

# w3shop: Getting Started Guide

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# INTRODUCTION

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## 1. About this Document

### What is it?

This guide helps you get started with w3p services.

As you'll see from the chapter titles, it will help you set up a w3shop, add pages to it, add your own products, and process orders that you receive from the w3shop.

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## 2. What is w3shop?

w3shop enables you to promote your businesses online, sell design to people you've never met, and access a library of 10,000 built-in templates. It's easy to set up and customise, helping you to make an interactive website with a large product catalogue in a few hours.

w3shops come with in-built [themes](#) - each with their own [page types](#), to provide a framework for making engaging web pages. They are also connected to Flyerlink, a content management system (CMS) designed to improve web-2-print workflow. Flyerlink gives you all the tools you need to manage your client relationship. We've also integrated with payment gateways so you can automatically get paid for jobs made online.

This resource was built to help you personalise your w3shop. As with any business, the more you put into your w3shop, the more you'll get out of it. We recommend adding regular content to your site using inbuilt page templates, and drive traffic to your site with marketing tools.

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## 3. Registering your Interest in a w3shop

We're currently in 'Private Beta' phase, which means we have most of the w3shop functionality working perfectly, and we are actively developing new content. We're not accepting any further applications and will advise when w3shop moves to general availability.

# SETTING UP A W3SHOP

## 4. What we do for you

- If you are an existing **printing.com** franchise, we will set up a new **workgroup** within your **sales territory**. This **workgroup** contains all your w3shop business, so it's easy to keep the accounts separate from your existing business.
- **w3p resellers** keep their existing **workgroup**.
- We give you a new **category** to work with. This **category** has the **w3shop** option enabled.
- We provide a basic w3shop microsite, with some pages already added.

## 5. Your turn: make it even more beautiful!

### First things

- Choose your w3shop's theme;
- Adjust the style and fonts;
- Add a header image, 1100 × 90 pixels;
- Edit your homepage.

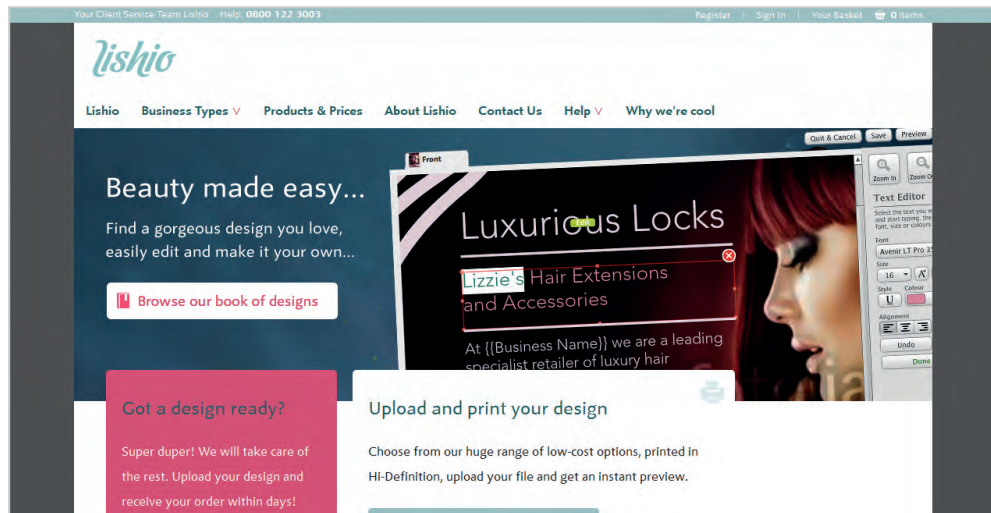
### Themes

Your theme is really just a 'framework' or layout. Whichever you pick, you can replace text and images with your own and set colours and styles. Each theme comes with some basic page layouts which are a 'starting point' rather than a blank canvas.

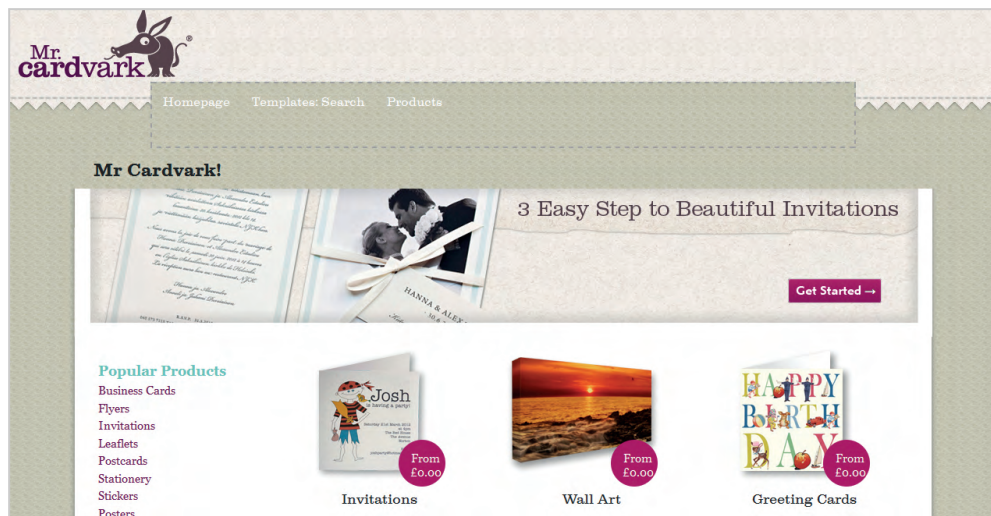
Certain complex pages are the same on all themes, like design search pages, product filters and the basket and checkout pages.

