

# **BLOG**

# The most powerful, flexible blog module for PrestaShop

A product of PrestaHero

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#### I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. But if you have any questions that are beyond the scope of this documentation, please feel free to contact us.

### \*Note:

All instruction screenshots are taken from PrestaShop 1.7, but installing and configuring this module on PrestaShop 1.6 is similar.

#### II. INTRODUCTION

Nowadays, with the burgeoning of e-commerce websites via open source platforms such as PrestaShop, more and more people start to construct their own online businesses. PrestaShop is currently used by 270,000 shops worldwide and allows users to customize store themes. It has more than 300 built-in features for managing product listing, payments, shipping, manufacturers, and suppliers.

It is undeniable that PrestaShop is convenient and effective, but there is a problem. You can only introduce and sell your products, reviewing or having a thorough analysis of them is impossible. It is scientifically proven that the review and PR articles strongly affect the success of any business – they directly stimulate customers to buy more items and keep their interest to maximize site visit time.

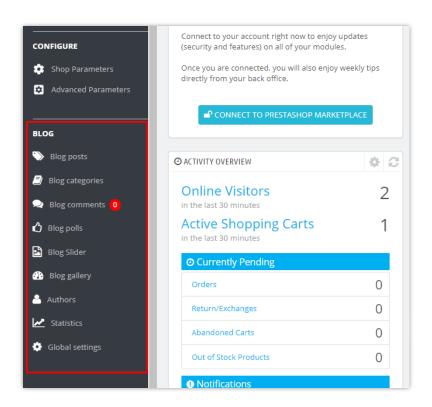
Understanding that important need, we spent a lot of time researching and developing "BLOG" - a PrestaShop module that helps you easily create and manage the article to meet the requirements above. We believe it will attract a large number of customers visiting your website.

<sup>\* &</sup>quot;BLOG" is compatible with PrestaShop 1.6.x, 1.7.x and PrestaShop 8.x

#### III. INSTALLATION

- Navigate to "Modules / Modules & Services", and click on "Upload a module /
   Select file"
- Select the module file "ybc\_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. You can also navigate to **BLOG** configuration page by browsing "Quick access" menu.

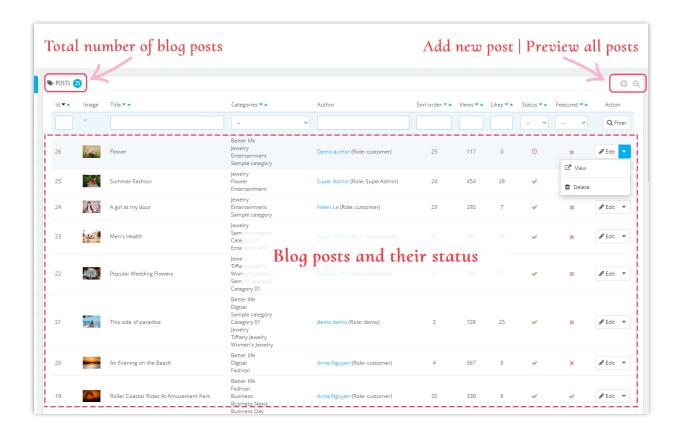


## IV. CONFIGURATION

## 1. Blog posts

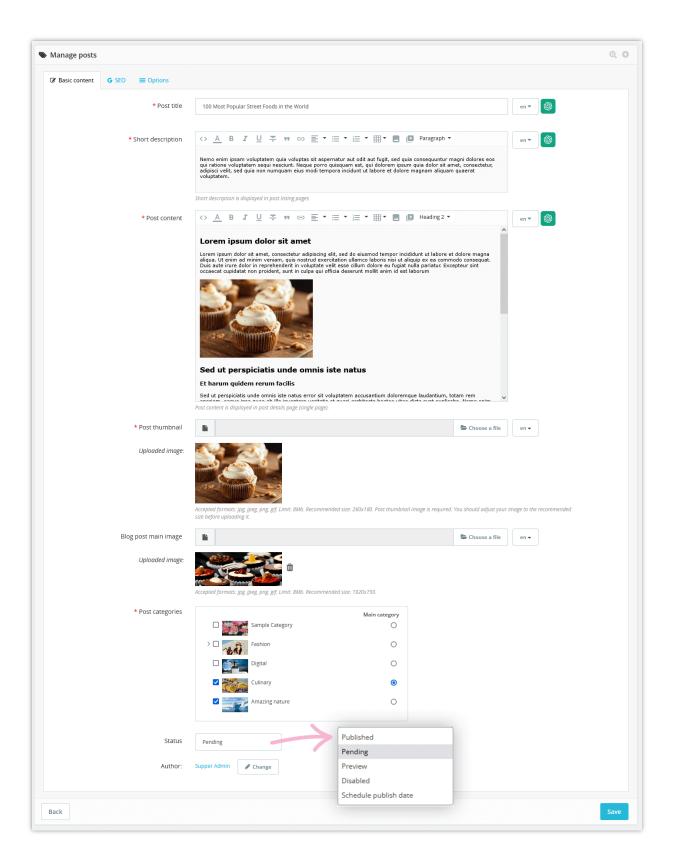
In this tab, you will see a list of all the posts created by you or your customers and post's status.

\*Note: on the following screenshots you will see demo data that we imported for demonstration purposes.

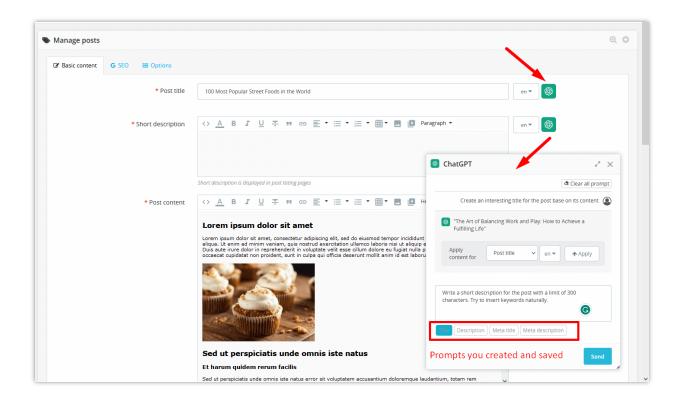


## Add a new blog post

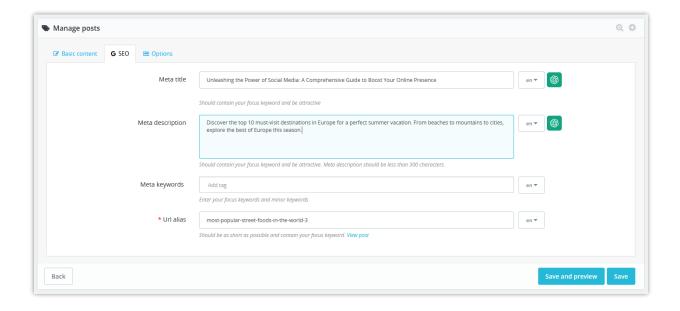
- Click on the "Add new" icon.
- Start filling in the forms. Every field with a red asterisk mark is compulsory.
- The module was integrated with ChatGPT, so you can easily create compelling blog posts. It will be an efficient tool to help you craft engaging titles, short descriptions, meta titles, meta descriptions, and blog post content easier than ever!



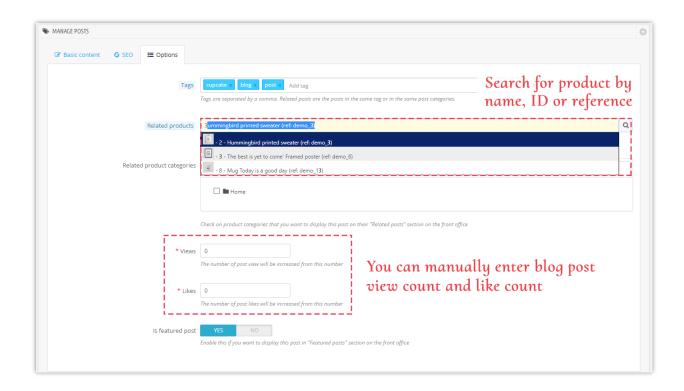
You can use prompts that you created and saved in the global settings to save time:



- ❖ **BLOG** module allows you to add post thumbnail and post main image for each available language on your website.
- Enter meta title, meta description, meta keywords, and URL alias for your blog post



Add blog post tags, related products, and related product categories, set the post as featured (if you want to).



## Related categories

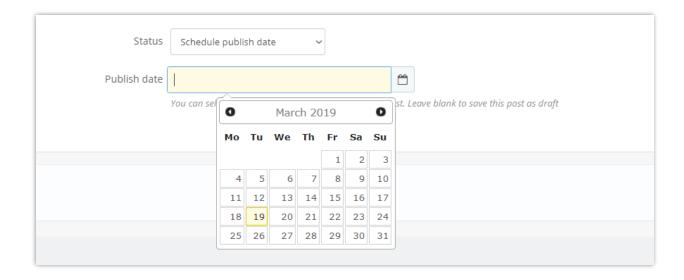
You can choose to display the product categories related to your post's content. Select related categories by checking the boxes next to their name.



#### ❖ Status

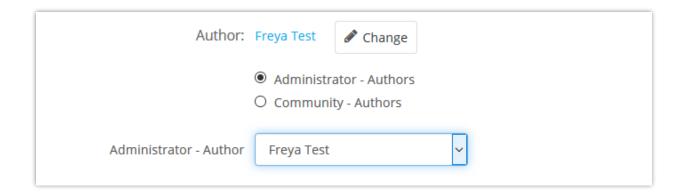
**BLOG** provides 4 statuses for a blog post: published, pending, draft/unpublished and schedule publish date.

To schedule a post for publication on a future time or date, select "Schedule publish date" and choose a day you want. You can also change the publish date to a date in the past to back-date posts.

