



SIMPLE BLOG

Easily add and manage blog posts on your PrestaShop website

A product of PrestaHero

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I. INTRODUCTION

Simple Blog is a **free PrestaShop blog module** that helps you easily add and manage blog posts on your PrestaShop website.

***Simple Blog** is compatible with PrestaShop 1.7.x – 8.x

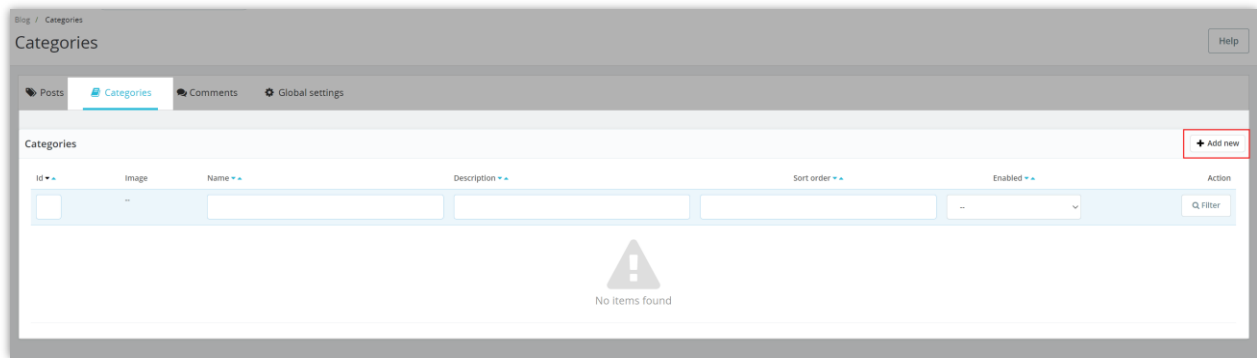
II. INSTALLATION

- Navigate to "**Modules / Modules Manager**" > click on "**Upload a module / Select file**".
- Select the module file "**ets_blog.zip**" from your computer then click on "**Open**" to install.
- Click on "**Configure**" button of the module you just installed to open the module's configuration page.

