

ULTIMATE PRODUCT CATALOG

GETTING STARTED GUIDE

ÉTOILE WEB DESIGN

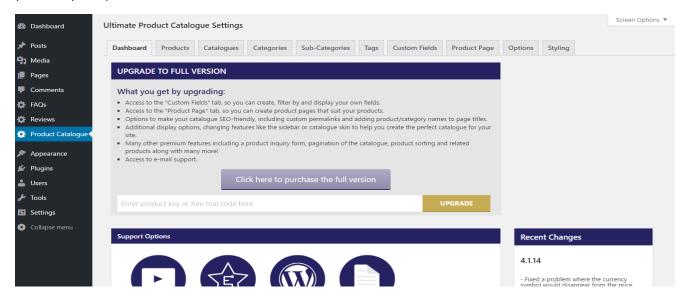
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This manual will guide you on how to perform the basic tasks to get familiar with the ultimate product catalogue plugin.

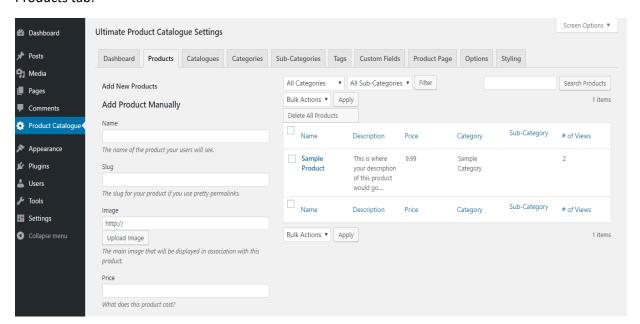
Once you have installed the plugin, go to the plugin Dashboard. Dashboard gives you option to upgrade to premium (full) version to enjoy all plugin features. It also displays a list of all the catalogues that you have added.

If you have any trouble using our plugin, go to our support options and our ultimate support will assist you with your queries.

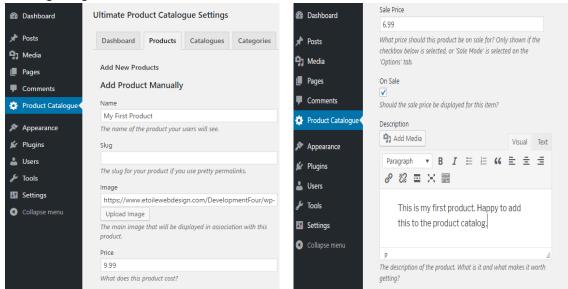


# Creating Your First Product

Once you have installed the plugin, go to the Product Catalogue plugin and then navigate to Products tab:

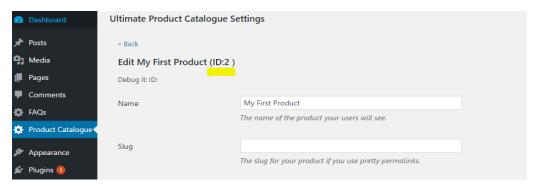


- a. The left pan shows the fields to add a new product manually. The right panel show the list of the products already added.
- b. As you can see above, you will find a Sample Product already added by default. You can delete or edit this product to start adding your own products.
- c. Use the fields here to enter all the required product details (explained in detail below) and then click on Add New Product:
  - i. Name- The name of the product your users will see.
  - ii. Slug [Premium]- The slug for your product if you use pretty permalinks.
  - **iii. Image-** Upload the main image that will be displayed in association with this product.
  - iv. Price- What does this product cost?
  - v. Sale Price- What price should this product be on sale for? This is only shown if the checkbox 'On-sale' is selected or 'Sale Mode' is selected on the 'Options' tab.
  - vi. On-Sale- Displays the sale price for the product that you are adding.
  - **vii. Description-** The description of the product. What is it and what makes it worth getting?

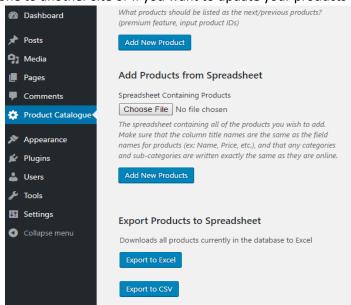


- viii. SEO Description [Premium] The description to use for this product in the SEO By Yoast meta description tag if "SEO By Yoast Integration" (premium) is enabled. Please note that Yoast SEO is a wordpress plugin that you need to install separately.
- ix. **Product Link-** A link that will replace the default product page. Useful if you participate in affiliate programs.
- **x. Display Status-** *Show or Hide?* Should this item be displayed if it's added to a catalogue?
- **xi.** Category- What category is this product in? Categories help to organize your product catalogues and help your customers to find what they're looking for. We will learn more about categories later.

