

Brands



- Add brand to "Brands" page
 - Select from popular brands list
 - Add manually (if there is no brand in the list)
- Actions
 - Edit name, description, logo, SEO attributes
 - Brand name and store
 - Logo
 - SEO attributes
 - Delete brand from "Brands" page
 - Disable brand on "Brands" page

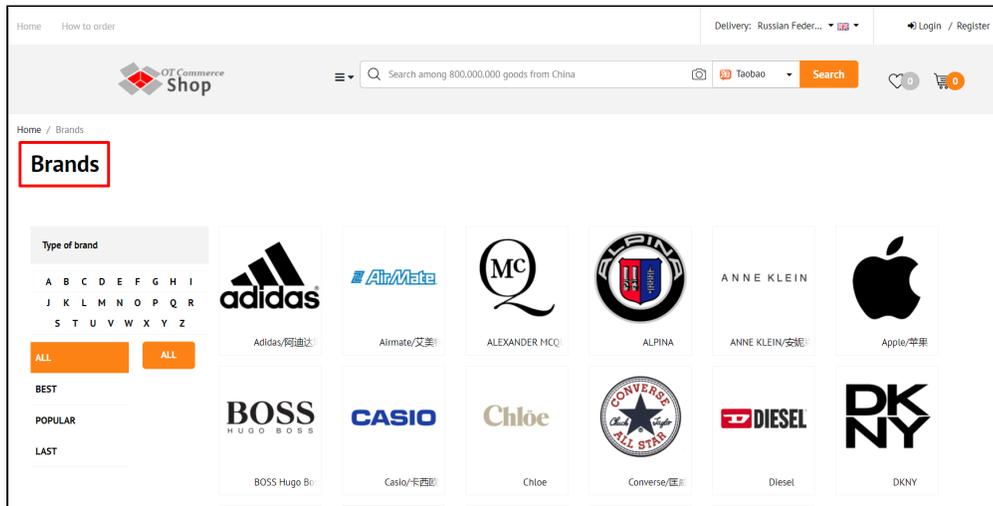
Brand in OT Box is an official store that provides only original products of specified brand.

You can edit the page of popular brands in [Catalog Collections Popular brands](#) section.

You can hide or restrict certain brands to display / purchase in [Catalog Restrictions Brands](#) section.

You can restrict or allow sale of restricted goods in [Configuration Orders General](#).

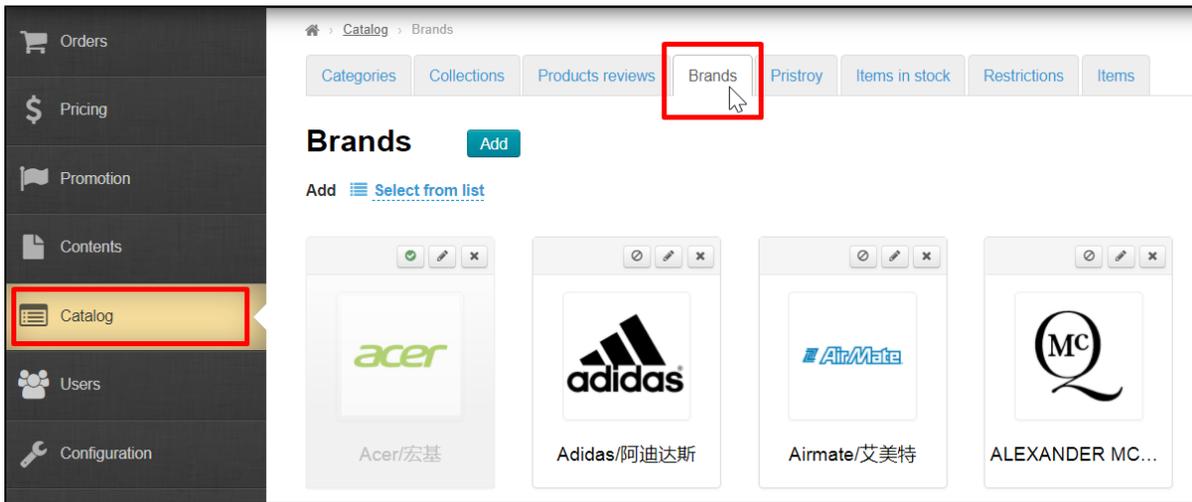
Add brand to "Brands" page



There are two ways to add a brand: select from the list of popular ones (specially selected by OT Box staff) or add it manually (you need to know brand name or its id).

