

Content - Courses (including content management)

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Training camp

What are the differences between the two catalog unlocking modes?



1. Free Mode: After the course starts, students can study tasks at will.
2. Date Unlock Mode:
 - a. Unlock Time: The unlock time for daily learning tasks.
 - b. Unlock One Lesson per Day: One learning lesson (one lesson may contain multiple tasks) will be unlocked each day.
 - c. Unlock One Task per Day: One learning task will be unlocked each day.
3. Challenge Mode: After the course starts, the next task will be automatically unlocked upon completion of the current task.

Note: For users who purchase the same camp period in the Camps feature, the rules for unlocking lessons or tasks are based on the course dates, not the users' learning progress. For example, if the unlock time for the camp period courses is from May 1st to 7th, customers will start unlocking courses on May 1st for a total of 7 days. If a customer joins on May 5th, they will directly start unlocking the courses for the 5th, and the courses from the 1st to 4th will be automatically unlocked and can be watched directly.

Course membership

Does the validity period of membership courses support custom settings?



The validity period of membership courses supports custom settings. You can also select existing options in the system: 1 month, 3 months, 6 months, 1 year, 2 years, 3 years, 4 years, and 5 years as the course validity period.

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Can sub - categories be added to the membership courses?



Membership courses can include columns and single-item courses, but adding large columns is not supported.

How to set the membership price and validity period?



You can set the membership price information, strike-through price, and membership validity period as product information in the product details.

****Note:** Once the membership validity period is saved, it cannot be modified. If you want to change the membership validity period, it is recommended to create a new membership product.

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How to add membership benefits?



1. Add from existing single items

In the membership content management, click to add membership benefits, select from existing categories (articles, audios, videos, live streams, columns). After clicking 'OK', the single item will be successfully added to the membership. Users who have purchased the membership can view the single item for free within the membership validity period.

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2. Create a new product

In the membership content management, click to add membership benefits, select [Create a new product], choose the single item type and fill in the corresponding information. After editing the content information, click the [Save] button, and a new single item will be successfully added to the membership.

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Column

How to enable the table of contents display for a column?



Merchants log in to the elink backend, go to [Course Management] - [Columns], select [More] for the corresponding column, and then click [Enable Table of Contents Display].

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What's the difference between a column and a major column?



A column is a collection of multiple single products, which can meet the scenario requirements of packaging and selling multiple single-course products.

A mega-column is a packaging of multiple columns, which is a course format that enables the collective sale of multiple column courses.

How to enable update reminders for a column?



You will receive a message notification when the column is updated. You can go to [Settings] → [Push Settings] → [Message Push] to enable the course update reminder. Meanwhile, when updating a single column course item, select to enable the service account notification function. Additionally, users need to actively subscribe to the update prompt for the service account to send notifications to students.

image (9).png

image (10).png

image (11).png

image (12).png

****Note:**1. For columns that have been taken off the shelves or hidden, there will be no service account notifications after course updates.

2. After setting the column to stop updating, you can continue to add single items and update the column content. To send message reminders to students for column updates, you need to manually change the column status to [Start Updating].

How to remove a single product after associating it with a column?



If your single product is associated with a column, you can edit the single product and select 'Cancel associated sales' in the sales method section.

If you need to completely delete a single product course, you can open the course list page, click 'More' - 'Delete' for the course you want to delete.

If the same product is associated with two courses, can users access the un-purchased course for free?



When the same course is associated with two paid columns and a user only purchases one of the columns:

1. If the associated course allows individual sales, the course can be viewed in both columns. However, if the column that the user hasn't purchased doesn't display the column catalog, the course cannot be viewed.
2. If the associated course doesn't allow individual sales, in the column that the user hasn't purchased, a prompt 'You can watch this course after subscribing to the column' will appear.

How to add products to a column



In the column list, click on the column to which you want to add content. Then click [Details] - [Catalog Management] - [Add Course], and you can select existing products or create new ones. The [Create New] mode follows the same process as creating a single product. You can create five types of single products: audio, video, graphic - text, live stream, e - book, and AI interactive course.

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How to set the preview content for a column?



Merchants can set audio, videos, images and texts, live streams, and e-books in the column as free previews. Users who have not subscribed to the column can view the free preview content for free.

Setting method: Find the content you want to set as a free preview. In the additional operations, click [Set as Free Preview]. Merchants who offer single-item sales do not support setting content as free previews. This content will then become free content for users who have not subscribed to the column to view. After the setting is successful, you can see the 'Free Preview' label on the right side of the content name. You can also cancel the free preview at any time in the additional operations. After cancellation, users who have not subscribed to the column will not be able to view this content.

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What's the purpose of enabling the catalog display for a column?



After enabling the catalog display for the column, users who haven't purchased the column can view which single courses are included in the column.

Special Column

How to enable the major column directory?



1. On the list page of [Major Columns], find the major column that needs to be set.
2. Click [...] - [Enable Catalog Display] - [Confirm], and users can view the Product Collections within the major column before purchase.

