

# Website Tab

## Introduction

For subscribers of our website add-on program **EDT (Edge Data Transfer)**, the Website Tab is an **OPTIONAL** tab containing additional fields that may be used, if needed, by your web developer. The fields which are utilized, and how, is a decision that needs to be made after speaking with your web developer. They can let you know if these fields are needed.



**NOTE:** We simply provide guidelines for their intended use, but these fields are containers that can hold any information desired.

## Website Tab

To access the **Website Tab**:

1. Navigate to **Inventory > Items > Find**
2. Enter your search criteria and select an item
3. Click on **Website Tab**, which is the last tab on the far right.



**NOTE:** You will **ONLY** see this tab if you are signed up for EDT/TPW. If you **do NOT** see this tab, and have purchased our website add-on, please contact **Edge Support** to investigate this matter.

EDT/TPW  Never Upload This Item  Always Upload This Item

Web Category

Web Title

Web Description

Suggest...

ABC

abc

Abc

Meta Title

Meta Description

Meta Keywords

Meta Tags

Base SKU

Vendor Style: ER911716R0W44JJ.CSD4 Base SKU

The chart below provides a detailed explanation of each **check box** and **blank field** you will see on this tab.

**Never Upload** **Exclude item** from EDT export. For **FULL** uploads, this item will **NEVER** be included.  
For **incremental** uploads, if this item was previously uploaded and is now being marked **never upload**, a record will be **exported once** indicating the item should be **removed** from the website.

**Always Upload** **Always include** this item in EDT export **REGARDLESS** of all other criteria i.e. sold, RTV, memo out, etc.  
**Note:** This means that if an item **HAS SOLD**, but marked **always upload**, customers will still see this item on the website.

**Web Category** Optional field allowing you to map to **web developed categories**.  
**PUNCHMARK CUSTOMERS ONLY:** Do not use this field unless instructed. Punchmark maps web categories through their website user interface which automatically gets imported back into The Edge.

**Web Title** Enter the **product title** here.

**Web Description** Enter the **product description** here. All information from the item will be sent, including the description from the **General tab**.  
This field can be used as an **alternative** to the information in the **General tab** if you are looking for a more web friendly description.

**Meta Title** Field to enter a **product title** specifically for **search purposes**.

**Meta Keywords** Field to enter **keywords** for the product specifically for **search purposes**.

**Meta Tags** Field to insert **tags** to easily create **collections of items**.  
Examples include “Anniversary”, “Valentine’s Day”, and “Mother’s Day”.  
**Note:** Multiple tags can be applied and should be separated by commas.

**Base SKU** Field designed to let you **tie multiple items** together that are the same, but whose vendor style # may differ based on the item characteristics such as metal color.  
**For example**, vendor ABC may have a ring with a vendor style Ring123-14k for the 14k variant, and then Ring123-18k for the 18k variant. You may enter a **Base SKU** of Ring123 for your web developer to then utilize this field to **tie these items together**. Now instead of showing two separate items, you may look up Ring123 and simply select your metal color.

## Searching Website Tab Details

For your convenience, we have included the ability to **search** items via the information you save into the fields outlined above.

- To find the **search** option, navigate to **Inventory > Items > Find** – then select the **Website Tab**.
- Enter desired **search criteria** into the field it corresponds to as shown below:

Find Items

General | Type & Status | Item Details | Stones | Scan Data | Options | Website

Website Status  
 Always Upload     Never Upload

Jewelry Stock Balancing Status  
 Currently Uploaded     Never Upload     Not Uploaded  
 Date Uploaded: All Dates

Web Category:

Web Title:

Meta Title:

Meta Description:

Meta Keywords:

Meta Tags:

Base SKU: Ring123

Presets...    OK    Cancel

## Additional Details – Setup and Upload

Our EDT program is designed to send **ALL ITEM DATA**, so everything from all your tabs will be included with your uploads.

We **strongly recommend** you spend time properly filling out the **Details field** on the **General tab** for your items, as notated in the chart above that your **Web Description** will include information from this tab.

In addition, we encourage you to also use your **Stones tab** to hold your stone information. Taking the time to properly fill out these fields will greatly benefit you once your web developer takes over organizing your inventory and making it searchable at a granular level.

**NOTE: At this time, for Edge versions 20.1 and lower**, each field needs to be updated one at a time.



Understanding the time commitment this may involve, expect our **next major Feature Release** to include the ability to update fields en masse.

The same release will also include the ability to create templates to auto-generate **Web Title** and **Description**, also to be updated en masse.