will have no sales present.



Add the sale name into **ENTER TITLE HERE** and description of the sale into the large WYSIWYG editor box in the middle

The screenshot shows a 'New Sale' form in a CMS. The form has a title field with the placeholder text 'Enter title here'. Below the title field is a WYSIWYG editor with a toolbar containing options for Paragraph, Bold, Italic, List, Quote, Link, and Image. To the right of the editor is a 'Sales Fields' section with a 'Hide Sale Date' checkbox. The sidebar on the left contains navigation links: Dashboard, Media, Sales, Published Sales, New Sale, Jobs, Events, Profile, Tenant Info, and Collapse menu. The right sidebar contains 'Sale Tags' (No tags) and 'Sales Categories' (All Categories, Most Used) with checkboxes for Black Friday Sales, Dining, Entertainment, and Shopping. Pink arrows point to the title field, the WYSIWYG editor, the 'Sales Fields' section, and the 'Sales Categories' section.

If you'd like to feature this sale (will show up on homepage under its category, and at the top of the sales page, toggle **FEATURED SALES**.

Add an image for the sale by choosing **SET FEATURED IMAGE** in the bottom right.

Don't forget to assign one of the **SALES CATEGORIES**

Fill in **START and END DATES** for the sale in the respective boxes towards the bottom.

The sale will automatically go live on its start date, and then be taken down at its end date.

When you're all done, choose **SAVE DRAFT** to save it as a draft for later publishing, or **PUBLISH** to make it live immediately.

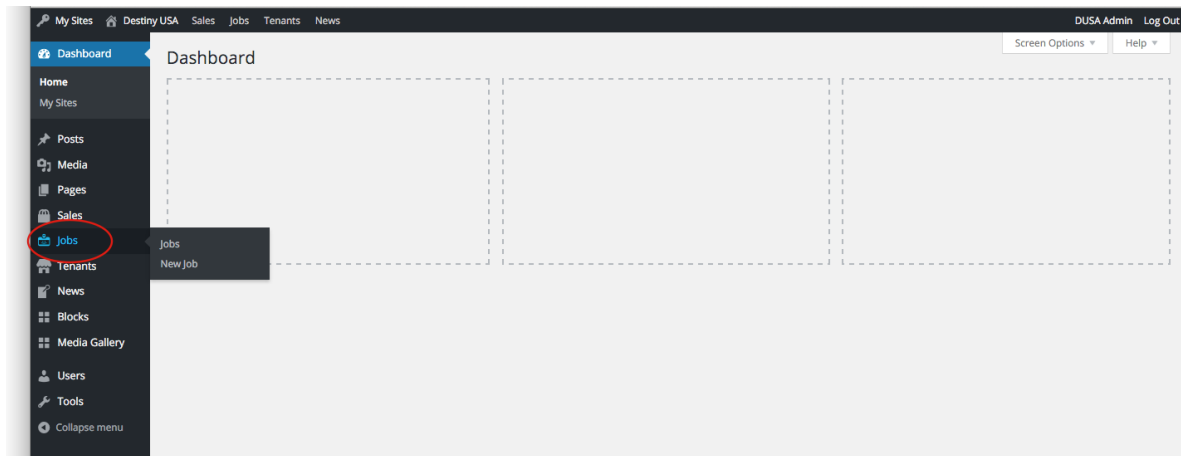


Return to sales by choosing “Sales” in the left hand menu, as before.

