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~ INTRODUCTION ~

“Oracle’s Web Commerce solutions represent the industry’s top-ranked commerce capabilities, powering the world’s best brands and delivering a consistent, personalized cross-channel customer experience. Oracle’s Web Commerce portfolio offers a complete platform that enables you to deliver a personalized customer buying experience across all customer touch points, including the Web, the contact center, mobile devices, social media, physical stores and more.” – ORACLE

“[ATG] can personalize your customers’ journey by providing individualized sites and product content, and personalized search, optimizing the execution through tailored recommendations, assistance, and relevant answers, and maximizing the engagement by increasing agility through merchandising and site administration, delivering a personalized brand experience, and by leveraging social data.” – ORACLE

The following documentations is specific to the **Endeca** administration tool of the **ATG** platform. **Endeca** is an online tool used for controlling the layout and display of all the varying content that is presented to consumers via a public facing website (i.e. telefora.com). And while it does not directly control the content itself, **Endeca** does work intricately with the content management tool called **BCC**. Both **BCC** and **Endeca** are part of the same **ATG** platform but this documentation is specific only to **Endeca**.

USING THIS DOCUMENTATION

HEADERS

Main headers look like this: ~ **INTRODUCTION** ~ In general, though not always, the headers correspond to a specific area of **Endeca**.

VIEW

This document is best viewed in **Word’s** “Print Layout”.

URL’S

| | |
|-------------|---|
| QA: | http://okq-endecax201.tf.qa:8006 |
| Production: | http://okp-endecax201.tf.prod:8006 |

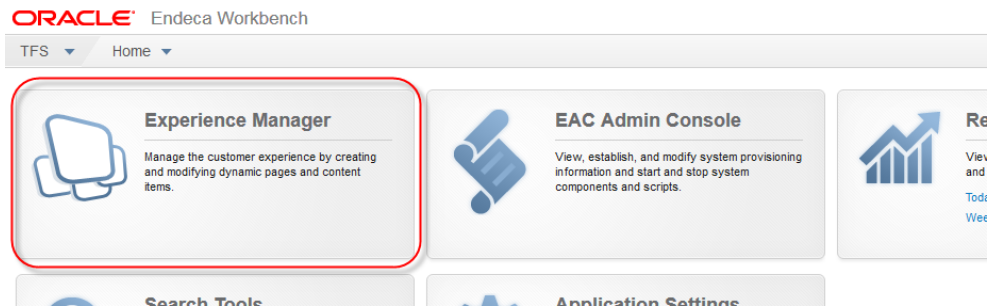
DYN/Admin: http://okp-atgaux201.tf.prod:8080/dyn/admin/nucleus/atg/commerce/endeca/index/ProductCatalogSimpleIndexingAdmin/

~ EXPERIENCE MANAGER ~

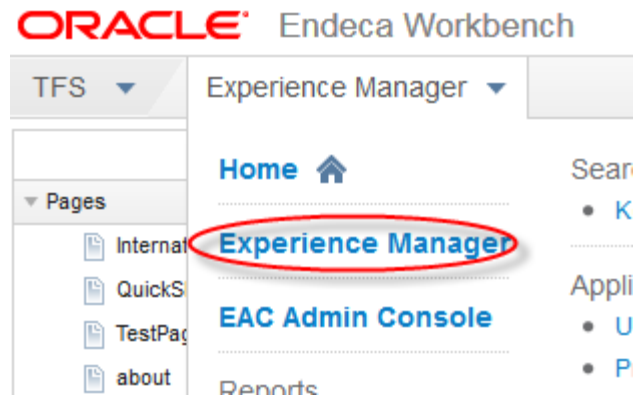
Purpose: For the management of content via the use of “**cartridges**”. Here is also where you create [Custom HTML pages](#).

Reach Via:

(1) Home dashboard



(2) Top-left Dropdown (from within other sections)



IN GENERAL

Category Targeter Path

All targeters begin with the following path: `/atg/registry/RepositoryTargeters/`

Important: The targeter name should not have any punctuation in it as it will cause a 404 error on the site.

