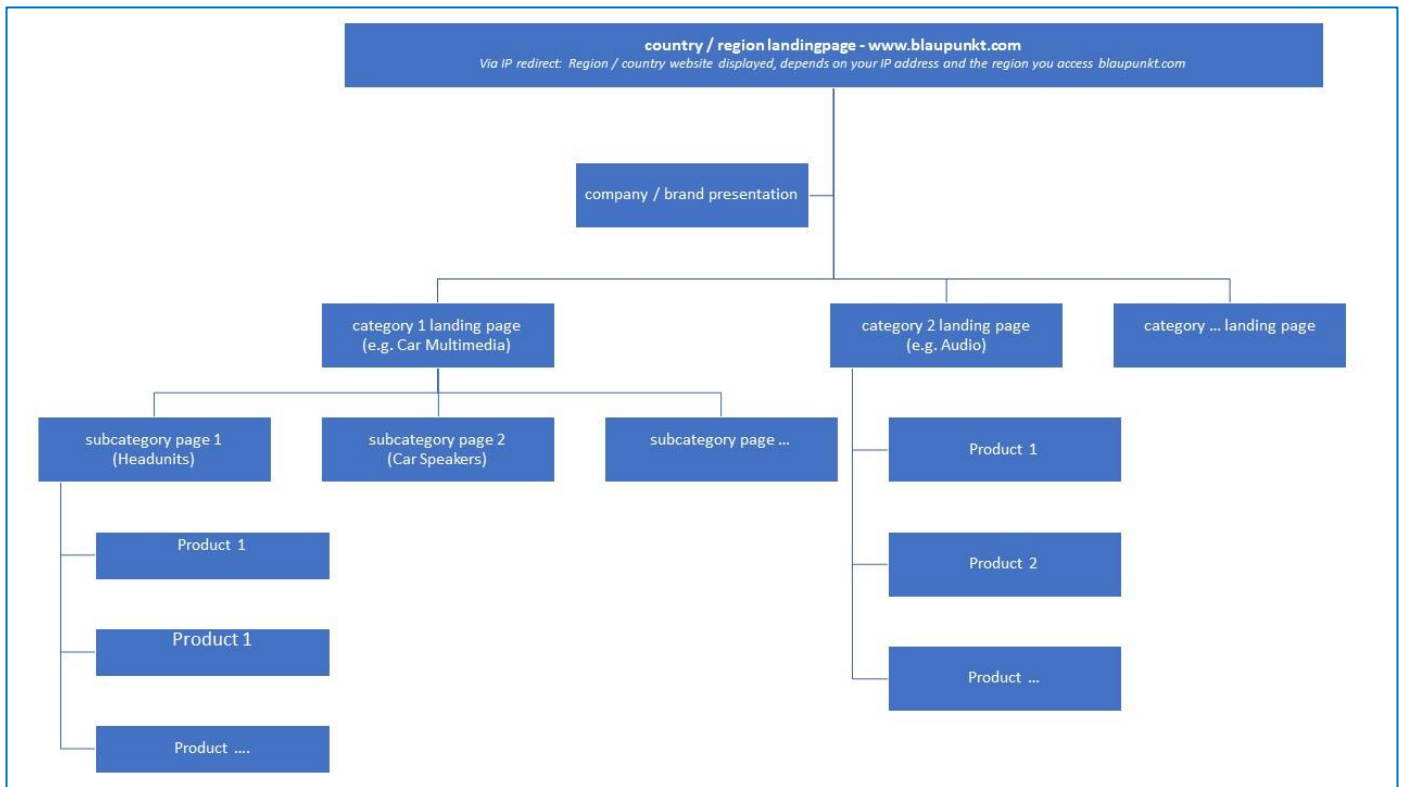


Content

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1. General site structure



Remark: Creating subcategories are optional and not obligatory. If you have only a few products in your category it sometimes doesn't make sense to create subcategories. See examples above: category 1 with subcategories, category 2 without subcategories.