- **xii. Sub-Category-** What sub-category is this product in? Sub-categories help to organize your product catalogues and help your customers to find what they're looking for.
- **Tags** [Premium] What tags should this product have? Tags help to describe the attributes of a product
- **xiv. Related Products** [Premium]- What products are related to this one? This is a premium feature, you need to enter product IDs in the space provided. To find the product ID of any product, go to that particular product in the products list

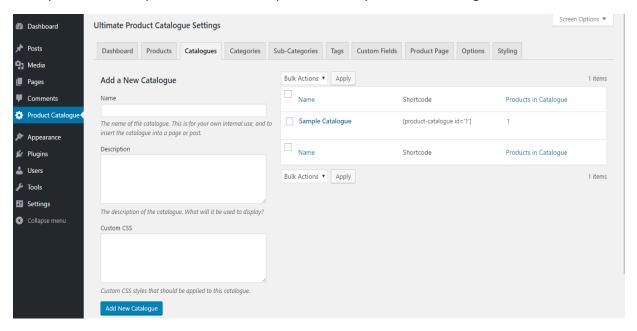


- xv. Next/Previous Products [Premium] What products should be listed as the next/previous products? (premium feature, input product IDs)
- xvi. Add Products from Spreadsheet- You can also use spreadsheet to import products all at once. Make sure that the column title names are the same as the field names for products (ex: Name, Price, etc.), and that any categories and sub-categories are written exactly the same as they are online. Also, note that categories, sub-categories, tags and custom fields are not automatically created on import and need to exist before the import.
- **xvii.** Export Products to Spreadsheet [Premium]- Downloads all products currently in the database to Excel, a useful feature when you are moving your data from one to another site or if you want to update your products in bulk.

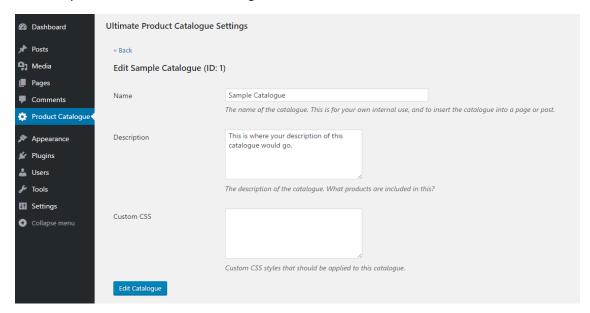


# Create and Display a Catalog

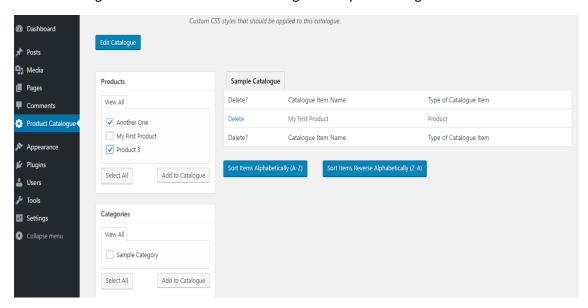
Once you have added products, the next step is to add the products to catalogues.



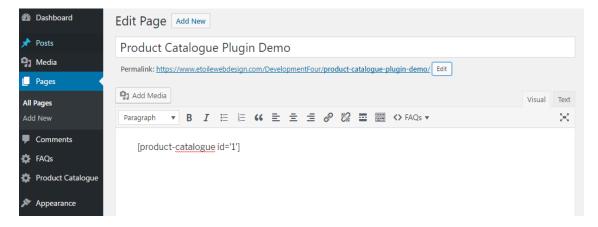
- a. To add products to your Catalogues, navigate to the Catalogues tab, as can be seen on the picture above. You will find a Sample Catalogue already added by default. You can delete or edit this catalogue to start adding products to this catalogue.
  - Note: the product catalogue id is 1 and the products in this catalogue is 1. We can use the Shortcode shown in the image above to call this catalogue in any page or post.
- b. Click on the Sample Catalogue to edit this catalogue. Enter Name, Description, Custom CSS, if any and then click on Edit Catalogue.



- **i.** Name- The name of the catalogue. This is for your own internal use, and to insert the catalogue into a page or post.
- ii. Description- The description of the catalogue. What will it be used to display?
- iii. Custom CSS- Custom CSS styles that should be applied to this catalogue.
- c. Scroll down, select the Products that you wish to add to this catalogue and then click on Add to Catalogue. You can also add whole categories to your catalogue.



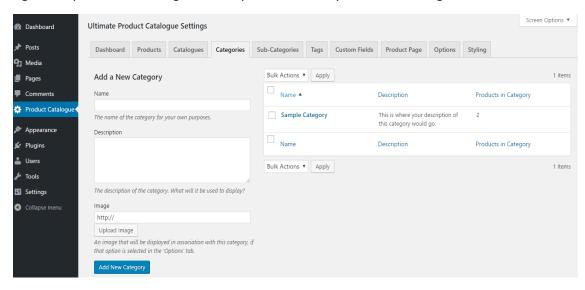
d. To display a catalogue on your page or post, copy the shortcode from the product catalogues page and add it in the visual or text view of the post or page content editor. Update the post or page and it should display your catalogue.



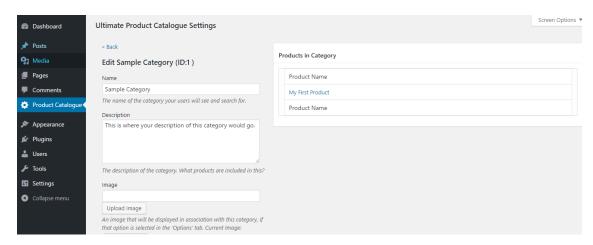
# **Using Categories**

Categories help to organize your product catalogues and help your customers to find what they're looking for.