We have provided four themes: **Delicious Metro**, **Foto Max**, **Minimal Regular**, and **Zone Red**.

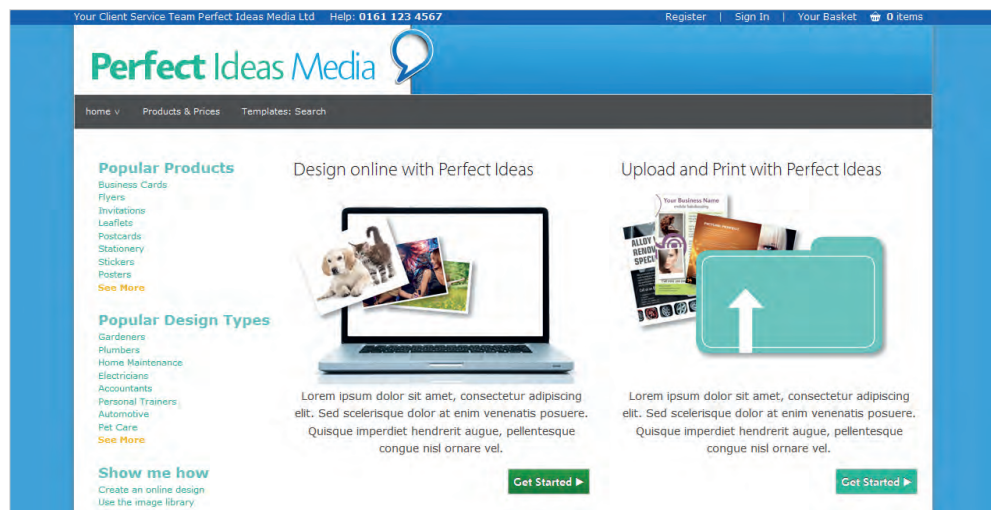
During this beta phase, we're building more pages to complete these themes. We recommend you use the **Delicious Metro** theme, because it contains our leading edge improvements, and has more pages available. **Foto Max** will be the theme we use for MrCardvark and is not yet complete. **Zone Red** will be the basis for Flyerzone and is still in development. **Zone Red** has some customisations that you might not want, so use this with care. We're working on adding more themes, and an easy way for you to create your very own themes.



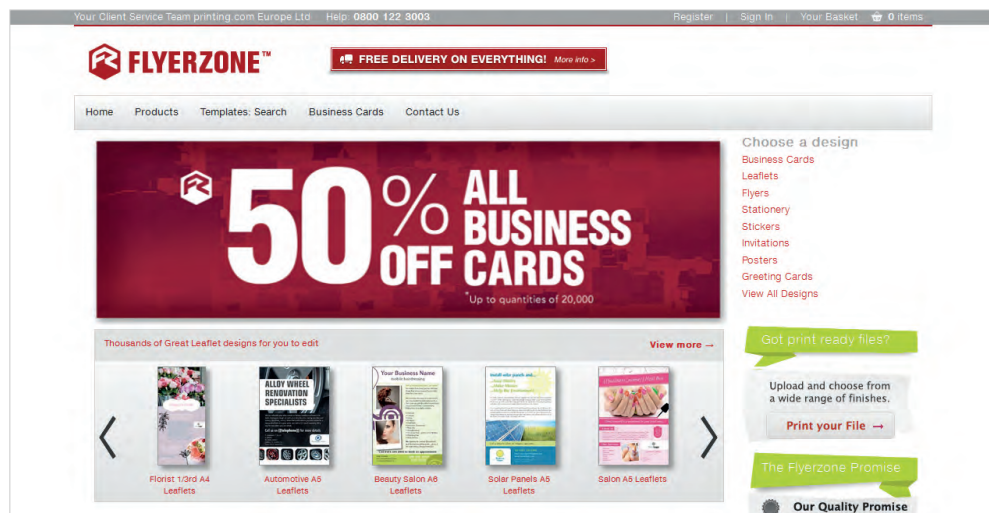
The Delicious Metro theme — <http://www.orderlink.co.uk/lishio/public/homepage/>



The Foto Max theme — <http://www.orderlink.co.uk/cardvark/public/homepage/>



The Minimal Regular theme — <http://www.orderlink.co.uk/perfectideasmmedia/public/homepage/>



The Zone Red theme — <http://www.orderlink.co.uk/flyerzone>

## Style and Fonts

To change the look of your microsite, use the **Microsite Style** and **Microsite Colours** panel of the [category](#):

