Click Cart Pro Manual
V 4.0

Software Features

- Efficient Installation And Use
- Online Product Catalog Features
- Web Site And HTML Design
- Order Tracking And Admin Statistics
- Flexible Online Ordering Options
- Mail List Contact and Banner Ad Plugins
- Open Source Software
- Dynamic Form Generator

Software Installation & Initial Configuration

- Installation Procedures
- Creating Administrator Profiles And Managing Security
- Configuring The Package For Your Site
- Configuring The Online Order Processing Functions

HTML Web Site Design

- HTML Settings
- Building And Linking To HTML Pages
- Modifying The Site Layout

Using The Form Utilities

- Adding a Form
- Adding a Form Step
- Adding a Form Field

Online Product Category And Catalog Information

- Creating And Managing Categories
- Creating And Managing Product Options
- Creating And Managing Products

Online Ordering Tax Shipping And Discount Functionality

- Configuring Tax And Taxation Localities And Countries
- Configuring Shipping Options
- Creating And Managing Discounts
- Managing Order Form Required Fields

Order Tracking And Admin Statistics

- Order Tracking Functions
- Admin Statistics

Image File Upload And Management Utilities

- Uploading Image Files
- Viewing And Deleting Image Files
- Managing Image File Sizes

Software Plugins: Mail List Contact and Banner Ad

- Mail List Plugin
- Contact Plugin
- Banner Ad Rotation Plugin

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Software Features

Efficient Installation And Use

This software package was designed to facilitate ease of use and easy installation. The software itself can be installed on virtually any Linux, Unix or Windows web server. The web site and the Internet Site Administrator are designed using the fundamentals of web navigation and creative design.

The software package is open source, meaning that anyone who wishes to modify the program code can do so. We just ask that any modification that may benefit the software's end users be shared with us. Because the package is open source, that means all the program code is contained in an ASCII distribution which can be transported to any web server and assembled into the program quickly and efficiently.

The Internet Site Administrator puts control of the web site where it belongs - with the owner. The easy navigation opens up a complex site that controls every aspect of the web site and online store. From issuing a discount coupon to adding sales tax to California orders to sending a mail list message to configuring the web site and online catalog, it's all there.

Online Product Catalog Features

The online product catalog has the flexibility needed to accommodate almost any type or combination of products.

The products are arranged in main and sub categories by default. This is done by the site owner via the Internet Site Administrator to ensure the category structure is exactly how the owner wants it. After creating a category tree, or deciding to use only one level or no levels of categories, product options can be defined.

Creating product options is simple with the Internet Site Administrator. A product option is an additional feature that can be added to a product to allow for custom information input like size, color, cpu speed, hard drive, etc. Each separate option can have an additional cost and there is no limit to the number of options that can be used. Products can have multiple options, the build your own computer scenario is a perfect example.

Once the categories and options are defined, products can be added and sold. Adding products is easy and takes less than a minute for each one. Information like the product number, name, shipping costs, image names, and a description among others is inputted using the Internet Site Administrator. You can even identify the product as one that you wish to run in the specials classification.

Web Site And HTML Design

Choose to use the default site layout or create a unique site altogether. The options are in the Internet Site Administrator. From adding and modifying HTML pages, to maintaining the look and feel of the web site, it's all there.

Skins (pre-built site designs) for this software package are available for download on the Internet to help those who do not have the time to create their own images and HTML code by providing pre-built web site designs. These skins can be installed easilly using components in the Internet Site Administrator. Skins include their own HTML page layout, page titles, and images.

For those that do have the time, the Internet Site Administrator allows owners to modify their HTML code for the site, which is changed only in one spot for the entire site. The ability to upload custom images and create a completely unique site is available as well as the ability to completely change the look and feel of the online store.

Order Tracking And Admin Statistics

Order tracking not only provides the site owner with the ability to study the profitability of their site, it puts the owner in contact with the site visitors and shoppers. Using the Internet Site Administrator, site owners can update customers on their order status and provide shipment tracking numbers.

The software package logs every action performed by site administrators. This enables the package to produce detailed reports on every aspect of the site's administration. Also, site owners have the ability to update and maintain admin user information.

Flexible Online Ordering Options

The software package allows for the configuration of numerous ordering options using the Internet Site Administrator. Whether the owner has a secure server or not, or whether they have an online processor or not, numerous ordering options are available.

The online ordering settings can be changed with a click of the mouse to set up the software package for using a secure server, using a processing partner's order form, using telephone payment, using different processing partners, etc.

The software package includes inventory controls so the site owner has the option to limit the quantity of an item that can be ordered by any one person at one time. The package also gives the owner the option to run a true declining balance inventory. Items are subtracted from the inventory on hand, and if appropriate items are displayed as out of stock. Shopping cart contents are checked to be sure inventory rules are satisfied at all times.

