

Content Management System

Create, update and control
product & web content



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Merchants today want to build brand and product stories that showcase the provenance of their company, directly engage with their customers, and display their products in the best possible light online so that customers know exactly what they getting before ordering it. **tradeit's** content management system provides all of the tools to enable you to do that, and much more.

Leverage **tradeit's** unique ecommerce content management capabilities to provide your customers with everything they need to make informed purchasing decisions, transforming your pages into personalised, conversion-worthy selling machines. **tradeit's** Content Management System has been specifically designed to enable non-technical users to administer every element of their ecommerce site both quickly and easily, whilst delivering stunning results that help companies bring their products and brands to life. The functionality within **tradeit's** set of content management tools shorten deployment times, whilst its flexible architecture provides a development framework that can easily scale, and encapsulate diverse requirements across retail, B2B, international, multi-site, social commerce and content/brand sites.



Web Content Management (WCM)

Simple and quick site management for non-technical users.



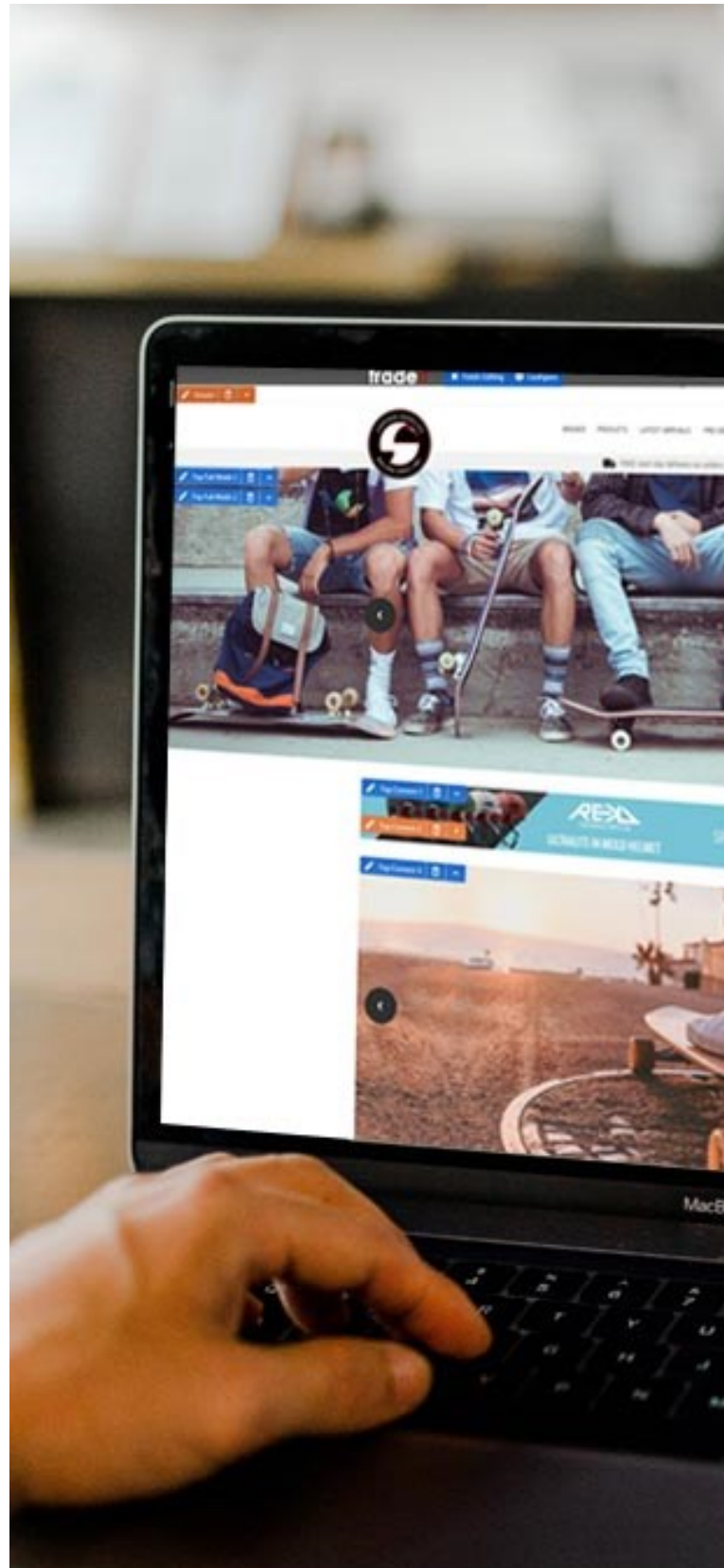
Product Information Management (PIM)

A central repository of product data for use across any channel.



