



MERLE NORMAN®
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MN Studio Website - User Guide

Version 1.1
December 2011



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MN Studio Website Program

1. Introduction

Welcome to the new website program!

The MN Studio Website program allows you to create your own website with customized information. They are for individual store locations and provide a consistent corporate brand styling. It is important for individual stores to have consistent brand marketing on the internet. However, you can only use the design standards specified by Home Office.

To get you up and running as quickly as possible, we have created this user manual with detailed instructions on how to establish your new website and edit it with your personalized information.

Please call the Web Support Department if you need further assistance at (800) 421-2060 Ext. 2349.

2. Accessing the Administration Area

1. Go to <https://my.merlenormanstudio.com/login.html>
2. Enter your User Name and Password. (These are provided by Home Office)
3. Click the **Submit** button.

If you have forgotten your password, click on the 'Forget Your Password?' link and enter your User Name. The MN Studio Website password will be sent to the e-mail address we have on file for you. You can also call the Web Support Department to obtain your login credentials.

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Welcome to the MN Studio Website Program.
Please enter your username and password

User Name: mn-1234
Password: *****

Submit Cancel

[Forgot your password?](#)

1-800-421-2060 Ext. 2349 websupport@merlenorman.com
By using this site you accept the terms and conditions governing the site. © 2011 Merle Norman Cosmetics Inc.



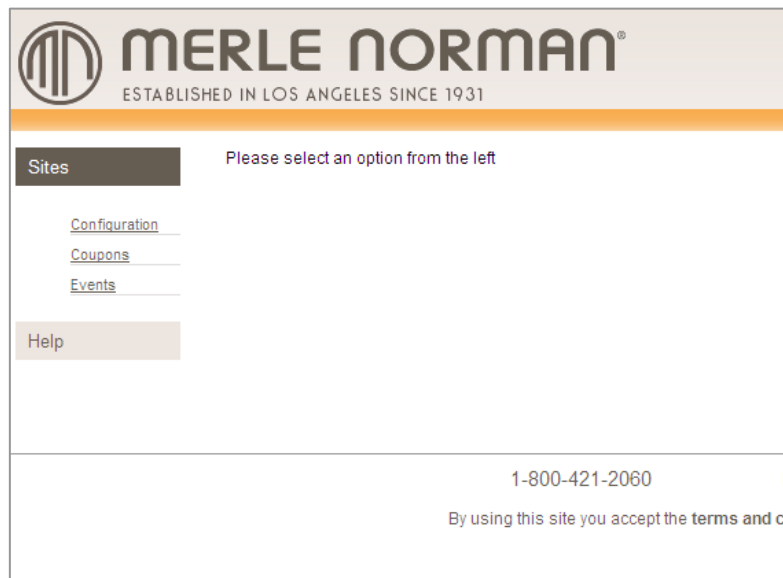
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3. Navigating the Administration Area

Sites Manager

The Sites section of the console allows you to control and manage your studio website. Here you will find the following sub-menu options:

- Configuration
- Coupons
- Events.





4. Configuration

The Configuration tab allows you to update pre-configured content on your individual pages. Below are detailed instructions of the functions of each page to assist you when editing.

The screenshot shows the Merle Norman Configuration interface. At the top, there is a navigation menu with 'Configuration' selected. Below the navigation, there are fields for 'Location' (88888 - DEMO (9130 Bellanca Avenue-Los Angeles-CA)) and 'Template' (Location Page (active)). There are also buttons for 'Image Manager' and 'Preview'.