FILTERS/FACETS

Controlled here: **Content** – **Shared** > **GT Guided Navigation** > **GT Default Guided Navigation1**


COLLECTIONS

There are two collections-type pages. The “All Collections” landing page and the individual collections themselves. And of the individual collections landing pages there is the “default” – Monet’s Garden, Teleflora Exclusives, and “custom” – Best of the Bunch, Romance of Roses.

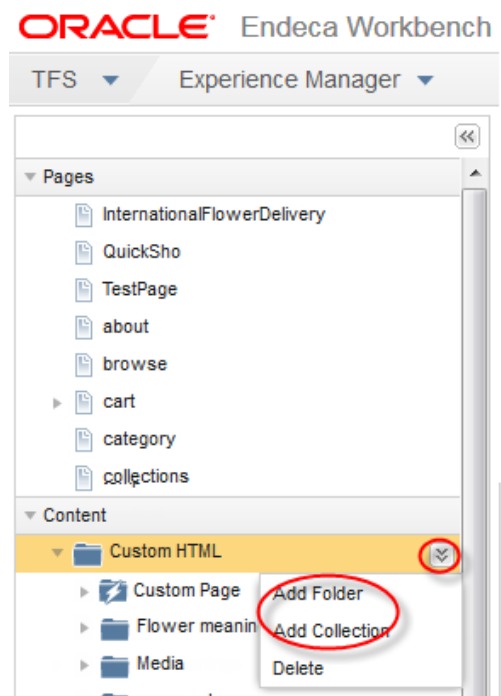
CUSTOM HTML PAGES

These are pages whose main contents are hand coded HTML/CSS/JS (*i.e. About Us, Press Releases, etc.*) Here’s how to create them.

1. Select/Create Collection

While in **Experience Manager**, on the left most pane, under the **Content** bar, within the “Custom HTML” folder, find the **Collection** where to place your content. If it doesn’t exist, you will need to create it by selecting **{Add Collection}** from the dropdown . (*Note: “Collection” here refers to a folder that contains related content. It has nothing to do with Flower Collections on the website.*)

When adding a **Collection**, provide the `<Name>`, `{Content Type Allowed: select Page}`, and `{Evaluation Limit: 1}`



Add Content Collection

Name:

Content Type Allowed:

Evaluation Limit:

Folder vs. Collection

Folder is just for organizational purposes and can only contain other **folders** and **collections** within it. A **Collection** contains actual content items.

2. Create Content

From within the desired **Collection**, click the and select **{Add Content Item}**. The top of the right pane will refresh and here you will enter the <Name>, which should be the same or similar to the <Name/URL> of the page in **step 2** above, and click on **{Select Template}**

RemindMe > New Page

Page Summary

Name:

Location:

Template: None Selected



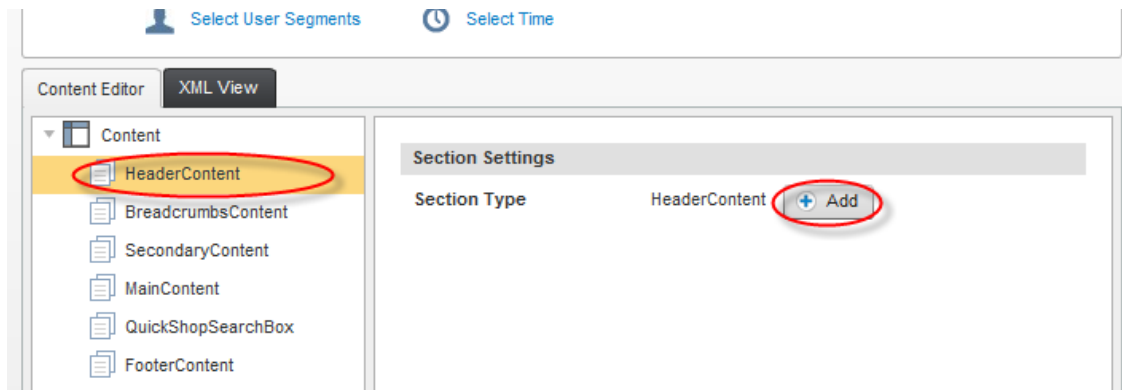
Select **"TwoColumnPage"** if your page will have a left column navigation, otherwise select **"PageSlot"** and hit **{OK}**

TwoColumnPage
Two-column layout with a left sidebar.