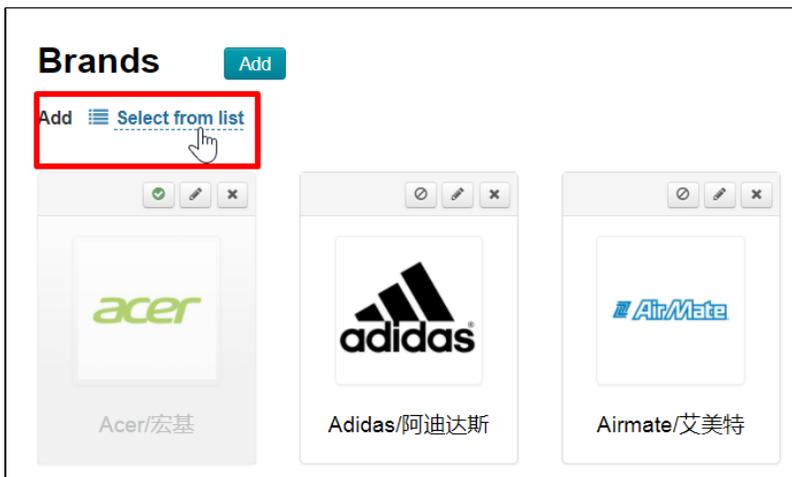
Brands on the page are sorted alphabetically (first letters of names).

Go to [Catalog Brands](#).

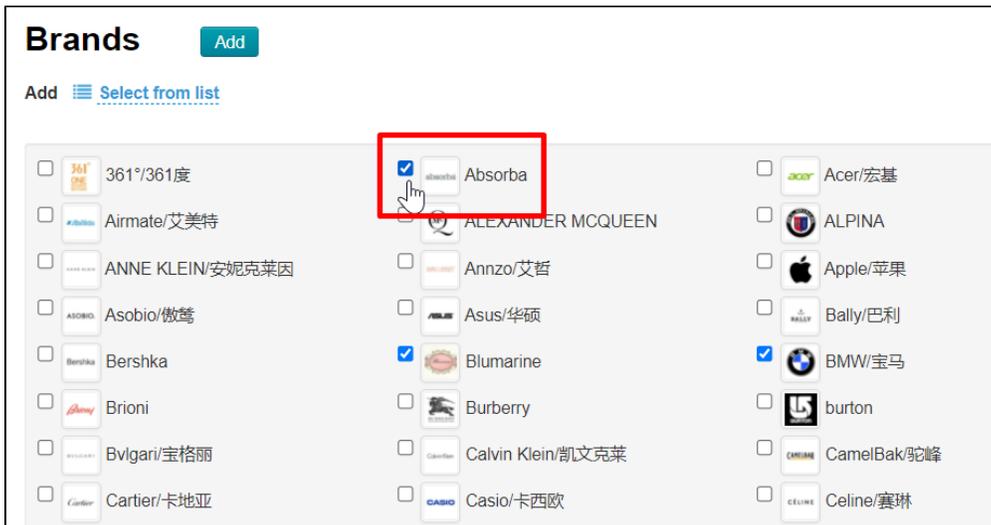


Select from popular brands list

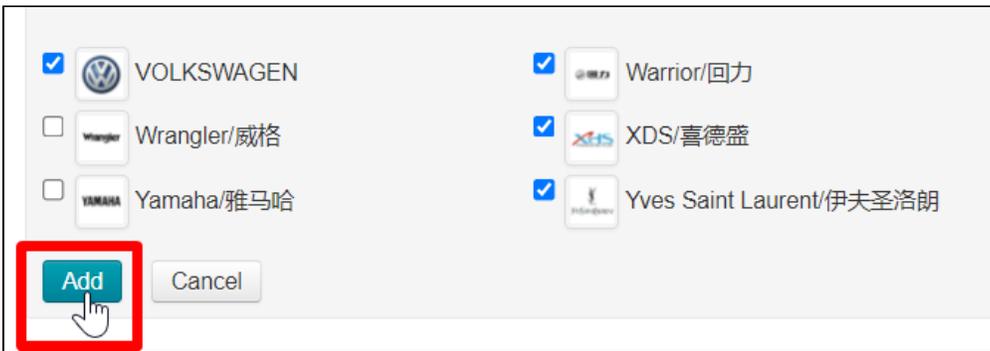
Click "Select from list".



A list of brands will open. Select brands by clicking the name. A check mark will appear next to it.



Scroll the page down and click "Add" button.