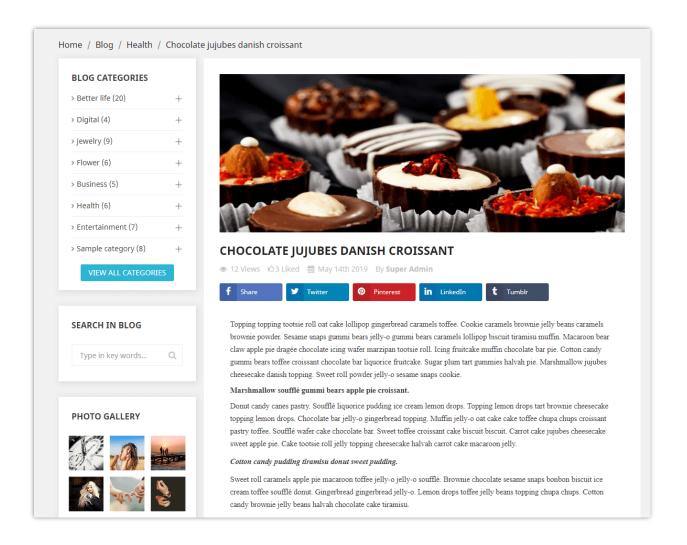


#### Author

After publish a post, you can change the author role between "Administrator author" and "Community author".



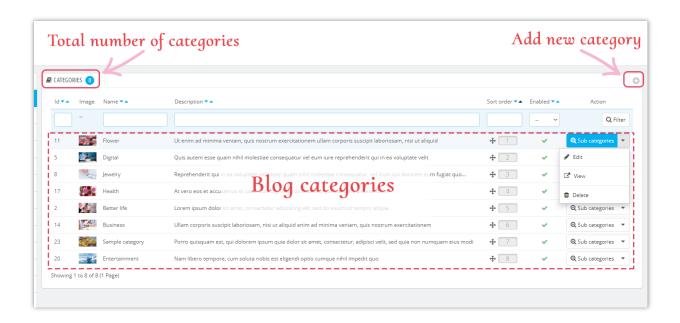
And we're done! Click "Preview blog posts" button to view your new blog post.



## 2. Blog categories

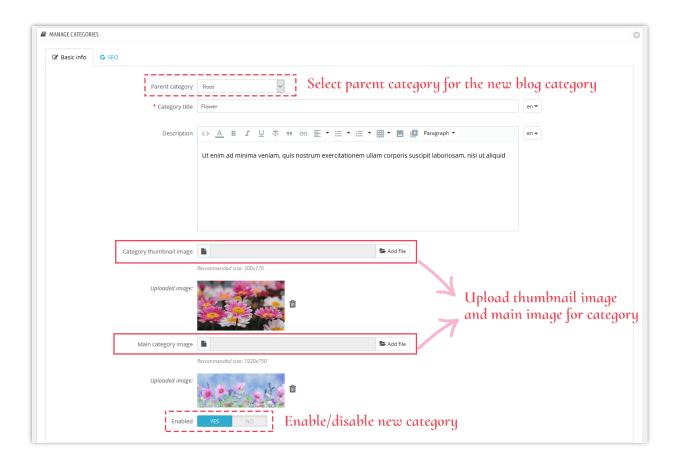
You will find every category of your blog in this tab. Search for a category by typing condition on the boxes in the first row and hit "**Filter"** button.

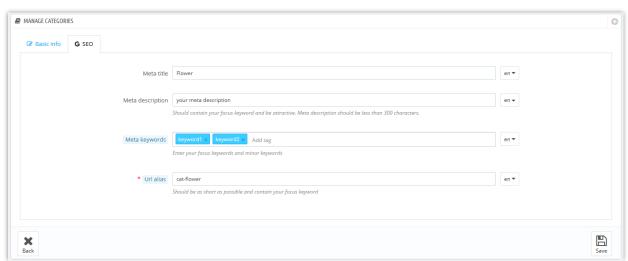
You can also view sub categories, edit, preview or delete a category.



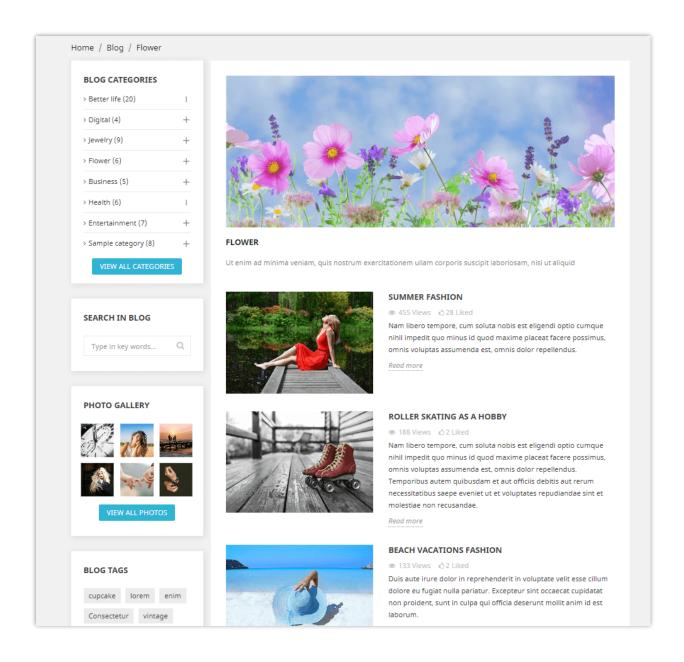
## Add a new blog category

- Click on the "+" icon to add new category
- ❖ Fill in the blank. Choose the parent category for the new one.
- After you entering category title, BLOG will create a user-friendly URL of it in the "URL alias" field.
- You can upload an image for the new category. BLOG module allows you to add category thumbnail and main category image for each available language on your website.
- Finish the process with "Save" button.



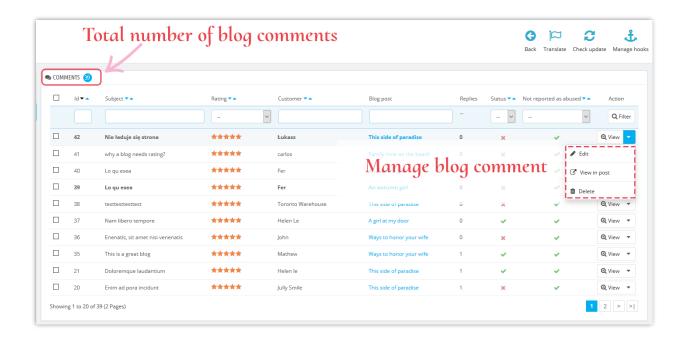


Here is an example of a blog category page on the front end:



## 3. Blog comments

"Blog comments" tab provides a list of all the comments sent by you or your customers, from this tab you can view and manage each comment.



#### **Edit a comment:**

Click the "Edit" button.



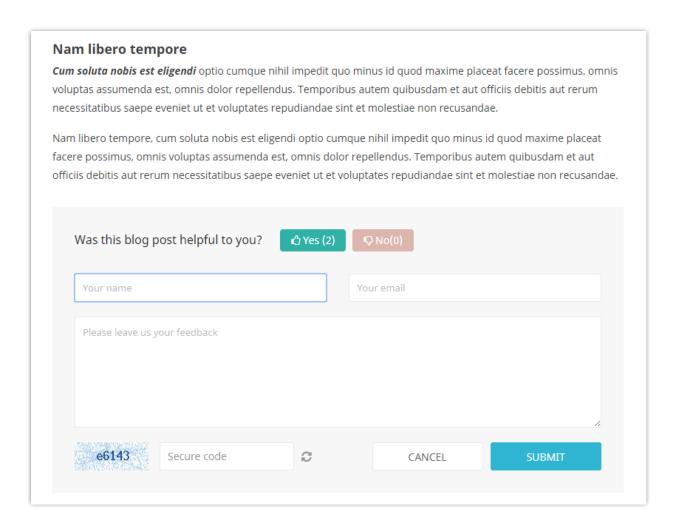
- ❖ Below the comment's subject you can see who posted it and which post it is on.
- You can change the rating from a drop-down list or reply to that comment.
- If you want to report a comment, set the "Not reported as abused" option to NO.
- Click "Save" to finish.

Here is an example of a blog comment section on a blog post:

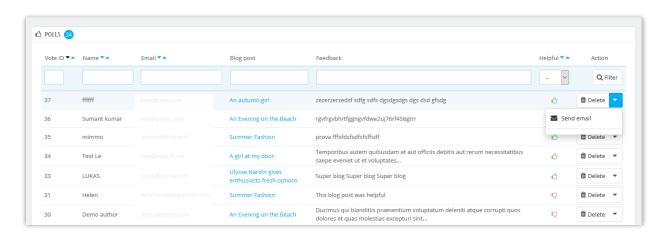
Name			
Email			
Subject			
Comment			
			1.
Rating: 🖈 🖈 🖈	*		
Security code:	0d576	S	
☐ I agree with the u	se of cookie and pe	ersonal data according to EU GDPR. See more at View more detail	
nere			
SUBMIT COMME	NT		
MMENTS			

## 4. Blog polls

Polls are another great way to enhance your blog with an interactive element or feature. **BLOG** allows you to add a poll on every blog post, you can set up poll options on "Global settings" tab.



In the "**Blog poll**" tab you can see a list of blog polls with detailed information: ID, voter name, feedback, etc.

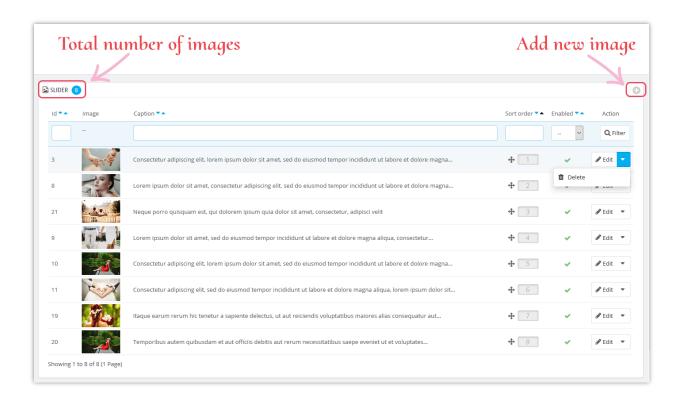


You can also send an email to a voter by clicking on "Send email" option.



