clickcartpro | europacart

Getting Started Guide

Table of Contents

Welcome To ClickCartPro/EuropaCart

You have purchased an incredibly powerful tool. You will have infinite power to control virtually every aspect of your customer's online experience. This is the second stop on your tour of our extensive and comprehensive collection of manuals that support this software. This is where the rubber meets the road. You'll find out how to use the software, set up your complete store and even begin designing the look and feel you desire.

- **Installation:** Installing the software on your server
- **Quick Getting Started Guide:** Easy to use first steps…create a fully working store quickly and painlessly. We'll walk you through the setup of your software as well as help you create your first categories, products, etc. We'll even show you how to make basic adjustments to the look and feel of your site. We'll also help you get your products loaded in, set up your shipping, billing and other customer interaction and have a fully working backbone that you could put online. Also, through this guide, you'll start to get an idea how we do things in ClickCartPro/EuropaCart. Eventually, you'll understand that most of the tables in the product work in a very similar manner.
- **ClickCartPro/EuropaCart User's Guide:** This handy reference guide covers every aspect of this software. Each screen and menu item is examined and explained. After you've learned the basics, learn the details behind them.

Running The Management Interface For The First Time

Accessing the Admin.php

You've now finished running the installer script and you have accessed the Management Interface to configure your administrator account and work with ClickCartPro/EuropaCart. The install automatically launches this interface. In the future, when you want to access the Management Interface, simply open your web browser and browse to the location of the 'admin.php' script you uploaded earlier. Example:

http://www.yourdomain.com/admin.php

The admin.php controls the "Back-end" administrative tasks for your site. Here you will create the backbone of the system as well as the look and feel that your users will see when they access your site.

The Introductory Navigation Menu
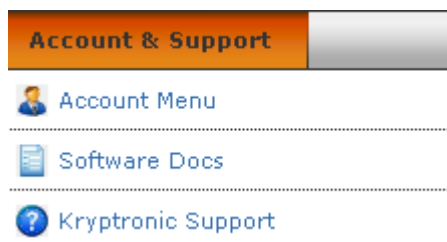
When launching Admin.php, you will be presented with the Introductory Navigation Menu and simple login information center screen. The upper menu will grow once you've logged into the system, but for now, it provides PDF document information as well as support information. To continue, simply type in the email address (or the word "admin") and the installer password you set up during installation.

Email Address*

Enter your email address.

artieflex@grumfeld.com

Password*

Enter your password.

●●●●●●●●

Important Note:

If you've forgotten the password you assigned to this account, simply click on the blue link to receive that password via your registered email address.

A Note About Passwords:

If you become "locked out" of your account…and your system's "email me a password" doesn't seem to be working…how can you access your Admin? Let's go through a quick password primer so you know how things are laid out.

You have a few passwords in ClickCartPro/EuropaCart.

1. **Your installer password** (hopefully written down when you installed the product or saved when we installed it for you). This installer password also becomes your first Account password. Your installer password is located in 2 places…both are config.php files. ClickCartPro/Europacart has 2 config.php files…one in your public directory…you'll find it with your other ClickCartPro/EuropaCart php files (admin.php, installer.php and index.php). The second location is the private ClickCartPro/EuropaCart directory. If you followed our advice on the install, you'll have this located in the /core-private directory. The first line item in both of these config.sys files will look like this:

   $config['core.password'] = '71b751dbcd73fb99e86458b1362d2ffd'; (Public)
   $config['core.password_copy'] = '71b751dbcd73fb99e86458b1362d2ffd' (Private)

That long string of characters is an MD5 Hash version of your installer password. In order to change your installer password, you must replace both of these strings of characters. If you contact Kryptronic, we can send you a temporary MD5 hash so that you can change an installer password. To access these 2 files, you'll simply use your FTP client software or your hosting control panel File Manager.

2. **Your account password** (your normal everyday log in to the admin). Every account for administrators or users is stored in your MYSQL database. This is also set up during your install and ClickCartPro/EuropaCart automatically populates this database every time you

make a change or a new customer signs in.   If you are 'locked out' of your admin, you'll need to access database, key in a new encrypted password and then use it to access your account. Again…contact Kryptronic and we'll provide you with a temporary password.

To access your database, you'll need to fire up your Hosting Control Panel. This is the control panel provided by your host to help you set up emails, add aliases, domain forwards, and…manage your MSQL databases. If you don't remember how to access this, contact your host…it's usually pretty easy. Once you gain access, look for and Icon that says "Databases" or "PHPMyAdmin". Once you navigate to that location, you'll find a database that normally is named with "store", "shop", "ccp", "khxc", or something that lets you know you're looking at your store.

Click on the database to open it and you'll see a list of tables on the left of the page…these are all of the tables where everything is stored for ClickCartPro/EuropaCart. You'll find products, categories, users, states…you name it. Navigate to the **core_users** file. You should see a screen that looks like this:

Now click on the "Browse" tab and you'll see a list of any users that have registered for accounts…including…most importantly…YOU!

It will look like this:

Here, you'll see the email of the account holder, their username, the encrypted password, and the user group. (You should be listed as a Superuser).

Once you've gotten the temp password from Kryptronic, you'll simply go to your account, click on the little pencil icon and Edit the password field by pasting the encrypted password we gave you overtop of the one that's currently there. Then just scroll down until you see the "Submit" or "Go" button.

Now you should be able to log into your admin using your email and your temp password.

Management Interface Selection

With ClickCartPro/EuropaCart, you can now choose the management interface you would like to use. If you choose the Advanced Multi-tasking Interface, please be sure you have javascript enabled and a newer standards compliant web browser. Recommended browsers for the Web 2.0 Interface include Firefox 2+, Safari 3+ and Internet Explorer 7+.

○ Advanced Interface (Multitasking Enabled)
○ Standard Interface (Recommended for Mobile Devices)

Once you've logged in, you'll see the full Kryptronic Menu system and System Dashboard, which includes the following items:

- **Kryptronic Central Server News**: News articles delivered to you by Kryptronic. These news articles provide tips and tricks on running the software as well as important update and upgrade information.
- **Dashboard Statistics**: A collection of useful stats that are updated continually. Here, you'll find both page view and order statistics broken down into daily, monthly and monthly denominations.
- **Graphic Reporting:** Page view and recent orders are represented graphically, so within seconds of logging in, you can quickly scan a "state of the world" update.
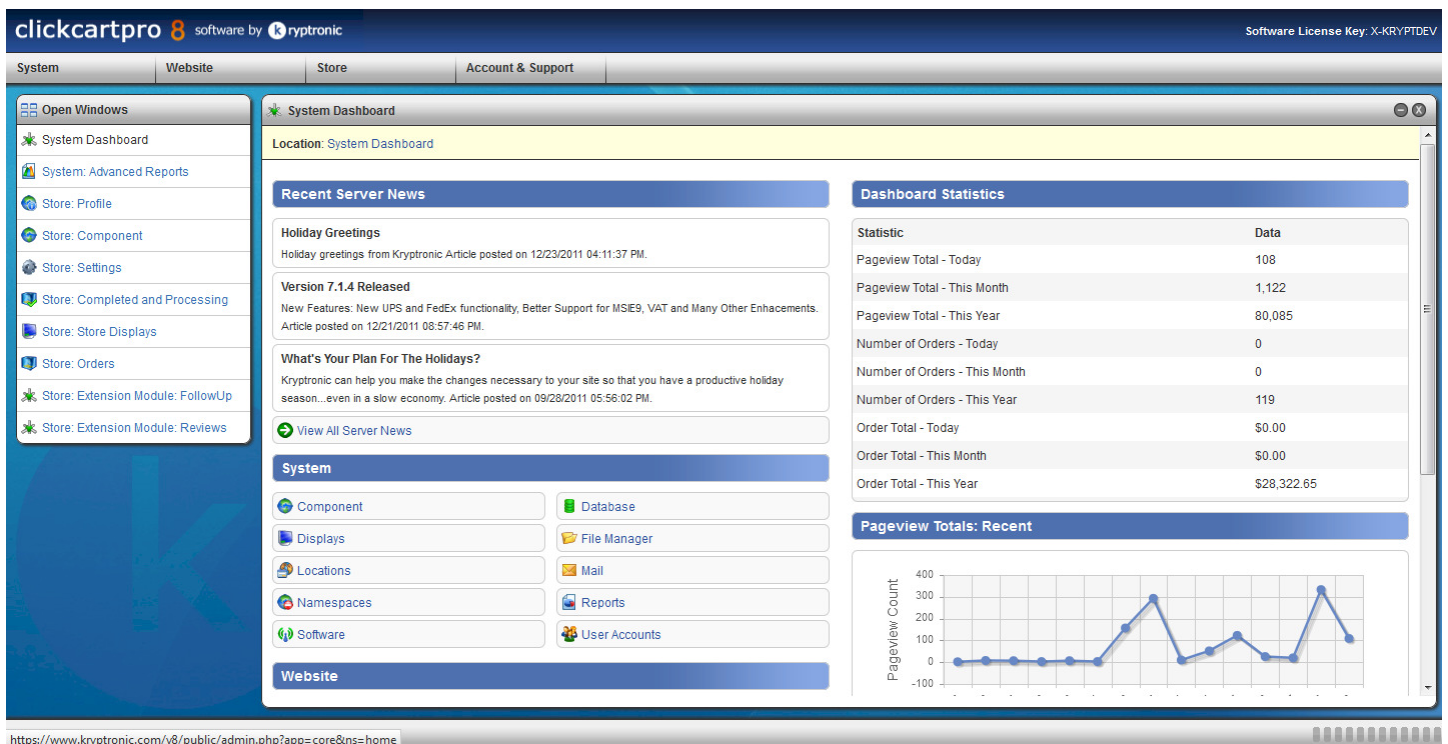
If you've activated the Advanced interface, you'll see your Open Window menu along the left side of the screen. Here you can quickly navigate your open windows (up to 10 simultaneously).

The Expanded Navigation Menu

Once you've entered ClickCartPro/EuropaCart, the Navigation tool will expand to include menus for ClickCartPro/EuropaCart **System**, the ClickCartPro/EuropaCart **Website** (CMS) and of course, ClickCartPro/EuropaCart **Store**. Each one of these products is covered in excruciating detail in the User's guide, but we will probably visit each one during the course of this Getting Started Guide to help you get your feet wet.

Where Else Can I Get Help

Before we do anything, it's important that you know all of the various Help avenues that are available to you. A shopping cart like this one is unlike any other software product you've purchased. Because it's open-ended framework gives you the power to support virtually any dream you may have for your web site, it also means that you can't possibly cover every conceivable avenue in one manual. That is why our support network is varied and open to all. Be sure to visit the areas we've named below because Kryptronic has a robust and talented community of designers and site owners who share their knowledge and help support each other.

Account And Support

Account & Support

This menu is similar to the Account and Support Menu in the Introductory Navigation Menu, you can simply launch PDF user manuals and support help for the products. From here you can also launch an identical online version of the Software License that also resides at the end of this manual. It's an exciting read…don't miss it! This menu also includes a secondary approach to switching between the Advanced Management Interface and the Standard Management Interface.

Support

This menu item launches the various online support options presented for ClickCartPro/EuropaCart. They include a Community Support Forum, a software Wiki, and of course, the Kryptronic website itself. A product with the power and magnitude of ClickCartPro/EuropaCart simply cannot be supported with one singular method. It takes a thorough user manual, thoughtful programming, and a community of users with practical experience to make ClickCartPro/EuropaCart the best it can be for you.

Community Support Forum

This robust bulletin board is a great place to land if you have questions about your ClickCartPro/EuropaCart and you need more than the manual can give. This bustling forum is hosted and attended by experts who use this product daily and are usually very willing to offer answers to your questions. You'll also find additional information from the programmers and special announcements regarding your product.

forum.kryptronic.com

Kryptronic Software Wiki

This is a great way to learn about different methods for using your software. Again, like the Forum, various experts have tackled certain processes and provided the code you need to make them happen. Even if you don't have a wealth of knowledge about HTML and PHP coding, there are still helpful hints that can help you get the most out of your e-commerce experience.

wiki.kryptronic.com

Kryptronic Corporate
The main Kryptronic Web site is an excellent source for news, downloads and other current information that may not make your manual. Clicking here will whisk you to the site and you can browse from there.

How Do I Audition My Web Page?

Once you have configured your administrator account and started setting up, you will want to view the content as visitors to your site will view it. As you work through your various Category and Product pages, you'll notice a column called "Audition…". You can simply click on this link and a new audition window of your Product or Category page will appear for your approval.

Clone	Update	Delete	Audition Product	Display Name
Clone	Update	Delete	Audition Product	Flatscreen PC
Clone	Update	Delete	Audition Product	Serious Gaming PC
Clone	Update	Delete	Audition Product	Professional PC
Clone	Update	Delete	Audition Product	Gift Certificate

Your www.yoursite.com/index.php is the site your customers will see online.

Important Note:

It might make your life easier if you create shortcuts to both the Admin.php and Index.php locations in your Internet browser so you can quickly and easily navigate to them throughout the process of setting up your site. Most Internet browsers have a Favorites section where you can assign frequently used web pages to a link or button for faster access. Both your Admin.php and Index.php locations will be frequented often while you setup your new site, so quick access will be important.

The Quick Start Guide- Building A House

We're about to embark on a very important journey. Each step is an important part in the overall presentation of your web site and your corporate image. If there is only one piece of advice that you retain from this Quick Start guide, it is this: **Until you're absolutely certain what you're doing…take baby steps and check yourself along the way.** Before you add 1000 products…start with one and make sure it's set up the way you want it. Don't try to do 10 things at one time and then…if there's a problem, be forced to wade through the various layers to find your mistake. Like building a house…let's make sure the foundation is solid before we start slapping up the walls. That is all…grasshopper.

The Nickel Tour

In the chapters that follow, we're going to show you ways to add large numbers of products and categories to ClickCartPro because we assume that you're just setting things up and adding a bunch of stuff all at once…but before we start our major uploads, let's take a quick peek at all of the various options available in the admin of ClickCartPro/EuropaCart.

Certainly on your first time in, you're likely concerned with adding a product. Because we're going to really get into this in a few pages…let's just view the highlights.

Simply start your product buy clicking on the link we provided in your Welcome email that ends in "admin.php"

Use the provided name and password to enter and you should now see the basic menus we described earlier.

Go to the **Store** Menu, then select **Catalog** and then select **Products**.
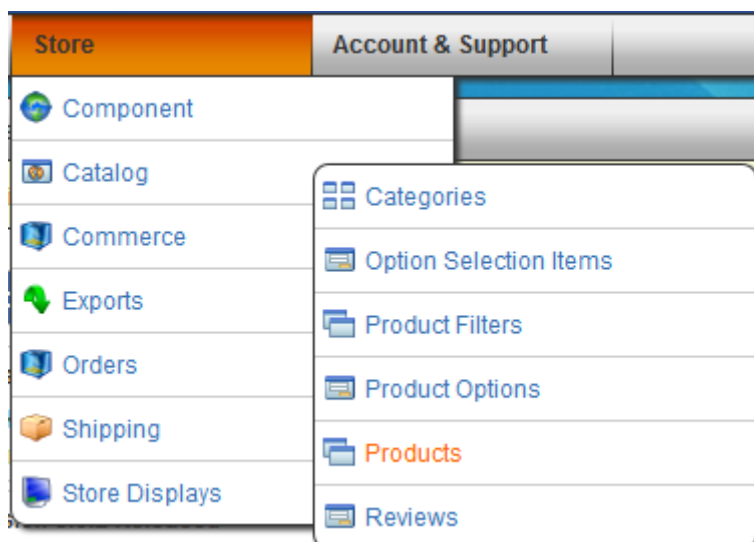
On the page that follows you'll see several headings…one that looks like this:

When you are adding a new single item to your store, you'll simply click on **Create: Add a new item.**

You'll also see a list of all of the demo products listed in the software.

Data Overview

Clone	Update	Delete	Audition Product	Display Name
Clone	Update	Delete	Audition Product	ClickCartPro Upgrade
Clone	Update	Delete	Audition Product	ClickCartPro Trial
Clone	Update	Delete	Audition Product	ClickCartPro Reseller

Simply click on the **Update** button of any of the demo products…here you will see the various fields that will be completed as you add products…this same scenario is common to the categories, product options, etc. It looks like this:

In the event that you are simply adding a single product to your store to begin with, you can step through each phase of this and fill out the information accordingly. The next section of our Quick Start Guide deals with bringing a multi-product store online as fast as possible.

The Quick Start Guide- Let's Do It!

Normally, you'll spend a great deal of time in the Store menu that provides ways to add single products, categories, etc. But early on, we're assuming that you may have a bunch of products and categories you want to create and we have ways of doing things that work faster than single entries. Let's begin by entering the ***ClickCartPro/EuropaCart System*** directory. Why? Because it will let us start to organize our site using simple spreadsheets to get the job done.

To access the files we'll need, simply click on System/Database/Raw Database Admin menu (Pictured Below)

This is the main repository of all of the various databases used within ClickCartPro/EuropaCart to display your product information. We're going to download a few of these spreadsheets and explain a quick way to get your site up and running.

You'll now be greeted by the various tables used by this software. We're going to pull four of these files and have a look at them. First up will be **ecom_cat**; this is our Category file.   Just find this file and click on the Export button.

Clicking on this button will bring up a screen that controls this particular file. Scroll to the bottom of this page and click on "Submit". This will compile and load this file to make it ready for export. You'll then see this screen:

Just click on "Download: Click here to access the Downloads page".

You'll then see the following:

Save	Delete	File Name
Save	Delete	ecom_cat_dataexport.csv

Now just click on **Save** and save this file to your desktop.

We'll also want to gather **ecom_prod, ecom_prodoptionsel** as well as **ecom_prodoptions**. These four files control your Product Categories, your Product Options and of course, your Products. Just repeat the steps you just used to fish out your Categories and secure the other three.

Once you have these four files located on your Desktop, we'll start setting things up.

Important Note:
You'll notice that the files have also had a _dataexport_ added to their name. This extra text is added so that you don't mistakenly download a file overtop of something you care about.   You can rename this file by simply right clicking on it and getting rid of the extra characters in the name once you've finished working with it.

Important Note #2:
Because you will be changing these files and then re-importing them into Europacart, it is important that they maintain their CSV standing. Your spreadsheet will likely open this file, but ask if it's okay to change to its format of choice…you don't want to do this…when you save, maintain the CSV formatting or The Core will not allow you to import that file.