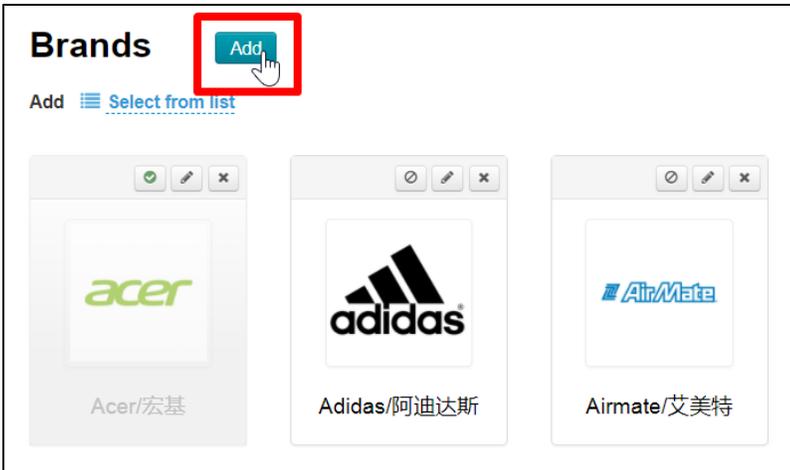


Brands will appear in the "Brands" tab and on the page with all the brands on your site after clicking the button.

Add manually (if there is no brand in the list)

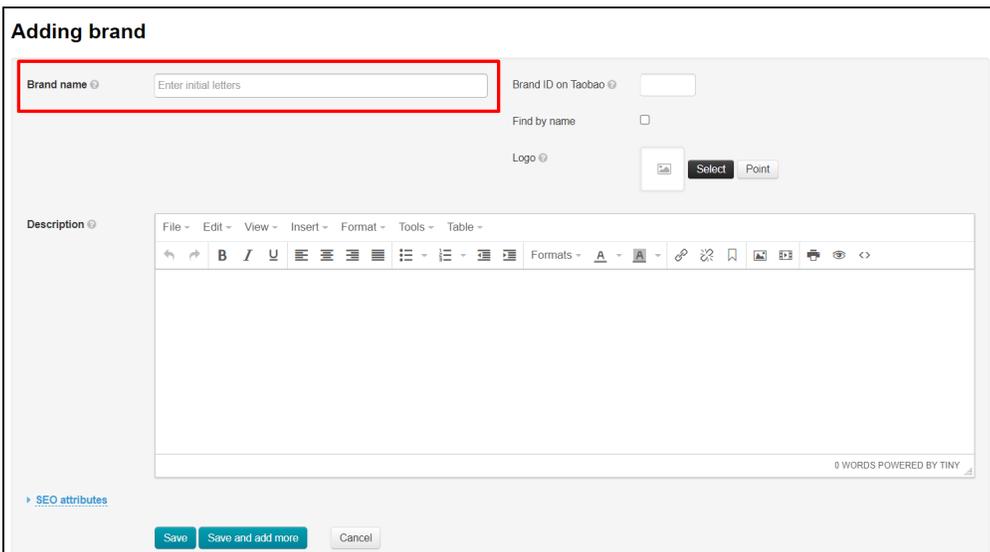
You can add brand yourself, knowing its id or name if it is not in the list.

Click "Add" button.



Then you can search either by brand id or by name. Depending on what you have.

A page for adding a new brand will open. Click "Brand name" field and enter the first characters of brand name.



When you start typing brand name, a drop-down list will appear with options for brands existing on Taobao.

Adding brand

Brand name ?

Dill

DILL

DILL

Click necessary brand and select it.

Adding brand

Brand name ?

Dill

DILL

DILL

Put a tick in "Find by name".

Adding brand

Brand name ? DILL

Brand ID on Taobao ? DILL

Find by name

Logo ?

Select Point

Description ?

File - Edit - View - Insert - Format - Tools - Table -

Formats - A - A -

You can save selected brand and edit it later. Click "Save" button.

Adding brand

Brand name

Brand ID on Taobao

Find by name

Logo

Description

[SEO attributes](#)

If you know brand ID you can enter it in brand ID on provider's website. Below is the example for entering brand ID on Taobao.

top-testlotcommerce.com/search?vid=diesel手表旗舰店

Hurrah! Our online store opened and waits for customers!

Home / Vendor diesel手表旗舰店

diesel手表旗舰店

Products found: 272

Sort by: Default order

Goods: 272

Shown: from 1 to 40 from 272

Vendor info: Name: diesel手表旗舰店, Shop name: diesel手表旗舰店, Shipping estimate: 4.9

Product listings: [official product] Diesel ...

Adding brand

Brand name

Brand ID on Taobao

Find by name

Logo

Description

You can save selected brand and edit it later. Click "Save" button.