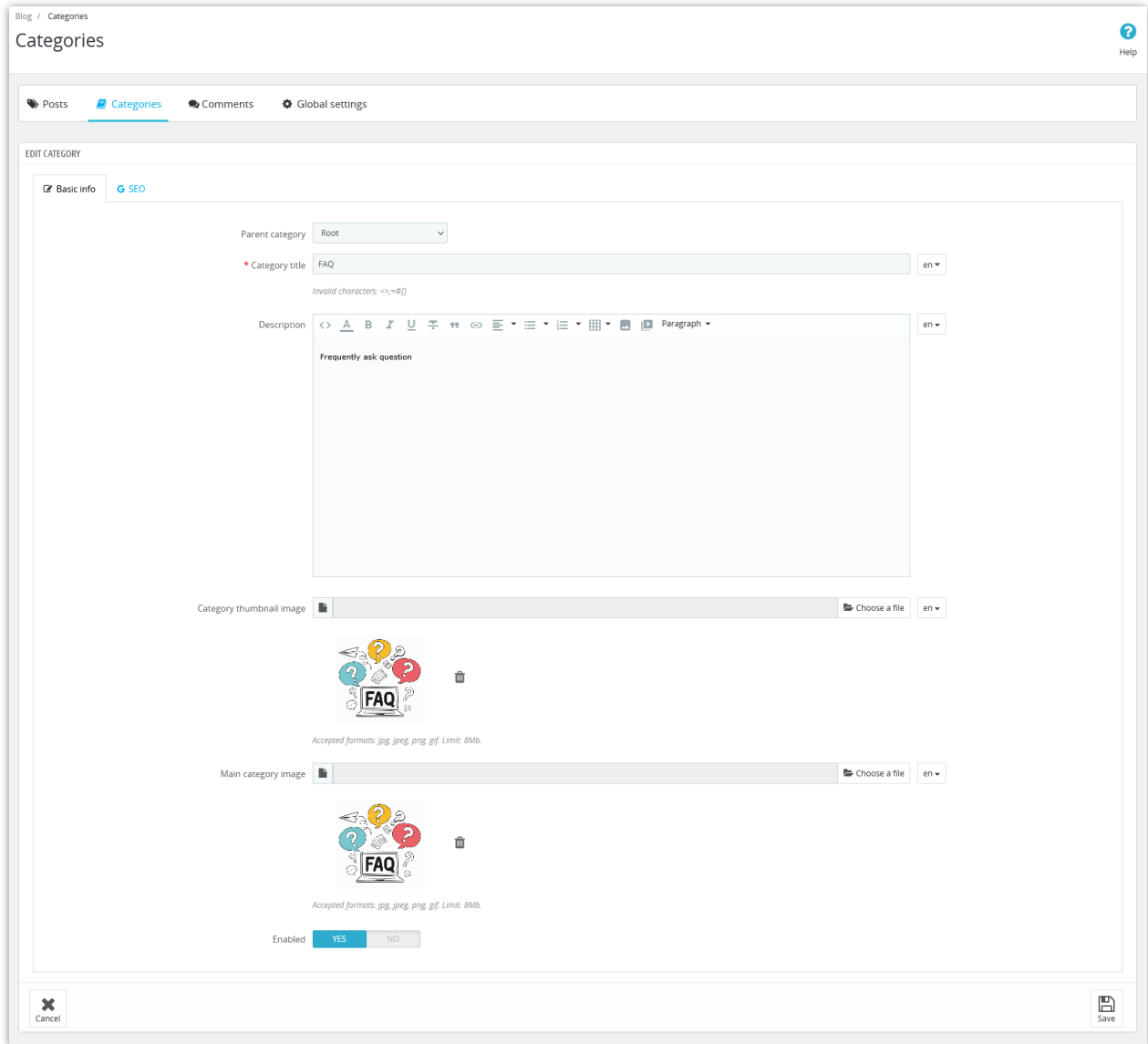
III. CONFIGURATION

1. Categories

To start adding a blog post to the website, you need to create categories first. Now, navigate to the "**Categories**" page to start adding a new category.



- Click on the **"Add new"** button
- On the **"Basic info"** tab, fill in the Category title and Category description (fields marked with "*" are required fields)
- Upload category thumbnail image and main category image
- Enable this category and **"Save"**



On the "**SEO**" tab, you can create *meta title*, *meta description*, *meta keyword*, *friendly URL* to optimize this category.

Blog / Categories

Categories

Posts Categories Comments Global settings

EDIT CATEGORY

Basic info SEO

Meta title en ▾

Meta description en ▾

Should contain your focus keyword and be attractive. Meta description should be less than 300 characters.

Meta keywords Add tag en ▾

Enter your focus keyword and minor keywords

Url alias faq en ▾

Should be as short as possible and contain your focus keyword

Cancel Save




The category you just added will be listed on the category configuration page for easy management. You can search, filter, or edit these categories whenever you want.

Blog / Categories

Categories

Posts Categories Comments Global settings

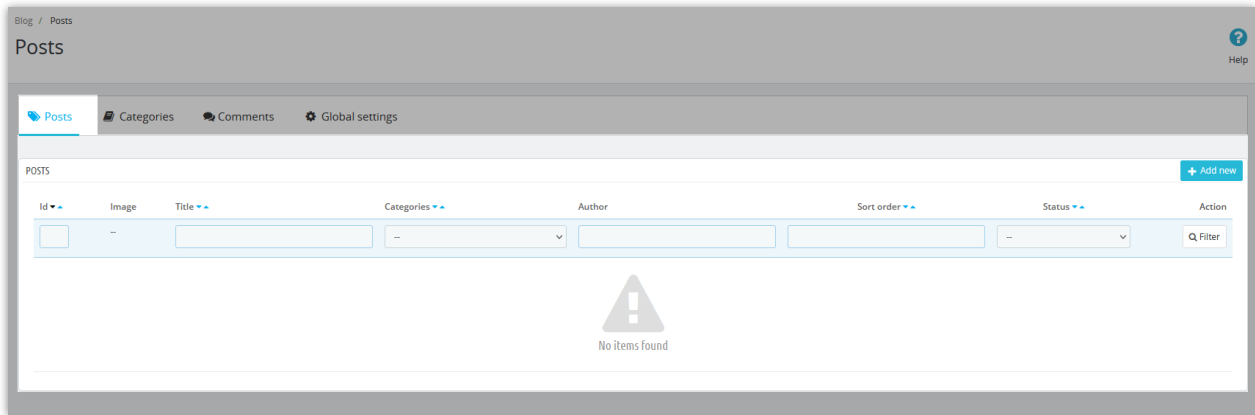
CATEGORIES 4 + Add new

Id ▾	Image	Name ▾	Description ▾	Sort order ▾	Enabled ▾	Action
1	--	Default category	--	1	✓	Edit
2		FAQ	Frequently Ask Question	2	✓	Edit
3		Events	Events that take place at the store	3	✓	Edit
4		Tips and Tutorial	--	4	✓	Edit

Showing 1 to 4 of 4 (1 Pages)

2. Posts

After having categories, you can start adding your blog posts. Navigate to the "**Posts**" page, on the "**Basic content**" tab, click on the "**Add new**" button.