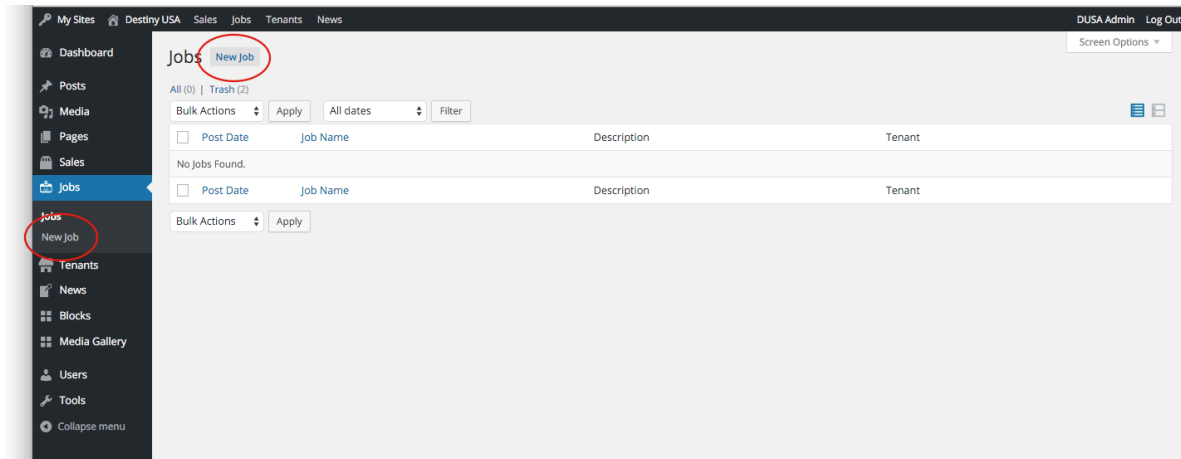
5. Jobs Post

5a. Managing Jobs Postings

Click on **JOBS** in the sidebar menu of DASHBOARD



To add a new job, choose **NEW JOB**. To edit an existing job, choose the name of the job.



Content for a Job Posting

- **Job Title**
- **Job Description** - formatted within the box using the WYSIWYG
- **Application Link** - if the link to apply is on another website or a PDF
- **Expiration date** - if Job should expire on a date, this should be entered in.
 - Job posting will automatically be taken down when the expiration date is reached

The screenshot shows a 'New Job' form in a dashboard. The left sidebar contains navigation items: Dashboard, Media, Sales, Jobs, Published Jobs, New Job, Events, Profile, Tenant Info, and Collapse menu. The 'Jobs' item is highlighted. The main form area has a title field with the placeholder 'Enter title here'. Below it is a rich text editor with a 'Paragraph' dropdown and various formatting options (bold, italic, list, quote, link, unlink, image, video, table). A 'Word count: 0' indicator is at the bottom of the editor. Below the editor are two fields: 'Online Application Link' with the placeholder 'Place Online Application URL' and a URL input field; and 'Job Expiration Date' with the placeholder 'Set a Job Expiration date, default is 60 days from todays date.' and a date input field showing '04/04/2017'. On the right, a 'Publish' sidebar contains 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', and a 'Publish' button. Pink arrows point to the 'Jobs' menu item, the 'Online Application Link' field, and the 'Job Expiration Date' field.

When you're all done, choose **SAVE DRAFT** to save it as a draft for later publishing, or **PUBLISH** to make it live immediately.

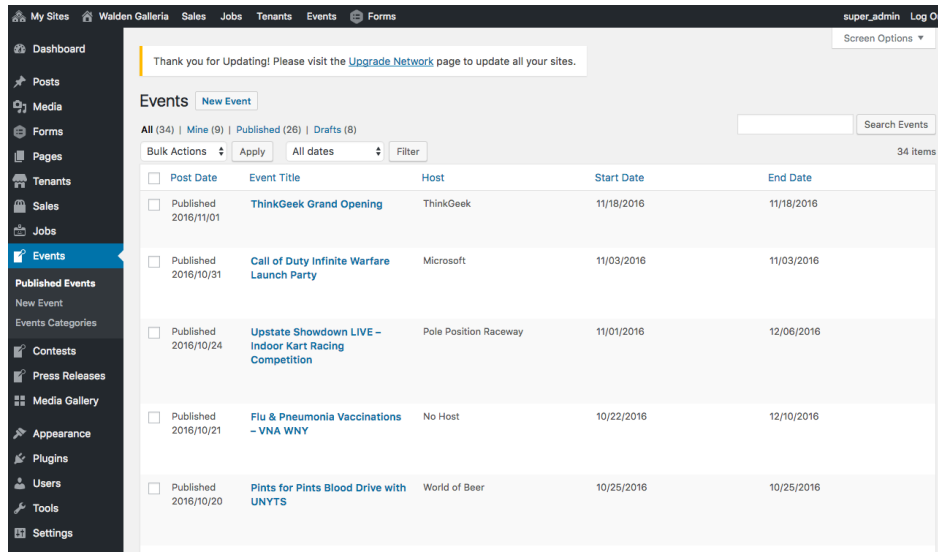


Return to jobs by choosing "Jobs" in the left hand menu, as before.