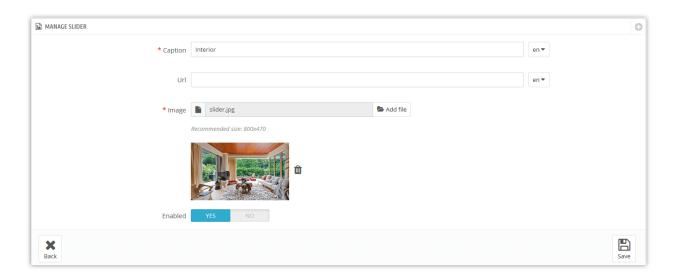
## 5. Blog slider

In this tab, you can manage pictures used in the slider on the Blog main page.



## Add a new image to slider:

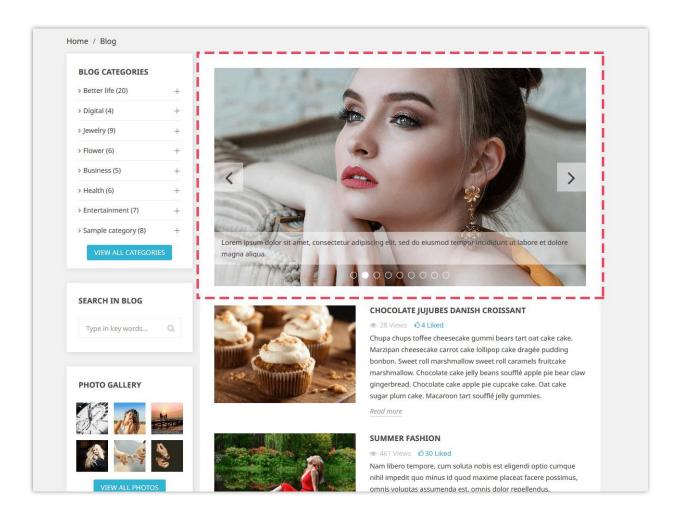
- ❖ Click the "+" icon
- Fill in the blank. You must not ignore the fields with a red asterisk.
- Upload an image from your computer, it should have recommended size. BLOG module allows you to add slider images for each available language on your website.
- Click "Save" to complete.



## **Edit an image:**

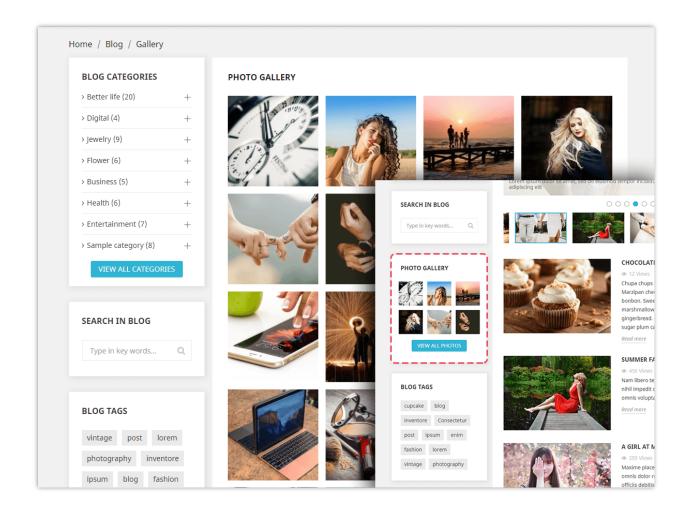
- Click on the "Edit" button
- Change the caption or any field as you want.
- Click "Save" to apply the changes.

Here is an example of a blog slider on Blog main page:



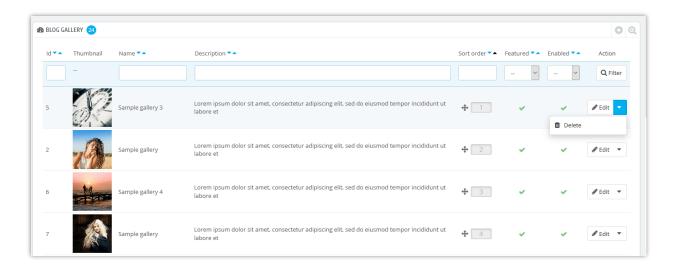
## 6. Blog Gallery

**BLOG** allows you to present your beautiful photos on a separate Photo gallery page, on the sidebar of blog pages, or in your PrestaShop store's homepage.



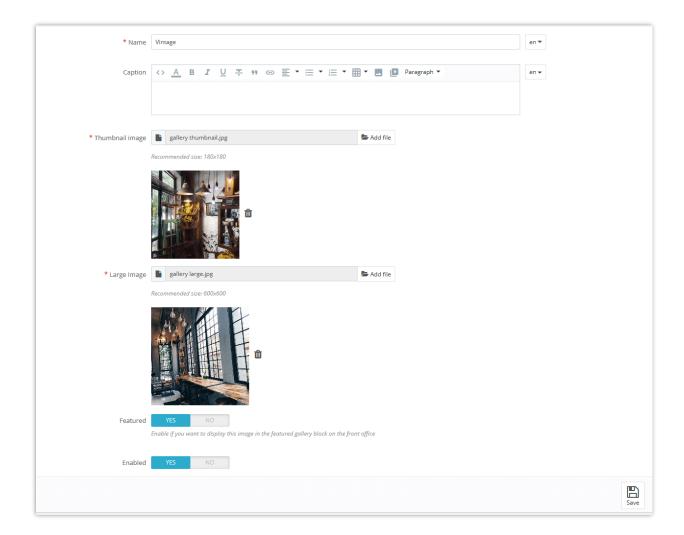
When you click on any picture, a slide show will appear and run through every picture in your gallery. It automatically active, but you can pause and move to each image manually. To manage the slide show, please head to the "Global settings >> Gallery" tab.

You may manage gallery photos on "Blog gallery" tab:



## Add a new photo:

- ❖ Click on the "+" button
- ❖ Fill in the form.
- Upload a picture from your computer. BLOG module allows you to add images for each available language on your website.
- ❖ You can mark this picture as "**Featured**" and display it or not.
- Click "Save" to finish.

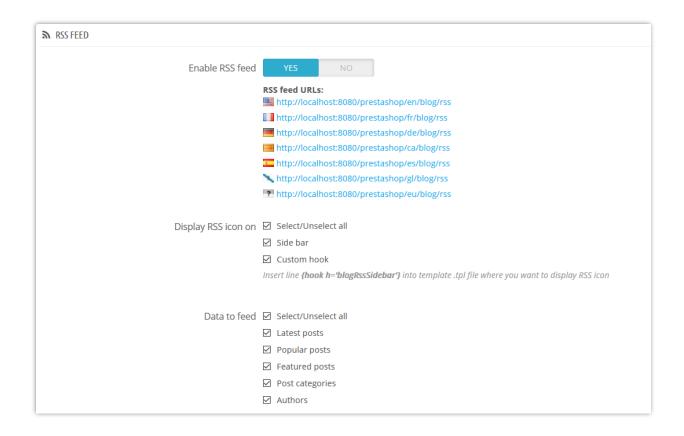


## Edit a photo:

- Click the "Edit" button
- Change photo's name or any field as you want.
- Click "Save" to apply the changes.

#### 7. RSS feed

It is understandable if you want to allow your customers to create their own online feed filled with custom updates from your websites. **BLOG** is integrated with RSS feature to help you satisfy your customer requirement.



You can enable or disable RSS feed, where to display your RSS icon and what type of RSS will be provided to your readers.

Remember to click "Save" to apply your set up.

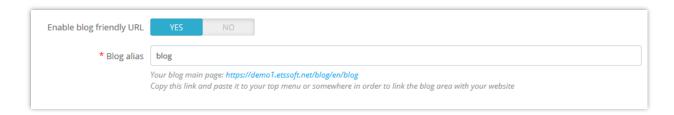
#### 8. **SEO**

In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users and these visitors can then be converted into customers.

Therefore, **BLOG** offers you some SEO settings that will take a different approach to your Internet marketing strategies. Let's look through the SEO tab:

Blog friendly URL

**BLOG** will auto generate "friendly URL" to help your visitors remember web addresses, which means they can revisit pages by simply typing in the URL address bar.



- ❖ URL suffix: display the ".html" part in the URL or not.
- Remove blog post and category ID on URL: help your URLs become more friendly





Alias

**BLOG** allows you to set the alias for the items below to optimize your SEO process.

- Single post page
- Category page

- Community author page
- Tag page

- Category list page
- Gallery page
- Latest posts page
- Search page
- Author page
- RSS featured posts page

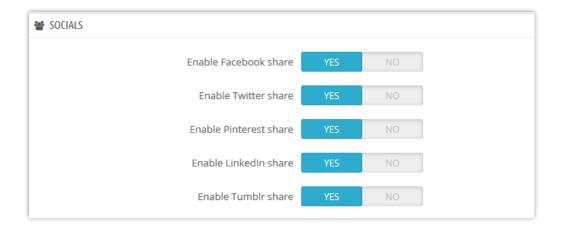
- Archive year page
- Archive month page
- RSS page
- RSS latest posts page
- RSS popular posts page

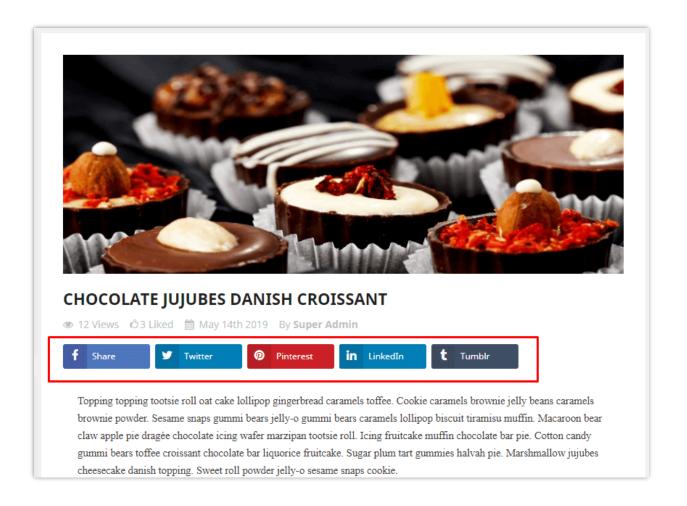
Click "Save" after changing any configuration.