Quick Start- Setting Up Your Categories

Once you've downloaded the four files to your desktop, simply double click on the **ecom_cat** file to launch it in your favorite spreadsheet software. Because you are going to Import these corrected CSV (comma separated values) files back into ClickCartPro/EuropaCart, it is best that you don't make any structural changes to the format. Most popular spreadsheets will easily display and save these files, so just go with the flow.

It should look something like this:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	id	name	keywords	description	catimg	splashdisp	subdispnu	subdisptyp	proddispnu	proddispty	catmulti	xcat	sortorder	catview	catviewg	datetimest	metatitle
2	access	Accessories	batteries, recharg	Tracer supplies all	accessorie	0	3	default	3	default	0		5	A		1.32E+09	
3	acpcs	AudioCenter PCs	audio pc, fast auc	<h1>The		0	3	default	3	default	0	buildurown	2	A		1.32E+09	
4	amps	Amps/Phono Preamps	phono preamp, fla	These little units a	ampsphon	0	3	default	3	default	0		10	A		1.32E+09	
5	audcabs	Audio Cables	choose cables, a	This page contain	audiocable	0	3	default	3	default	0		7	A		1.32E+09	
6	audioperformance	Audio Performance Products	audio performanc	A great audio perf	performanc	1	3	default	3	default	0		1	A		1.32E+09	
7	audiotest	Audio Testing	audio testing, tes	This assortment o	audiotestir	0	3	default	3	default	0		14	A		1.32E+09	
8	battery	Batteries, Chargers and Testers	rechargeable batt	Whether you belie	batteries.jp	0	3	default	3	default	0		4	A		1.32E+09	
9	catalog	Organizing Your Audio Collectic	Librarian software	A good librarian hi	cataloging	0	3	default	3	default	0		13	A		1.32E+09	

When you finally do input your products into ClickCartPro/EuropaCart, you're going to have to list both the categories for that product and the product options. Because of this, we've found it best to set up both the Categories and the Product Options **prior** to setting up the Products.

Now that you can see the various columns and the example files that are contained in ClickCartPro/EuropaCart, it should be a little easier for you to figure out how to fill in the various columns. Remember, when you begin this process and start importing your own information into the web site, you can always refer to the http://www.yoursite.com/index.php link that you made in your Internet Browser to compare what you're seeing in the spreadsheet to how it translates to the screen. You can also just click on the Audition Category link that is accessible via the Catalog/Category page we talked about earlier in this guide.

All of the items in your Categories spreadsheet are explained in great detail in the **ClickCartPro/EuropaCart User's Guide,** but let's look at our spreadsheet. Again, for clarification, this spread sheet matches the Category editor in ClickCartPro/EuropaCart. You may want to have this part of the software open in your browser while you mess around with your spreadsheet.

Just go to the **Store/Catalog/Categories** menu.
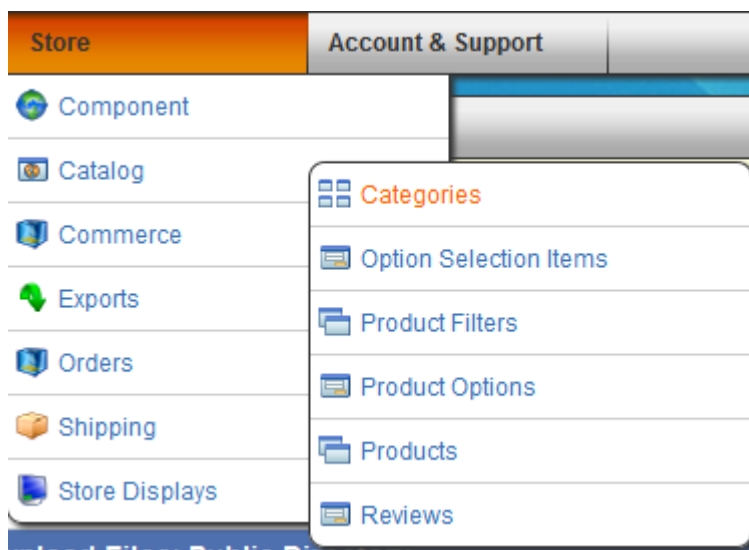
Let's look at the columns of the Category Spreadsheet:

	A	B	C	D	E	F	G	H	I	J
1	id	name	keywords	description	skinoverride	catimg	splashdisp	subdispnu	subdisptyp	proddispnu
2	BuildYour0	Build Your	build, your	Build your own PC with our PC configura		BuildYour0	1	1	imgdesc	1
3	DeskPCs	Desktop P	pcs, deskt	Treat yourself to a brand new desktop co		DeskPCs.	0	1	imgdesc	1
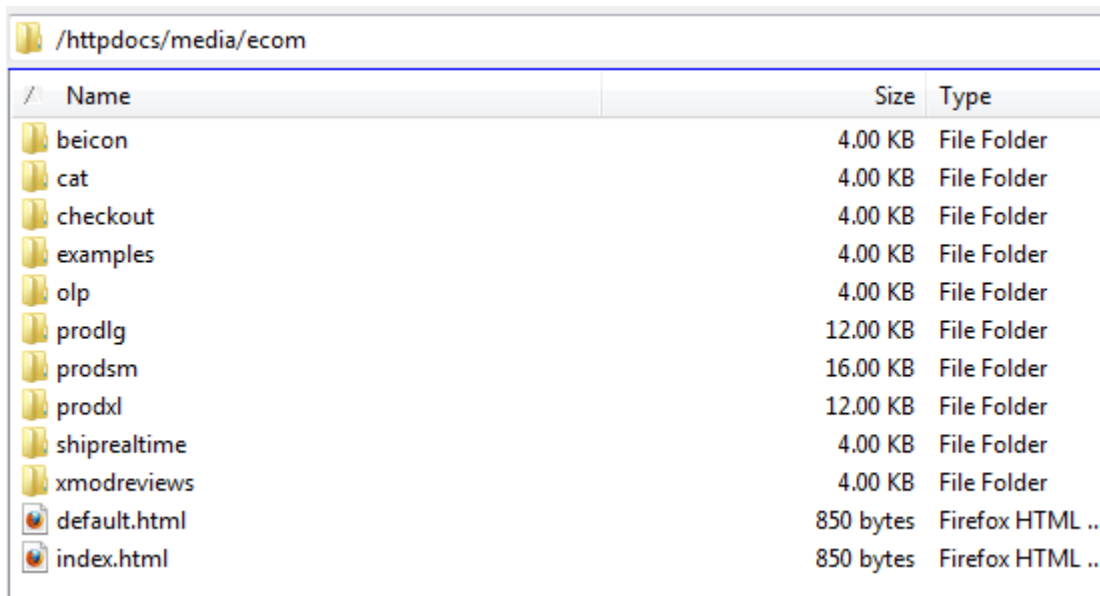
The first column you'll see is **id**. This is simply an ID name for your category. This should typically be a one-word lower cased id tag. If you do not choose to use any Search Engine Optimization, please note, that this ID will be the name displayed in the browser for this page and also be available for search engines, so it only makes sense to make this title self explanatory.

The next column you'll arrive at is the **name** heading.   For this, you'll want to fill out the entire name of a particular category exactly as you want your customers to see the name.

Next up will be the **keywords** column…simply fill out any words that you feel best describe the category you've listed.   This should be somewhere between 5 and 10 keywords that can help search engines categorize your web site and better place you where you belong. These keywords will be the start of our mission to get you the best possible Internet exposure.

Now you'll enter a **description** of your category. You can either enter straight text into this space or if you have XHTML abilities, you can enter XHTML code here. If you have no understanding of HTML, we do provide a **WYSIWYG** (What You See Is What You Get) editor in the user interface of all of our editors. Basic HTML simply allows you to add **Bold**, *Italic*, Underline, bullet points, numbering, etc. to your text. It's the same text, just more interesting to look at for your customers. But for the spreadsheet entry…let's just pretend that you don't understand HTML and we'll enter straight text here from now on. We'll revisit sprucing up your categories at the end of this tutorial.

The next column deals with your category image. It is called **catimg**. This column is looking for the name of your image file. You can simply type in the name of the file you want to have associated with this category. When you use the front-end interface and tell it to apply a certain picture to a category, it automatically loads them into the **/media/ecom/cat** folder on your web site. If you choose to set up many categories…just use a simple FTP editor to load the pictures here en masse once you've finished work on the spreadsheet.

/httpdocs/media/ecom		
Name	Size	Type
beicon	4.00 KB	File Folder
cat	4.00 KB	File Folder
checkout	4.00 KB	File Folder
examples	4.00 KB	File Folder
olp	4.00 KB	File Folder
prodlg	12.00 KB	File Folder
prodsm	16.00 KB	File Folder
prodxl	12.00 KB	File Folder
shiprealtime	4.00 KB	File Folder
xmodreviews	4.00 KB	File Folder
default.html	850 bytes	Firefox HTML …
index.html	850 bytes	Firefox HTML …

The next column you'll see is called **splashdisp**. This simply tells the software if you plan on this category being displayed on the front page of your web site. You basically have 2 choices in the category department; sub categories and main categories. Sub categories are not displayed on the main page and are only displayed when the category that they are assigned to is clicked on by the user. Main categories are displayed like this:
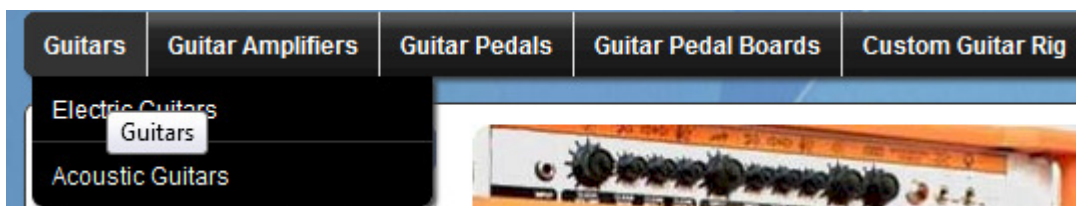
Main categories are labeled with a "1" in this column. A sub category is labeled with a "0".

The next column you'll see is **subdispnum**. This tells the software how many sub categories you would like to see displayed per row on a category page. You have the choice of 1-4 subcategories per page. Sub categories appear like this on your Main category page (this example category is set to display 2 sub categories per row):

Now you'll tell ClickCartPro/EuropaCart how you'd like your sub categories displayed by using the **subdistype** column. You'll have several choices. These are listed with the abbreviation you'll need for the spreadsheet.

- Default (**default**) – Image and title displayed
- Image And Description (**imgdesc**)- Title, image and description displayed
- No Image (**noimg**)- Title and description displayed

To audition these spreadsheet changes, you have to re-import this spreadsheet into ClickCartPro/EuropaCart. Generally, for quick checks, the Category editor within ClickCartPro/EuropaCart is the fastest way to poke around and try things. The spreadsheet method is best for importing large amounts of stuff.

The next column is titled **proddispnum**. This simply covers how many products you want per row in a particular category. Like the sub categories, you have the choice of 1-4 products per row.

This is the rest of the picture of your spreadsheet:

I	J	K	L	M	N	O	P	Q	R	S	T
proddispnu	proddispty	catmulti	xcat	sortorder	catview	catviewg	datetimest	metatitle	metadesc	seourl	nofilter
3	default	0		5	A		1.32E+09				0
3	default	0	buildurown	2	A		1.32E+09				0
3	default	0		10	A		1.32E+09				0
3	default	0		7	A		1.32E+09				0
3	default	0		1	A		1.32E+09				0

Like the sub categories, you'll have a choice of how to display your products in the next column called **proddistype**. Again, to best see how these fit in your world, try each of the 5 choices and see which one you like best. Just select a choice, then go to the bottom of the Category page and submit. Then open your Audition page and see how it looks. If you want to use your spreadsheet to try all of these options, here are the abbreviations you'll need:

- **default**: Image And Title
- **dsadd**: Description And Add Button
- **dsimg**: Image And Description
- **noimg**: No Image
- **wadd**: With Add Button

The next column; **catmulti** basically gives your customers the option to add multiple products from within the category page. For some shopping carts, this is a perfect option…for others it doesn't work. In these early trial runs for setting up your shopping cart, try it and see if you like it. A "0" in this column turns it off and a "1", turns it on. You should be seeing a pattern here and also seeing that many of the controls for the software are consistent throughout the product.

Next you'll see the **xcat** column. This is where you'll add all of the ID names from the sub categories you created for a main category. It should look like this when you're through entering your sub categories.

| N |
|---|
| xcat |
| recordres, musicsoftware, audio test, upgrade, turntables |
| buildurown |
| reshelpdvd, comptraining, videotraining |
| speakers, headphones, microphones, mixers, multitrrec, |
| multichannel, stereocards, usbcards, firewirecards |
| forensicsequip, forensictrain, forensicsoft, audiotest |
| |
| multitr, spdchng, catalog, forensicsoft, plugs, dvdcreation |

In the **sortorder** column, you can assign a specific order for your categories and sub categories to be displayed in. You simply number your categories from lowest number (most important) to highest (least important).

The next column deals with who gets to see a particular category. It is called **catview** and you can assign a category to be viewed by Everyone (A), Selected groups of people (L) or No one at all (N). Both "Everyone" and "No one" are pretty self explanatory, but if you do choose "Selected", then you must also define exactly who you want to see the page in the next column called **catviewg**. You have the choice of "admin" which means backend administrators, "affiliate" which means a page designed for your affiliate clients only, "reports" which means administrative backend reports, "superuser" which means a category designed for backend superusers of ClickCartPro/EuropaCart, "users" which means basic front end users, and "wholesale", which means a category designed for your wholesale clients. Just use a comma-separated list for special cases or in most cases…the "A" for everyone.

The next column **datetimestamp** is designed to automatically log the last time this category was updated.

Your next columns deal with Search Engine Optimization. The **metatitle** field contains the meta title entry for this category. The **metadescription** field holds your meta description for this page and the **seourl** field will house the exact url you want assigned to this page.

Finally, the **nofilter** field. This version of ClickCartPro allows you to activate a product filter for certain categories. When set to True, this filter is active. When set to False, this is not active. The product filters are created in the admin by going to this page:
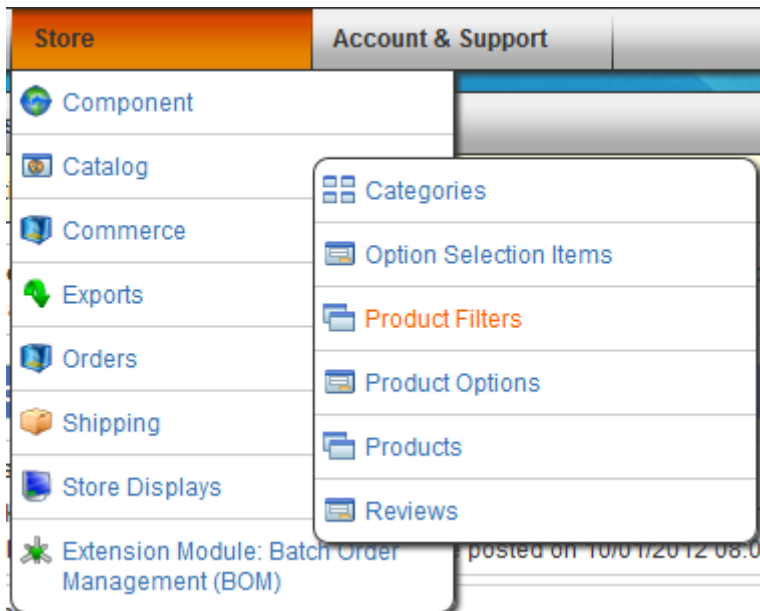
Once set up…your product filters will appear this way:

You have now finished entering in your Categories. Now let's see what we've done. First we're going to have to import this altered spreadsheet back into ClickCartPro/EuropaCart. Save the file and make sure you maintain the CSV format. Now go back into the Core and once again click on **System/Database/Raw Database Admin.**
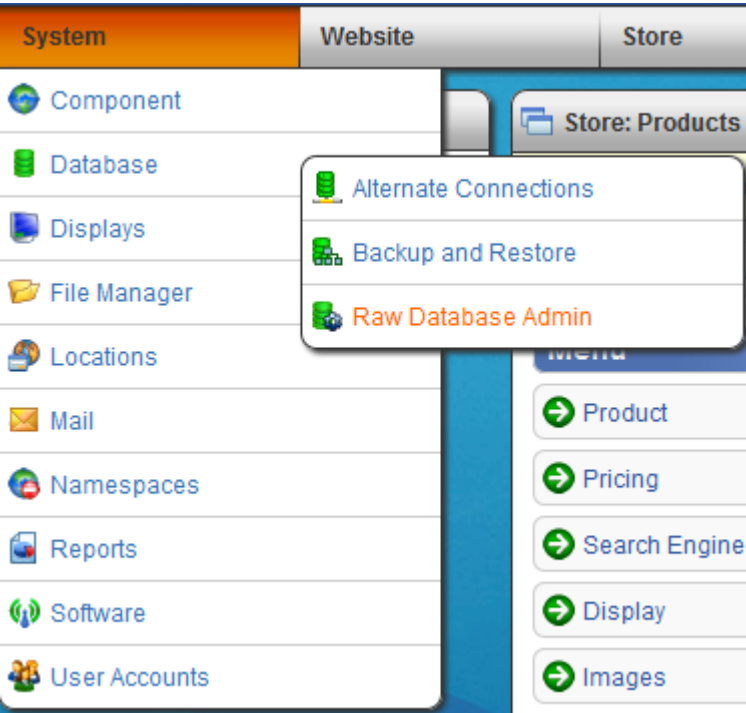
But this time, we'll find the ecom_cat line and click on **Import**.

Scan down on this page until you see the **CSV File Entry**, browse your hard disk to find the one you've just edited, enter it and then hit the Submit button.

CSV File

CSV File*

Browse your local hard drive and select the CSV file you wish to upload. This file will be used to import data into the selected table.

C:\Documents and Settings\O [Browse...]

[Submit]   [Cancel]

If you've done your job well and maintained the correct format, you'll see this pleasing green message to let you know that you've accomplished your task.

The CSV file you uploaded was successfully loaded and used to import data into the selected table.

