Pyramid Mall Website Tenant Documentation

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Tips & Best Practices (Read First)

Please be mindful of spelling, capitalization, quotations and punctuation.
It is best to copy phrases and information directly as published by corporate offices onto flyers.

TITLES
Please utilize language and punctuation provided by your corporate!

Bad example of title: FRIENDS & FAMILY!!!!!!!!!!!!!!!! EVERYTHING 70% OFF!!!!
Good example of title: Friends & Family: 70% OFF

Leave store names, dates, and info out of the title section

Bad example of a sale title: JOE SHOE STORE BUY 3 GET 1 FREE 1-28-17!!!!
Good example of a sale title: Buy 3 Shoes Get 1 Pair FREE

TEXT BOX
- Please list out sales rates in a neat and clean order, correctly punctuated and easily read by viewers

    Bad example of info section:
Spend $100 get $10 off spend 200 get 20 off spend 300 hundred get 30

    Good example of info section:
Spend $100 get $10 off
Spend $200 get $20 off
Spend $300 get $30 off

IMAGES
- When uploading image, be sure to use a JPEG only. If you are given a PDF document and cannot have your office convert to JPEG, please send an email to marketing.
- If you are provided multiple images for a sale or event, please choose **ONE** image that best represents the information provided.
- If you are given multiple images for multiple sales, please create individual sales posts for each promotion and post with corresponding sale images.
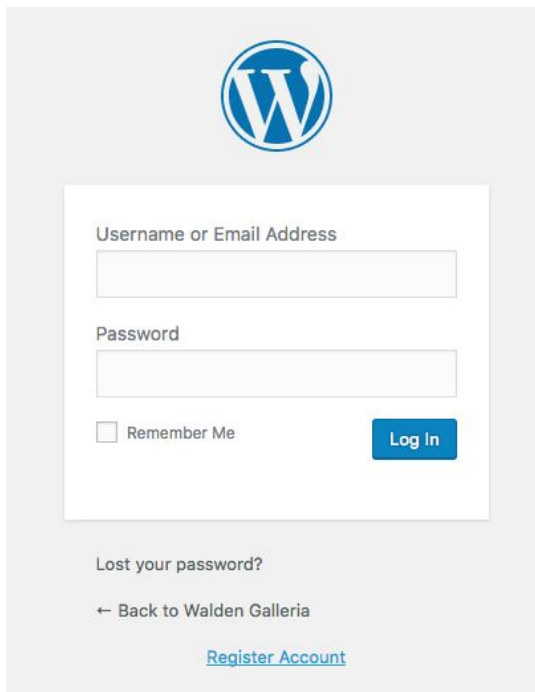
TIPS
- Schedule posts ahead of time as soon as they are given to you. This feature helps if you cannot share to the public that it will be happening, but it will post once you can share. Only your store users and mall marketing can see these posts before their scheduled date.

- Allow staff members who are technologically savvy and responsible to create their own username and passwords and give them the responsibility of updating sales
- Disclaimers can be italicized and the font size decreased if desired
- When uploading image, be sure to use a JPEG only. If you are given a PDF document and cannot have your office convert to JPEG, please send an email to us.

1. Registering Account

1a. Getting Started

Scroll down to the bottom of the mall website, and click on Merchant Login.

Click on **"Register Account"** from the very bottom of this screen. Fill out the form with the necessary fields.
*You should receive your **ENTRY CODE** from the marketing director of the property.

USER REGISTRATION REQUEST

ENTRY CODE

Select a Store

PERSONAL PHONE NUMBER

FIRST NAME

LAST NAME

EMAIL

POSITION

USERNAME

PASSWORD

CONFIRM PASSWORD

SUBMIT

Click on submit, and you will be sent an activation link to your email. Click on it to be approved by mall management. Once approved, you can login using your username and password.

Note: Stores can have multiple users under one store name. Please instruct those on your staff that you trust to upload sales, jobs, events, and hours to create their own usernames.

