



# Global Arval Documentation

Version 2

# Summary

Connection	3
Create Page	5
Create Layer	8
Create Homepage	
Translate	15
CKEditor	18
Menu & URL	21
Images & videos	24
SEO	27
Manufacturer Calendar	31
Webforms & Salesforce	33
Contact sticky bar	36
TCO Calculator	
News Library	42
Insights	
News slider	
KPI's	54
Interactive Map	58
Offers	63

# CONNECTION



How to connect to the back-office

### CONNECTION

To be able to use the back-office of the website you will have to connect first. To do so you should go to the following URL:

arval.[country]/user

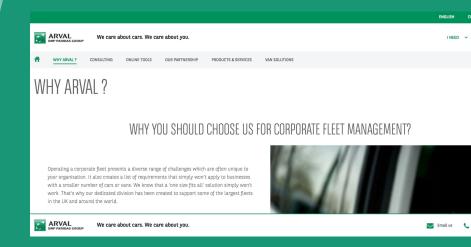
#### exemple:

arval.fr/user arval.co.uk/user motortrade.fr/user

Then enter your login and password and click to "log in".



# CREATE PAGE



How to create a page

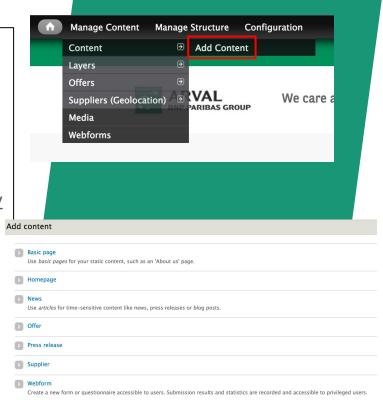
## **CREATE PAGE**

You can add a page by clicking on "Manage Content > Content > Add Content" in the admin menu, then choose "Basic page".

- To define the language of your content (multilingual website), you have to check your actual language based on the URL (ex: https://www.arval.be/fr/node/add/page)
   To change, go back to the home and switch language or replace the country code by the one that you want directly in the URL: https://www.arval.be/en/node/add/page
- Define a title for your page
- Save the new page

Now you can add any existing layer on your page.

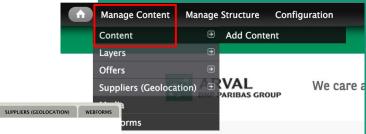
The management of menu, URL or SEO is explained further in this documentation.

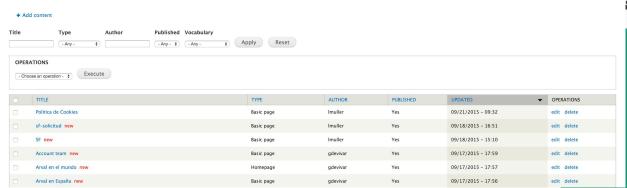


### **CREATE PAGE**

Content

You can list all of the page previously created by clicking on "Manage Content" or "Content".



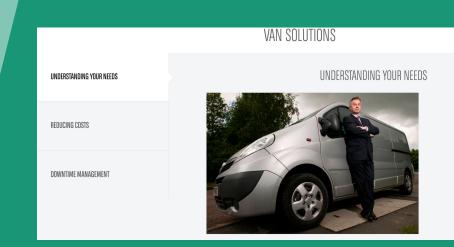


FILES

OFFERS

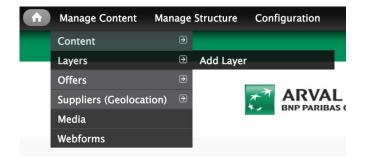
You can filter your content and order the list by clicking on the column's title.

Click on edit to modify the information previously entered.



How to create a layer and insert into a page

You can create a layer by clicking on "Manage Content > Layers > Add Layer" in the admin menu.



The same type of layer can be used as many times as you want (but with different content).

After, you can add your layer on any page.

Layer 1/2 arguments Layer 2/4 arguments\_2 paragraph Layer 2 arguments paragraph Layer 4 arguments paragraph Layer Accordion Layer Anchor **Layer Carousel** Layer Contact - Offer **Layer Contact** Layer Customer Account Layer FAQ Layer FSL Comparator Layer Footer - Social Network Layer Full picture Layer HTML Layer Home - 4 arguments paragraph Layer Home - Offer 4 arguments Layer Home - Twitter Layer Home - Video Layer Horizontal Tabs paragraph **Layer Insights** Layer Offer Image Layer Offers Vehicle **Layer Press Contact** Layer Table Layer Text / Image Layer Text image CTA **Layer Text** Layer Verticals Tabs paragraph

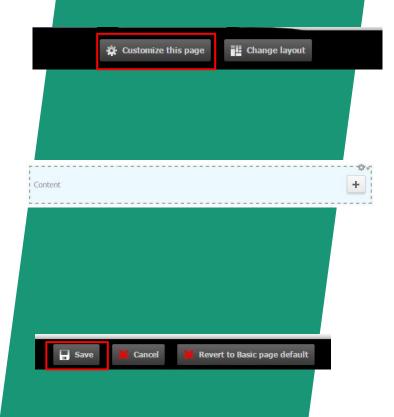
To be able to add layers on a page, go on the page (front office) and click on "Customize this page" on the admin bottom bar.

To add a layer to the page, click on the + button on the top right content section of the page. Then select the type of layer you want to insert. Select the one you want. And finally click on finish.

Pay attention, you shouldn't add an "home ½ arguments" layer in the content section of your basic page, because of the CSS guidelines. So check which layers you can use.

You can now drag and drop your layer where you want depending on the type of the page.

Click on the "Save" to end the insertion.