## 9. Socials setting

On each post there are several social network sharing buttons as you can see below. **BLOG** can make it easier than ever for your audience to spread your content around the web.

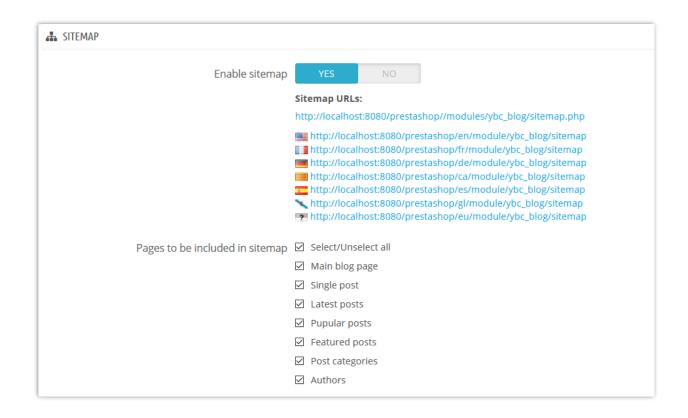
To enable or disable these buttons, head to "**Socials**" tab and change the status as you want. Click "**Save**" to apply the settings.





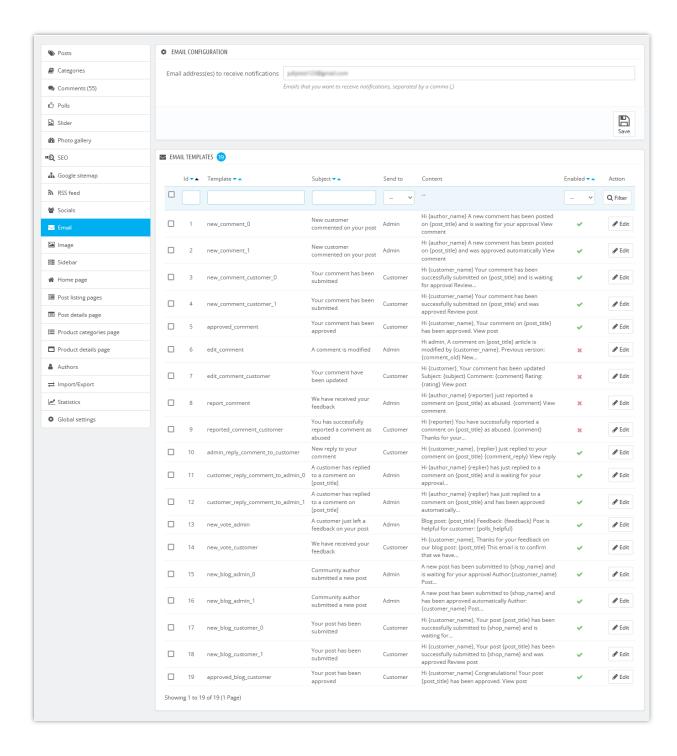
## 10. Site map

A site map is a list of pages of a web site accessible to crawlers or users. This helps visitors and search engine bots find pages on the site. You can easily create one for your blog with this Prestashop blog module.

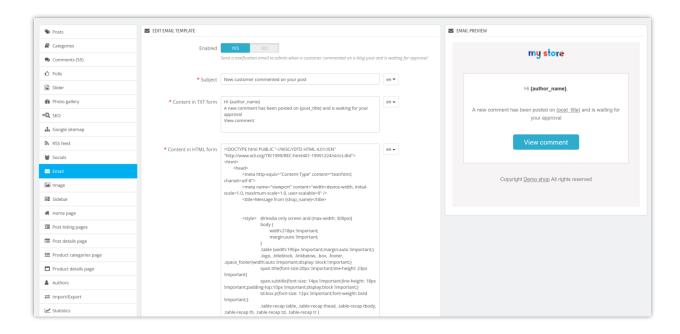


#### 11. Email

**BLOG** module provides 19 email templates for notification emails. Store admin can edit the content of mail template to be suitable for the situation.

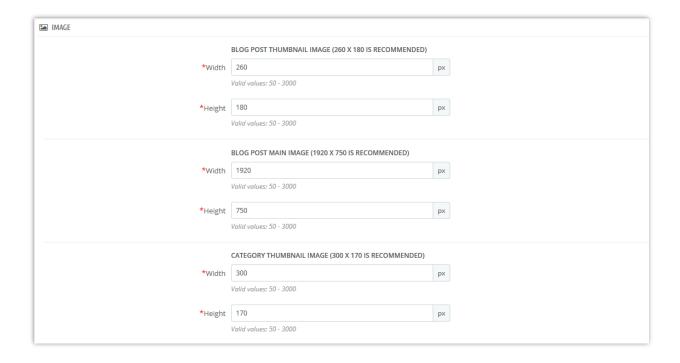


Email template detail:



## 12. Image

In this tab you can see the pre-defined image size settings. You can adjust them to be suitable with your current theme.

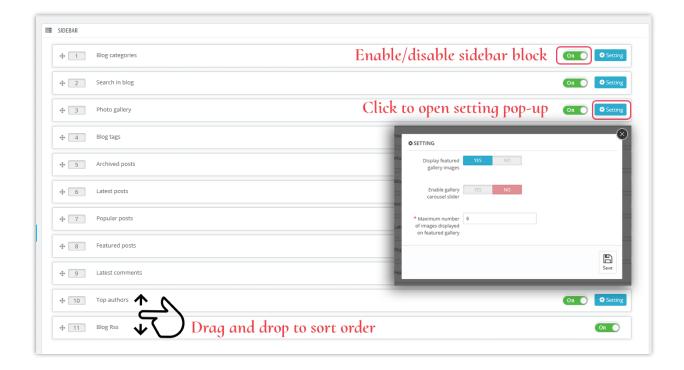


You can also set the default avatar for your customers and allow your customers to upload their own avatar.

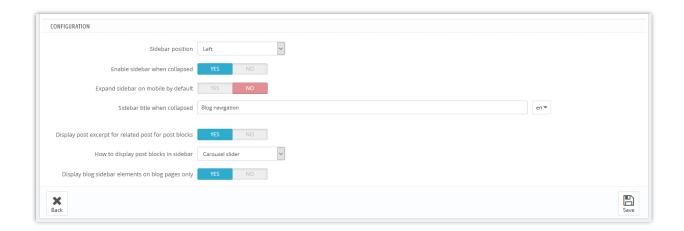


#### 13. Sidebar

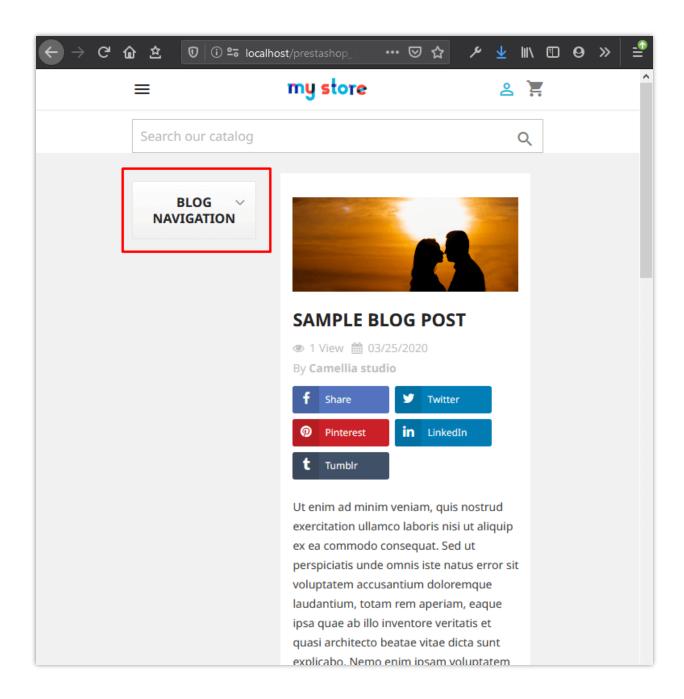
All sidebar blocks are easily managed through setting popup boxes. You can drag and drop each block to sort the order of blog blocks on sidebar.