In addition, shipping costs by default are entered on a per product basis, but the flexibility is provided to use a custom shipping script or utilize the package's built in integration with the UPS (tm) real time system. Many different bits of information are collected as the transaction process evolves that allow for sophisticated functions.

These functions include, among others, the ability to add additional shipping costs to the orders of buyers residing outside of the owner's country, the ability to charge sales tax in multiple localities, the ability to set different shipping methods and even the ability to change the currency symbol.

This software package was designed and built to operate for site owners from around the world. With it's currency support and taxation capabilities, as well as it's shipping functionality and intelligent address displays, the program is not U.S.-Centric like many others.

Mail List Contact and Banner Ad Plugins

This software package comes with many additional features in the form of plugins. These plugins allow you to manage your own contact form, mail list, and banner ad rotation program.

The contact plugin is probably the simplest out of the group. The contact plugin allows the site owner to send and receive email using the software package. The contact plugin is a manager for the web site's email traffic. The owner can send mail as name@yourdomainname.com and all customer messages are filtered through the package to ensure user information is updated at all times.

The mail list plugin allows the site owner to maintain a promotional mail list. With features like automated subscribe and un-subsribe functions, its own built in login utility and the ability to send a single message to the entire mail list, this plugin really does perform every task a mail list program should for an e-commerce application.

The banner ad rotation plugin is a means to generate income from banner sales, or to advertise your own products. This plugin allows the site owner to administer a complete randomly generated banner ad program with their own banner stock.

Open Source Software

This software package is open source. With the purchase of a license the site owner can modify the scripting any way necessary to customize their site to their needs. While many features are built into the program and customization options abound, sometimes extra functionality is needed. The open source status of this software gives you the ability to add needed functions.

This package was built on an ASCII platform which makes installation and mobility easy. Because of the ASCII format for both scripting and data storage, the complete package is available to the owner to modify at will using the simplest tools.

We ask only that any modifications made to the program be shared with us if the modifications are of release caliber. The license specifically prohibits re-selling the software package or any variants based on the package if the appropriate license fees are not paid to our company.

The following open source elemtents are distributed freely with this software and are not sold as part of the package. These elements are distributed with this package to aid in installation and provide enhanced functionality.

HierMenu DHTML Menu Code: Copyright 2001 Peter Belesis.
Hier Menu Available At: http://www.dhtmlab.com/

Business::UPS Perl Module: Copyright 1998-2001 Mark Solomon.
Mail::Sendmail Perl Module Copyright 2000-2001 Milivoj Ivkovic.
HTML, HTTP, LWP & Mime Perl Modules: Copyright 1995-2001 Gisle Aas & Michael A. Chase.
Perl Modules Available At: http://cpan.perl.com/

Dynamic Form Generator

This software package is available with a dynamic form generator. Through the administrator you can add a fully customizable form with single selection lists, multiple selection lists, radio buttons, check boxes and more. You can make any of the form fields required or not required.

This feature is good for making surveys, taking polls, getting customer feedback, etc.

Software Installation & Initial Configuration

Installation Procedures

This software package is installable on all Linux, Unix and Windows platforms running Perl 5 or higher. It is assumed that before the installation process can begin, the owner will have an account on a web server, and will have a domain name or IP Address to access their web site. The software package has been fully tested under RedHat Linux, FreeBSD, Sun Solaris, Cobalt RAQ and Microsoft Windows 2000. Nearly all operating systems capable of running Perl 5 that are equipped with a web server should be able to run this package without difficulty.

The webserver must allow for the execution of web based scripts and recognize '.cgi' as a valid mime type. In addition, the ability to change permissions on files and directories is needed. Windows installations require the presence of ActiveState Perl on the server.

The software package installation files are available in three different archive formats: .tar, .tar.gz and .zip. These three versions cover nearly all types of installations. The versions and their application are listed below:

- .tar file: For owners with a Linux or Unix server that has telnet or SSH enabled the program 'tar'.
- .tar.gz file: For owners with a Linux or Unix server that has telnet or SSH enabled the programs 'tar' and 'gzip'.
- .zip file: For owners who have FTP only access to their Linux, Unix or Windows server.

STEP 1: Setting Up The Directory Structure

Before any files are uploaded to the webserver or installation begins, it is important to be sure the proper directory structure for the program exists on the server. This package requires the use of three different directories:

- cgi-bin

  This is the directory where scripts are stored and will be executed. For Linux or Unix systems this directory's permissions and all of the scripts stored in it should be set to 0755. For Windows systems, be sure the cgi-bin directory is set up with script execution privileges. You can create a sub-directory in an existing cgi-bin directory for the package's files, or create your own cgi-bin, etc.