Allowed layers by type of page:

	Homepage	Basic page	Advanced page	Landing page	Article	Offer	Webform
Anchor							
Slider							
2 arguments							
2/4arguments_2 paragraph							
Accordion							
Text							
Vertical Tabs							
Horizontal Tabs							
Contact							
HTML							
Press Contact							
4 arguments		l.					
Table		Į.					
Home - Video							
Home - Twitter							
1/2 arguments							
Home - 4 arguments							
Text / Image		ļ.					
Footer - Social Networks							
Customer Account							
FAQ							
Vertical tabs paragraph		L.					
Home 4 arguments (Paragraph)							
Home - Students							
Slider Offer Image							
Home - Offer 4 arguments	,						
Offers vehicle by categories							
Offers vehicle							
Slider Offers							
FSL Comparator							
1/2 Arguments - Image / Video							
3 columns calendar							
Image Flat Tint							
Slider video							

## **Content types:**

#### Homepage:

This content type is dedicated to create the main page of the website. You can have one Homepage for the country site and one homepage for the offers main page.

#### Basic page:

A Basic page is a simple page constitue with several layers (ex : About Arval)

#### Advanced page:

An advanced page is a page made with dynamic content (ex : offers list page)

#### Landing page:

This content type is dedicated for marketing campaign. It is a single web page created as a destination page.

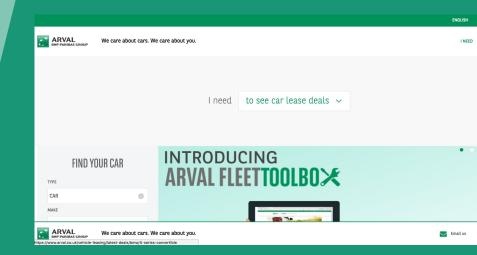
#### Offer:

This content type is only available for website with offers engine. An offer is a page that describes one vehicle offer. There are several offers in one offer engine.

#### Webform:

The webform is a form to get informations about the visitor. With these informations, the marketing team will contact the lead.

# CREATE HOMEPAGE



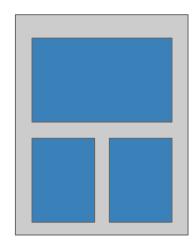
How to create a homepage

## **CREATE HOMEPAGE**

The creation of a homepage is made in the same way as a basic page. But the template is slightly different.

In fact a homepage is divided in 2 parts, the first take the full size of the screen (as the basic page) and the other have 2 columns where they take 50% of the page each.

Normally, each homepage have already been created and setup, so you just have to manage the layers inside.



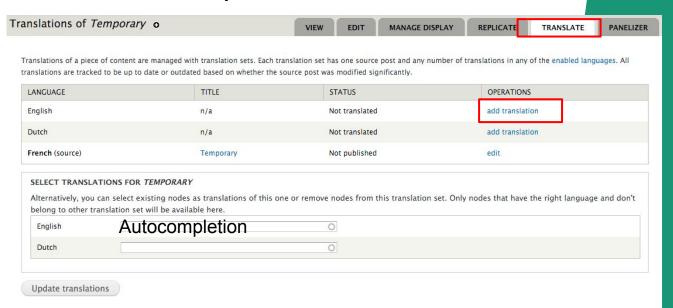
# TRANSLATE

How to translate pages & layers

### TRANSLATE CONTENT

To translate your content, go to the page and click on the edit button, then click on "Translate" tab, or directly click on the "Translate" button instead of "edit".

You have to click on "add translation" or use the autocompletion to attach two content already created.



## TRANSLATE LAYER

Go to "Content > Layers", in the list click on "Translate" link.



#### Then click on "add translation".

LANGUAGE	SOURCE LANGUAGE	TRANSLATION	STATUS	OPERATIONS
English	(original content)	view	Published	edit
Dutch	English			add translation
French	English	view	Published	edit

# CKEDITOR

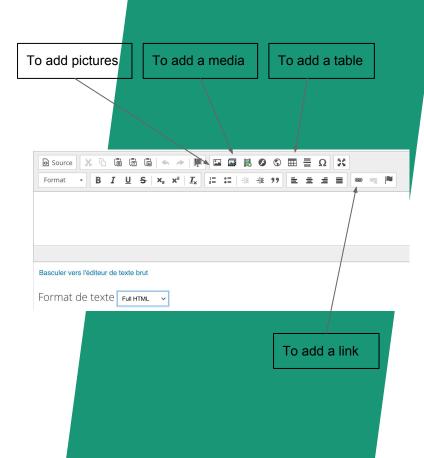
How to manage the content with CKEditor

### **CKEDITOR**

Ckeditor is a text editor plugin. It add zones of edition of contents, provided with a toolbar.

Example: To put the bold text, first select the text then click the icon **B** .

You can change the text format: Filtered HTML, Full HTML or Plain text according to you need. Each of this modes have differents toolbars with more or less options. We advise to edit in full HTML to get all options available.

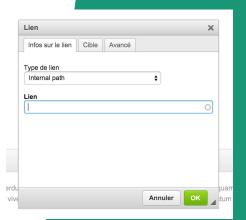


### **CKEDITOR**

To insert a link, click the icon , a pop-in displays to enter the informations.

You can search an internal link (internal path) or enter a custom URL, an e-mail or an anchor.

The icon  $I_{x}$  remove any text formatting (when you copy/paste your content from Word for example).



