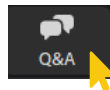




# WEBSHOP

M A N A G E R

## Webinar for October 5th 2021



*Submit your questions using the Q&A in Zoom.  
We'll address questions at the end of the webinar.*



WEBSHOP  
M A N A G E R

- Last Week's Outage Incident
- Bug Fixes
- New Features & Improvements



- What is PartsLogic
- How search impacts your bottom line
- See PartsLogic in Action
- How to get started



# Service Outage

## *Details & Takeaways*

Total Degraded Service & Interruption lasted 13 hours 7 minutes. Our servers were unreachable for 1 hour 42 minutes.

Incident Began: 06:58 AM

Resolved: 09:47 PM



## Bug Fixes

*Q3 FY21*

- Cross Sell Assignments
- Incorrect Girth Value
- Free Shipping Message



# New Features & Improvements

## hCaptcha

Enhanced Spam Prevention.

Better than reCaptcha  
at stopping spam!

### CONTACT

**Tel:** 888-888-8887  
3760 Convoy St  
San Diego, CA 92111  
**Email:** [info@webshopmanager.com](mailto:info@webshopmanager.com)

If you have a general question, please fill out the form and a representative will respond to you in a timely manner

NAME \*

TEST TEST

EMAIL \*

[matt@webshopmanager.com](mailto:matt@webshopmanager.com)

PHONE #

16192780871


SUBJECT \*

hCaptcha Test

MESSAGE

Sweet sweet spam prevention

☐ I am human

  
hCaptcha  
Privacy - Terms

Submit



# New Features & Improvements

## Structured Data

Structured data helps search engines more easily see what's on your pages!

Google calls this, Rich Results.

Test your site at:

<https://search.google.com/test/rich-results>

The screenshot displays the Google Rich Results Test interface. At the top, a dark header bar contains a back arrow, the text "Rich Results Test", and a notification icon. Below this is a search bar with a globe icon and a blurred URL. The main content area is titled "Test results". It features a large green checkmark icon on the right, indicating a successful test. The text "Page is eligible for rich results" is prominently displayed in green, followed by the subtext "All structured data on the page can generate rich results." Below this, there are two buttons: "PREVIEW RESULTS" with an eye icon and "VIEW RENDERED HTML" with a document icon. The section "Detected items" lists two categories: "Products" and "Review snippets". Each category has a table of results, with the first item in each being "Jeep JL, Gladiator I". The "Additional resources" section at the bottom provides links to "See reports for individual rich results on my site" and "See gallery of search features".

Rich Results Test

Test results

Tested on: Oct 4, 2021 at 3:59 PM

**Page is eligible for rich results**

All structured data on the page can generate rich results.

PREVIEW RESULTS VIEW RENDERED HTML

Detected items

**Products**

Jeep JL, Gladiator I

**Review snippets**

Jeep JL, Gladiator I

Jeep JL, Gladiator I

Additional resources

See reports for individual rich results on my site

See gallery of search features



# New Features & Improvements

## Advanced Order Search

- Zip Code
- State
- Product ID
- Brand ID
- Category ID

Preview: WSMX Automotive Accessories & Performance

Welcome Matthew | Dashboard | Account | Support Request | Logout

Branch: v5/master | WSM Sites: WSMDEV Tickets

↑ New Orders (6) | ☆ New Reviews (0) | 📧 Inbox (3) | 📧 Outbox (0)

DASHBOARD | ORDERS | CATALOG | MODULES | CONTENT | CUSTOMERS | REPORTS | DATA | SYSTEM | WSM ADMIN

All Orders | Open | New | Pending | Processing | Ready To Ship | Return | Shipped | Backorder | Held | Complete | Canceled | Fraud | Deleted | Add Order

Quote Builder (Beta) | Add Quote (Beta)