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Will users be notified after the major column is updated?



You will receive a message notification when the major column is updated. You can enable the service account notification function when updating the column course products under the major column.

At the same time, students need to actively subscribe to the update prompt before the service account notification will be sent to them.

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image (1).png

Student subscription prompt:

image (2).png

****Note:**1. There will be no service account notification after updating the courses of a column that has been taken off the shelf or hidden.

2. You can continue to add single products after setting the column to stop updating. You can continue to update the column content. Students can receive message reminders only

after manually changing the column status to [Start Update] for the column update reminder.

How to add a column within a major column?



In the major column list, click on the major column where you want to add content, then click [Course Management] to enter the product details page of the major column.

Enter the column details page and click [Add Column] to add an existing column or create a new one.

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How to set the preview content for the major section?



You cannot set the entire column for users to preview in the major column. However, you can set individual items in the column (this column needs to be available for separate sale) for audio/video previews.

Text and images

How to set the listing and delisting of graphic products?



1. When creating/editing a product, merchants can set the product to be listed.

When you set the product to be listed immediately, it will be displayed in the Online Store upon publication.

When you set a scheduled listing time, the product will be displayed in the Online Store after the specified time.

When you set the product to be hidden after listing, it can only be accessed via a link.

[Graphic] - [Details/Edit] - [Sales Settings]

image (6).png

2. After saving the product, you can directly list or unlist the graphic product in the graphic list.

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How to enable information collection for image-text courses?



I. Function Description

The information collection function allows you to customize the collection of paid user information, including contact information like phone numbers and WeChat IDs, as well as personalized user information, to clearly depict user profiles.

So, how do you enable information collection for text and image courses?

II. Operation Steps

1. Create or edit a product and save it.

2. In the text and image list, click [...] - [Operation Settings], or click [Details/Edit].

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3. On the text and image details page - Operation Settings page, enable the information collection function.

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4. Select an existing information collection or create a new one; choose the collection page; and finally, save the settings.

Text and images

How to create a new graphic product?



1. Enter the page: Select [Articles] from [Content Management] → [Create New Article] to enter the article product editing page.
2. Fill in information such as the article title, article cover, article details, sales method, and Shelf Settings, etc.
3. Click [Save] to successfully create the article product.

What is the preview content?



1. When a product is set as paid, users who haven't purchased the graphic course can only view the preview content you've set when accessing the course.
2. When a graphic course is set as free, or after a user has made the purchase, the user can view the full content of the graphic, i.e., the detailed content of the graphic, but cannot view the preview content.

What is text anti-copying?



Text anti-copy is a feature that prevents your paid content from being pirated. After enabling this feature, the text content of the product is prohibited from being copied, and the functions of zooming in on images by clicking and recognizing QR codes by long-pressing are not allowed to be used.

Text and images

Can local audio and video files be added under the graphic details?



Yes, you can add local audio and video files under the text and image details.

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Text and images

Why is the course price display grayed out and cannot be edited?



Hello, if your course has participated in marketing activities such as flash sales, group buys, limited-time discounts, follower growth tools, and viral posters, you cannot modify the course price during the event period.

How to use the editor?



Rich Text Editor: Supports text editing, image insertion, audio insertion, video insertion, link insertion, H5 insertion, etc. Using the rich text editor to edit can make your content more diverse and vivid. You can use the rich text editor to edit images and texts, course details, etc.

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Third - party Editor: elink supports pasting content copied from third - party editors. You can edit the content in a third - party editor and then copy it to the rich text editor. Please wait for the images to be completely uploaded to the elink server before saving. If there are deformation or display issues after pasting, it is due to compatibility problems. You need to readjust the style in the elink editor and then upload it again.

Text and images

After creating an image-text course, how can merchants share the image-text product with learners?



Click [Share] in the graphic list to display the QR code and link. Learners can open WeChat, click [+ in the top right corner - Scan], scan the QR code to view the created graphic products, or directly copy the link and open it in the WeChat environment.

image.png

Tutorial on Using Strikethrough Prices



I. What is the strikethrough price?

The strikethrough price refers to the price of a product displayed on the product sales page with a horizontal line through it. It is usually shown alongside the actual selling price without a strikethrough.

You can set the strikethrough price independently. It can be the original price, reference price, brand counter price, tag price, manufacturer's suggested retail price, or a previously transacted price of the product. It is not the final transaction price.

The strikethrough price you set must be real and valid. Using a fictitious price as the strikethrough price may violate relevant laws and regulations, and you will need to bear the corresponding legal responsibilities. [Manual adjustment required]

II. How to set the strikethrough price?

The strikethrough price can be set in [New Product - Product Information]. The strikethrough price option only appears when the product sales method is set to [Paid], and it is an optional field. If the product has no other promotional activities (such as Joint Order), after you fill in the strikethrough price, it will be displayed in a strikethrough format on the product details page.