- Enter the required fields. The module supports creating blog posts with different types of content: *text*, *images*, *videos*, etc. You also can customize the text with various formats. Besides, you are allowed to create a short description for your blog to summarize the content and display it on the blog listing page so that the visitor can get an overview of the main content of that blog post.

Blog / Posts

Posts

Posts Categories Comments Global settings

EDIT POST

Basic content SEO

* Post title: E-Commerce shipping and logistics strategy. en

* Short description: Shipping and logistics are the powers of business success. Let's learn and apply useful e-commerce shipping and logistics strategies with us! en

Short description is displayed in post listing pages

* Post content: E-Commerce enterprises are primarily selling physical products. And for this industry, **shipping and logistics** are the powers of business success. Why did I say that? Think back to the times you shopped online. In addition to product quality and price, what do you care about? Is it the shipping cost, the shipping time, even the worry about the shipping process? Surely the common mentality of online shoppers is to expect to receive the product as soon as possible, the shipping process is fast and safe, and especially the shipping cost is reasonable. If you have grasped this psychology of customers, then why don't you boost your sales by improving your online store delivery? Fulfill your online store's physical delivery capabilities with new technologies and solutions!

Post content is displayed in post detail page (single page).

* Post thumbnail: Choose a file en

Accepted formats: jpg, jpeg, png, gif. Limit: 8MB. Post thumbnail image is required. You should adjust your image to the recommended size before uploading it.

Blog post main image: Choose a file en

Accepted formats: jpg, jpeg, png, gif. Limit: 8MB.

* Post categories:

Default category	Main category
<input type="checkbox"/> Default category	<input type="radio"/>
<input type="checkbox"/> FAQ	<input type="radio"/>
<input type="checkbox"/> Events	<input type="radio"/>
<input checked="" type="checkbox"/> Tips and Tutorial	<input checked="" type="radio"/>

Published: YES NO

Cancel Save

- Upload post thumbnail, blog post main image
- Choose a category for this post.
- Enable the **“Published”** button and **“Save”**

Blog / Posts

Posts

Posts Categories Comments Global settings

EDIT POST

Basic content **SEO**

* Post title E-Commerce shipping and logistics strategy en


* Short description **Shipping and logistics** are the powers of business success. Let's learn and apply useful e-commerce shipping and logistics strategies with us! en

Short description is displayed in post listing pages

* Post content E-Commerce enterprises are primarily selling physical products. And for this industry, **shipping and logistics** are the powers of business success. Why did I say that? Think back to the times you shopped online. In addition to product quality and price, what do you care about? Is it the shipping cost, the shipping time, even the worry about the shipping process? Surely the common mentality of online shoppers is to expect to receive the product as soon as possible, the shipping process is fast and safe, and especially the shipping cost is reasonable. If you have grasped this psychology of customers, then why don't you boost your sales by improving your online store delivery? Fulfill your online store's physical delivery capabilities with new technologies and solutions!


Post content is displayed in post detail page (single page).

* Post thumbnail Choose a file en



Accepted formats: jpg, jpeg, png, gif. Limit: 8Mb. Post thumbnail image is required. You should adjust your image to the recommended size before uploading it.

Blog post main image Choose a file en



Accepted formats: jpg, jpeg, png, gif. Limit: 8Mb.

* Post categories

	Main category
<input type="checkbox"/> Default category	<input type="radio"/>
<input type="checkbox"/> FAQ	<input type="radio"/>
<input type="checkbox"/> Events	<input type="radio"/>
<input checked="" type="checkbox"/> Tips and Tutorial	<input checked="" type="radio"/>

Published **YES** NO

Cancel Save

Move to the "**SEO**" tab. Here you can add meta keyword(s), create meta title, meta description, and friendly URL to optimize SEO for this post.

Blog / Posts

Posts

Posts Categories Comments Global settings

EDIT POST

Basic content SEO

Meta title: E-Commerce shipping and logistics strategy. en

Should contain your focus keyword and be attractive

Meta description: Shipping and logistics are important factors to consider in the sales process. Let's learn and apply useful e-commerce shipping and logistics strategies in this article! en

Should contain your focus keyword and be attractive. Meta description should be less than 300 characters.