TRACKING | EXPORT XML | EXPORT C.SV | EXPORT CSV W/ ITEMS | EXPORT CSV W/ PAYMENTS | ADD ORDER

type search terms... SEARCH ADVANCED

Orders - All

☐ Select all on page BATCH ACTION

results 1 through 100 of 112 Page 1 of 2 Page 1

	ID	TOTAL	CUSTOMER NAME	EMAIL	PAYMENT METHOD	SHIPPING METHOD	STATUS	FRAUD STATUS	MEMO	ADDED	UPDATED
<input type="checkbox"/>	2240013	\$1729.94	Trouble McShooter	paul@webshopmanager.com	Credit (Authorize.net)	Basic Shipping	New	Approve		Oct 1st, 2021	Oct 4th, 2021
<input type="checkbox"/>	2240012	\$831.02	Paulette Palladino	support@webshopmanager.com	Credit (Authorize.net)	Basic Shipping	New	Approve		Oct 1st, 2021	Oct 1st, 2021
<input type="checkbox"/>	2240005	\$78.26	Paul Test	paul@webshopmanager.com	Credit (Authorize.net)	Basic Shipping	New	Approve		Sep 29th, 2021	Sep 29th, 2021
<input type="checkbox"/>	2240011	\$11.29	TEST TEST	matt@webshopmanager.com	Credit (Authorize.net)	Basic Shipping	New	Approve		Sep 24th, 2021	Oct 4th, 2021
<input type="checkbox"/>	2239997	\$11.29	TEST TEST	matt@webshopmanager.com	Invoice	Basic Shipping	New	N/A		Sep 24th, 2021	Sep 24th, 2021
<input type="checkbox"/>	2240010	\$1799.14	TEST TEST	matt@webshopmanager.com	Invoice	UPS Ground	New	N/A		Sep 24th, 2021	Sep 24th, 2021



# New Features & Improvements

## Product Series Priority

Priority field added to the Product Series edit menu.

More easily control how your Products Series are displayed on your site.

**WEBSHOP MANAGER**

DASHBOARD ORDERS CATALOG MODULES CONTENT CUSTOMERS R

Categories Products Products To be Deleted Product Series Promotions Options Brands Attributes Reviews

Add Product Series

**Identification**

Product Series Name

Site Key

**Categorization**

\* Brand - select -

Hidden Yes No

\* Priority 500

**Product Series Information**

\* Options As Toggles none

Tagline

Page Title

Description

Extended Description **TOGGLE EDITOR**



Search powered by PartsLogic



## *What we'll cover today...*

- What is PartsLogic
- How search impacts your bottom line
- See PartsLogic in Action
- How to get started





## What is PartsLogic

- To be a suite of specialized eCommerce tools for the Auto AM Industry, starting with search & fitment verification.
- Tools to be put onto any platform
- First tool built is **First-in-class search** for WSM clients