- a. To add a new category, navigate to the Product Catalogue dashboard and click on Categories tab.
- b. On the left pan on this window you will find options to add a new category and on the right side you will find categories that you have already added. See image below:



- i. Name- The name of the category your users will see and search for.
- ii. **Description-** The description of the category.
- **iii. Image-** Enter a URL or upload an image. An image that will be displayed in association with this category, if that option is selected in the 'Options' tab.
- c. You will find a Sample Category already added by default. You can edit this one, or delete it and add a new one.

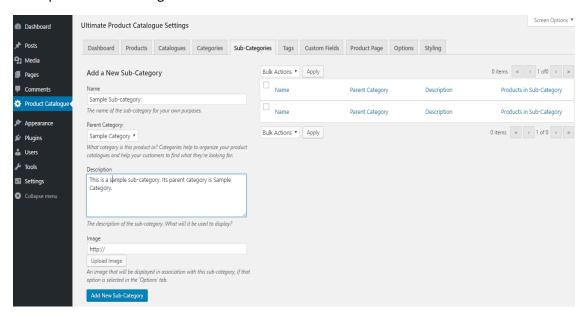


Note: We added 'My First Product' to the 'Sample Category' while adding 'My First Product'.

# **Using Sub-Categories**

Adding sub-categories offers you a wider range of options to your products. Products can be assigned to one category and one sub-category, respectively.

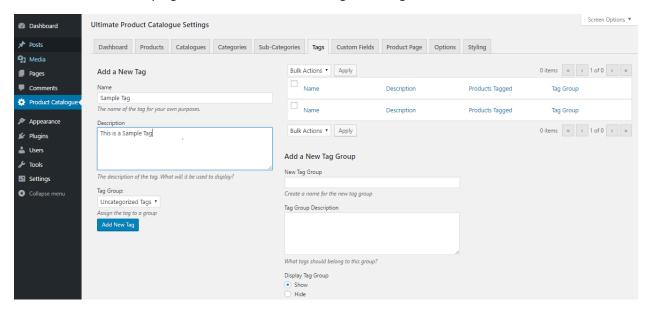
a. To add a sub-category go to the sub-category tab on the plugin dashboard and then Add a New Sub-Category. You can select a Parent Category for this sub-category and add a description too. See image below:



- i. Name- The name of the sub-category your users will see and search for.
- **ii. Parent Category-** What category is this product in? Categories help to organize your product catalogues and help your customers to find what they're looking for.
- **iii. Description-** The description of the sub-category. What will it be used to display?
- **iv. Image-** Enter an URL or upload image. An image that will be displayed in association with this sub-category, if that option is selected in the 'Options' tab.

# Using Tags [Premium]

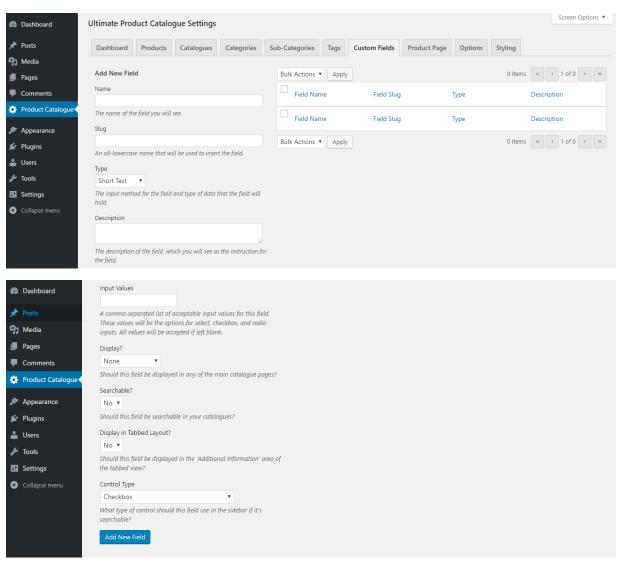
A tag is a label attached to your product for the purpose of identification and additional information. Go to the plugin dashboard and then navigate to Tags tab-



- a. To add new Tags, fill in the details in the designated fields (i.e. Name and Description).
  - i. Name- The name of the tag.
  - ii. Description- The description of the tag. What will it be used to display?
  - **iii. Tag Group-** Assign the tag to a group (for admin use/organizational purposes only. Does not affect the front end)
  - iv. New Tag Group- Create a name for the new tag group
  - v. Tag Group Description- What tags should belong to this group?
  - vi. **Display Tag Group-** Show or Hide? Should this tag group be displayed on the page?
- b. On the right side you can edit or delete the tags already added in the list.
- c. To check which products are related to a tag, select relevant tag from right side to display a list of products associated with that particular tag.

# Using Custom Fields [Premium]

This is a great feature if you like customizing the plugin as per your needs. This feature allows you to create your own fields on the Product page

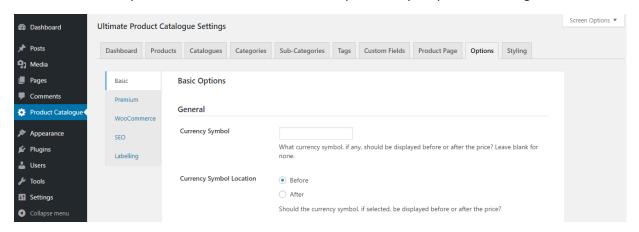


- a. To add new Custom Fields, fill in the details in the designated fields (i.e. Name, Type and Description):
  - i. Name- The name of the field you will see.
  - **ii. Slug-** A unique slug/permalink just for this custom field (use only letters, numbers and hyphens).
  - **iii. Type-** Select the input method for the field and type of data that the field will hold.
  - **iv. Description-** The description of the field, which you will see as the instruction for the field.
  - v. Input Values- A comma-separated list of acceptable input values for this field. These values will be the options for select, checkbox, and radio inputs.
  - vi. Display- Should this field be displayed in any of the main catalogue pages?