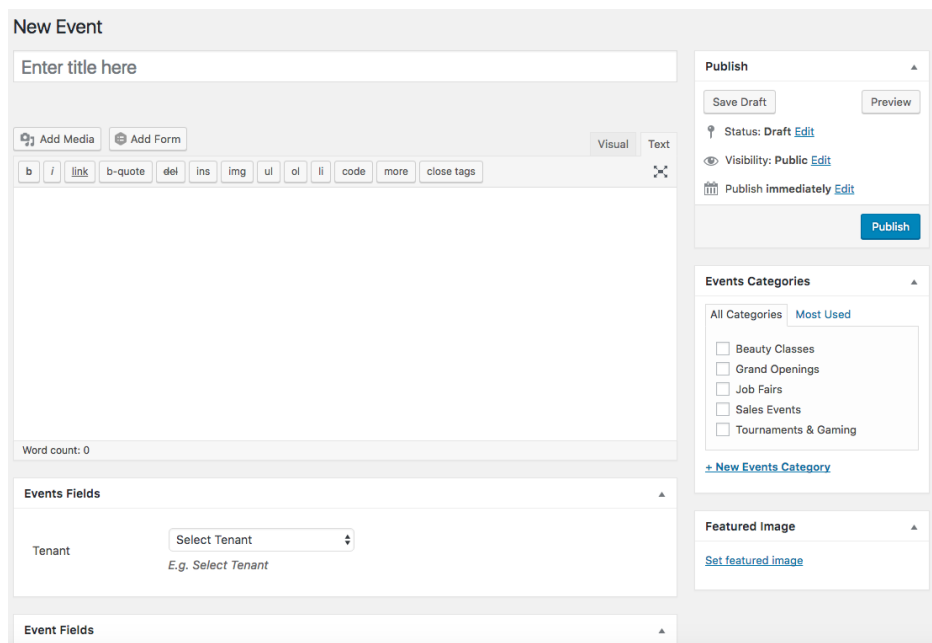
6. Events Posts

6a. Adding Events

Click on **EVENTS** in the sidebar to access the list of all events. This will display all of the events for your property, whether entered by you, or entered by a tenant and approved by you.



To add a new Event, click **NEW EVENT** in the top left of this page to open a new, blank event posting:



The required fields for an event are as follows:

- **Event Title**
- **Event Description**
- **Featured Image** - This image will be used for thumbnails, and appear at the top of the posting

Add an image for the event by choosing **SET FEATURED IMAGE** in the bottom right. You can also add additional images in the WYSIWYG by selecting **ADD MEDIA**.

Enter and style your text into the **WYSIWYG** as you would in any text editor program.

Be sure to choose the corresponding tenant for the sale under the **SELECT TENANT** dropdown, near **EVENT FIELDS**.

When you're all done, choose **SAVE DRAFT** to save it as a draft for later publishing, or **PUBLISH** to make it live immediately.

As an example, here is an event posting for a Video Game Launch Party.

Call of Duty Infinite Warfare Launch Party ← **EVENT NAME**
Host: Microsoft ← **TENANT**
Date: November 3, 2016 ← **START/END DATE** (Only shows one day if event is held only one day)

← **FEATURED IMAGE**

Stop by the Microsoft Store on Thursday, November 3rd from 10-midnight for a Call of Duty Launch Party. Play the game before it launches, enjoy snacks and refreshments, enter to win raffle prizes when you pre-order and enjoy free swag! ← **WYSIWYG TEXT**

Here's how that same posting looks on the back end:

Edit Event [New Event](#)

Call of Duty Infinite Warfare Launch Party

Permalink: <https://www.waldengalleria.com/event/call-of-duty-inf-are-launch-party/> [Edit](#)

[Add Media](#) [Add Form](#) [Visual](#) [Text](#)