* Take a text - image product as an example:

1. After creating a new [Text - Image] product, click [Details/Edit] to enter [Sales Settings]

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III. Presentation effect on the H5 learner's end:

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Tutorial on Using the Rich Text Editor



I. Function Description

The rich text editor supports text editing, image insertion, audio insertion, video insertion, link insertion, H5 insertion, etc. Editing with the rich text editor can make your content more diverse and engaging. Merchants can use the rich text editor to edit images and texts, course details, etc.

II. Function Usage

1. Basic editing and typesetting functions: Support basic text typesetting functions, such as font size, color, bold, line spacing, format painter, ordered list, unordered list, etc.

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2. Add images: Support single-image upload and multi-image upload.

(1) [Image upload] The image size should not exceed 5M. When the uploaded image exceeds 2M, it will be compressed.

(2) [Image editing] In the rich text editor, select an image to modify its size and drag to adjust its position.

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3. Add videos: Support adding local videos and third-party videos.

(1) [Local videos] Support mp4, avi, wmv, mov, flv, rmvb, 3gp, m4v, mkv, webm formats, with a size not exceeding 5GB.

(2) [Third-party videos] Can be added through [Add video - Video link]. Instructions for filling in the video link: For Tencent Video and Youku Video, you can directly paste the video link into the input box. For other videos, you can insert them by pasting the [Universal code] of the video sharing. (To have a better experience on WeChat, it is recommended to use Tencent Video when inserting third-party videos.)

(3) Instructions for the [Universal code] of video sharing. Example: Method for inserting iQiyi videos

① Open the video link;

② Click [Share] - [Copy universal code] at the bottom of the video, paste the code into the input box, and complete the insertion of the online video.

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*Note:

The course details in Mini Program V76 and above versions support the display of added local videos. Third-party videos inserted through [Add video - Video link] are not currently supported for display in the Mini Program. If you want the video to be displayed in the Mini Program, please upload a local video.

4. Add audio

Support m4a and mp3 formats, with a size not exceeding 500MB.

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*Note: The course details in Mini Program V76 and above versions support the display of added audio.

5. Add links

Support adding hyperlinks to text and images;

Select an image or text, click the [Hyperlink] icon, paste the link address and confirm to complete the link insertion.

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6. Add emoticons to make the images and texts more vivid

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Text and images

What products do not support guiding users to join the community on the product detail page?



Super Memberships, physical products, and education and training courses do not support group joining guidance on the product detail page.

Text and images

Which courses support guiding users to join the community before purchase?



Paid courses (supporting individual sales) support guiding users to join the community before purchase.

Tutorial on Batch Operations for Courses



I. Feature Introduction

Provide merchants with the ability to create and manage courses in batches. Merchants can create audio, video, and live courses in batches, and perform operations such as batch publishing, unpublishing, and deletion of courses.

II. Purpose of Use

Improve the efficiency of merchants in creating and managing courses.

III. Operation Path

Merchant side: Merchant backend → Course management → Course list → Batch creation, Batch operations

IV. Usage Tutorial

(1) Batch creation of audio and video

1. On the audio (video) course list, merchants can click the “Batch new” button above to enter the batch creation page for audio (video) courses.

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2. Batch creation of audio (video) is divided into two steps:

① □ Upload files□ : Upload audio (video) files and set the corresponding course names (the file names are used by default) and course covers. A maximum of 50 courses can be created in batch each time.

image.png

② □ Batch course settings□ : After uploading, click “Next”. In this step, other information for these courses (such as content information and product information) can be set uniformly. Click “Save” after setting to start batch creation.

image.png

3. After starting batch creation, the course list will be displayed, showing the courses that have been created (batch creation takes some time. You can refresh the page later to view).

(2) Batch creation of live courses

1. On the live course list, merchants click the “Batch create” button above and select the live course mode to be created.

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2. Batch creation of live courses is divided into two steps:

① **Basic settings** : Create live courses and fill in the corresponding live course names (by default, they are sorted in ascending order as store name - 1, store name - 2), live course covers, start times, and live course durations. If the recorded live course mode is selected, files also need to be uploaded. A maximum of 50 live courses can be created in batch each time.

image.png

② **Live course settings** : In this step, other information for these live courses (such as live course introductions and live course details) can be set uniformly. Click “Save” after setting to start batch creation.

image.png

3. After starting batch creation, the live course list will be displayed, showing the live courses that have been created (batch creation takes some time. You can refresh the page later to view).

(3) Batch operations on courses

For courses : Text - image, audio, video, e - books, live courses, and columns.

1. On the above course list, when the mouse hovers over a list item, an edit icon will be displayed next to the course cover and course title. Click it to perform quick edit operations.

image.png

2. On the above course list, some courses can be selected for batch operations:

① Batch publishing, unpublishing, and deletion.

② More settings:

- Set course covers: Change the covers of the selected courses to the specified pictures.
- Add product groups: Add the selected courses to the specified product groups.
- Publishing settings: Modify the publishing settings of the selected courses.

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(4) Batch management of columns

On the column - details - content management page, a batch content management function is provided.