- vii. Searchable- Should this field be displayed and used for filtering in your catalogue sidebar
- **viii. Display in Tabbed Layout-** Should this field be displayed in the 'Additional Information' area of the tabbed product page?
  - ix. Control Type- What type of control should this field use in the sidebar if it's searchable?
- b. On the right side you can edit or delete the custom fields already added in the list.
- c. For the demonstration purpose, we will create *My Custom Field*. We will see that we will have this new custom field in the product page tab (see customizing product page below).

# **Options**

This feature allows you to customize and set different options for your product catalogue.



You have following options:

#### a. Basic

#### i. General

- 1. **Currency Symbol-** What currency symbol, if any, should be displayed before or after the price? Leave blank for none.
- 2. **Currency Symbol Location-** *Before or After?* Should the currency symbol, if selected, be displayed before or after the price?
- 3. **Sale Mode** *All, Individual or None?* Should all products be put on sale ('All'), no products be on sale ('None'), or sale prices be shown only for selected products ('Individual')?
- 4. **Thumbnail Support-** *Yes or No?* Should smaller (lower resolution) versions of your images be used when possible on the main catalogue pages?
- 5. Contents Filter- Yes or No? Should the default WordPress contents filter be applied to product descriptions before they're saved in the database?

- 6. **Maintain Filtering-** *Yes or No?* Should filtering be maintained after viewing a product page (may cause redirect to homepage issues)?
- 7. **Social Media Options-** *Facebook, Google, Twitter, Linkedin, Pinterest, Email?* Which social media links should be displayed on the product page?

#### ii. Catalogue Page Display

- 1. Catalogue Color- Blue, Black or Grey? Set the color of the image and border elements
- 2. **Sub-Category Style-** *Normal or Hierarchical?* For the sidebar filtering, should sub-categories be arranged hierarchically (under their respective categories) or separately from the categories?
- 3. **Read More-** *Yes or No?* In the 'Details' layout, should the product description be cutoff if it's long?
- 4. **Characters in Details Description-** Set maximum number of characters in product description in the 'Details' layout.
- 5. **Show Catalogue Information-** *Name and Description, Name, Description, None?* Should the name or description of the catalogue be shown above the catalogue?
- 6. **Show Category Description-** *Yes or No?* Should the descriptions of product categories be shown below them?
- 7. **Display Category Image-** *In Sidebar, In Main Catalogue Area or No?* Should the category image be displayed on the main catalogue page?
- 8. **Display Sub-Category Image-** *In Sidebar or No?* Should the sub-category image be displayed on the main catalogue page?
- Custom 'Details' icon- Image to use instead of the 'Details' icon (Optional)

#### iii. Catalogue Page Functionality

- 1. **Product Links-** *Open in Same Window or Open in New Window?* Should external product links open in a new window?
- Tag Logic- Selected Tags use 'AND' or Selected Tags use 'OR'? Choose
  whether to display only products that match all of the selected tags or
  display products that match any of the selected tags.
- 3. **Allow Price Filtering-** *Yes or No?* Should a price slider be added so that visitors can filter by price?
- 4. Catalog Overview Mode- Categories and Sub-Categories, Categories Only or None? Should visitors see an overview (thumbnails) of the categories instead of all products when the page first loads?
- 5. **Product Search-** *None, Name Only, Name and Description, Name or Description and Custom Fields?* Set the 'Product Search' text box to

- search either product name, product name and description or product name, description and custom fields
- 6. **Case Insensitive Search (AJAX Only)-** *Yes or No?* Compare only the letters and not their case in AJAX search
- 7. **Results Filtering-** *Yes or No?* Should filtering results be passed through the default content filter?

#### iv. Product Page

- 1. **Breadcrumbs-** *None, Catalogue, Categories or SubCategories?* Which breadcrumbs, if any, should display on the product page?
- 2. **Product Page Elements (Additional Info)** *Category Name, SubCategory Name, Tags, Custom Fields or Videos?* Select elements to be displayed on each product page.
- 3. **Display Product Page Price-** *Yes or No?* Should a product's price be displayed on the product pages?

#### b. Premium

The following features are available for our Premium Users.