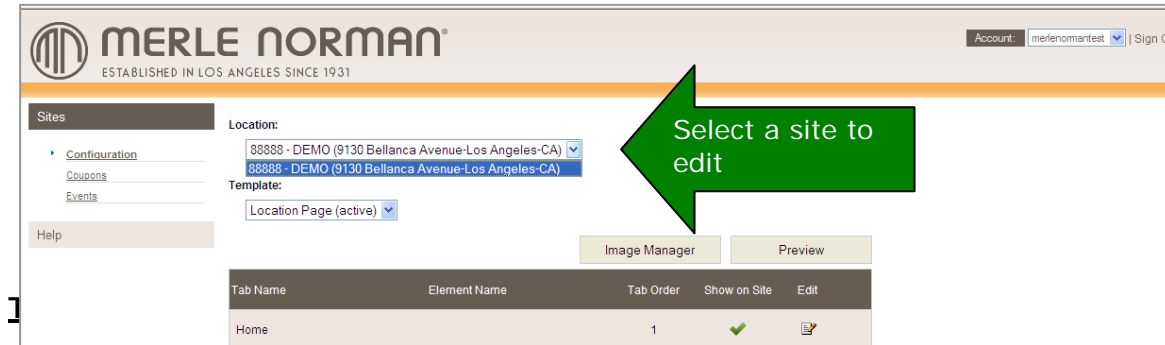
Tab Name	Element Name	Tab Order	Show on Site	Edit
Home		1	✓	
	Home-top		✓	
	Home-bottom		✓	
Color Collection		2	✓	
	Text Section		✓	
	Image Section		✓	
About Us		3	✓	
Contact Us		4	✓	
Feature		5	✓	
Hussy		5	✓	
Events		7	✓	
New Page		2	✓	
Our Story		3	✓	
Specials		6	✓	
	EventLeft		✓	
	CouponNew		✓	
	EventPopup		✓	

At the bottom of the interface, there is contact information: 1-800-421-2060, Ext. 2349, and websupport@merlenorman.com. A footer note states: "By using this site you accept the terms and conditions governing the site. © 2011 Merle Norman Cosmetics Inc."



Location

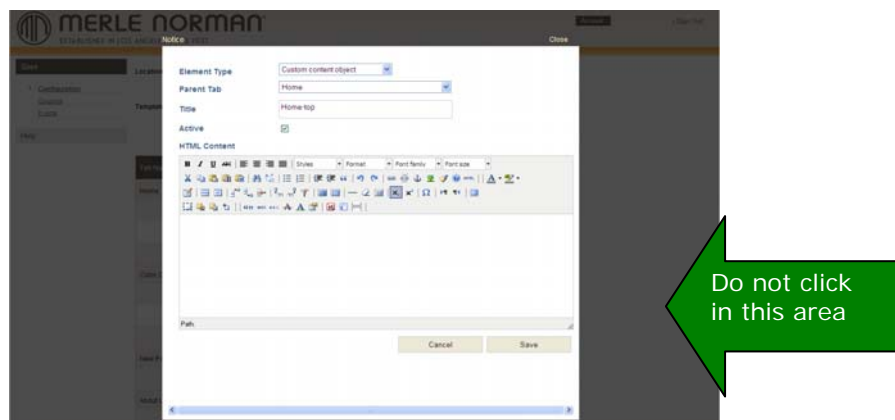
If you have more than one website, use the 'Location' drop down to select the site you would like to edit. If you have only one site, you will only see your studio's general information.



Template

The landing page you will first see is the 'Location Page-(active)' template. This handles your website content that consumers will see when browsing on a desktop browser.

NOTE: While in the editing area, please do not click in the un-highlighted area outside of the edit box. This will close the window and any changes made will NOT be saved. A fix will be in place before the end of January to prevent this from happening.





5. Customizing your Website

From the *Configuration* section

Click on the 'Edit' icon to edit a page

		Image Manager	Preview
Tab Name	Element Name	Tab Order	Show on Site
Home		1	✓
	Home-top		✓
	Home-bottom		✓

This launches the 'Edit' window, here you can modify your text and images. The editing page is the same layout for all pages except the Coupons and Events.

Element Type: Custom content object

Parent Tab: Home

Title: Home-top

Active:

HTML Content

Gorgeous Color, Beautiful Skin, Exciting Gifts...

Smoky eyes favor sophisticated aubergine and espresso. Lips go dramatic in sumptuous reds and burgundies. Cheeks lightly blush, letting eyes and lips take center stage.

May your season be bright with Merle Norman Cosmetics. Our Winter 2011 Color Collection and holiday gifts have arrived just in time to prepare for the hustle and bustle of the season! Visit our Studio today!

Path:

Cancel Save

The 'Toolbar' buttons allow you to modify your pages using html or plain text.

Plain Text Editing

To edit your text;

- Simply type the new information in the text box.
- Once you have completed your changes click 'Save'.



HTML Text Editing

The text editor accepts HTML code. If you are familiar with HTML, you can use it to format your page.

- Click the '*HTML*' button on the toolbar to launch the '*HTML Source Editor*'.
- Once you have completed your changes, click '*Update*' to save them.