Community & Social Tools

Leverage community and social tools to engage with your customers.



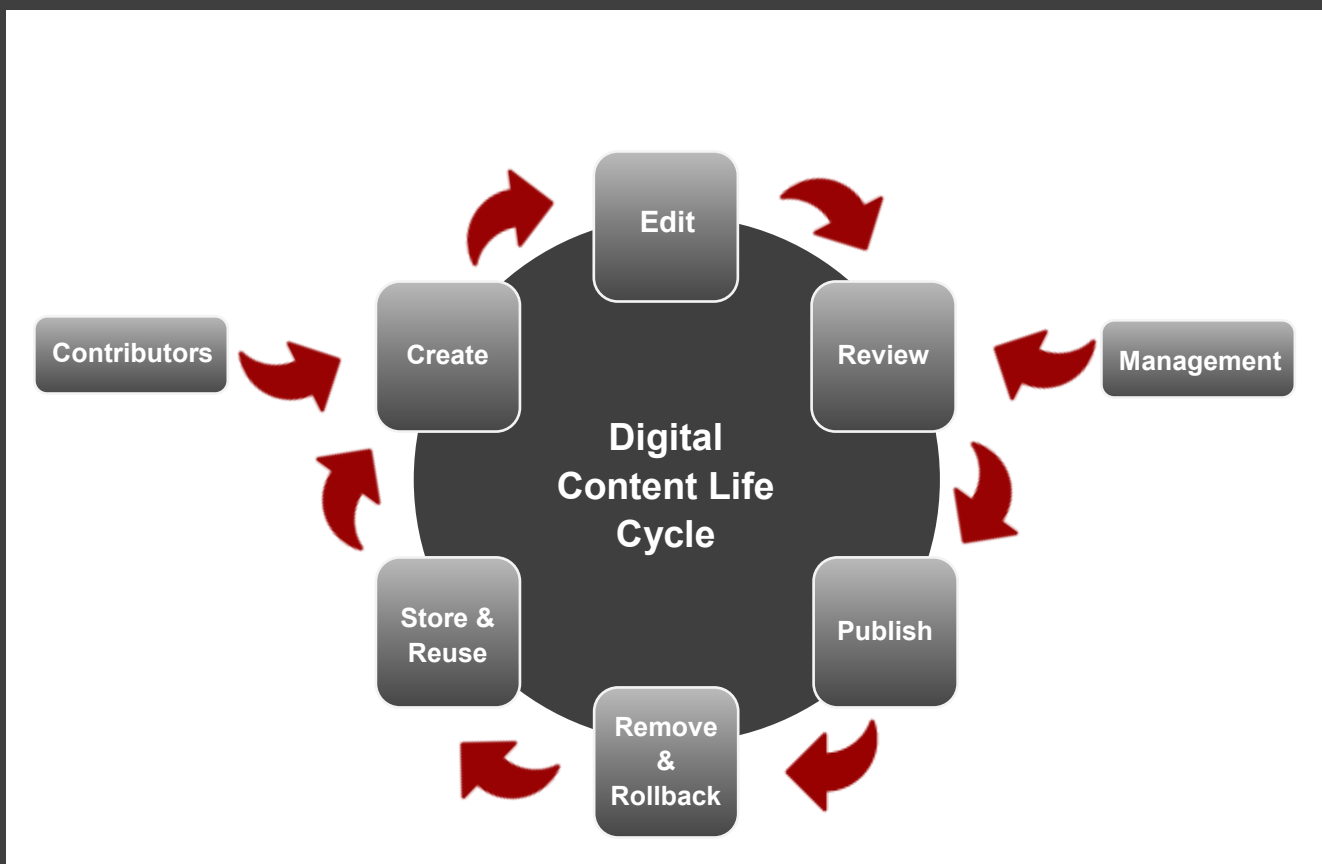
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Content is still king and **tradeit** gives you complete control of the life cycle of your content from creation, editing and reviewing through to publishing, removal & rollback and storage & reuse.