# MENU & URL

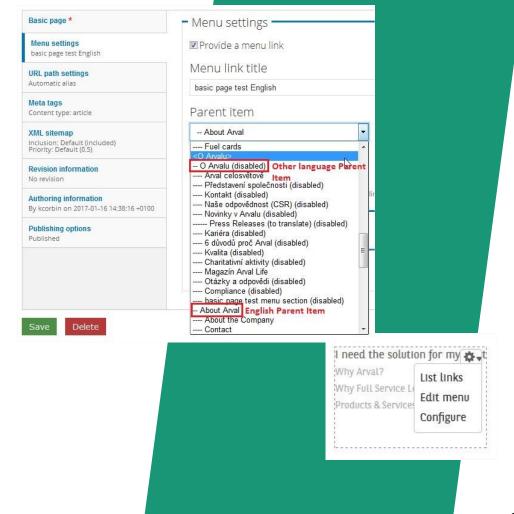
How to manage menus and the URLs

### **MENU & URL**

You can add the page in a menu when you creating or editing it. To do so, follow this process:

- 1. Go to "Menu settings" tab.
- Check the "Provide a menu link".
- 3. Enter a menu link title.
- 4. Select the section where you want to put your page. <u>Parent item must be specified by "--".</u> Ex: "--About Arval"
- Select a weight for choose the order of display on the front office.
   You can rearrange them by clicking on the "list links" link when you put your mouse over the differents menus (in the footer).

The first one have to be the homepage who corresponds to the bold top title for each menu in the footer.



#### **MENU & URL**

URL are automatically generated according to the title but you can also manage them manually by following this process (always in the edition of the page):

- 1. Go to "URL path settings" tab.
- 2. Deselect the box "Generate automatic URL alias"
- 3. Enter your custom URL alias

Pay attention: For all pages, if you change URL settings, the horizontal menu will not be displayed on this page. Therefore, it is forbidden to change the URL settings of the Homepage

Menu settings
Politica de Cookies

URL path settings
Alias: my-custom-url

Meta tags
Page title: Politica de cokkies Arval
Description: Aqui encontraras nuestra ...

XML sitemap

Inclusion: Default (included) Priority: Default (0.5) Generate automatic URL alias
Uncheck this to create a custom alias below.

URL alias

#### my-custom-url

Optionally specify an alternative URL by which this content can be accessed. For example, type "about" when writing an about page. Use a relative path and don't add a trailing slash or the URL alias won't work.

# IMAGES & VIDEOS

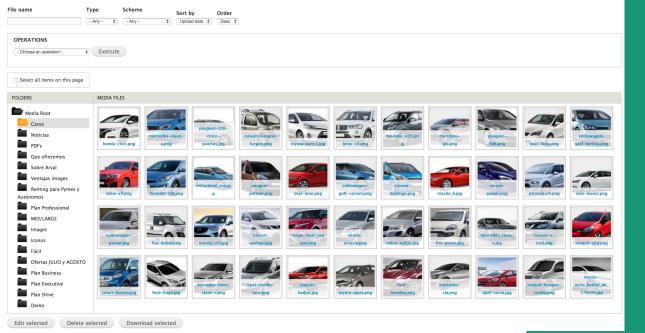
How to manage images and videos

## **IMAGES & VIDEOS**

+ Add file + Media Folders

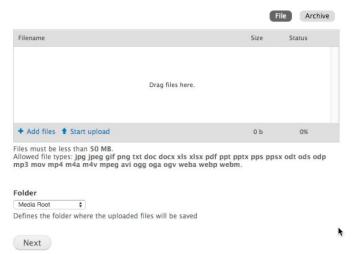
You can manage your files by clicking on "Manage Content > Media" in the admin menu.





### **IMAGES & VIDEOS**

To Add a media (video or image) click on "Add file" on top of the page.



Then, drag & drop your file or click on "Add files" and then select a file. Next, click on "Start upload", wait during import, select a "Folder" and click on "Next". Enter informations about your pictures and click on "Save".

<u>Pay attention</u>: The file must be less than 50 Mo But for a better optimization, your pictures must be less than 150Ko

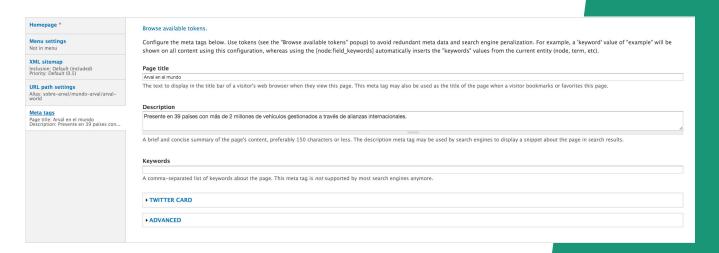
How to manage the SEO

- The SEO data are available by creating or editing a content (pages, offers...),
- 2. Navigate to "Meta tags" tab.

By default, the webmaster must fulfil the page title and the description before to save.

In the "Advanced" toggle you can click on "Browse available tokens" to see what you can add as token. (First select a field by click on it to add automatically the token to it).

Pay attention: For a better optimization, your pictures must be less than 150Ko



 Advanced parameters are available and if the webmaster check one of "prevents" options, the metatags are not mandatory and the content can be saved

→ ADVANCED
Browse available tokens.
Robots
Allow search engines to index this page (assumed).
Allow search engines to follow links on this page (assumed).
Prevents search engines from indexing this page.
Prevents search engines from following links on this page.
Prevents cached copies of this page from appearing in search results.
Prevents descriptions from appearing in search results, and prevents page caching.
Blocks the Open Directory Project description from appearing in search results.
Prevents Yahoo! from listing this page in the Yahoo! Directory.
Prevent search engines from indexing images on this page.
Prevent search engines from offering to translate this page in search results.
Provides search engines with specific directions for what to do when this page is indexed.
Google News Keywords
A comma-separated list of keywords about the page. This meta tag is used as an indicator in Google News.
Canonical URL
[current-page:url:absolute]
Preferred page location or URL to help eliminate duplicate content for search engines.

