

Computer-based store

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How to configure the TDK of a page?



1. TDK Settings

TDK settings are divided into two categories: Mini Pages and courses. You need to turn on the TDK switch for Mini Pages/courses first.

Both switches are turned off by default and need to be manually turned on by merchants. For course TDK settings, once the switch is turned on, the page elements required for TDK (t: page title; d: page description; k: keywords) will be automatically collected. However, for Mini Pages, after turning on the switch, you also need to set the TDK for each Mini Page separately.

Step 1: Turn on the TDK settings switch

Path: Home Page -> Terminal Settings -> Desktop Store->Baidu Search Optimization
image.png

Step 2: Fill in the TDK for Mini Pages

Path: Home Page -> Terminal Settings -> Desktop Store->Mini Page List-> Operation Item: Select Page Settings-> Fill in the pop-up window
image.png

How to log in to the PC version of the online store to view courses?



Step 1:

Access the Online Store on WeChat to obtain the course link.

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Step 2:

Copy the link, open it in a browser on your computer, click [Start Learning Now] or [Log In] in the top - right corner. After logging in via WeChat or using your mobile phone number, you can view the corresponding course.

a1.png

a2.png

Note:For first - time users, after scanning the QR code with WeChat to log in, you need to enter your mobile phone number to get the verification code.

Tutorial on setting up and using the desktop version



I. Function Introduction

The PC - side settings allow merchants to independently set the browser logo for their online store, customize the domain name, set up pages, enable TDK for courses, and set the limit on the number of logged - in devices, which helps enhance the brand image.

II. Purpose of Use

Merchants can set the logo for the PC version of their online store, customize the domain name, enable/disable the TDK function, and set the limit on the number of logged - in devices. Through the above three steps, they can enhance the brand image of the store and prevent multiple people from using the merchant's courses simultaneously.

III. Scenario Examples

Scenario 1: If merchants have their own brand images for the store, they can set the images to enhance the brand image.

Scenario 2: If merchants want more students to find their store through search, they can enable the TDK settings. This allows students to search for course titles and descriptions, and also enables search engines to index the store website, increasing website exposure.

Scenario 3: If merchants have their own registered domain names, they can use them as the browsing address for the store, having a unique brand domain name.

Scenario 4: If a student shares a single account with multiple people for simultaneous use, merchants can set in the management console that a single account can only be logged in on one device at a time. This prevents students from sharing accounts and avoids losses for

merchants.

IV. Operation Path

Merchant side: PC - side backend → Store →Store decoration → PC - side store → PC - side settings

V. Usage Tutorial

Step 1: Click “Terminal settings” → “PC - side store” →“PC store” → “PC - side store” to enter the PC - side settings page. First, set the browser image.
image.png

□ Effect□

2.png

Step 2:If merchants do not have their own registered domain names, they can use the default domain name provided by elink. To customize the domain name, fill in the information according to the requirements. After filling, the domain name will take effect only after passing the review.

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Click to view:[Domain name customization usage tutorial](#)

Step 3:Enable the TDK settings for courses and mini - pages. If disabled, you cannot set them. After enabling, you need to set them in Mini - pages > Page settings.

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Step 4:Limit the number of devices that can log in to the PC version of the store. By default, a single account can be logged in on up to 10 devices simultaneously. You can also

customize the number, with a minimum of 1 and a maximum of 10.

image.png

What are the differences between the PC version of the online store and the mobile version?



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Tutorial on guiding users to bind mobile phone numbers



I. Feature Introduction

The feature of guiding users to bind their mobile phone numbers enables merchants to quickly obtain users' mobile phone numbers.

II. Purpose of Use

After merchants set up the guidance for users to bind their mobile phone numbers, they can obtain the users' mobile phone numbers, send text messages to users, or quickly contact them.

III. Scenario Examples

Scenario 1: Situations where merchants need to obtain users' mobile phone numbers.

IV. Operation Path

Merchant side: Merchant backend → Settings → Store settings

V. Usage Tutorial

1.png

Step 1:Click “Settings” - “Store settings” - “Guide to bind mobile phone number - Settings button” to enter the settings pop - up page.

2.png

Step 2:Set the rules for binding mobile phone numbers in the pop - up window. The default setting is off. Enabling the function supports guiding binding and mandatory binding. It can be set in 3 locations: the home page, the personal center, and when clicking the subscribe/purchase button.

3.png

4.png

Step 3:After the settings are completed, save the settings. Then return to the list to view the corresponding settings.

5.png

Step 4:If you need to make modifications, click the “Settings” button to enter the pop - up window for modification. You can also click the schematic diagram to view the style.

6.png