Microsite Style			
HAS OWN MICROSITE?:	<input checked="" type="checkbox"/>		<a href="#">?</a>
HAS PUBLIC SHOP?:	<input checked="" type="checkbox"/>		<a href="#">?</a>
URL SLUG FOR SITE:	cardvark	(i.e. <a href="http://orderlink.co.uk/url-slug">http://orderlink.co.uk/url-slug</a> )	<a href="#">?</a>
PUBLIC SHOP DOMAIN:	shop.cardvark.co.uk		<a href="#">?</a>
CHOOSE THEME:	Retro Quattro		<a href="#">?</a>
PAGE HEADERS (H1) FONT:	Heading: Clarendon Bold	Heading: Clarendon Bold	Size: Default <a href="#">?</a>
MAIN SECTION HEADERS (H2) FONT:	Heading: Clarendon Light	Heading: Clarendon Light	Size: Default <a href="#">?</a>
SECTION HEADERS (H3) FONT:	System: Georgia	System: Georgia	Size: Default <a href="#">?</a>
MAIN MENU FONT:	Heading: Clarendon Light	Heading: Clarendon Light	Size: 16 <a href="#">?</a>
MENU ITEM FONT:	Heading: Clarendon Light	Heading: Clarendon Light	Size: 14 <a href="#">?</a>
BODY TEXT FONT:	System: Georgia	System: Georgia	Size: 15 <a href="#">?</a>
HIDE PAGE BORDER?:	<input type="checkbox"/>		<a href="#">?</a>
SIGN-IN INSTRUCTIONS:			<a href="#">?</a>
ALLOW USERS TO REGISTER?:	<input checked="" type="checkbox"/>		<a href="#">?</a>
HEADER IMAGE:	 <input type="button" value="Choose File"/> no file selected		<a href="#">?</a>
CLIENT SERVICE TEAM IMAGE:	<input type="button" value="Choose File"/> no file selected		<a href="#">?</a>
<input type="button" value="Save Changes"/>			

*Flyerlink: Workgroup > Customers > Categories & Microsites > View/Amend: Microsite Style*

We recommend you choose fonts starting with **System:...** or **eText:...** for your body copy. They tend to work better at small sizes.

Microsite Colours			
BACKGROUND COLOUR:	<input type="text" value="cec9b7"/>		
FOOTER TEXT LINK COLOUR:	<input type="text" value="ffffff"/>		
ALL OTHER TEXT LINK COLOUR:	<input type="text" value="77115c"/>		
ACTIVE BUTTON COLOUR:	<input type="text" value="bb1167"/>		
LIGHT ROW SHADING COLOUR:	<input type="text" value="e7e3df"/>		
PRICE COLOUR:	<input type="text" value="de1982"/>		
TOP MENU FRAME COLOUR:	<input type="text" value="77115c"/>		
TOP MENU ROLLOVER COLOUR:	<input type="text" value="470b37"/>		
HEADER STRIP/FOOTER/TEXT HEADINGS COLOUR:	<input type="text" value="77115c"/>		
HEADINGS COLOUR:	<input type="text" value="292929"/>		
LINK COLOUR ON ROLLOVER:	<input type="text" value="77115c"/>		
ACTIVE BUTTON ROLLOVER:	<input type="text" value="960f5c"/>		
TOP MENU BACKGROUND COLOUR:	<input type="text" value="77115c"/>		
REDUCED PRICE COLOUR:	<input type="text" value="de1982"/>		
TOP MENU TEXT COLOUR:	<input type="text" value="ffffff"/>		
TOP MENU ARROW COLOUR:	<input type="text" value="cec9b7"/>		

[Save Changes](#) Changes have been made!

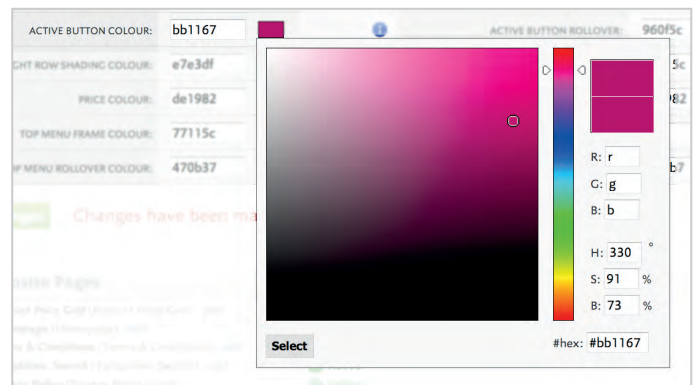
Flyerlink: [Workgroup](#) > [Customers](#) > [Categories & Microsites](#) > [View/Amend: Microsite Colours](#)

### Choosing colours

If you're familiar with hexadecimal notation for colours, you can quickly enter these in the boxes provided.

There's also a friendlier colour picker, which is opened when you click on the swatch box.

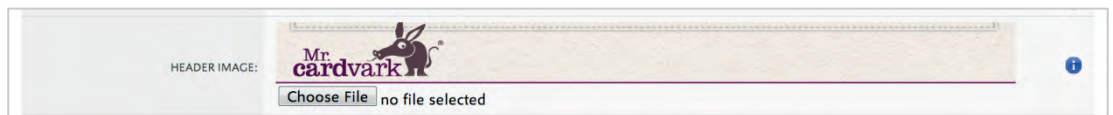
You might find it helpful to use HSB values, and perhaps vary just one or two values to keep your microsite colours consistent.