 Under metadata, you can add Twitter Card (configured by default).

In the "Advanced" toggle you can click on "Browse available tokens" to see what you can add as token. (First select a field by click on it to add automatically the token to it).

#### **▼TWITTER CARD**

A set of meta tags specially for controlling the summaries displayed when content is shared on Twitter.

Browse available tokens.

#### Page URL

[current-page:url:absolute]

The permalink / canonical URL of the current page.

#### Title

[node:title]

The page's title, which should be concise; it will be truncated at 70 characters by Twitter. This field is required unless this the 'type' field is set to "photo".

#### Description

[node:summary]

A description that concisely summarizes the content of the page, as appropriate for presentation within a Tweet. Do not re-use the title text as the description, or use this field to describe the general services provided by the website. The string will be truncated, by Twitter, at the word to 200 characters.

# MANUFACTURERS CALENDAR



How to manage the manufacturers calendar

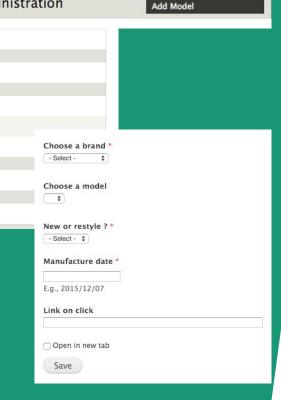
## MANUFACTURERS CALENDAR

Click on "Manage Calendar"



To add a car in the calendar, click on "Add new item". Select a brand and a model and complete form, then click on "Save".

If the selectors brand and model are empty, you have to add it in the taxonomy (Manage Structure > Taxonomy > Brand > Add term)



Manage Structure

Manage Calendar

Add Brand

# WEBFORMS & SALESFORCE

REQUEST A QUOTE		
JEEP Renegade 1.6 multijet limited 5dr 36 Months   10000 Miles/year		
FIRST NAME *	COMPANY NAME	
SURNAME *	COMPANY REGISTRATION NUMBER	
PHONE NUMBER *	COMMENT	
EMAIL *		

How to manage a form and salesforce

### WEBFORMS & SALESFORCE

To create a webform, click on "Manage Content > Content > Add content > Webform". To edit a webform, click on "Manage Content > Webforms".



Then click on the "Components" button of the webform you want to edit, then you can add form field by enter a name and selecting a type of field.



Then click on "Add". And complete the form.





For salesforce, you have to refer to the list of key on "Configuration > Web services > Salesforce webform

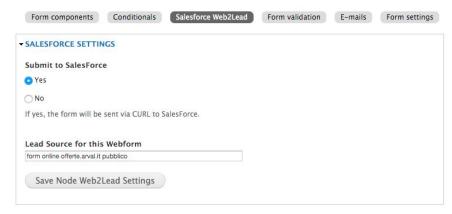
The "fied key" (webform components) have to be the same as the key (Saleforce webform fields).

Pay attention: Don't modificate the Salesforce Key, it is the same for all countries

Webf	orm Fields to Salesforce Fields Mapping Table
Legen	nd: KEY is the Webform Field Key, VALUE is the Salesforce Web-T
	KEY
+‡+	lead_source
+	lead_channel
+	lead_record_type
+‡+	lead_partnership_channel
<b>+</b>	lead_ruolo_corrispondente
+	lead_queue
+	lead_nome
+	lead_cognome
+1+	lead ragione sociale

## WEBFORMS & SALESFORCE

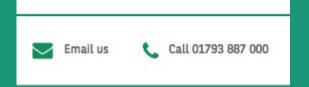
For salesforce you have to enter the lead source (click on "Salesfoce Web2Lead" tab):



Finally, you have to enter the recipient (click on "E-mails" tab):



# CONTACT STICKY BAR



How to manage the Contact sticky bar

## **Contact sticky bar**

To add link to the sticky bar contact, go to the front office and click here

Then, click on add link (or edit if you want to edit a link)

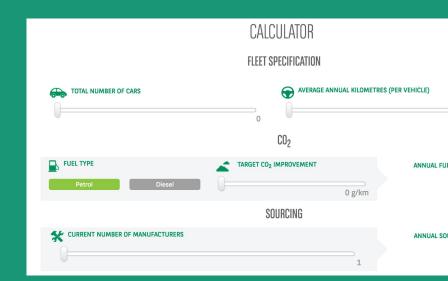


Then, fullfill the content and link it to "Menu Bottom" and save



ADVAL FLEET TOOLDOV

## **TCO Calculator**

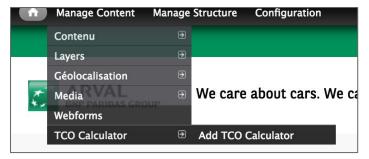


How to create and use a TCO Calculator (GE based)

#### **Create a TCO Calculator**

To create a TCO Calculator, click on "Manage Content > TCO Calculator > Add

TCO Calculator":