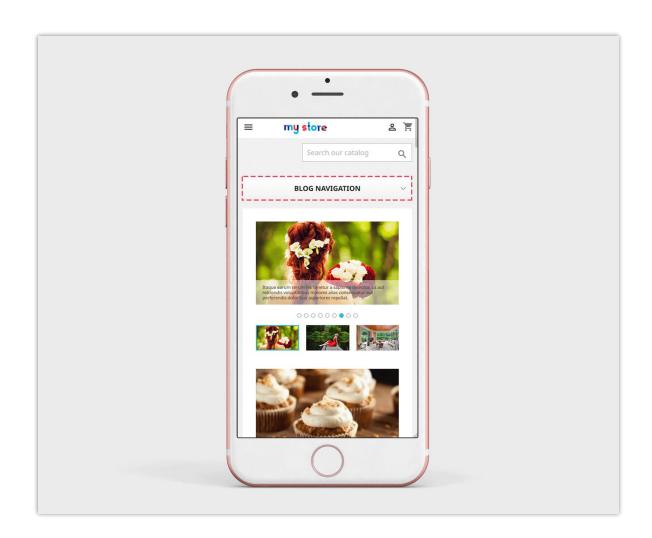
## **Sidebar general configuration**



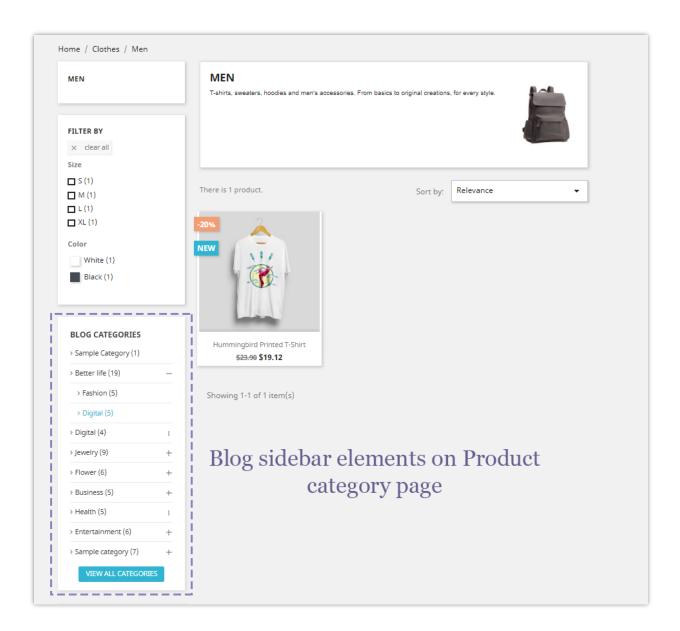
**Enable sidebar when collapsed**: on a small width web browser, the blog sidebar will appear as a button. Click on the sidebar title to open it.



 To help your customers experience a convenient interface on their mobile devices, you can turn off the "Expand sidebar on mobile by default" option. Sidebar blocks will withdraw into Blog navigation menu located above Blog slider.



Display blog sidebar elements on blog pages only: If you disable this option, blog sidebar elements will appear on other positions such as product category page, product listing page, etc.

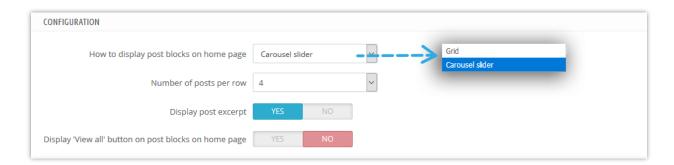


## 14. Homepage

You can set up what and how to display blog posts on your PrestaShop store's homepage.



## Homepage display configuration



#### **CUSTOM TEXT BLOCK**

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Sit amet conse ctetur adipisicing 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.

## Post excerpt on home page

#### LATEST POSTS



#### SUMMER FASHION

nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere...

Read more



#### A GIRL AT MY DOOR

Read more

#### MEN'S HEALTH

● 191 views 🖒 25 Liked

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos...

Read more



#### **POPULAR WEDDING FLOWERS**

● 161 views 🖒 26 Liked

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam...

Read more

#### LATEST POSTS



#### SUMMER FASHION

● 240 views 🖒 27 Liked

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere...

Read more





#### A GIRL AT MY DOOR

●172 views ♀1 ♂7 Liked

Maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et...

Read more



#### MEN'S HEALTH

● 191 views 6 25 Liked

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos...

Read more



#### POPULAR WEDDING FLOWERS

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam...

Read more

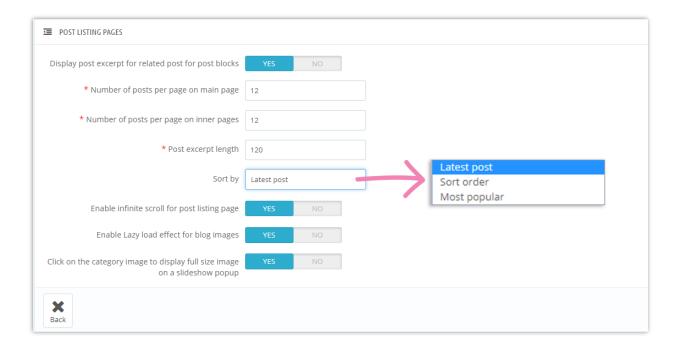
# "View all" buttons

POPULAR POSTS

< >

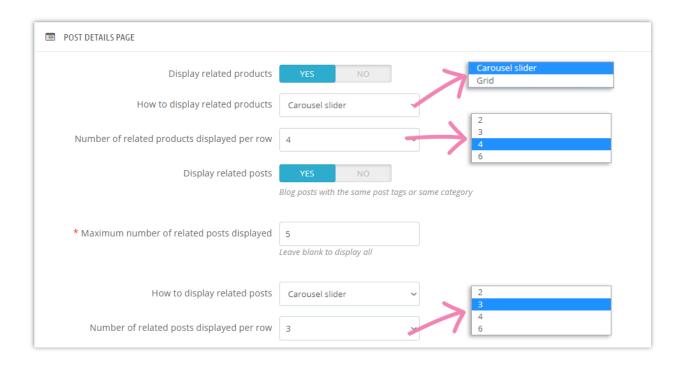
# 15. Post listing pages

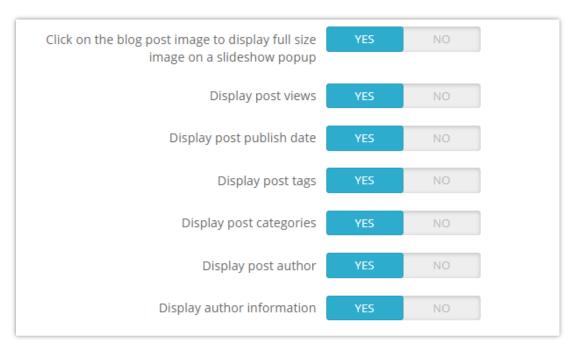
You can decide what and how to display blog posts on Blog post listing page.

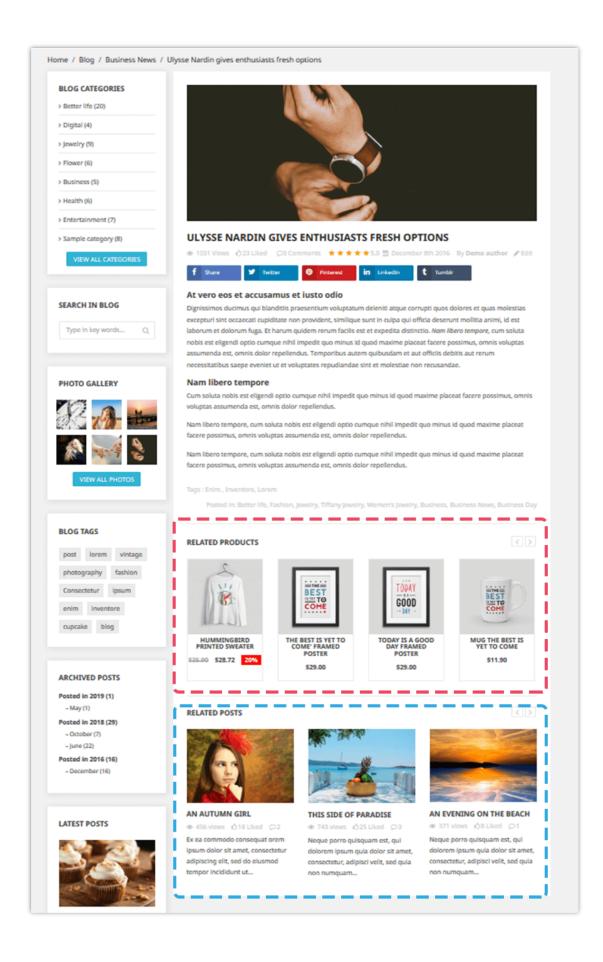


# 16. Post details page

You can decide what and how to display blog post elements on post details page.

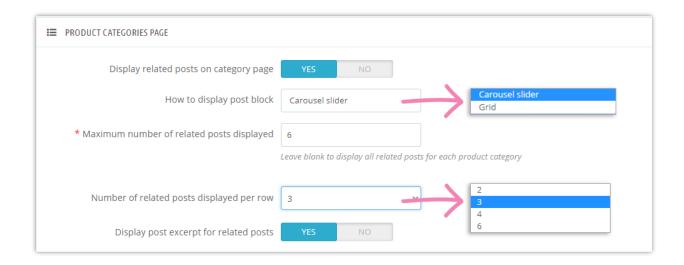


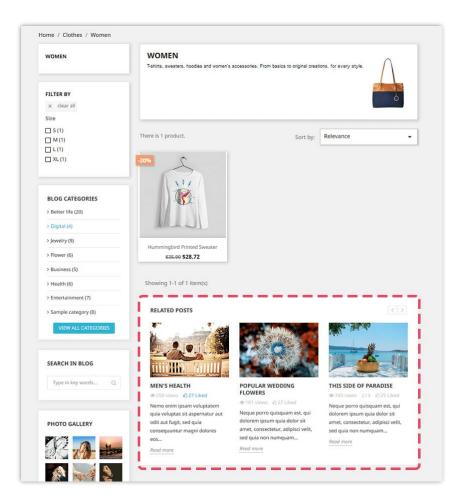




### 17. Product categories page

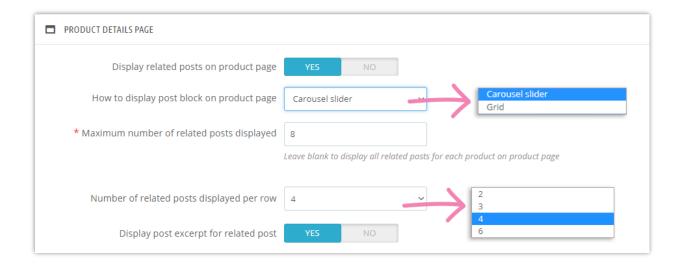
You can display related blog posts on product category page and set up how they will appear on this tab.

