Setting your webstore preferences

Last Modified on 28/09/2023 3:11 pm IST

This article will describe a few different methods for setting up your webstore preferences like editing the title and meta description of your online store, adding tracking information, and protecting your online store with Google reCAPTCHA.

Edit the title and meta description for your home page

You can set the page title and meta description for your webstore home page. This information will display in search engine results. It's best practice to use descriptive text and keywords to improve the search engine ranking for your online store. Learn more about search engine optimization ⬈.

Steps:

1. Log in to the **WebStore Manager**.

2. Under **Design & Content**, click **Content**.

3. Under the **Tabbed Pages** heading, click **Home**.

4. Under the **Options** drop-down, click **Edit Properties**.

5. Enter your page title and description under the **SEO Attributes (Optional)** heading.

6. Click **Save** to make your changes live.

Adding tracking information for Google Analytics

Note: Google is sunsetting Universal Analytics in July 2023, and replacing it with Google Analytics 4 (GA4). To learn more about Google Analytics 4, please contact our support team.

Protecting your online store with Google reCAPTCHA

Google reCAPTCHA assists in assessing the actions of visitors to your online store, effectively thwarting spam generated by bots. Furthermore, it streamlines the user experience by eliminating the need for captcha challenges.

Activating reCAPTCHA on your online store

Steps:

1. Register a new site on Google reCAPTCHA here ⬈.

2. Fill in the information on the page and click SUBMIT, making sure you choose **Score based v3** in **reCAPTCHA type** section.

3. Copy the **Site Key** and **Secret Key** from the new page that opens

4. In your WebStore Manager go to **Settings** > **All Config Options**, and search for **Enable**

reCAPTCHAv3 anti-spam test.

5. In the **Enable reCAPTCHAv3 anti-spam test** option click the checkbox and enter the copied **Site Key** and **Secret Key**.

6. In the **Bot Threshold** type in a value between 0 and 1. Interactions ranked below the value you enter will be blocked by reCAPTCHA. By default, you can use a threshold of 0.5.

7. Click **Save**.

Setting your webstore's time zone

Your online store is always open for business, thanks to the web's 24/7 accessibility. However, your employees can't work around the clock. That's why it can be helpful to associate your webstore with a specific time zone.

By linking your store to a time zone, you can display the correct store hours on your website and set a deadline for same-day shipping. This feature not only keeps your customers informed but also helps you manage your team's workload more effectively. The WebStore Manager (WSM) allows you to choose a city within your time zone. This feature also adjusts for daylight saving time, so you don't have to worry about any discrepancies.

Steps:

1. Go to **Settings** > **All Config Options**.

2. Search for "**Set store time zone**." It's that easy!

3. Enter your specified time zone and select **Save**.

4. Now your customers will receive accurate shipping information and you can focus on running your store with confidence.

NitroScript tags

A series of new tags is now available that do exactly what they say on the tin:

{nsPrintStoreTime}
This will output the time in the store in this format:
07:43:27 AM

{nsPrintStoreDate}
This will output the date in the store in this format:
Friday 27th of January 2023

{nsPrintStoreDateTime}
This will output the date in the store in this format:
Friday 27th of January 2023 07:43:27 AM

These tags will also allow you to request any element of the store date/time:

{printStoreTimeComponent(*STRING*)}

To get started, just replace the word "**STRING**" with a string of codes that corresponds to what you'd like to display. For example, if you want to display the current day of the month, simply browse through the codes listed in the links below until you find the one that matches your needs.

Once you've found the right code, you can use the following syntax to display it: {printStoreTimeComponent("dd")}. This will return the current day of the month, such as "24" for the 24th day of February. It's that easy! With this feature, you can quickly and easily display the information that matters most to you and your customers.

You can add several codes together with punctuation like this:

{printStoreTimeComponent("d/m/Y")}

Which would return the current day, month and year, for example: 24/02/2023