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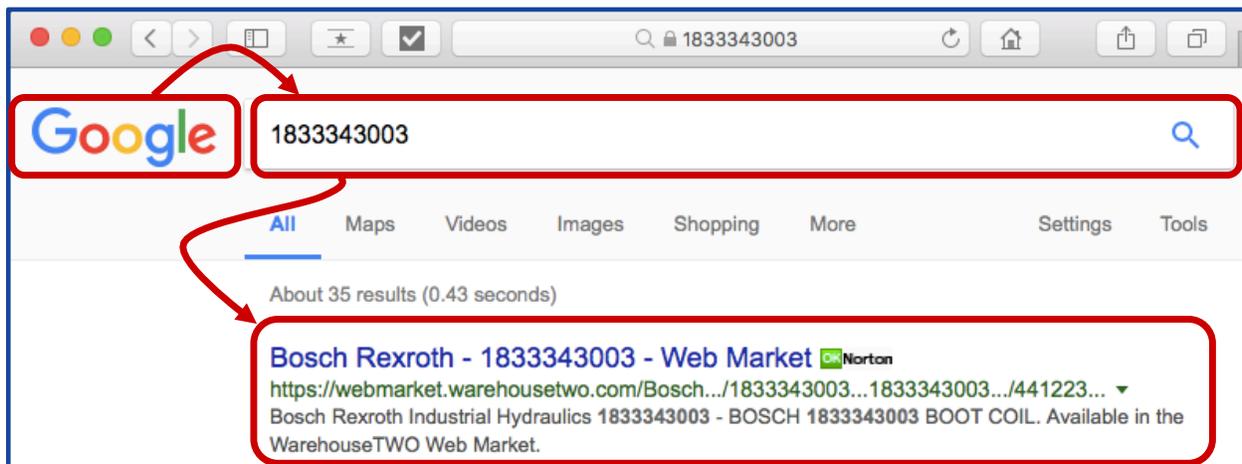
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About **WEB MARKET**

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WEB MARKET allows you to post selected inventory data records to your WarehouseTWO account so that these items might appear in web search engine search results. The purpose of this functionality is to expose selected inventory to potential buyers, including end-users and resellers, anywhere in the world, via the internet.



WEB MARKET is a premium feature. It is available only to accounts with memberships at level 3 or higher. [Click here](#) to review WarehouseTWO's membership levels and subscription fees. Only account administrators can access/manage this feature.

Disclaimer: WarehouseTWO cannot guarantee that use of this feature will result in your inventory items appearing in search engine search results, or that use of this feature will result in sales of any inventory. Furthermore, WarehouseTWO is not an interested party in any transaction between buyer and seller.

WEB MARKET Functionality Overview

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The screenshot shows the Warehouse TWO web interface. At the top, the user is logged in as Mark Tomalonis. The main navigation bar includes 'SEARCH', 'MULTI-SEARCH', 'BARGAIN HUNT', 'POST INVENTORY', and 'ADMINISTRATIVE TOOLS'. The 'ADMINISTRATIVE TOOLS' menu is open, showing options like 'Account Settings', 'Activity Metrics', and 'System Notifications'. The 'Locations' tab is selected, showing a table of locations. The 'Edit Location' pop-up window for Location ID 1581 is open, showing fields for 'Location Name', 'URL', 'Location Identifier', 'Contact Name', 'Address 1', 'City', 'State/Province/Region', 'Postal Code', 'Country', 'Default Currency', 'Inventory Postings Expiration', and 'How to Order'. The 'Web Market Location' checkbox is checked, and the 'Exclude From SEARCH Results' checkbox is unchecked.

Location ID	Name	Items Posted	Inventory Postings Expiration
86	Quest Industries	3	After 365 Days
1581	Quest Industries (Web Market)	11	After 30 Days

Edit Location - Location ID: 1581

* Location Name: Quest Industries (Web Market) URL: http://www.warehousetwo.com * Location Identifier (City, ST/PR, Country): Palo Alto, CA, United States

* Contact Name: Race Bannon * Address 1: PO Box 1567 Default Currency: \$ USD

* Contact Email Address: mail@warehousetwo.com Address 2: Inventory Postings Expiration: After 30 Days

* Phone Number: 800-867-5309 * City: Palo Alto Web Market Location

Extension: * State/Province/Region: CA Exclude From SEARCH Results

Fax Number: Postal Code: 94302 Auto-Delete Unrefreshed Records

* Country: USA How to Order: *** TEST POSTING ONLY. ITEM NOT FOR SALE. ***
All sales subject to prior sale. Minimum order value: \$50000; waived for credit card sales.