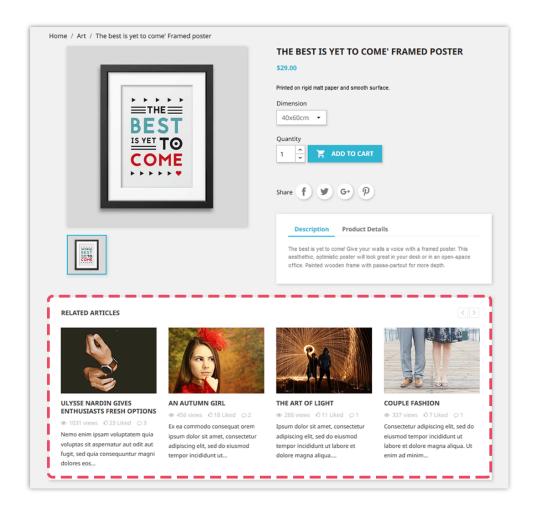




# 18. Product details page

Similar to product categories page, you can also present related posts on product detail page.



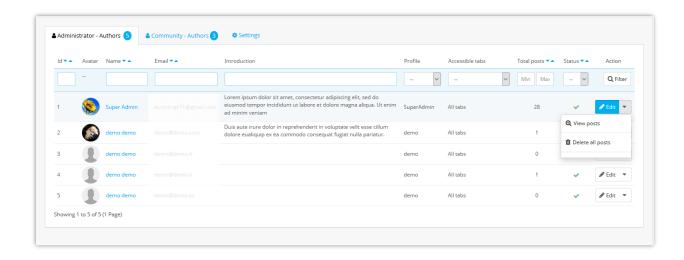


#### 19. Authors

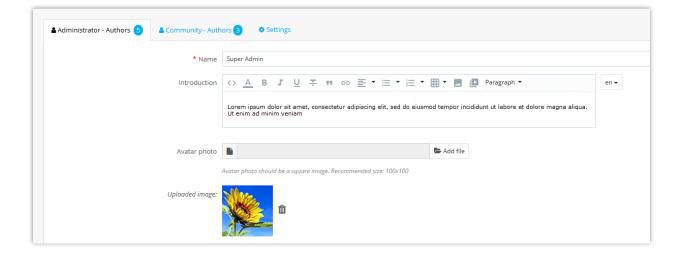
Moving to "**Authors**" tab, you can manage all authors who are contributing to your blog. We have 3 sub tabs:

- "Administrators Authors"
- "Community Authors" (this sub tab only appears after you turning on "Allow customer to submit post" option on Settings sub tab)
- "Settings".

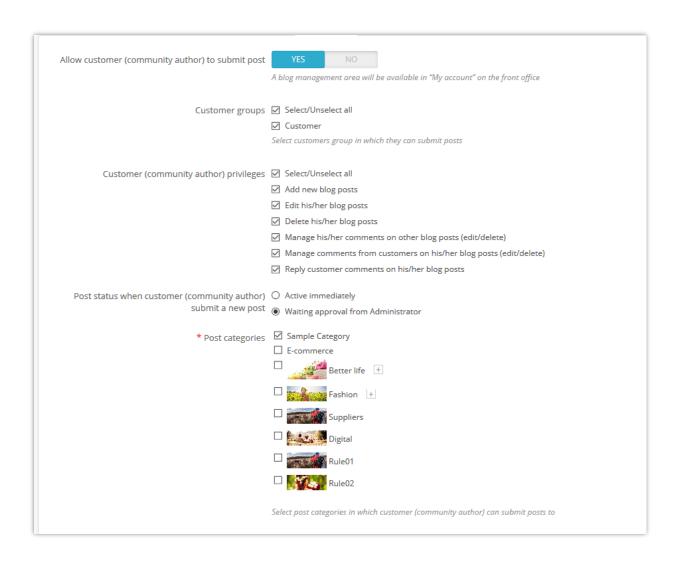
**Administrators - Authors** are you or the people who responsible for administrating your website while **Community - Authors** are the customers who created a user account on your web. You can edit their author information by selecting "**Edit**" button.



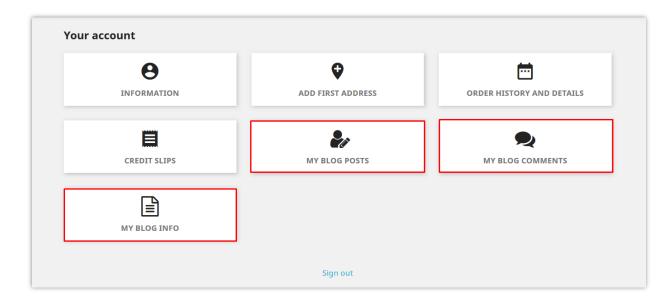




In "Settings" sub tab you can give your Community - Authors privileges as listed below:



 If you allow your customers to become blog authors, they will see blog management areas in "Your account" page:



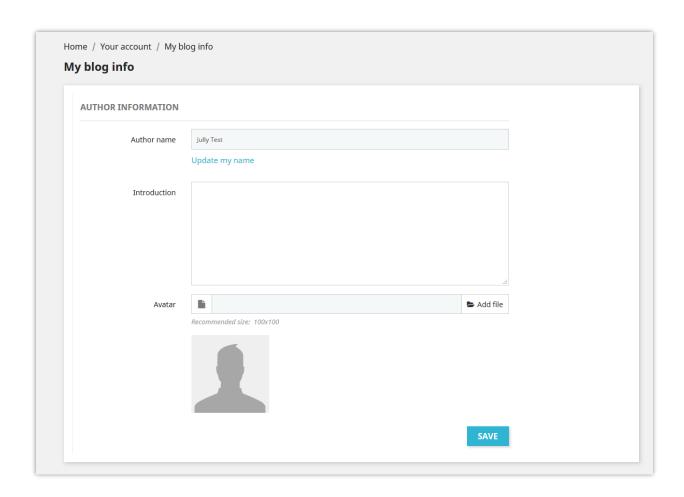
o If you choose "Waiting approval from Administrator", when any customer adds new post or delete a post, there will be a clock icon appears in the "Status" column of that post back in Blog posts tab. After checking the content, you can enable or disable that post.



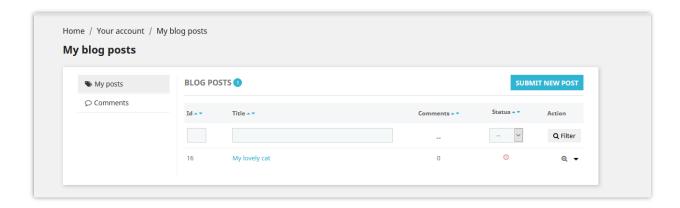
## How can your customer manage their blog posts?

After logging in, your customer can see some blog management areas in "**Your account**" page. In these sectors, your customers can adjust and supervise the following features:

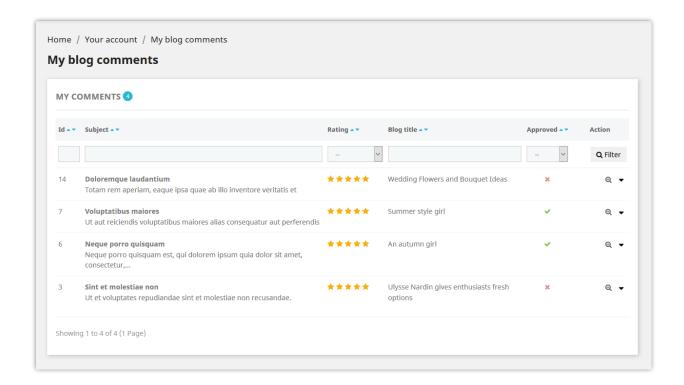
### Author information



# ❖ Blog posts

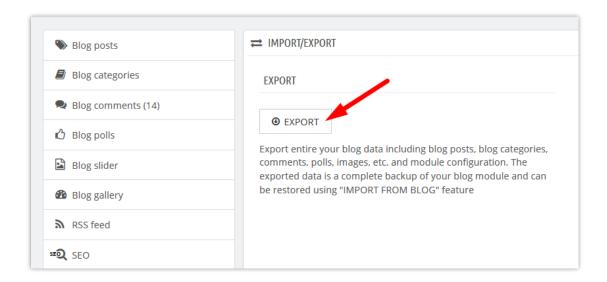


❖ My blog comments: the comments you made on blog posts.

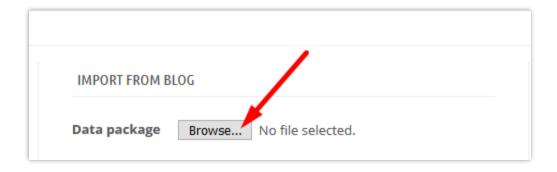


## 20. Import / Export

You want to export all your blog data for storing purpose or upload it to another website? With BLOG, it will only take you a second. Select the "Import/Export" tab and hit "Export" button. And done, your data will be compressed and automatically downloaded to your computer.



On the other hand, if you want to import the data to your blog, firstly ensure it is compressed. Then select the "Import/Export" tab, click "Browse" button.



- ❖ Select the file you need to import and click **Open**.
- Select types of data to import:

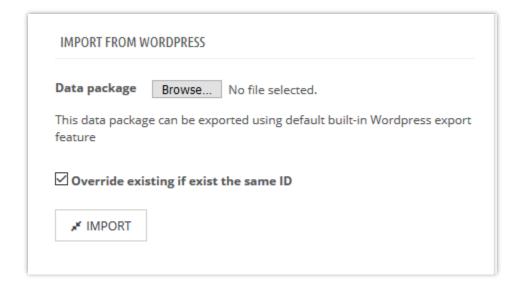


❖ You can choose to "Override existing data if exist the same ID" (which means if the import data has an item shares the same ID with an existing one, BLOG will replace the latter with imported data), "Keep post author ID" or "Keep commenter ID". Finally, click "Import" button to start.

