Shop by Brand - Magento 2

> ⊘ Firefox user notice:
>
> Please use different web browser to view this document.
>
> Sorry for the inconvenience.

Magento 2 Shop by Brand adds a designated page that lists all brands presented in a store. From there, users can navigate to particular brand pages with related products. More to it, the module allows displaying a widget with all and featured brands across different site pages and in various page positions and promote brand-related cross-sells via the 'More from this brand' block.

Compatibility: Magento Open Source 2.1.X - 2.3.X, Magento Commerce 2.1.X - 2.3.X

Product Page

Thank you for choosing Aheadworks!

Installing Shop by Brand

Command Line Installation

1. Backup your web directory and store database

2. Download the Shop by Brand installation package

3. Upload the contents of the Shop by Brand installation package to your store root directory

4. In the SSH console of your server, navigate to your store root folder:

```
cd
path_to_the_store_root
_folder
```

run:

```
php -f bin/magento
module:enable
Aheadworks_ShopByBrand
```

then:

```
php -f bin/magento
setup:upgrade
```

after:

```
php -f bin/magento
setup:static-content:d
eploy
```

5. Flush store cache; log out from the backend and log in again

⚠ Make sure the installation is done from under the FTP administrator account. Otherwise make sure to set 775 permissions to the store root directory after the extension is deployed.

Composer Installation

1. Log in to your customer account at https://ecommerce.aheadworks.com and navigate to Account -> Composer access;

2. Configure your store to work with the Aheadworks composer repository:

Add the composer repository to composer.json by running:

composer config repositories.aheadworks composer https://dist.aheadworks.com/ in the Magento installation root.

Use the provided key pair as the login and pass. You can optionally save them in the global composer auth file.

3. You can start using AW composer now.

For extension names, navigate to Account -> Composer access.

4. Open the root Magento directory on your server and send Composer the following command:

composer require <component-name>:<version>

Note: Use the previously copied component name and version.

5. Make sure that Composer finished the installation without errors. Flush the store cache, log out, and log into the backend again.

Introducing Shop by Brand

The Shop by Brand extension has the following key features:

- A page listing all brands presented in a store;
- Dedicated pages with brand logos, descriptions, and featured products;
- A customizable 'More from this Brand' block on brand-related product pages;
- A brand widget showing all and featured brands (can be put anywhere in the store);
- Enhanced product pages with brand logos and descriptions (added automatically);
- The integration with Layered Navigation by Aheadworks adds a brand filter to the navigation panel.

Extension Logic

The module allows you to organize purchases by brands. The brands represent dedicated pages that feature brand logos and descriptions and list all related products. This helps customers easily find the items of a particular brand.

The predefined brand logos and (optionally) descriptions are automatically added to the relevant product pages, this way, promoting the brand. In addition, a brand widget featuring all and featured brands can be placed anywhere in the store (in terms of particular brand pages and page positions). The 'More from this brand' block with brand-related products can be added to all product pages of the corresponding brand.

Extension Settings

Before using the extension, you need to proceed to the extension settings page that can be found in Stores > Configuration > Aheadworks Extensions > Shop by Brand.

General and Product Page Settings

The 'Brand Product Attribute' option under General defines the attribute to be used throughout the brand creation process.

⚠️   Only the attributes of the drop-down type can be used.

General

Brand Product Attribute
[global]

Brand ▼

Product Page

Display Brand Info on Product Page
[store view]

Before short description ▼

Display Brand Description
[store view]

Yes ▼

ⓘ For bundle, grouped, and configurable products (those that have child products), the extension uses a value of a brand attribute of a parent product.

If the parent product does not have the brand attribute specified:

- The parent product will not be displayed in the list of brand products.
- The parent product will be displayed on a child product's brand page.
- The product page of the parent product will not have any information about the brands of child products.
- The "More from this brand" block (see below) will not be displayed.

The 'Product Page' settings define how brand-related product pages will look like.