1. [Quick edit course title/cover]: When the mouse hovers over a list item, you can quickly edit the course title and course cover (the function is the same as that in the course list).
2. [Unlink]: Click the 'More - Unlink' button on the right side of the list item to remove the course from the column (users who have purchased the column will not be able to view the content of this single - course).
3. [Batch operations]: You can select some courses in the column for batch operations (batch publish/unpublish, batch unlink).

image.png

4. [Batch sorting]: Click the 'Batch sorting' button to quickly sort the course content in the column in batches. You can directly adjust the order by dragging the courses or entering the serial numbers. Click the toggle button in the upper - right corner to reverse the order of the

courses in the pop - up window with one click. After adjusting the order, click 'OK' to make the changes.

image (9).png

5. [Batch create courses in the column]: In the 'Add products' pop - up window of the column, click the 'Batch create' button to select to batch create audio, video, and live - streaming courses (the function is the same as that in the course list).

image (10).png

6. [Column content update order]: When creating/editing a column, you can set the 'Content update order' function.

- Newly added first: Newly added courses in the column will be ranked at the top of the list (this setting is recommended for columns with strong timeliness such as news columns).

- Newly added last: Newly added courses in the column will be ranked at the bottom of the list (this setting is recommended for columns with strong context relationships such as audiobooks).

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V. Frequently Asked Questions

Q 1: Which courses support batch creation?

A: Audio, video, and live - streaming courses support batch creation.

Q2 : Is there a limit to the number of courses that can be created in batches?

A: Currently, a maximum of 50 courses can be created at a time.

Q3 : When creating courses in batches, how can I know if all the courses I created in batches were created successfully?

A: After initiating batch creation, the detailed progress of this batch creation task will be displayed above the course list. Click it to view the detailed task progress (you can perform other operations in the course list at this time, which will not affect the batch course creation task).

After the batch course creation task is completed, a pop - up window will appear to inform you of the result; if some courses fail to be created due to certain reasons, you can directly initiate a retry or start a new batch creation task.

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image (13).png

image (14).png

Q4 : Which course lists support batch operations?

A: The lists of graphic, audio, video, e - book, live - streaming, and column courses support batch operations.

Q5 : What batch operation functions are currently supported?

A: Functions such as batch publish/unpublish, batch delete, batch modify course covers, and batch add product groups are supported.

Q 6: When performing batch operations, I want to select more courses for batch operations. What should I do?

A: You can switch and set the number of items displayed per page at the bottom of the course list. The maximum number of items per page can be set to 50.

image (15).png

Q7 : How can I quickly sort the courses in a column?

A: In the management console - column details - content management list, click the 'Batch sorting' button above the list to quickly sort the course content in the column in batches. You can directly adjust the order by dragging the course titles or entering the serial numbers. Click the toggle button in the upper - right corner to reverse the order of the content in the pop - up window with one click. After adjusting the order, click 'OK' to make the changes.

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image (17).png

Q8 : How can I quickly remove a course from a column?

A: In the management console - column details - content management list, click the 'More - Unlink' button on the right side of the list item to remove this course from the column. You

can also select multiple courses and click the 'Unlink' button at the bottom of the list for batch removal.

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Q9 : What is the function of the 'Column content update order'?

A: When creating/editing a column, you can set the 'Content update order' function.

- Newly added first: Newly added courses in the column will be ranked at the top of the list (this setting is recommended for columns with strong timeliness such as news columns).

- Newly added last: Newly added courses in the column will be ranked at the bottom of the list (this setting is recommended for columns with strong context relationships such as audiobooks).

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Instructions for adjusting the cover image size



I. Function Introduction

Currently, the cover ratios of various types of courses and products on elink are not unified, and the display ratios of pictures on different pages are also inconsistent. As a result, merchants need to prepare materials of multiple sizes to create content.

This adjustment will standardize the cover upload and application positions, improve the efficiency of merchants' store operations, and ensure the complete display of merchants' pictures.

II. Impact of the Adjustment

● Newly Created Courses/Content:

- Adjust the picture size of [New Course/Content - Cover]. The latest recommended size is 750*422 or the ratio is 16:9. This adjustment only focuses on the picture size, and no changes will be made to the format and capacity.
- The cover picture of [New Course/Content - Cover] will be displayed in a 16:9 picture frame. For the cover pictures created previously, a small amount of white edges will appear on the left and right sides within the display frame. **A small amount of white - edge effect**
- Path: PC Management Console - Course/Content Management - New Course/Content - Cover

Before the change:

image.png

After the change:

image.png

mtty4odg1njm3otm5ndc5oa_!

● Courses/Content Management List:

- The cover pictures on the management list pages of various types of courses/content will be displayed in a 16:9 picture frame.
- There is no need to modify the previously uploaded course cover pictures. The picture ratio will be automatically adjusted to 16:9 in the form of **Surrounding blurring**○
- Path: PC Management Console - Courses - Course/Content Management
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● C - endCourse Details Page:

- The cover height of the C - end course details pageDynamicallySupports the display of main pictures in 4:3 and 16:9 ratios

Audio

How to set the online and offline status of audio products?