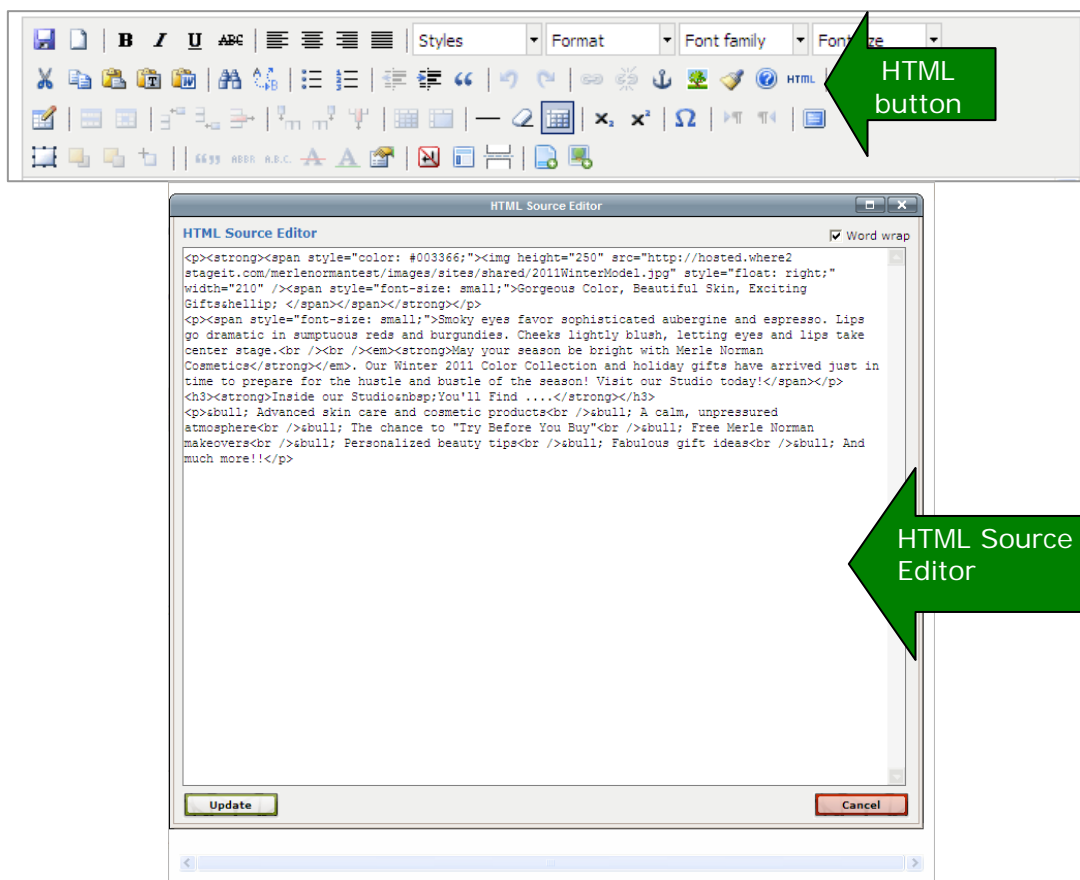


Image Manager

Image Manager allows uploading and downloading of images for use within your website. You can also access shared, corporate approved images from here.

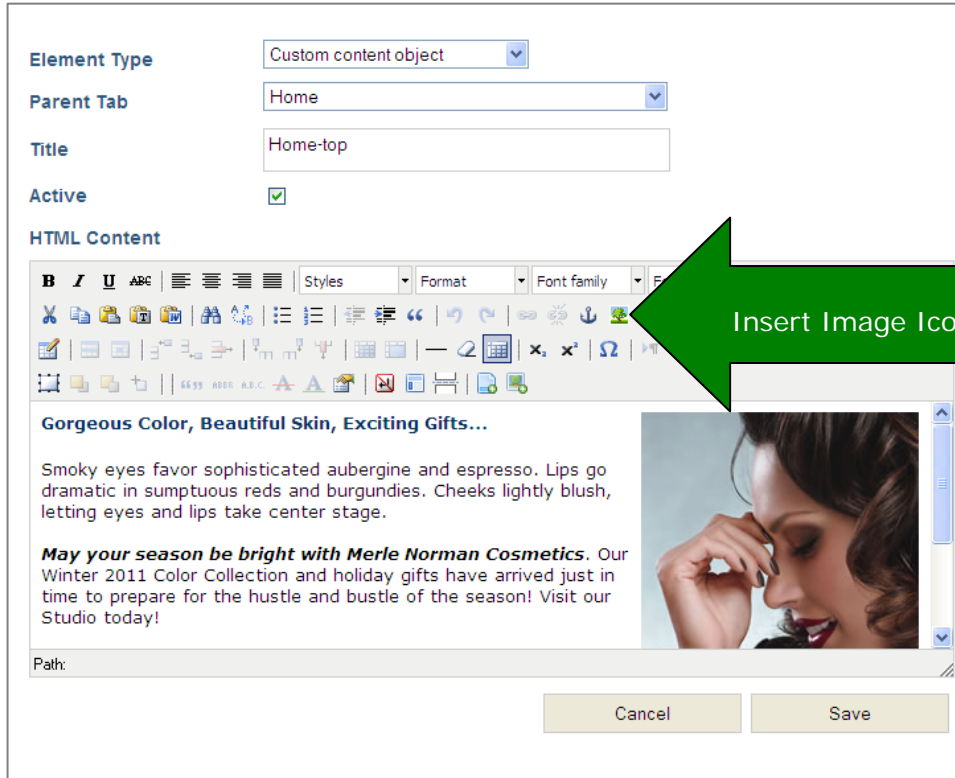
This section allows you to upload photos, create and manage folders for the photo galleries, and manage the size of photos for use on your website

