

# HOW TO USE THE CONTENT MANAGEMENT SCREEN

Learn how you can easily customize images and content on your parts website.

## What is the Content Management Screen?

The Content Management Screen is a new section in the Settings menu of your [SimplePart Control Panel](#). You can now customize elements of your parts site more easily than ever before.

The screenshot displays the 'Content Management' interface. It includes sections for 'Default Page Customization', 'Default Hero Content', and 'Default Hero'. The 'Default Hero' section features a grid of image selection options. Below this is the 'Featured Product Logic' section, which includes a table of featured products.

Part Number	Title	Description	Stock	Price	Action
400217402	Replacement Straps for Boreacuda Bike Rack (2Pcs/Pkg)	Shop Topper® 40 Boreacuda Bike Rack Attachment Item Number: 400217402 Set of replacement straps for Boreacuda Bike Rack attachment (Item Number: 400217204). Professional inst...	1	\$22.95	✓
SC796586	Rear Barchecks	This three piece set comes complete with two magnetic rear passenger window and one rear windshield sunshades that are custom fit to your Volkswagen model. The polyester fabric me...	2	\$276.00	✓
0007130400P	THULEE® Roof Basket Attachment	Transport your gear and maintain easy access to it with the THULEE® Cargo Basket Carrier. With its low-profile design with tapered side walls, loading and unloading is made much easier...	3	\$100.00	✓
SC66102544X1	18" Wheel "Tweener" C1Y - Silver w/Black Accent	This wheel features a two-tone design with polished spokes and black inserts in between creating a striking look. Size: 8.2 X 18 ET18. Each Wheel sold separately. Requires 235-45 R18 Tire...	4	\$554.29	✓

## What elements can you change on the Content Management Screen?

### The H1 text

You'll recognize this as the text that sits at the top lefthand corner of your parts website. It contains very specific, very user-oriented copy that is meant to tell the user "you're in the right place".

While you can customize this text on the Content Management Screen however you like, we recommend leaving the default text for SEO purposes.

# The hero

## Title content

This section is the title text you'll see in the hero image (see below). This is your headline. Make it short and attention-grabbing for your customers.

Default Hero Content

Title

OEM Volkswagen Parts, Accessories and VW DriverGear Online Store - Shop now from our nationwide network of local VW Dealerships.

Paragraph Text

In oculis quidem faciunt, ut alterum esse appetendum, alterum aspernandum sentiamus alii autem, quibus ego assentior, cum a sapiente delectus, ut dolore magnam aliquam quaerat voluptatem ut perspiciatis, unde omnis dolor sit numeranda.

235/300 characters max.

Apply Changes

## Wildcards

The title content in the hero section uses something called "wildcards" that are placeholders in the text that recall information from the system (specifically: year, make, model, driveline, trimlevel) so you can avoid manually typing out every possible combination of vehicles that exist.

Learn more about wildcards in our [knowledge base article](#).

## Paragraph text

This is another section of your site that you can modify in the Content Management Screen section. This text should be differentiated from page to page to avoid duplicate content and further emphasize customization and search engine optimization.

## The default hero

In this section, you can choose from a selection of pre-approved images. After you select the image you want, you'll be able to see the changes to your site within 30 to 60 minutes.

Assets will be refreshed throughout the year. A new default image will be set with each asset refresh. If you want to have a different image than the default selection, you must manually select the image you want.

## Featured products

To choose your own products in the Featured Products section, you can add the products you want by part number and assign them a rank.

You can add however many you want, however, if it's less than the display total (which currently is at 4), the rest will fill in with top selling products.

As with the other sections, you'll be able to see these changes within 60 minutes on your site.

## Top selling products

These images in this section are automatic (by default). They appear on parts websites across the network and are not specific to the dealer.

Want to find out more about product features and how best to use the SimplePart platform so that you can sell more parts and accessories? Contact our CSC team at [support@simplepart.com](mailto:support@simplepart.com) to transform your eCommerce performance.