Adding brand

Brand name

Brand ID on Taobao

Find by name

Logo

Description

File - Edit - View - Insert - Format - Tools - Table -

Format - A - A -

0 WORDS POWERED BY TINY

[SEO attributes](#)

Click "Save and add more" button instead of "Save" button If we want to add one other brands.

Adding brand

Brand name

Brand ID on Taobao

Find by name

Logo

Description

File - Edit - View - Insert - Format - Tools - Table -

Format - A - A -

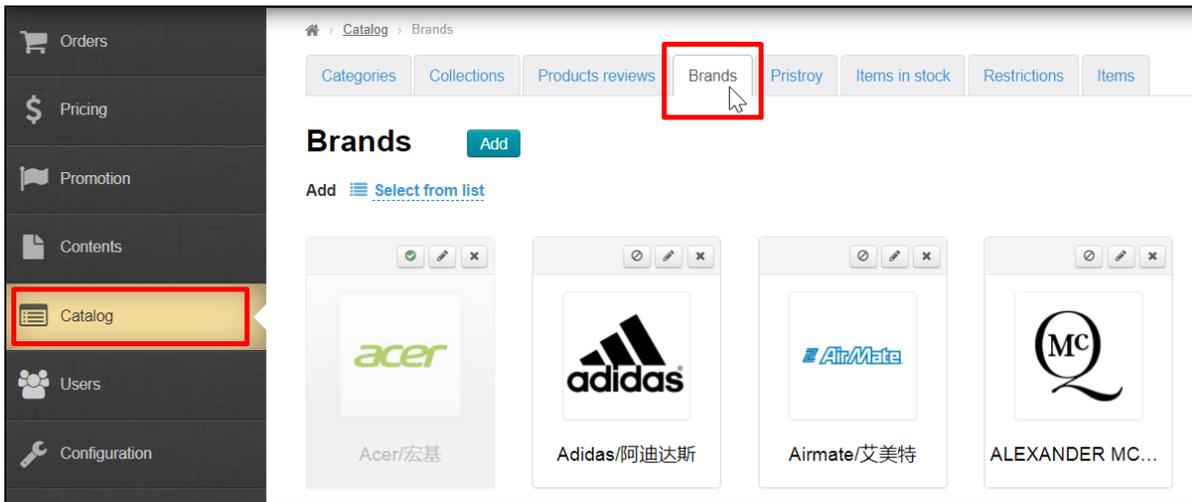
0 WORDS POWERED BY TINY

[SEO attributes](#)

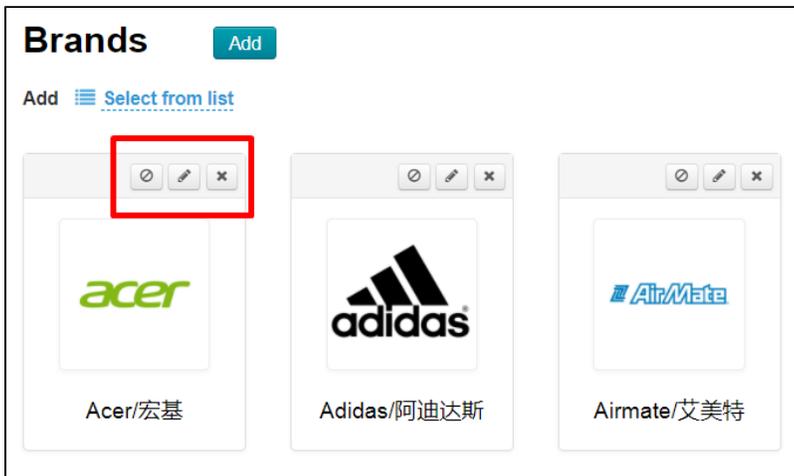
View Editing block if you have opportunity to enter all data about selected brand (description, logo, etc.) immediately. The use of editing capabilities is identical.

Actions

Go to Catalog Brands.