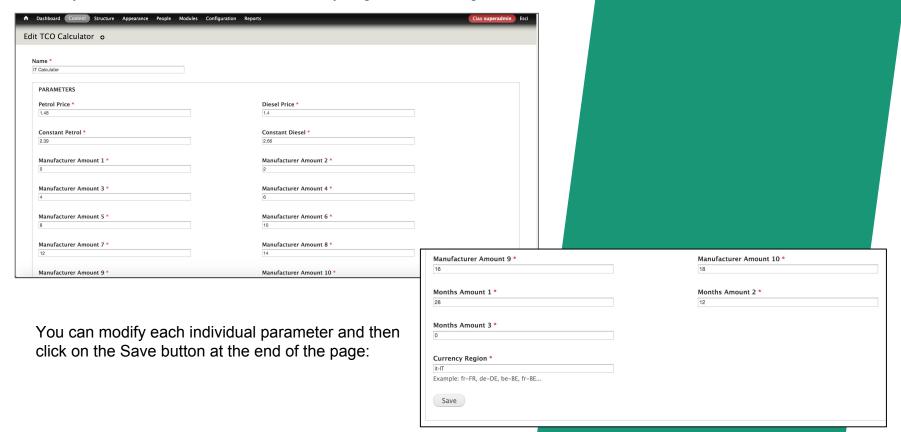


To edit an existing TCO Calculator, click on "Manage Content > TCO Calculator":



## **TCO Calculators parameters**

When you create or edit a TCO Calculator, you get the following screen:



# How-to find the TCO Calculators parameters

Open the "see\_how\_it\_works.html" file in the source code from GE (view source mode), go to the "switch (country)" code chunk and get to the desired country case (Italy in our previous screenshots):

- petrolPrice value goes to "Petrol Price" parameter
   dieselPrice value goes to "Diesel Price" parameter
- first **constant** value goes to "**Constant Petrol**" parameter
- inst constant value goes to constant i ctroi parameter
- second constant value goes to "Constant Diesel" parameter
   first manufacturersAmount (case 1) value goes to "Manufacturer
- Amount 1" parameter second manufacturersAmount (case 2) value goes to
- "Manufacturer Amount 2" parameter
- - -
  - 10th manufacturersAmount (case 10) value goes to
- "Manufacturer Amount 10" parameter
- parameter

first monthsAmount value (case 24) goes to "Months Amount 1"

- second monthsAmount value (case 36) goes to "Months Amount 2" parameter
- third **monthsAmount** value (case 48) goes to "**Months Amount 3**" parameter
- currencyRegion value goes to "Currency Region" parameter

```
case "Italy":
  petrolPrice = 1.48;
  dieselPrice = 1.40;
  if ( activePrice == "petrol")
    document.datacalc.pop.value = petrolPrice;
    constant = 2.39;
  else
    document.datacalc.pop.value = dieselPrice;
    constant = 2.66:
  currencyRegion = "it-IT";
  switch (totalNumberOfManufacturer)
    case 1 :{ manufacturersAmount = 0; break;}
    case 2 :{ manufacturersAmount = 2; break;}
    case 3 :{ manufacturersAmount = 4; break;}
    case 4 :{ manufacturersAmount = 6; break;}
    case 5 :{ manufacturersAmount = 8; break;}
    case 6 :{ manufacturersAmount = 10; break;}
    case 7 :{ manufacturersAmount = 12; break;}
    case 8 :{ manufacturersAmount = 14; break;}
    case 9 :{ manufacturersAmount = 16; break;}
    case 10 :{ manufacturersAmount = 18; break;}
  switch (currentAvgTerms)
    case 24 :{monthsAmount = 28; break;}
    case 36 :{monthsAmount = 12; break;}
    case 48 :{monthsAmount = 0; break;}
  break:
case "Belgium":
  petrolPrice = 1.47;
```

## **News library**

#### NEWS RELEASES ARVAL IN THE NEWS

Welcome to the Arval news area. This resource has been created for journalists and commentators, providing you with the latest facts and figures about Arval as well as the latest news releases relating to our business. If you are a customer looking for information, pleas visit the homepage of our website www.arval.co.uk or call us on 01793 887000.

ADVANCED SEARCH



LEGISLATION - WEDNESDAY, 1 MARCH, 20:

#### CHANGES TO ADVISORY FUEL RATES

HM Revenue & Customs (HMRC) has announced revisions to Advisory Fuel Rates, the rate: which companies use to repay company car drivers for fuel used on business travel. These rates are reviewed four times a year. Any changes take effect at the beginning of each calendar quarter (on 1 March, 1 June, 1 September and 1 December).

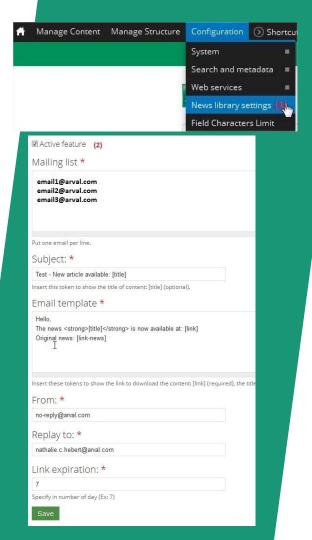
How to export news & press-releases from the Corp (Arval.com) to countries website

## **News library - Emailing settings**

Please login to the COM website (<a href="https://www.arval.com">https://www.arval.com</a>).

Through the administration menu, click on "News library settings" (1). To enable emailing, "Active feature" must be check. You can also edit the different fields and use tokens as describe. (2)

Once the emailing is configured, each time a new News / Press release will be create from the COM Website, then each email filled in the mailing list (3) will receive an alert email with a download link(news import file) and a direct link to the actual News.



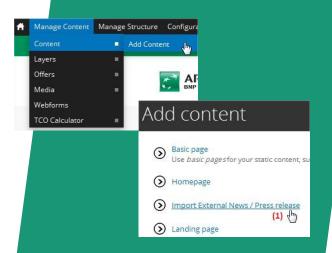
## **News library - Import News**

To import this News or Press release, you need to login to your country website.

Through the administration menu, click on "Add Content", once you are on the "Add Content" page, please click on "Import External News / Press release" (1).