CSV File Import Statistics

Rows Saved: 18

Rows with Incomplete Data: 0

Errors: 0

Now you can audition your site-wide changes live by going to your live audition at

http://www.yoursite.com/index.php

How does it look?

Probably looks fine, but it is mixed together with all of the demo Categories and Products that were there when you started. No problem…read on…

Quick Start- How Do I Remove The Example Categories?

Because ClickCartPro/EuropaCart is very database-like, it will take a spreadsheet like the one you just completed and add those contents to the ones that were already in the database. Even if you erased the examples in your spreadsheet, they haven't disappeared from view.

The examples are excellent examples of the correct way to do things. They're sort of like training wheels until you get up to speed. Once you know what you're doing, you can get rid of them.

Let's take care of that now.

Return again to **System/Database/Raw Database Admin**.
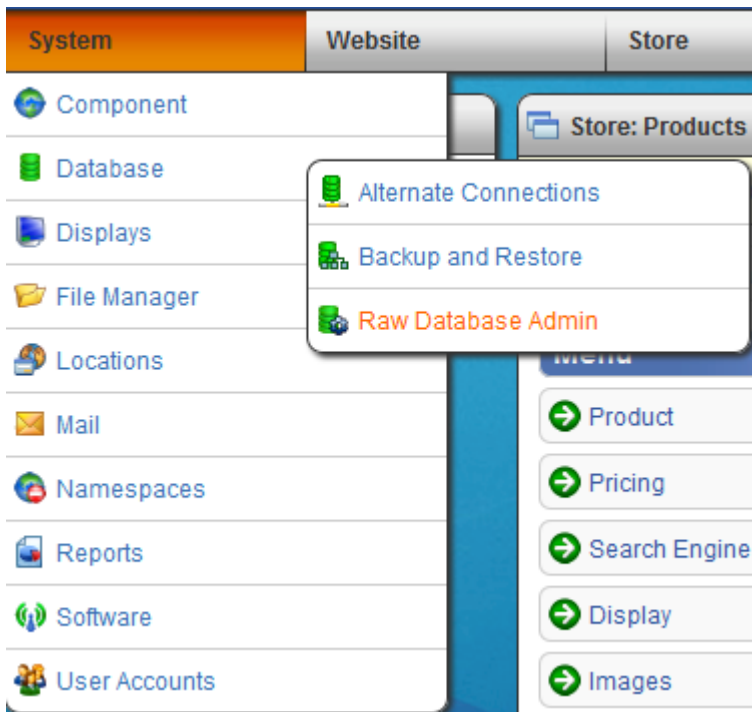
This time, we're going to click on **SQL Statement: Submit A Raw SQL Statement**

Now scroll down to the SQL Statement heading and click in the text box that is provided. Here we will enter an XHTML command that tells the Core to erase the file that exists for Categories and allow you to reenter your new Category file as the reference.

Simply type in "**delete from ecom_cat**" and hit the **Submit** button.

Now you have erased the Category table of the software and you can re-input your altered table. Now you'll only see the categories you created. From where you are now, just click on the **"Overview: Raw Database Admin"** link.

Return to the **ecom_cat** line, click on Import and re-import the altered ecom_cat table.

Your web site should now reflect only your new categories.

Important Note: This same procedure will be used to remove all of the examples from the Options, Products and other example files.

Quick Start- Setting Up Your Product Options

As we said earlier, before we can start adding products to our store, it is best to take care of Categories, which we just finished and Product Options. Only you will know if you need to cover Product Options for your store. Product options are additional or complimentary items that present themselves when a customer is scanning a product. Let's say you sell computers and when a customer selects your Miswap 3000 computer, you want to offer additional items to upgrade the Miswap. You may want to offer 3 choices of DVD ROM Drivers or several flavors of video cards. When a customer upgrades the standard computer, you want the software to compensate with additional pricing and shipping weights, etc., to accommodate the new items. This is where we set all of that up prior to actually adding products to the store.

This is also an ideal area to suggest additional products to the customer. Let's say that a customer buys your high quality Cow Evaluation software. You might also sell cow makeup and cow clothing…this is a great time to offer those as additions to the software. Again, only you will know if Product Options apply to your particular store.

Now we'll need to begin work on 2 of the 4 spreadsheets that we downloaded earlier. We'll need **ecom_prodoptionsel** and **ecom_prodoptions**. Let's explain what each of these spreadsheets will cover:

ecom_prodoptionsel- These are actual individual products and the price and weight that they will add to the customer's order. This will be the first spreadsheet we work on in relation to Product Options.

ecom_prodoptions- This sheet deals with the more broad categories of the products in the ccp0_prodoptionsel sheet. For example, you may have a Product Option called Video Cards that contains 5 different video cards. The Heading "Video Cards" is created here, while the actual

cards themselves and their prices, weights, etc., are listed in the ecom_prodoptionsel spreadsheet.

Let's open **ecom_prodoptionsel** to clarify:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	id	name	pricechngr	pricechngr	pricechngv	afflcommcl	weightchng	inventory	downloadfi	fieldorder	taxstatepr	taxcountry	taxclass	loyaltypoints
2	45lev_add	45 Adapter and Turntabl	75	0	0	0	0	0		1	STANDAR	STANDAR	STANDAR	0
3	45sleeve_add	100 New White 45 Pape	9.99	0	0	0	2	0		1	STANDAR	STANDAR	STANDAR	0
4	4giggnomep	4 Gig Version (2 Gig sta	110	0	0	0	0	0		1	STANDAR	STANDAR	STANDAR	0
5	8giggnomep	8 Gig Version (2 Gig Sta	205	0	0	0	0	0		1	STANDAR	STANDAR	STANDAR	0
6	8trackrepairdvd	8-Track Tape Repair DV	9.95	0	0	0	0.5	0		1	STANDAR	STANDAR	STANDAR	0
7	aaabat_add	4 AAA Rechargeable NI	4.99	0	0	0	0	0		1	STANDAR	STANDAR	STANDAR	0
8	aabat_add	4 AA Rechardgeable NI	9.95	0	0	0	0	0		1	STANDAR	STANDAR	STANDAR	0

This spreadsheet is mercifully small and easy to understand. First you'll see **id**, which again, is a one word abbreviated lowercased name for a certain product.

Next you'll see the **name** column, where you'll input the actual display name you want to identify the product with.

The **pricechangreg** column basically is asking you how much additional money should be added to a customer's bill when a customer chooses to add this product. Keep in mind that this can be a positive or negative number. In some cases, your customer may select a less powerful option than the standard model supplies. In this case, you may be substituting a less expensive option and saving the customer a few bucks. For cases like this, you would put a (-) in front of the price (-8.00). Otherwise, a positive number like 84.00 would be used.

The **pricechangrec**, **pricechangwhl**, and **afflcommchang** headings all deal with various wholesale, affiliate and recurring pricing options that are provided in ClickCartPro/EuropaCart, but beyond the scope of this getting started guide. Just ignore them for the purpose of this demonstration.

The **weightchng** heading allows you to compensate for the additional weight this option will add to the overall weight of the order so accurate shipping charges can be applied at checkout. Like the pricechangreg heading, this can also be a negative number or "0" if the option adds no additional weight.

If you want the software to track your stock of Option items, fill out your current stock number for this particular item in the **inventory** column. Just remember, if you fill in anything but "0" here, ClickCartPro/EuropaCart will not offer this option to the customer when supply reaches "0". If you do want this option to be active, you also need to make sure that the product you attach it to is set to track the stock. We'll revisit this topic when we begin to set up your products.

The **downloadfile** column is used when you're allowing a Product Option that requires a software download. We'll leave it blank for the purpose of this particular demonstration.

The next column is called **fieldorder** and deals with the particular order you want to display these options in. If you are presenting 3 different DVD ROM drive upgrades, you'll want to present these in order of importance with #1 being the most important and so on.

The **taxstateprov**, **taxcountry**, and **taxclass** columns all deal with tax issues and whether or not they apply to the various options you enter here.

Finally, the **loyaltypoints** column allows you to assign loyalty points to each item purchased as part of the new loyalty points program within ClickCartPro/EuropaCart 8.

Once we've created all of the various product option products, we'll now create categories and descriptions of these product option groupings by opening the **ecom_prodoptions** spreadsheet.

	A	B	C	D	E	F	G	H	I	J
1	id	name	description	fieldtype	fieldinclude	required	xprodoptionsel	useinvento	fieldorder	section
2	audmov2special	Tracer Audio DVD Specials!	Purchase A	CHECKBOX-CUSTOM		0	audcnf5, audcol	0	1	Buy Now
3	bat_add	Save Money With Rechargeable	Affordable, I	CHECKBOX-CUSTOM		0	aaabat_add, aal	0	1	Buy Now
4	casssupp_add	Need Any Cassette Repair Stuff	Repair treas	CHECKBOX-CUSTOM		0	casshell_add, c	0	1	Buy Now
5	cdstor_add	Lotsa Disks…So Little Room	The cool col	CHECKBOX-CUSTOM		0	cdst1_add, cdst	0	1	Buy Now

Again, this is a very small and easy to understand spreadsheet.

As with most of the spreadsheets within ClickCartPro/EuropaCart, you'll first encounter the **id** column. You'll want to name the category of options. If we stick to our prior example, we may want to create an id called dvdrom_add and vga_add.   These two categories represent our selection of DVD ROM options or VGA card options.

The **name** column represents the display name for this particular group of options.

The **description** column gives a chance to jot down a few lines to describe the group of products you've chosen to present as a possible product option for your customer. This description can also contain XHTML tags.

The **fieldtype** column allows you to choose how your Product Options will be displayed. You have various display types to choose from, but three in particular deal with lists of products. You have:

- Selection Box (**SELECT-CUSTOM**)
- Check box (**CHECKBOX-CUSTOM**)
- Radio Button (**RADIO-CUSTOM**)

Is this option required in order for your customer to order the product it's associated with? You'll make that decision in the **required** column.   If your customer must choose one of these options to continue, set this column to "1".   If the product is truly optional, simply leave it at the default "0".

The next field is called **fieldinclude.** This is for advanced programming to override the default formfield. This is not likely to be changed by a novice user.

The **xprodoptionsel** column is where you'll list the products that are within this particular option. If the option is VGA cards, this is where you'll list the various choices. You'll simply use the ID numbers that you created in the ecom_prodoptionsel spreadsheet.

The next column for the ecom_prodoptions spreadsheet is the **useinventory** column. Like the previous spreadsheet we worked on, ClickCartPro/EuropaCart is happy to track the stock of your options, but you must make sure that the product they're associated with is set to track the stock.

The next column is called **fieldorder** and allows you to choose the order with which your product options are presented within a product. Like all ranking items within ClickCartPro/EuropaCart, the lower the number, the earlier it's presented in the order.

The final column is called **section** and is there so that you can group like options together.   This field allows you to create additional groupings. If you look below, you'll see a group called Item Options, you can either change this default title or create additional groupings that you could fit your options into.

Quick Start- Adding Products

So now we've prepared our Categories and our Product Options. We're finally ready to put a few new products into our store. Now when our Product spreadsheet asks us about which category we want the product in or the options it needs, we'll already have those IDs handy.

Let's open the **ecom_prod** spreadsheet.

Of course, our product entries will be more complex than the Categories and Product options, but most of these are pretty simple once you get rolling.

Here is what the first columns of the Product spreadsheet look like:

	A	B	C	D	E	F	G	H	I	J	K	L
1	id	name	prodnum	pricestatus	regprice	saleprice	volprice	recurprice	whlprice	affilcomm	keywords	descshort
2	18to183foc	1/8" Stere(	18to183foc	R	3	0	0	0	0	0	Audio cabl	This cable
3	25whitepa	25 White 4	25whitepa	R	4.59	0	0	0	0	0	LP sleeves	Don't clear

By now, the **id** column should be child's play. If you aren't using any sort of Search Engine Optimization (SEO) then you may want to consider using a fairly accurate representation of your product here, as this ID will show up in your web page's URL and will be seen by the search engines.

The **name** column, much like its predecessors is the full name of the product. This will be displayed so it should be the full name and full capitalization.

The **prodnum** column allows you to assign a number to a product. This may or may not work with your common standard practice…it can be left blank if you choose not to use it.

The **pricestatus** column allows you to choose from:

- R for regular pricing
- S for sale pricing
- N for option based pricing
- V for volume based pricing
- C for recurring pricing
- D for not for sale

Most folks will just use regular pricing…especially when setting up the store, so just make sure you have an "R" in this field.

Your **regprice** column is where you plug in the customer price for the product.

The **saleprice**, **volprice** (volume pricing), **recurprice** (recurring price) and **affilcomm** (affiliate commission) columns are designed for different types of pricing and are explained in explicit detail in the full ClickCartPro/EuropaCart User's Manual.

The **keywords** column is where you'll list the various keywords you want associated with this product. What words would a potential customer think of when in search of this product? Just think of 5 or 10 words and separate them with a comma.

The **descshort** column is the short description of this product that will show up on category pages and other places where the product is listed along with other products. It should be 3 sentences that provide basic details on the product.

As the **ecom_prod** spreadsheet is a long one, we'll now refresh the artwork to deal with the next subjects.

M	N	O	P	Q	R	S	T	U	V	W	X
desclong	descmobil	lgdisp	prodmulti	imgsm	imglg	imgxl	splashdisp	newdisp	specialsdis	bestselldis	featuredisp
This 3 foot patch cabl	default		0	18to18.jpg	18to18.jpg	18to18.jpg	0	0	0	0	0
Don't clean it and ther	default		0	45paper.jp	45paper.jp	paper45.jp	0	0	0	1	0

The **desclong** column contains the *nitty gritty* details on your product. This can be input as standard text or by using HTML tags. If you would like to spice up your text, but aren't an expert in HTML, you may want to revisit the Admin product page and use the WYSIWYG editor, which will automatically turn your plain text into HTML and allow you to add bold, italic, underline, bullets and numbering to your pages.

The **descmobile** column contains the long description for mobile displays.

The **lgdisp** column deals with how you want your product details displayed. You have 3 choices to choose from. Here they are with their spreadsheet codes:

- Centered Image Display (center)
- Default Format (default)
- No Image Displayed (noimg)

There are pictures of each of these selections in the full manual, but for the purpose of this demonstration, simply go with the default.

The next column we'll deal with is called **prodmulti**. Would you like your customers to have the option of purchasing related products directly from this product page? If this feature works with your store's format, just set this box to "1". If you don't want to activate this feature, just put a "0" in this box.

Quick Start- Concerning Product Photos

The next three entry fields concern pictures. The software provides 3 spaces for pictures of various flavors on your product pages plus the ability to add one or more images for each category. You have small thumbnail photos that will go into the **imgsm** column; large product photos that will reside in the **imglg** column and then detailed extra large photos will reside in the **imgxl** column.

Normally, the imagsm images are only used in category listings.

The imglg photos are now used in the following displays on each product page.
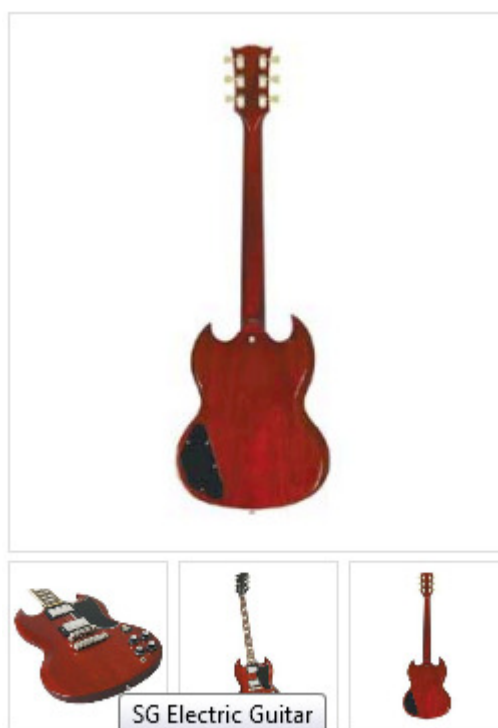
What you're seeing above are all large images. If your users click on the small thumbnails below, the image at the top will change to the image clicked on. In that larger window, simply

scrolling in there with a mouse will magnify that image and zoom in on the area highlighted by the mouse.   It will look like this: (notice the left image is now zoomed)

You can also add an extra large image of the same name to the **imgxl** field, your customers can access those images by clicking on the large image on top. This will launch in a separate window.

The admin of ClickCartPro/EuropaCart now allows you to add numerous images to each category from the admin side. But if you ever decide that you'd rather add this images via FTP, you can do so by following this procedure.

Just go to your FTP editor and access your site.

It should look something like this:
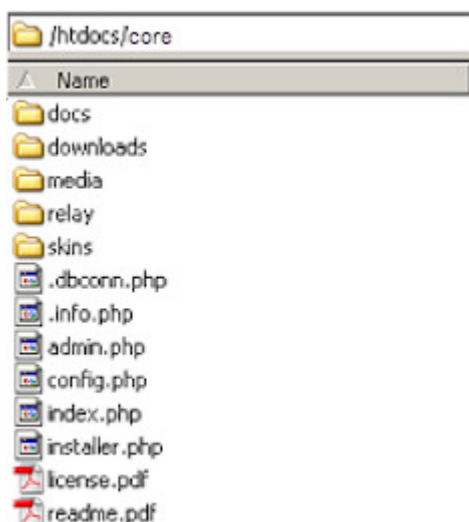
Now access the **/media** subdirectory and then click on **/ecom**.
Your FTP editor should now reflect something that looks like this:
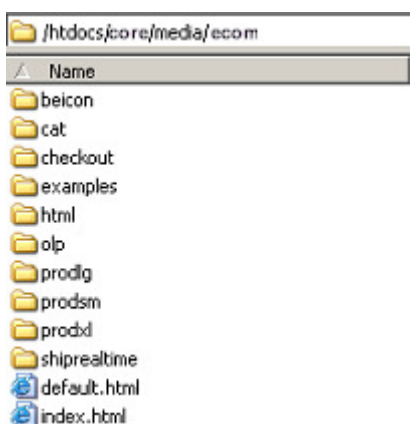
Once glance clears everything up. You have folders called **prodlg**, **prodsm**, and **prodxl**. All you need to do is import your thumbnail small photos into the **prodsm** folder, your large product photos into the **prodlg** folder and of course, your extra large detailed photos into the **prodxl** folder.