Meta keywords: shipping and logistics Add tag en

Enter your focus keyword and minor keywords

* Url alias: e-commerce-shipping-and-logistics-strategy en

Should be as short as possible and contain your focus keyword

Cancel Save

Save all the content you've added. The post will be listed on the posts configuration page; click on **"Edit"** next to the blog post if you want to customize any content, click **"View post"** to see how the blog you have just added displayed on the front office.

Blog / Posts

Posts

Updated successfully View post

Posts Categories Comments (1) Global settings

POSTS 6 Add new

Id	Image	Title	Categories	Author	Sort order	Status	Action
6		Boost sales with a discount promotion and how it impacts the customer experience	Tips and Tutorial	July Test	6	✓	Edit
5		Benefit of using Social Login for Ecommerce	Tips and Tutorial	July Test	5	✓	Edit
4		How to purchase an item on PrestaHero?	FAQ	July Test	4	✓	Edit
3		How to transfer PrestaHero's module license?	FAQ	July Test	3	✓	Edit
2		THANKSGIVING - BLACK FRIDAY! 15% off all modules on PrestaHero!	Events	July Test	2	✓	Edit
1		E-Commerce shipping and logistics strategy.	Tips and Tutorial	July Test	1	✓	Edit


Showing 1 to 6 of 6 (1 Pages)

Contact us English Currency: USD \$ Sign in Cart (0)

my store All categories Search...

HOME

LATEST POSTS



E-Commerce shipping and logistics strategy.

Shipping and logistics are the powers of business success. Let's learn and apply useful e-commerce shipping and...

[Read more](#)

[VIEW ALL LATEST POSTS](#)

BLOG CATEGORIES

- > FAQ (0)
- > Events (0)
- > Tips and Tutorial (1)


[VIEW ALL CATEGORIES](#)

SEARCH IN BLOG

ARCHIVED POSTS

Posted in 2021 (1)

- December (1)



E-COMMERCE SHIPPING AND LOGISTICS STRATEGY.


12/08/2021 By July Test

E-Commerce enterprises are primarily selling physical products. And for this industry, **shipping and logistics** are the powers of business success.

Why did I say that? Think back to the times you shopped online. In addition to product quality and price, what do you care about? Is it the shipping cost, the shipping time, even the worry about the shipping process?

Surely the common mentality of online shoppers is to expect to receive the product as soon as possible, the shipping process is fast and safe, and especially the shipping cost is reasonable.

If you have grasped this psychology of customers, then why don't you boost your sales by improving your online store delivery? Fulfill your online store's physical delivery capabilities with new technologies and solutions!



Visitors can find your blog posts from the blog post list on the Homepage:











SAMPLE 1

EXCEPTEUR OCCAECAT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique in tortor et dignissim. Quisque non tempor leo. Maecenas egestas sem elit

POPULAR PRODUCTS

 <p>-20%</p> <p>Hummingbird Printed T-shirt</p> <p>\$31.81 \$25.45 Sold: 6</p>	 <p>-20%</p> <p>Hummingbird Printed Sweater</p> <p>\$43.44 \$34.75 Sold: 12</p>	 <p>The Best Is Yet To Come'...</p> <p>\$38.60 Sold: 32</p>	 <p>The Adventure Begins Framed...</p> <p>\$38.60 Sold: 20</p>
 <p>Today Is A Good Day Framed...</p> <p>\$38.60 Sold: 27</p>	 <p>Mug The Best Is Yet To Come</p> <p>\$14.40 Sold: 8</p>	 <p>Mug The Adventure Begins</p> <p>\$14.40 Sold: 1</p>	 <p>Mug Today Is A Good Day</p> <p>\$14.40 Sold: 4</p>

[All products >](#)

20% OFF ON CLOTHES

[SEE MORE](#)

CUSTOM TEXT BLOCK

Lorem ipsum dolor sit amet conse ctetu

Sit amet conse ctetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

LATEST POSTS



E-COMMERCE SHIPPING AND LOGISTICS STRATEGY.

Shipping and logistics are the powers of business success. Let's learn and apply useful e-commerce shipping and...

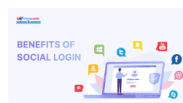
[Read more](#)



BOOST SALES WITH A DISCOUNT PROMOTION AND HOW IT IMPACTS THE CUSTOMER EXPERIENCE

Let's learn more detail about types of sales promotions, their benefits, and how to boost sales with a discount...

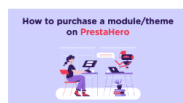
[Read more](#)



BENEFIT OF USING SOCIAL LOGIN FOR ECOMMERCE

It is extremely wise for an e-commerce website to have a social login feature that brings many benefits to both...