Paragraph [B](#) [I](#) [H1](#) [H2](#) [H3](#) [H4](#) [H5](#) [H6](#) [List](#) [Link](#) [Image](#) [Table](#) [Quote](#) [Code](#) [Undo](#) [Redo](#) [Help](#)

Stop by the Microsoft Store on Thursday, November 3rd from 10-midnight for a Call of Duty Launch Party. Play the game before it launches, enjoy snacks and refreshments, enter to win raffle prizes when you pre-order and enjoy free swag! [Click here to register.](#)

Word count: 44 Last edited by waldengalleria on October 31, 2016 at 1:23 pm

Events Fields

Tenant: E.g. Select Tenant

Event Fields

Override Tenant Host:

Event Start Date:

Event End Date:

Publish

[Preview Changes](#)

Status: [Published](#) [Edit](#)

Visibility: [Public](#) [Edit](#)

Published on: Oct 31, 2016 @ 13:23 [Edit](#)

[Move to Trash](#) [Update](#)

Events Categories

All Categories | Most Used

- Tournaments & Gaming
- Beauty Classes
- Grand Openings
- Job Fairs
- Sales Events

[New Events Category](#)

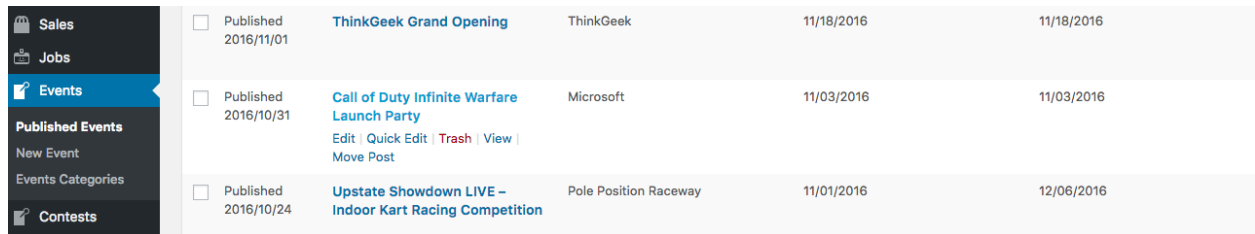
Featured Image

Call of Duty Infinite Warfare Launch Party
Microsoft

[Click the image to edit or update](#)
[Remove featured image](#)

6b. Editing / Removing Events

Editing an existing event is very much the same as posting a new one. To edit an event, click on its title from the event page, or hover over it, and click **EDIT**.



<input type="checkbox"/>	Published 2016/11/01	ThinkGeek Grand Opening	ThinkGeek	11/18/2016	11/18/2016
<input type="checkbox"/>	Published 2016/10/31	Call of Duty Infinite Warfare Launch Party	Microsoft	11/03/2016	11/03/2016
		Edit Quick Edit Trash View Move Post			
<input type="checkbox"/>	Published 2016/10/24	Upstate Showdown LIVE – Indoor Kart Racing Competition	Pole Position Raceway	11/01/2016	12/06/2016