- i. **Product Page Type-** *Tabbed Product Page, Custom Product Page, Custom Page - Large Screen Only or Default?* Which product page layout should be used?
- ii. **Allow Product Comparison-** *Yes or No?* Should visitors be able to compare products side by side by clicking on the comparison link?
- iii. **Product Inquiry Form-** Yes (requires plugin 'Contact Form 7') or No? Should a form be added to inquire about products on the product page (requires plugin 'Contact Form 7', which needs to be activated before this option is set to Yes)?
- iv. **Product Inquiry Cart-** Yes (requires plugin 'Contact Form 7') or No? Should users be able to inquire about multiple products at once from the main catalog page (requires plugin 'Contact Form 7', which needs to be activated before this option is set to Yes)?
- v. **Product Reviews-** Yes (requires plugin 'Ultimate Reviews') or No? Should reviews be displayed for products on the 'Tabbed Layout' product page (requires plugin 'Ultimate Reviews')?
- vi. **Reviews in Main Catalog-** Yes (requires plugin 'Ultimate Reviews') or No? Should a product's review rating be displayed on the main catalog page? (requires plugin 'Ultimate Reviews')?
- vii. **Lightbox-** *Yes, Main Image Only or No?* Should a lightbox pop-up on the product page when an image is clicked?
- viii. **Lightbox Mode-** *Yes or No?* Should a lightbox pop-up (on the main catalogue page) to display more information about products when they're clicked on?

- ix. **Hidden Drop Down Sidebar on Mobile-** *Yes or No?* Will make it so that, on mobile devices, the sidebar is hidden by default. A 'Filter' button will display allowing the user to open the sidebar.
- x. **Infinite Scroll-** *Yes or No?* Should products load as a user scrolls down the page, instead of using the pagination system?
- xi. **Products per Page-** Set the maximum number of products per page for your catalogues.
- xii. **Pagination Location-** *Top, Bottom or Top and Bottom?* Set the location of pagination controls for your catalogues.
- xiii. **Product Sorting-** *Price and Name, Price, Name or None?* Select which sorting options are available in the 'Sort By' box.
- xiv. **Custom Slugs Conversion-** *Yes or No?* Are custom field slugs being used in the product descriptions?
- xv. **Related Products-** *Automatic, Manual or None?* Should related products be created automatically, manually, or not at all?
- xvi. **Next/Previous Products** *Automatic, Manual or None?* Should next and previous products be displayed? Automatic takes the products with the next and previous IDs, if they exist.
- xvii. **Set Access Role-** *Administrator, Editor, Author, Contributor or Subscriber?* Which level of user should have access to UPCP?
- xviii. **Hide Blank Custom Fields-** *Yes or No?* Should custom fields be hidden when they are empty?

#### c. WooCommerce [Premium]

- i. **WooCommerce Sync-** *Yes or No?* Should UPCP products be synced over to WooCommerce, and WooCommerce products synced to UPCP? Products edited in one plugin will also be edited in the other while this is enabled.
- ii. **Show Cart Item Count-** *Yes or No?* Should the number of items in a visitors shopping cart be displayed?
- iii. **WooCommerce Checkout-** *Yes (requires plugin 'WooCommerce') or No?* Should checkout be allowed, using the standard WooCommerce checkout? WARNING: WooCommerce sync must be enabled.
- iv. **WooCommerce Cart Page-** *Cart or Checkout?* What WooCommerce page should visitors be sent to when they click the 'Checkout' cart button? WARNING: WooCommerce sync must be enabled.
- v. **WooCommerce Product Page-** *Yes or No?* Should visitors be redirected to WooCommerce product pages instead of UPCP product pages when clicking on a product? Note: WooCommerce sync must be enabled.

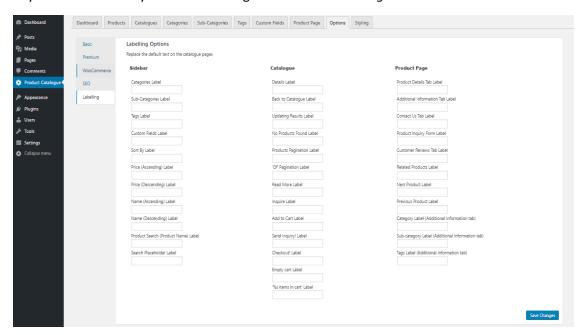
#### d. SEO [Premium]

i. **Pretty Permalinks-** *Yes or No?* Should the plugin display SEO-friendly product page URLs? (Make sure product slugs have been filled in for each product).

- ii. **Permalink Base-** Set the permalink base for your product pages, if you want something other than 'product' as a permalink base. You may need to re-save your permalink structure for this to take effect.
- iii. **XML Sitemap URL-** Set the base URL path of XML sitemap that the plugin creates of all products, used for SEO purposes
- iv. **SEO By Yoast Integration-** *Yes or No?* Should product descriptions and titled be added using SEO By Yoast for product pages?
- v. **Description Handling-** *Add or Replace?* Should the page description be added to or replaced?
- vi. **SEO Title-** What should the page title be set to? Can use [page-title], [product-name], [category-name], [subcategory\_name] to substitute those in the title.

### e. Labelling [Premium]

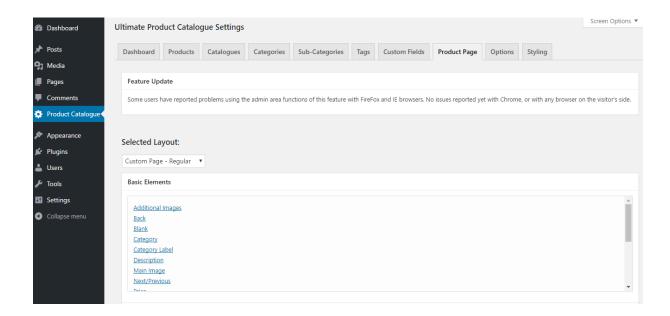
Labelling allows you to replace the default text on the catalogue pages. Enter value in any of the fields that you need to change and click *Save Changes*.