[Read more](#)



HOW TO PURCHASE AN ITEM ON PRESTAHERO?

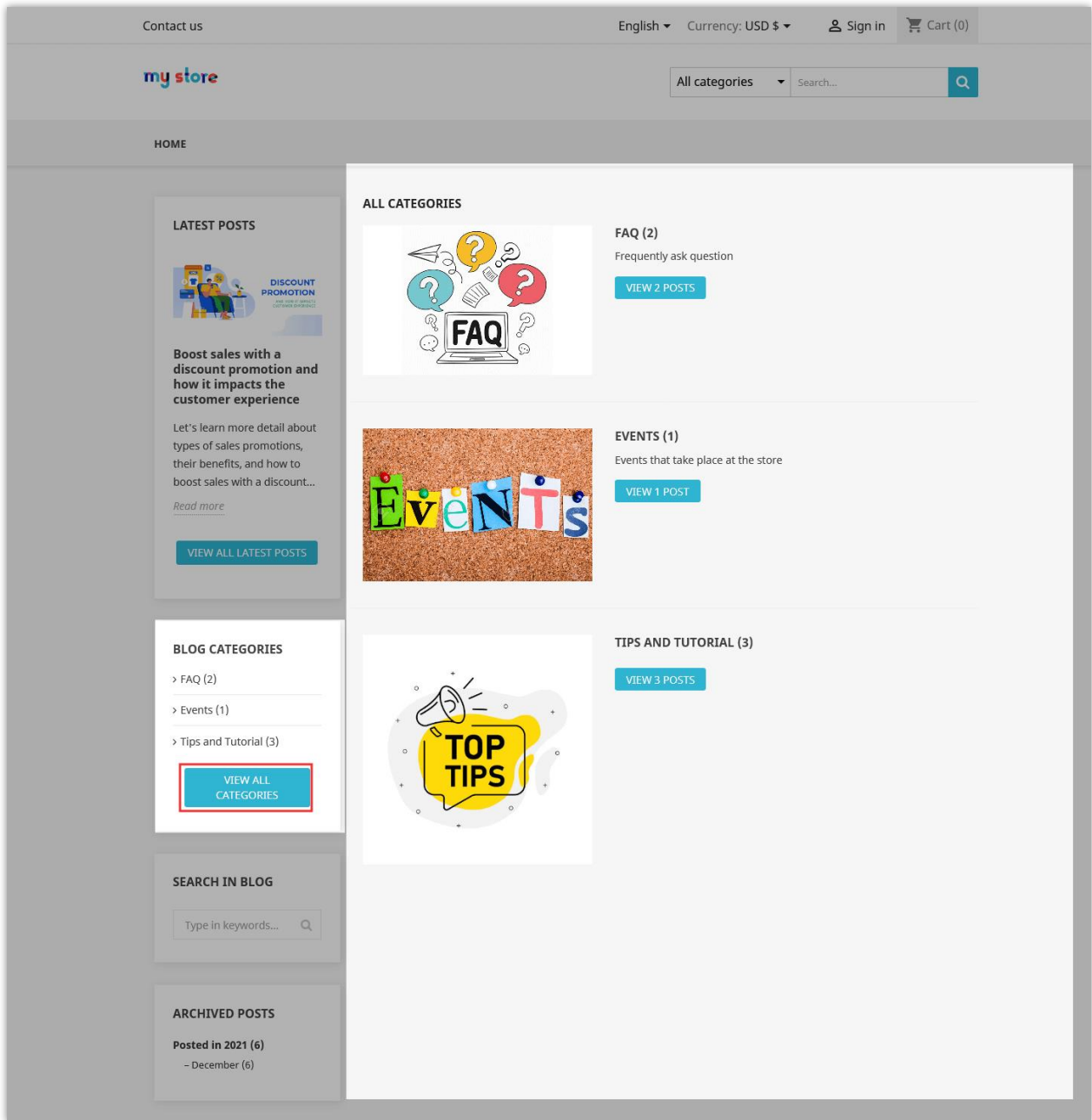
To make your purchase and payment process easier, in this article, we will guide you on how to pay on PrestaHero...

[Read more](#)

When you click on a specific blog post or a product category you will see the blog post category on the sidebar. From there, they can easily navigate to blog categories or find the blog posts they want.



Click on “**VIEW ALL CATEGORIES**” to open the category list:



3. Comment

Customers can leave their comments on the blog post, and the related posts (posts in the same category) will be listed under the comment block.