Example:

The example shows three screenshots of the Blaupunkt website illustrating the site structure:

- Region landingpage:** Shows the main website with the 'Electronics' section highlighted.
- Category landingpage:** Shows the '4K Ultra HD' category page with product listings.
- Subcategory landingpage with product listings:** Shows a detailed product listing page for 4K Ultra HD Android TVs, including filters for Selections, Screen Type, and Video Format.

2. Categories and subcategories

2.1. Creating main categories

For creating a main category please contact the GIP Development marketing team.

2.2. Creating subcategories – Step 1 – The frame

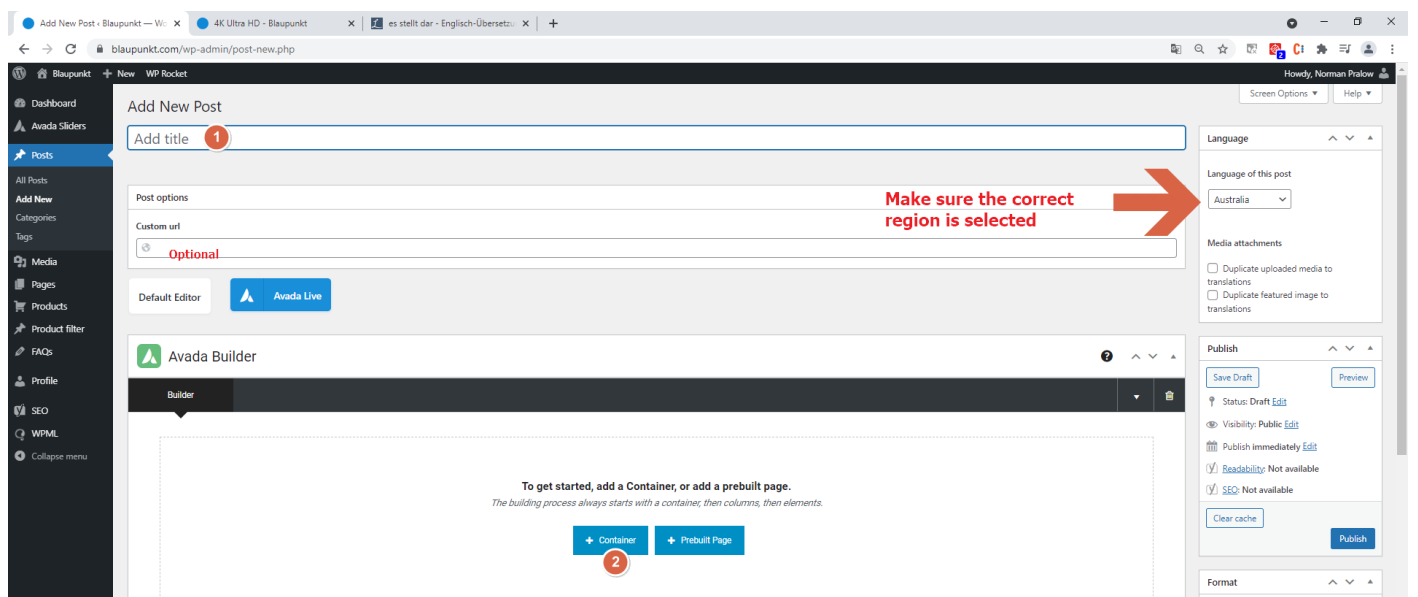
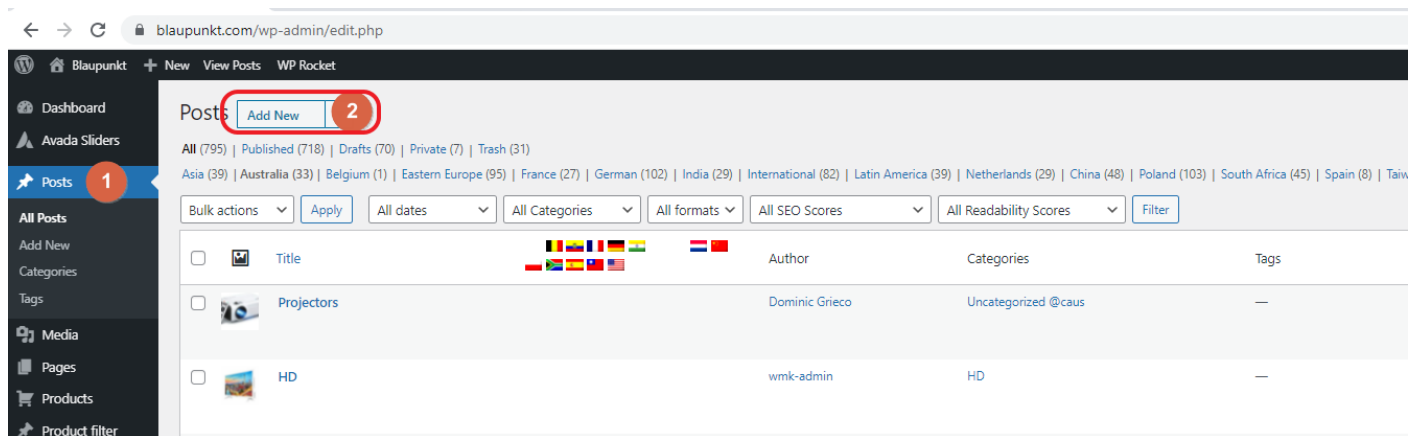
The screenshot shows the WordPress 'Add New Category' form. The left sidebar menu has 'Products' highlighted with a yellow box labeled '1', and 'Categories' is circled in red. The form fields are annotated with a yellow box labeled '2' around the 'Name' and 'Slug' fields, and a red box labeled '3' around the 'Add New Category' button. A text box in the center of the form reads 'Leave this fields un-touched.' The main content area shows a list of existing categories with columns for ID, Name, Description, Slug, and Count.

