



# Search Friendly Store Map for Miva Merchant™

*A Search Engine  
Optimization Tool*

Product Manual



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## Module Description

The Search Friendly Store Map module creates a static HTML page containing Search Friendly Links to all of the categories and products in your Miva Merchant store. When you provide an HTML link to the Store Map from your home page, search engines will read the map and will then be directed to catalog every category and product in your store.

The Search Friendly Store Map can be created using with 3 different types of url links.

1. The Search Friendly Store Map can generate a map using the Miva Merchant links. When using these links you do not need the companion module, Search Friendly Links; however, this does not optimize the search engine power of the Search Friendly links described below.
2. The Search Friendly Store Map can generate a map using short-style links in order to provide search engines with links that are more likely to be followed. When using a short-link style, this module should only be used with its sister-module, Search Friendly Links. The Search Friendly Links module understands the short links in the Store Map and interprets the short links so that your store links function properly. When used together, these two products greatly improve the possibility of having your storefront “spidered” by the search engines.
3. The Search Friendly Store Map can generate a map using “directory style” short links that are then rewritten into Search Friendly Links using the Apache mod\_rewrite commands described in this document. This style of link should only be used when Apache-style URL rewriting is available and the Search Friendly Links module is also installed. This short links format should provide optimal spidering, as all products and categories are seen as “static html” pages via the Store Map. *Please contact your hosting provider prior to using this link format to determine if URL rewriting is available to you.*

### Key Benefits:

- Generates a static HTML Store Map page from your Miva Merchant site
  - Static HTML page contains links to all category and product pages in your Miva Merchant site
  - All links in the Store Map are optionally “Search Friendly”
  - The Store Map page can be provided to search engines for “spidering”
  - The Store Map can be broken down into pages of a size determined by the site owner (100K or smaller is recommended)
  - The Store Map page can be made available on your website to give customers a quick way to navigate through your site
  - Map Headers and Footers are configurable so map can serve as a “splash page”



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- Choice of three link styles:
    - Standard Miva Merchant links
    - Short-style “merchant.mv?page=” (Search Friendly) Links:  
ie: <http://www.store.com/path/merchant.mv?page=Store/Screen/Cat/Prod>
    - Static HTML “directory” style links using URL rewriting:  
ie: <http://www.store.com/page/Store/Screen/Cat/Prod>
  - Inserts a LINK tag in the HTML HEAD section of your Miva Merchant storefront
    - LINK tags tell a search engine to read the static HTML page and catalog all the category and product pages in the store map
  - Allows you to re-generate the static HTML page with the click of a button when you add more products or categories to your Miva Merchant storefront
    - Create an updated list of your category and product pages on the HTML page

When search engines “spider” the static HTML Store Map page created by the Search Friendly Store Map module, they will see every product and category in your store. The short links lead the spiders down to the actual, dynamic pages in your Miva Merchant site and the search engines can then catalog the dynamic pages. In essence, you are using a static HTML page that is easy to update and automatically uses short links to lure the spiders deep into the dynamic pages of Miva Merchant.

**\*\*\*NOTE: When using one of the two optional “short-link” styles, this module **MUST** be used in conjunction with its sister-module, Search Friendly Links.**



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## Example Usage:

A storefront that sells cakes and jelly beans online wants to improve its search engine positioning. He has an attractive storefront and has made it very customer friendly (yep, you guessed it – he’s using the Copernicus Customer Service Suite!) but the only shoppers who come to his site are repeat customers who originally heard about his site through “word of mouth.” He knows that if he could just get listed onto the search engines that he could increase his sales but he can’t understand why his site has not been “spidered” by the search engines. He’s not ready to “pay per click” with paid search listings providers like Overture, he just wants to get listed with those search engines!