- images

  This is the directory where images are stored and uploaded to. For Linux or Unix systems this directory's permissions and all of the files stored in it should be set to 0777. For Windows systems, be sure the images directory is set up with Full Control privileges. You can create a sub-directory in an existing images directory for the package's files, or create your own images directory, etc.

- data

  This is the directory where databases are stored. For Linux or Unix systems this directory's permissions and all of the files stored in it should be set to 0777. For Windows systems, be sure the data directory is set up with Full Control privileges. You can create a sub-directory in an existing data directory for the package's files, or create your own data directory, etc.

  Protecting the data in this diretory is of the highest importance. Owners who will be running this package on Apache webserver with .htaccess file protection enabled can place this directory in the same location as the web accessible portion of their site. .htaccess files are provided with the directory to ensure browsing via the web will not be allowed. For those owners with Windows servers or for those not running Apache webserver, it is highly recommended that the data directory be stored in a non-web accessible portion of your account. Regardless, the directory will need 0777 or Full Control privileges to ensure data stored there is updatable.

For Linux / Unix webservers on which CGI scripts can be executed in any directory, setup is simple. The installation package contains the directroy structure needed for this setup. Just extract the installation files on the server using a tar command, set the correct permissions as indicated above, then skip to STEP 3.

To extract the program from the .tar.gz installation file while on the server, the tar command is:

tar -xzf install_file_name.tar.gz

To extract the program from the .tar installation file while on the server, the tar command is:

tar -xf install_file_name.tar

For all other setup types, proceed to STEP2.

STEP 2: Extracting & Uploading The Installation Files

For .tar or .tar.gz file type installations where a Linux or Unix server with Telnet or SSH access is involved, the files can be extracted and moved (if necessary) on the server after the install file is uploaded. For all other cases, the install file will need to be extracted on your local hard drive and uploaded in different pieces into the directories that are discussed above.

When the install file is expanded, you will see several elements sitting in a directory named 'cp'. Here is what needs to be done with each:

- Files in the cgi-bin directory

  Upload or move all of the files from the install file's cgi-bin directory to the cgi-bin directory that was created (or requisitioned) on the server for the program. To separate the files from this package from others, you can create a sub-directory in the cgi-bin directory for the files (ie: ./cgi-bin/cp). Be sure all uploaded or moved files have the permissions indicated in STEP 1.

- Files in the images directory

  Upload or move all of the files from the install file's images directory to the images directory that was created (or requisitioned) on the server for the program. To separate the files from this package from others, you can create a directory in an existing images directory for the files (ie: ./images/cp). Be sure all uploaded or moved files have the permissions indicated in STEP 1.

- Files in the data directory

  Upload or move all of the files from the install file's data directory to the data directory that was created (or requisitioned) on the server for the program. To separate the files from this package from others, you can create a directory in an existing data directory for the files (ie: ./data/cp). Be sure all uploaded or moved files have the permissions indicated in STEP 1.

- Files in the admin and base directories

  The files in the admin and base directories can be used as guides for getting particular URLs for your site to point to different areas of the program. Linux and Unix systems should use the files named index.htm (which point to the .cgi scripts in the cgi-bin directory), while Windows systems should use the files named default.htm (which point to the .pl scripts in the cgi-bin directory). The files contain HTML you need to point the URLs http://www.yourdomain.com/admin and http://www.yourdomain.com to either the admin or site scripts. Just move the HTML files into the root web accessible directory and/or an admin sub-directory on the same level. You may need to edit the HTML in those files to point the URLs to the appropriate directory. These HTML files should be used as a guide.

STEP 3: Editing The Scripts

Once the directories have been created and files have been uploaded and everything has the correct permissions level, you can edit the information in the cgi scripts to ensure that the server and URL paths used by the program are correct. Those using Linux or Unix machines should edit the files in the cgi-bin directory with the extension .cgi. Those using Windows machines should edit the files in the cgi-bin directory with the extension .pl. If you are on a Linux or Unix system, you could delete the .pl files in the cgi-bin (they are not used). The inverse is true for those using Windows.

There are five paths that need to be entered in each of the three scripts in that directory. The scripts are:

- cp-app.cgi or cp-app.pl

  This is the main site script. It executes all of the front end code for your online store and Internet site.

- cp-admin.cgi or cp-admin.pl

  This is the admin site script. It executes all of the back end code for your Internet Site Administrator except for the processing of file uploads.

- cp-upload.cgi or cp-upload.pl

  This is the admin upload script. It executes all of the back end code the processing of file uploads in the Internet Site Administrator.