Colour Picker in [Categories & Microsites ...](#) > [Microsite Colours](#)

### Header Image

The header image appears on all your microsite pages, and is changed in the **Header Image** part of the **Microsite Style** panel:



Flyerlink: [Workgroup](#) > [Customers](#) > [Categories & Microsites](#) > [View/Amend: Microsite Style](#)

This image must be 1100 × 90 pixels in size, in a web-friendly format (e.g. JPEG, PNG, GIF).

Coming Soon: The header is currently fixed, but we'll be adding more customisation options later.

### Edit your Homepage

Add a slideshow to your homepage:

- Choose **edit** on the **Homepage** row of the **Microsite Pages** panel.
- Tick **Enable Slide Show**.
- In the **Slides** panel, use **Add New Slide** to add your images.

See also:

- **Editing Pages**, p.7.

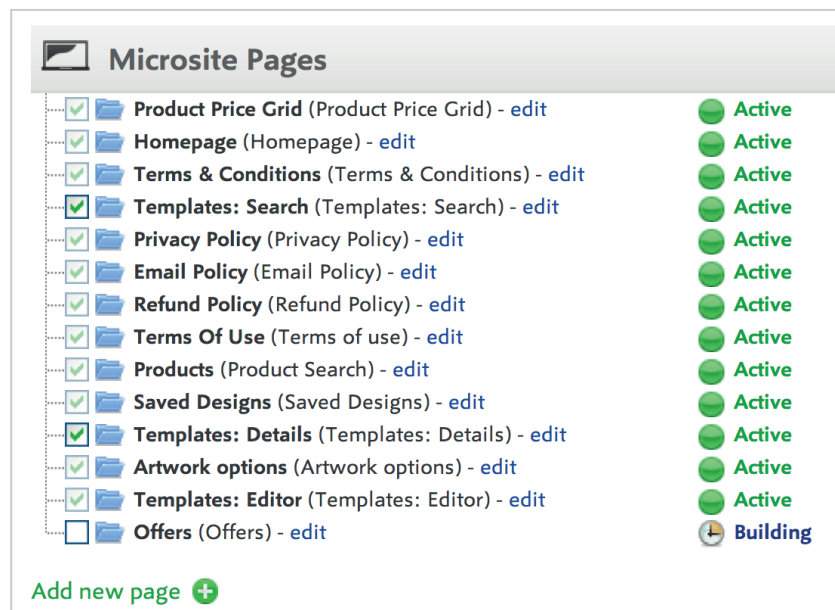
# ADDING TO YOUR W3SHOP

## 6. Your Microsite

To manage the content of your microsite, view the customer category in Flyerlink, at [Workgroup > Customers > Categories & Microsites > \(choose category\) > View/Amend](#).

### Microsite Pages

A list of existing pages is shown in the **Microsite Pages** panel:



[... > Categories & Microsites > View/Amend: Microsite Pages](#)

The page title is show in bold, followed by the page type in ( )s.

The pages are shown in the order their shown in your site, and in a hierarchy structure too. You can drag and drop pages here to move them around.

You'll see pages which are active or those that you're still building.



Use the **Add new Page (+)** button to choose a style for your new page:

View/Amend

Microsite Pages

View/Amend

› **Create Pages**

Microsite Slides

Customers

Create

**Create new page**

CHOOSE A PAGE TYPE:	<input type="text" value="About Us"/>
IS THIS A MAIN MENU?	<input type="radio"/> Yes <input checked="" type="radio"/> No
SHOW IN DROPDOWN MENU	<input type="radio"/> Homepage <input type="radio"/> Templates: Search <input type="radio"/> Products <input checked="" type="radio"/> Not in menu
NAME	<input style="border: 2px solid #00aaff;" type="text"/>
DESCRIPTION	<input type="text"/>
URL SLUG	<input type="text"/>
SORT ORDER:	<input type="text" value="15"/>
SHOW IN FOOTER?	<input type="checkbox"/>
ENABLE SLIDE SHOW?	<input type="checkbox"/>





[...](#) > [Categories & Microsites](#) > [View/Amend: Microsite Pages](#) > [Add New Page](#)

### Page Types

The first thing you'll see is the **Page Type**. Each **page type** is special. Some do special things. Some are mandatory and can't be removed; they need to be there for your w3shop to work.

When you choose a **page type**, we'll install any plug-ins or widgets that you need to work with that **page type**.