As a result of his frustration about his search engine placement (or actually, lack thereof), the storefront owner came across [Search Engine Optimization for Miva Merchant](#) by Jason Henderson of [www.jmhonline.net](http://www.jmhonline.net) and has been learning a lot about search engine optimization (SEO). He has learned that the reason his website has no placement on the search engines is because Miva Merchant produces links that are not read by the spiders and robots sent out by search engines to find websites. The links are too long (those spiders are so impatient!) and spiders disqualify them due to having too many variables. Of course, he knows that it’s also very important that his pages are full of good content that can be easily logged by the search engines.

**The Solution:** The storefront owners problems are quickly solved with the Search Friendly Store Map and its sister-module, the Search Friendly Links module. He can now create a static HTML page that lists and uses short-links to all of the categories and products in his Miva Merchant store. When he adds more products (he’s planning on expanding his jelly bean selection soon) he can simply re-generate the store map. Next time the spiders stop by, they can read the new map, and spider the new products and categories. It’s so simple it’s almost unbelievable... until he sees his placement on those search engines rise!



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## Theory of Operation

### General Theory

The details of many “search engine positioning” algorithms are proprietary and confidential. On top of that, they vary from engine to engine and even change over time. However, there are several general principles that many of the engines follow. Although a detailed discussion of search engine theory is well beyond the scope of this document, we provide some of the principles here to give you a better understanding of this module, why it can be important, and how it can help your search engine rankings.

There are many facets to a strong search engine positioning campaign. Hiring a professional “Search Engine Optimization” (SEO) firm or expert can lead to excellent results. However, for those who do not want to invest a significant amount of time or money, our SEO product line can be of great assistance.

### Search Engines

Search engines “crawl” the web looking for web pages and content to catalog for the search engine visitors. The web pages are read (by a computer) and categorized by content and possibly the meta tags provided by the web page developer. Search engines generally look for major content keywords, and rank a web page based on the number of times a keyword appears in the document, where they appear, and what formatting is applied to the words.

### Directories

Web directories are slightly different from search engines, in that site owners generally register their sites in specific classifications prior to being listed. Directories usually provide hierarchical categories based on any number of criteria such as geographical location, line of business, etc.

### Spiders

Both search engines and directories use spiders to catalog web pages on a web site. These spiders generally find your site through an external link, domain name registration or by request (search engine or directory submission). The spiders will read the contents of the page, and selectively follow links on the page to retrieve further pages from within your site. Links to pages external to your site and sites may also be recorded by the spider and “remembered” in order for the spider to initiate a “crawl” of the external site. Whether or not a spider follows links within your site is determined by a complex set of rules that will vary from engine to engine. One consideration that engines all have in common - they must make sure they don’t get “stuck in a loop” bouncing back and forth between two pages on your site that refer to one another!

### The Problem with Dynamic Pages

Dynamic content pages, such as those generated by Miva Merchant pose a particularly difficult problem for search engines. Since the URLs are very similar to one another and the content is dynamic, it is sometimes impossible for a spider to “know” if it has started to loop or if the links



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and content are “endless”. For instance, a page that shows a calendar with links from the current month to the next month as well as a link to every day of the month is particularly troublesome for the spider. If he’s not careful, he’ll spider through your (very possibly empty) calendar well into the year 3000! (Both figuratively- and literally- or at least until someone tells him to stop!)

Since the spider doesn’t truly understand the content of your dynamic Miva Merchant site, it has no way of knowing if your category tree is “endless” (like a calendar) or not. Therefore it has to make some arbitrary decision as to whether or not to follow the link based on the link itself. While the actual method varies by spider, one common method is to limit the depth of “clicks” from the home page the spider will travel into the site; though this has it’s limitations as well. Taking the calendar example, if you have a link to the yearly calendar, then every day of every month in one year is just three clicks deep!

Another common method is to limit the number of variables allowed within a link. Each variable present in a link could represent another click-depth that is traveled in just one click; for example, consider the case where the link contains variables for the day, month and year. Once again, the amount of time spent spidering an empty calendar could be endless!