The five paths that need to be entered in each of these scripts are:

- Server Script Path ($server_script_path)

  This is the full server path to the cgi-bin directory on your server. On Linux or Unix systems this wouuld be entered as '/home/www/yourdomainname.com/cgi-bin/cp' or something similar. On Windows systems this would be entered as 'C:/inetpub/account_name/www/cgi-bin/cp'.

- Server Data Path ($server_data_path)

  This is the full server path to the data directory on your server. On Linux or Unix systems this wouuld be entered as '/home/www/yourdomainname.com/data/cp' or something similar. On Windows systems this would be entered as 'C:/inetpub/account_name/db/cp'.

- Server Images Path ($server_images_path)

  This is the full server path to the images directory on your server. On Linux or Unix systems this wouuld be entered as '/home/www/yourdomainname.com/images/cp' or something similar. On Windows systems this would be entered as 'C:/inetpub/account_name/www/images/cp'.

- URL Script Path ($url_script_path)

  This is the URL for the cgi-bin directory on your server. This typically would be entered as 'http://www.yourdomainname.com/cgi-bin/cp'.

- URL Images Path ($url_images_path)

  This is the URL for the images directory on your server. This typically would be entered as 'http://www.yourdomainname.com/images/cp'.

STEP 4: Running The Software For The First Time

After completing the installation, the web site will be accessible at the following URLs. Adjust the URLs presented if your installation was not done in the default locations:

http://www.yourdomainname.com/cp/cgi-bin/cp-app.cgi or .pl

If you set up the index.htm or default.htm files from the base directory in the installation file correctly, you should also be able to access your site using the following URL:

http://www.yourdomainname.com/cp

The Internet Site Administrator will be accessible at the following URL:

http://www.yourdomainname.com/cp/cgi-bin/cp-admin.cgi or .pl

If you set up the index.htm or default.htm files from the admin directory in the installation file correctly, you should also be able to access your site using the following URL:

http://www.yourdomainname.com/cp/admin

The default username and password you will need to use to access the administrator application are:

Username: webmaster
Password: webmaster

STEP 5: Read The Manual

Once everything is set up properly and you can access your Internet Site Administrator and Internet site through your web browser, login to the administrator and read the manual. Just click on the 'Manual' menu choice and select 'Software Manual' from the sub-menu.

Installation Troubleshooting

If you have attempted to install the cgi-bin directory outside of the typical cgi-bin location and otherwise followed all of the instructions listed above and are still having a problem viewing the program in your browser, you may need a

.htaccess file to be placed in the directory you're attempting to use to execute the scripts. This is for people using Apache webservers whose hosts will not allow them to run cgi scripts outside of their main cgi-bin folder. This .htaccess file will override the server and allow you to run the scripts from within any directory. The .htaccess file is located directly in the provided cgi-bin directory. It is named .htaccess.bak. If you are having these problems, rename this file to .htaccess and it should fix the problem.

If you are having trouble viewing images (they appear corrupted), try to upload them to the server again and be sure that they are uploaded as BINARY files. All of the files contained in this package are to be uploaded as ASCII files except the .gif files in the images directory of the installation file. Those .gifs are to be uploaded as BINARY. You will also need to ensure that the file extensions .htm, .db, .pm, .cgi and .pl are all associated with ASCII files in your FTP client's configuration.

Creating Administrator Profiles And Managing Security

After the program has been registered and you have logged on for the first time, it is highly advised that you perform some administrative security duties.

Every installation of this software package comes with three default user names and access settings. This is done to demonstrate how to set up user profiles using different access levels. Basically there is an unlimited number of administrators who can have simultaneous access to the application. In addition, there are four different levels of access that can be granted:

- Webmaster Access:

  Designed for one super user with full access.

- Administrator Access:

  Designed for store owners who do not need access to complicated settings.

- View Only Access:

  Designed for employees who need only to view reports.

- No Access:

  Designed to disable access for any user.

Because the individual with Webmaster Access is the only one that can add, delete, or modify users, you should always have one username with that access level. Upon installing the program, please be sure to change the password for the user named webmaster and change the passwords or delete the profiles for the admin and view usernames. This will set up your site's security.

You can easily add, delete and modify user profiles when logged in as webmaster and use the built in functions in the Internet Site Administrator. When logged in as other users, you still have the ability to logout and to change your password. The logout button should always be used when signing off the system to ensure the next person to access the Internet Site Administrator from your computer must login.

Everything discussed above can be found in the Administrator Login section of the Internet Site Administrator.

Configuring The Package For Your Site

After security is set up, it is time to configure the web site so you can then get your catalog online. The first step to configuring the web site is to click on the Program Settings menu item in the Internet Site Administrator.