Page Type	Description
<b>Important Pages</b>	
Homepage*	Starting points for everything. Contains many widgets.
Offers <a href="#">example</a> →	Your own currently-promoted offers.
About Us	A little narrative about your company and services.
Contact Us	Ways for your microsite users to get in touch with you.
<b>Product Listings</b>	
Product Search*	A <b>filtering and search</b> mechanism to help users find <b>products</b> .
Product Price Grid*	A page showing all the products in a <b>product group</b> . Includes a <b>price grid</b> , <b>quick quote</b> for helping users select <b>products</b> , and a <b>gallery</b> of product images you've uploaded.
Landing Page	Provide contain Google-friendly text about a <b>product category</b> , which contains many <b>product groups</b> . <span style="float: right;">...</span>

Templates		
Saved Designs*		All instances where the user has edited a template design.
Templates: Search*		Starting with all templates, filter or search to find one suitable.
Templates: Selection*		Begin with a limited set of templates, to find one suitable.
Templates: Details*		Information on one template.
Templates: Editor		Customisation of a template, with conversion into an order.
<b>Your Services</b>		
Services		Narrative about your services.
Design Services		Narrative about your design services.
Artwork options*		Options for having their artwork generated, and pricing for service.
Websites & New Media		About your non-print media services.
<b>Marketing, for regular updates</b>		
News		Narrative content.
Blog		
<b>Information and Reference</b>		
FAQs: List		A listing of the questions.
FAQs: Answer		Questions along with their answers.
<b>Legal</b>		
Terms & Conditions		Depending on which country you are trading in, you might be legally obliged to publish your local version of these policies.
Privacy Policy*		Their content can be modified to suit your needs.
Email Policy*		
Refund Policy*		
Terms of use*		

\* Add all three of these to use TemplateCloud with a w3shop.

Table 1: Page Types quick reference. \* = mandatory page.

### Other Page Settings

Set other fields as follows:

- **Name** is what you see in the menu. Keep it short.
- **Description** is the hint that you see.
- **URL slug** is the URL that you want for the page (after the site's own base URL).
- Set **Sort Order** to place this item before others. For example, if you set **Sort Order** to 2 then the existing item at position 2 is moved to position 3 to make way for inserting your new item.
- To show the item in the footer of every page, set **Show in Footer**. It is conventional to do this for information pages.
- **Enable Slide Show** gives you a **Slide Show** panel in the page, which shows several images in rotation. Tick this and you can set the slide height in pixels, then add as many slides as you like and set the time each slide is shown for. See **Slideshows**, p.20.

## Placing Pages in the Navigation Menu

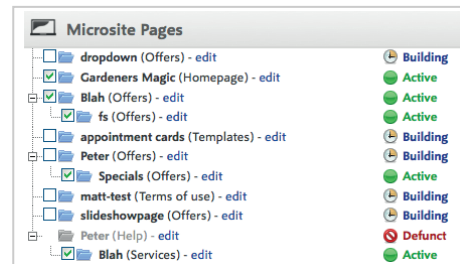
You can choose whether a page has:

- a **top-level item** in the navigation bar (main menu);
- a **sub-menu item**, under a top-level item; or
- **no menu item**.



Creating a menu structure using Pages

You can rearrange these pages (automatically setting the above fields) by dragging and dropping them in the Microsite pages panel:



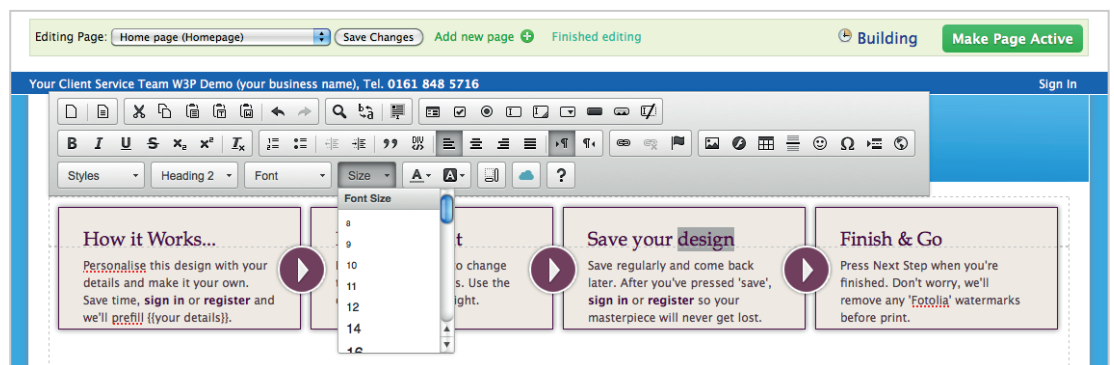
Drag-and-drop items to create sub-items

Alternatively, you can set the structure using the **Add New Page** form.

- To create a top-level menu item in the navigation bar, just set **Is This a Main Menu?** to **Yes**.
- To create a menu item **below a top-level item**, set **Is This a Main Menu?** to **No**, and choose the main menu item in **Show in Dropdown Menu**. Existing top-level menu items are shown as options, along with the option **Not in Menu** to omit a page from the navigation menu.

## 7. Editing Pages

Edit your pages directly, without needing to install plug-ins: click any **edit** link in the **Microsite Pages** panel. Click editable items in your page, and use the toolbar to insert your content and format it.



... > Categories & Microsites > View/Amend: Microsite Pages > Edit.

Notice the green Editing Page ribbon at the top of the page, where you can select another page, and save and publish your edits. When you're done, use **Save Changes** to keep your changes. The page will remain at the **Building** phase until you make it public using the **Make This Page Active** button in the editor, or make it live from the **Microsite Pages** listing.