**Note:** Strictly speaking, having just one variable could create an infinite number of pages, since the variable could be any number through infinity. Though, since most web pages are designed by humans for humans, the “variable space” of any specific variable tends to be much more finite in nature. For instance, the number for “Screen” codes in Miva Merchant is just slightly more than a dozen.

## **Module Theory**

The theory of operation of this module is simple. It creates a map of all of your category and product links that is designed to be easy for the search engine spiders to digest. The search engines can reach all of your products in just “one-click” from this store map page. This module attacks the “click- depth” problem by reducing the number of links that a search engine spider would be required to follow to find all of your products and categories down to just one – the store map. Therefore, spiders that stop following links after going to a maximum depth will follow all of the links into your normal category and product pages. As a result, the spiders will traverse your category and product links.

If search engine optimization is your goal with this module, it must be used with the Search Friendly Links module since the links in the store map use the short links convention. The Search Friendly links module provides the solution to the “too many variables” issue presented above.

Further, when used in conjunction with the supplied .htaccess “mod\_rewrite” rules, all links to products and categories are seen as static HTML pages rather than dynamic pages by search engines.



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## Module Installation and Upgrading

### Domain Installation of Module

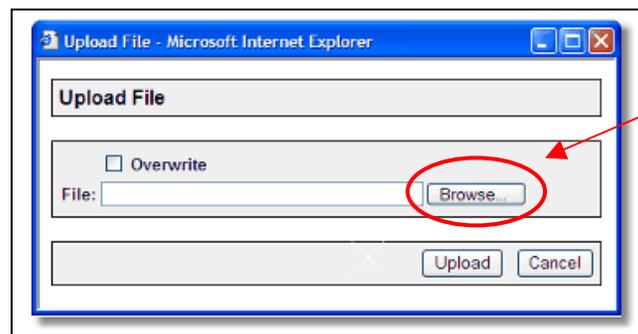
You must first install the module in your Miva Merchant domain. After that you will need to follow the steps for installing the module in the store for which you have purchased the license.

#### Module Domain Installation

1. Go into the Miva admin (*admin.mv*)
2. Open the **Modules** branch
3. Click on the **Add Module** link and the screen pictured below will appear
4. Click the **Upload** button

The screenshot shows the 'Add Module' form. The title bar contains the text 'Add Module' and a help icon. Below the title bar is a 'Files' section. In this section, there is a 'Module:' label followed by a text input field. A red circle highlights a small icon within the input field, and a red arrow points from the text 'Upload Button' to this icon. At the bottom right of the form, there are two buttons: 'Add' and 'Reset'.

5. A Pop-Up window, like the one pictured below, appears and allows you to either **Browse** to find the module on your local drive or enter the filename of the module (*store\_map.mv*).





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6. Press the **Upload** button
  7. Once you press the Upload button, the Upload File PopUp box disappears and the Add Module box is again visible. Press the **Add** button

The screenshot shows a window titled "Add Module". Inside, there is a "Files" section with a "Module:" label and an empty text input field. At the bottom right, there are two buttons: "Add" and "Reset". The "Add" button is circled in red, and a red arrow points to it from the text "7. This is the Add button".

8. Now the module has been installed in the domain. Next you need to install the module in the store

**7. This is the Add button**



## Store Installation of Module

1. Go to the Miva admin (*admin.mv*)
2. Open the **Stores** branch
3. Click on the arrow next to the store name
4. Click on **Utilities**
5. Check the checkbox next to the module name. (For this module it is *CBS - Search Friendly Store Map*)
6. Press the **Update** button

5. Click the checkbox next to the module name

Store Utility Configuration

Modules [CBS - Search-Friendly Store Map](#)

Assigned Module	
<input checked="" type="checkbox"/>	CBS - Search-Friendly Store Map
<input type="checkbox"/>	Miva Marketplace

Update Reset

6. Press the Update button

7. A PopUp box appears that looks like the picture below. Enter the *Search Friendly Store Map* license key you got when you purchased the module license.
8. Read the *License Agreement*
9. Check the box next to **I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT**
10. Press the **Update** button. Now you have successfully installed the module in the storefront and you are ready to use it!