NOTE: Users are not able to update/rename folders via Image Manager. You can only create or delete folders".

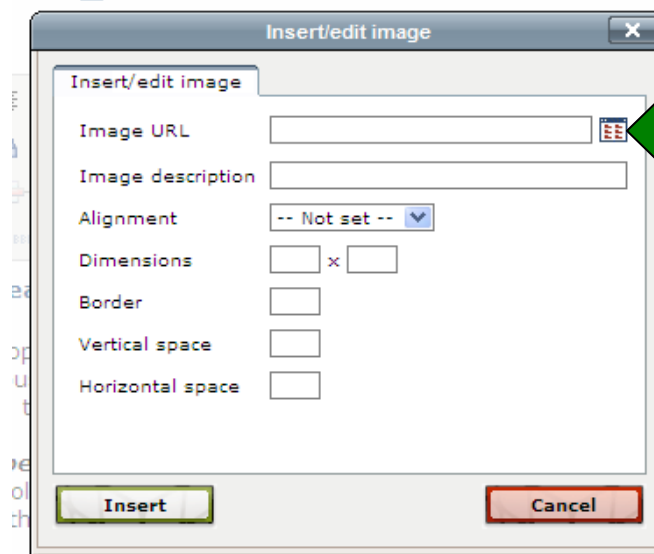


Adding an Image:

- Click the 'Image' icon on the toolbar



- Select an image by browsing the 'Image URL' in the 'Insert / Edit' Window

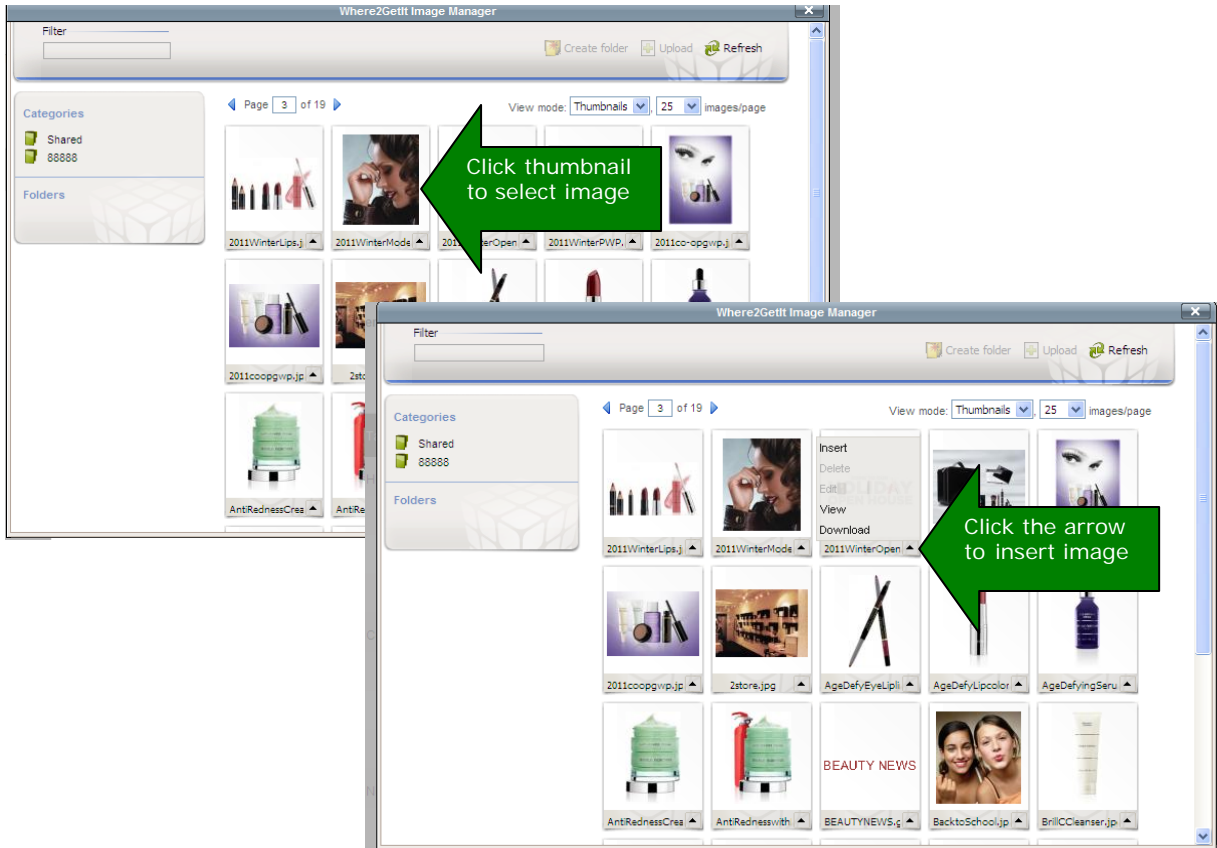




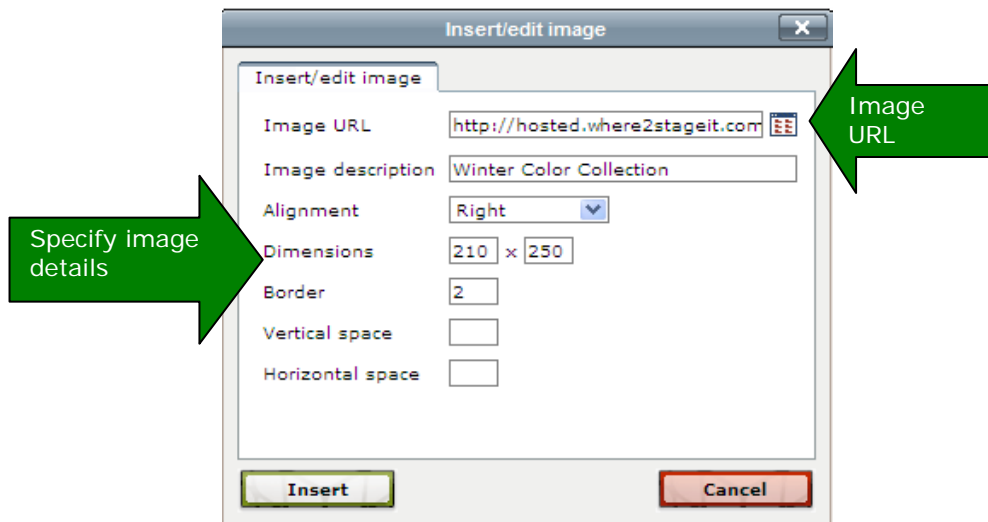
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This opens the 'Image Manager'. To select an image:

- Click on the image thumbnail.
- Or click the arrow on the bottom right of the image thumbnail.



This will add the URL in the 'Insert/Edit' image window.