2. Merchant Login

2a. Logging In

Navigate to the site of the property you belong to, and click on **Merchant Login** in the footer of the site.
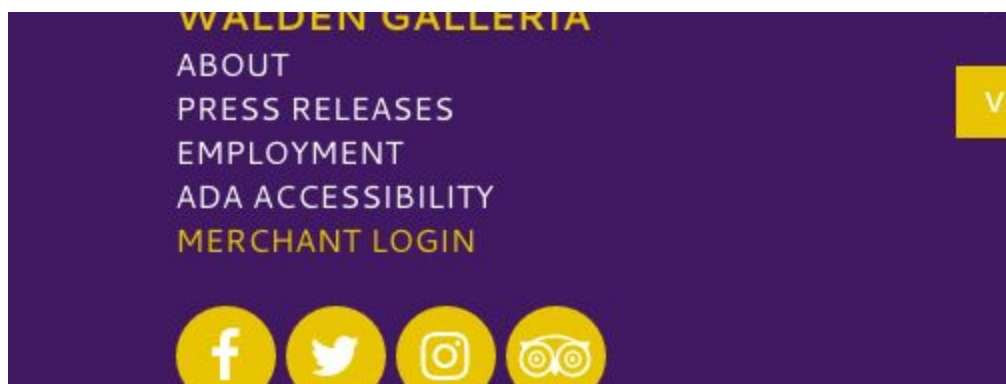
Click it, and you will be brought to the login screen, where you should enter your provided username and password, and click on **Log In.**
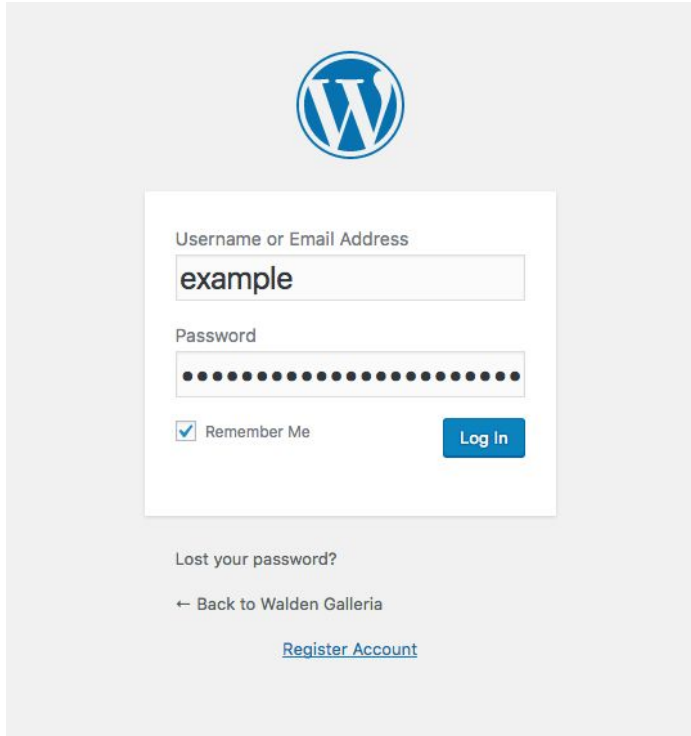
This will bring you to the Profile page of Wordpress, where you can change your meta information, as well as your password.
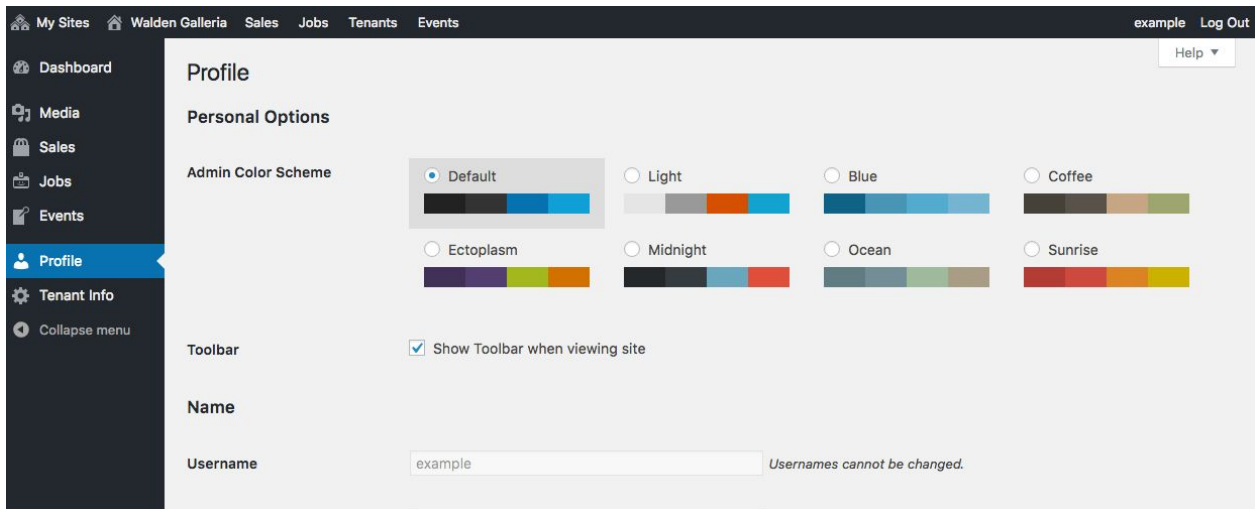
2b. Overview

The sidebar on the left will be your primary means of navigation:
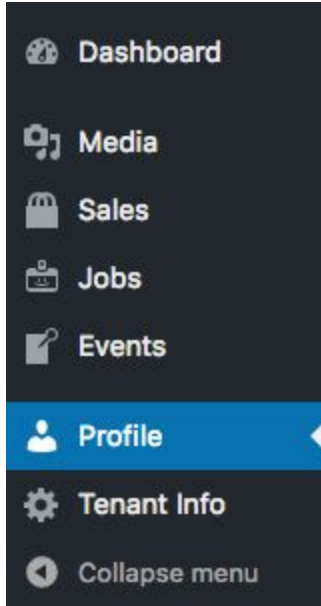
Media houses all the photos on the site – *never delete any images!*
Sales is where you can post sales offerings.
Jobs are where you can post openings for jobs.
Events is where you can post event notices and schedules
Profile is where you can change your password, and such
Tenant Info is where you set the hours of your store. There is also an option for special dates and times closer to the bottom.