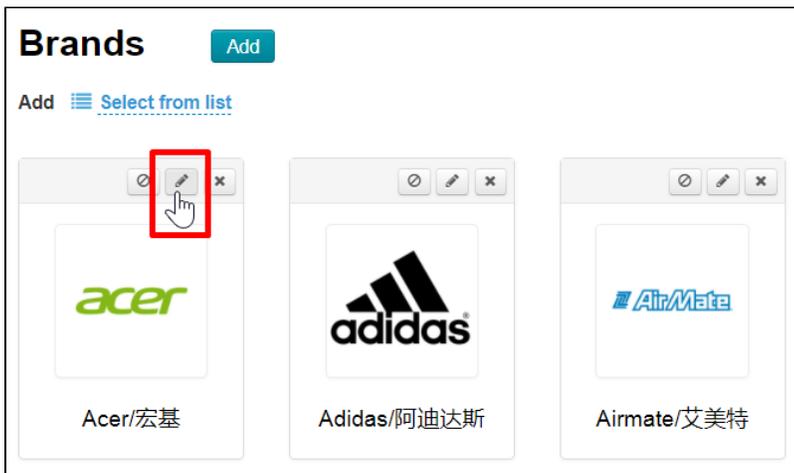


There is actions menu at the top right of the brand.



Edit name, description, logo, SEO attributes

Click a pencil ("Edit" button) under the brand logo to enter edit mode.



Edit form contains the same fields as adding a brand.

Editing brand

Brand name Brand ID on Taobao

Find by name

Logo 

Description

File - Edit - View - Insert - Format - Tools - Table -

Format - A - A -      

0 WORDS POWERED BY TINY

[SEO attributes](#)

Brand name and store

You can edit brand name which will be shown on the site, as well as select another brand store.

Click "Brand name" title and edit name or select new one from the list.

Editing brand

Brand name Brand ID on Taobao

Find by name

Logo 

Description

Insert - Format - Tools - Table -

Format - A - A -      

It is worth selecting new store if goods assortment and quality of the old one are in doubt.

Just edit the line without selecting anything from the list if our goal is a laconic name for your customers. Click the mouse outside the input field to remove offered brands list.