LEAVE A COMMENT

Name

Email

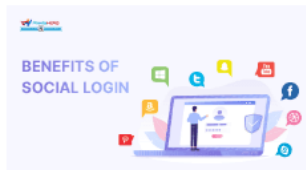
Subject

Comment

Rating: ★★★★★

SUBMIT COMMENT

RELATED POSTS



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[Read more](#)

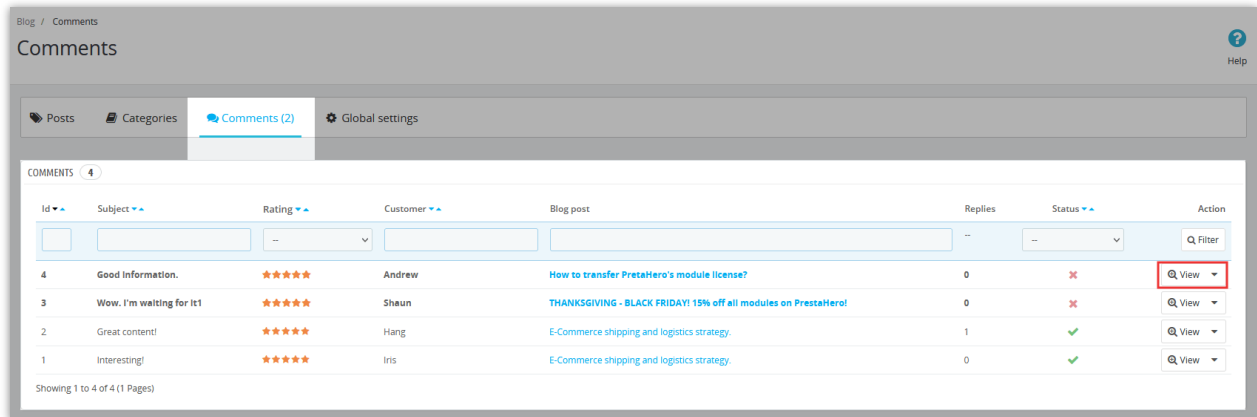


BOOST SALES WITH A DISCOUNT PROMOTION AND HOW IT IMPACTS THE CUSTOMER EXPERIENCE

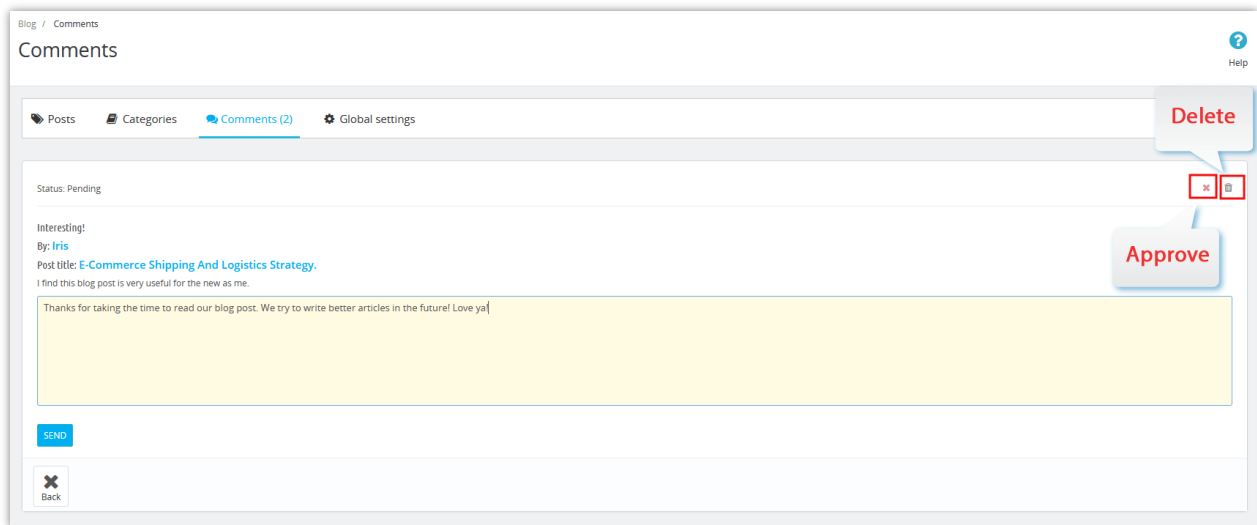
Let's learn more detail about types of sales promotions, their benefits, and how to boost sales with a discount...

[Read more](#)

Besides creating and managing the blog, the module also provides the function of managing comments in blog posts. Whenever there is a new comment from a blog post, the module will notify you. Navigate to the "**Comments**" page to view the blog's reviews. Unread comments will be bolded.