Content Management System



tradeit's Content Management System has been designed to enable effective website management for businesses of all sizes. Based on the latest Microsoft .NET & SQL Server technology, it is designed for ease of deployment and ease of use, enabling increased productivity for users at all levels.

The functionality that is pre-built within **tradeit**'s CMS shortens deployment times whilst its flexible architecture provides a development framework that can scale and encapsulate diverse requirements.

Web Content Management (WCM)

Simple and quick site management for non-technical users



The **tradeit** ecommerce platform's Web Content Management (WCM) makes the task of managing web content across ecommerce websites quicker and easier for non-technical staff. It's the ideal way to ensure your ecommerce websites stay up-to-date and in-tune with your customers. **tradeit**'s web content management system has been designed to enable effective website management for businesses of all sizes. Based on the latest Microsoft .NET & SQL Server technology, **tradeit**'s ecommerce CMS is designed for ease of deployment and ease of use, enabling increased productivity for users at all levels.



Create, remove, edit and restore pages

In-site editing enables administrators to edit sites in a faster, easier and more natural way, directly through the storefront.



Image & media library

Manage the use of rich media across your site using the media library enabling you to store, share and re-use content. There's also a built-in image editor and resizer helping to optimise images. **tradeit** also support WebP for smaller file sizes.



Multi-lingual content

Translation management for sites using multiple languages including Cyrillic and symbol-based text.



SEO Friendly

Access and edit all of the on-page elements such as page title, meta tag keywords, meta tag descriptions, meta titles to ensure your pages rank well in search engine results pages.



Flexible templates and components

All pages within the **tradeit** ecommerce platform are built around templates – these control the structure and layout of your web page, ensuring conformity to corporate image and usability guidelines and making sure content is correctly placed and formatted.



Content lifecycle management

Full lifecycle management of content, from creation through to deletion and even restoration. Administrators can also determine whether a page is live or not, and whether to display it in the menu structure, search results and sitemap.



Roles-based permissions

Roles-based security and workflows give administrator control over who has the right to make changes, who has the right to approve changes and who has the right to publish content live.



Duplicate Channels

Duplicate entire channels meaning international or alternative brand sites become simple to launch (requiring only CSS & design changes) saving customers both time and money.

Web Content Management (WCM)

Simple and quick site management for non-technical users



In-site Editing

tradeit features simple to use in-site editing meaning non-technical staff can easily create, edit and delete content pages. As work is carried out directly through the storefront it's easy to preview your additions or changes to see how they appear before publishing them.



Templates

The system uses templates with editable zones that can be easily filled with different content. Each page has a single template assigned to it with the template determining the layout of the page, how many zones you have and what components are available.



Zones

Each content page consists of a number of zones that can be populated with one or more components. Zones can be easily moved up and down the page to change their order.