7. Enter the license key here

COPERNICUS™  
BUSINESS SYSTEMS

CBS - [redacted] (v4.22)  
Build Timestamp: 2003-01-08 23:48:53

Product Info | Documentation | Release Notes | More Products

Integrity: GOOD (268545)

License Key:

(Please note that you need ONE LICENSE FOR EACH STORE.)

License Agreement:  
CORPORATE END USER LICENSE AGREEMENT

YOU SHOULD CAREFULLY READ ALL THE TERMS AND CONDITIONS OF THIS AGREEMENT PRIOR TO USING THE SOFTWARE. USE OF THE SOFTWARE INDICATES YOUR ACCEPTANCE OF THESE TERMS AND CONDITIONS. COPERNICUS BUSINESS SYSTEMS, LLC ("LICENSOR") IS WILLING TO LICENSE THE SOFTWARE TO YOU ONLY IF YOU ACCEPT THE TERMS AND CONDITIONS OF THIS LICENSE AGREEMENT. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, ERASE ALL COPIES OF THE SOFTWARE, DOCUMENTATION AND ALL OTHER COMPONENTS OF THE SOFTWARE FROM YOUR COMPUTER'S MEMORY AND CERTIFY TO LICENSOR THAT YOU HAVE DONE SO WITHIN SEVEN (7) DAYS OF DOWNLOADING THE SOFTWARE.

1. Grant of License. Licensor hereby grants to you ("Customer") a non-exclusive, non-transferable license to use the Software solely in accordance with the terms of this Agreement. For the purposes of

I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT

PURCHASE | PRODUCTS | PARTNERS | DOCS | SUPPORT | COMPANY

Copyright(C) 2003 - 2001 by Copernicus Business Systems, LLC.

Update Reset

9. Accept the license agreement here

10. Press the Update button to save



## Module Upgrading

Copernicus publishes updates to its modules when there are significant feature enhancements. Copernicus also publishes upgrades to its modules for clients who are moving from uncompiled Miva Merchant to compiled Miva Merchant. Both updates and upgrades are added to the storefront in the same way. Once you have saved the update or upgrade to your local hard drive, please follow these instructions to add them to your storefront.

### Domain Module Upgrading

1. Go to the Miva admin. (*admin.mv*)
2. Open the **Modules** branch
3. Click on **CBS - Search Friendly Store Map** module
4. Click on the **Files** link in the content area of the screen

**4. Click on the Files link**

**Edit Module: CBS - Search-Friendly Store Map**

Information [Files](#)

<b>Type of Module:</b>	Store Utility
<b>Code:</b>	CBS-UTILMAP
<b>Name:</b>	CBS - Search-Friendly Store Map
<b>Provider:</b>	Copernicus Business Systems, LLC -- <a href="http://www.cbstech.com/">http://www.cbstech.com/</a>
<b>Version:</b>	4.00
<b>Usage Count (Number of Stores):</b>	1
	<input checked="" type="checkbox"/> Active



5. Click the **Upload** graphic button

**5. Click on the Upload button**

Information Files

Module: modules/util/store\_map.mv

Update Delete Reset

6. The Upload file PopUp box will appear. Check the **Overwrite** box so that the updated module will overwrite the old version.

Upload File

Overwrite

File:  Browse

Upload Cancel

**7. Click the Browse button to find the file.**

**6. Check the Overwrite checkbox**

**8. Press the Upload button**

7. Enter the filename of the module (store\_map.mv) on your local drive or use **Browse** to find the file.
8. Press the **Upload** button this will take you back to the “Files” screen.



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9. Press the **Update** button and you are finished!