Editing brand

Brand name Brand ID on Taobao

Find by name

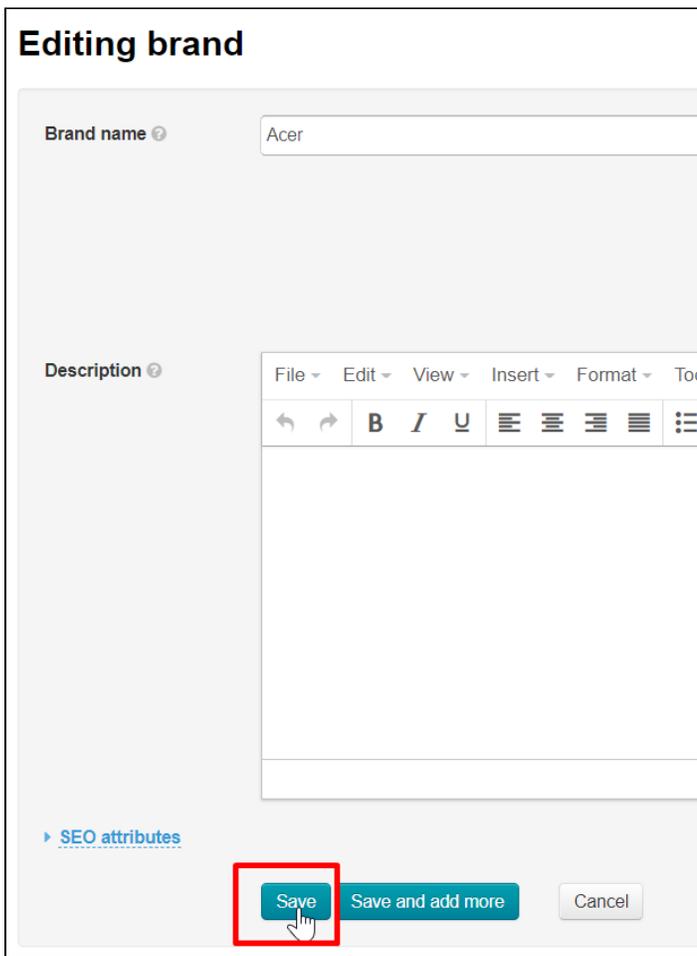
Logo 

Description

File - Edit - View - Insert - Format - Tools - Table -

Format - A - A -      

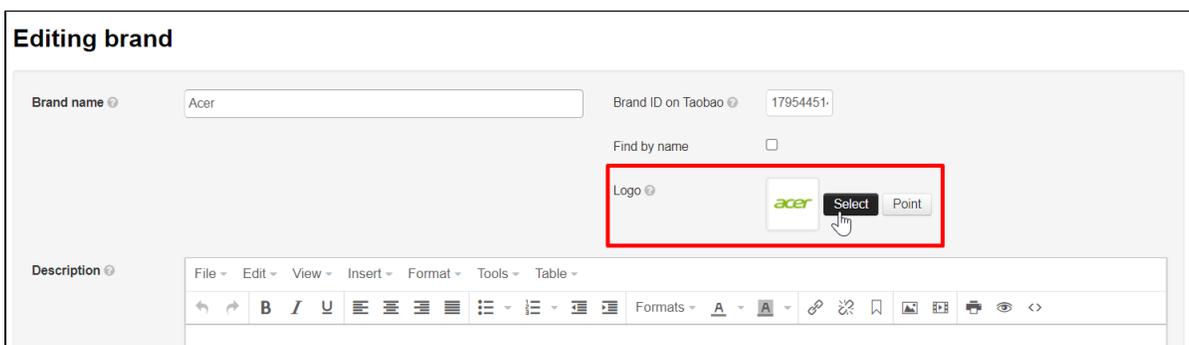
Click "Save" button if editing is complete.



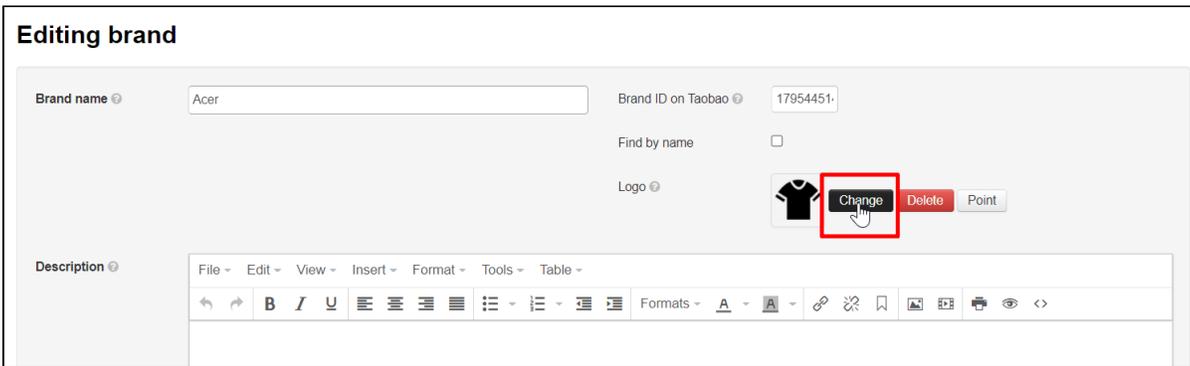
Logo

Click "Select" button to change logo and select new logo on your PC.

It is advisable to select square logos with a transparent background.

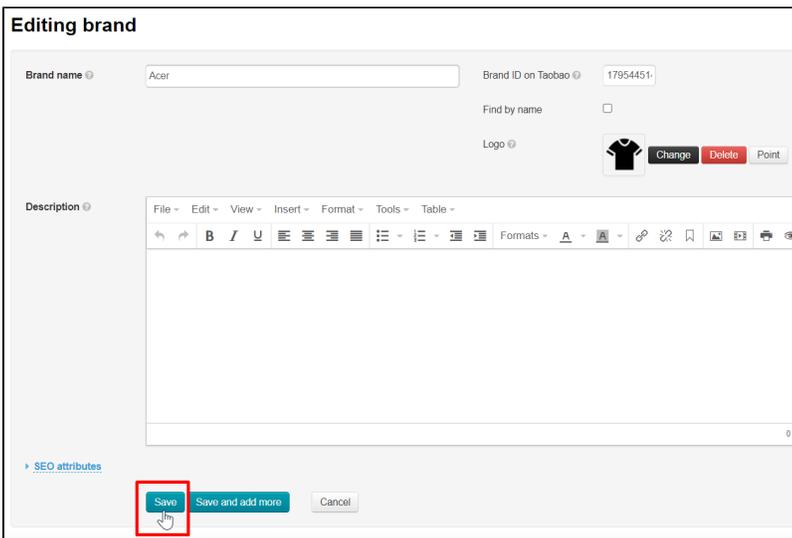


Click "Change" button if selected logo suits you.



New logo will immediately appear on the brand page. You can change it again at any time.

Click "Save" button if editing is complete.



SEO attributes

Filling in "SEO attributes" is necessary for website promotion. More information about search engine optimization can be found in "[SEO](#)" article. This article contains tips on website general design and how to prepare it for promotion. There is also a general setting for all brand pages.

Use "SEO attributes" section for individual settings of each brand.