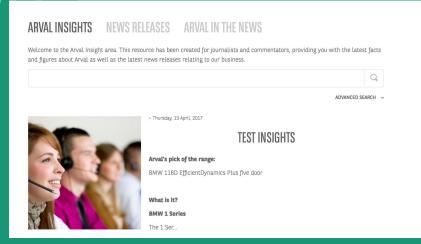
Finally, you just have to upload the previous import file you download and select the import language. (3)

Please click on the "Import" button and wait for the success message and a link to the news / press release that has been created.





## Insights



#### How to add new insights

## Activate the insights section

- 1) Go to Manage Content -> Content
- 2) Search the Title "Insight" in the type "advanced page"



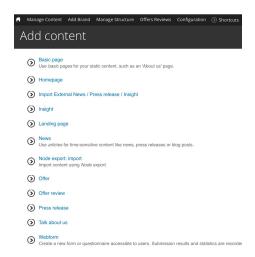
3) Publish this advanced page

Now the section "Insight" is available next to the News section:



## Create an insight content

1) Go to Manage Content -> Content -> Add content -> Select Insight



 Complete the Insight and publish it. Then it will be automaticall available in front office

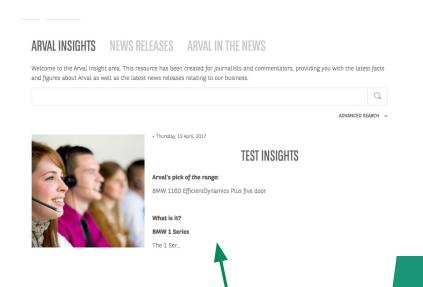
## Create an insight layer

- 1) Go to Manage Content -> Layer -> Add layer-> Select Insight
- 2) Complete the Insight layer and select one content type to display



- 3) Publish the layer
- 4) Pay attention: You have to add the layer in the page Insight list or Insight content (sidebar) See next

## **Insight list structure**



Insights list: Sourced by the insights

you create

Sidebar: you can add insight layers by clicking on "customize this page"

(T)

Arval PDF

T

## Insight page structure

# TEST INSIGHTS - Thursday, 13 April, 2017 Arval's pick of the range: BMW 116D EfficientDynamics Plus five door DAMAL & Conto

Insights list: Sourced by the insights

you create

Sidebar: you can add insight layers by clicking on "customize this page"

TITLE TEST

SUBTITLE TEST

Body test

Arval PDF

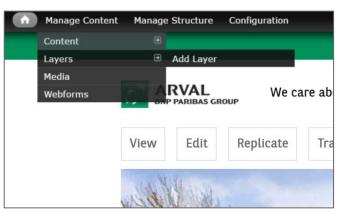
## **News Slider**

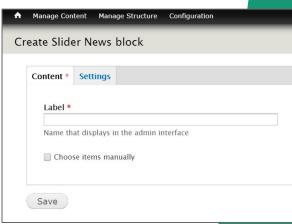


New layer to display News in a slider (For COM)

## **Steps**

- As a Webmaster connected, click on "Manage Content > Layers > Add Layer"
  - Select "Slider News" from the list
    - Automated selection (by default)
    - Manual selection (4 news): click on "Choose items manually", then select the 4 news to display

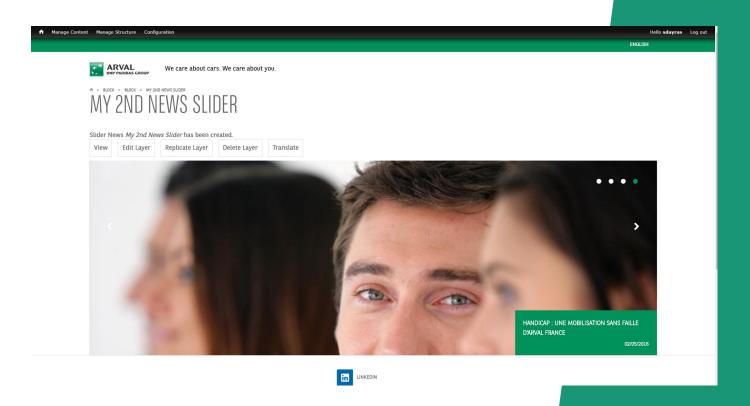




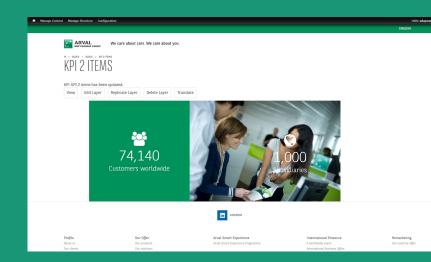


#### View the News Slider

1. Save the Slider News and preview the edited layer:



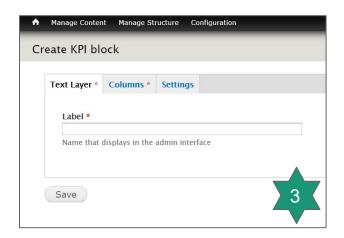
## **KPIs**

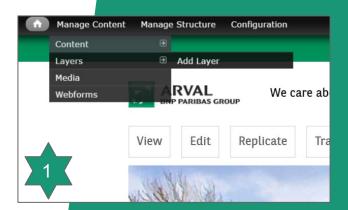


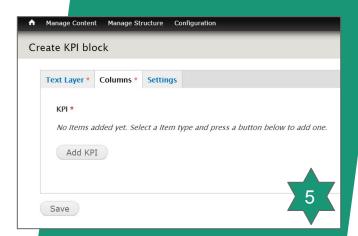
Key Performance Indicators Layer

## **Create the layer**

- Create the new KPI layer, click on: "Manage Content > Layers > Add Layer"
- 2. Select KPI from the list of available layers
- 3. Give a label to your new KPI layer
- 4. Click on the "Columns" tab
- Click on the "Add KPI" button to add the first KPI of the list