**9. Press the Update button**

Edit Module: CBS - Search-Friendly Store Map

[Information](#) [Files](#)

Module:



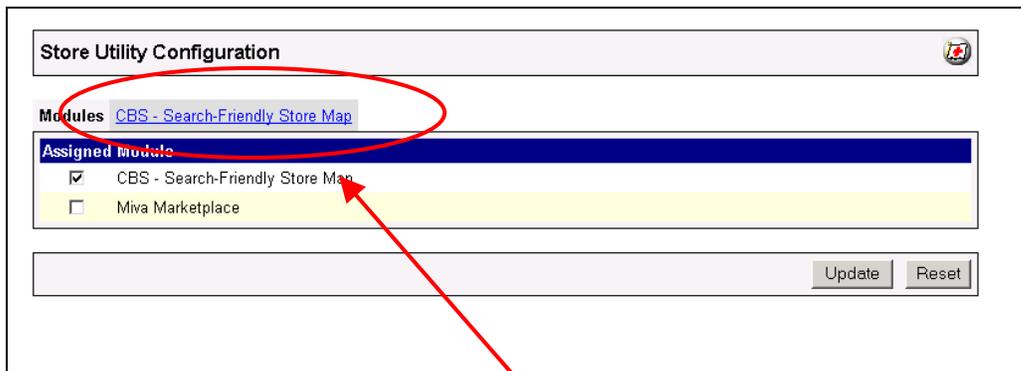
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## Module Usage

### Module Configuration

Once you have installed the Search Friendly Store Map, you'll want to generate a new Store Map. The administrative interface for this module is located in the Utilities section of the Miva admin. To get there follow these steps:

1. Go to the Miva admin (admin.mv)
2. Click the arrow next to **Stores**. This will open up all of the stores you have in this domain.
3. Click on the arrow next to the name of the store in which you have installed this module.
4. Click on the link "Utilities" and in the content area of the Miva admin you can confirm that the Search Friendly Store Map is indeed installed and ready for use. It will look similar to the picture below.



**4. Click on the tab to configure the module**



## CBS-Search Friendly Store Map Tab – Map Configuration

The options for configuring the map are described below. The store map can be tailored to match the look and feel of your store by using HTML in various sections of the map.

### Store Map Preferences:

The screenshot displays the configuration page for the CBS - Search-Friendly Store Map (v4.59). The page title is "Store Map". The "Hide SB21 Style Hidden Categories" and "Hide CBS Style Non-Clickable Parent Categories" options are set to "Yes". The "Link Rewriting Format" is set to "page=ST/SC/ST/PR". The "Number of Columns (Categories)" and "Number of Columns (Products)" are both set to "2". The "Divide store map into files of approximate size" option is currently unchecked.

- 1. Page Title:** This is the value of the HTML TITLE tag for your static HTML store map. Configuring this title is *very important* with respect to search engine positioning. Use a title that accurately describes your store content and contains key words that customers will use to search for you in search engines.
- 2. Hide SB21 Style Hidden Categories:** If you use any module that “hides” categories from the standard category tree using the SB21 style “hidden categories” (ie: category code begins with an underscore), then select “Yes”. Any category code that begins with an underscore will be omitted from the Store Map.
- 3. Hide CBS Style Non-Clickable Parent Categories:** If you use the Copernicus Cascading PopUp! Menu System, certain categories can be made “non-clickable” in the category popup tree by prefixing the category code with three dashes (---). Enabling this option will omit categories from the Store Map that are set as non-clickable in the CMA menu system.



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4. **Link Rewriting Format:** There are three link formats that can be used when generating the store map. In the following example links, it is presumed that your store code is “ST1”, a category exists in your store with the code “CAT1”, and a product exists within your store with the code PRD1.

