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Product Catalog – Base Options

PRODUCT CATALOG – BASE OPTIONS

- ✘ Purpose of Video: Define basic product fields and demonstrate how to maintain them in the website and through uploads.
- ✘ Prerequisite Videos: Database Driven Websites, Managing Product Data, Uploading Data, and File Types and Uploading Files

PRODUCT CATALOG – BASE OPTIONS

- ✘ Your website product catalog includes base configuration options designed to effectively present your products on the web.

- ✘ Below are the product fields we will be covering:
 - + **Status** – controls the display of the product, online or offline.
 - + **Featured Product Flag** – displays the product in the featured products window
 - + **SKU** – unique identifier from all other products
 - + **Name** – short description that appears in search results, category pages and the detail page.
 - + **Description** – longer description that gives the details of the product, supports HTML
 - + **Order by** – controls what order the product appears in the category page
 - + **Product Type** – appears in a drop down on the search window to help users narrow their search
 - + **Manufacturer/Brand** – appears in a drop down on the search window to help users narrow their search
 - + **Retail Price** – actual price of product
 - + **Suggested Retail Price** – sometimes called list price, used to show a comparison against retail price
 - + **Weight** – numeric value in pounds, used to calculate shipping
 - + **Normal Image** – image that appears on product detail page
 - + **Thumbnail Image** – image that appears in category, search results and featured products
 - + **Large Image** – image that appears on product detail page when clicking a view larger link

Note: Additional features are also available to further enhance your product display. Checkout the “Product Catalog Additional Feature” videos for more information.