Quick Start- Any Spotlight Categories For This Product?

The next several columns deal with placing your product on the various promotional categories that are provided in ClickCartPro/EuropaCart. The **splashdisp**, **newdisp**, **specialdisp**, **bestselldisp** and **featuredisp** columns correspond to the various spotlight menus that are optional within the software. These normally display in the Online Store menu and appear like this:

Online Store Menu

▸ Store Home

▸ Shopping Cart

▸ Checkout

▸ Advanced Search

▸ All Products

▸ Product Index

▸ Specials

▸ Best Sellers

▸ New Products

The **splashdisp** column lets you determine if this product is crucial enough that you want it displayed on the front page of your web site. This is the ideal place to push the products that mean the most to your store. A "0" means "don't list it there". A "1" means "list it there".

If a product is new to your site, you may want to list it in the **newdisp** column. Repeat customers to your site may only peruse this link because they only want to know about the new stuff that you have to offer. It's always wise to keep this section as up to date as possible. Another favorite of many customers is the sale area. You can mark "1" on all of the products where you have a special limited price in the **specialdisp** column. Folks love to get a bargain and the Internet is no exception. It is also important to keep this area current.

The **bestselldisp** column is next and deals with products you view as best sellers. The "best seller" moniker may convince a customer who is choosing between 2 different versions of a product on your site. Best sellers mean that you have tacit "lemming" approval.

The **featuredisp** columns allow you to pick the slot where you want this product featured. These are your core products and the ones you wish to push the hardest when a customer arrives at your store.

What is the difference between Home and Store Home?

As you begin working and auditioning your changes, you may notice that you'll see references to Home, Splash and Store Home in both headings and background. Basically, there are 2 "landing pages" within ClickCartPro/EuropaCart. The first is the page that, by default, one sees when they hit a site that hasn't been changed from the initial installation. That is the HTML page you see in Web Page Management with the identifier of *Splash*. The second page is the Store Home (landing) page, which is what you normally get when you click on the Store Home link in the default skin.

	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
1	taxstateprc	taxcountry	useinv	invlevel	addemtext	delmethod	customshi	dlfile	shiponenar	shiponepri	shiptwonar	shiptwoprie	shipthreen
2	1	1	0	0	Please ren	R				0		0	
3	1	1	0	0		R				0		0	
4	1	1	0	0		R				0		0	
5	1	1	0	0		R				0		0	
6	1	1	0	0		R				0		0	
7	0	0	0	0		N				0		0	
8	1	1	0	0		P			Standard S	8	Priority Sh	12	Overnight S

Let's continue in our spreadsheet.   We're now configuring the stock and tax options for your specific products. If your specific state, province or country require you to apply sales tax to this item, you would set it to "1". If you plan on just setting standard tax ratios to both states, provinces and various countries, then leave **taxstateprov** and **taxcountry** at the default "0".

When would I care about this?

This might come into play if you have state tax enabled but are selling an item that is tax exempt. In that case, you would disable the state tax. The taxcountry is used for international stores. Tax rules vary from country to country so if you are not in the United States, check with your local tax authorities to set up your tax fields correctly.

Quick Start- Declining Balance Inventory

The **useinv** and **invlevel** columns represent inventory tracking and levels for your products. If you want the software to track your inventory you would simply set the useinv column to "1" and then fill in the current inventory for that particular product in the invlevel column. Some people love the declining balance inventory because it always gives their customers up to date information about product availability. Others don't like it because once ClickCartPro/EuropaCart thinks you're out of stock it no longer lists the product available for shipment. This can cause pain if you also have a telephone sales staff and they ship things without reporting them to ClickCartPro/EuropaCart or customers leave your store to purchase similar products from a different store. You have to decide whether this feature benefits you or causes confusion. Once you've decided this, you can either implement or not implement.

The **addemtext** column refers to text you'd like to add in addition to the thank you email that is generated when a customer purchases anything from you. If this product has special instructions or you'd like a special message to be conveyed alongside your standard "Thank you" email, then this is the place to type it in. This is standard text only…no html.

Quick Start- Delivery Of Products To Your Customers

When most of us think of shipping, we think of the UPS driver, the postal carrier or other big trucks filled with packages. In fact, most products are probably delivered in this exact manner. But if you're a software company or provide some sort of service, you may deliver nothing at all to a customer via shipping. Other businesses present various unusual shipping demands and ClickCartPro/EuropaCart is set to support them all.

The **delmethod** column deals with your specific plans for delivery of this particular product. You have several choices: (*just put the letter in parenthesis in your spreadsheet*)

- **Not Shipped (N)**- This would be used for a specific service or software download where no actual product will be shipped.

- **Realtime Carrier (R)**- If you plan on using the Post Office, UPS, Fedex or Intershipper to ship this product, ClickCartPro/EuropaCart has these companies integrated into the checkout so realtime quotes can be generated. We'll set these carriers up later in the tutorial.

- **Product-Based Shipping (P)**- You can simply assign a total shipping amount for a specific product and bypass the realtime quotes.

- **Custom Shipping Method (C)**- You can base your shipping charges on a number of factors that you set up in the next column.

The **customship** column provides you with a list of custom shipping methods that you can apply to a particular product at customer checkout. Simply plug in the abbreviation that shows in the parenthesis:

- **Calculation On Total Item Cost (cst)**
- **Calculation On Total Item Quantity (quan)**
- **Calculation On Total Item Weight (wgt)**
- **Percentage Of Total Item Cost (pct)**
- **User Defined Calculation (user)**

The **dlfile** column contains the name of a download file in the case of a software product. If you use the ClickCartPro/EuropaCart interface to upload a downloadable file, you simply browse your drive, show it the file you want and it uploads it automatically to your secure directory in a special /download subdirectory. (i.e. **/htdocs/private/downloads/yourfile.exe**) To use the spreadsheet method, you simply put the name of the file in this box and then upload your software file to that directory using your ftp editor. Now your files are secure in a password-protected environment, but your customers can purchase them quite easily.

The **shiponename, shiponeprice, shiptwoname, shiptwoprice, shipthreename** and **shipthreeprice** columns all deal with Product based shipping. If you want to skip realtime quotes from shipping companies and simply include a blanket price for your own chosen shipping methods for each product, you would fill out the name and price in these columns. For example, you may just want to offer:

- **Overnight Shipping:** $12.00
- **Second Day Shipping:** $9.00
- **Ground Shipping:** $6.00

This spreadsheet continues…Let's refresh the look again:

	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
1	shiplocal	shipint	shiplength	shipwidth	shipheight	shipweight	shipnumbc	shipstatep	shipcountr	shipzip	shipemail	xcat	xprod	xupsell	xprodoptio
2	FEDEX,US	FEDEX,US	3	3	1	0.5		Pennsylva	United Sta	17404		audcabs,			dvd_add,
3	FEDEX, U:	FEDEX, U:	7	7	3	0.5	0	Pennsylva	United Sta	17404		recstore,			turnsupp_a

The **shiplocal** and **shipint** columns deal with both domestic and international carriers that you prefer if you've chosen Realtime Shipping as your shipping method for this particular product. You can choose one or all of these methods on a product-by-product basis: (just use the content in the parenthesis to add this method to your shipping choices)

- **Federal Express** (FEDEX)
- **Intershipper** (INTERSHIPPER)
- **United Parcel Service** (UPSTOOLS)
- **United States Postal Service** (USPS)

You'll fill these out for both domestic (shiplocal) and international (shipint) shipping if you intend to provide both. We'll explain later how to set up these realtime shippers.

Product dimensions occupy the next 4 columns and include **shiplength**, **shipwidth**, **shipheight** and **shipweight**. You will simply type in length, width and height in inches and weight in lbs. The system defaults to US standards, but if you need centimeters and kilograms for a non-US company, you can simply go to the **System/Component/Settings** menu and choose **Currency, Weight and Dimensional Settings** to change to the non-US standards.
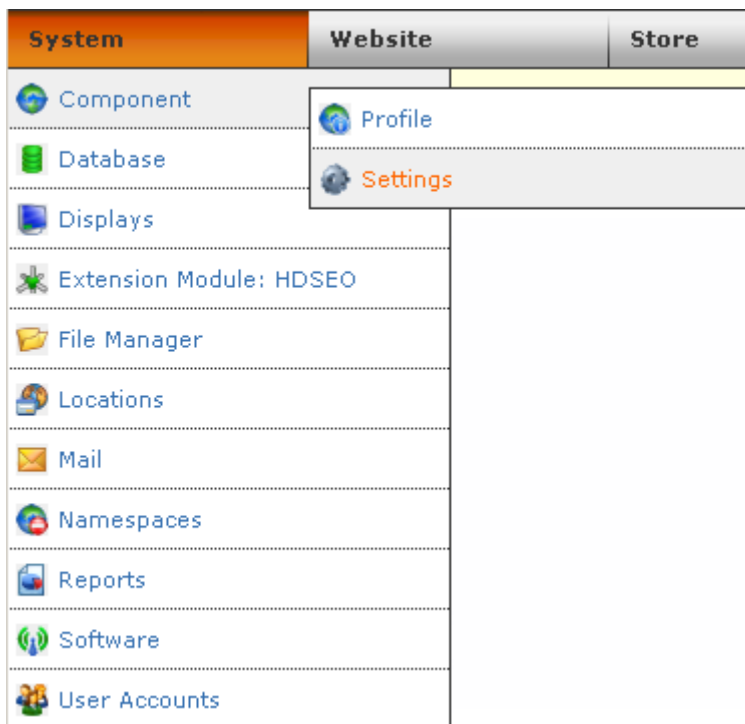
Important Note:

It is very important to fill out all shipping dimensions, especially when using Realtime and Custom carriers because this additional information helps guarantee that both you and your customers get the most accurate shipping quotes possible. Saving you from overpaying or explaining over billing.

The **shipnumbox** column let's you state the number of boxes a particular product requires. You can select "0" boxes to have this product packed in a box with other products in the order or select from "1" to "6" if this product requires it's own box or boxes.

The next three fields: **shipstateprov**, **shipcountry** and **shipzip** all deal with the location you plan on shipping the products from and is imperative for most background shipping operations. If you ship everything from one business location, you can leave these fields blank and ClickCartPro/EuropaCart will default to the business state, country and zip code you list for the business. If you have various products shipping from various warehouses in several states, then you'll need to fill in these fields with the correct state, country and zip code for the products this affects.

The **shipemail** column deals with any products that you may have drop-shipped by another company. Every time an order is confirmed that is drop shipped, your drop-shipper receives an email with simple customer shipping instructions. No price or other account information is provided.

Quick Start- Bring On The Categories and Product Options!

We finally can see the light at the end of the tunnel on this very lengthy spreadsheet. Finally we get to use the Category and Product Option information that we started early in this tutorial.

This would probably be a good time to print both the **ecom_cat** and **ecom_prodoption** spreadsheets, as you will be referring to them to fill out your next columns.

The **xcat** column contains the category id name for the categories that you want this product to be listed in. If you have more than one category for this product, simply separate the various names by a comma. The ID names for this column will come directly from the **ecom_cat** spreadsheet that you just printed out.

The **xprod** column is where you'll list any products that you feel are related to this product. Again, a pair of shoes might have related products like shoe strings, shoe polish, etc. You will have to wait to fill out this particular column until you have a full list of products and product IDs finished.

The **xupsell** is a listing of products that you'll attempt to upsell to clients perusing a certain product.

The **xprodoptions** column will contain the various product options that you created. The id names for this column will come right from the **ecom_prodoptions** spreadsheet that you just printed out.

This is our next slice of of the spreadsheet.

BD	BE	BF	BG	BH	BI	BJ	BK	BL
sortorder	sortprice	prodidx	prodview	prodviewg	minquan	maxquan	taxclass	datetimestamp
10	299	B	A		0	0	STANDARD	1246999041
1	999	P	A		0	0	STANDARD	1246999041

Quick Start- Sorting Out The Details

ClickCartPro/EuropaCart allows customers to search for products in various ways. This makes it more convenient for your customers to find the way that best suits their needs. The following 3 columns, **sortorder**, **sortprice** and **prodidx** help the software sort according to those needs.

The **sortorder** column deals with sorting in order of importance according to you. Like all sorting capabilities in ClickCartPro/EuropaCart, a low number means a higher rating. "0" is the most important, and so on. Here you set the order that products are displayed within their categories.

The **sortprice** column let's you assign a price that is only pertinent when a customer tells ClickCartPro/EuropaCart to sort according to price. This price is not part of any calculations, but lets you place products in a certain order in that search.

The **prodidx** column allows you to assign a letter to a product so that when a customer searches alphabetically, this product comes up at the letter assigned.

Quick Start- Who Can View Your Products?

The next column, **prodview** allows you to say exactly who can view this particular product. You may have products that are viewed by:

- **Everyone** (A)
- **Specific User Groups** (L)
- **No One** (N)

Normally, you want your products to carry the "A" moniker so that everyone can view them, but if you do decide you only want certain groups to see this product, then you have the following choices:

- **admin**- Backend Administration
- **affiliate**- Affiliate Accounts
- **reports**- Backend Reports
- **superuser**-Backend Superuser
- **users**-Basic Account
- **wholesale**- Wholesale Account

The **minquan** and **maxquan** columns deal with minimum and maximum quantities of products allowed in a customer's shopping cart. Just use a "0" here to turn off this function. The **taxclass** column is provided in case your product has special tax rules applied to it. And finally, the **datetimestamp** reports the last time this product was modified.

We're now in the home stretch! This is the final slice of spreadsheet pie.

	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH
1	metatitle	metadesc	seourl	reviewsavg	reviewsnur	notifystock	xprodfilterc	xprodfiltert	xprodfiltert	xprodfilterfi	xprodfilterfi	loyaltypoin	tabonenam	tabonecon	tabtwonam	tabtwocon	tabthreena	tabthreeco	tabfournam	tabfourcontent
2				0	0							0								
3				0	0							0								

First, we'll deal with some Search Engine Optimization for the products. If you read our Category tutorial earlier, you'll recognize the **metatitle**, **metadesc** and **seourl** fields. These fields allow you to set the meta title, meta description and SEO-friendly URL for each product.

Next, we'll deal with reviews. The **reviewsavg** and **reviewsnum** fields will show you the average score for this product's reviews and the number of reviews submitted on this product.

The **notifystock** field is a comma-delimited list of customer email addresses. These customers have applied to be notified when a product is back in stock or can be entered manually by the store owner. Once an inventory-controlled product again has inventory, these emails will be generated automatically and sent by the system.

The next few columns we'll deal with are called **xprodfilter** fields. These allow you to assign product filter elements to each product.

The **loyaltypoints** field is next. It allows you to assign an amount of loyalty points to each product to help entice your customers to purchase.

Finally, additional information tabs have been added so that you can really enhance the information you provide to your customers. You will simply name the tab and then include the html info in that field. These are 4 sets of tabs called **tabname** and **tabcontent**.

The tabs look like this:

Quick Start- Inserting Your Spreadsheets Back Into ClickCartPro/EuropaCart

So, we've finished our introductory work on the Categories, Products and Product Options spreadsheets, so now it's time to reinsert the 4 sheets we've worked on back into the software. First, we'll want to remove the example files that are there. Simply refer back to the tutorial

How Do I Remove The Example Categories and lather, rinse and repeat with your Product Options, Product Option Selection Items and Product headings.

Now we'll reinsert all 4 spreadsheets.

To do that we'll re-enter the **System**/**Database/Raw Database Admin**

Now we'll see the four spreadsheets we've worked on one at a time from this list:

ecom_cat	Browse	Maintain	Guided Select	Insert	Import
ecom_cat_bu	Browse	Maintain	Guided Select	Insert	Import
ecom_catdisp	Browse	Maintain	Guided Select	Insert	Import
ecom_cofields	Browse	Maintain	Guided Select	Insert	Import
ecom_discounts	Browse	Maintain	Guided Select	Insert	Import
ecom_gateway	Browse	Maintain	Guided Select	Insert	Import
ecom_orderitems	Browse	Maintain	Guided Select	Insert	Import
ecom_orders	Browse	Maintain	Guided Select	Insert	Import
ecom_prod	Browse	Maintain	Guided Select	Insert	Import
ecom_prodcatdisp	Browse	Maintain	Guided Select	Insert	Import
ecom_proddetdisp	Browse	Maintain	Guided Select	Insert	Import
ecom_prodoptions	Browse	Maintain	Guided Select	Insert	Import
ecom_prodoptionsel	Browse	Maintain	Guided Select	Insert	Import

This time around, after saving our spreadsheets, we'll simply choose the spreadsheet we've altered from the list and click on **Import**.

Midway on the next page, we'll see a box which lets us browse our local hard drive to find the file in question and then import it back into ClickCartPro/EuropaCart.

Repeat with all four files. Now you can go to your link to audition the site (it has index.php in the title) and see what you've added. It's starting to look like your own web site now. Again, we're not too worried about look and feel…more about accurate products, pictures, descriptions and the business backend starting to take shape.

Quick Start- Adding Additional Columns To Your Spreadsheet

ClickCartPro/EuropaCart is pretty darn comprehensive. We've tried our best to offer you just about every conceivable option when setting up your store. But what if you want to add a column of information to your spreadsheet that we didn't think of? Perhaps you sell trucks and want to add some field test columns that can be incorporated by your design team on your product page? Perhaps you want your product page to offer demos of your latest software product? Could be anything, but what do you do when you want to include additional information in your spreadsheet?

Important Note: This is marked Advanced because without the knowledge of how to display these additional columns, they will do you little good. But, if you hire a designer to use this information, it will be quite handy to say, "Hey, I want you to add a Tab on each product page that says "Field Test"…just use the info in column MM."

Now that we've fixed all of the spreadsheets in the system, let's go back to that original list of all of the various databases (spreadsheets) in the core and go to the **ecom_prod** listing. This time we'll want to click on the **<u>Maintain</u>** button.

ecom_prod	Browse	Maintain	Guided S
ecom_prodcatdisp	Browse	Maintain [Maintain]	Guided S

Let's click on **Add A New Column To This Database Table**

Overview: Raw Database Admin

Add Column: Add a new column to this database table.

First we'll enter the **Column Name** (this should be lower-cased letters a-z and the _ sign only).

Next we'll enter the **Display Name** of the column…as usual, this should be the full wording that you want to see.

In the **Column Section Name** enter the following phrase "**Keywords and Descriptions**".