- a. **Standard Links (Option “Standard Links”):** All links in the Store Map will adhere to the “normal” Miva Merchant link specification. When using this mode, neither OpenUI nor the sister module “Search Friendly Links” are required. Links will look like the following:

```
http://www.yourstore.com/pathto/merchant.mv?Store=ST1&Screen=PROD&Category_Code=CAT1&Product_Code=PROD1
```

- b. **Search Friendly Links (Option “page=ST/SC/CT/PR”) – default:** All links in the Store Map will adhere to the “Search Friendly Links” standard defined by the sister module “Search Friendly Links”. The sister module and OpenUI are required when using this format. Links will look like the following:

```
http://www.yourstore.com/pathto/merchant.mv?page=ST1/PROD/CAT1/PROD1
```

- c. **Static HTML Links with URL Rewriting (Option “/page/ST/SC/CT/PR”):** All links will be “static HTML directory” style links. Search engines will interpret these links as if they point to a static HTML page (index.html) within the named directory. *This should provide optimal search engine optimization performance*, since the engines will consider all links to be links to static html pages. In order to use this method, you **must** have OpenUI installed, use the Search Friendly Links module, and be able to apply “Apache-style .htaccess mod\_rewrite” rules on your server. A sample .htaccess file for Apache is provided below. Users of IIS should consult the IIS documentation or procure a third-party product to perform Apache-style URL rewriting. Links will look like the following:

```
http://www.yourstore.com/page/ST1/PROD/CAT/PROD1
```

In order to use this link style, the following lines should be added to a file called “.htaccess” in the root web (HTML) directory of your web site. This rewrite rule will take the “directory” link and rewrite the request to meet the Search Friendly Link style on-the-fly as requests come in. Search engines will only see the static link, not the rewritten link as this process is handled within your web server.

```
RewriteEngine On
RewriteCond %{REQUEST_URI} !-s
RewriteRule ^page/(.*) /Merchant2/merchant.mv?page=$1
```

**Note:** If you are using Miva Merchant 4.14 or above (compiled Miva Merchant) you should change the .mv in the third line to .mvc. Also, if your Miva Merchant installation is in a different directory (ie: not /Merchant2/) you may need to modify the path in the third line to match that of your Miva Merchant installation.



5. **Number of Columns (Categories):** The category listing within the store map can be divided into several columns. Specify the number of columns here.
6. **Number of Columns (Products):** The product listing within the store map can be divided into several columns. Specify the number of columns here.
7. **Divide Store Map into Approximate Size:** In the first box (before the “k”), place the number of kilobytes you want each page of the store map to approximately be. Typically you will want to make this number equal to or less than 100. This will break the storemap into pages of this size (approximately) thus making it easier for the search engines to digest. Also, be sure to check the box on this line as that will turn this function on.

### HTML Settings for the Store Map:

The picture below illustrates various HTML sections of the store map that can be tailored to help match the look of the Store Map to the look of your Miva Merchant site:

<b>Head Content (Meta Tags, etc.):</b>
<pre>&lt;META KEYWORDS="online store"&gt;&lt;META DESCRIPTION="Store Map"&gt;</pre>
<b>Store Map Global Header:</b>
<pre>Welcome to the Store Map. Please select a product or category below.&lt;center&gt;</pre>
<b>Store Map Global Footer:</b>
<pre>Copyright (c) 2003&lt;/center&gt;</pre>
<b>Categories Header:</b>
<pre>&lt;br&gt;Please select a category:&lt;br&gt;</pre>



- 
1. **Head Content (Meta Tags, etc.):** The HTML in this box is included within the HEAD content of the Store Map html page. This section is commonly used to include META TAGS or other HTML HEAD content.
  2. **Store Map Global Header:** The HTML in this box defines the global header of your store map which appears at the top of your Store Map page. This section is commonly used to include images or content to match the look and feel of your web site.
  3. **Store Map Global Footer:** The HTML in this box defines the global footer of your store map which appears at the very end of the Store Map HTML page. This section is commonly used to add copyright information and additional links to the major sections in your web site.
  4. **Categories Header:** The HTML in this box is included just prior to the list of categories in your store.
  5. **Categories Footer:** The HTML in this box is included just after the list of categories in your store.
  6. **Products Header:** The HTML in this box is included just prior to the list of products in your store.
  7. **Products Footer:** The HTML in this box is included just after the list of products in your store.