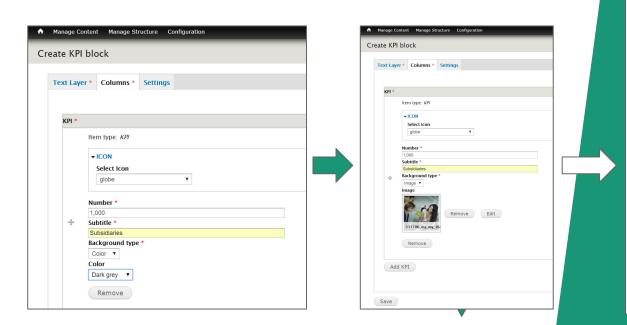


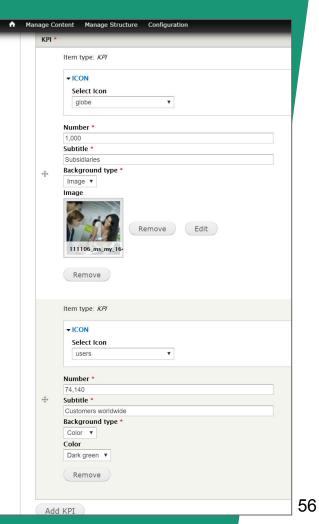




#### Add KPIs

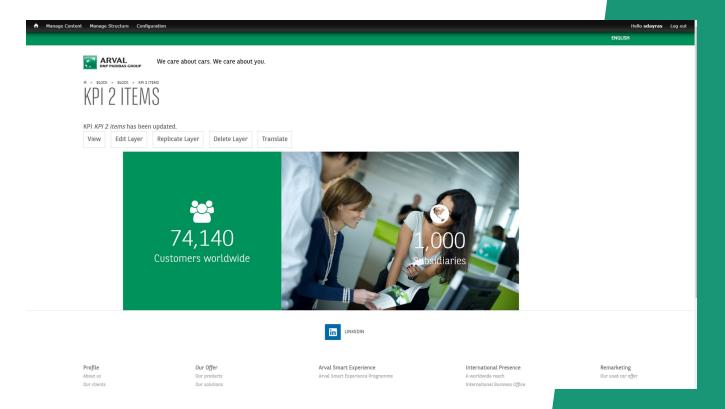
- 1. For each KPI, you need to select
  - a. A Fontawesome icon (view the complete list at <a href="http://fontawesome.io/icons/">http://fontawesome.io/icons/</a>)
  - b. The number value for the KPI
  - c. The title for the KPI.
  - d. The background type (Image or Arval Branded Color)
  - e. The Image or the color
- 2. Click on "Add KPI" again to create another KPI in the same layer (1 to 6 maximum)





#### **View KPI**

1. Save the KPIs in your new layer and view the edited layer to preview the KPIs:



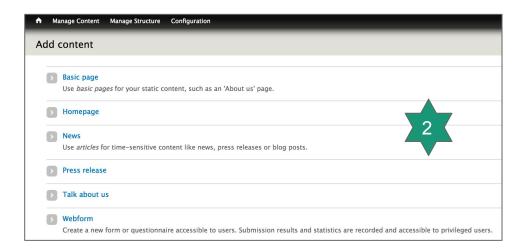
## **Interactive Map**

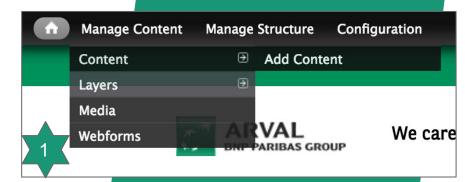


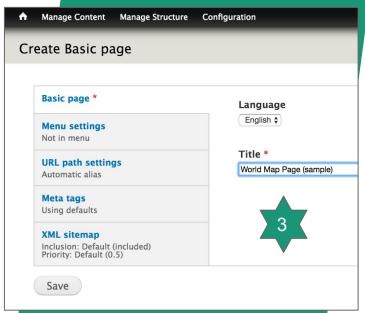
Interactive Map for Arval.com & countries websites

#### Create the host page

- Create a new basic page to host the Interactive Map: "Manage Content > Content > Add Content"
- 2. Select "Basic Page" from the list of available pages
- 3. Give a **title** to your new basic page: "World Map Page (sample)" in our example here
- 4. Complete the page settings and save

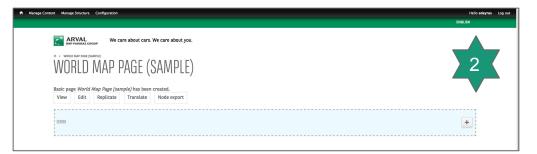






### Add the layer

- 1. Click on "Customize this page" at the bottom of your new page
- 2. Click on the "+" in the blue banner to add a new layer to the page
- Select "Miscellaneous" (arval.com) or "Divers" (countries) category from the list of available layers in the left column (arval.com)
- Select the "Arval World Maps (Jvector)" layer
- 5. Click on "Save as custom" at the bottom of the page