DELETED LOCATION Cancel SAVE CHANGES

The **WEB MARKET** functionality is activated when the “Web Market Location” box (1) is checked on a location record. This check box is on the “Edit Location” pop-up window (2), opened by clicking on a location name hyperlink (3) on the “Locations” tab (4) in the “Account Settings” functionality (5), listed in the **ADMINISTRATIVE TOOLS** menu (6). This menu is available only to account administrators.

Only one location record can be activated as the **WEB MARKET** location. It should not be your account’s only location.

Any inventory data record posted to the **WEB MARKET** location will be exposed to web page indexing by internet search engines, one web page for each posting. If the page is indexed, it potentially can be found by internet search engines.

Checking the box labeled, “Exclude From SEARCH Results” (7) will prevent **WEB MARKET** postings from also appearing in **SEARCH**, **MULTI-SEARCH** and **BARGAIN HUNT** search results at the WarehouseTWO website.

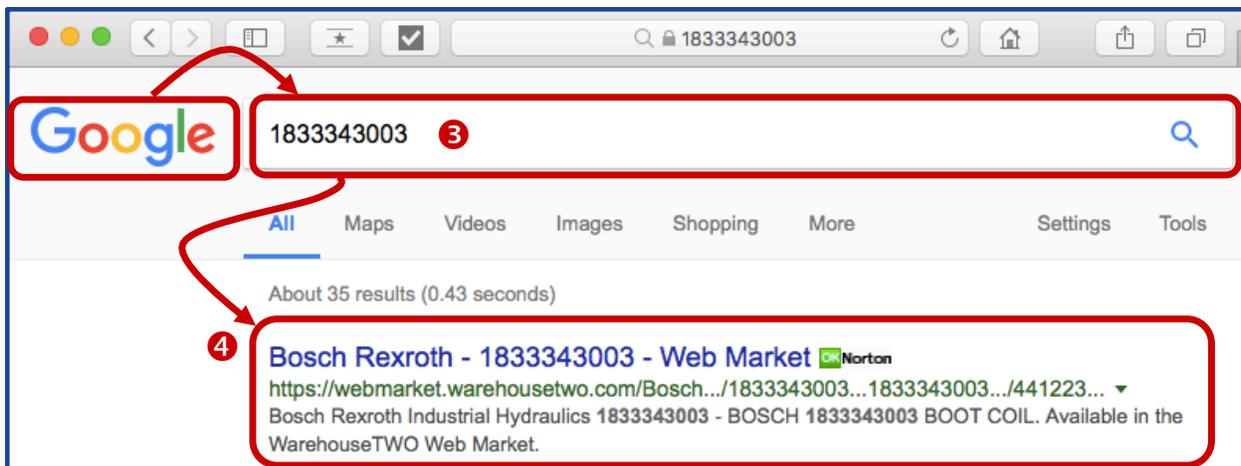
How WEB MARKET Works

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Location ID	Name	Items Posted	Inventory Postings Expiration	Web Market Location
86	Quest Industries	3	After 365 Days	<input type="checkbox"/>
1581	Quest Industries (Web Market)	2	11 After 30 Days	<input checked="" type="checkbox"/>

After activating a location record on your WarehouseTWO account to be the **WEB MARKET** location (❶), post inventory data records to that location (❷). Unlike items posted to a non-**WEB MARKET** location, these items can be seen by internet [web search engines](#). The three most popular search engines in the USA are Google, Bing and Yahoo.

Periodically, internet search engines' [web crawlers](#) may scan WarehouseTWO's dedicated **WEB MARKET** web site (<https://webmarket.warehousetwo.com>). How often this takes place, and whether the search engines choose to display items found posted to a **WEB MARKET** location at WarehouseTWO is beyond WarehouseTWO's control. This process may index inventory data records posted to your **WEB MARKET** location. When it does, these items may appear in search engine search results.



When anyone in the world (another distributor, a reseller or an end-user) searches in a search engine (such as Google) for a part number (❸) that you have posted to your **WEB MARKET** location, that item might appear in the search engine search results (❹).