Editing brand

Brand name Brand ID on Taobao

Find by name

Logo 

Description

[▶ SEO attributes](#)

[▶ SEO attributes](#)

Title

Text before title

Text after title

Keywords

Description

Each field has its own purpose:

- **Title** — a text to be displayed in browser page title. Brand name is default appears on a tab in the browser and also when your potential customer searches for a brand through Google or Yahoo!
- **Text before/after title** — adds frequent starts and ends for standard searches: not only **Aser** but *Buy inexpensive Aser in China*.
- **Keywords** — 5-6 phrases that help your potential buyers to find your site through the purchase brand search. These phrases are seen only by search engines and remember what your page is about to recommend to users.
- **Description** — A short description of what the page is about. It is displayed in search engine immediately after the Title. Search engines understand what your page is about through description and recommend it to users.

Read more how to compose descriptions, titles, etc., in Google article https://developers.google.com/search/docs/advanced/appearance/good-titles-snippets?rd=2&visit_id=63765906937732470-728023425#writegooddescriptions

Open the form clicking "SEO attributes".

Editing brand

Brand name Brand ID on Taobao

Find by name

Logo 

Description

[▶ SEO attributes](#)

Fill in all necessary fields.

[▶ SEO attributes](#)

Title

Text before title

Text after title

Keywords

Description

Brand name will be used instead of title if "Title" field is empty.

Click "Save" button after filling in the fields.

[SEO attributes](#)
 Title
 Text before title
 Text after title
 Keywords
 Description

Delete brand from "Brands" page

You can delete brand and hide it for customers if a brand no longer serves your business interests.

Open Catalog Brands in admin panel.

Orders
 Pricing
 Promotion
 Contents
Catalog
 Users
 Configuration

Catalog > Brands
 Categories Collections Products reviews **Brands** Pristroy Items in stock Restrictions Items
Brands
 Add [Select from list](#)

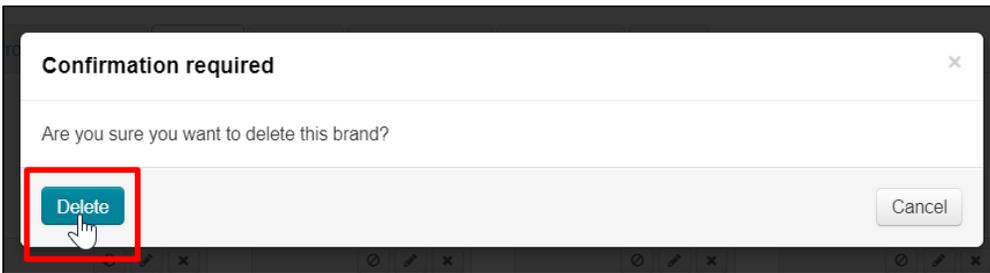
Acer/宏基	Adidas/阿迪达斯	Airmate/艾美特	ALEXANDER MC...

Click a cross ("Delete" button) above the brand logo.

Brands
 Add [Select from list](#)

Acer/宏基	Adidas/阿迪达斯	Airmate/艾美特

Click "Delete" button to confirm if you really decided to delete the brand.

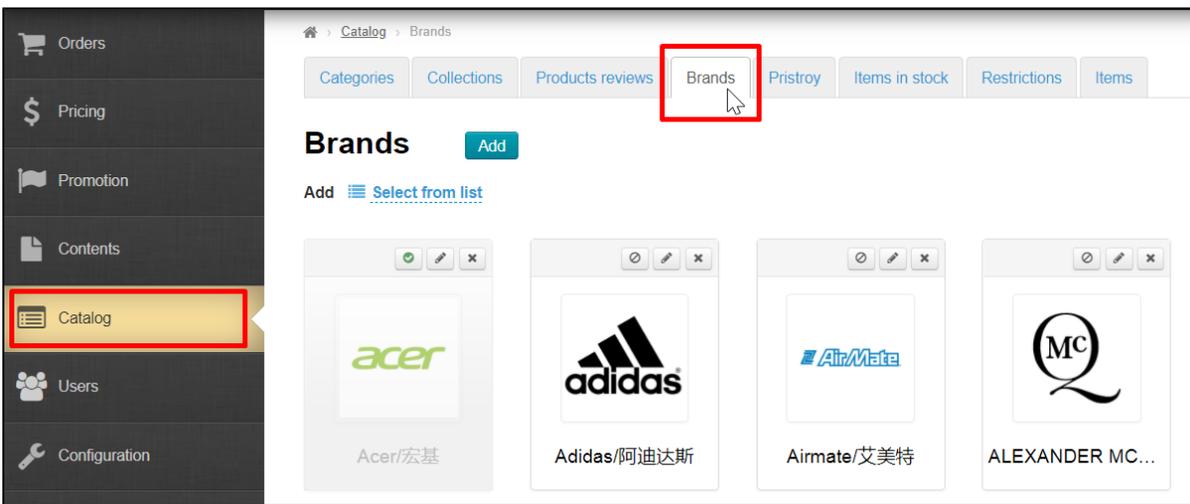


Brands are not permanently removed. You can return the brand (without your personal settings) using "Add" button.