While the primary purpose of the Store Map product is to provide the search engines with a single list of links to all products and categories within your store, it will not be uncommon that your customers will be sent directly to this page from search engines. This page alone will provide most stores with an improved ranking, and will be listed in the major search engines.

Therefore, you should use the provided HTML sections to make the Store Map also suitable for “human consumption”. This may be the first page that your customers see after finding you in a search engine. Most successful implementations of the Store Map include links and images in the Store Map Global Header to provide the look of a “splash page” with easy links to enter the store.

*Note: Please consult your hosting provider to determine if you can use the URL rewriting methods described above.*



## Generating Your Store Map

Once you have configured how the map will look and the type of links it will utilize once it is generated, you'll need to generate the Store Map. To generate a Store Map follow these instructions:

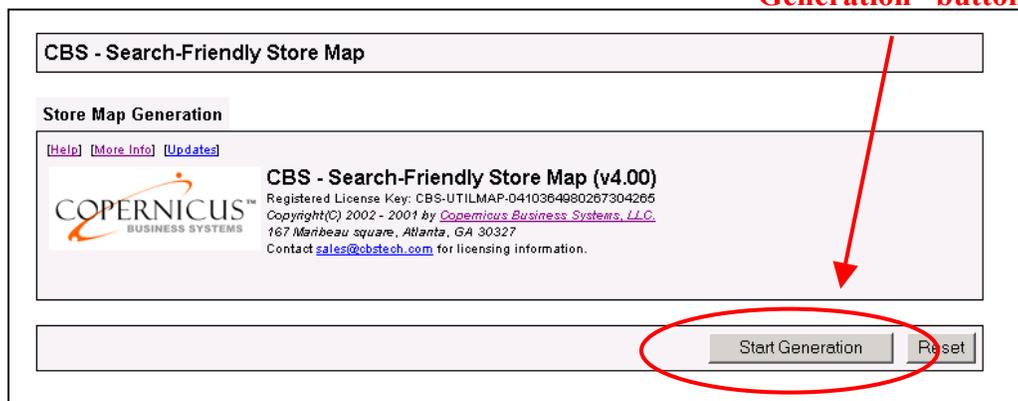
1. Go to the Miva admin (admin.mv)
2. Click the arrow next to **Stores**. This will open up all of the stores you have in this domain.
3. Click on the arrow next to the name of the store in which you have installed this module.
4. Click on the arrow next to the "Utilities" link and the arrow will open up and display other links as show below.
5. Click on the "Generate StoreMap" link



**5. Click on the Generate StoreMap link**

6. In the content section of the Miva admin, you will see the following information. Click on the "Start Generation" button. This will generate your Store Map.

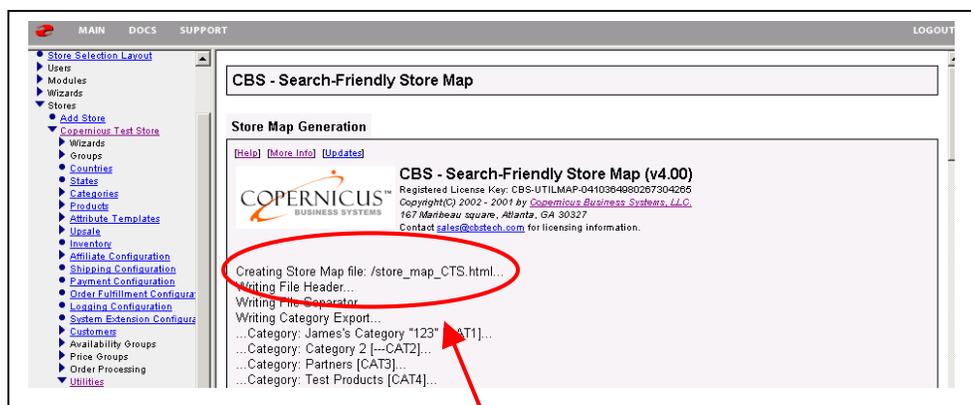
**6. Click on the "Start Generation" button**





7. The Store Map generation page may refresh several times during store map generation, depending on the number of categories and products in your store, as well as the current setting of the “global timeout” of your server. Do not interrupt the process; instead, wait until the page no longer refreshes automatically.