# Customizing Product Page [Premium]

This feature allows you to modify or create your own layout for the product page. Note: *Product Page Type* (in the *Premium* area of the *Options* tab) needs to be set to *Custom Product Page* for this feature to function.

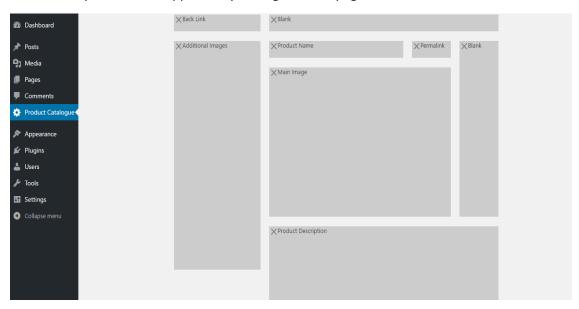
Go to Product Catalogue dashboard and then navigate to Product Page tab, see image below.



You have three layout options to choose from:

# a. Custom Page – Regular

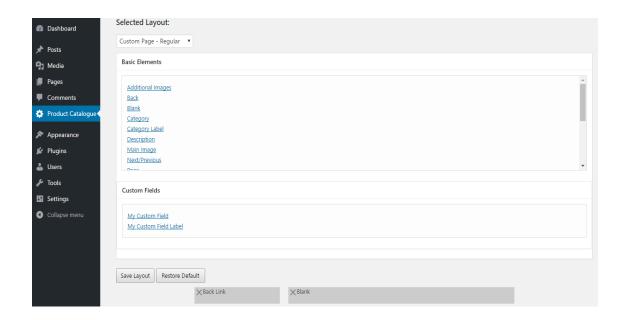
This is the layout that will appear on your regular web-page:



You can delete an element by clicking the cross (X) sign or add a new one from the *Basic Elements* list based on your requirement.

You will also notice that you have *Custom Fields* element that you can choose and add to your product layout page.

You can *Save Layout* to publish the customized layout or you can click on *Restore Defaults* if you wish to roll-back to the default settings.

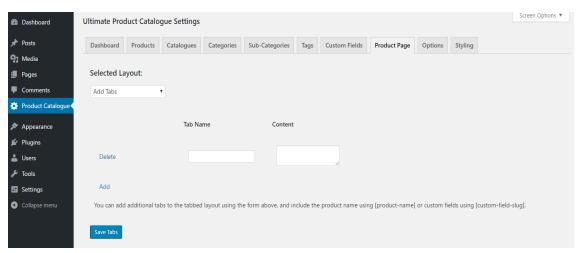


### b. Custom Page - Mobile

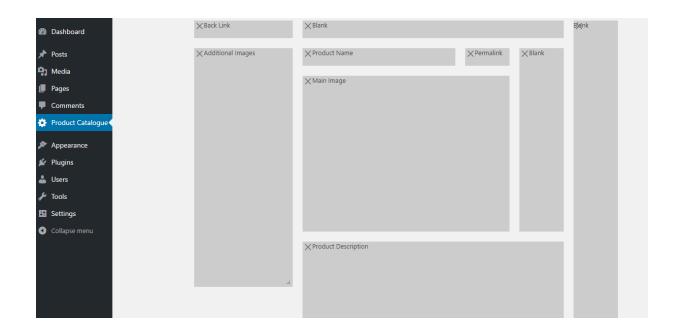
This is the layout that will appear on user's mobile devices. You can modify this layout similarly as shown above in the *Custom Page – Regular*.

### c. Add Tabs

You can also add additional tabs to the tabbed product page layout using the form shown below, and include the product name using [product-name] or custom field values using [custom-field-slug]



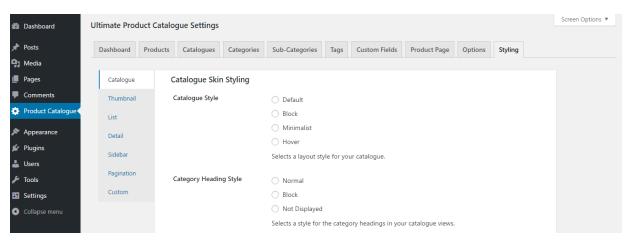
**Note:** If you happen to experience alignment and positioning issues with the custom product page layout builder, please try adding a blank element on the right side and stretch it to the bottom (as in the screenshot below).



# Styling

The styling feature allows you to customize the look and appearance of your product catalogue plugin to fit to your native WordPress theme.

To go to styling tab, simply go to the *Product Catalogue* plugin and then navigate to the *Styling* tab.