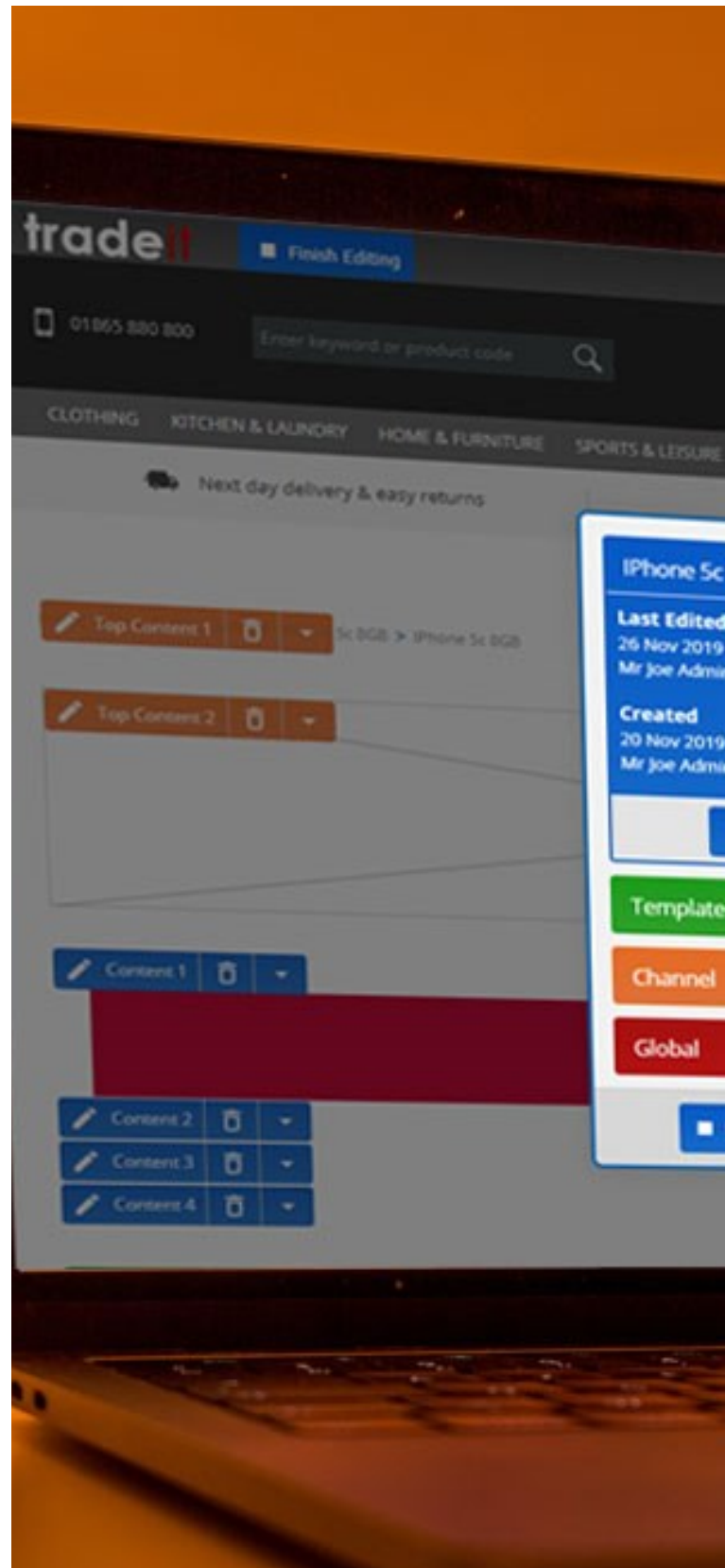
Conditional Components

tradeit features a vast library of pre-defined component types alongside a standard WYSIWYG editor meaning different content such as; text, images (these can be optimised for different break points/device types), video, flash components, banners, carousels, social media feeds, downloads, product content pulled directly from the PIM, and much more, can all be used to create stunning feature-rich content. Components can all feature conditions to determine when, why and who they are displayed to.



Elements

A component consists of one or more elements. Each element represents an area within a component that can be edited. For example, an image might be one element, with text underneath it being another.



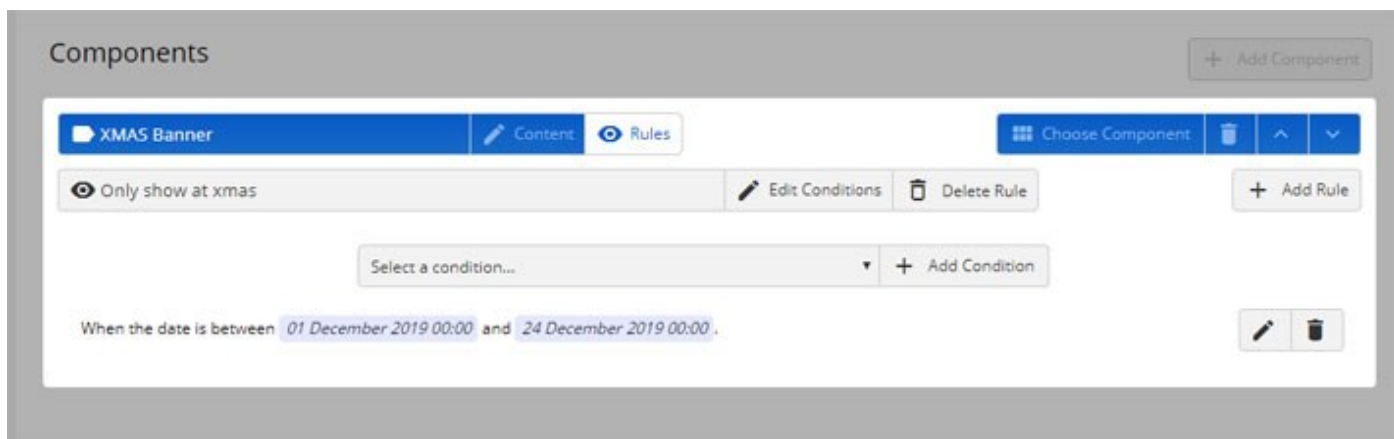
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Conditional Components