In the **Column Description** enter the instructions for the column so you remember why you created it.

Then set the **Guided Overview Display Indicator** to "False" and click on **Submit**.

This will change the ecom_prod spreadsheet, but only after you do one more thing.

Go back to the **Raw Database Admin**.

Raw Database Admin

This time click on **Submit A Raw SQL Statement**

Go to the **ecom_prod** entry again and this time, click on the **Guided Select** button.

ecom_prod	Browse	Maintain	Guided Select
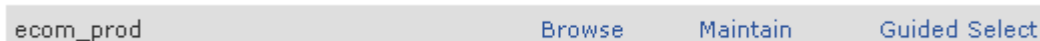
You'll then see a long listing called **Select Clause**. This has nothing to do with Santa, but if you scroll down to the bottom, you'll see the entry or entries that you just created. Simply check them and these columns will now be active and updateable via your spreadsheet. Simply go through the process of downloading the product spreadsheet again to begin adding the new info.

You may also notice that this has changed the order of your spreadsheet. That is why.

You've now added an additional row to your Product Spreadsheet and you can add the additional information that was missing. This won't show up on your store audition yet, but it will now be available when the person who creates the look and feel of your web site needs it.

Even if you don't understand one fact about skins, CSS, and XHTML, the preparation you do for your web site can save you thousands of dollars and lots of time setting up your site.

Quick Start- Setting Up Your Shipping Companies

As we said earlier, you have the choice of using UPS, FedEx, Intershipper and the United States Postal Service to not only deliver your packages, but also to quote your customers online with free realtime shipping rates that coincide with the weight and dimensions of their order.

All of these free services require you to have an account setup with the organization in question.

To set these up, just go to ClickCartPro/EuropaCart, go to the **Store/Shipping** menu and select the carrier you wish to set up.
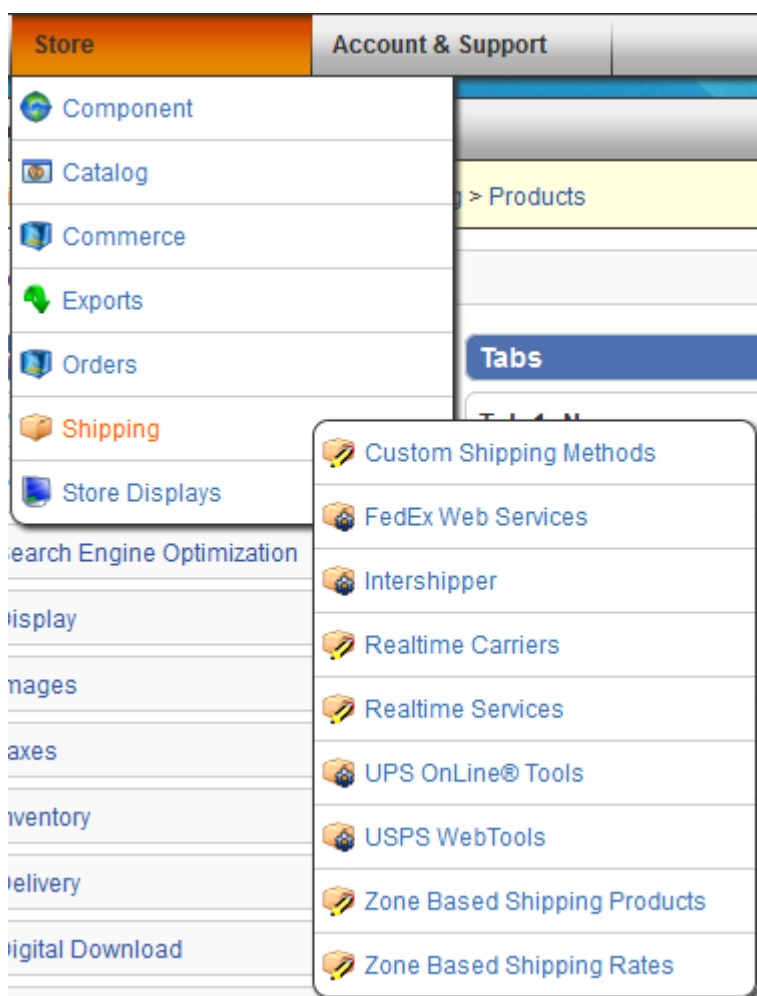
Most of these require you to sign up on the web site of the shipper in question, get some sort of account number, register your company and then plug the numbers into ClickCartPro/EuropaCart. It's a fairly simple process and should take more than a few minutes per shipper to complete.

Quick Start- Setting Up Customer Payment Options

Like shipping companies, setting up your credit card processing and customer checkout is a fairly straightforward process. There are numerous payment gateways supported right out of the gate, you simply have to plug in the information provided by those gateways to begin shipping your customer information to them and processing their payments.

We'll assume that if you already have access to a gateway, that you'll be able to read your way through the basic instructions included in ClickCartPro/EuropaCart and get things setup.

Just go to your **Store/Commerce** menu and select **Processing Gateways**.
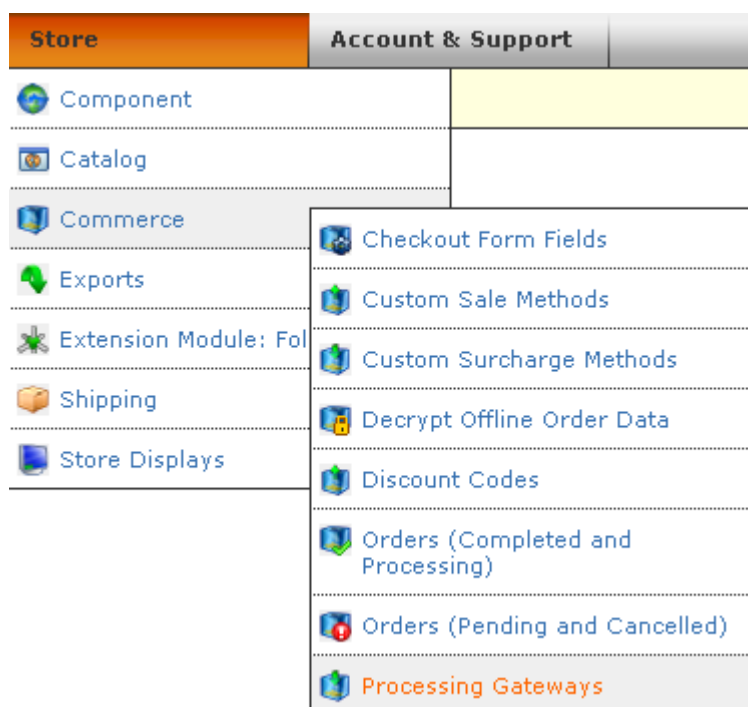
You'll now see a list of options displayed. You'll notice the Active Status column here. This just tells you what payment options are currently active for your customers.

Clone	Update	Gateway Name	Active Status
Clone	Update	No Payment - Zero Balance	False (0)
Clone	Update	Contact Customer	True (1)
Clone	Update	Offline (Credit Card)	True (1)
Clone	Update	Offline (Switch/Solo)	False (0)
Clone	Update	Check Payment	False (0)
Clone	Update	Purchase Order	False (0)
Clone	Update	PayPal (Standard Method) - Payment Form	False (0)
Clone	Update	PayPal (Pro Express Method) - Payment Form	False (0)
Clone	Update	PayPal (Pro Direct Method) - Secure Server	False (0)
Clone	Update	Authorize.Net SIM - Payment Form	False (0)
Clone	Update	Authorize.Net SIM - Secure Server	False (0)
Clone	Update	Authorize.Net AIM Credit Card - Secure Server	False (0)

To make any option available to your customers at checkout, simply click on **Update** and once you begin working with any option, you have to set the Active Status flag to "True" as you see below.

Active Status*

The current status of this gateway. If set to true, this gateway will be made available for checkout processing.

True (1)

Here are some of highlights of the list you see above:

- **Contact Customer**- This approach is ideal for those customers who are a bit squeamish about plugging their credit card numbers into the Internet. It simply provides them an option to have someone from your company call them for their credit card information. You just have to judge whether or not you have the resources to follow up each customer who chooses this option.
- **Offline (Credit Card)**- This is a great option to use if you can't always ship your customers' products on the day that they order them.   If you have to order in products and have a few days down before shipping, this is great because the system verifies that you have a good credit card, but you can then run it at your leisure when you're ready to ship.
- **Check Payment-** If you have customers who prefer paying by Check, this will allow them to print their invoice and send a check for payment in advance.
- **Purchase Order Payment-** Does your business accept purchase orders? If so, activate this field and you're up and running.
- **Paypal Payment Options-** The software supports 3 different flavors of PayPal. Simply activate the one that you have set up in advance. If you don't currently accept PayPal, here are the current options:
  o **Standard-** Pass items in a shopping cart to PayPal where customers complete their payment. PayPal authorizes payments and returns customers to your website.

- o **Pro Express-** Provide a seamless checkout for PayPal account holders via an API-based integration. Customers select payment method and shipping address on PayPal, then return to your website to finalize their purchase. (**Recommended by Paypal.com**)
- o **Pro Direct-** Accept payments via phone, fax, mail and in-person payments. Add this optional service for a low monthly fee.

After these options, you'll have numerous different payment gateway companies to choose from.

Quick Start- Setting Up Your State/Province/Country

ClickCartPro/EuropaCart allows you to set up the system to automatically charge taxes when necessary. If you are in the United States, normally, you only charge taxes to customers who live in your particular state. To set this up, just go to **System/Locations.**

Select **States and Provinces**…

You'll then see a list of all of the states in the United States on page one and provinces of Canada and various Armed Forces locations all over the world.

Select "**Update**" on your particular state.   You'll then see a field which asks about the rate of taxes. This is not updated automatically, so you may want to visit this area from time to time. Once you've set the rate, you'll then want to turn on the tax rates.

You'll now want to turn on the tax rates in areas that you'll need to collect them. Go to the **System/Settings** menu and click on the **Tax Settings** menu.

If you scroll down, you can then select applicable states or countries for taxes to be charged.

What If I Have To Deal With City Taxes?

If you have multiple cities that also are requiring you to collect taxes, have no fear, this can be accomplished using the States and Provinces settings in ClickCartPro/EuropaCart as well. You'll simply use the Clone button in front of your local state and clone it as many times as you have different city taxes. In effect, you'll be making several versions of your state to accommodate

the amount of cities you have to charge taxes for. Then just change the IDs and tax rates to reflect that.

For example, you may have California (Los Angeles), California (Sacramento), etc…each with the correct tax rate.

Quick Start- Your New Skin

Version 8 has done away with third party skins and now provides a skin that allows you to have a more direct influence on the look and feel of your site.

Let's go to the following menu: **System/Settings**
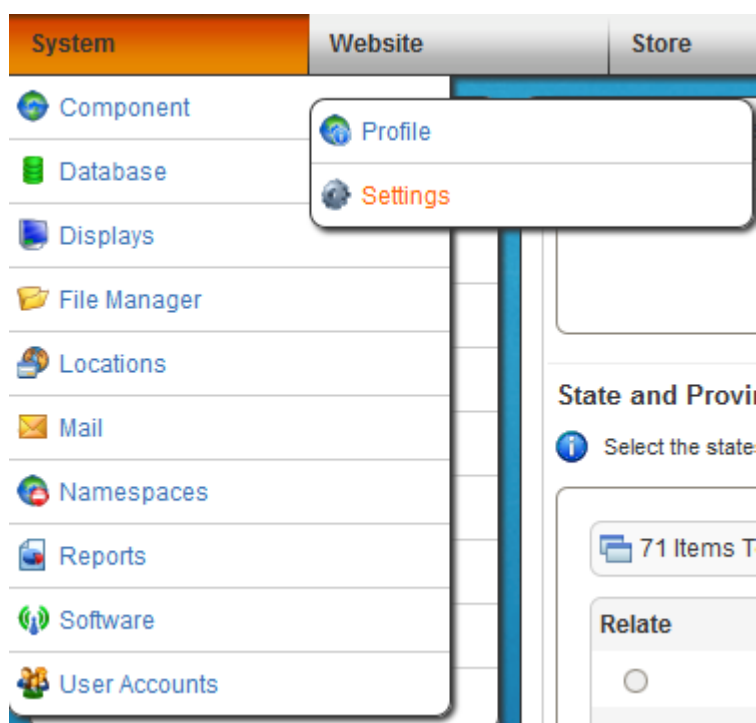
Once in there, let's find the **Display Skins** menu.

This new menu allows you to Set Color scheme of your menu bars, set logos for your skin, mail messages, mobile and your print skin.

This is a good place to play around a bit and experiment with colors. See what looks best to you.

As far as logos…if you look at the various logo input areas, the interface will tell the width that is acceptable for each area. Again…a little experimentation is a good thing. If you're not sure how big your current logo is, there is a Quick Start entry following this one that explains how to find that out.

Probably a good idea to lay your logo into the desktop skin and then spend some time matching colors using the Skinning Basics Quick Start Tutorial coming up.

Quick Start- How Big Is My Current Logo?

You'll notice that all of the logo entries expect you to know the size of your logo. Before you can resize it to fit the skin, email, or whatever other need you have, you'll have to know your size…

You probably already have a logo in mind that has either been created for you, or that you've created yourself. It should be in .png, .jpg or .gif format. Before we start…you should make a note on the size of your logo. Essentially, we're going to plug this logo into the slot that is currently occupied by the Company Logo. The current skin is set up with a cutout that is essentially the size of the Company logo that is there. We're going to have to cut out a different slice of space so that your logo appears there completely. For us to do this accurately, you're going to have to know just how big your logo is.   To find this out quickly without any special training in Windows, just go to Start/Programs/Accessories and open Paint.
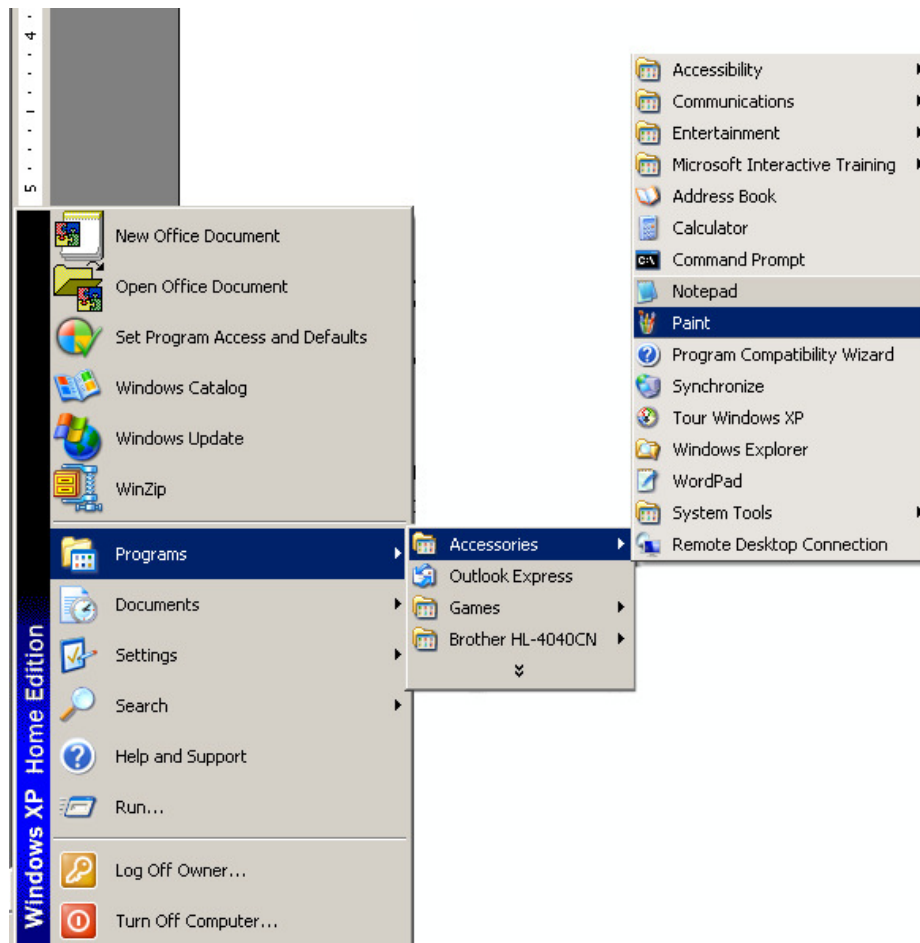
Find your logo on your hard disk and open it. To find out the size, simply go to
Image/Attributes.
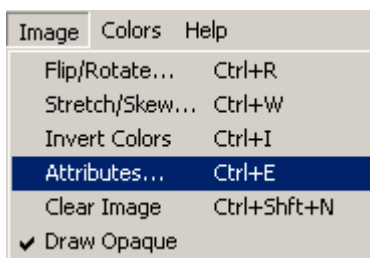
Quick Start- Skinning Basics

By now, you've most likely discovered how handy it would be to understand the CSS, XHTML,
and PHP design languages. As you've perused the interface of ClickCartPro/EuropaCart, you've
discovered that understanding these almost foreign languages would be of great service to
helping you get even more out of this powerful and robust product. Also, because
ClickCartPro/EuropaCart is a pretty darned powerful product, we've had to house display
information in several areas, so just wading into this pond can be pretty tricky if you don't have

a working knowledge of these languages. Well…a full explanation is beyond the scope of this user's guide and more importantly…this author. However, if you are determined to tackle this on your own, and don't want to pay for the expertise of our Custom Shop (explained at the end of this guide), then you should at least know where to look for things.

You hear people speaking about *Look and Feel* when they talk about web sites. In the most basic terms, the **Look** is determined by your all.css file and the **Feel** is determined by your skin.php file. Most of these files reside in the skin of your store. We're going to give all of our instructions based on the default ClickCartPro/EuropaCart skin that ships with the product.