The search result listing may include the following information: a brand name (❺), corresponding to the inventory-sharing community to which you posted the item, the part number that you posted (❻), and the description that you posted (❼). How much of this is displayed depends on the search engine and how long each text string in the part number and description fields are.

The screenshot shows a web browser window displaying the WarehouseTWO Web Market page for a Bosch Rexroth product. The page layout includes a navigation bar with 'HOME' (9) and 'BOSCH REXROTH' (8) links, a search field (6), and a breadcrumb trail. The main content area is divided into three columns: a product description (2) for 'Bosch Rexroth Industrial Hydraulics 1833343003', supplier information (3) for 'Engineered Sales, Inc.', and 'How To Order' instructions (5). Navigation buttons for '< PREVIOUS' and 'NEXT >' (7) are located below the product details. A disclaimer statement (10) is at the bottom of the page.

Clicking on the web browser link to your item posted to your **WEB MARKET** location will re-direct the user's web browser to a public page titled, "Web Market", at a dedicated web site <https://webmarket.warehousetwo.com> (1).

This screen is a responsive design ("mobile-friendly") version of WarehouseTWO's "Source Detail" screen. It displays the fields associated with the inventory data record (2), the company and contact information (3), as entered on your **WEB MARKET** location record, your company logo (4), if you have uploaded it to your WarehouseTWO account, and the "How to Order" instructions (5), as entered on your **WEB MARKET** location record. If the internet user wishes to purchase the item, he/she can contact you directly, following these instructions and the contact information displayed. No transactions take place via WarehouseTWO. WarehouseTWO does not track transactions and does not charge any transaction fee.

Other features on this screen are:

Search field (6): a site visitor may search the entire **WEB MARKET** database, by part number.

PREVIOUS / NEXT buttons (7): the site visitor may toggle between items found in a search at the site (6), or between all items posted to the corresponding brand (8) if no search was performed.

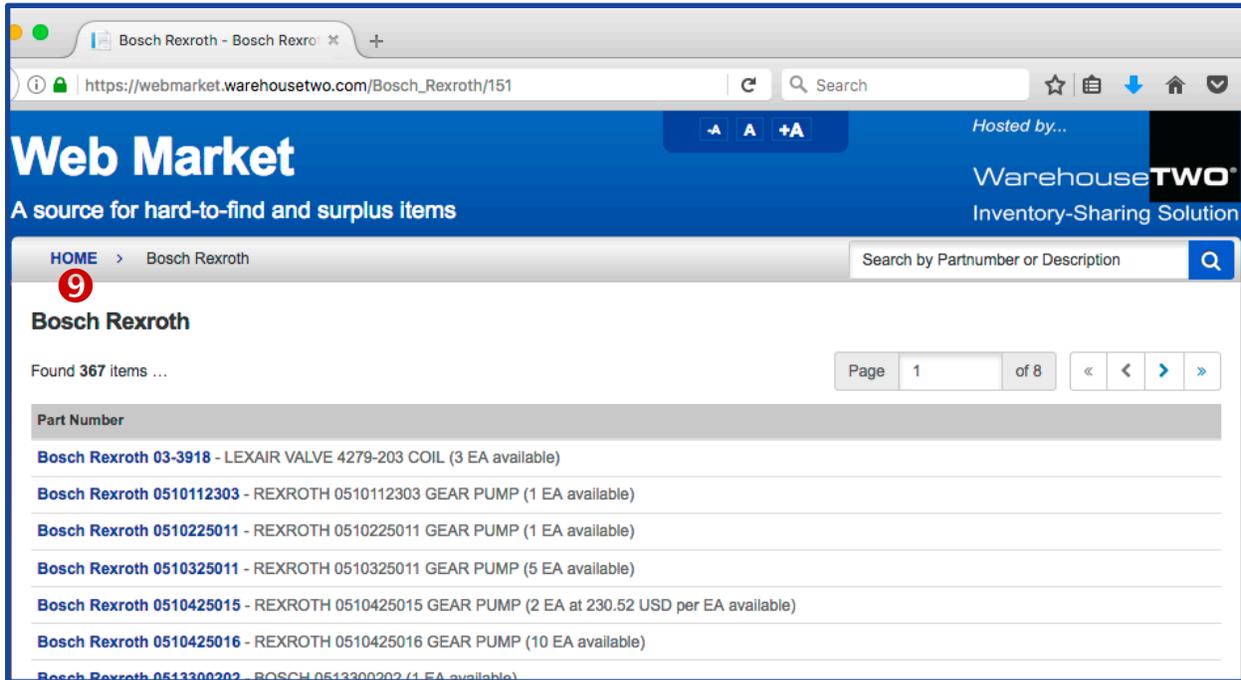
Brand link (8): clicking on this link will redirect the browser to a page listing all **WEB MARKET** items posted to the corresponding inventory-sharing community. (See the next page of this tutorial.)