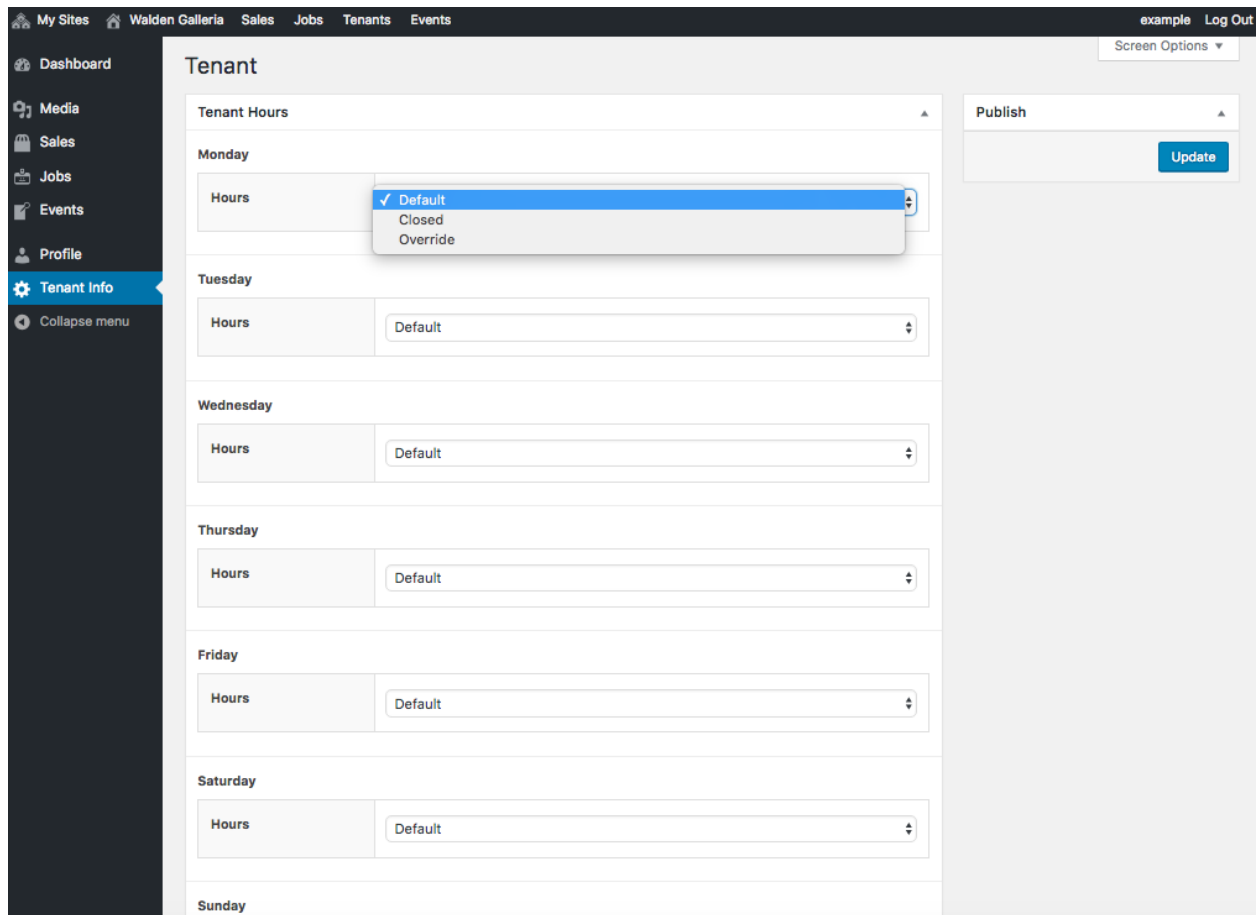
This will bring you to back end of the event's post. Edit it as you would if you were making a new event, referencing back to 5a. Adding Events if necessary.

To delete the event, hover over its name, and click **TRASH**. The event posting will be moved to the trash, where it can be recovered later if desired.

7. Tenant Information

7a. Hours Management

From the Tenant Information panel, you can change your hours. By default, they are the same as the mall at large.