The items we are concerned with now are the Program Settings, Admin Settings and General Site & Store Settings.

The information below is for inputting the correct information for your web site into the Program Settings form. Enter all of the information as directed then click the 'Submit' button.

Cookie Domain

The cookie domain is entered to ensure cookies are set properly. Cookies are used only to track users on return visits and are not necessary for the Online Store to function. If your web site URL is http://www.yourdomainname.com/, the cookie domain you should enter is:

.yourdomainname.com

Cookie Path

The cookie path helps the cookie determine the path to the software package behind the domain name. If your software package is installed at http://www.yourdomainname.com/app/cgi-bin, the cookie path you should enter is:

/app/cgi-bin

SMTP Mail Server Name / IP OR Server Path To Sendmail

This program uses Mail::Sendmail. If the program that handles your mail is located on the same server as this program then you can input localhost. If mail is handled from somewhere else you would need to put in the domain or ip address of the open relay mail server that you are using. The default in this program is:

localhost

Also, if no SMTP connection can be made using a machine name, IP or the localhost designation, try inputting the server path to the sendmail program if you're using a Linux or Unix server. This path must use the dash t option:

/usr/sbin/sendmail -t

Design Firm Name

If you are a design firm installing this program for someone else, this is the place you indicate your company's name. Individuals may wish to enter their own name. The default is the manufacturer's name:

Kryptronic

Design Firm URL (Full URL)

The design firm URL helps link the name above to a web site. Enter the full URL of the design firm's or personal web site here. The default is the manufacturer's URL:

http://www.kryptronic.com/

Maximum Row Count for Admin Stat Database

The admin stat database houses data on a running tally of administrator accesses and actions. The maximum row count for the admin stat database controls the size of the administrator statistics recent tally. Limits are placed on this database to ensure the program will operate efficiently when running for indefinite periods of time.

Maximum Number of Subscribers Per Maillist

The maillist plugin allows site owners to run maillists for different areas of interest. Each maillist has a maximum number of allowed users which is set here.

Number of Items to Return per Page for Database Queries

The number of items to return per page for database queries is a setting used only for the Internet Site Administrator to limit the number of items, like stats, users and orders, to display per page at a time.

Maximum Image File Upload Size

The maximum image file upload size feature helps ensure that large files that could slow down your web site when uploaded are not accepted. Set the size to something you think is reasonable. The default is 200 Kb.

Time Period Settings

The four time period settings available allow you to control how long files are kept on the system. The four types of files that can be controlled are: Orders (Not Completed), Orders (Completed), User Carts and User Forms.

To change the look and feel of the Internet Site Administrator, you can adjust settings using the Admin Settings function. Be careful what settings you change, as they directly affect the administrator session you're using.

The information below is for inputting the correct information for your web site into the General Store & Site Settings form. Enter all of the information as directed then click the 'Submit' button.

Site Owner Name

The site owner name is used to identify the site owner across the program. The name should be proper. For example:

Kryptronic, Inc.

Site Owner Address

The site owner's address is used at the bottom of all web site pages and in references in the mail list and contact plugins. A good example is:

5B Gwynns Mill Ct.

Site Owner City

The site owner's city is used at the bottom of all web site pages and in references in the mail list and contact plugins. A good example is:

Owings Mills

Site Owner State / Province

The site owner's state or province is used at the bottom of all web site pages and in references in the mail list and contact plugins. Just select the appropriate state or province from the list, or choose Not Applicable.

Site Owner Country

The site owner's country is used at the bottom of all web site pages and in references in the mail list and contact plugins. It is also used to determine whether Out-Of-Country shipping charges apply to orders. Just select the appropriate country from the list.

Site Owner Telephone Number

The site owner's email telephone number is used is used at the bottom of all web site pages and in references in the mail list and contact plugins. Good examples are:

1.877.410.CART

Site Owner Email Address

The site owner's email address is used to send order confirmations, provide a reply-to in mail list messages and as a target for contact messages. A good example is:

store@yourdomainname.com

Send Orders Via Email To Site Owner

The send orders via email option is a yes or no option. Indicating 'Yes' will send orders to the site owner via email, and indicating 'No' will not. Both options still log the orders for online retrieval.

Order Fulfillment Email Address

The order fulfillemt email address is used to send orders to order fulfillment or to people in the company that need to know when and what orders are placed. Multiple addresses can be separated by a comma. A good example is:

orders1@yourdomainname.com, orders2@yourdomainname.com

Send Orders Via Email To Order Fulfillemnt

The send orders via email option is a yes or no option. Indicating 'Yes' will send orders to order fulfillment via email, and indicating 'No' will not. Both options still log the orders for online retrieval.