Once your Store Map has been generated you will see a screen similar to this one. This is the results page of your Store Map generation. The first line of output generated by the module is the name of your Store Map. The next topic in this instruction manual describes how you can view the Store Map outside of the module.



**The name of your Store Map can be found right here.**

***Note: Many search engines will only catalog the first 100k of a document. If your generated store map page is larger than this, you should break the page into multiple HTML files, and include links to each of them in your store front, home page, and also within each individual store map page you have created. This module will not separate the files; instead you must do so manually. Any HTML editor can be used to break the page into multiple pages.***



## Viewing Your Store Map

1. Once you have generated your Store Map (see instructions above) the map is placed in the root of your “httpdocs” directory on your web server\*. FTP into your site and you will find the generated Store Map in the main (root) directory.
2. The filename of the Store Map will be in the following format:  
http://www.yourdomain.com/store\_map\_xyz.html, where xyz is replaced with the store code. When you generate the Store Map, the module will display this name, also (see instructions above).
3. To find your store code, go to the Miva admin and click on the store in which you installed this module. When you click on the store name, information about the store shows up in the content section of the admin. The store code is listed in this screen as displayed below.

The screenshot shows the Miva admin interface for editing a store. The page title is "Edit Store: Copernicus Test Store". The left sidebar contains a navigation menu with options like Refresh, Main, Domain Settings, Store Selection Layout, Users, Modules, Wizards, Stores, Add Store, Copernicus Test Store, Utilities, Switch to Simple Administration, About Miva Merchant, and Logout. The main content area has a table of links for various settings: Identification, Owner, Settings, Order Minimums, Customer Fields, State Based Sa, Colors, Fonts, Images, Page Sections, Product List Layout, Search Layout, Head/Body Tag Settings, Navigation Bar Settings, and <Select One> S. Below this is a section for Customer Accounts. At the bottom, there are three fields: Manager (admin), Store Code (CTS), and Store Name (Copernicus Test Store). The Store Code field is circled in red, and a red arrow points to it from the text "3. Your store code is located here".

**3. Your store code is located here**

*\*Note: The map is first generated in the mivadata directory and then transferred to your html directory. If your store map is not immediately accessible using a web browser via the URL as described above, it is possible that your server permissions have prevented the module from copying the map from the mivadata directory to the html directory. If this is the case you will have to transfer the map to your html directory via FTP manually.*



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### **Some Store Map Tips:**

1. It is best to include a link to this Store Map in your home page and/or from within your Miva Merchant storefront. Then search engine spiders can find it easily and, if needed, customers can refer to it as a Site Layout map. Search engines sometimes give higher preference to links from Images, so linking from an image on your home page may produce better results.
2. You may want to edit the HTML sections of the Store Map to make it look like a site entry page or a “splash” page.” For instance, you can add a nice header or “live” image or link in the Store Map so that when a customer clicks on it, it takes them directly into the storefront. Therefore, when search engines find this map and send visitors to it, it looks appealing to the customer. You can do this using your favorite HTML editor and then FTP the modified Store Map back into the root of your “htdocs” directory on your web server.



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## Updating Your Store Map

If you make changes to the products or categories in your Miva Merchant Product Tree or Category Tree, you will want to update your Store Map so that it reflects those changes. To update your Store Map, follow the instructions above titled “Generate Store Map.” Once you have generated a new Store Map, you do **not** need to refresh the links that you have on your website to the Store Map since this map replaces the original Store Map. If you made any modifications to the Store Map to make it more presentable, you will need to add those modifications back to the re-generated Store Map.



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