3. Uploading Media

3a. Adding Images

You can have this window open separately or new tab if working on adding multiple items to the site. To get to the Media, click **MEDIA** in sidebar menu, or hover over **MEDIA** and click **ADD NEW**

If clicked **MEDIA** should bring you to the following **MEDIA LIBRARY**, display all media that has been uploaded to site:
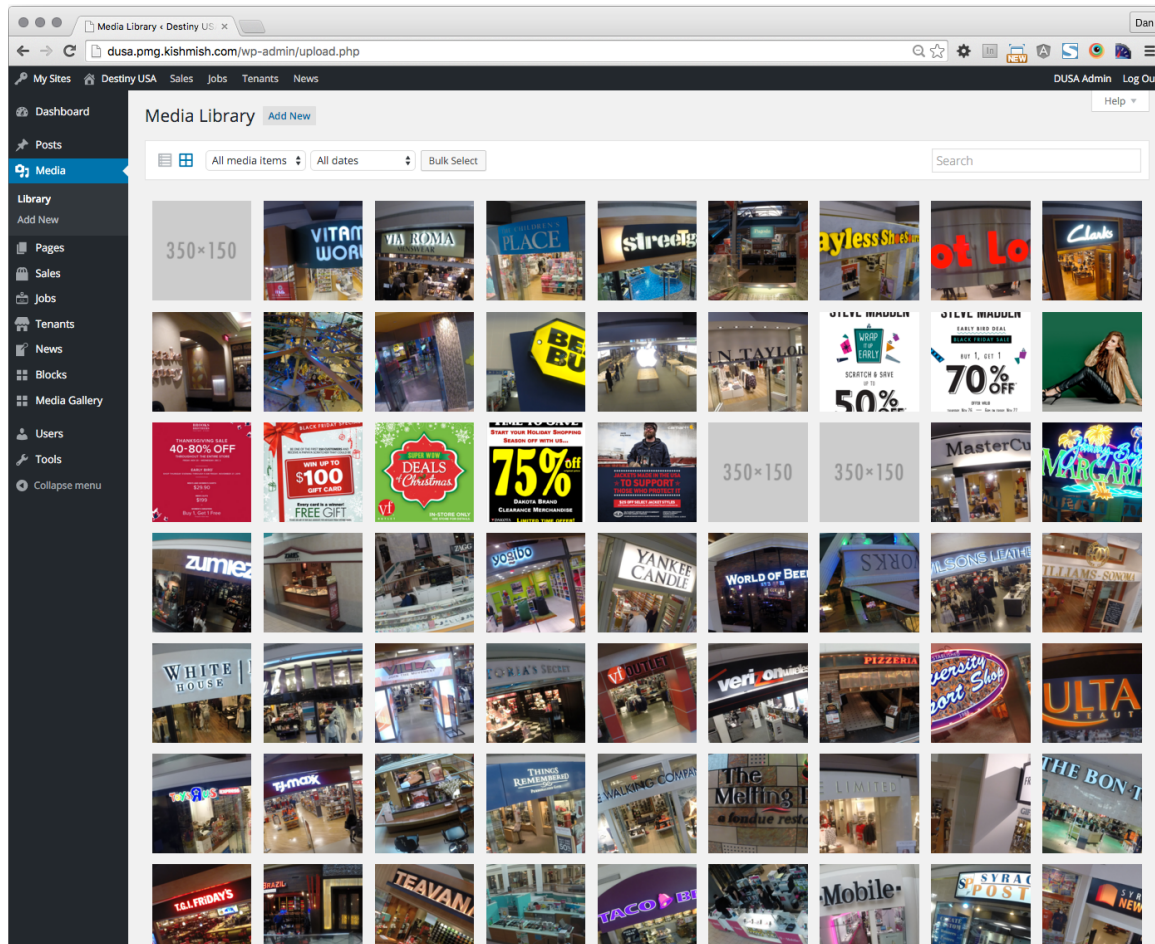
If clicked **ADD NEW** should bring you to the following:

To upload the new media on either screen, select the media from your desktop and drag and release on top of the window, should produced the following:
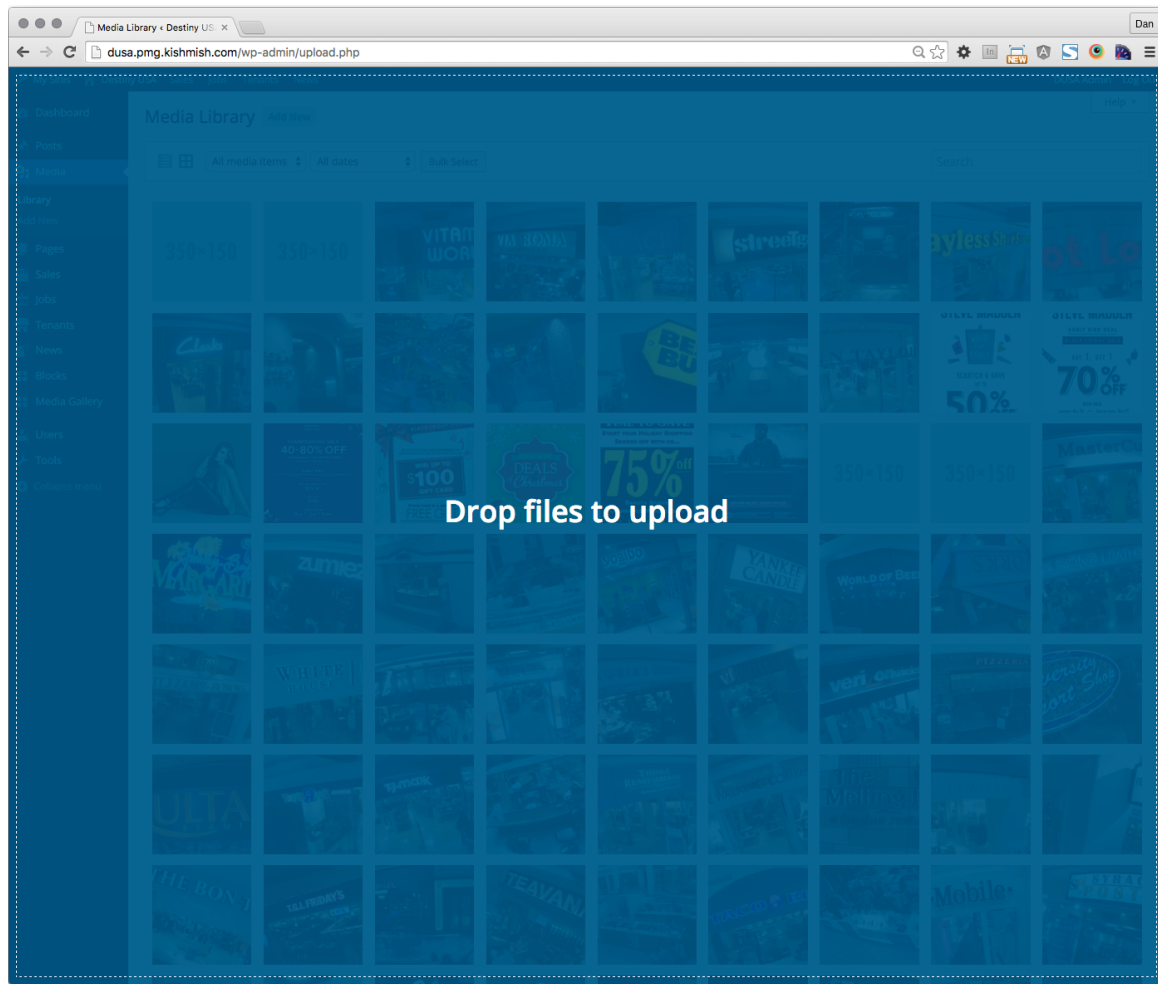
When released, the media will be uploaded to the site, and be positioned in the first spot on the media gallery.

4. Sales Post

4a. Adding Sales Posts

Click on **SALES** in the sidebar menu.
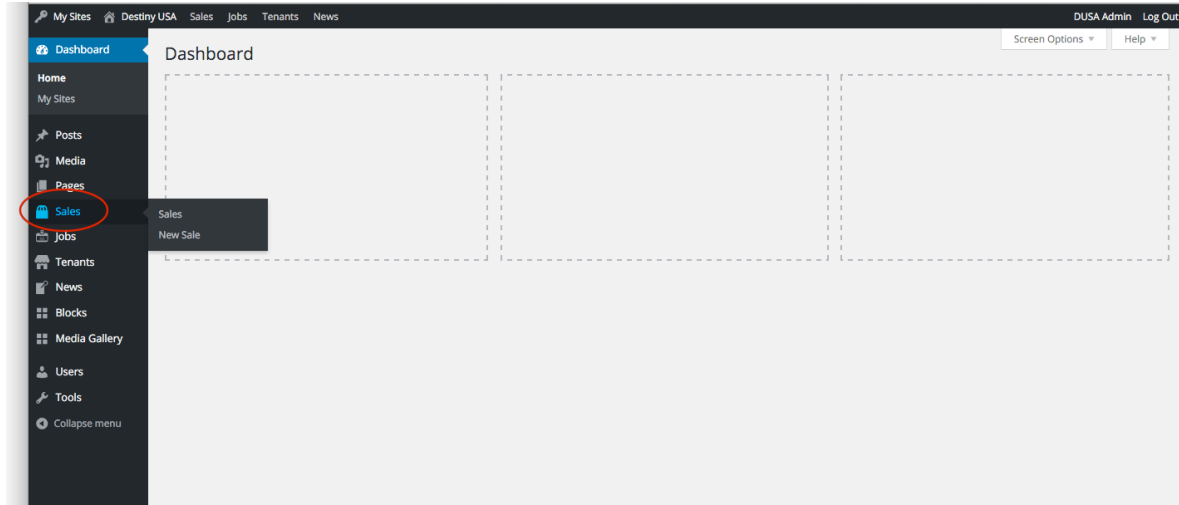
To add a new sale, choose **NEW SALE**. To edit an existing sale, choose the name of the sale. Initially, you will have no sales present.
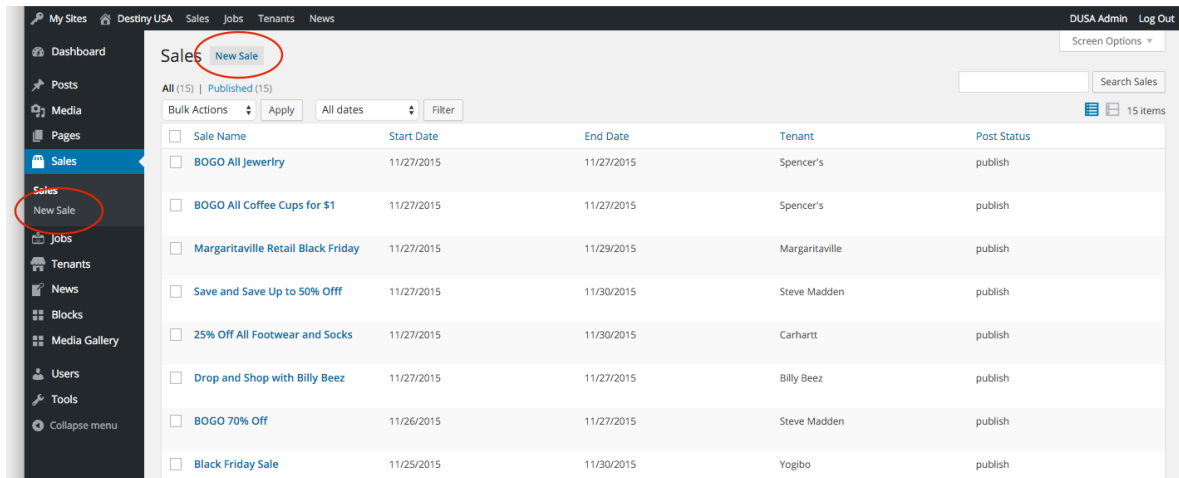
Add the sale name into **ENTER TITLE HERE** and description of the sale into the large WYSIWYG editor box in the middle