Title Bar Text

The title bar text feature is used to enter information to be presented in the title bar of your site visitor's web browser. Appropriate text would be:

Welcome to Sample Online

Common Site Name

The common site name is used to identify your site in the dynamically generated HTML pages used by the contact and mail list plugins and in the online store. It is also used for email messages. This name should not be proper, unless you want it to. If your company's name is 'Sample, Inc.', 'Sample' should be entered here.

Sales Tax Localities

The sales tax localities function lets you indicate in which states or provinces you charge sales tax. Multiple selections are permitted by depressing the Control key on your keyboard. A selection of Not Applicable is also available for those owners that do not operate in the localities listed. Just select the appropriate sales tax locality from the list, or choose Not Applicable.

Display Specials

The display specials setting allows you to display specials on several pages within the online store. Specials are shown on the bottom of the page above the shopping cart and rotate randomly.

Display Category & Product Images

This function can be used to disable the images for all of the products in the store. This is located in the Edit General Store & Site Settings under the Program Settings heading of the administrator.

Display Totals In Cart While Shopping

The display totals in cart while shopping option is a yes or no option. Indicating 'Yes' will present totals in the cart while people are shopping, and indicating 'No' will not.

Products To Display Per Page

The products to display per page setting lets you choose the number of products to display per page. The online store has functionality built in to serve next and previous buttons when the number of products exceeds this number.

Use Order Tracking

The software package allows users to track previously placed orders. This requires the site owner to update order information when an order is shipped. Some site owners may not wish to provide this functionality or may not want to update order information after shipment. This function can be turned on or off here. Order tracking is examined in detail in another section of this manual.

Use Email A Friend

The software package allows users to email friends information about products in the online store. This is done on the product display page. This function can be turned on or off here.

Currency Symbol

The currency symbol is used throughout the online store to communicate cost. Enter any symbol you wish. Examples are:

$, USD, £, GBP, ¥, SEK

Many other settings on the General Store & Site Settings can be changed and are discussed in other parts of this manual. You are now ready to configure your online processing options.

Configuring The Online Order Processing Functions

Configuring the online order processing functions is quite simple. All of the controls are on the Edit Online Processing Settings page under Program Settings.

First you have to decide which type of order process best suits your site. The options are:

- Contact customer - no online payments accepted online.
- Collect credit card information on your own secure server and email it in two pieces to the site owner.
- Collect credit card information on your own secure server and have an online processing partner validate and process the order.
- Use an online processing partner's order form for credit card number entry.

Once you have decided which best suits your site, go to the Edit Online Processing Method Setting heading. Currently ten online processing partners have been integrated in the package. These are Authorize.Net (tm), iTransact (tm), Verisign (tm), GoRealtime.Com (tm), Bank of America (tm), RT Ware (tm), Planet Payment (tm), PayPal (tm), World Pay (tm) and Card Service International (tm). Clicking the 'Submit' button after you make your selection will refresh the entire page and populate all of the other areas on the page with information pertaining to your selection.

If you chose to contact the customer, you are finished at this point. If you chose to use your own secure server or use an online processing partner's order form, please continue.

Please note, to configure this software package to work properly with your online processing partner's methods, every bit of information that is transmitted can be configured. In most cases, it is not necessary to make any other modifications than to enter your secure server payment script and images paths as well as your login name for the online processor in the appropriate boxes.

Because all pieces of transmitted information are configurable, and because this package is open source, the opportunity is here to configure this package for processors other than those that are provided in the package. In addition, the secure server payment script is entered in total with the script name, so it is possible to post information from this program to another secure script, even an ASP script on an NT web server. The information collected there can be sent for validation off to your online processing partner's site before returning to your non-secure Unix site for order fulfillment. The possibilities are endless.

If your selection was to use your own secure server, you will need to select the credit cards you wish to accept under the Credit Card Settings heading. The cards indicated here will be selectable in a drop-down box on the credit card entry screen during the order process. If you selected to use an online processing partner's order form, this information will be collected on their site.

Depending on your processing method selection, you may need to enter information under the General Online Processing Settings heading. If you chose to use your own secure server, be sure the path to secure site payment script is set to:

https:://secure.your_domain.com/cp/cgi-bin/cp-app.cgi

This is unless you plan to use a payment script on a different server. The path to secure site images directory should be set to:

https:://secure.your_domain.com/cp/images

Both of these settings will vary depending on where your scripting and images reside and what you domain is. The online processor URL is already correct and most likely will not need to be changed. Please remember a completely different script can be used for credit card entry if it can handle parsing and reassembling the data sent. The credit cards accepted are not sent with all the other information, however.