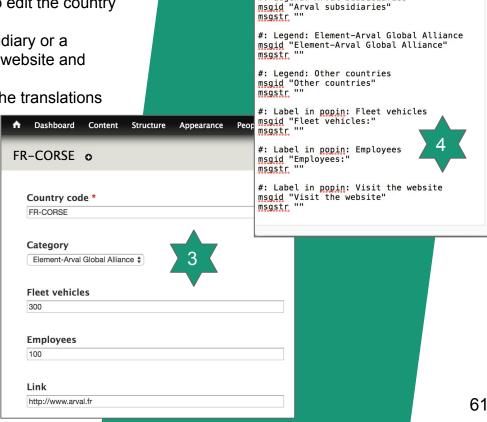


## Edit the countries KPIs (arval.com only)

- Edit the taxonomy for Map Countries, click on: "Manage Structure > Taxonomy > Map Countries"
- Click on "Add term" to add a new country, "Edit" to edit the country of your choice
- Give a "Name" to your country, select if it is a subsidiary or a partner, fill in the KPIs, the URL link to the mother website and finally "Save"
- 4. Fill in the "Interactive\_Map\_Translation.txt" file for the translations







# \$Id\$

# INFORMATIONS:

Interactive Map Translation.txt >

#: WARNING: Do not modify any « msgid" and

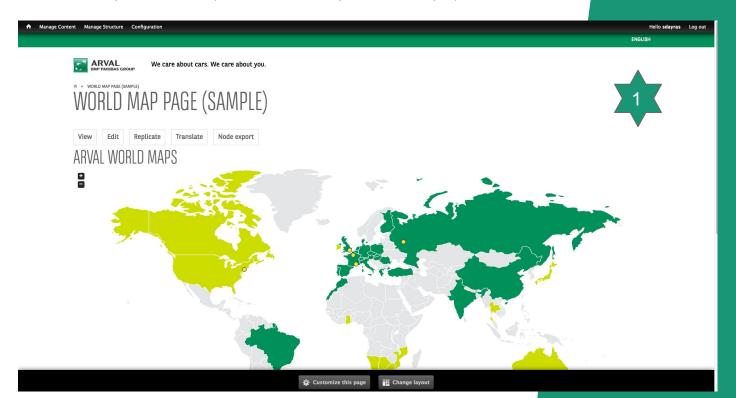
complete "msgstr" with your translation.

# Interactive Map Translation

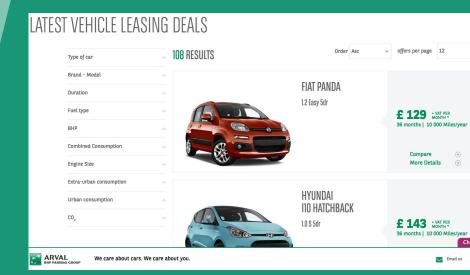
#: Legend: Arval subsidiaries

### View the final result page

 Go back to your basic page: "Manage Content > Content", click on your newly created page ("World Mag Page (sample)") in our example, to view it (see our new sample "London" pin)



## OFFERS



How to manage the offers and to import/export offers with XLS file

#### **OFFERS - HOW TO**

To see all the offers, click on "Manage Content > Offers". You can **create manually** offers by clicking on "Add Offer" (1).

(2) Or you can **import several offers** with a zip file containing a XLS file (spreadsheet) and images by clicking on "Import Offers". You can also import offers just using the XLS file (no ZIP file) and manually add the different images.

NB: use a unique name for your Excel spreadsheet (add the date to the name for instance)

We advise you to start with an existing XLS file, so please proceed first to an **export** (3). Confirm the export, wait for the completion of the export (100%) and click on the download link to get the Excel file with all current offers

How to create your ZIP file:

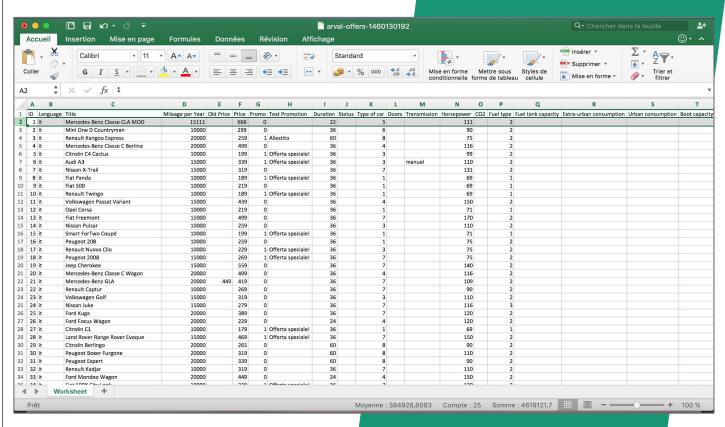
- 1) Pictures and the excel file must be in the same case
- 2) In your excel, the name of the picture must be strictly the same than the name of the picture in the case.

If you want to add several images to one offer, please separate each images by a comma. (ex: "ford\_1.jpg,ford\_2.jpg,ford\_3.jpg"). N.B: Your image name should not contains any spaces or special characters.



### **OFFERS - Modify the Excel file**

You can create. modify and delete rows in the Excel spreadsheet and it will impact the existing offers with the related actions (create, modify, delete). Please respect strictly the structure of the Excel file that you downloaded in Step 1, do not alter the structure or the format (XLS). Keep the same column titles tool



#### **OFFERS - IMPORT PROCESS**

Take a look at the informations and wait until the 70% breakpoint, then you should check the new offers that have been imported (1), their status is "not published".

If everything is right, you have 2 options:

1) You want to delete the old offers and add the news. Please click on "Confirm and delete the old offers" (2) and wait until the progress bar reaches 100% (this part can take a long time).

<u>Pay attention</u>: This operation will empty all the layers with offers. So you will have to administrate the layers to add the new offers.

2) You want to keep the old offerts. Please click on "Confirm and add the new offers" (3)

If not, please click on the "Revert" button (4) to cancel the import.