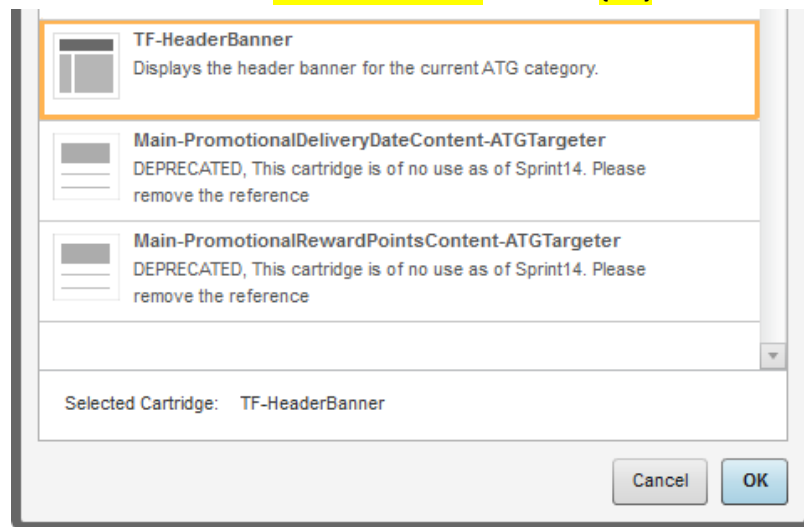
Selected Template: TwoColumnPage



The "Content Editor" will load. Click on **HeaderContent** and then on **{+ Add}**



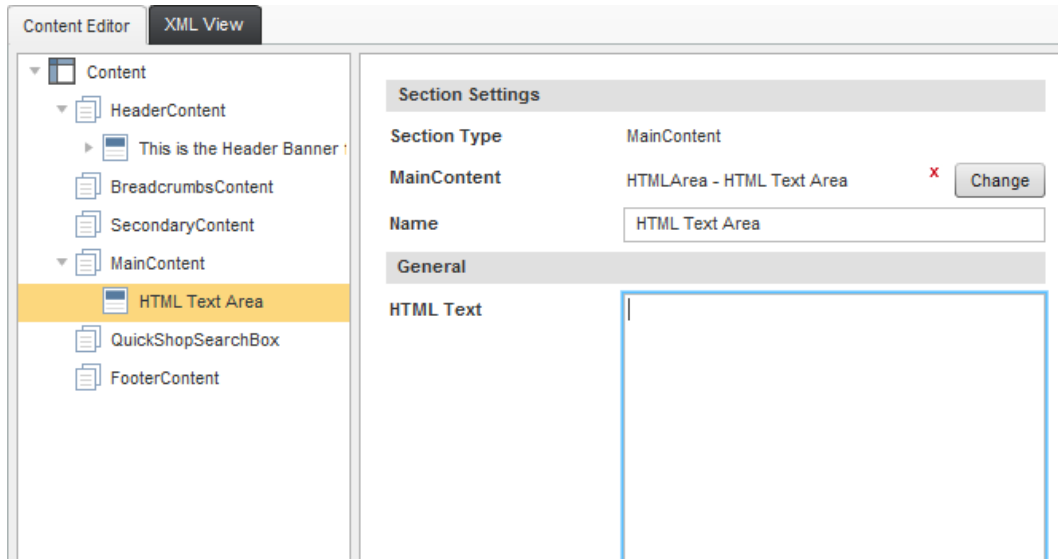
Click on **TF-HeaderBanner** and click **{OK}**



Repeat the process. Click on **MainContent**, click **{+ Add}**, select **HTMLArea**, and hit **{OK}**.
Click on **FooterContent**, click **{+ Add}**, select **TF-Footer**, and hit **{OK}**




Click on HTML Text Area and enter HTML code in the <HTML Text> box.