- Display Brand Info on Product Page - defines if the brand information should be displayed on a product page:
  - Don't display;
  - Before short description;
  - After short description;
  - Before product options.
- Display Brand Description - defines if only a brand logo without description should be displayed on the product page.

'More from this Brand' Block

"More from this Brand" Block

Enable "More from this Brand" Block [store view]	Yes
Block Name [store view]	More from this brand
Block Position [store view]	Content bottom
Block Layout [store view]	Slider
Max Products to Display [store view]	4
Display "Add to Cart" Button [store view]	Yes
Sort Products by [store view]	Bestsellers

This section controls the properties of the 'More from this Brand' related product block available within the extension. The block can only be displayed on product pages related to a particular brand. If enabled, it is placed automatically on all product pages.

- Enable "More from this Brand" Block - defines if the related product block is enabled;
- Block Name - defines the name of the block displayed for customers;
- Block Position - allows adjusting block placement on the product page:
  - Before native Related Products block;
  - After native Related Products block;
  - Content top;
  - Content bottom.
- Block Layout - allows adjusting block layout:
  - Products aligned in single row;
  - Products aligned in multiple rows;
  - Slider.
- Max Products to Display - defines the number of related products displayed in the block;
- Display "Add to Cart" Button - defines if the "Add to Cart" button should be displayed below related products in the block, allows customers to add products directly from the block;
- Sort Products by - defines the sorting order of the related products in the block:
  - Bestsellers;
  - Newest;
  - Price: from high to low;
  - Price: from low to high;
  - Random;
  - Position.

SEO

SEO

Add Noindex to Pagination Pages
[store view]

Yes ▼

The 'SEO' configuration section defines if the 'noindex' attribute should be added to pagination to prevent SEO penalties.

Once done with the settings, click **Save Config** to apply the configuration.

Creating Brands

Converting Attributes into Brands

The Shop by Brand extension allows you to convert the existing attributes into brands. As we said earlier, only attributes of the drop-down type can be converted.

Once installed, the module adds one more attribute - 'Brands' whose values can be used as brands when creating brand pages. The attribute is available in Catalog > Shop by Brand by Aheadworks > Brand Attribute.

brand

← Back   Delete Attribute   Reset   Save and Continue Edit   **Save Attribute**

ATTRIBUTE INFORMATION

| Properties |
| Manage Labels |
| Storefront Properties |

Attribute Properties

Default Label	*	Brand
Catalog Input Type for Store Owner		Dropdown ▾
Values Required		No ▾

Manage Options (Values of Your Attribute)

Is Default	Admin *	Default Store View	
⬤	Eco Bags	Eco Bags	Delete
◯	Active	Active	Delete
◯	StarFitness	StarFitness	Delete
◯	Dynamic Sport	Dynamic Sport	Delete
◯	Trainics	Trainics	Delete

Add Option

Here you can create attribute values that can later be set as your brands while adding new brand pages.

Brand Pages Grid

To create a new brand, navigate to the 'Brands' grid in Catalog > Shop by Brand by Aheadworks > Brand Pages.

The 'Brand Pages' grid contains the following columns:

- ID - an ID of a brand;
- Logo - the brand's logo;
- Brand Name - the brand's title;
- URL Key - the URL address of the corresponding brand page;
- Website - the website(s) the related brand page(s) should be displayed on.

To add a new brand page, click **Add New** .

Adding a Brand Page

The 'New Brand' page comes with the following settings:

- Brand - allows selecting the brand product attribute defined in the 'Brand Product Attribute' field of the general extension settings;
- URL Key - allows defining the brand product page's URL;
- Logo - allows uploading the brand's logo;
- Featured Brand - defines if the brand is featured - displayed atop of the other brands.