Home link (9): clicking on this link will redirect the browser to the **WEB MARKET** home page. (See the next page of this tutorial.)

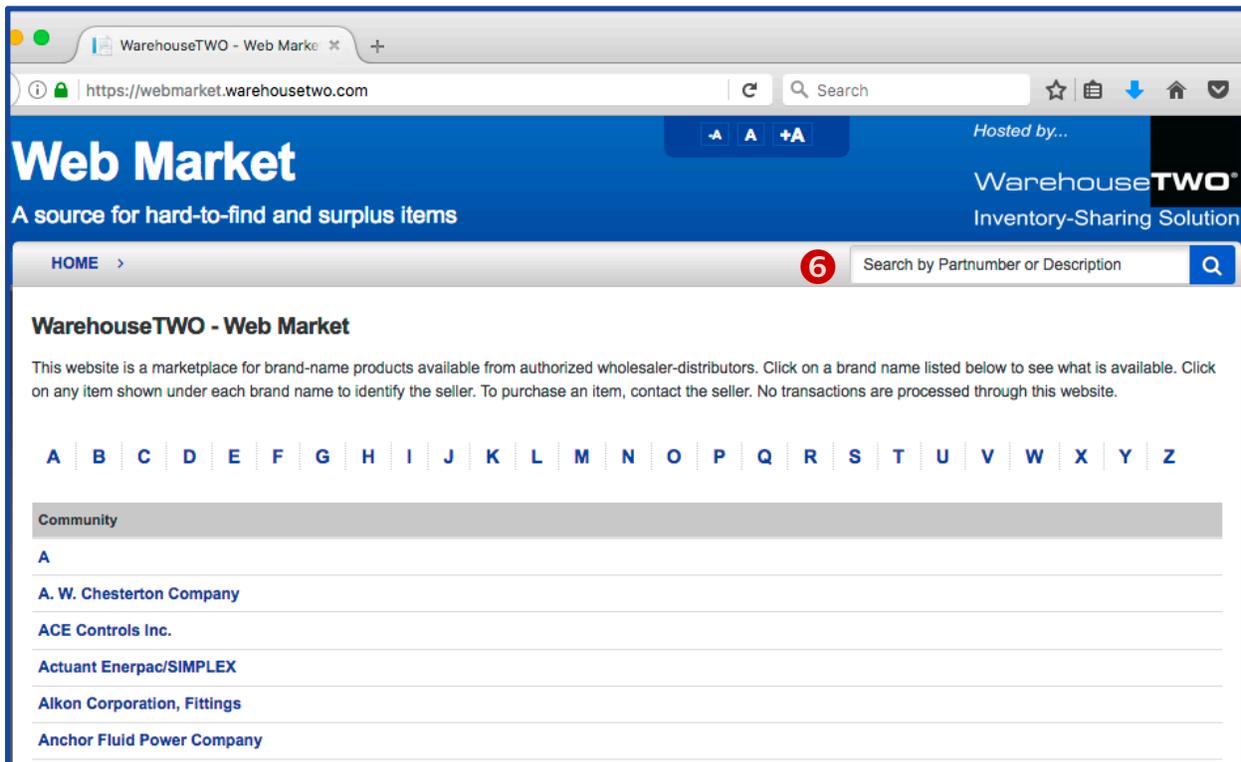
This screen also includes a disclaimer statement (10), intended for anyone who finds an item found by a search engine search result:

Disclaimer: The item shown above is offered by the company shown, not by WarehouseTWO, LLC. WarehouseTWO, LLC is not an interested party in any transaction between you and the company shown, and does not participate in any such transaction. Confirm the accuracy of the information shown above with the company shown prior to placing your purchase order with the company shown.

Clicking on the **Brand** link on any **WEB MARKET** page (⑤ on the previous page) will redirect the web browser to a new web page, shown below, that lists all items posted to the inventory-sharing community corresponding to the **Brand**. This page will include items posted by any WarehouseTWO member.