1. When creating/editing a product, you can set the product to be listed.

If you set the product to be listed immediately, it will be displayed in the store upon publication.

If you set the product to be listed at a scheduled time, it will be displayed in the store after the set time.

If you set the product to be hidden after listing, it can only be accessed via a link.

[Content Management](#) - [Audio](#) - [Details/Edit](#) - [Sales Settings](#)

image.png

2. After saving the product, you can directly list or unlist the audio product in the audio list.

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Audio

What's the benefit of joining the recommendation?



After enabling the product recommendation function, there will be a [Related Recommendations] module on the product detail page, displaying the product information set by the merchant. Users can click to jump to other product detail pages for selection.

Specific operation: After saving the product, you can also click [More] - [Add to Recommendations] in the audio list.

[You can click to view the specific tutorial on using product recommendations.](#)~

Does the audio support variable playback speed or continuous play?



1. Playback at Different Speeds: Users can adjust the audio playback speed when listening to audio. Currently, 8 playback speeds are supported: 0.5x, 0.75x, normal speed, 1.25x, 1.5x, 2.0x, 2.5x, and 3.0x.

Supported platforms include WeChat H5, Mini Programs, and the PC version of the Online Store.

2. Continuous Playback: Audio courses in columns/memberships support continuous playback on WeChat H5 and Mini Programs.

3. Playback Modes: Currently, the WeChat H5 platform supports 4 playback modes: single-track playback, single-track loop, sequential playback, and playlist playback.

4. Floating Playback: The WeChat H5 platform supports floating window-style playback of audio courses (a floating control box is displayed at the bottom of the page, and the audio control area at the top is not displayed). Students can flexibly control pause, play, and drag the audio playback progress.

After creating an audio course, how can merchants share the audio product with learners?



Click [Share] in the audio list to display a QR code and a link. Learners can open WeChat, click [+ in the top right corner - Scan], scan the QR code to view the created audio products, or directly copy the link and open it in the WeChat environment.

image.png

How to handle audio upload/playback failures?



I. When audio upload fails, such as the failure to upload audio content, please check according to the following steps:

1. Whether the format is MP3/M4A;
2. Whether the resource size exceeds 500M.
3. If you confirm that everything is correct, you can try to switch the network, transcode the resource again using Format Factory, and then log in to the store backend using Google Chrome to upload it again. If the upload still fails after the attempt, you can feedback the problem to the online customer service in the lower right corner of the management console.

II. When there is an abnormal audio playback please confirm whether the audio is in the standard mp3 or m4a format and whether the resource size exceeds 500MB. If the format/size is correct but it still cannot be played, please try:

1. Guide users to exit WeChat and re - enter the product page;
2. Guide users to switch the network environment and try again;
3. If the original audio has been processed, such as format conversion, please confirm that the resource is not damaged/can play normally, and try to recreate the audio product on the management console and upload the resource.

Is the uploaded audio available for export?



You cannot directly export audio files in the [Audio] section of [Course Management]. However, the uploaded audio files will be available in [Content Management] - [Audio], where you can download and export them.

What should I do if the audio cannot be played or the transcoding has not been completed for a long time?



To provide a better course learning experience for students, we aim to improve the audio quality. Currently, elink supports audio uploads of up to 500MB and is compatible with mp3 (recommended) and m4a audio formats.

Through testing and research, some merchants have reported the following audio issues:

Common audio issues: Unable to play on WeChat, audio resources unavailable, audio file transcoding not completed after a long time

Most of these problems are due to issues with the original recorded files, such as audio file format incompatibility with the player (e.g., WeChat player), outdated audio formats, corrupted recorded files, or only changing the file extension without actually converting the format when changing the file format. elink recommends the following solutions for video transcoding for your reference:

1. Use Format Factory (recommended), Video Editing Expert and other Windows tools to transcode (convert the format) to mp3 format for normal playback.

How to use Format Factory to generate audio files compatible with the WeChat player?

I. Select appropriate editing and transcoding software

For video editing and transcoding: We recommend commonly used Windows software such as Format Factory and Video Editing Expert. Download address: <http://www.pcgeshi.com/>

II. Select an appropriate video format

For the final video format, it is recommended to choose the MP3 format.

III. Software operation process (taking Format Factory as an example):

① Click to output MP3

image.png

② Click to add files

image.png

③ Click to configure output

image.png

④ Set the audio as needed. Usually, no changes are required. After confirming that everything is correct, click the OK button in the lower right corner.

image.png

⑤ You can see that the file is being converted. Wait for the transcoding to succeed.

image.png

Upload the processed audio to elink

After processing, you can upload it to elink. We recommend that you play it on a mobile device. If it does not meet the requirements, you can check the size of the original audio and the processing steps.

Video

How to set the listing and delisting of video products?