Below the 'General Information' settings, you can define the brand's description per store view using the 'What You See Is What You Get (WYSIWYG)' edit or. The 'Content' section of the page also includes the 'Meta Title' and 'Meta Description' sections useful for SEO and the 'Store View' selector if you run multiple stores and need to adjust your brand page separately for each store view.

Managing Brand Products

You can add any number of products from the catalog to brand pages. Once you've created a new brand page, the dedicated 'Brand products' grid becomes available. It allows selecting the required items either one by one or massively.

In order to find a particular product, you can search it by ID, Name, SKU, Price, and Visibility. Moreover, you can change the display order of brand-related products on the page by manually specifying the appropriate values in the 'Position' column. Respectively, the item with the '1' value will go first in the list.

When done setting up a new brand page, click **Save** .

Brands on the Storefront

Shop by Brand Category

If required, you can create a dedicated brand category.

To do this:

1) Create a new category and configure it as you need;

2) Navigate to Content > Widgets and add the new widget of the 'Brands' type;

3) Set the layout updates for the widget to make sure it is displayed in the required category.

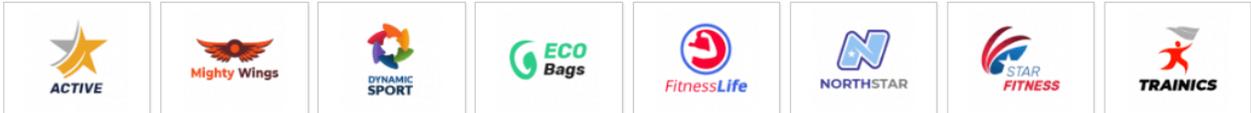After all the required parameters are configured, you will get something like this:

Shop By Brand

Pick your favorite brand

Featured Brands
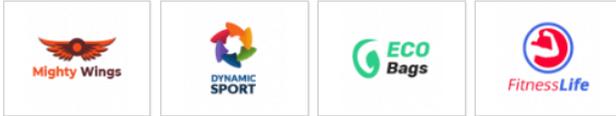
All Brands

Brand Page

Each brand page features brand descriptions and logos you previously set. Below the brand's description, customers can find products related to the corresponding brand.

Mighty Wings

Shopping Options

CATEGORY ⌃

☐ Gear

STYLE ⌃

☐ Tank
☐ Tee

SIZE ⌃

XS S M L
XL 28

STYLE ⌃

☐ Exercise
☐ Tote

PRICE ⌃

From $ 28
To $ 99

COLOR ⌃

Mighty Wings is an Australian sportswear brand known for its high-quality sweatshirts and hoodies. The company was founded by Andrew Grayson at his father's old laundry in 1977. A year later, he and his younger brother, Nate, registered the 'Mighty Wings' brand name.

Initially, the brothers crafted running shoes as Nate acquired the shoemaker specialization at that time. Due to the differences in opinions, eventually, the brothers split. Nate founded the 'Jackson' shoe wear company. Andrew began crafting sportswear, mainly tops for men and women.

The 'Mighty Wings' logo symbolizes assertiveness and readiness for hardships often attributed to such noble birds as eagles. The company believes that those are the qualities that every active sports performer should possess. All clothes are made of quality materials making training and exercises as convenient as possible.

Items 1-9 of 34   Sort By Color ⌄ ⬆

Zoe Tank
★★★☆☆ 3 reviews
$29.00

Elisa EverCool™ Tee
$29.00

Erikssen CoolTech™ Fitness Tank
★★★☆☆ 4 reviews
$29.00

Atomic Endurance Running Tee (V-neck)
★★★★☆ 3 reviews
$28.00

Product Pages

Products belonging to a particular brand can have this brand featured on their pages. You can either display a brand logo or a brand logo plus brand description.