ID	Name	Description	Slug	Count
485	Electronics	—	electronics-caus	5
501	Audio Visual	—	audio-caus	24
1214	DVD Players	—	dvd-players	6
1212	Media Player's	—	media-players	2
1213	Radio's	—	radios	10
1215	Speakers	—	speakers	4
629	Television	—	television-caus	17
1219	4K Ultra HD	—	4k-ultra-hd-tv	11
1221	Full HD	—	full-hd	3
1220	HD	—	hd	4

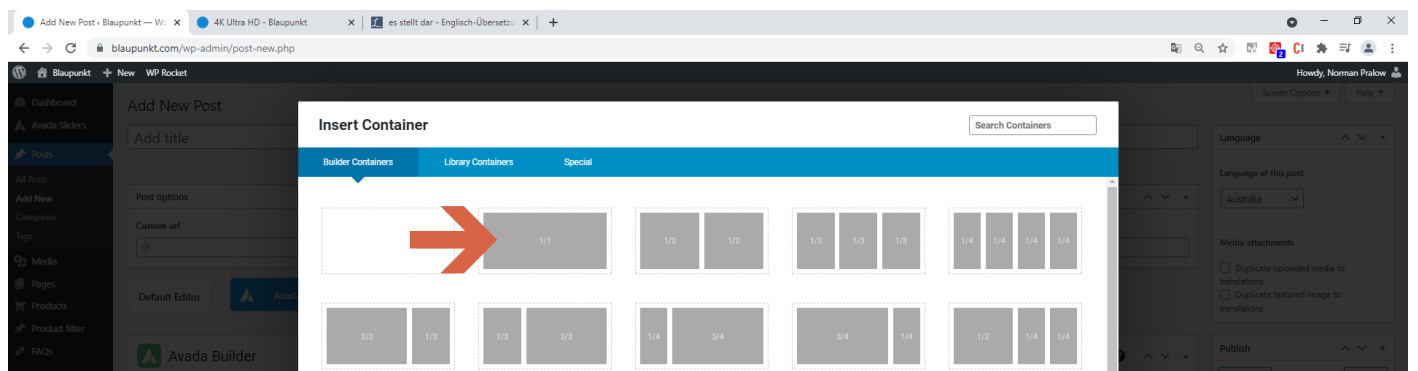
2.3. Creating subcategories – Step 2 – Connect products and preview image