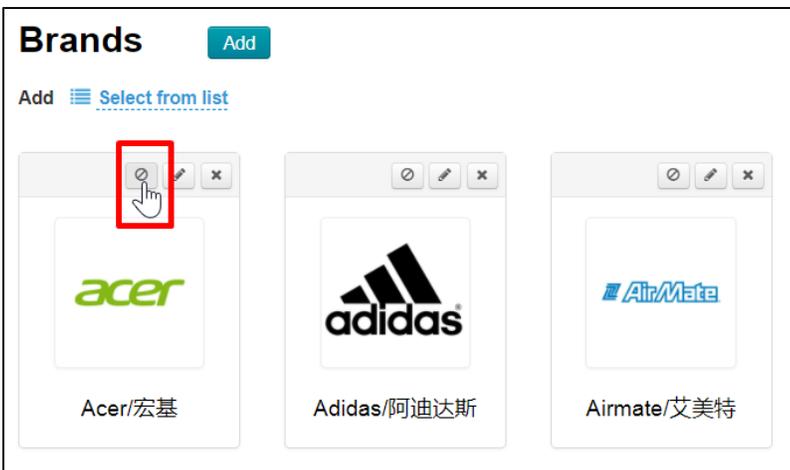
Disable brand on "Brands" page

This option is convenient to use when you need to hide brand page temporarily.

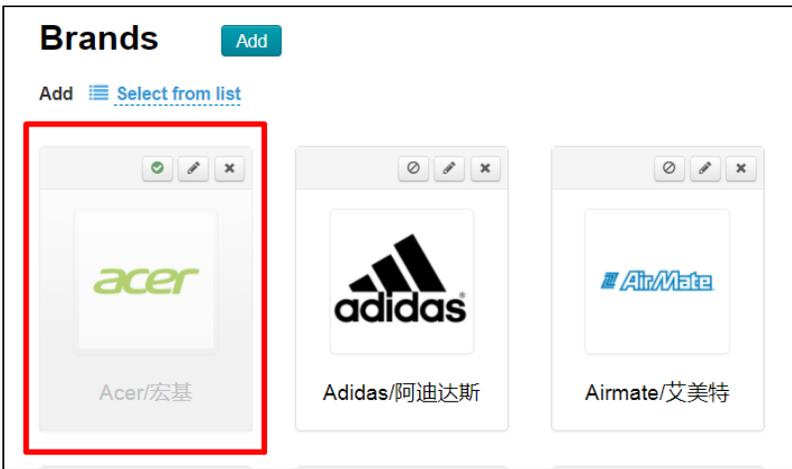
Open Catalog Brands in admin panel.



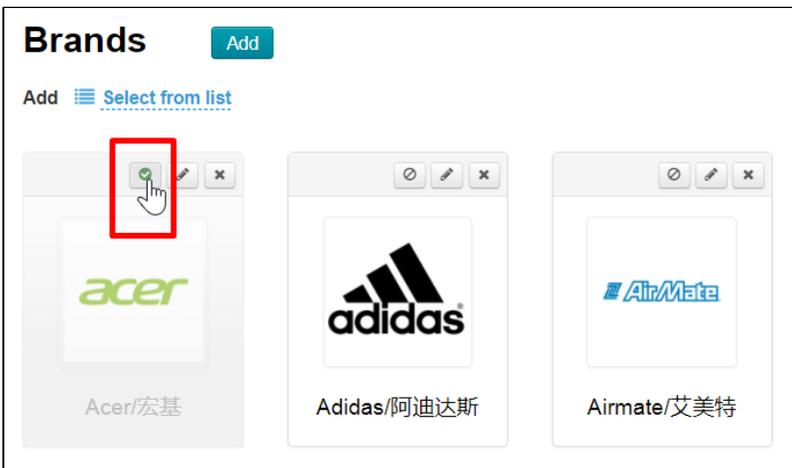
Click crossed out circle ("Disable brand page" button) above the brand.



Brand is disabled after clicking and turns gray in the admin panel. It can also be edited, deleted, but disabled brand is not shown on the site in "Brands" section.



Click checkmark button ("Enable brand page" button) to enable brand page.



The page will be enabled after clicking and brand will be shown again on your site on "Brands" page.