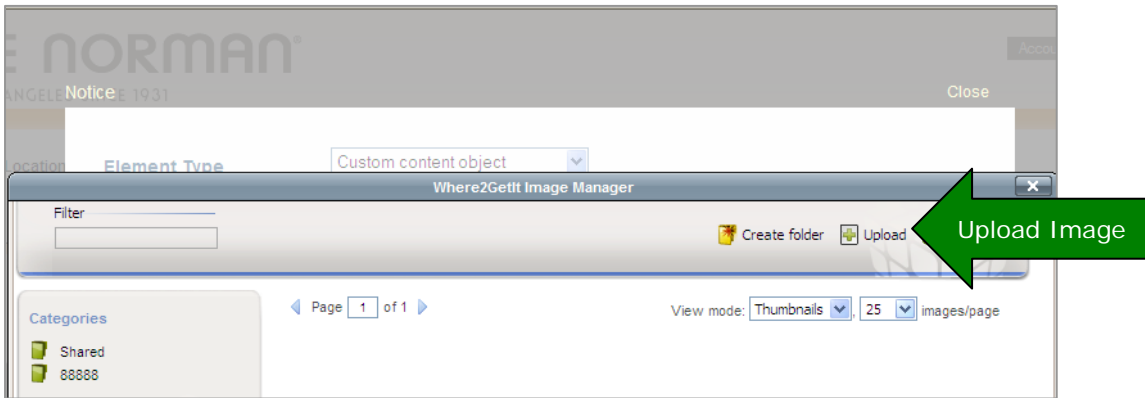
From here you can also add an image description, set alignment, change the dimensions or add a border.

- Click *'Insert'* to add the image to your page.
- Click the *'Save'* button to save your changes.

Upload an Image

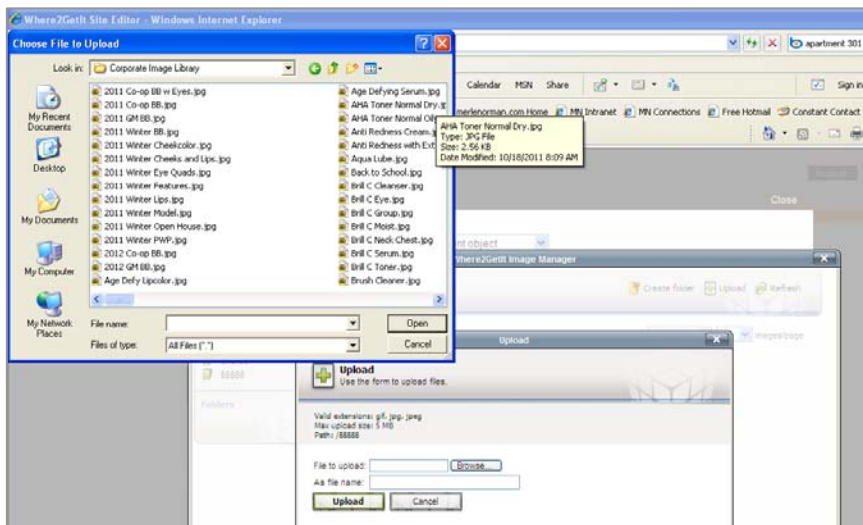
You can upload images to your personal folder by following these steps:

- Click the *'Upload'* button from the *'Image Manager'* window



This opens the *'Upload'* window.

- Click *'Browse'* and locate the image you want to upload.



- Then click *'Upload'* when prompted.

Once the upload is complete the following message will be displayed:

'Upload successful'.



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Preview Your Changes

The Preview tab allows you to see the changes you have made to your website within the console.

- Click 'Close' in the top right corner to close the 'Preview' window.

The screenshot shows the website management console with a 'Preview' window open. The console includes a sidebar with 'Configuration', 'Coupons', 'Events', and 'Help'. The main area shows 'Location: 88888 - DEMO (9130 Bellanca Avenue-Los Angeles-CA)' and 'Template: Location Page (active)'. There are 'Image Manager' and 'Preview' buttons. A table below lists the page 'Home' with 'Tab Order' 1 and 'Show on Site' checked. A green arrow points to the 'Preview' button with the text 'Preview your changes'. The preview window shows the homepage with the Merle Norman logo, navigation menu, and promotional text. A green arrow points to the preview window with the text 'Homepage preview'.

Tab Name	Element Name	Tab Order	Show on Site	Edit
Home		1	✓	

Your changes are updated to the live site immediately, so please keep that in mind when editing your pages. You do not want to publish an incomplete website.



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Tab Name Definitions

- Home:** Introduces your Merle Norman Cosmetic Studio.
- About Us:** This section gives a brief description of Studio Owners and staff.
- New Page:** This is a custom page that can be used for additional advertising.
- Contact Us:** This gives your Studio information, including hours of business, map location and directions to your Studio.
- Features:** This page shows the latest color collection and makeup application videos.
- Coupons:** This section contains Studio specials and offers.
- Events:** This section provides upcoming events and promotions.

Tab Order

You can select which tab order you would like to see on your website site.