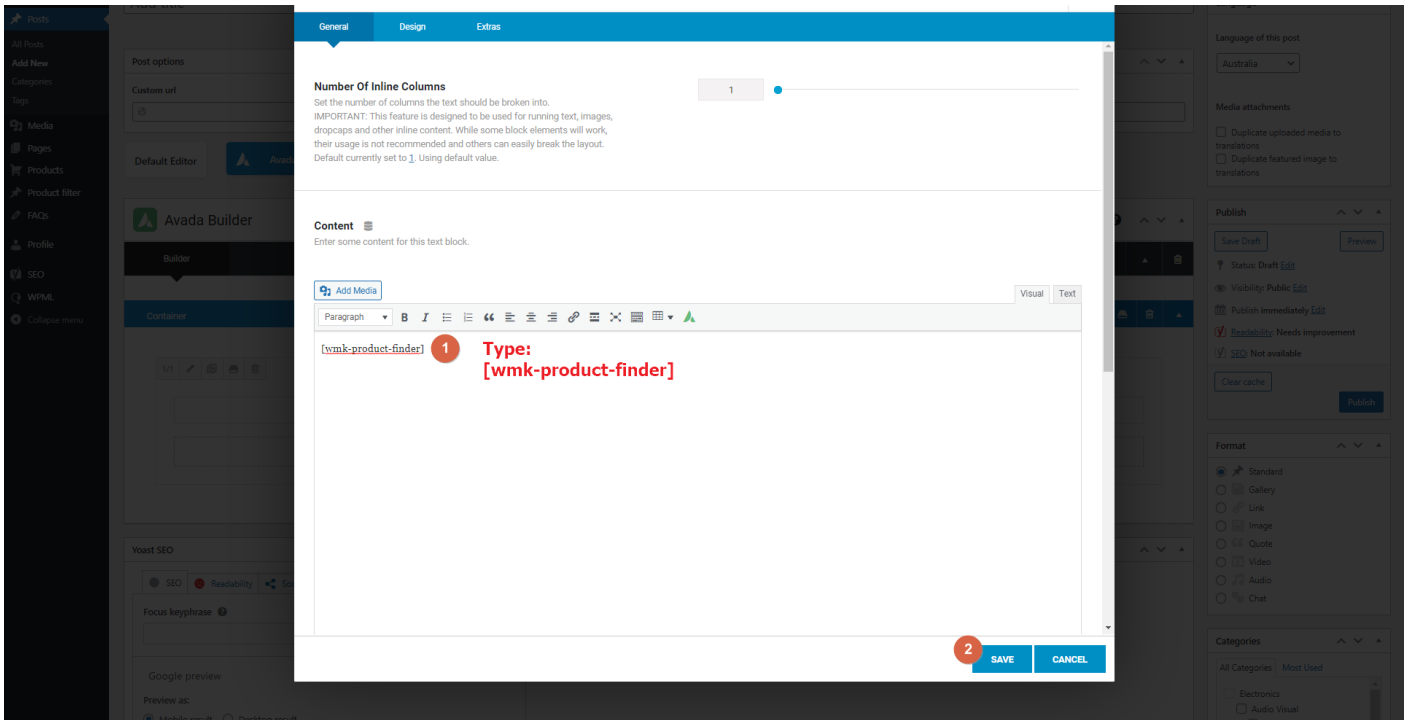
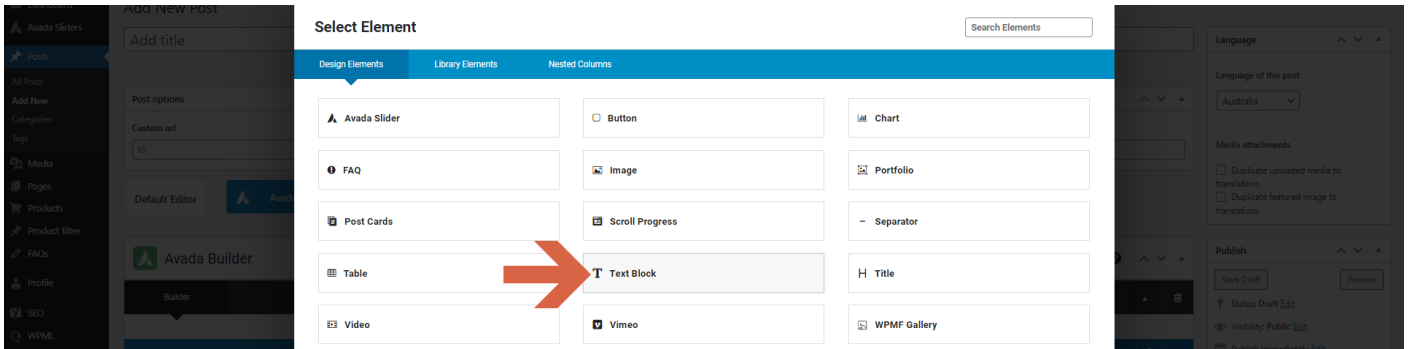
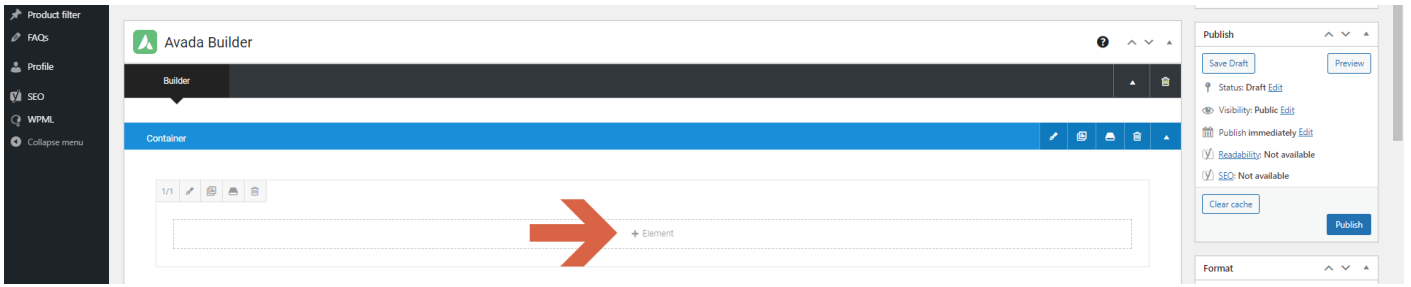
Once you have created the category, you have to **create a POST for this category**; this post fills the category with content.

- Showing a list of the products assigned to this category or the list of subcategories
- Optional showing the filters you have set up for this subcategory



The post title is only for internal sorting and will not be displayed in the frontend. The frontend will always display the name of the category you have created before.





If you do not plan to create subcategories add a container as above to the main category. How to edit a main category you will learn below.

Assign the correct category →

Select a preview picture for the category →

The preview picture will be displayed here:

BLAUPUNKT Products Service Company Search...

Home > Electronics > Television

4K Ultra HD HD Full HD

2.4. Editing category names

Categories

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

Bulk actions

Asia (41) | Australia (37) | Belgium (1) | Eastern Europe (116) | France (29) | German (121) | India (29) | International (6) | China (47) | Poland (103) | South Africa (44) | Spain (36) | Taiwan (6) | United States (10) | All languages (774)

ID	Name	Description	Slug
<input type="checkbox"/>	485	Electronics	elec
<input type="checkbox"/>	501	Audio Visual	aud
<input type="checkbox"/>	1214	DVD Players	dvd
<input type="checkbox"/>	1212	Media Player's	mec

Quick Edit **3**

QUICK EDIT

Name **1**

Slug

2