### The Editing Toolbar

If you have used formatting tools before, then the icons should be familiar.

When you click on an editable item in the page, the toolbar appears.

Some objects are not editable, so the toolbar will not appear if you click on these objects; we've set them up as a required element of the page type, or part of the active content.

Editor Toolbar	
Clipboard and Undo/Redo	
Links	
Insert objects	
Character	
Paragraph	
Text	

### Widgets: automatic, relevant content

We've added widgets to your page types to make the pages more engaging and interactive. You'll see these in Flyerlink with a placeholder image. Some widgets can be customised by you, and have options in the editor for you to play with.

### Want some low-cost professional imagery?

You'll notice that some of our themes include nice images. You can upload your own images to your pages, or you can choose from the vast content of the Fotolia library, at little cost (currently £1.99 per image, per w3shop). Here's how:

- In Flyerlink, buy and download the high-resolution image, at [Resources > Stock Images](#).
- Process it as required, e.g. cropped and resized to fit the space on your web page. Keep the high-resolution original, in case you need to make other derived works.
- Edit your w3shop page: upload your processed image, and place it in your page.
- You can also include the images in a Slideshow. Don't forget to edit the images to include your own information and action points.

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## 8. Adding your Products

Please refer to our online documentation:

- [OpenSource](#) on Flyerlink Resources.

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## 9. Using TemplateCloud Templates

One of the biggest advantages of w3shops is their ability to switch on the TemplateCloud Library. Provided you guarantee payments for £99 worth of designs, you can ask your BDM for [templates](#) to be allowed for your [workgroup](#) and [category](#).

There are several [page types](#) just for the TemplateCloud:

- [Template Search](#),
- [Template Selection](#),
- [Template Details](#),
- [Template Editor](#) provides an editing tool for changing the content in a design.

[Template Selection](#) allows you to choose what designs you want to list on your microsite. Maybe you just want to show Dentist designs - or you may just want to show designs you and your friends

have added to the TemplateCloud library. You can do this by selecting filtering criteria in the **Template Selection** widget.

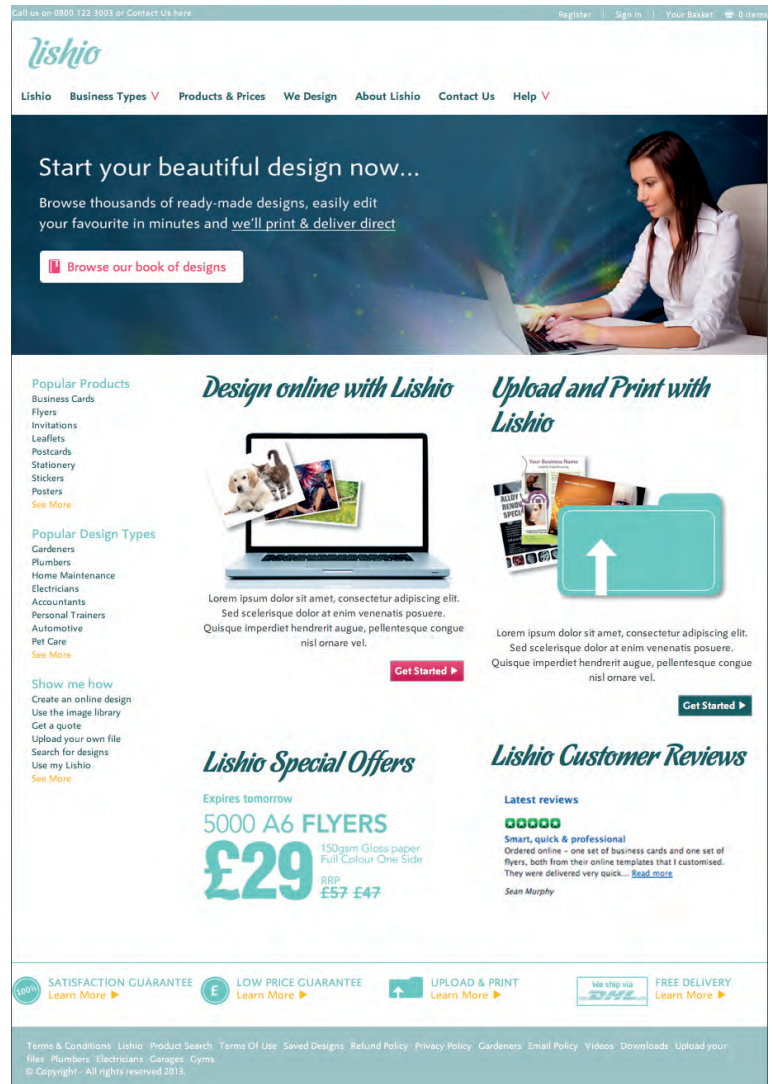
## **W3SHOP PAGES IN DETAIL**

## 10. Important pages

### Homepage








Contains starting points to reach all areas of your w3shop. Contains many widgets.