The image shows a screenshot of the Merle Norman website and its configuration interface. A green arrow labeled "Tab Name" points to the website header, which includes the Merle Norman logo, navigation menu, and contact information for the Los Angeles CA, Cosmetic Studio. The website content features a headline "Gorgeous Color, Beautiful Skin, Exciting Gifts..." and a list of services under "Inside our Studio You'll Find ...".

The configuration interface below shows the "CITIES" section with a "Configuration" tab selected. It displays the "Location" as "88888 - DEMO (9130 Bellanca Avenue-Los Angeles-CA)" and the "Template" as "Location Page (active)". A table lists the tabs and their configurations:

Tab Name	Element Name	Tab Order	Status	Icon
Home	Home-top	1	✓	📄
	Home-bottom		✓	📄
Color Collection	Text Section	2	✓	📄
	Image Section		✓	📄



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In the 'Edit' window you can change the tab order as well as choose to show / hide a page.

- The 'Tab Order' changes the order in which the pages appear on your website
- The 'Active' box, when checked, will show the page, if left unchecked the page will be hidden.

Title: Color Collection

Order: 2

Active:

HTML Content

Path:

Cancel Save

Show on Site

This is an informational column showing whether a tab is "actively" being displayed on your website.

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Sites

Location: 88888 - DEMO (9130 Bellanca Avenue-Los Angeles-CA)

Template: Location Page (active)

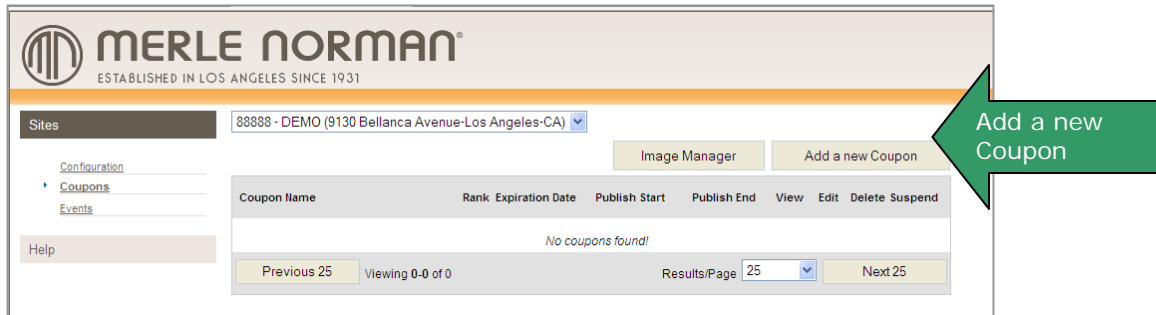
Tab Name	Element Name	Tab Order	Show on Site
Home		1	<input checked="" type="checkbox"/>
	Home-top		<input checked="" type="checkbox"/>
	Home-bottom		<input checked="" type="checkbox"/>
Color Collection		2	<input checked="" type="checkbox"/>



6. Coupons

The Coupons section allows you to create specific online coupon offers or Studio specials. JPEG, JPG and GIF images can be added to enhance the look of your coupons. Click on 'Coupons' in the left menu to begin.

Click 'Add a New Coupon' to open the coupon details window.



- Complete each field with the coupon information
- Add an image by clicking the 'Change' link to go to the image library

Add a coupon

Title:

Description:


Coupon Offer:

Publish Start Date:

Publish End Date:

Expiration Date:

No expiration date

Image: [\[change\]](#) 

Rank:

Suspended:

Coupon Template:



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Once all fields are completed, click the 'Add' button to save it to your Website.

To remove the coupon, click the 'Red X' under Delete

The screenshot shows the Merle Norman website management interface. At the top, there is a navigation menu with 'Sites', 'Configuration', 'Coupons', 'Events', and 'Help'. The 'Coupons' section is active, displaying a table of coupons. The table has columns for Coupon Name, Rank, Expiration Date, Publish Start, Publish End, View, Edit, Delete, and Suspend. Two coupons are listed: 'Happy Birthday' (Rank 1, Expiration 2012-01-31) and 'Smooth Soothe & Shine' (Rank 2, Expiration 2012-07-31). A green arrow points to the 'View', 'Edit', and 'Delete' icons for the 'Happy Birthday' coupon.