Click "**View**" to open the comment and reply to the customer. You also can approve the comment by clicking the "x" button at the top right corner of the tab, or delete the comment by clicking on the delete icon next to the button "x".



Besides, you can quickly change the comment status on the comment configuration list:

Blog / Comments

Comments

Posts Categories **Comments (2)** Global settings

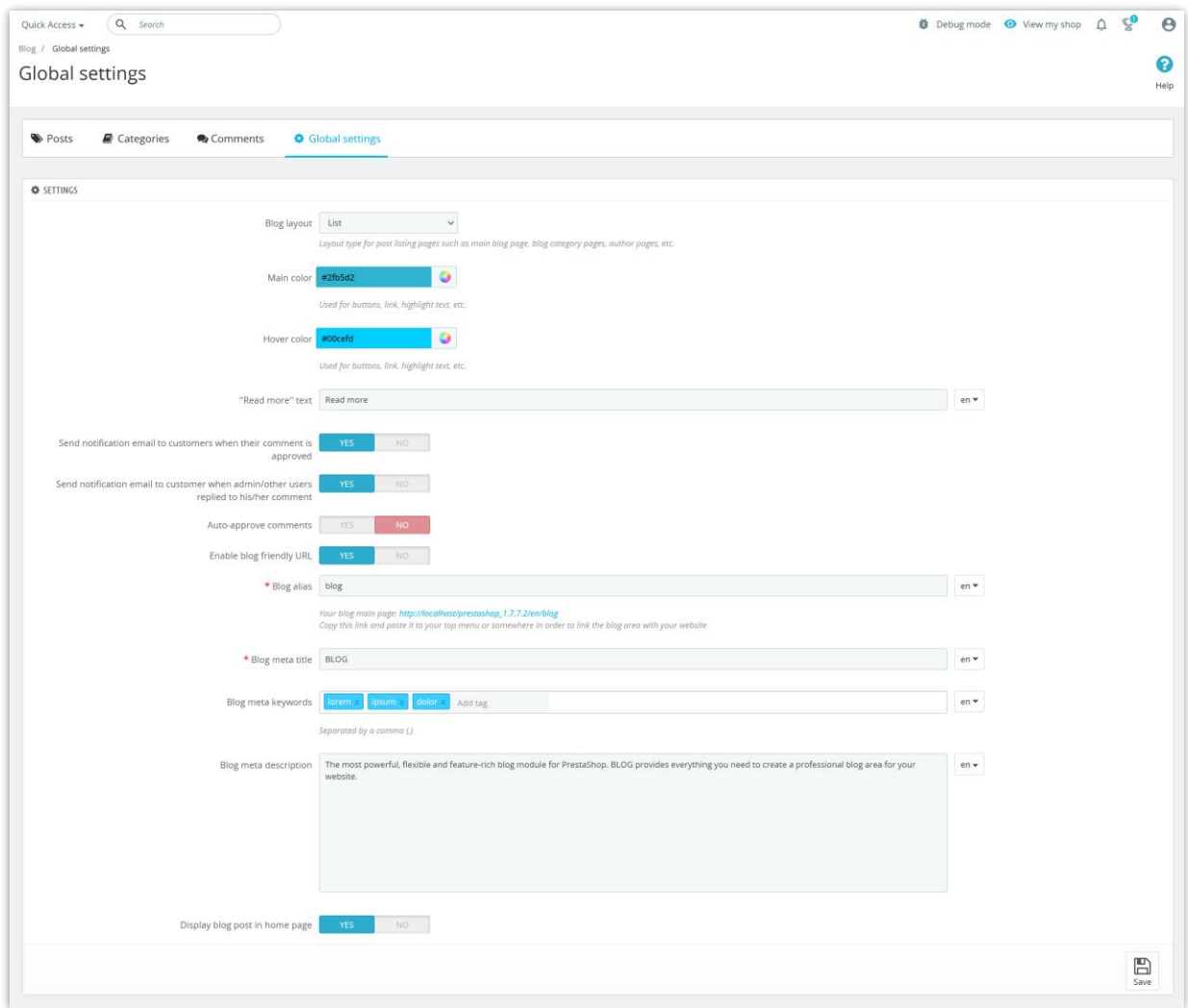
COMMENTS 4

Id	Subject	Rating	Customer	Blog post	Replies	Status	Action
4	Good information.	★★★★★	Andrew	How to transfer PrestaHero's module license?	0	✖	View
3	Wow. I'm waiting for it!	★★★★★	Shaun	THANKSGIVING - BLACK FRIDAY! 15% off all modules on PrestaHero!	0	✖	View
2	Great content!	★★★★★	Hang	E-Commerce shipping and logistics strategy.	1	✓	View
1	Interesting!	★★★★★	Iris	E-Commerce shipping and logistics strategy.	1	✓	View

Showing 1 to 4 of 4 (1 Pages)


4. Global settings

In this tab, you can set the settings for your blog as well as its appearance in the front office.