If you'd like to feature this sale (will show up on homepage under its category, and at the top of the sales page, toggle **FEATURED SALES.**
Add an image for the sale by choosing **SET FEATURED IMAGE** in the bottom right.
Don't forget to assign one of the **SALES CATEGORIES**
Fill in **START and END DATES** for the sale in the respective boxes towards the bottom.

The sale will automatically go live on its start date, and then be taken down at its end date.

When you're all done, choose **SAVE DRAFT** to save it as a draft for later publishing, or **PUBLISH** to make it live immediately.

Edit Sale New Sale

Post published. View post

Return to sales by choosing "Sales" in the left hand menu, as before.

5. Jobs Post

5a. Managing Jobs Postings

Click on **JOBS** in the sidebar menu of DASHBOARD
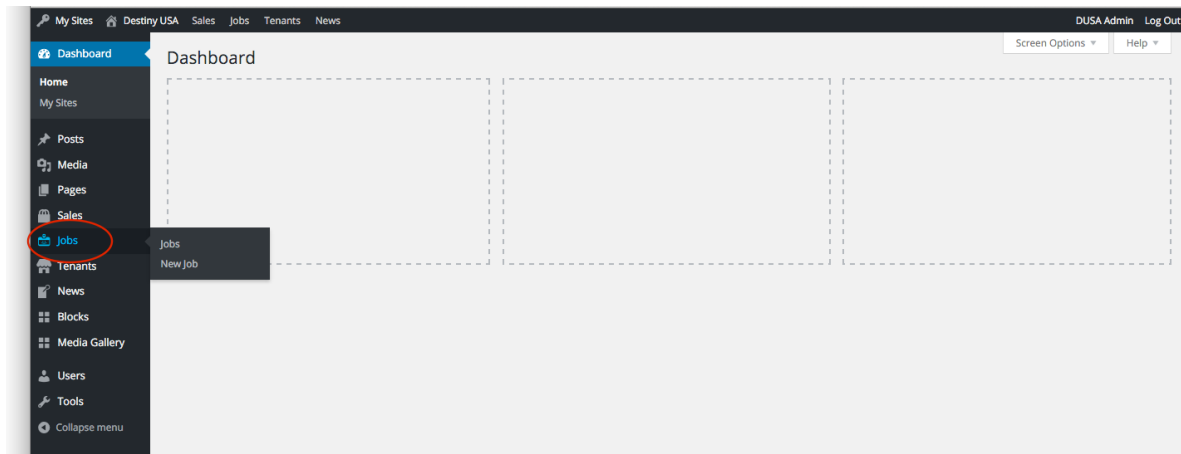
To add a new job, choose **NEW JOB**. To edit an existing job, choose the name of the job.
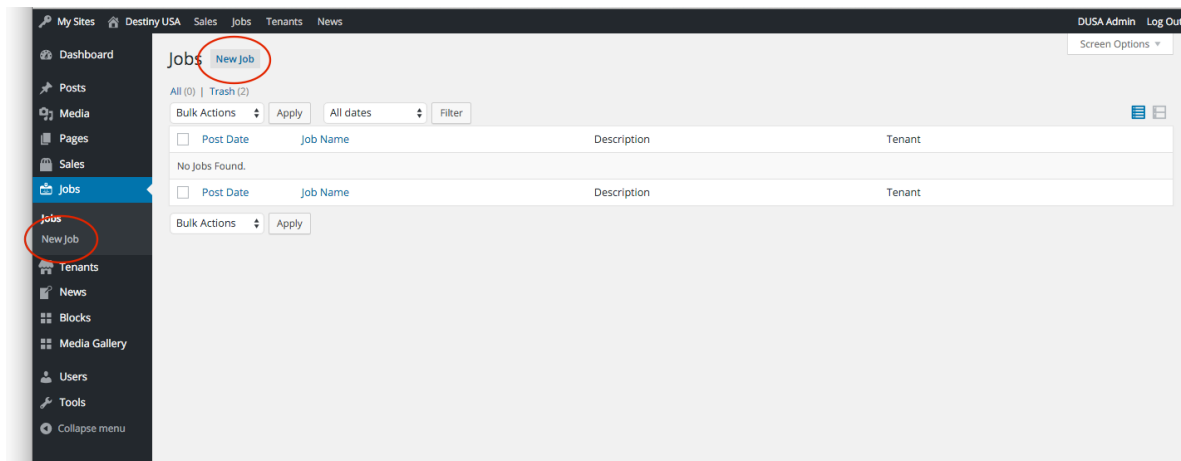
Content for a Job Posting
- **Job Title**
- **Job Description** - formatted within the box using the WYSIWYG
- **Application Link** - if the link to apply is on another website or a PDF
- **Expiration date** - if Job should expire on a date, this should be entered in.
  - Job posting will automatically be taken down when the expiration date is reached