## Built with research and data-driven decisions

Baymard Institute 

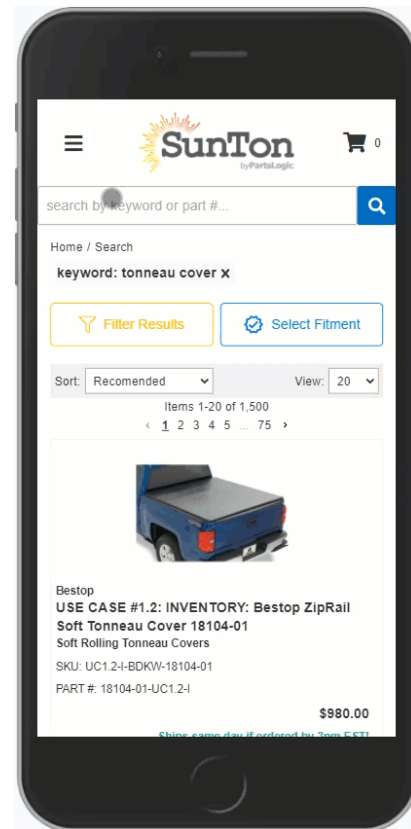
amazon 

Google 

iD CARiD 

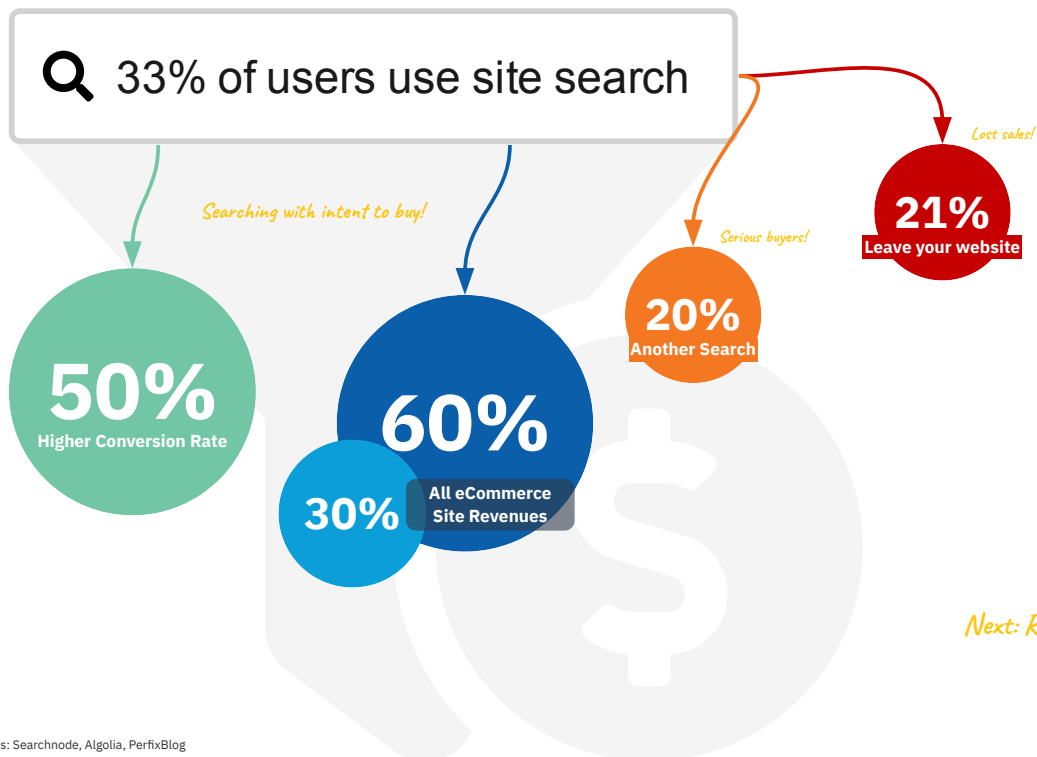
REALTRUCK 

XDP   
DIESEL POWER





*Why start with search? A Good site search is important and here's why.*



*Next: Real Experience Data from PartsLogic Clients*



## Real Experience Data from PartsLogic Clients

Looks great guys.. really happy about this quick implementation and your commitment to making a top notch product WITH your customers.

Very impressed and very happy so far.

- HHR Performance

*First 2-Weeks Before/After Comparison*

**Client A**

Visits w/ Site Search  
**+\$4,335**  
Additional Revenue

From 1.57% to 3.11% eCR  
a 98% change in eCR  
Doubled Transactions  
56% of sales from search Users

*First 2-Weeks Before/After Comparison*

**Client B**

Visits w/ Site Search  
**+\$8,502**  
Additional Revenue

7.55% eCR  
20% increase in search usage  
(by making search bar visible at all times)  
30.6% of sales from search Users

*First 2-Week Before/After Comparison*

**Client C**

Visits w/ Site Search  
**\*41%**  
% Change in eCom  
Conv. Rate

\*From 1.91% to 2.68% eCR  
2.54% eCR 1st 90 Days  
13% of sales from search Users

*First 45 Days*

**Client D**

Visits w/ Site Search  
**3.29%**  
eCom Conversion Rate

Visits w/o Site Search 0.68%  
14% of sales from search Users

*First 2-Weeks*

**Client E**

Visits w/ Site Search  
**5.8%**  
eCom Conversion Rate

Visits w/o Site Search 0.83% eCR  
30% of sales from search Users



*How's your website performing Visits w/ Site Search?*



*Let's hear you in Zoom chat*



## Accurate & Fast Suggestive Search Bar

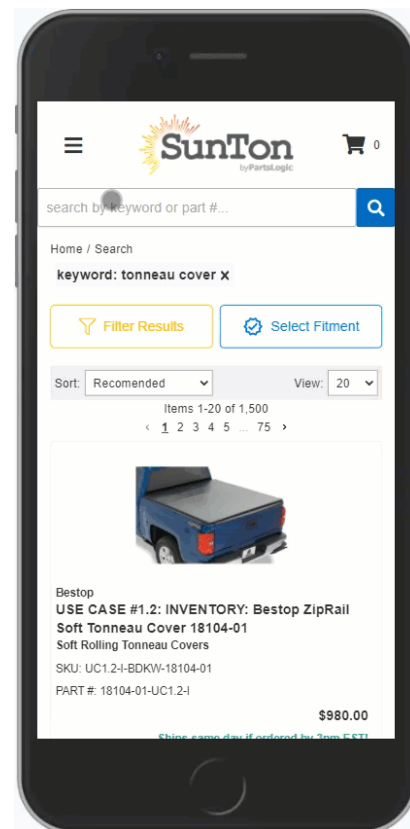
- Mobile-first design
- Full text Suggestive Search Bar
- Full & partial part number search
- Misspellings & Typos
- Synonyms
- Product Results w/ images & info
- Category Results w/ images
- Brand Results w/ images

*Can you see yourself using PartsLogic search?*

*How could this impact your business?*



Let's hear you in Zoom chat





## Filter Search Results + sharing!

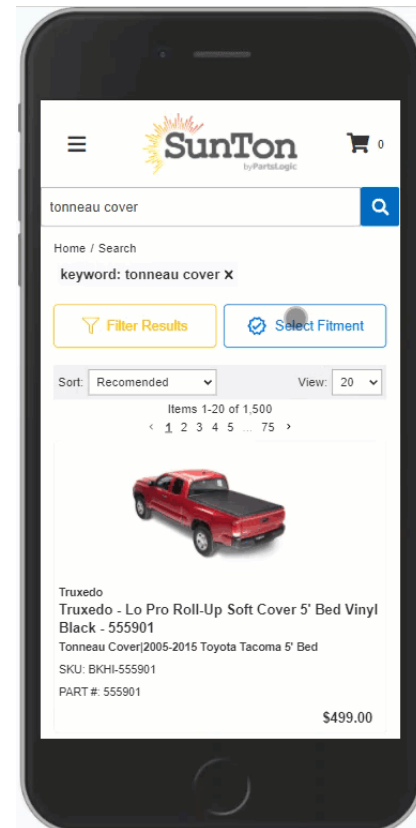
- Mobile-first design
- Dedicated search results page
- Compliant & Shareable URL w/ all user interaction
- Sorting & Pagination
- Fitment Search to filter results
- Facet Search to filter results