- The module support 2 types of blog post layout: *List or Grid*.
 - Displayed in list form:

LATEST POSTS



DISCOUNT PROMOTION AND HOW IT IMPACTS CUSTOMER EXPERIENCE

Boost sales with a discount promotion and how it impacts the customer experience

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[Read more](#)

[VIEW ALL LATEST POSTS](#)

BLOG CATEGORIES

- > FAQ (2)
- > Events (1)
- > Tips and Tutorial (3)

[VIEW ALL CATEGORIES](#)


SEARCH IN BLOG

ARCHIVED POSTS

Posted in 2021 (6)

- December (6)

LATEST POSTS




DISCOUNT PROMOTION AND HOW IT IMPACTS CUSTOMER EXPERIENCE

BOOST SALES WITH A DISCOUNT PROMOTION AND HOW IT IMPACTS THE CUSTOMER EXPERIENCE

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[Read more](#)

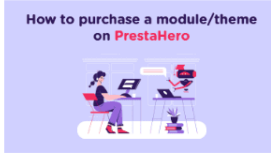


BENEFITS OF SOCIAL LOGIN

BENEFIT OF USING SOCIAL LOGIN FOR ECOMMERCE

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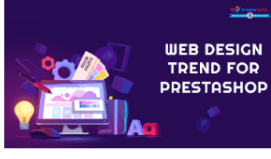


How to purchase a module/theme on PrestaHero

HOW TO PURCHASE AN ITEM ON PRESTAHERO?

To make your purchase and payment process easier; in this article, we will guide you on how to pay on PrestaHero specifically!

[Read more](#)




WEB DESIGN TREND FOR PRESTASHOP

HOW TO TRANSFER PRETAHERO'S MODULE LICENSE?

Today I will help you better understand PrestaHero's license and how to transfer it!

[Read more](#)




Thanksgiving - Black Friday!

THANKSGIVING - BLACK FRIDAY! 15% OFF ALL MODULES ON PRESTAHERO!

On the occasion of Thanksgiving and Black Friday approaching, 15% off site-wide from 15 - 29/11/2021.

[Read more](#)



LOGISTICS

E-COMMERCE SHIPPING AND LOGISTICS STRATEGY.

2 Comments ★★★★★(5.0)

Shipping and logistics are the powers of business success. Let's learn and apply useful e-commerce shipping and logistics strategies with us!

[Read more](#)

- Displayed in grid form:

LATEST POSTS



Boost sales with a discount promotion and how it impacts the customer experience

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[Read more](#)

[VIEW ALL LATEST POSTS](#)

BLOG CATEGORIES

> FAQ (2)

> Events (1)

> Tips and Tutorial (3)

[VIEW ALL CATEGORIES](#)

SEARCH IN BLOG

Type in keywords...

ARCHIVED POSTS

Posted in 2021 (6)

- December (6)

LATEST POSTS



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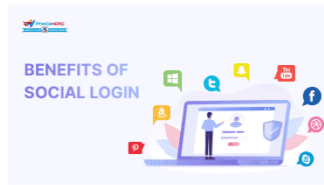
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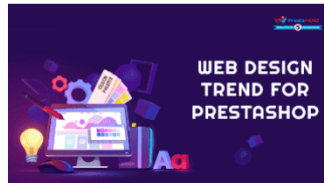


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E-COMMERCE SHIPPING AND LOGISTICS STRATEGY.

02 Comments ★★★★★(5.0)

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[Read more](#)

- You can customize the main color, hover color for the blog's elements such as *buttons*, *links*, *highlight text*, etc. "**Read more**" text can be customized in multiple languages as well.
- The module provides options: Send notification email to customers when their comment is approved and when admin/other users replied to their comment; auto-approve comments; etc. You can enable these options depending on your needs.

- You also can customize blog meta title, blog meta keywords, and blog meta description as you want.
- Enable "**Display blog post in home page**" if you want.

IV. THANK YOU

Thank you again for downloading our product and going through this documentation. We hope this document is helpful and efficient in the installation and usage of **Simple Blog** module. If you do have any questions for which the answer is not available in this document, please feel free to contact us.