Brand Widget
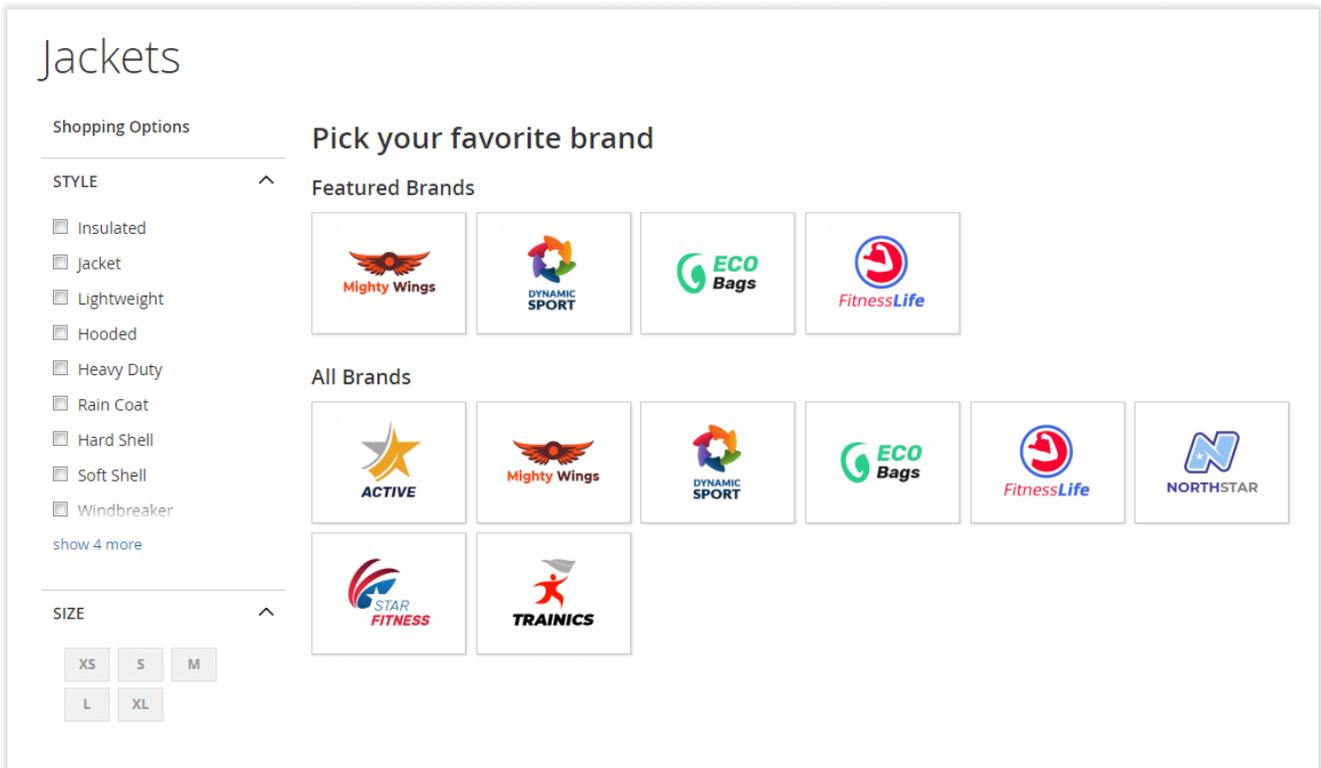
A widget featuring all brands presented in the store can be placed in any required page position as well as across different store pages. To add the widget, go to Content > Widgets and find it in the list of all Magento 2 widgets.

Uninstalling Shop by Brand

Manual Removal

1. Disable the module by executing the following commands:

```
php bin/magento
module:disable
Aheadworks_ShopByBrand
php bin/magento
setup:upgrade
```

2. Remove the extension files from the following folder:

```
app/code/Aheadworks/Sh
opByBrand
```

Automatic Removal (via Composer)

1. Disable the module by executing the following commands:

```
php bin/magento
module:uninstall
Aheadworks_ShopByBrand
```

Product Page

Need Customization?

Need additional functionality
or futher customization of your products?

Request a free quote