1. When creating/editing a product, you can set the product to be listed.

If you set the product to be listed immediately, it will be displayed in the store upon publication.

If you set the product to be listed at a scheduled time, it will be displayed in the store after the set time.

If you set the product to be hidden after listing, it can only be accessed via a link.

image (4).png

2. After saving a product, you can directly list or unlist the video product in the video list.

image (5).png

After creating a video course, how can merchants share the video product with learners?



Click [Share] in the video list to display a QR code and a link. Learners can open WeChat, click [+ in the top right corner - Scan], scan the QR code to view the created graphic products, or directly copy the link and open it in the WeChat environment.

image.png

What should I do if the video keeps being transcoded during upload?



After the video is successfully uploaded, video transcoding is required. Generally, video transcoding can be completed within 10 minutes. During the transcoding process, the video resource will be hidden and will automatically appear after transcoding is completed (it is recommended to reserve some extra time before the set display time for resource upload and transcoding). The video transcoding time depends on factors such as file size and network environment.

If the video transcoding takes too long, you can check if there is a network anomaly. If there is no anomaly, it is recommended that you try uploading again using a different browser. If transcoding continues indefinitely, you can call the official customer service hotline: 4001026665 or submit your issue to the online customer service on the right side of the [Overview] section of the management console.

What are video pre-roll ads?



Video posters refer to the preview images (i.e., video cover images) displayed before video playback. You can set them in [Content] - [Videos] - [Create New Video] - [Video Poster]. To ensure display quality, the uploaded files must be JPG or PNG files smaller than 5MB, and the file size should be set to 750*422px or in a 16:9 aspect ratio.

image (7).png

Meanwhile, it is recommended that you do not select transparent images as preview images, as this may cause abnormal display on your section pages. If you do not upload a video poster, the first frame of the video will be used by default.

Is there a limit to the number of videos that can be uploaded?



There is no limit to the number of video courses you can upload, but you can only upload 2000 video files per day.

Is the uploaded video exportable?



You cannot directly export videos in the [Video] section of [Course Management]. However, the uploaded videos will be stored in the [Video] section of [Material Center], where you can download and export them.

How to handle the situation where the video is always in the transcoding process or the transcoding fails?



It is recommended to use Format Factory software for re - encoding and uploading.

Does the video course support the function of variable-speed playback?



Yes, it is supported. The video course editing page supports playback at different speeds by default. Merchants can also uncheck the option if they want to disable it.

image.png

The specific details of the video courses supporting playback at different speeds are as follows:

- ① Supported platforms: H5, Mini Program, PC web, elink App;
- ② Supported speed options: 0.75x, 1.0x, 1.25x, 1.5x, 1.75x, 2.0x

The display effect on the learner's end is as follows:

image.png

Does the video support the continuous playback function?



Currently, the video courses in the column are set to play continuously by default. You can [click here](#) to switch the playback mode.

image (8).png

Video transcoding rules



I. Purpose of Transcoding

1. The purpose of uploading and transcoding is to uniformly adapt videos to the mainstream video sizes and formats compatible with online playback on most mobile devices.
2. Transcoded videos can be opened and played faster and more smoothly on the user - end.
3. It also saves network bandwidth costs and user data costs.

II. Transcoding Rules

All uploaded videos will be transcoded by Tencent Cloud. The transcoding rule is to transcode downwards in stages:

Greater than 1080P(Resolution reaches 1920*1080): Transcode to 1080p;

Less than 1080p but greater than 720P: Transcode to 720p;

Less than 720P but greater than 480P: Transcode to 480p;

Less than 480P but greater than 360P: Transcode to 360p;

Considering the domestic network bandwidth, reduce the bit - rate while maintaining the clarity as much as possible to minimize the bandwidth requirements. For videos with fast - changing frames and rich colors, reducing the bit - rate will significantly affect the clarity.

III. Transcoding Instructions

1080p ultra - high - definition transcoding is currently only supported for flagship - edition online stores. Basic - edition and professional - edition online stores can support up to 720p high - definition transcoding;

[What should I do if the video cannot be played or the transcoding takes too long to complete?](#)

What should I do if the video fails to play or the transcoding takes too long to complete?



To provide students with a better course learning experience, we aim to make course videos clearer. Currently, elink supports video uploads of up to 5GB, with a maximum 1080p ultra - high - definition transcoding (1920x1080 resolution), and is compatible with various mainstream video formats such as mp4, avi, wmv, mov, flv, rmvb, 3gp, m4v, and mkv.

Through testing and research, some merchants have reported the following video issues:

Videos:Black screen, freezing, audio - video out of sync, blurry video, and excessively long transcoding time

Most of these issues are due to problems in the original recorded files,such as **over - compression, low transcoding bitrate, outdated video formats, damaged recorded files, and only changing the file extension without actually converting the format when changing the file format**.elink recommends the following video transcoding solutions for your reference:

1. Record videos using eLive for a better playback experience;
[Help Center] - [[How to Record and Publish Video Courses Using eLive](#)];
2. Use Format Factory (recommended),Windows tools such as Video Editing Expertfor transcoding (format conversion).