Under the Order Form Field Settings heading, depending on your processing partner selection, you may need to enter your username (processor login). Your username should be entered as whatever your online processing partner gives you when your account with them is established.

The last heading is Response Code Settings. The information under this heading is for informational purposes because a different set of codes is generated for each of the online processing method selections. A person who is attempting to configure this package for a different processing partner may find the response code settings utility useful.

Setting up your online processor's software should not be too difficult, just follow the instructions on their web site to ensure correct configuration.

HTML Web Site Design

HTML Settings

Under the heading Program Settings there is a function named Edit HTML Settings. This function houses features you can modify to give your site a different look and feel. Below is a description of these settings:

Background Color

The background color is the setting that controls the color of your web site's background. The color is entered in hexadecimal fashion, and the default is white (FFFFFF). If you modify the background color, for the site to look appropriate you will need to create your own set of images for the online store, page titles and page layout because these all have a white background.

Use Background Image

The use background image setting allows you to turn on or off a background image for the site. If you modify this setting, the background image you specify in the Background Image Name setting will be used and for the site to look appropriate you will need to create your own set of images for the online store, page titles and page layout because these all have a white background.

Background Image Name

The background image name is the name of the background image you wish to use for the site. In order for this image to appear, the Use Background Image setting must be set to Yes.

Link Colors: Link, Active, Visited

The color of the links in your store can be modified. All link colors are entered in hexadecimal fashion, and the default for all is blue (0000FF).

Margin Settings

There are a number of margin settings available for modification. These settings can be controlled for both the Microsoft Internet Explorer (MSIE) and Netscape Navigator (Netscape) browsers. The default for all is 10.

Fonts: Colors, Faces, Sizes

There are three different size fonts used on the web site, small, base and large. For each of these you can pick the face, for which the default is Verdana (VERDANA, ARIAL, HELVETICA), the size, for which the defaults are small (1), base (2), and large (3). The font sizes are entered using standard HTML font sizes. In addition, the color of each font size can be altered. All font colors are entered in hexadecimal fashion, and the default for all is black (000000). You can specify different font colors for the store, HTML page and footer text.

Shopping Cart Width

The shopping cart width can be changed. The width is entered in pixels, and the default is 455.

Because arithmetic is used to calculate the width of some of the shopping cart images, sometimes rounding errors occur. If you set your content section to 454 pixels wide and there appears to be an empty pixel on the top or bottom, adjust your setting to 455 or 453. Rounding errors will not occur on odd size pixel widths.

Shopping Cart Border Color

The shopping cart border can be changed or removed. To remove the border, just enter the same color in this field as you did for the site background color. You will need to upload several new store images to eliminate the border as well. Changing the border color is done in the same fashion. The color is entered in hexadecimal fashion, and the default is black (000000).

HTML Content Section Width

The HTML content section width setting helps the program calculate how big to make the online store appear. This setting should be used in conjunction with the HTML you write in the page header and footer later. The default is set at 455 pixels wide - the smallest the store can be is 395 pixels wide with a new set of store images. If you generate HTML that calls for a content, or store, section X pixels wide, change this setting and the store will stretch that wide.

HTML Page Justification

The HTML page justification setting controls where your web site will appear in the browser window. Because the program generates HTML pages dynamically without using frames, you can adjust your site layout with this setting. You can choose from left or center justification. The default is center justification (CENTER).

Building And Linking To HTML Pages

Now that HTML settings have been discussed, we can turn to building and linking to HTML pages. To work with your site's HTML pages, click on the main heading Internet Site Layout.

To create a new HTML page, just click on the Add HTML Page link. There are four pieces of information that need to be entered here. Those are:

HTML Page Name

This is the name of the HTML page used for linking from other pages. This name should be lowercase with no spaces. To create a page for 'store locations', you should enter something similar to:

storelocations or store_locations

HTML Page Reference Name

The HTML page reference name is the proper name of the page for statistical display purposes. For the 'store locations' page, you should enter something similar to:

Store Locations

Title Image Name

This is the name of the title image used for the page. All pages need title images. The title image size can be modified using the Edit Image Size Settings utility under the Program Settings heading, which is discussed later.

Content Section

The content section is a large text area in which you should enter the text for your new HTML page. All HTML tags and code is allowed here. Some quick samples of commonly used tags is below:

Bolded Word: <B>Word</B>

Italicized Word: <I>Word</I>

Centered Word: <CENTER>Word</CENTER>

Line Break:

For more information on HTML and how to write HTML code, there are a number of excellent books on the topic.