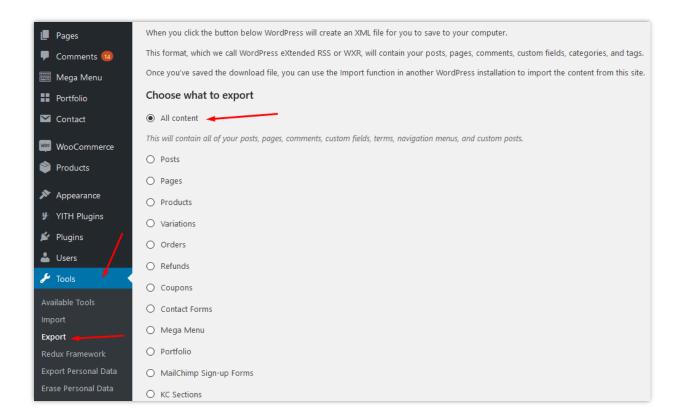


# **How to Import data from WordPress**

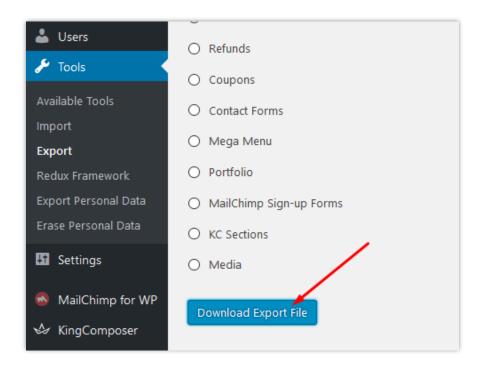
If you already have a blog on WordPress and want to migrate all blog data to your PrestaShop website, **BLOG** can help you transfer everything easily!



- ❖ Step 1: Login to your WordPress site admin panel.
- ❖ Step 2: Navigate to Tools >> Export >> Select "All content"



Step 3: Click "Download export file". An XML file will be automatically downloaded to your computer.



- ❖ Step 4: Back to "Import" sector of **BLOG**. Upload the file you just received.
  - Step 5: Click "Import" button.

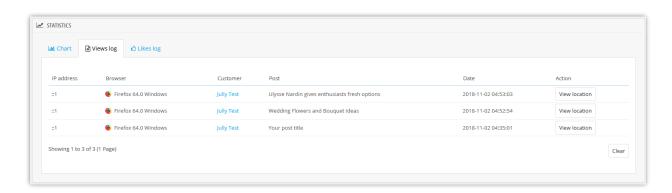
#### 21. Statistics

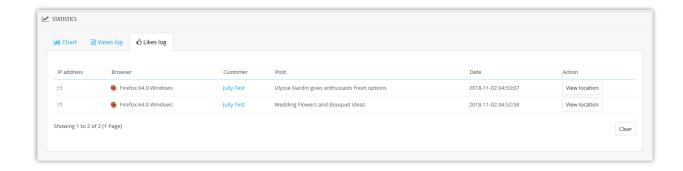
**BLOG** also provides a detailed statistic tool for you. It has a chart visualize your blog views, likes and comments data with time filter.



In addition, this module also saves the entire view log and "like" log data such as: your readers IP addresses, web browsers, which post they read/liked, etc. so you can have more insight information. You may know which blog article is the most favorite via blog's likes log and pay more attention for its content.

**BLOG** module supports clear log feature to save your server storage capacity.





### 22. Global settings

In this tab, you can manage different objects from general settings, blog post, gallery to slider, likes and comments and polls. Remember to click "Save" button so that the configuration is applied.

# (a) General settings

## ❖ Blog layout

You can choose different layout for post listing pages such as main blog page, blog category pages, author pages, etc. **BLOG** supports 4 types of layouts: list, grid, large box and grid, large box and list.

### Custom color and change "Read more" text

You can change the main and hover color of buttons, link, highlight text, etc. "Read more" text can also be adjusted into something else.



#### **❖** Date format

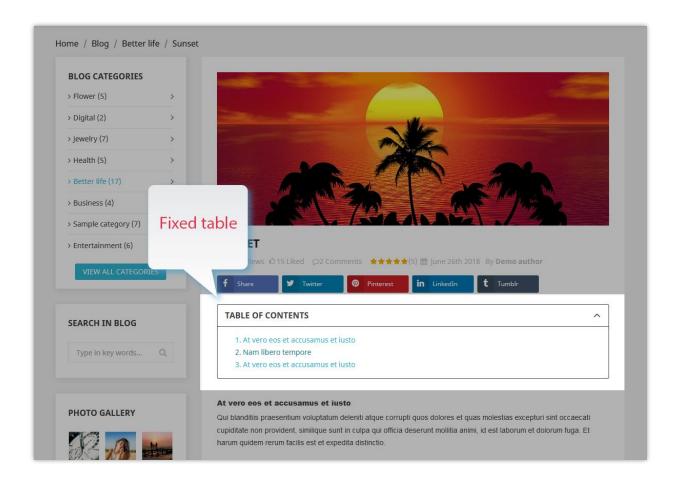
You can set up how the time will be displayed. The default value is "F jS Y".

# **❖** Table of content for the post

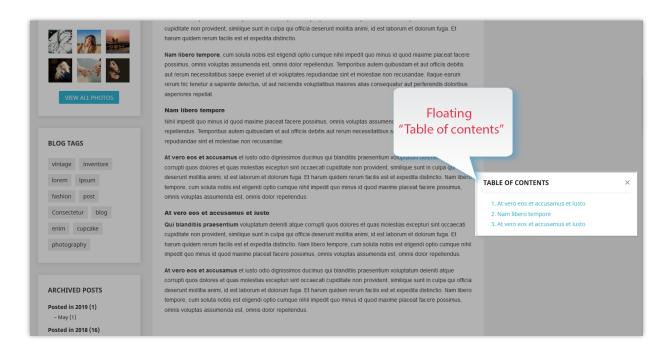
To help readers grasp the main content of a post and navigate to that position easily; our module provides a fixed table on the top of blog post and a floating "Table of contents" button.



Fixed table on the front office:



## Floating "Table of contents" on the front office:



## ❖ Set up CAPTCHA type

**BLOG** offers a capacity of generating captcha images to protect your Prestashop blog from spam. However, if you think it's not secure enough, you can select Google reCAPTCHA – a famous captcha solution provided by Google.

**BLOG** supports both reCAPTCHA v2 and the new reCAPTCHA v3. To integrate reCAPTCHA into your PrestaShop store, all you need to do is entering your Google API key via module backend and we're all done!

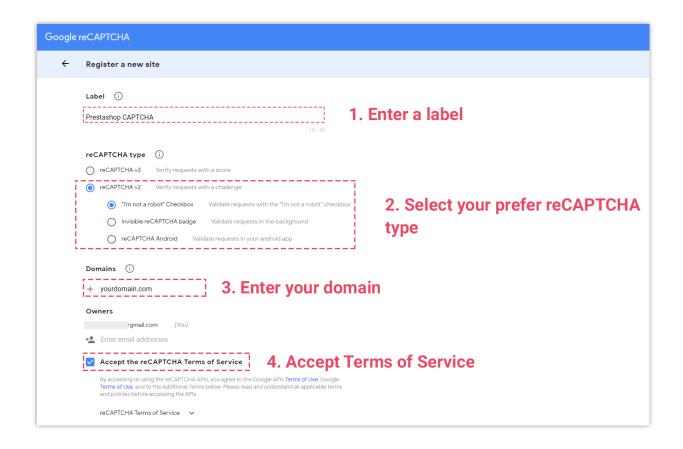


How to get Site key and Secret key

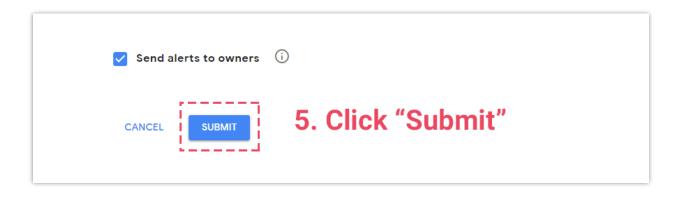
### For reCAPTCHA - v2

**Step 1:** Access Google reCAPTCHA page and login with your Google account.

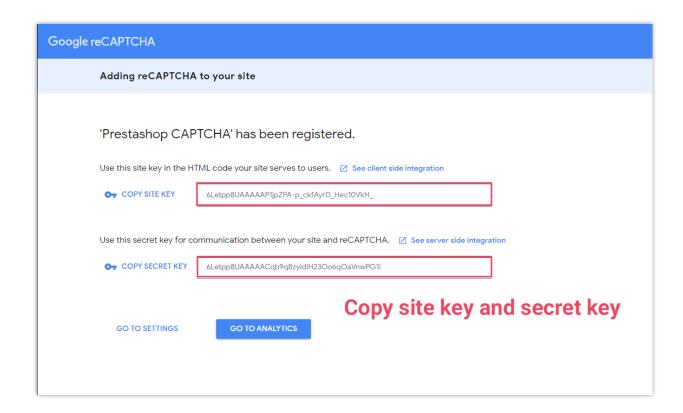
**Step 2:** On "Register a new site" page, fill in the required info:



Step 3: Click "Submit" button



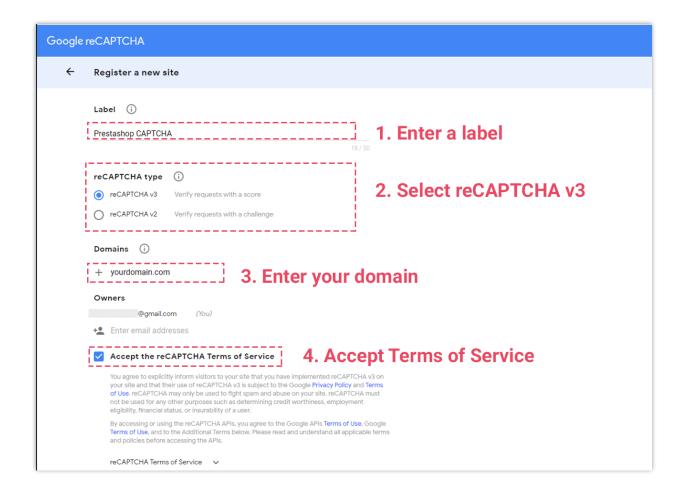
Step 4: Copy Site key and Secret key to BLOG module backend



#### For reCAPTCHA - v3

**Step 1:** Access Google reCAPTCHA page and login with your Google account.

**Step 2:** On "Register a new site" page, fill in the required info:



Step 3: Click "Submit" button



**Step 4:** Copy Site key and Secret key to **BLOG** module backend

Google reCAPTCHA		
Adding reCAPTCHA to your site		
'Prestashop CAPTCHA' has been registered.  Use this site key in the HTML code your site serves to users.		
O→ COPY SITE KEY 6LdOp58UAAAAALtis31Y5e5EWyy1-35QeFLIMelG		
Use this secret key for communication between your site and reCAPTCHA.   See server side integration  COPY SECRET KEY  6LdOp58UAAAAALO6GzaxrKnhikU2Q6a2xkTRC-H2		

## Enable Owl carousel - jQuery library

Owl carousel helps **BLOG** create a beautiful responsive carousel slider in your blog page. But if your website already has this library, you can disable this option.