*Can you see yourself using PartsLogic search?  
How could this impact your business?*



*Let's hear you in Zoom chat*





## PartsLogic Admin App is in the works...

### Keyword Reporting

See what users are searching and how many results they are getting

### Manage Synonyms

Add/remove synonyms

### Manage Facets

Control visibility & vertical order of facets

### Manage Merchandising Boosting Rules

Create rules to boost products to the top of search results based on brand and/or category assignment

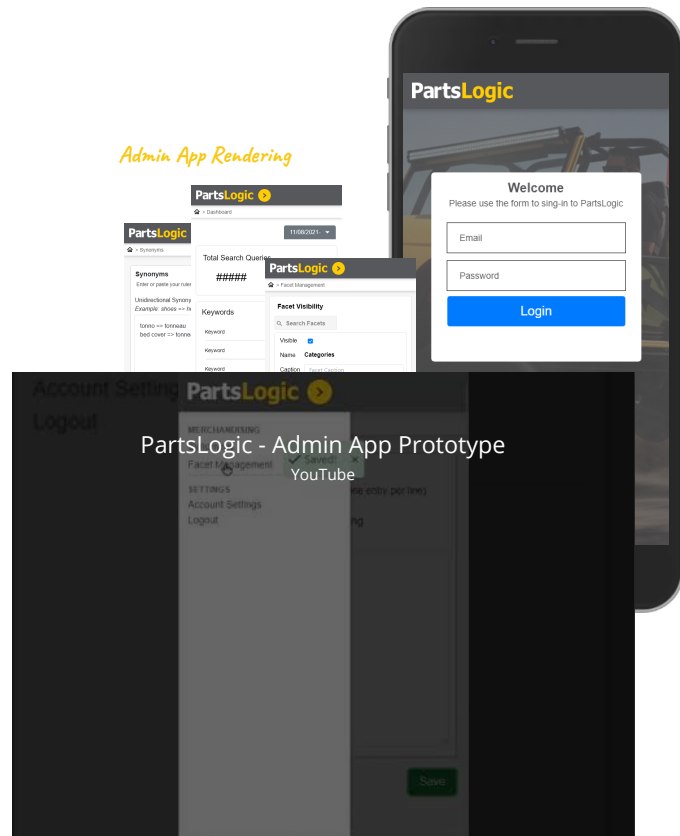


*How could this impact your business?*



Let's hear you in Zoom chat

### Admin App Rendering





# How to get started

*Request a demo from your CSM*

*Or go to*

[webshopmanager.com/partslogic-schedule-demo](https://webshopmanager.com/partslogic-schedule-demo)

[webshopmanager.com/partslogic-sema-show-demo](https://webshopmanager.com/partslogic-sema-show-demo)



## Early Adopter Special\*

*\*Offer expires in 30 days at the end of the SEMA Show*



*Let us know in the chat if you'd like to have a personalized demo of PartsLogic*

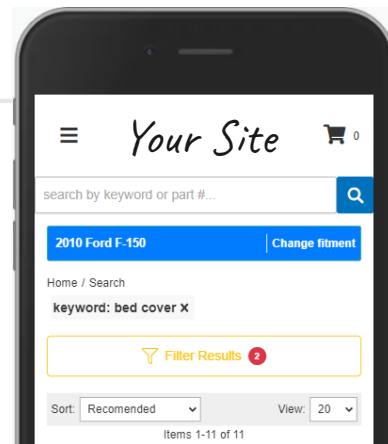


*Let's hear you in Zoom chat*

## What to expect

### 1-2 Weeks from Sign to Launch!

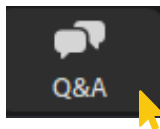
1. Sign contract and collect payment
2. Check GA eCom & Site Search tracking is setup
3. In 1 week review a test search page on your website using your real-time data.
4. Approve & launch!





## ? Questions

Let's hear from you and answer some questions....



*Submit your questions in the Q&A*





Thank You!

Visit WSM's Help Center

<https://help.webshopmanager.com/monthly-webinar>



NOVEMBER 2-5, 2021 - LAS VEGAS CONVENTION CENTER

Web Shop Manager Booth #11718 | North Hall > Business Services



October 31st | Happy Halloween



November 3rd | Next Monthly Webinar