Components can be displayed based on a set of definable conditions giving merchants the capability to restrict who, when and why a component is displayed to the customer. A component can have multiple conditions applied to it, but one or more must be met before the component is displayed to the user. Conditions can also be added that restrict by what content page, product page or category page the user is viewing. This can apply to any content component such as an image banner, form, product carousel, WYSIWYG etc... From **tradeit** version 7.0.1. conditional components incorporate the advertising system which is now part of in-site editing within the CMS. The same great functionality remains, but it's now even more user friendly.



Conditions are based around the user and their action or inaction during visits to your site. These typically include:



Basket

Base what is displayed around the basket (value, value range, contents, offers, nearly applied offers, delivery costs).



User

Base what is displayed around the user (logged in, not logged in, is x, is a member of group x, uses price list x, has not seen content before).



Location

Base what is displayed around the user's location (channel, language, invoice country, delivery country).



Search

Base what is displayed around search term (matches, contains, starts with, ends with).



Referrer

Base what is displayed around the referral point/where the user hit the site from (affiliate, email campaign, social media, other query string).



Date

Base what is displayed around the date (start, end, time).

Product Information Management (PIM)



A central repository of product data for use across any channel

tradeit's Product Information Management tool provides online and multi-channel retailers, distributors or wholesalers with a centralised system for managing your product catalogue. **tradeit's** PIM gives you the tools you need to ensure that your product data is up-to-date, accurate and consistent across all your online channels.



Product catalogue management

Multiple product descriptions, images and attributes for effective customer targeting with unlimited variations such as size, flavour and colour.



Faceted navigation management.

Manage facets, search and sort options.



Flexible taxonomies architecture

Enable multiple associations of products across categories, related products



Simple attribute management

Manageable groups for product types and unlimited user-defined product attributes including product code aliases.



Multi-channel & multi-domain

Aggregate all of your product data creating a central repository of accurate, enriched content for use in online and offline channels including marketplace and affiliate feeds.



Multiple price list management

Manage multiple price lists with differential pricing, in multiple currencies and across multiple channels.



Multi-lingual

Manage product content in multiple languages including those using Cyrillic and symbol-based text.



Multi-currency & taxation models

Manage sites with multiple currencies and taxation models such as Nexus (US).

Product Data Management

tradeit uses a single, centralised product catalogue allowing you to integrate product data from multiple sources. You can directly enrich product information through **tradeit's** administration system, use the import/export facility to make changes en masse before uploading them, or automatically through integration with external systems like ERP or WMS, or supplier feeds. In order to realise the full benefits that ecommerce can bring, most businesses will choose to integrate **tradeit** and their ERP/accounts system to facilitate the two-way flow of information including customer details, orders, products, stock, pricing, taxation rates, delivery information, tax exemptions, packing slips, stores, dynamic category relationships, companies, returns, loyalty points/members across both retail and B2B channels. **tradeit** has been integrated with numerous ERP systems including:



Community & Social Tools



Leverage community and social tools to engage with your customers

Extend your online strategy and leverage the power of community and social tools to more effectively engage with your customers and engender loyalty.



Integrated blogs

Manage and host your own integrated blogs within **tradeit**, with templates and components specifically designed to help. Delivering regular content is a great way to boost your SEO presence and attract visitors. **tradeit** enables you to tag and reference your articles across other site pages to help ensure reader relevance.



Enhance your SERP performance and social media output

tradeit features control over schema.org, twitter cards and rich snippets meaning you can enhance your output for search engines and influence what is displayed via the various social media channels, such as Facebook, Twitter and Google, when somebody shares a link from your site.



Ratings & Reviews

Peer reviews and ratings offer tremendous value to prospective consumers and **tradeit** provides opportunities for users to rate and review products on your site. Administrators have the option to approve, edit or delete any submission before publishing, whilst ratings can also be leveraged to drive faceted navigation and sort options.



Questions & Answers

Using dynamic Q&A functionality you can invite users to post questions they have about a particular product or piece of content, and allow other users to respond. All questions and answers can be approved by your administrators before publishing.