First, to access your skins, just go to **System/Displays/Display Skins** directory
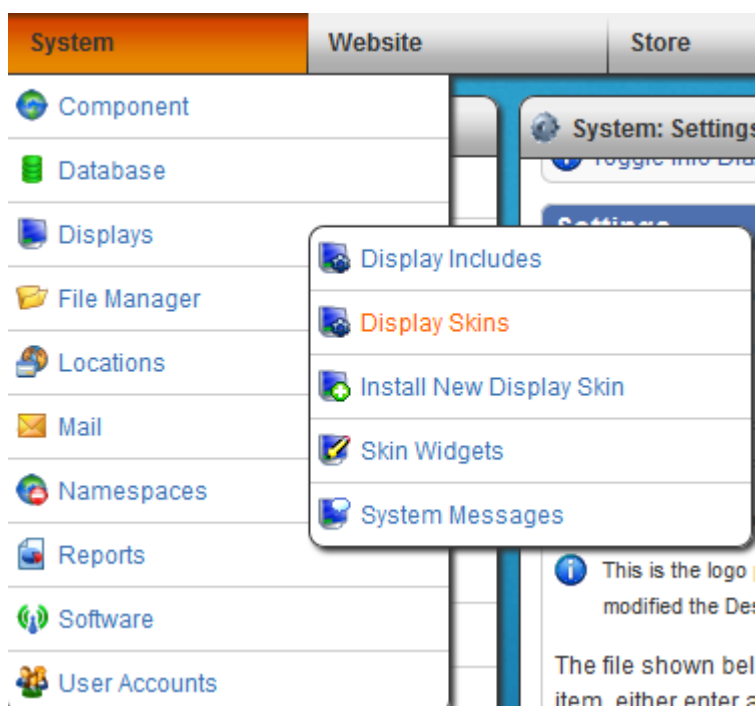
You'll then select the Desktop skin and click on the **Update** button.

Now you'll see a list of files that include both the skin.php file we discussed (feel) and the all.css file (look). You'll notice that there are CSS files to match the various themes we've provided with the color schemes. Each of these files contain contain override information to the main all.css, so before you start poking the bear, make sure that you back up by following the instructions listed below:

First…let's to a little preventative maintenance. Go to the skin.php file and click on **Update**. You'll now see a little preliminary text and then a box that says File Contents and lots of foreign computer speak. Just drag your mouse to highlight everything in that box. Then go to Edit in

your browser and click on **Copy**. Now open up a text editor (Microsoft Word, WordPad, Note pad) and paste this entire chunk of text into it. Save it as backupskinphp. Then go back into ClickCartPro/EuropaCart and do the same procedure with any CSS files you're going to play with.

This is just in case we mess something up and want to go back. In the reverse, we can just highlight everything in our word processor and paste it back into the appropriate sections of the skin. Better to be safe than really really sad.

Lots of CSS files to choose from:

View / Update	Delete	File Name
Update	Protected	all.css
Update	Delete	colorscheme-blue.css
Update	Delete	colorscheme-custom.css
Update	Delete	colorscheme-default.css
Update	Delete	colorscheme-green.css
Update	Delete	colorscheme-orange.css
Update	Delete	colorscheme-purple.css
Update	Delete	colorscheme-red.css
Update	Delete	overrides.css

Directory: /css

Quick Start- Changing The Home Page

We've now looked at PHP, CSS…might as well complete the trifecta…let's do a little HTML. If you want to change the wording in the opening body of your home page, there's no better time than the present. Again…it is beyond the scope of this demo to teach you HTML…there are books dedicated to such things. What we will do is teach you how to sneak around in there…change a few things…and get out before anyone notices.

Important Repetitive Nagging

Whenever we delve into a new block of code that we really don't understand, it's always good to copy the whole mess and drop it into a text editor to save it. That way…when the sky falls, we have a nice clean backup that takes us to square one.

We're now going to enter the Website directory and work on a standard HTML page. Not every page in ClickCartPro/EuropaCart has to be a standard store sales page. This powerful product is designed to help you create your entire store from top to bottom. When you have pages that just contain information…this is where you'll begin. First, click on **Website/Content** and then **Web Pages**.
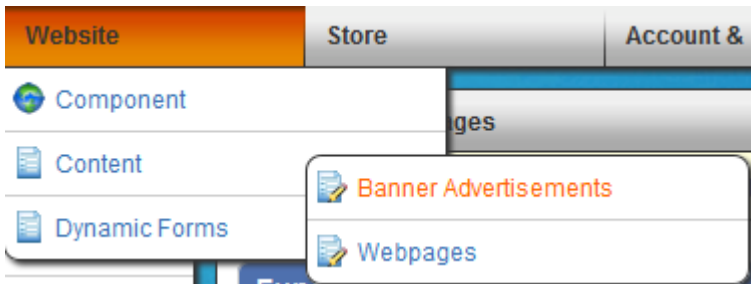
This area contains these standard HTML pages. There are several included with your cart and we'll concern ourselves with the called **splash**:

Click on **Update** to open the home page of your web site.

Ignore the html code and go right to where the message to the customers begins. As we stated before, all HTML display text will have the following look:

<p class="strong">Thank you for visiting our site.</p>   This simply means that we're starting a new paragraph with a **bold** ("strong") font. The line ends with a </p> As long as you leave the opening <p class="strong"> at the beginning and the </p> at the end…you can type whatever bold opening message you want in between and when you press the Submit button at the end, your message will be captured. A quick visit to your audition page after you submit, will confirm that you've changed the message instantly. From there…as you replace the paragraphs that are already there, you'll just have to make sure that you maintain the <p> at the beginning and the </p> at the end. Check frequently when you start so that you don't make major mistakes and have large rewrites…soon enough you'll get the hang of it and have to check less frequently.

You'll also see this code fairly high up in the paragraph:

<p><a href="<?php print $link_cfform; ?>" title="Customer Feedback">Click here to send us feedback on our site.</p>

As we said before, the **<p>** starts a paragraph…but this time, you'll notice the **<a href=**… This is the link you see when you audition the front page. Basically, this little bit of php code tells the software to launch the customer feedback form when someone clicks on this link. You can keep this or just eliminate it if you don't want a link in this first paragraph. And if you change your mind? No problem. Remember that we copied and pasted this into a standard text editor before we started messing with it. You can always go back.

Add what you need here and audition frequently until you finish the page.

Just experiment with this a little. It's not rocket science and as long as you're careful not to erase anything in the <brackets>, you can quickly create your first html message knowing absolutely nothing about html.

Changing The Company Info At The Bottom Of The Home Page

This is an easy one! To change the contact information at the bottom of your home page, just go to **System/Component/Settings**/and then find the **Global Settings** menu and fill out the form. Hit **Submit** and voila…you've got a new accurate footer on your front page.
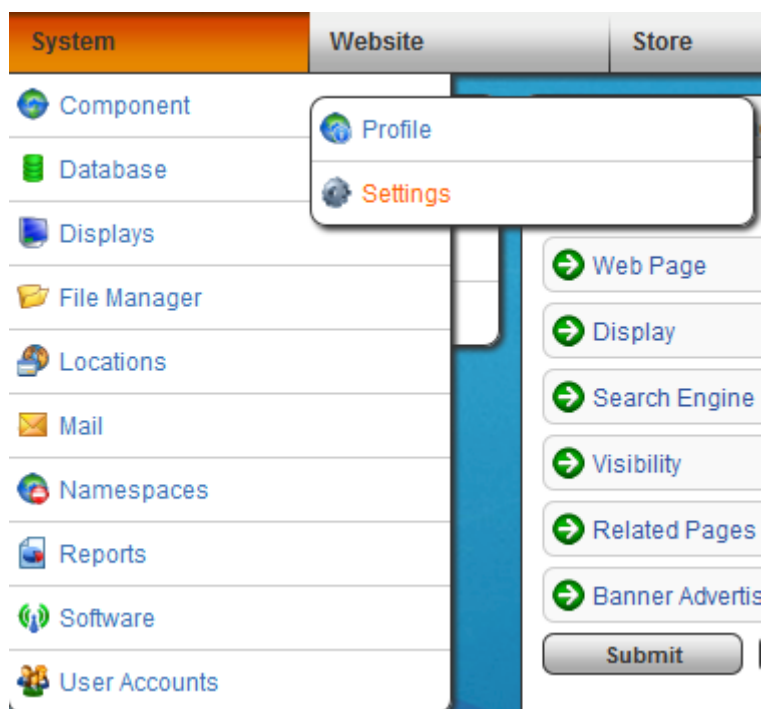
Quick Start- Using The Cool New Banner System

So, you've seen the new version of ClickCartPro/EuropaCart, you've made the plunge, purchased the software, run the importer and now you're looking at the latest version of your new store.

Where are the cool slideshow banners and the cool little ads that the software touted? Where's the beef?

No problem. If you just imported your store and didn't leave the demo store in place, you're likely not seeing the extra slideshows at this point. No worries.

Or…if you did leave the demo store in place when you ran the importer, you might be seeing these, but you just can't figure out how to STOP selling electric guitars and amps. Again…no worries.

This tutorial will show you how to:
- Turn the banner ads on and off
- Assign your own slides and assign them to the correct location
- Create and import those slides
- Assign links to those slides

First, let's deal with the big banner on the front page of your site.

It's important to note that you can have a different banner slideshow on any html page on your site. This powerful option allows you to program a specific "show" for any page you choose.

Step One of this tutorial assumes the following:

- You want your slideshow to be on the front page, as in the ClickCartPro/EuropaCart 8 demo

- You want to use the default sizes of the banners you see in that demo

- The demo you've seen looks like this:
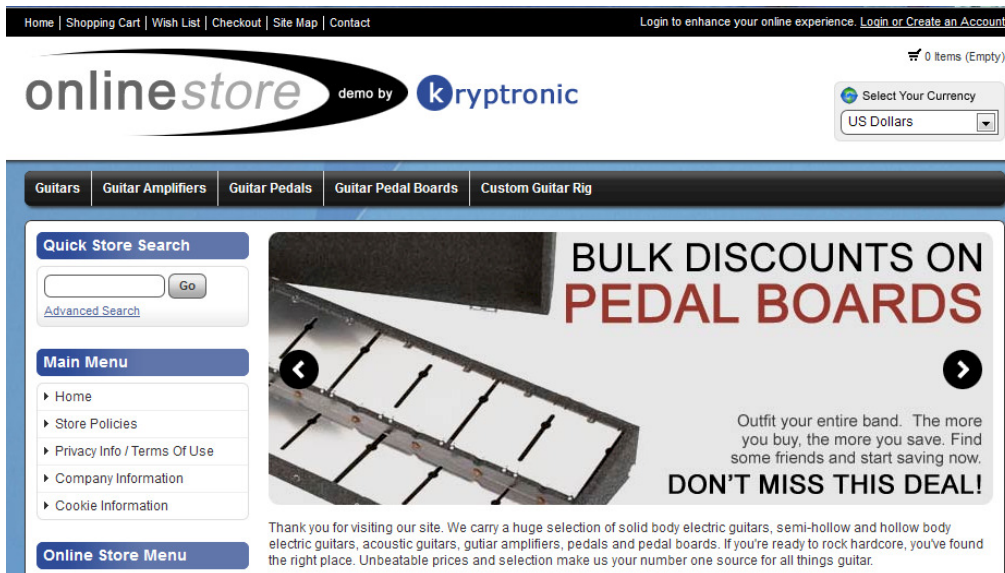
We'll also assume you're currently working on your new store in a hidden sub-directory so that any changes we're making during this tutorial will not be seen by your customers.

Well go into the Website/Webpages directory and click on the Update button beside the Splash page.
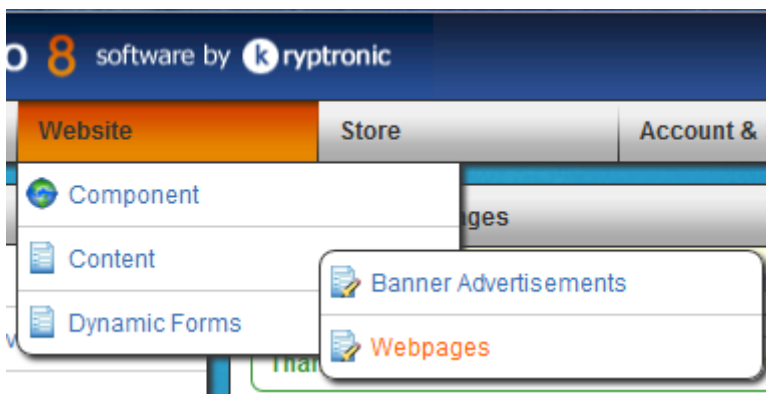
Each html page has a side menu that looks like this:
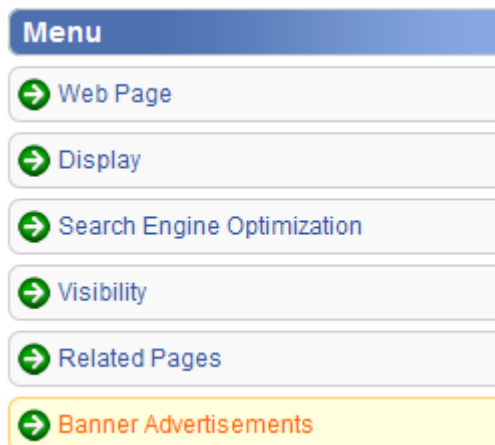
Note the *Banner Advertisements* entry at the bottom and click on it.

If it's not already there, type in "splash"

Now look at the front page of your store and you should see the banner ads alive and well and selling guitars to your customers. Note this procedure because you have this option on every single html page you create…this can be a powerful ally.

Next, we're going to go into the Website directory and choose the Content and then "Banner Advertisements" menu.
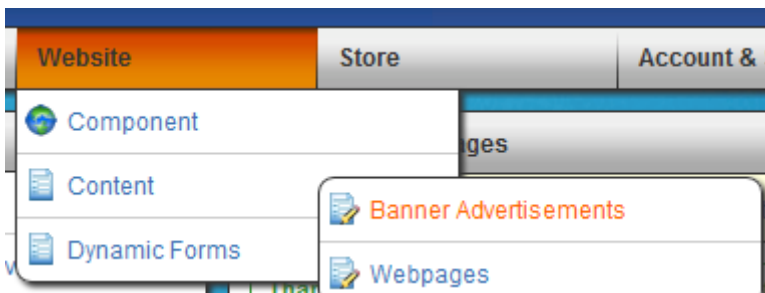
This area is where you can manage all of your banner advertisement slides. You'll notice both the Splash banners as well as the side banners. You'll also notice a **Functions Menu,** which allows you to search the entries or create a new one. As this first segment is dealing with the banner on the Splash page, let's select the first example and just peruse it a bit.

Click on the *Update* link beside **DEMO–CONTENT–SPLASH–1**

Like all edit areas of ClickCartPro/EuropaCart, you'll have a series of menus and fields set up to customize each item you edit.

You'll also notice a series of choices along the left that contain this active menu as well as a *Placement* and a *Link* menu.

Let's start with the *Banner Advertisement* page.

It will allow you to:

- Assign an ID and name to a banner (only used by ClickCartPro/EuropaCart internally to identify the slide)
- Set that particular slide to active (you can create hundreds of slides, but only activate the ones you want for a particular slideshow)
- Upload the artwork you've created for that image (click on Browse to find the new slide on your local hard disk and then upload it to the appropriate program file)

Now let's click on the *Placement* side menu.

This tiny menu allows you to:

- Assign the slide to a section (you really have 2 choices…Content Section, which means "an html page" or Skin Widget, which means a smaller margin banner)
- Assign the slide to a group (remember, you can create a large number of groups, with each being assigned to a certain html page or you can create collections for seasonal Front Page advertisements…i.e., Christmas, Summer, etc.)
- Assign the slide an order in the slide show (like all things ClickCartPro/EuropaCart, the lower the number the earlier the slide shows)

Finally, we'll find the Link side Menu.

This deals with linking a particular slide to something when a user clicks on it.

You basically choose the type of link and the location.

For the type of link, you can choose from the following:

- Html page
- Store Category
- Store Product
- External URL.

If you choose an inner store link, simply put the identifier of whatever particular page you've chosen in this space, or with an external link, simply copy the entire URL to it.
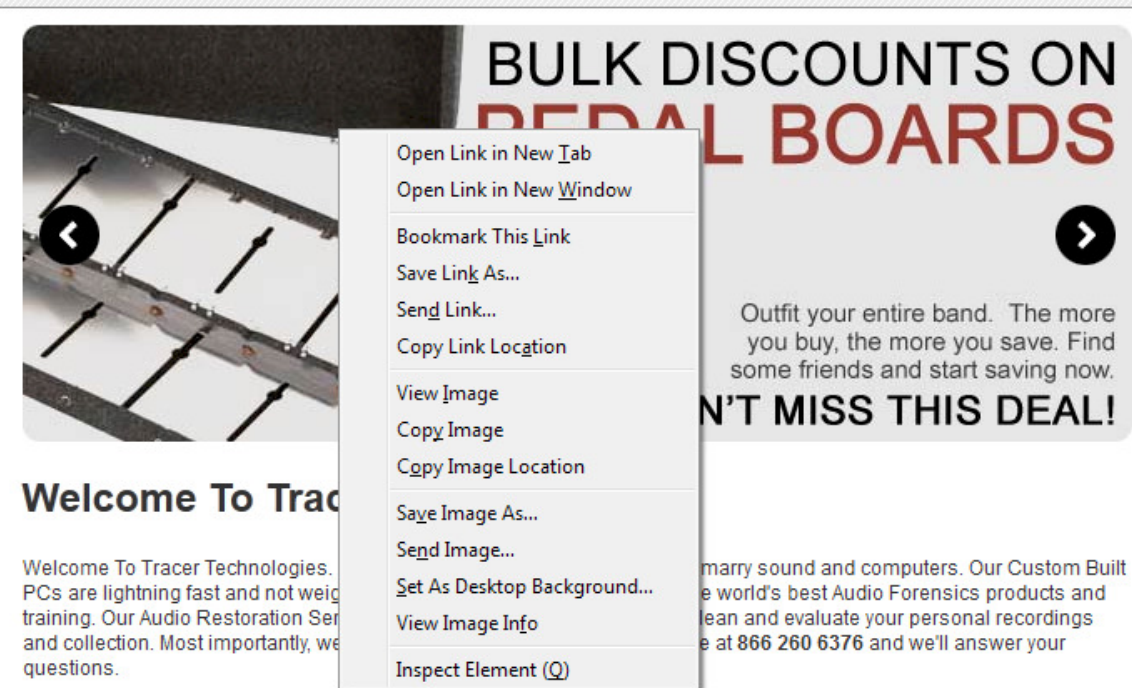
Now that you know how the system works, let's create a slide.