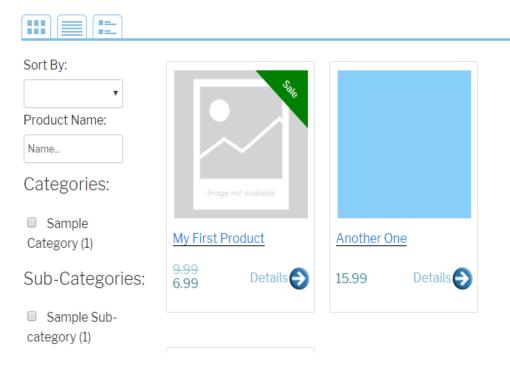


You have following sub-categories inside the styling menu:

# a. Catalogue [Premium]

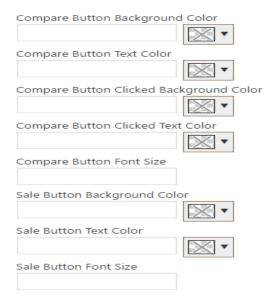
Once you have added a couple of products in your catalogue, a simple catalogue will look similar to this:

# Hello world!



You have following Catalogue Skin Styling options:

- i. Catalogue Style- Default, Block, Minimalist or Hover? Selects a layout style for your catalogue.
- ii. **Category Heading Style-** *Normal, Block or Not Displayed?* Selects a style for the category headings in your catalogue views.
- iii. **Compare and Sale Buttons-** You can set the default settings of the compare and sale buttons by modifying the fields below:



#### iv. Details Image-

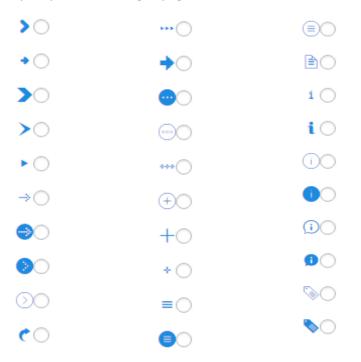
By default, the details link looks like this:



You can upload a custom details image (32x27 pixels) arrow or choose one from the details icon section

Details Image Type  Default Image Custom Image Font Icon (right or below)			
Custom 'Details' Image			
http://	Upload Image		
Details Font Icon Color (Only for icons to the right)			
Details Font Icon Size (Only for icons to the rig	ght)		

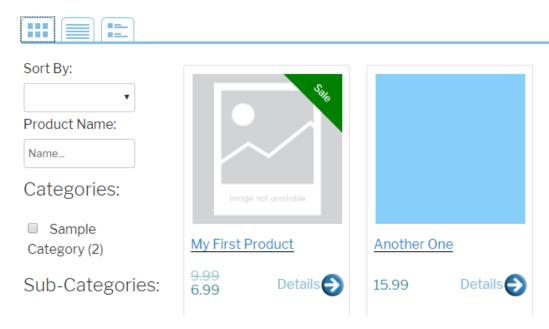
v. **Details Icon-** You can choose one of the following icon for the details button on your product catalogue page:



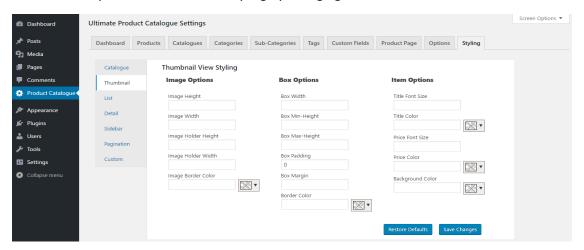
Once you have modified the style, click *Save Changes*. To roll-back to the default settings, click on *Restore Defaults*.

### b. Thumbnail [Premium]

In your product catalogue, the following three buttons from left to right allows you to switch between the different views. The left button is for the Thumbnail view:



You can modify the Thumbnail view styling by changing the items below:

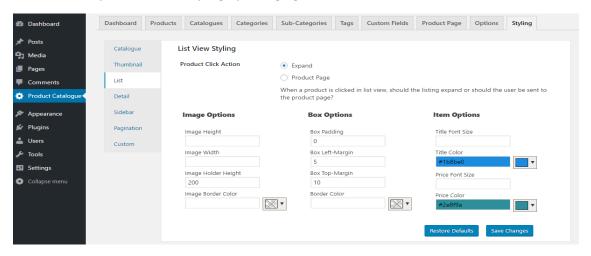


# c. List [Premium]

The mid-button is for the List view of your product catalogue:

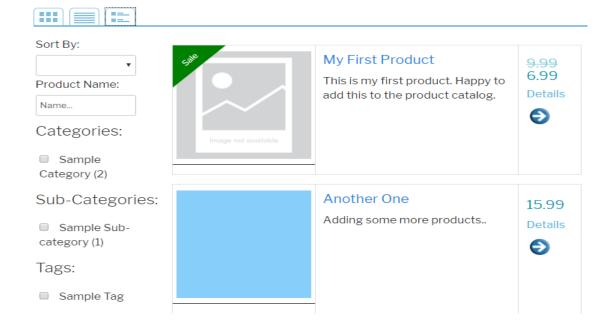


You can modify the List view styling by changing the items below:

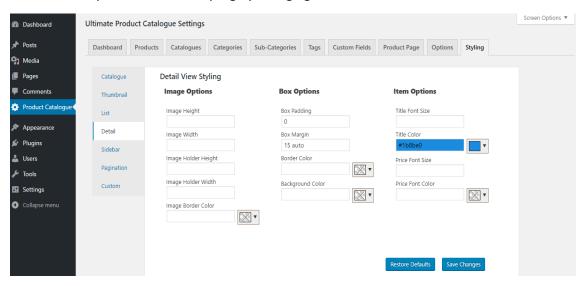


# d. Detail [Premium]

The third button is for the Detail view of your product catalogue:



You can modify the Detail view styling by changing the items below:



#### e. Sidebar [Premium]

You have the following Sidebar Styling options:

- i. **Show/Hide Custom Fields-** *Show or Hide?* Should custom fields in the sidebar show or be hidden when the page loads?
- ii. Collapsible Sidebar- No or Yes? Should sidebar titles collapse on-click?
- iii. **Collapsible SubCategories (Requires Hierarchical)-** *No or Yes?* Should sidebar subcategories collapse under each category?
- iv. **Sidebar Start Collapsed-** *No or Yes?* Should sidebar content start collapsed? (Requires collapsible sidebar to be set to 'Yes')
- v. **Sidebar Title Hover Effect-** *None or Underline?* Which hover effect should apply on sidebar titles?
- vi. **Sidebar Checkbox Styling-** *Default, Checkmark, Minimalist or Block?* Which style of checkbox should be applied to sidebar items?
- vii. **Categories Control Type-** *Checkbox, Radio or Dropdown?* Which type of control should be used to filter categories?
- viii. **Sub-Categories Control Type-** *Checkbox, Radio or Dropdown?* Which type of control should be used to filter sub-categories?
- ix. **Tags Control Type-** *Checkbox, Radio or Dropdown?* Which type of control should be used to filter tags?

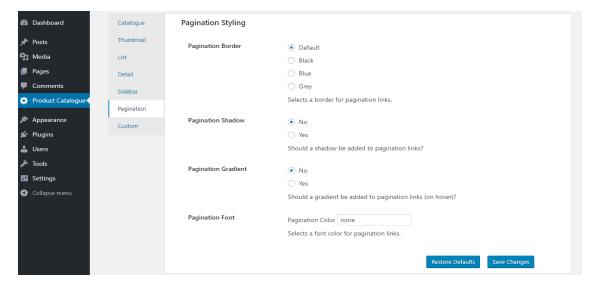
You can also modify the sidebar Title, Subtitle and the checkbox styling using below options:



Once you have modified the Custom Product Page style, click Save Changes. To roll-back to the default settings, click on Restore Defaults.

### f. Pagination [Premium]

Pagination is the sequence of numbers assigned to the pages in the catalogue.

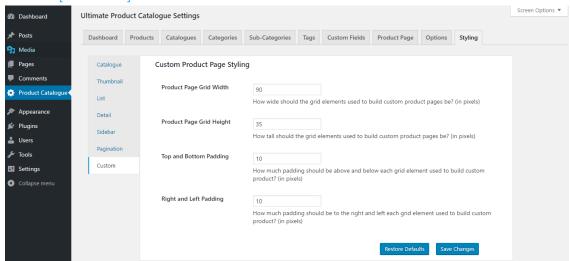


You have following Pagination Styling options:

- i. Pagination Border- Default, Black, Blue or Grey? Selects a border for pagination links.
- ii. Pagination Shadow- No or Yes? Should a shadow be added to pagination links?
- iii. **Pagination Gradient-** *No or Yes?* Should a gradient be added to pagination links (on hover)?
- iv. Pagination Font- Selects a font color for pagination links.

Once you have modified the pagination style, click Save Changes. To roll-back to the default settings, click on Restore Defaults.

#### g. Custom [Premium]



You have following Custom Styling options:

- i. **Product Page Grid Width-** How wide should the grid elements used to build custom product pages be? (in pixels)
- ii. **Product Page Grid Height-** How tall should the grid elements used to build custom product pages be? (in pixels)
- iii. **Top and Bottom Padding-** How much padding should be above and below each grid element? (in pixels)
- iv. **Right and Left Padding-** How much padding should be to the right and left each grid element? (in pixels)

Once you have modified the Custom Product Page style, click Save Changes. To roll-back to the default settings, click on Restore Defaults.

#### Shortcode Attributes

A catalogue shortcode is generated automatically and can be gone through within the Catalogues tab. You can place this shortcode on any page to display the catalogue. You also have option to add the following attributes to the shortcode:

### a. [excluded layouts]

i. Attribute

[excluded\_layouts]

ii. Function

To exclude a layout

iii. Description

By default, there are no excluded layouts. If you wish to remove one or two of the layouts, use this shortcode.

The values it can take are the following: Thumbnail, List and Detail

#### iv. Example

If you are seeking to remove one, you simply write it out like the following:

```
[product-catalog id='x' excluded_layouts='List']
```

If you wish to remove two, simply write them out as a list with a comma separating the values.

# b. [sidebar]

#### i. Attribute

[sidebar]

#### ii. Function

To display or remove the sidebar

#### iii. Description

By default, the value is set to "Yes". Therefore, if you wish to not display the sidebar, you may change it to "No".

### iv. Example

[product-catalog id='X' sidebar='No']

# c. [starting layout]

# i. Attribute

[sidebar]

#### ii. Function

To change the starting layout from thumbnail view to another view.

#### iii. Description

This attribute will change the starting layout of your catalog. By default, the layout displayed is Thumbnail. The values it can take are the following: Thumbnail, Detail, List

#### iv. Example

If you wish to display the List or Detail by default, then use this shortcode like the following:

[product-catalog id='x' starting\_layout='Detail']