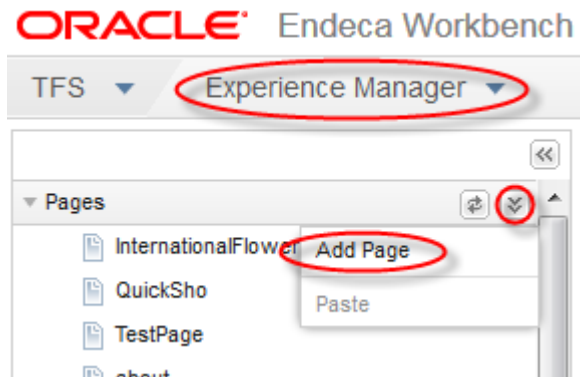
Finally, click the **“Activate”** link followed by the save button at the top.



3. Add a Page

On the left most pane, go to the right edge of the **Pages** bar to view the dropdown arrow , click on it and select **{Add Page}**

(Note: you can also do this within an existing “folder” or “page” to keep things organized. A good example is press releases.)



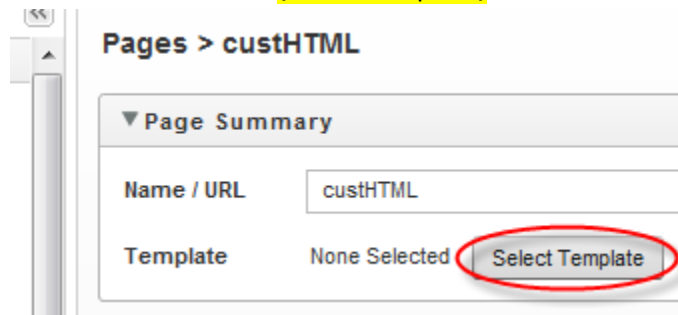
4. Provide Page Name/URL

This will be how you will access the page. *(i.e. giving the name of **about_us** means the page URL would be `http://teleflora.com/about_us`)*

The 'Add Page' dialog box has a title bar 'Add Page'. Below the title, there is a label 'Name / URL:' followed by a text input field. At the bottom right, there are two buttons: 'Cancel' and 'Create'.

5. Select Template & Save

Click **{Select Template}**



Pages > custHTML

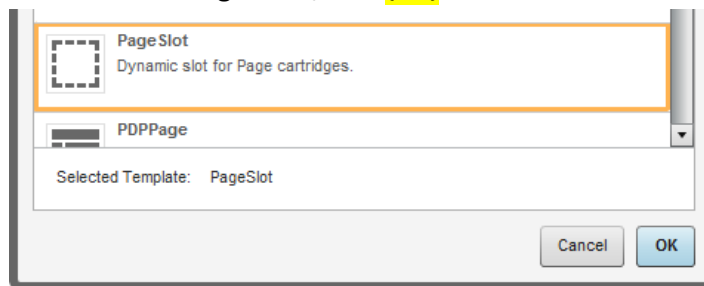
▼ Page Summary

Name / URL: custHTML

Template: None Selected **Select Template**



Select **"Page Slot"**, click **{OK}** from the modal



PageSlot
Dynamic slot for Page cartridges.

PDPPage

Selected Template: PageSlot

Cancel OK



Hit **{Save Changes}** at the top right of the page.

Save Changes

6. Set Content Collection

In the **{Content Collection}** field select the **Collection** you created in **step 1** above.

▼ Page Summary

Name / URL

Template PageSlot Select Template

Content Editor XML View

Section Settings

| | |
|-------------------------|---|
| Section Type | Page |
| Cartridge | PageSlot x Change |
| Name | <input type="text" value="Static Page Slot"/> |
| Content Type | Page |
| Content Collection | <input type="text" value="/content/Custom HTML/Custom Landing Page/RemindMe"/> View |
| Rule Limit | <input type="text" value="/content/Custom HTML/inactive/homemade-for-the-holidays-pinterest-rules"/> |
| Entry Modal Name | <input type="text" value="/content/Custom HTML/inactive/homemade-for-the-holidays-rules"/> |
| Enable Page Entry Modal | <input type="text" value="/content/Custom HTML/Custom Landing Page/vday2015ff"/> |
| Exit Modal Name | <input type="text" value="/content/Custom HTML/Custom Landing Page/RemindMe"/> |
| Enable Page Exit Modal | <input type="checkbox"/> |

7. Save & Deploy

Hit the Save Changes button and once you've entered all the HTML you can [Deploy](#).