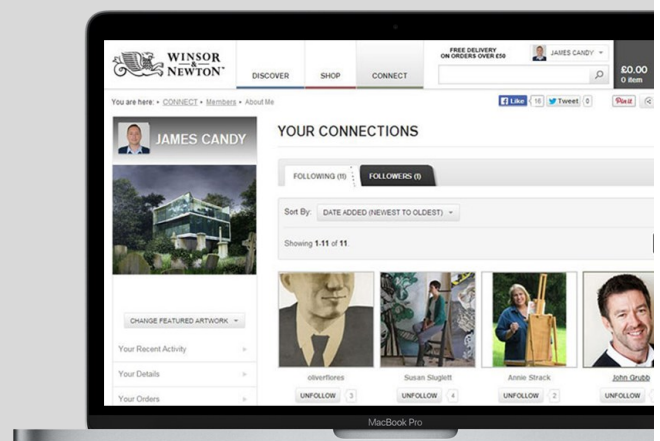
Tell-A-Friend

Encourage sharing and word of mouth with tell-a-friend functionality on products. You can even reward the referrer and/or referee when using the functionality in conjunction with **tradeit**'s promotions engine.

tradeit can also be integrated with third party services such as Feefo or Trustpilot, if your preference is to use an independent review service.

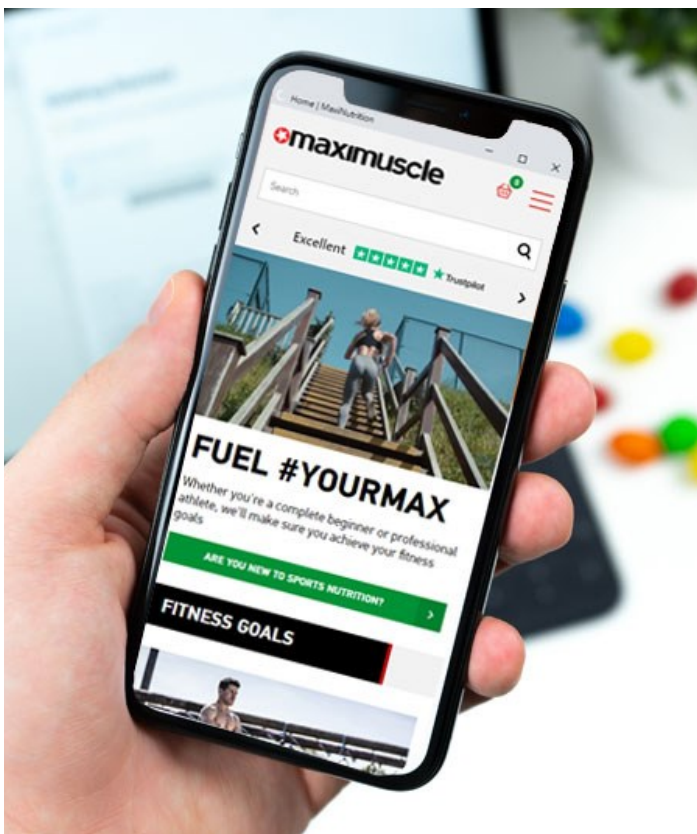
On-site Social Commerce

The ultimate in peer validation and social proof is delivered through **tradeit**'s built-in social network. Providing user-generated content with image uploads, comments, and likes, alongside user follow/unfollow options, & site-wide or individual activity feeds, all managed via a user's account. These real-time alerts notify users of the on-site actions of their peers (what they've uploaded, bought, watched, commented on, followed etc...) providing the social validation they need in the same place where they shop – a combination proven to increase online revenue.



Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **tradeit** and our range of complementary ecommerce services. We forge long-term partnerships through consultation, design, development and support of your ecommerce eco-system, meaning you can focus on growth through products, marketing, merchandising and customer service.



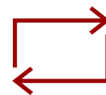
Award-Winning Solutions

We have over 15 years' experience of delivering best-in-class ecommerce solutions for our customers that are recognised and rewarded across the industry.



Class-Leading Platform

The **tradeit** ecommerce platform offers ultimate scalability and flexibility, coupled with strong multichannel capabilities, rich functionality and a clear roadmap for platform innovation.



Expert Integrators

Seamlessly joining together your critical business systems for improved efficiency and ease of management. We're ecommerce integration experts.



Comprehensive Support

We pride ourselves on providing 24/7/365 responsive support services for both your ecommerce site and your hosting environment.

Call us

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