How to Transcode (Convert Format) and Compress Videos While Maintaining Clarity

I. Choose Appropriate Editing and Transcoding Software

For video editing and transcoding: Commonly used Windows software such as Format Factory and Video Editing Expert is recommended. Download address: <http://www.pcgeshi.com/>

II. Ensure the Video Bitrate

Through testing, the rule that 'at a fixed resolution, the higher the bitrate, the higher the clarity' has been verified. During the process of transcoding and compressing videos, if you have high requirements for clarity, it is recommended to choose a bitrate of 1000 or above. Currently, 'Format Factory' can support a relatively high bitrate. After video transcoding and format conversion, there is almost no obvious difference in clarity.

III. Choose the Appropriate Video Format

For the final video format, it is recommended to choose the MP4 or WMV format, which can ensure a low compression ratio (small video size) but high clarity (close to the original video).

1.png

Clarity Reference Diagram

IV. Ensure the Video Resolution

Resolution has the greatest impact on video size and clarity. If you want high - definition video playback (720p), make sure to choose a 1280x720 resolution during the transcoding and compression process.

V. Control the Video Size

If the original video is extremely large (e.g., 6GB), it is recommended to split it into several course videos and upload them separately. elink supports single - file video uploads of up to 5GB. You can also choose a lower resolution and bitrate during the transcoding and compression process to reduce the video size for a single upload, but the clarity will be affected.

Software Operation Process (Taking Format Factory as an Example):

① Click 'Output as MP4'

2.png

② Click 'Add Files'

3.png

③ Click 'Output Configuration'

4.png

④ Set the video, change the bitrate and screen size, and click 'OK'.

5.png

⑤ You can see that the file is being converted. Just wait for the transcoding to succeed.

6.png

Upload the Processed Video to elink

Once the video is processed, you can upload it to elink. It is recommended that you play the video on a mobile device. If it does not meet your requirements, you can check the size of the original video and the processing steps.

E-book

What formats are supported for uploading e-books?



E-books support PDF and EPUB formats. Currently, PDF e-books do not support the functions of highlighting and theme switching.

Can the background and font size of e-books be adjusted?



E - book background: For EPUB e - books, you can adjust the background theme, while PDF e - books do not support theme background adjustment.

E - book font size: On Android devices, you can click the three dots in the upper - right corner and select [Adjust Font]. iOS devices do not support font adjustment. This method of adjusting the font is only effective for EPUB - format e - books and does not work for PDF e - books. For PDF e - books, you can use two - finger gestures to zoom in and out. Also, when the e - book is not in the normal proportion, you cannot turn the pages. After restoring the original proportion, the normal left - right page - turning function will be restored.

How to set up trial reading content?



1. If the product is set to be free, users can directly view the complete e-book content.
2. If the product is set to be paid and trial reading is supported, users can only view the trial content and can access the complete e-book after purchase. (The chapter list shows in black and grey. The trial part is in black, and the grey part requires payment to view.)
3. If the product is set to be paid and trial reading is not supported, users cannot view the e-book content or the trial content.

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Free e-books do not have the concept of trial reading. Therefore, it doesn't matter whether trial reading is set or not supported for free e-books, and the trial reading setting will not take effect.

Trial reading supported: Set the trial reading to which chapter. Here, the number of chapters refers to the chapters of the e-book, starting from the first page of the e-book, not the first chapter of the main text. If there is content such as preface and copyright information, it is also counted as a separate chapter. (Note: For e-books in PDF format, set the trial content by page number.)

Trial reading not supported: If you choose not to support trial reading, the trial reading button will not be displayed on the user side.

E-book

How to display e-books on the homepage?



When setting up the store homepage, you can select [Product Components] - [Product Collections] for display.

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E-book

How to turn the pages of an e-book?



You can click on the left or right blank space of the e-book to turn the page.

How to adjust the font size of e-books?



On Android devices, you can select [Adjust Font Size] from the three dots in the upper right corner. This function is not supported on iPhones. Adjusting the font size in this way only works for e-books in EPUB format and is not supported for PDF format. For PDF e-books, you can use two-finger gestures to zoom in and out. Additionally, you cannot turn the pages when the e-book is not in the normal proportion. The normal left-right page-turning function will be restored after you return to the original proportion.

In-class test

In-class test

Where can I configure the question pop-up time?



In the [Create/Edit In-class Quiz -> Question Selection List], manually configure the pop-up time for each question.

image.png

In-class test

Does the correctness of the question answer affect the ability to continue watching?



Whether your answers to the questions are correct or incorrect will not affect your continued viewing. The course will resume playing after you submit the questions.

In-class test

Will the system conduct a check every time a user enters the course?



During the learning process of a course, once a user has completed a section, the corresponding quiz will not pop up again.

When the progress bar can be dragged, if you drag the progress bar to skip the question popup time, will the questions still pop up?