Clicking on the **Home** link (⑥) on any **Brand** page will redirect the web browser to WarehouseTWO's **WEB MARKET** home page, shown below. Visitors to this site can browse all items posted to a **WEB MARKET** location, either by clicking on a **Brand** link or by searching by part number (⑥).



How to Activate **WEB MARKET** Functionality [Back to Contents](#)

Step 1: On the **Locations** tab (❶) in the **Account Settings** section, verify that a location record, other than a primary location record, is available to be activated as your **WEB MARKET** location. That is, at least two location records (❷) must exist on your account. Only one location may be designated as a **WEB MARKET** location. To add an additional location record, click on the **ADD NEW LOCATION** button (❸), populate all of the fields in the **Edit Location** pop-up window (shown on the next page), and then click on the **SAVE CHANGES** button (❹, shown on the next page).

The screenshot shows the Warehouse TWO web interface. At the top, there is a navigation bar with the Warehouse TWO logo, a search bar, and user information (Logged in as Mark Tomaloni). Below the navigation bar, there is a menu with 'ADMINISTRATIVE TOOLS' highlighted. A dropdown menu is open under 'ADMINISTRATIVE TOOLS', showing 'Account Settings' as the selected option. In the main content area, the 'Locations' tab is selected and highlighted with a red circle and the number 1. Below the 'Locations' tab, there is a table of location records. The table has columns for 'Location ID', 'Name', 'Items Posted', and 'Inventory Postings Expiration'. Two records are shown: one with ID 86 and Name 'Quest Industries', and another with ID 1581 and Name 'Quest Industries (Web Market)'. The second record is highlighted with a red circle and the number 2. Above the table, there is a search bar and a button labeled 'ADD NEW LOCATION' highlighted with a red circle and the number 3. The footer of the page contains links for 'About Us', 'Inventory-Sharing Communities', 'Become a Member', 'Contact Us', 'Privacy', 'Terms of Use', 'Insights (Featured Articles)', and 'e-Newsletter Sign-Up'.

Location ID	Name	Items Posted	Inventory Postings Expiration
86	Quest Industries	3	After 365 Days
1581	Quest Industries (Web Market)	11	After 30 Days

Step 2: Either by clicking on the **ADD NEW LOCATION** button (⑤ on the previous page) or by clicking on the name of an existing location to be used as the web location, open up the **Edit Location** pop-up window (④). On this window, check the box labeled “Web Market Location” (⑤).

Edit Location - Location ID: 1581 ④

* Location Name Quest Industries (Web Market)	URL http://www.warehousetwo.com	* Location Identifier (City, ST/PR, Country) Palo Alto, CA, United States
* Contact Name Race Bannon	* Address 1 PO Box 1567	Default Currency \$ USD
* Contact Email Address mail@warehousetwo.com	Address 2 	Inventory Postings Expiration After 30 Days
* Phone Number 800-867-5309	* City Palo Alto ⑤	Help me Choose the Best Setting <input checked="" type="checkbox"/> Web Market Location ⑤ <input type="checkbox"/> Exclude From SEARCH Results ⑥ <input type="checkbox"/> Auto-Delete Unrefreshed Records
Extension 	* State/Province/Region CA	How to Order *** TEST POSTING ONLY. ITEM NOT FOR SALE. *** All sales subject to prior sale. Minimum order value: \$50000; waived for credit card sales.
Fax Number 	Postal Code 94302	
	* Country USA	

⑦

DELETED LOCATION Cancel **SAVE CHANGES**

Checking this box (⑤) will cause the pop-up window shown below to appear. Click “OK” to close this box.

Web Market Location

When this box is checked, items posted to this location will be exposed to website indexing and might appear in search engine search results. To turn off this feature, click on the box to uncheck it. To save your desired setting, click on the SAVE CHANGES button. To prevent items posted to this location from also appearing in search results at the WarehouseTWO website, check the box labeled, “Exclude From SEARCH Results”.

OK

By default, any item posted to a **WEB MARKET** location may also appear in **SEARCH**, **MULTI-SEARCH** and **BARGAIN HUNT** search results at the WarehouseTWO website. They will appear to other WarehouseTWO members regardless of the inventory-sharing community to which the items are posted and regardless of in which inventory-sharing communities other members participate, so long as the part number meets the search criteria. To prevent your **WEB MARKET** items from also appearing in a search result at the WarehouseTWO website, check the box labeled, “Exclude From SEARCH Results” (⑥).