When you're all done, choose **SAVE DRAFT** to save it as a draft for later publishing, or **PUBLISH** to make it live immediately.

Return to jobs by choosing "Jobs" in the left hand menu, as before.

6. Events Posts

6a. Adding Events

Click on **EVENTS** in the sidebar to access the list of all events. This will display all of the events for your property, whether entered by you, or entered by a tenant and approved by you.
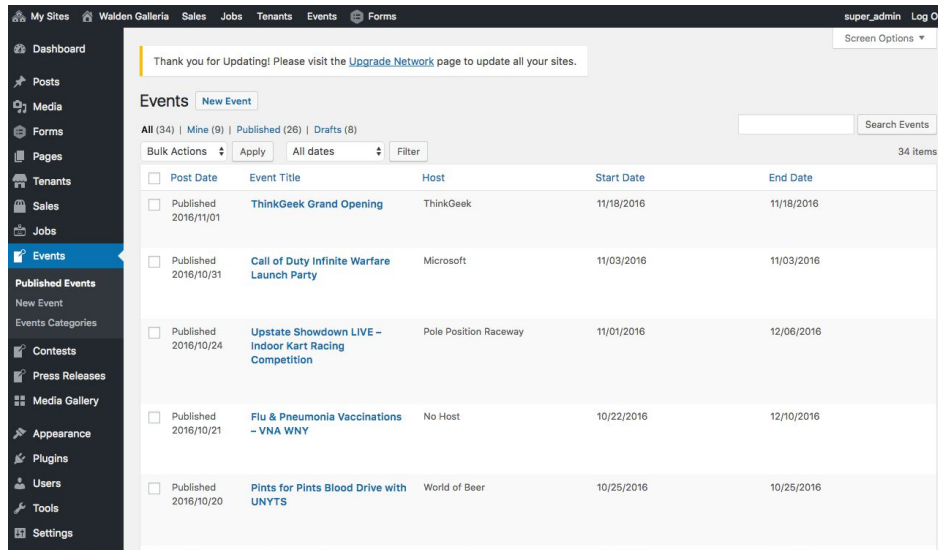
To add a new Event, click **NEW EVENT** in the top left of this page to open a new, blank event posting:
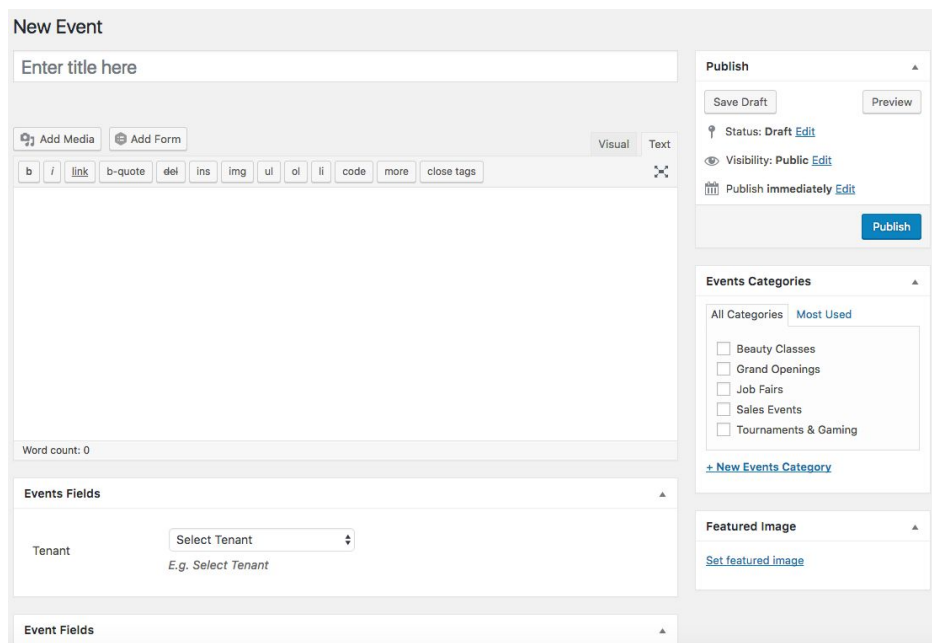
The required fields for an event are as follows:
- **Event Title**
- **Event Description**
- **Featured Image** - This image will be used for thumbnails, and appear at the top of the posting