Upload slides for the slideshow



## 11. Overview of pages

Page Type	Description
<b>Important Pages</b>	
Homepage*	Starting points for everything. Contains many widgets.
Offers <a href="#">example</a> →	Your own currently-promoted offers.
About Us	A little narrative about your company and services.
Contact Us	Ways for your microsite users to get in touch with you.

Product Listings		
Product Search*		A <b>filtering and search</b> mechanism to help users find <b>products</b> .
Product Price Grid*		A page showing all the products in a <b>product group</b> . Includes a <b>price grid</b> , <b>quick quote</b> for helping users select <b>products</b> , and a <b>gallery</b> of product images you've uploaded.
Landing Page		Provide contain Google-friendly text about a <b>product category</b> , which contains many <b>product groups</b> . ...
Templates		
Saved Designs*		All <b>instances</b> where the user has edited a template design.
Templates: Search*		Starting with all <b>templates</b> , filter or search to find one suitable.
Templates: Selection*		Begin with a limited set of <b>templates</b> , to find one suitable.
Templates: Details*		Information on one <b>template</b> .
Templates: Editor		Customisation of a <b>template</b> , with conversion into an <b>order</b> .
<b>Your Services</b>		
Services		Narrative about your services.
Design Services		Narrative about your design services.
Artwork options*		Options for having their artwork generated, and pricing for service.
Websites & New Media		About your non-print media services.
<b>Marketing, for regular updates</b>		
News		Narrative content.
Blog		
<b>Information and Reference</b>		
FAQs: List		A listing of the questions.
FAQs: Answer		Questions along with their answers.
<b>Legal</b>		
Terms & Conditions		Depending on which country you are trading in, you might be legally obliged to publish your local version of these policies.
Privacy Policy*		Their content can be modified to suit your needs.
Email Policy*		
Refund Policy*		
Terms of use*		

\* Add all three of these to use TemplateCloud with a w3shop.

Table 2: Page Types quick reference. \* = mandatory page.



# PROCESSING ORDERS

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## 12. Receiving Orders

This process is the same as for BrandDemand.

For w3shops that allow public users, tick the **Allow Users to Register** option in your w3shop [category](#).

See also:

- **BrandDemand** documentation in Flyerlink Resources.

# FAQ

## 13. Frequently-asked Questions

Here are lots of questions we've already been asked, along with their answers.

### Editing

#### 1. How do I edit images in a page?

Just click on the image. A toolbar will appear. Use the 'picture' icon to edit its properties. Some elements of a page might not be editable; they are automated widgets, or fixed objects that are an essential part of the page.

#### 2. How do I create a slideshow?

First you need to enable the slideshow on the page options (use **edit** from the **Microsite Pages** panel), then add images to the slideshow, in the bottom panel. See also: **Slideshows**, p.20.

### Setup and Integration

#### 3. Can I use Google Analytics in my Microsite?

We are planning to add the ability to track web traffic with Google Analytics at a later date, this will be a feature on your category View/Amend page.

#### 4. I logged into Flyerlink with my new account to access my w3shop. I now want to access some jobs in Flyerlink. Can I do this when logged in with this new password, or do I have to log out of Flyerlink and enter my old account?

Yes, you'll need to manage your public shop and regular workgroup using separate accounts. However, you can get around this using two different web browsers (say Chrome and Safari), and be logged into a different account for each. Note that having Flyerlink open in two tabs in the same browser does not allow you to do this.

#### 5. What do I do with my new website domain that I purchased?

See **Domain Name Registration**, p.19.

# APPENDIX

## 14. Domain Name Registration

w3shops can be used for any domain name you've registered, so if you'd like to use your own URL for a w3shop, these are the simple steps:

1. In your category's **Microsite Style** panel, enter your domain into **Main Public Shop Domain**, e.g. <http://lishio.com/>
2. Any other domains that you'd like to redirect to the w3shop, add them to **Aliased Public Shop Domains**, e.g. <http://www.lishio.com/>
3. At your DNS registrar's site, set your **DNS** to be **A-record**, pointing to your assigned Hub:



Hub	IP Address
Australia	82.163.20.1
New Zealand	213.218.221.33
US	213.218.221.32
UK	213.218.221.11

4. You need to create two A-records:
  - one for www (like <http://www.yourdomain.com>), and
  - one for the non-www record (<http://yourdomain.com>). [See **Notes** below]
5. Do not change:
  - **NS** (name servers) will be specific to the name hosts.
  - **MX** (email).
6. In Flyerlink, keep your category & microsite using the existing [www.orderlink.co.uk/your-url-slug](http://www.orderlink.co.uk/your-url-slug).

### Notes

7. The non-www A-record configuration varies with DNS registrars, e.g. either:
  - You can add it by putting nothing the A-record, or;
  - You have to put the @ symbol first.
8. **TXT** records only need to be configured if your registrar asks you to

Online documentation should help you with the DNS configuration, which varies with each DNS registrar.