~ APPENDIX ~

t TIPS, SUGGESTIONS & RECOMMENDATIONS

This section contains best practices as it applies to the Teleflora implementation.

Naming Conventions

t *Targeters*

a. <Name>

Should be in the form “Folder/Section-Function” (i.e. “Collections-FeaturedCollections”)

i. Re-naming (once saved)

To re-name, make an edit to the **[Rules]** and then remove the edit. This will enable the {Save} button which will allow you to then change the targeter <Name>

b. <Description>

List the web pages which are using the targeter.

t More...

TROUBLESHOOTING

Locks: locks can happen because of different issues, most common being: indexing is going on when another one is kicked off. A clue that an indexing issue exists is that updates made to the site via **Endeca** or **BCC** are not being reflected on the site. There are a couple ways to check if there is an indexing issue.

- **BaselineUpdate Failure** (from within **EAC Admin Console**, click **[Scripts]**)
You can try and “Start” it and see if that fixes the problem. Otherwise DEVELOPMENT will need to be notified.



- **DYN/Admin**
One way to confirm a lock is to look in **DYN/Admin** at the following screen. Here you can see the Last indexing time under Indexing Job Status. If you find that the duration of the component EndecaIndexing is too short time (i.e. 3 seconds in the screenshot), then there likely is a lock in the Endeca.

ORACLE ATG Web Commerce

admin/

Component Browser

[Search](#) [Context](#)

[Service /atg/commerce/endeca/index/ProductCatalogSimpleIndexingAdmin/](#)

Class [atg.endeca.index.admin.SimpleIndexingAdmin](#)

[View Service Configuration](#)

Service Info

SimpleIndexingAdmin

Indexing Job Status

Forced to baseline

Started: Dec 9, 2014 12:03:23 PM
 Finished: Dec 9, 2014 12:04:56 PM
 Duration: 0:01:33

| Phase | Component | Records Sent | Records Failed | Status |
|--------------------------------------|--|--------------|----------------|----------------------|
| PreIndexing (Duration: 0:00:01) | | | | |
| | /atg/commerce/endeca/index/CategoryTreeService | | | COMPLETE (Succeeded) |
| RepositoryExport (Duration: 0:01:28) | | | | |
| | /teleflora/catalog/index/OverrideAdditionsIndexProvisioner | | | COMPLETE (Succeeded) |
| | /atg/commerce/endeca/index/SchemaExporter | 60 | 0 | COMPLETE (Succeeded) |
| | /atg/commerce/endeca/index/CategoryToDimensionOutputConfig | 869 | 0 | COMPLETE (Succeeded) |
| | /atg/commerce/search/ProductCatalogOutputConfig | 3250 | 0 | COMPLETE (Succeeded) |
| EndecaIndexing (Duration: 0:00:03) | | | | |
| | /atg/commerce/endeca/index/EndecaScriptService | | | COMPLETE (Succeeded) |

Actions: [Baseline Index](#) | [Partial Index](#)


Auto Refresh

Once a lock is confirmed, follow these steps to unlock.

1. Contact DEV to release the lock.
2. Manually run a baseline index in [DYN/Admin](#) by clicking the {Baseline Index} button. Wait until the status of each component becomes COMPLETE. Once the baseline is completed the changes will be reflected in the storefront.

Important: Make sure that no other BCC project deployment is happening when you are manually running a baseline indexing and please be mindful that we should not refresh the page, as it might trigger the event again, instead there is an option of auto refresh on the page.

| LEGEND | |
|-----------------------|--|
| abc123 | Navigational option in BCC |
| t | Tidbit – a suggestion or something to take note of |
| abc123 | Menu/dropdown option in BCC |
| [abc123] | BCC tab |
| <abc123> | BCC input field |

| | |
|--------------------------------|---|
| {abc123} | BCC button or dropdown, |
| (>) |  If this is found, it generally means you click on the button instead of the text. |
| ///// | Non-editable or editing not recommended. |
| abc123 | Pending removal |
| fid, cata, cat, cid | Abbreviations for: Folder ID, Catalog ID, Category ID, Content ID |