Add an image for the event by choosing **SET FEATURED IMAGE** in the bottom right. You can also add additional images in the WYSIWYG by selecting **ADD MEDIA**.

Enter and style your text into the **WYSIWYG** as you would in any text editor program.

Be sure to choose the corresponding tenant for the sale under the **SELECT TENANT** dropdown, near **EVENT FIELDS.**

When you're all done, choose **SAVE DRAFT** to save it as a draft for later publishing, or **PUBLISH** to make it live immediately.

As an example, here is an event posting for a Video Game Launch Party.

Here's how that same posting looks on the back end:

6b. Editing / Removing Events

Editing an existing event is very much the same as posting a new one. To edit an event, click on it's title from the event page, or hover over it, and click **EDIT.**

This will bring you to back end of the event's post. Edit it as you would if you were making a new event, referencing back to 5a. Adding Events if necessary.

To delete the event, hover over it's name, and click **TRASH**. The event posting will be moved to the trash, where it can be recovered later if desired.

7. Tenant Information

7a. Hours Management

From the Tenant Information panel, you can change your hours. By default, they are the same as the mall at large.
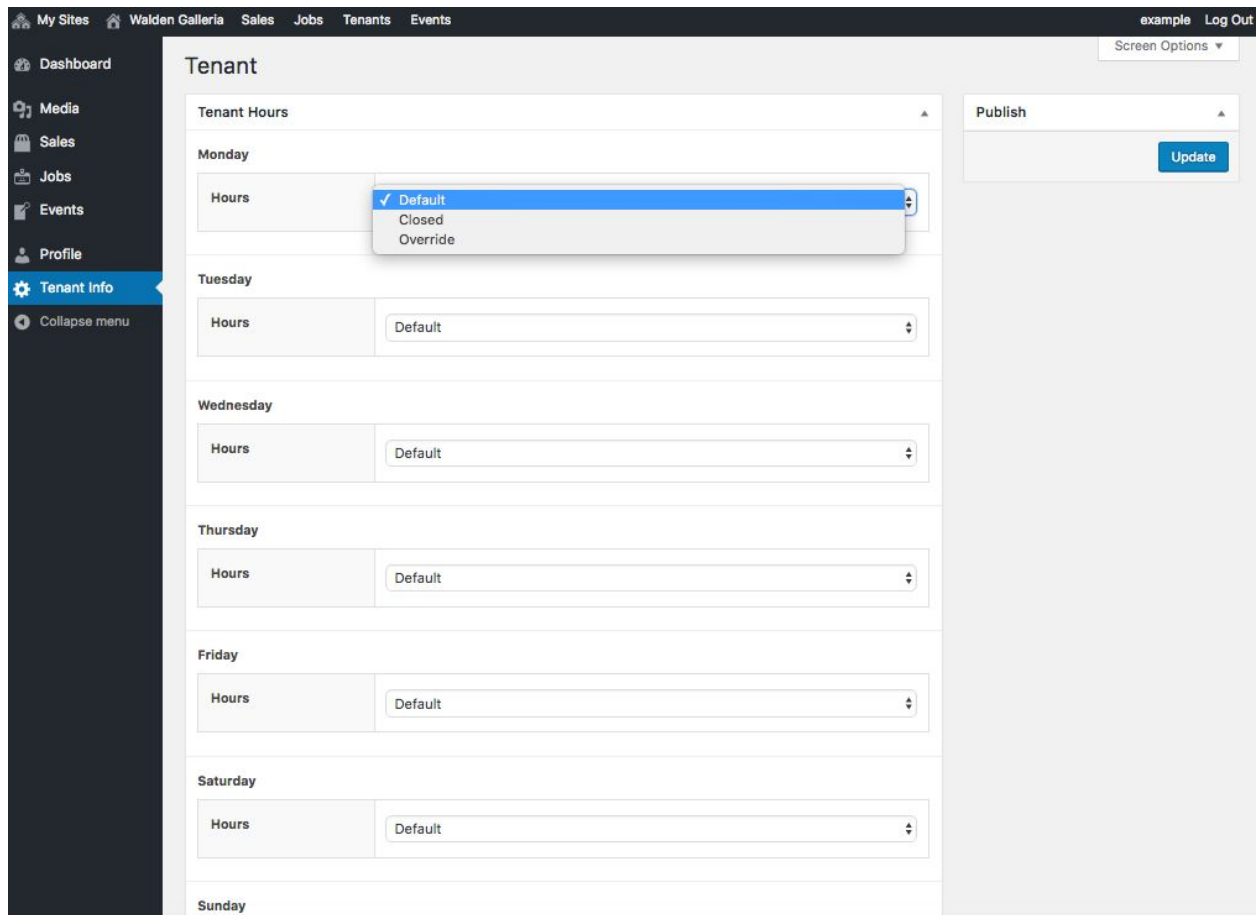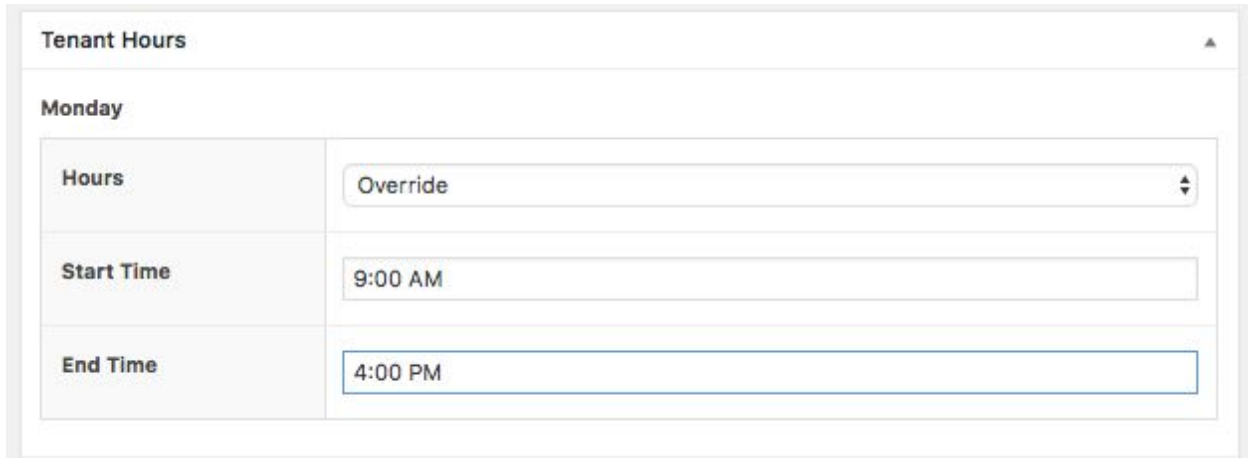
Each day of the week has a dropdown:

Default means the standard hours for the property
Closed means your store is closed that entire day
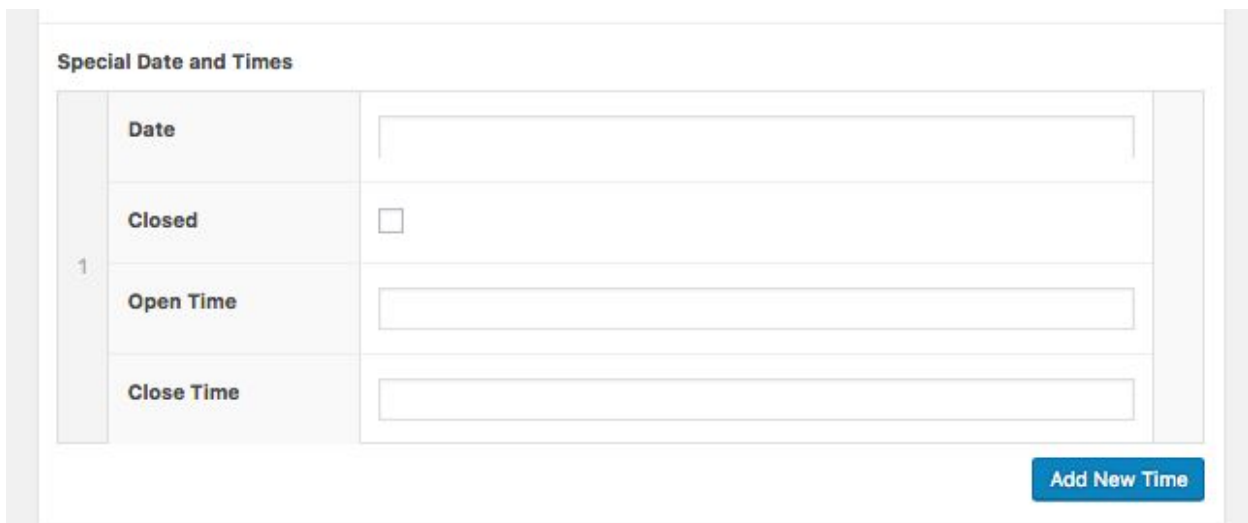**Override** allows you to set your own hours:

Tenant Hours

Monday

Hours	Override
Start Time	9:00 AM
End Time	4:00 PM

If you have a single day where hours will be different, you can set things up so that one day will display your alternate hours (such as for holidays)

Scroll down, and under **Special Date and Times** click on **Add New Time**.
Fill out the field for which day, check off the box if closed the whole day, or enter the new open and closing times in their corresponding field.

Special Date and Times

	Date	
1	Closed	☐
	Open Time	
	Close Time	

Add New Time

When you're all set, scroll back up and click on **Update** to save your changes.