<b>DNS Hostname</b>	
lishio.com	
<b>NS Records</b>	
<b>Hostname</b>	<b>Nameserver</b>
.lishio.com	ns0.ukfast.net
.lishio.com	ns1.ukfast.net
+ Add Record	
<b>A Records</b>	
<b>Hostname</b>	<b>IP Address</b>
<input type="text" value=""/> .lishio.com	<input type="text" value="213.218.221.11"/> 
+ Add Record	
<b>MX Records</b>	
There are no MX records for this domain	
+ Add Record	
<b>CNAME Records</b>	
<b>Hostname</b>	<b>Canonical Hostname</b>
<input type="text" value="www"/> .lishio.com	<input type="text" value="lishio.com"/> 
+ Add Record	

*An example of a DNS Host's configuration page*

### Non-UK Hubs

The above IP address is for workgroups registered to the UK Hub. IP addresses for other Hubs:

Note that we're currently removing some bugs from non-UK redirections, so let us know if you experience any problems.

### Secure Service

At first, your registered domain will be used for all pages, except the secure page, which will redirect to <https://www.orderlink.co.uk/>

**The future:** For a seamlessly secure experience for your users, we'll be offering a way that you can use a new SSL certificate. However, securing websites is an expensive and time consuming affair, so we envision you'll want to continue using the [www.orderlink.co.uk/your-url-slug](https://www.orderlink.co.uk/your-url-slug) option.

## 15. Slideshows

You can add videos and slides to your microsite. Then, on each page, **Enable Slide Show** gives you a **Slide Show** panel in the page, which shows several images in rotation. Set the **Slide Show Height** in pixels, then add as many slides as you like and set the time each slide is shown for.

## Editing Available Slides

### Enabling the Slideshow

A screenshot of a web interface showing a settings panel. A yellow box highlights the 'ENABLE SLIDE SHOW?' checkbox, which is checked, and the 'SLIDE SHOW HEIGHT' input field, which contains the value '300'. Other visible options include 'SHOW IN FOOTER?' (unchecked), 'ROTATE FREQUENCY' (5 seconds), and a 'LAYOUT & DESIGN' link with 'Edit page content' text.

*Category > View/Amend > Microsite Pages > (edit)*

### Adding Slides

Add New Slide shows this form:

A screenshot of the 'Create New Slide' form. On the left is a sidebar menu with options: View/Amend, Microsite Pages, Microsite Slides, View/Amend, Create Slides (highlighted), Customers, and Create. The main form has the following fields: 'CHOOSE A SLIDE TYPE' (Image), 'BACKGROUND COLOUR' (c4c0fa), 'CAPTION' (Slide 2 Caption), 'LINK TITLE' (Slide 2 Link Title), and 'LINK' (http://example.com/page.php). A green 'Create Slide' button is at the bottom.

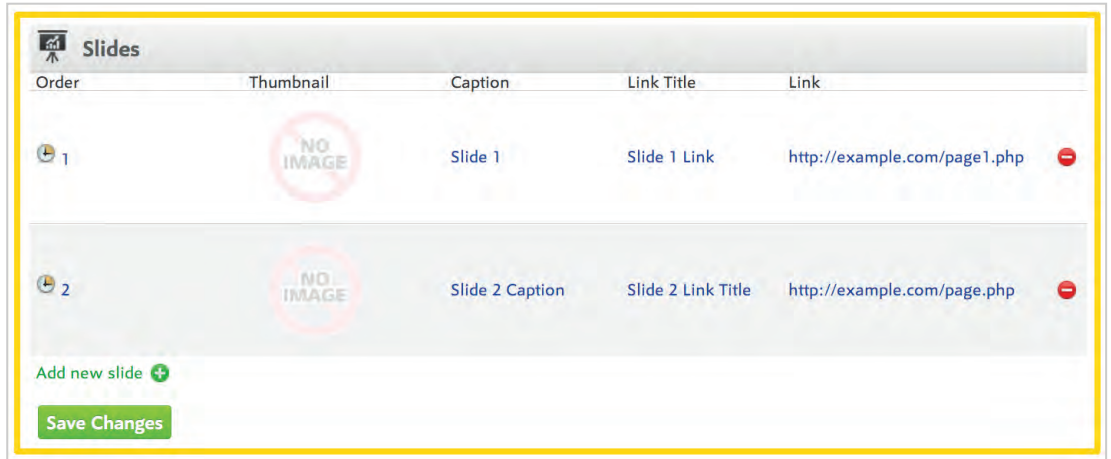
*Category > View/Amend > Microsite Pages|Slides > Create Slides*

### Editing Slides

A screenshot of the 'Update Slide' form. The sidebar menu is the same as in the previous screenshot. The main form includes: 'CHOOSE A SLIDE TYPE' (Image), 'SORT ORDER' (2), 'SLIDE IMAGE' (with a 'NO IMAGE' placeholder and a 'Choose File To Upload...' button), 'BACKGROUND COLOUR' (c4c0fa), 'CAPTION' (Slide 2 Caption), 'LINK TITLE' (Slide 2 Link Title), 'LINK' (http://example.com/page.php), and 'DEFUNCT' (checkbox). A green 'Save Changes' button and a 'Finished editing' link are at the bottom.

*Category > View/Amend > Microsite Pages|Slides > Edit Slide*

## Arranging the Slideshow for a Page



*Category > View/Amend > Microsite Pages > (edit)*

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