You can drag the progress bar beyond the question pop-up time, and the questions will not pop up. You can choose to use it in conjunction with the "Disable speed playback/skip forward" function.

Will courses with duplicate detection enabled be checked every time a user enters the course?



For courses with duplicate detection enabled, a detection question will pop up every time the configured quiz time is reached during playback.

Interactive courses

What should I do if the video is shown as being transcoded after the course is created?



After the video is successfully uploaded, video transcoding is required. Generally, video transcoding can be completed within 1 - 30 minutes. During the transcoding process, the display on the course terminal will not be affected. After the transcoding is completed, the transcoding field will automatically disappear. The video transcoding time depends on factors such as file size and network environment.

If the video transcoding takes too long and the video in the terminal course cannot be played normally, it is recommended that you first try to change the browser or the video source and re - upload the video. If the problem still persists after retrying, you can call the official customer service hotline: 4001026665 or feedback the problem to the online customer service on the right side of the [Overview] in the management console.

Course

How to set up individual sales for chapter content within a course series?



One course series supports individual sales, and multiple chapter contents under the course series support separate sales (for specific steps, please refer to the video tutorial):

1) Create new courses for different contents to be sold. After creating new courses, you can use the 'Import from existing courses' option in the course catalog to import the course contents to be sold separately with one click.

2) There are three ways to display multiple courses:

? Product recommendation: On one course page, learners can click 'Related recommendations' to see other courses available for purchase.

? Combo products: On one product link, learners can select courses with different specifications for purchase.

? Micro - page: One page supports custom decoration to display different course contents.

Course Usage Tutorial



I. Feature Introduction

□Courses□ are a type of systematic courses that place more emphasis on course services and the learning outcomes of students. They provide a flexible and comprehensive solution for teaching, learning, and evaluating learning outcomes.

1. Course Features

(1) In terms of content, it supports secondary directories, allowing for the arrangement of live streams, content, and various interactive tools, providing more diverse content combinations and learning, practice, and testing experiences.

(2) In terms of course start methods, it supports three ways of taking courses: students can learn at their own pace, start at a fixed time, or within a fixed start and end time. It also provides multiple ways to unlock directories, meeting the needs of various customized learning plans.

(3) In terms of course management, it supports the configuration of certificates, setting compulsory and optional sections, and completion conditions. It also supports data analysis at the overall course, section, and student levels, meeting more comprehensive data analysis capabilities and supervision and management needs.

2. Supported Content Types

Live streams, images and texts, audio, videos, documents, e - books;

3. Supported Interactive Tools

Assignments, exams, exercises, check - ins, forms, interactive tests, communities, certificates.

II. Purpose of Use

CoursesIt focuses on creating systematic courses that combine learning, practice, and testing, providing students with a more excellent learning experience. Managers can

conduct more refined operations on students, improve students' learning outcomes, enhance the teaching reputation of merchants, and increase sales revenue.

III. Use Scenarios

1. CoursesAdd multi - level directories and combine multiple live streams, content, etc. Students can freely learn the combined courses. For example, "Employee Management Manual".
2. Add content and assignments to the course, set the course start time, restrict students to enter and complete the training requirements at the same time, and manage students during a unified camp period. For example, "September Sales Improvement Class".
3. Add various interactive tools such as content, check - ins, exercises, and certificates to the course.

CoursesAdd various interactive tools such as content, check - ins, exercises, and certificates. Set a fixed start and end time, set the unlocking time for each section, and require students to complete the corresponding content and interactive tasks every day as required. Achieve the goal of completing learning requirements and strong learning effects within a fixed time through refined operations. For example, "3 - Day New Employee Training Plan", "21 - Day New Store Support Plan"

IV. Operation Path

Merchant Side: Academy Management Console → Course Management → Series Courses → Courses

image.png

V. Usage Tutorial

Step 1: Create a New Course (Management Background)

1. Create a Course

Log in to the elink Management Console, select [Series Courses] → [New] from [Courses];

image/png

2. Content Information

Fill in the course name, cover, introduction, and details

- Name: You can enter up to 45 characters. It is recommended to enter within 14 characters.
- Cover: It is recommended to upload a picture with a ratio of 16:9, a resolution of 750*420px, and a size less than 5M.
- Introduction: The maximum input is 256 characters.

ctr8MPU1734076210Ki.jpg

3. Course Information

Fill in Product grouping, listing and delisting information, student visibility range

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Step 2: Add Content/Course Configuration *(Management Background)*

1. Directory Management

The directory hierarchical structure is: Course - Sub - course - Chapter - Section

Click to add a first - level directory

image/png

Click to add a first - level directory or a second - level directory under a sub - course;

image/png

Click to add associated various course content, supporting live streams, images and texts, audio, videos, documents, e - books, assignments, exams, exercises, check - ins, forms, interactive tests;

image/png

supports creating new on the current page, and also supports associating or copying existing tasks;

image/png

2. Course Settings

(1) Basic Information (already filled in during creation, can be skipped)

Fill in basic course information such as name and cover, and