If you're using the default size of the banners in the existing store, you'll find that they are **665px × 250px**. If you have an agency doing graphics for you or simply want to use an art program to create your slides, this is the size you're shooting for.

Not sure how to create a properly sized graphic? How about just copying that demo store logo, by right clicking on it and copying it? Then paste it into your art program and create a graphic to match it.

Important:
This applies to the default sizes of the demo store skin. If you are using a Custom skin on your site, you might have to adjust accordingly. How do you know what size best fits your store? Simply create one slide that resembles what you "think" you need and try it…remember, we're working in an offline sub-directory, so you can experiment a bit until you find a graphic size that perfectly fits your particular store.

Now let's briefly cover the side menu slideshow ads.
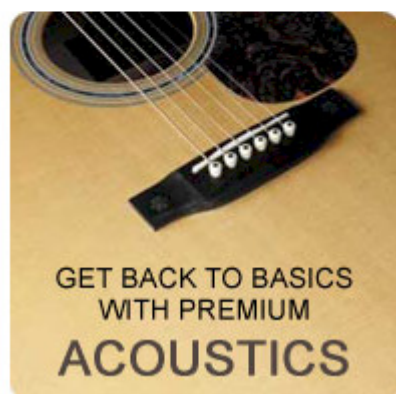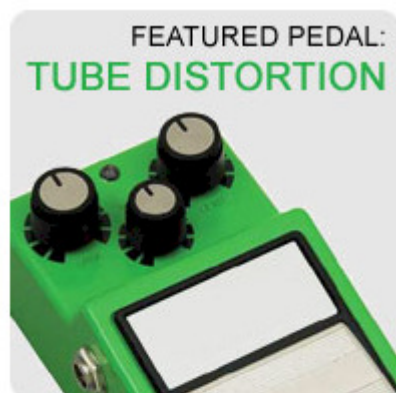
Managing and creating these ads is almost identical to the larger banner ads except that they are always active in the left margin of your store. Unlike the banner ads, which can be assigned to any particular html page, the side margin ads are either on or off.

They are only managed in the Banner Advertisement section of the Web Pages directory.

Let's look at one so we can see the slim differences in management.

Again, go into the Banner Advertisements directory by click on the Web Pages/Banner Advertisements menu.
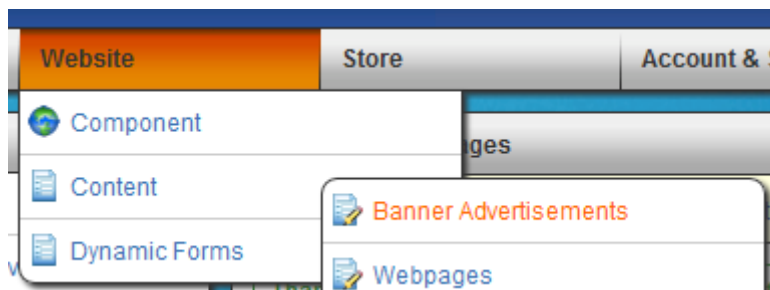
Find the item called **DEMO-SKINWIDGET-SIDEMENU1-1** and click on *Update.*

This is exactly the same as your banner ad for the Splash page save for one tiny item. Click on the side menu called Placement and then look at the Placement heading there.
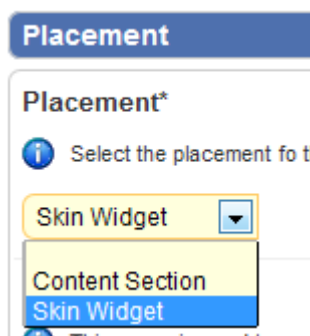
You'll see that you have 2 choices…Skin Widget or Content section.

Your Splash page ad lived in the Content section and was the assigned in each HTML page as we showed you.

But these side ads are stored as Skin Widgets and are either on or off.

Again, just follow the procedure we outlined before to create your side slides and then assign them to whatever group you choose, set up links to either internal or external as per the previous demonstration using the management system and you can be creating ads and promoting products like never before in your store. The only difference in creation would be size of the artwork. In this case, the demo banner artwork is sized to **195px X 195px**.

Quick Start- Adding Videos To ClickCartPro/EuropaCart

It is our mission to provide customers with additional information and also offer good marketing advice for your ClickCartPro/EuropaCart 8 stores. You could pay and have a customized video player inserted into your store. But why not make use of resources, which are free and available and darned easy to implement?

In this case, we're talking about the world's most popular video archive system, YouTube.com. Unless you've been living on Mars for the last several years, you're likely aware of the entertainment value that YouTube.com provides. But are you aware of what an important ally YouTube can be for your web site?

This short tutorial will show you how to quickly and easily incorporate YouTube videos into your Kryptronic stores. You won't need to be a programmer or an expert in skins, PHP or CSS. You just have to be able to read and follow some simple directions.

This tutorial assumes the following:

- You have ClickCarPro/EuropaCart 8 (though this would really work for any version of our software)
- You have promotional videos that you want to use to promote sales or support information

We won't spend any time helping you get on to YouTube and set up an account so that you can easily upload your promotional or training videos to their system. This is actually easy and very well documented by simply going to www.youtube.com and signing up for an account. YouTube is a very easy company to work with and their services are free…they only ask that you own the video content you put up there. One other little hint for those of your creating video…Don't use copyrighted music in your video productions, they simply won't allow you to upload them.

Let's assume that videos you want to promote have been uploaded to Youtube and are waiting for you to add them.

Step one is a simple one…go to www.youtube.com

Search and find the video that you want to incorporate in your store.

It should look something like this:
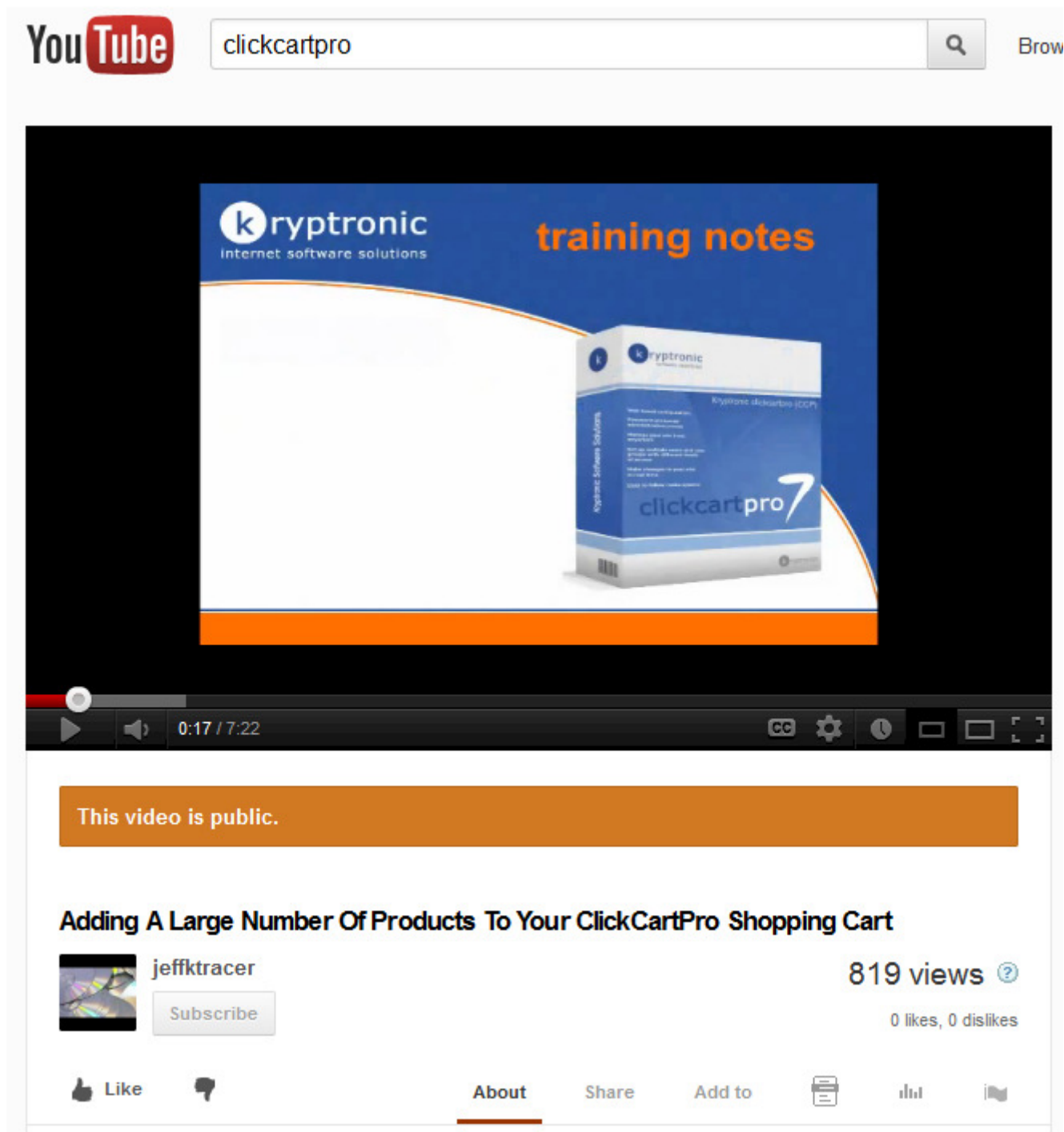
If you look at the image above, you'll see the video player as we described it, some other details, but most importantly, right below the number of views of a particular video, you'll see a little gray menu that has a few choices.

We're going to concern ourselves with the **Share** menu.

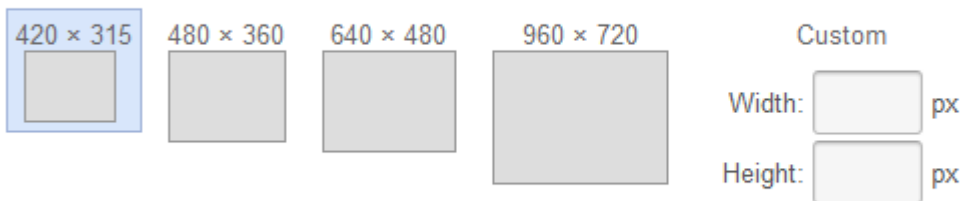Once you click on the Share menu link, you'll see this appear:
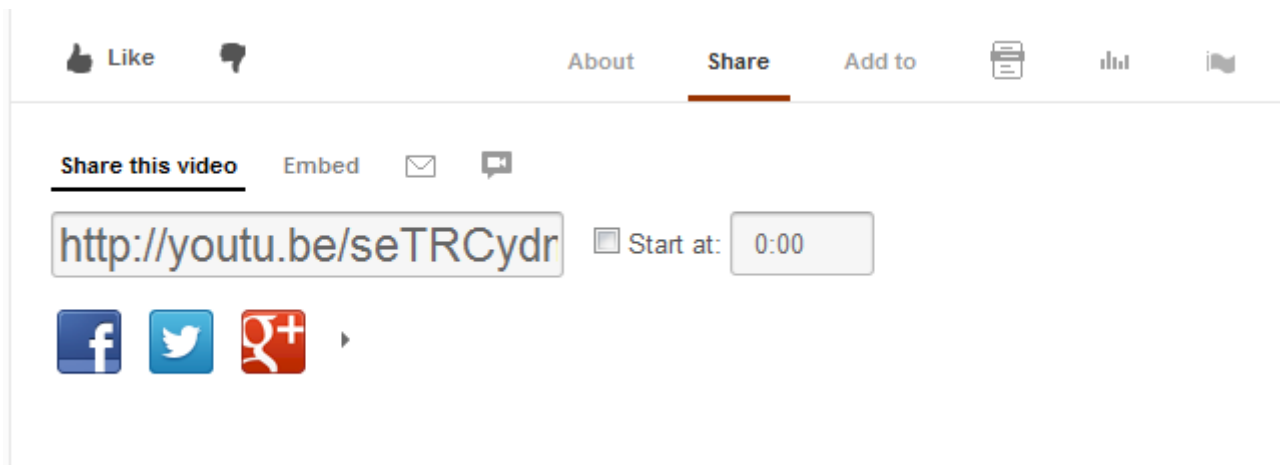
We're now going to click on **Embed**.

You should see something like this appear:

To simply embed a player in a particular page, YouTube is providing you with the necessary html code you'll need to paste into your page to activate the player that plays your particular video.

You can also choose various sizes, etc., but for the sake of this demonstration, let's just choose the defaults. This will give you a player that plays your video and use the exact same size as YouTube uses by default.

Simply copy that code that's highlighted in blue.

Now let's open our ClickCatPro/EuropaCart 8.

Let's say that we want to add a new video commercial in the area right above where the page says "AudioCenter: Special Event Announced"
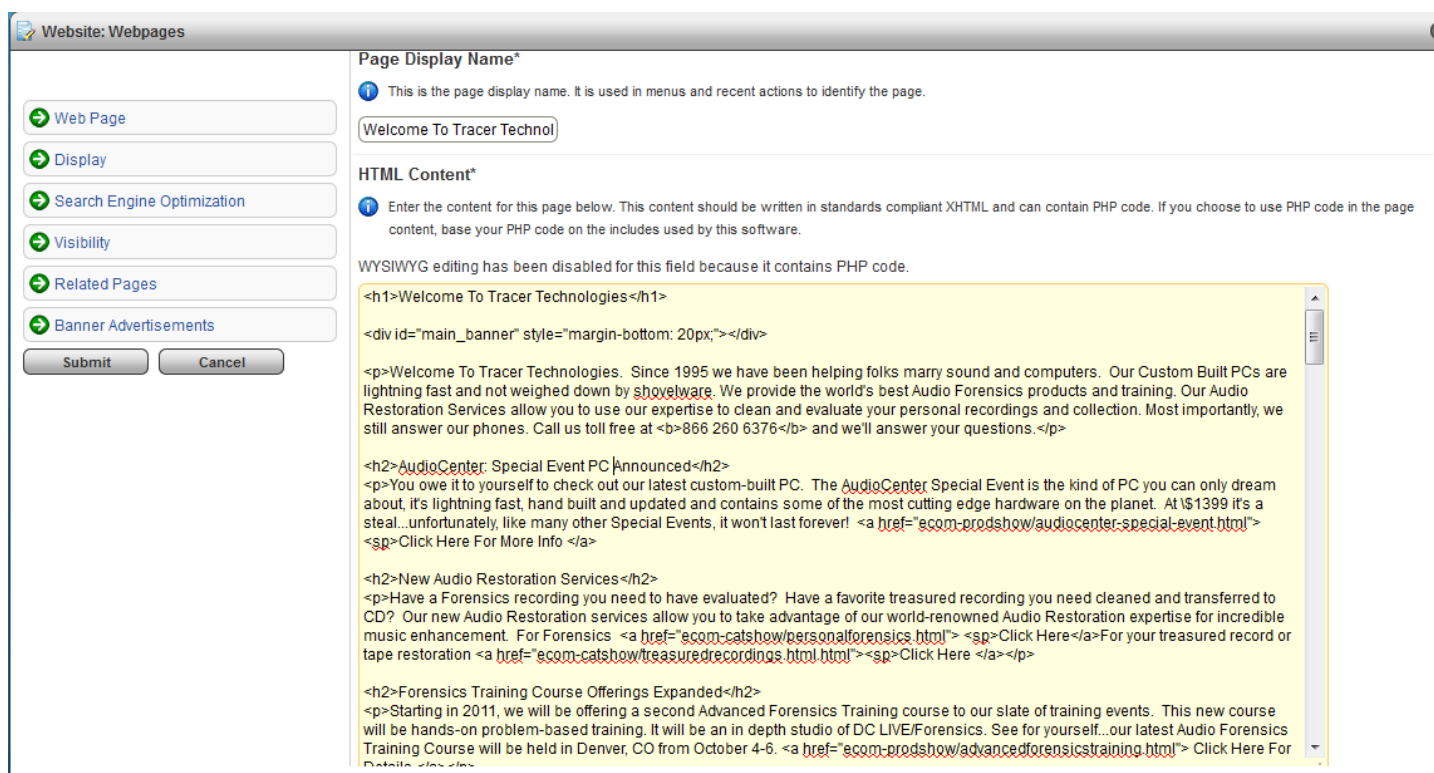
We're going to simply go into our ClickCartPro/EuropaCart 8 admin.php and launch our admin panel.

We're going to go into the **Website/Content/Webpages** menu

Let's navigate to the Splash page and click on **Update**.

You'll now see the familiar interface. Simply scroll down slightly to the HTML Content area of this page:

Here, you'll see the html content that makes up your Splash page. You don't have to be an expert programmer to be able to see where the first paragraph ends and the next headline begins. We said that we wanted our YouTube ad to be placed right above the heading that says, <h2>AudioCenter Special Event PC Announced </h2>

Important Note:

Just to be safe, let's copy this entire block of code and paste it into a simple notepad file. Why do we do this? Even though this should be a simple change…on the off chance you mess something up, you always can paste this known "good" code back in and be back at square one.

Now, we simply paste the 3 lines of code right above that line so it looks like this:

WYSIWYG editing has been disabled for this field because it contains PHP code.

<h1>Welcome To Tracer Technologies</h1>

<div id="main_banner" style="margin-bottom: 20px;"></div>

<p>Welcome To Tracer Technologies. Since 1995 we have been helping folks marry sound and computers. Our Custom Built PCs are lightning fast and not weighed down by shovelware. We provide the world's best Audio Forensics products and training. Our Audio Restoration Services allow you to use our expertise to clean and evaluate your personal recordings and collection. Most importantly, we still answer our phones. Call us toll free at 866 260 6376 and we'll answer your questions.</p>

<iframe width="420" height="315" src="http://www.youtube.com/embed/seTRCydm5rk" frameborder="0" allowfullscreen></iframe>

<h2>AudioCenter: Special Event PC Announced</h2>
<p>You owe it to yourself to check out our latest custom-built PC. The AudioCenter Special Event is the kind of PC you can only dream about, it's lightning fast, hand built and updated and contains some of the most cutting edge hardware on the planet. At \$1399 it's a steal...unfortunately, like many other Special Events, it won't last forever! <sp>Click Here For More Info

<h2>New Audio Restoration Services</h2>
<p>Have a Forensics recording you need to have evaluated? Have a favorite treasured recording you need cleaned and transferred to CD? Our new Audio Restoration services allow you to take advantage of our world-renowned Audio Restoration expertise for incredible music enhancement. For Forensics <sp>Click HereFor your treasured record or tape restoration <sp>Click Here </p>

<h2>Forensics Training Course Offerings Expanded</h2>
<p>Starting in 2011, we will be offering a second Advanced Forensics Training course to our slate of training events. This new course will be hands on problem based training. It will be an in depth studie of DC LIVE/Forensics. See for yourself, our latest Audio Forensics

Notice that this was actually just one line of code? It just looked like 3 lines in the YouTube grab area.