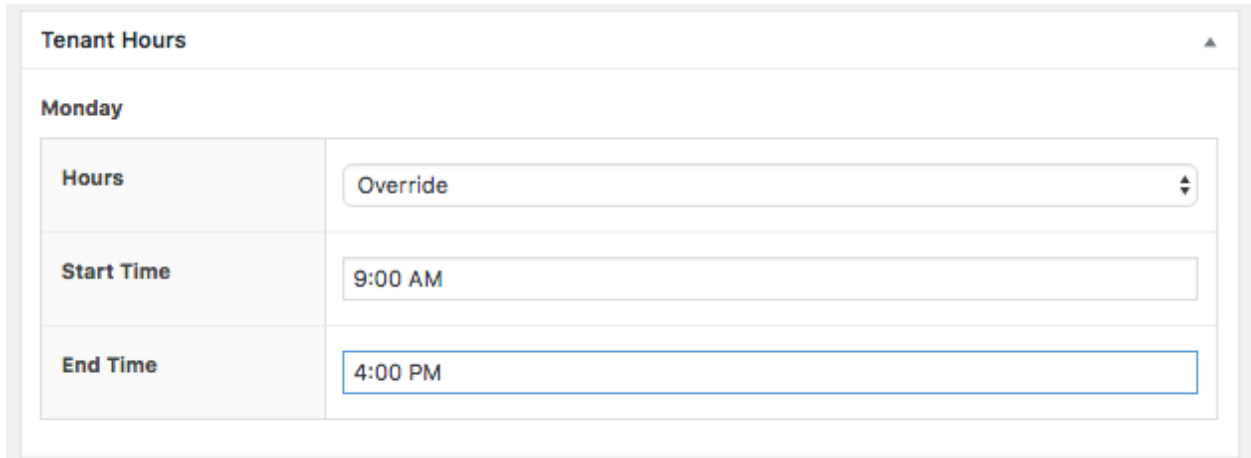


Each day of the week has a dropdown:

Default means the standard hours for the property

Closed means your store is closed that entire day

Override allows you to set your own hours:



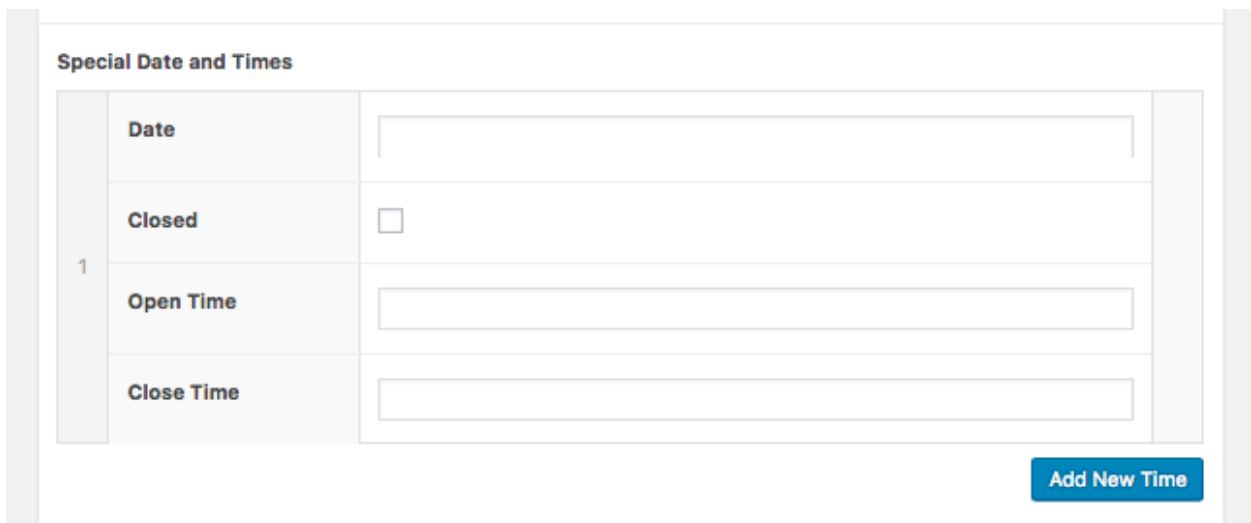
The screenshot shows a form titled "Tenant Hours" with a sub-section for "Monday". It contains three input fields: "Hours" with a dropdown menu set to "Override", "Start Time" with the value "9:00 AM", and "End Time" with the value "4:00 PM".

Tenant Hours	
Monday	
Hours	Override
Start Time	9:00 AM
End Time	4:00 PM

If you have a single day where hours will be different, you can set things up so that one day will display your alternate hours (such as for holidays)

Scroll down, and under **Special Date and Times** click on **Add New Time**.

Fill out the field for which day, check off the box if closed the whole day, or enter the new open and closing times in their corresponding field.



The screenshot shows a form titled "Special Date and Times" with a table for adding new times. The table has four rows: "Date", "Closed", "Open Time", and "Close Time". The "Closed" row has a checkbox. A blue "Add New Time" button is located at the bottom right.

Special Date and Times		
1	Date	<input type="text"/>
	Closed	<input type="checkbox"/>
	Open Time	<input type="text"/>
	Close Time	<input type="text"/>

[Add New Time](#)

When you're all set, scroll back up and click on **Update** to save your changes.