To de-activate a **WEB MARKET** location, either uncheck the “Web Market Location” box (⑤) on the location’s **Edit Location** pop-up window (④), or check this box on another location record.

Save the changes in this location record by clicking on the **SAVE CHANGES** button (⑦).

Only one location can be activated as your account’s **WEB MARKET** location. Clicking on the box labeled “Web Market Location” will uncheck the box on any other location record in which the same box was previously checked and saved.

Posting Inventory Data to a **WEB MARKET** Location [Back to Contents](#)

The process of posting inventory data records to the **WEB MARKET** location is the same as posting inventory data to any other location record on your WarehouseTWO account. The only difference is that items to be posted to the **WEB MARKET** location must be assigned the location ID assigned to that location. Location ID numbers are viewable on the **Locations** tab in **Account Settings**, on the **Edit Location** pop-up window, and in the inventory data upload template files, available for downloading at the **POST INVENTORY** screen. For more information about posting inventory data, refer to our **POST INVENTORY** [tutorial PDF](#).

A unique inventory data record consists of a unique permutation of the first three fields (columns) in the inventory data upload file:

Product_Location_Id
Product_ProductLine_Id
Product_PartNumber

This means that the same item can be posted to the **WEB MARKET** location, perhaps at one price for internet customers, and to one or more other locations, perhaps at a different (reduced?) price, for peer distributors at WarehouseTWO.

Tips and Tricks

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1. Prior to uploading any data to your **WEB MARKET** location, ensure that you are content with its accuracy and completeness. In our experience, web browsers (e.g., Bing, Google and Yahoo) store found web pages for at least thirty days. So it can take over a month for web browsers to recognized updated information, even if you are updating/correcting previous postings every day.
2. Post lots of inventory data records to your **WEB MARKET** location. Hundreds, if not thousands. The more items you post, the greater opportunity to sell something. Posting only a few dozen of your dearest inventory items is unlikely to get you any desired results.
3. Update the inventory data posted to your **WEB MARKET** location at least quarterly. Set this location's inventory data expiration period to no more than "After 90 Days".
4. For every item posted to your **WEB MARKET** location, use the part number exactly as defined by the manufacturer. Potential buyers know this part number, not your version of the manufacturer's part number, nor your own internal part number.
5. Include an offer price with every item you post to your **WEB MARKET** location. Non-priced items will be displayed in browser search results with an offer price of zero (0), in whatever currency is selected for your **WEB MARKET** location. Showing a price of zero may be interpreted by potential buyers as deceptive advertising, discouraging them from contacting you for future needs.
6. Limit text in the description field of each inventory data record to forty characters. Longer descriptions will likely prevent web browsers from displaying your company name in their search results. Include only key words in the description field, plus one or two attribute qualifiers. Example: "SOLENOID VALVE SS CV=4.2 120VAC".
7. Manage your financial liability from sales to unknown buyers. Consider accepting payment only by credit card, and do not ship product until after the credit card payment has been processed successfully. Do not extend payment terms (credit) to unknown buyers.
8. Disclose all other charges, such as inbound/outbound freight, packaging fees, in the "How to Order" text box of your **WEB MARKET** location record.
9. Select one or two senior customer service representatives to handle **WEB MARKET** inquiries. Identify these contacts in the "How to Order" text box of your **WEB MARKET** location record.
10. Create a group email address (such as "wtwowebsite@mycompany.com") in your company's email system and list this email address in your **WEB MARKET** location record. Assign two or more senior customer service representatives to this group email address.
11. To offer your **WEB MARKET** items to all members of WarehouseTWO, at the same price as being offered to internet searches, leave the box labeled, "Exclude from SEARCH Results" unchecked.
12. To offer your **WEB MARKET** items to peer distributors at WarehouseTWO at a lower price than what is being offered to internet searches, check the box labeled, "Exclude from SEARCH Results", and then post your **WEB MARKET** items twice: once to your **WEB MARKET** location at one price and again to a non-**WEB MARKET** location at a lower price.
13. Add a link to our **WEB MARKET** website (<http://webmarket.warehousetwo.com>) on your company's website. This will improve organic search results of all **WEB MARKET** postings, including yours.

Got a Question?

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Got a question about this feature? Let us help:

- a) [Email us](#).
- b) Call us at 650.329.1592.
- c) Post your question to our [LinkedIn](#) group, [WarehouseTWO Users Forum](#).