Click on Submit to save your changes.

Now let's look at the results:

How easy was that?

Keep in mind, every product, category and html page in ClickCartPro/EuropaCart 8 has a space just like the one above to add HTML content. You can really use video on virtually every page in your store. It's a powerful process that can be indispensable for your marketing efforts.

Quick Start- Search Engine Optimization

Once you get the site up and running, your number one priority is probably going to be the free advertising you receive via the search engines. ClickCartPro/EuropaCart is designed with this in mind. The product ships with SEO features built in and brings all the tools you'll need to market yourself via the search engines with the most robust SEO system on the market.

Google Analytics

For Google Analytics code placement, we'll stay in the **System/Component** directory and go to the **Settings** menu.

If you scroll down you'll find the following entry:

Click on **Search Engine Optimization Settings**.

You'll see a listing for Google Analytics…if you've signed up for Google Analytics, you can post your account number here so that you can track all of your site action via this powerful free analytical tool.

You also have a space for your Google Adwords Conversion ID, if you are currently using Google Adwords.

Google Analytics is a great way to get accurate tracking information on the customers who attend your site, where they enter your site, your best pages, keywords, etc. This is a free service and well worth setting up on your site. To find out more about Google Analytics, just go to Google.com and follow the signs.

QuickStart- Turning SEO On

One of the coolest new features in ClickCartPro/EuropaCart 8 is the ability to specify the exact URL you want for each page within your store. This built-in ability requires just a quick bit of setup on your part before you can reap the rewards of having direct specific marketing in each and every URL your store generates.

What do we mean by high-powered URLs?

Simple…you can now make your URL exactly what you want it to be.

If you have a page that sells goat-flavored chewing gum, your URL probably used to look something like this:

http://www.billygoats.com/index.php?app=ecom&ns=prodshow&ref=gt-flav-gm

Now, using our built in SEO URL generator, you simply add the name you want the URL to reflect and your new SEO friendly URL looks like this.

http://www.billygoats.com/goat-flavored-gum
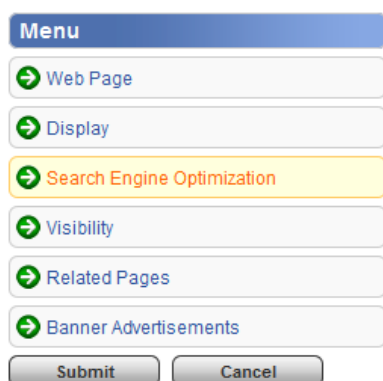
There are really 3 steps in order to get this high-powered marketing tool up and running on your local copy of ClickCartPro/EuropaCart 8.

- Use the admin pages of ClickCartPro/EuropaCart 8 to define the actual URLs you want in your store
- Set up an .htaccess file on your web site
- Flip the switch to turn this feature on

Well walk you through each of these steps so that you can easily get started on this.

Setting things up in the ClickCartPro/EuropaCart Admin
If you click on the Update button for any product, catetgory, html page or other indexed pages in ClickCartPro/EuropaCart, you'll find a left menu that looks like this:
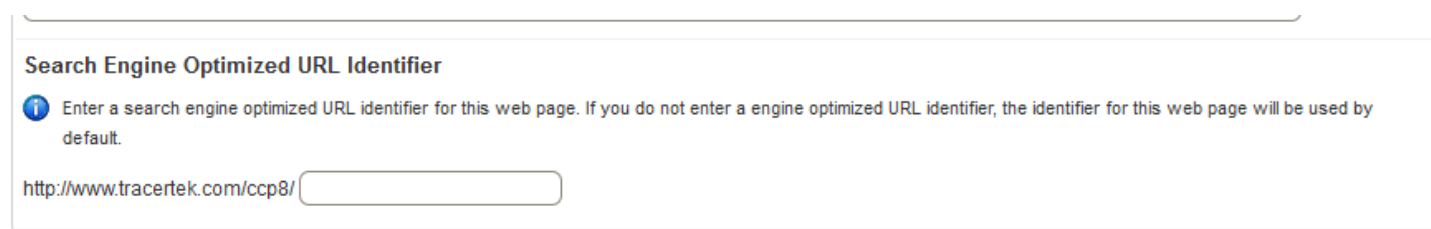
You'll want to click on the Search Engine Optimization button to reveal the powerful SEO tools that are part of each ClickCartPro/EuropaCart Installlation.

At the very bottom of each SEO page, you'll find an entry that looks like this:

You simply type in the exact URL you want and the software will take care of the rest for you. You can create cool new SEO friendly URLs that are devoid of any pesky PHP gobbledygook.

Also, if you have links from previous stores that you don't want to change you could simply copy the old URL title into this field to maintain exact URL matches to your popular old site.

Next, we're going to set up an .htaccess file.

For simplicity, think of a .htaccess file as a little traffic cop that lives in the root directory of your web site. It's a little collection of variables that are picked up by browsers and other software when your site is accessed. It simply quickly relates information, redirects traffic and other simple instructions.

This file can be created in a simple text editor like Notepad and then uploaded to the root directory of your web site.

The root directory normally has a name like /public_html, /www, /httpdocs, etc. If you're not sure, ask your host what the public root directory is called.

Depending on your previous setup of ClickCarPro/EuropaCart or your current installation location, you may have to use one of 3 different choices of .htaccess files.

- CCP8 Is Located In The Root Directory
- CCP8 Is Located In a Sub-directory like /store or /ccp8

- CCP8 Has Been Imported From A Former CCP6 Store

If you're not sure, simply call our toll free number for additional instructions.

CCP8 Is Located In The Root Directory

Simply copy the file exactly as you see it below, paste it into Notepad and then save the file as .htaccess (no extensions…exactly as seen) You'll then use your hosting control panel File Manager or FTP client software to copy this file into the root directory of your web site.

```
Options +FollowSymLinks
RewriteEngine on

RewriteRule ^index.php – [L,PT]
RewriteRule ^/$ index.php?COREseourl=/ [L,PT]
RewriteRule ^sitemap\.xml utilities/sitemap.xml [L,PT]
RewriteRule ^rss\.xml utilities/rss.xml [L,PT]
RewriteCond %{REQUEST_URI} ^/
RewriteCond %{REQUEST_URI} !\.(xml|css|js|gif|jpg|jpeg|png|pdf)$ [NC]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule ^(.*) index.php?COREseourl=/$1 [L,PT]
```

CCP8 Is Located In A Sub-Directory Like /Store or /CCP8

Simply copy the file exactly as you see it below, paste it into Notepad and then save the file as .htaccess (no extensions…exactly as seen) You'll then use your hosting control panel File Manager or FTP client software to copy this file into the root directory of your web site.

```
Options +FollowSymLinks
RewriteEngine on

RewriteRule ^index.php – [L,PT]
RewriteRule ^directoryname/$ directoryname/index.php?COREseourl=/ [L,PT]
RewriteRule ^directoryname/sitemap\.xml directoryname/utilities/sitemap.xml
[L,PT]
RewriteRule ^directoryname/rss\.xml directoryname/utilities/rss.xml [L,PT]
RewriteCond %{REQUEST_URI} ^/directoryname/
RewriteCond %{REQUEST_URI} !\.(xml|css|js|gif|jpg|jpeg|png|pdf)$ [NC]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule ^directoryname/(.*) directoryname/index.php?COREseourl=/$1 [L,PT]
```

Important Note:
Please remember to replace the word directoryname with the actual sub-directory name you're using. It needs to be replaced in 9 locations.

CCP8 Has Been Imported From A Former CCP6 Store

Simply copy the file exactly as you see it below, paste it into Notepad and then save the file as .htaccess (no extensions…exactly as seen) You'll then use your hosting control panel File Manager or FTP client software to copy this file into the root directory of your web site.

```
Options +FollowSymLinks
RewriteEngine On

RewriteRule ^ccp0-display/(.*)\.html$app=cms&ns=display&ref=$1 [L,PT]
RewriteRule ^ccp0-dynform/(.*)\.html$ index.php?app=cms&ns=dynform&ref=$1 [L,PT]
RewriteRule ^ccp0-(.*)/(.*)\.html$ index.php?app=ecom&ns=$1&ref=$2 [L,PT]

RewriteRule ^gbu0-display/(.*)\.html$app=cms&ns=display&ref=$1 [L,PT]
RewriteRule ^gbu0-dynform/(.*)\.html$ index.php?app=cms&ns=dynform&ref=$1 [L,PT]
RewriteRule ^gbu0-(.*)/(.*)\.html$ index.php?app=ecom&ns=$1&ref=$2 [L,PT]

RewriteRule ^index.php - [L,PT]
RewriteRule ^/$ index.php?COREseourl=/ [L,PT]
RewriteRule ^sitemap\.xml utilities/sitemap.xml [L,PT]
RewriteRule ^rss\.xml utilities/rss.xml [L,PT]
RewriteCond %{REQUEST_URI} ^/
RewriteCond %{REQUEST_URI} !\.(xml|css|js|gif|jpg|jpeg|png|pdf)$ [NC]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule ^(.*) index.php?COREseourl=/$1 [L,PT]
```

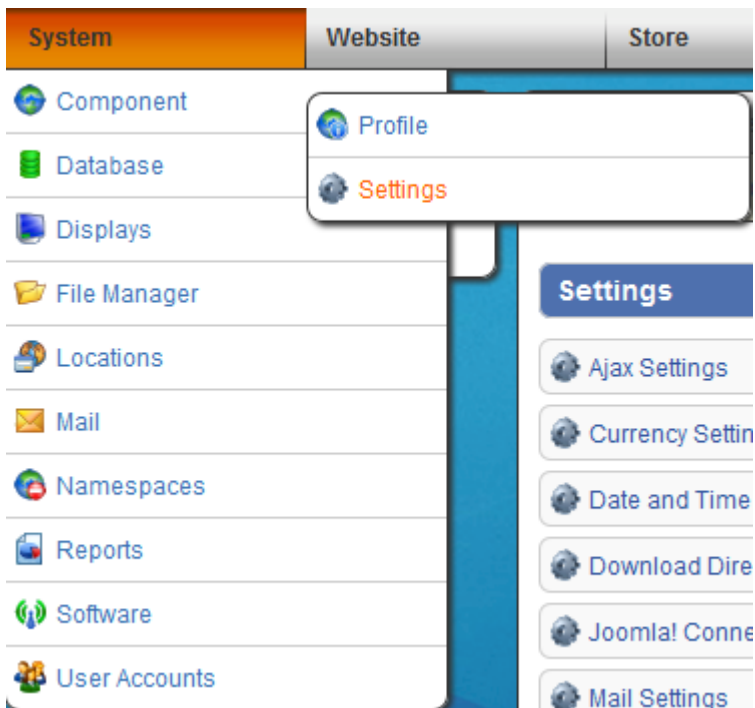**Important Note:**
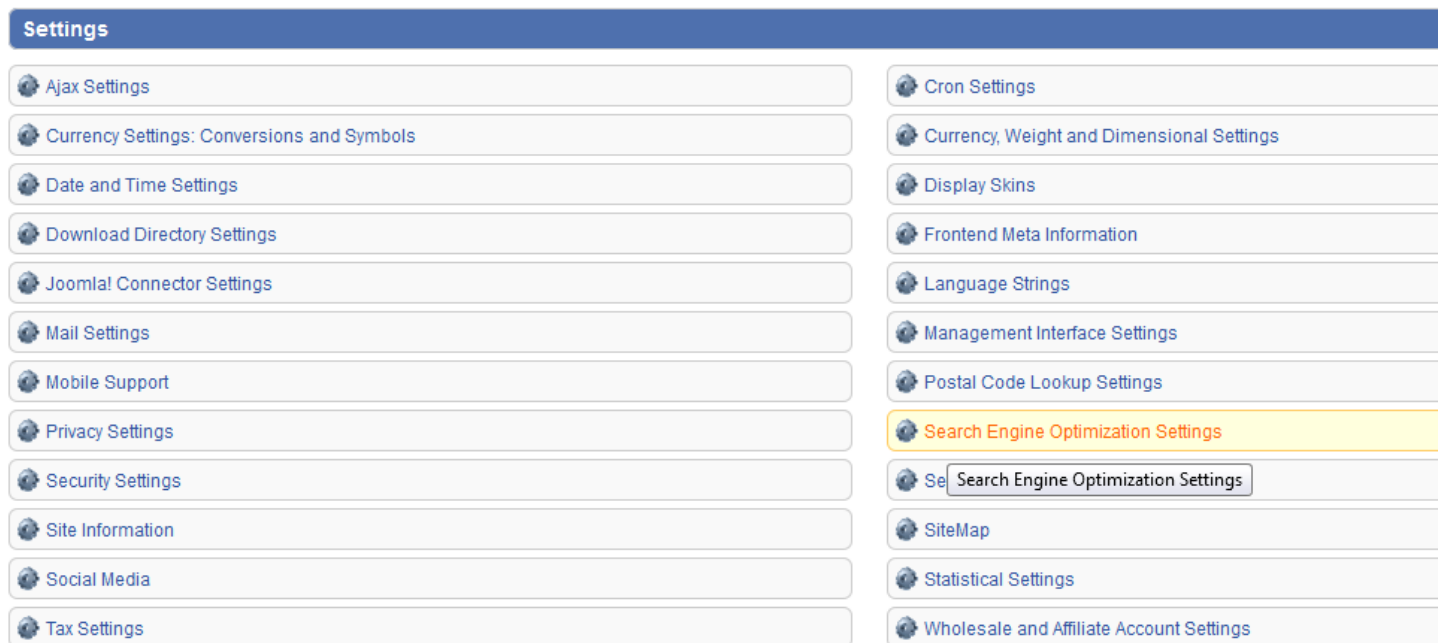This assumes that you are running your new CCP8 store from the root. Call if that is not the case.

Turning On SEO
Finally, we're going to flip the switch in Admin to turn this on.

Simply to go **System/Component/Settings**:

There you'll see a menu for **Search Engine Optimization**:

Simply click on this and then find the SEO Status entry and flip the switch to **True**:

Test your site and you should see your new URLs appearing.

If you have any issues, please contact our support.

Quick Start-The XMODS

ClickCartPro/EuropaCart is quite a robust experience. You won't find a more complete solution to address your shopping cart needs. How do you make it better? You provide specific support for certain activities that may not be required by all store owners, but are critical for those who need them. The XMODs are powerful plug-in modules that will enhance the production and operation of your shopping cart.

Sales Amplifier XMODs

The Sales Amplifiers are designed to offer additional sales features for storeowners to make a customers' visit to the store more productive and intuitive.

Googlebase

The GoogleBase XMOD is an advanced module, which exports an XML product feed file to GoogleBase, allowing you to list your products in GoogleShopping. Automated daily FTP transfers of feeds is supported.

AutoGC Auto Gift Certificate

This simply allows a storeowner to quickly and easily provide gift certificates for their customers that are generated as part of their checkout procedure. The Auto GC allows the creation of one or more denomination of gift certificates that simply appear as products on the store. At checkout, a customer receives the correct codes to redeem these certificates in the future. This is an ideal feature to add to shopping cart as the holidays approach and the gift-buying season draws near.

The Extension XMODs

The Extension XMODs are designed to offer convenience and speed to the backend work that a typical storeowner experiences each and every day. These XMODs offer an extra set of hands to help ease the burden of day-to-day work that takes time away from product creation, important marketing and other profit centers of the storeowners' business.

THUB: The T-HUB Software Connector

The T-HUB Pro software from Atandra is a great innovation for business owners in that it seamlessly allows them to work with new orders in ClickCartPro/EuropaCart, their Quickbooks accounting software and the three major shippers (FedEx, UPS, USPS), all under one intuitive interface. This can be an incredible time saver…again freeing the storeowners for more important revenue generating work. The T-HUB Software Connector XMOD helps transfer orders from ClickCartPro/EuropaCart into Quickbooks and the shipping companies and then accepts shipping information to display it for customers in ClickCartPro/EuropaCart.

Shipworks

The Shipworks XMOD for ClickCartPro/EuropaCart is a module that simply allows you to export your orders directly to your Shipworks software. It is designed to help you move quickly through your daily orders so that you can spend your time on more productive endeavors. ShipWorks is for people who sell online. It connects to your online store or seller account. It downloads your orders and makes it easy to create shipping labels, manage customers and emails, and update the online status of each order.

Store Productivity XMODs

These simply make your life easier with day-to-day operations.

BOM Batch Order Management

The Batch Order Management (BOM) XMOD is an advanced module, which provides a battery of new order-specific functions which speed up processing of orders, increase customer satisfaction through enhanced communication, and help convert failed and abandoned orders into sales.

Communications XMODS

These help you make contact with the outside world and help you boost the content on your site.

NewsRss

The NewsRSS XMOD is a module that provides a full blown news publishing service using the content management system in our software. Search engine placement can be determined by the freshness of your content. With the NewsRSS module, your content can always be fresh. News articles can be published to an article list, skin widget and/or RSS feed. Additionally, recently updated HTML pages, store products and categories may be included in the article list, skin widget and/or RSS feed. Works perfectly with the SiteMap and HDSEO extension modules. Use as a news service, a way to broadcast store product updates, or both.

Custom Design Needed?

This guide was designed to help get a store up and running as quickly as possible. When you're finished, you should be able to get your store online. Every shopping cart has a different set of requirements. ClickCartPro/EuropaCart is designed to help you get pretty close, but if you have special modifications necessary to bring the deal home, you should try calling or emailing our Custom Shop to finish the job. We'll get all of the information to give you an accurate quote on providing the special modifications or design work you need to complete the job and we'll respond throughout the process so that you always know exactly what's going on. Receiving a

completed quote doesn't cost you a cent, but let's you know what kind of investment you're looking at to make your site 'perfect'.

To contact our Custom shop, either email salesdesk@kryptronic.com with the requirements you need or call us toll free at 800 704 4160.

That's the end of our Getting Started Guide.