#### ❖ RTL mode

RTL stands for "Right to left". If your website is using a language which is read from right to left (like Hebrew and Arabic), switch to this mode in the drop down menu. There are other choices for the remaining languages.

#### Admin folder

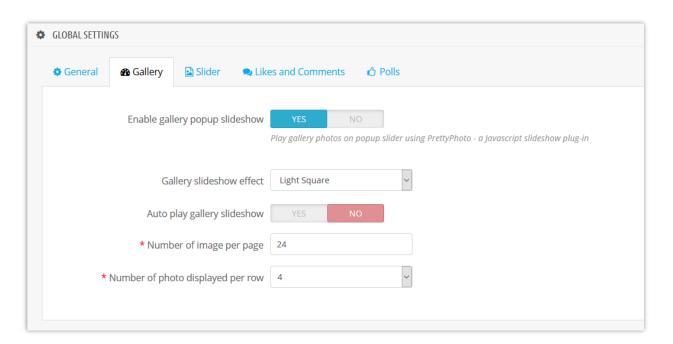
Enter your website admin directory (appeared in back office URLs). This value is used to generate correct URLs to your back office, which will be used in the email sent to admin.

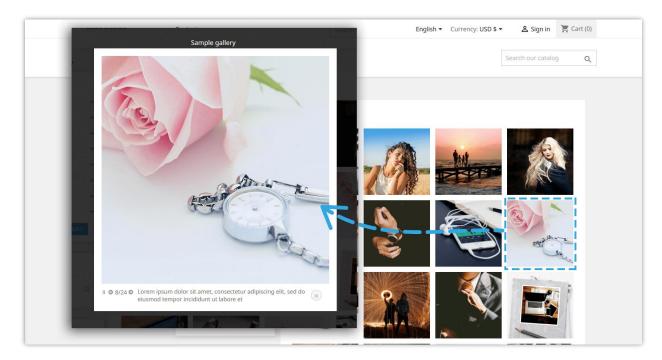
#### (b) Gallery

### Gallery slideshow

- You can set the number of images displayed on gallery block or turn on/off the gallery slide show.
- o For different slide show effects, select the one you like in the drop-down menu.

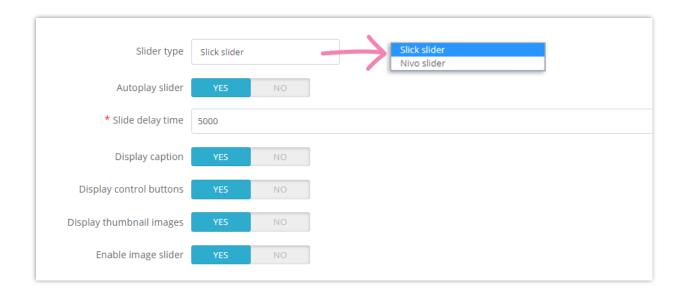
o You can enable/disable the auto play slide show option.

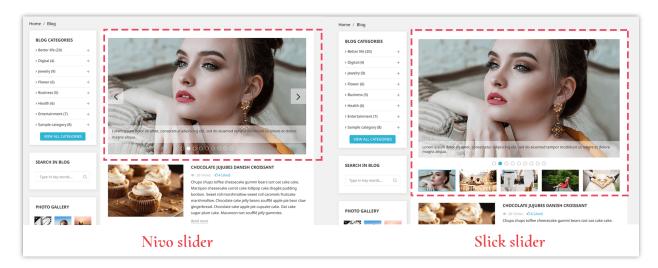




## (c) Slider

Here are the slider setting options **BLOG** offers you. The slider speed is counted in millisecond.





#### (d) Likes and comments

### Likes

- Switch on "Enable post likes" to display the number of "like" appears under post title.
- You can allow your customers to "like" a post without registering an account or not.

#### Comments

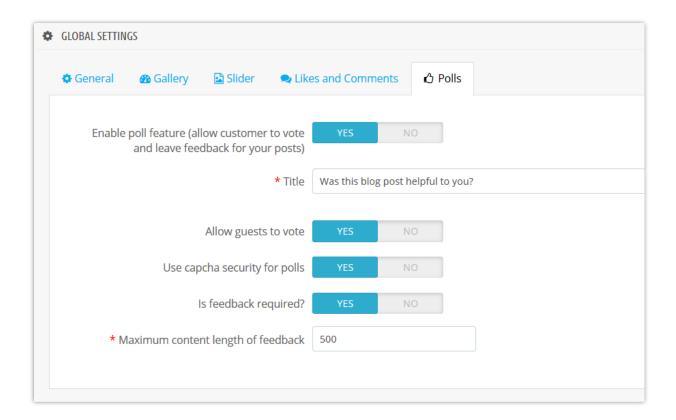
- You can approve the comments from default comment system, Facebook comment or forbid your customers from making a comment.
- Other options for blog comments can be seen in the picture below:



Label of Privacy policy notification	I agree with the use of cookie and personal data according to EU GDPR. See more at
Title of Privacy policy link	View more detail here
Privacy policy link URL	https://etssoft.net/preview/module/ps17/module20/en/content/3-terms-and-conditions-of-use
* Number of comments displayed per page	20

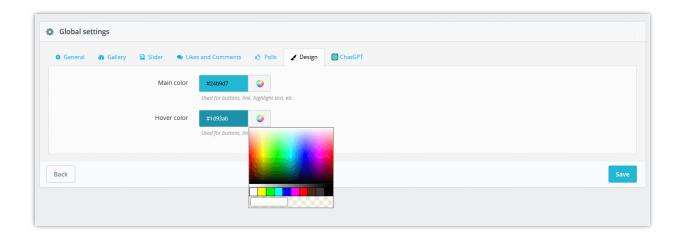
# (e) Polls

Poll feature allows your customers to vote and leave feedback for your blog posts. You can set up blog poll's features in this sub tab.



# (f) Design

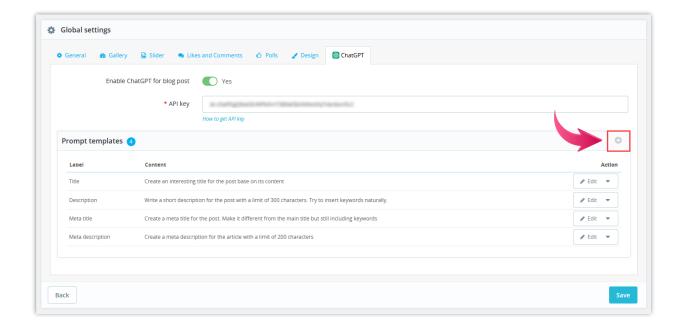
In this sub tab, you can set the main color and hover color used for buttons, links, highlight text, etc.



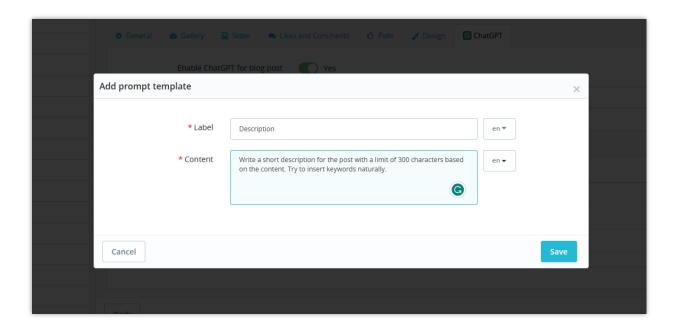
## (g) ChatGPT

The Blog module offers a time-saving prompt creation feature, empowering store admins to pre-define prompts to use for titles, short descriptions, meta titles, meta descriptions, and content. No more repetitive tasks and streamline your blog creation process. With this feature, you can save valuable time and focus on crafting compelling content that drives engagement.

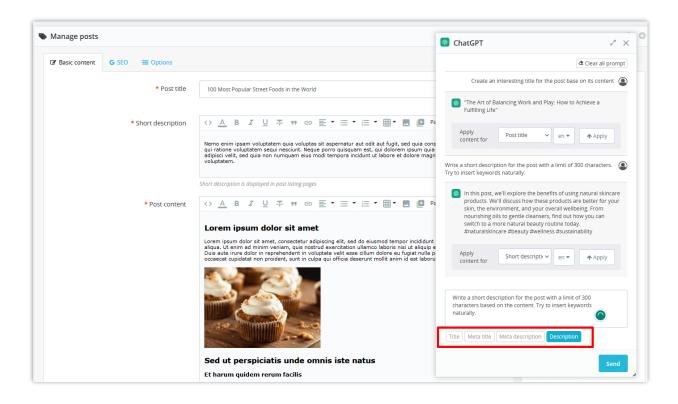
- First, you need to enter ChatGPT API key and save to use this feature.
- Click on the "+" button to add a new prompt



On the "Add prompt template" popup, fill in the label and content of the prompt.
 You should write the content as detailed as possible so ChatGPT can understand easily and return the best result.



And here you can see and use the prompts that you created:



# v. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the complete setup of this module on your website. If you do have any questions for which the answer is not available in this document, please feel free to contact us.