Featured Module

Please note that not all featured modules are available in all editions of the software. Please check the availability of a module in the version you want before purchasing. You can always upgrade afterward though.

Overview

You can use any or all of these modules on your site. It's entirely up to you. But, when you do use these modules, only the listings of those sellers who have chosen "Level 1 Featured Listing" when placing their listing, will be included in the display of Level 1 modules. In other words, only Featured Listing Level 1 listings will show up in Featured Level 1 modules...only Featured Listing Level 2's will show up in Featured Level 2 modules, and so on.

Most featured modules when placed into the category browsing page will have the additional functionality of only displaying featured listings from the current category and it's subcategories. On all other pages within the system featured modules will display featured listings from all categories. There are a few featured modules that only display listings from fixed categories. Within the admin tools for these specific modules you have the ability to choose the category to display featured listings from (as well as that category's subcategories).

Within each module there are a number of settings that you have control over. One of these settings is "maximum number of listings to display". This setting establishes the maximum number of featured listings that will be displayed in that module's table at any given time. All listings displayed in a specific module are selected at random so, if there are more featured listings within the system than you are allowing to be displayed, they will rotate in and out randomly each time the page is refreshed, thereby giving each featured listing a fair chance at exposure. But note that the more listings there are for a specific level and the fewer spots to display them you will need to attach the correct price to that featured level to be fair to your clients.

Not all "Feature Listing Module" types are available for every level. Level 1 is the most commonly used (and default) level for Featured Listings and therefore offers the most options regarding the display of Featured Listings. If you click on each of the other levels 2 - 5, you will see very similar options for each level, each module type performing the same as its Level 1 equivalent.

Why Different Levels

Having multiple levels of featured listing module gives the site administrator many more options to charge for extra exposure on the site. You may use featured level 1 as the level to be displayed at the top of category browsing pages and then featured level 2 for display at the top of the home and then featured level 3 for the bottom or column of the front page. You could then charge for display of featured level 4 in another high traffic part of your site and so on for featured level 5. Just note that with each location can come a different price to have the clients listing display there. You can setup the levels to charge by amount of exposure or exclusivity of exposure. The price and placement for each level is up to you. Or you can simply use only one featured level. The choice is yours.

From:
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Last update: **2014/09/25 16:55**