Coupon Name	Rank	Expiration Date	Publish Start	Publish End	View	Edit	Delete	Suspend
Happy Birthday	1	2012-01-31	2011-12-01	2012-01-31				
Smooth Soothe & Shine	2	2012-07-31	2011-12-01	2012-05-31				

NOTE: Once the expiry date has passed the coupon will automatically be hidden.

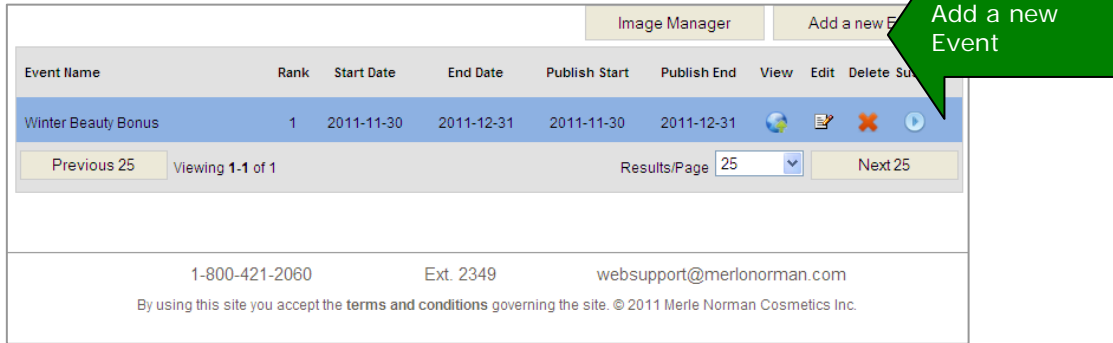
NOTE: Please remember while in the editing area do not click in the un-highlighted area outside of the edit box. This will close the window and any changes made will NOT be saved. A fix will be in place before the end of January to prevent this from happening.



7. Events

Clicking on the Events in the left menu allows you to input events and promotions pertaining to your studio.

- Click on 'Add a new Event'



- Complete your event information
- Add an image by clicking the 'Change' link to go to the image library

Add an event

Event ID:

Title:

Description:


Event Start Date: at

Event End Date: at

Publish Start Date:

Publish End Date:

Image: [change](#)



Rank:

Suspended:

Event Template:



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Once all fields are completed, click the "Add" button to save it to your Website

- To remove the coupon, click the "Red X" under Delete

The screenshot shows the Merle Norman website management interface. At the top, there is a navigation menu with 'Sites', 'Configuration', 'Coupons', 'Events', and 'Help'. The 'Events' section is active, displaying a table of events. The table has columns for Event Name, Rank, Start Date, End Date, Publish Start, Publish End, View, Edit, Delete, and Suspend. Two events are listed: 'Winter Beauty Bonus' (Rank 1, Start Date 2011-11-30, End Date 2011-12-31) and 'Purchase With Purchase' (Rank 2, Start Date 2011-12-01, End Date 2011-12-31). The 'Delete' column for each event contains a red 'X' icon. The interface also includes buttons for 'Image Manager' and 'Add a new Event', and pagination controls at the bottom showing 'Viewing 1-2 of 2' and 'Results/Page 25'.

Event Name	Rank	Start Date	End Date	Publish Start	Publish End	View	Edit	Delete	Suspend
Winter Beauty Bonus	1	2011-11-30	2011-12-31	2011-11-30	2011-12-31				
Purchase With Purchase	2	2011-12-01	2011-12-31	2011-12-01	2011-12-31				

NOTE: Once the expiry date has passed the event will automatically be hidden.

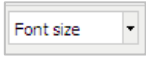
NOTE: Please remember while in the editing area do not click in the un-highlighted area outside of the edit box. This will close the window and any changes made will NOT be saved. A fix will be in place before the end of January to prevent this from happening.

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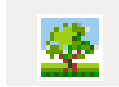


APPENDIX I

Function of commonly used buttons



Changes the font of the selected text



Opens the Image library to allow image selection



Changes the size of selected text and numbers



Makes selected text and numbers bold



Makes selected text and numbers italic



Underlines selected text and numbers



Aligns to the left with a ragged right margin



Centers the selected text



Aligns to the right with a ragged left margin



Aligns the selected text to both the left and right margins



Makes a numbered list or reverts back to normal



Add, or remove, bullets in a selected paragraph



Decreases the indent to the previous tab stop



Indents the selected paragraph to the next tab stop



Adds or removes a border around selected text or objects



Marks text so that it is highlighted and stands out



Formats the selected text with the color you click