To edit or delete an HTML page, just click on the Edit or Delete HTML Page link, select the page from the list, select whether to edit or delete it then click 'Submit'. If you select to edit an HTML page, you will be directed to a form very similar to that used for adding pages. All of the information on adding pages applies here. If you select to delete an HTML page, clicking the 'Submit' button will delete the selected page without any further confirmation.

When creating or editing HTML pages, you may want to place a link between two pages or from one page into the store or some other area of the site. This is done very easily with shortcuts. Below is a listing of what to use and when.

Internal linking (linking to other pages within your web site) can be achieved by using the following format:

<A HREF="%%SCRIPT_COMMON_URL%%&pg=page_name">

This linking method ensures the user's ID number is transmitted with each page view in case they cannot accept cookies on their computer. In addition, there are no mistakes that can be made with syntax or CGI script naming.

Some common links you may wish to use are:

Online Store

<A HREF="%%SCRIPT_COMMON_URL%%&pg=store&sub_pg=splash">

Online Store Specials

<A HREF="%%SCRIPT_COMMON_URL%%&pg=store&sub_pg=specials">

Online Store Search

<A HREF="%%SCRIPT_COMMON_URL%%&pg=store&sub_pg=search">

Online Store Order

<A HREF="%%SCRIPT_COMMON_URL%%&pg=store&sub_pg=order">

Online Store Tracking

<A HREF="%%SCRIPT_COMMON_URL%%&pg=store&sub_pg=tracking">

Web Site Splash Page

<A HREF="%%SCRIPT_COMMON_URL%%&pg=splash">

Web Site HTML Page

<A HREF="%%SCRIPT_COMMON_URL%%&pg=page_name">

Web Site Contact Form

<A HREF="%%SCRIPT_COMMON_URL%%&pg=contact">

Web Site Mail List Page

<A HREF="%%SCRIPT_COMMON_URL%%&pg=maillist">

Also when creating or editing HTML pages, you may wish to place images in the HTML page. There is also a shortcut for this to ensure all the images you enter are displayed correctly in both the secure and non-secure modes of web site operation. Below are the shortcuts for various image types:

Large Product Image File

<IMG SRC="%%SCRIPT_IMAGES_PATH%%/catalog_large/image.gif">

Small Product Image File

<IMG SRC="%%SCRIPT_IMAGES_PATH%%/catalog_small/image.gif">

Submit Button Image File

<IMG SRC="%%SCRIPT_IMAGES_PATH%%/buttons/image.gif">

HTML Page Title Image File

<IMG SRC="%%SCRIPT_IMAGES_PATH%%/titles/image.gif">

HTML Web Site Image File

<IMG SRC="%%SCRIPT_IMAGES_PATH%%/site/image.gif">

Store Image File

```
<IMG SRC="%%SCRIPT_IMAGES_PATH%%/store/image.gif">
```

Banner Ad Image File

```
<IMG SRC="%%SCRIPT_IMAGES_PATH%%/banners/image.gif">
```

Main Category Image File

```
<IMG SRC="%%SCRIPT_IMAGES_PATH%%/category_main/image.gif">
```

Sub Category Image File

```
<IMG SRC="%%SCRIPT_IMAGES_PATH%%/category_sub/image.gif">
```

Applying then what we have just presented, to insert a link to the online store using the small image for product #1, you would use the following code (assuming the small image for product #1 is named 'sm1.gif'):

```
<A HREF="%%SCRIPT_COMMON_URL%%&pg=store&sub_pg=splash"><IMG
SRC="%%SCRIPT_IMAGES_PATH%%/catalog_small/sm1.gif"></A>
```

There are several HTML pages already provided and linked to in the site layout themes. These are: store policies, terms of use and privacy statement. These pages already have title images and can be edited or deleted.

Modifying The Site Layout

Modifying the site layout refers to changing the HTML code for the site HTML header, footer and page head contents as well as introducing a custom group of images into the program. Modifying the site layout is only recommended for persons who know HTML and are familiar with a graphic program that produces images for the Internet (.gif or .jpg).

The previous section discussed building and linking to HTML pages as well as creating image references. It is now time to apply that knowledge to a site layout. The site layout is generated automatically by the software package using four different objects:

- HTML Page Header
- HTML Page Head Contents
- The HTML Page or Store Itself
- HTML Page Footer

The best layouts incorporate tables which wrap around the content area and create menu navigation along the site or top and bottom of the site. The site layout themes that are included with this package incorporate tables to give this effect. The site layout theme code can be a great reference.

Modifying the HTML page header, head contents and footer can all be accomplished using the Edit HTML Element function under the Internet Site Layout heading. Below is a detailed explanation of each:

HTML Page Header

This code represents the portion of the site below the <BODY> and initial justification tags and above the main content section title. All HTML tags are allowed here, as well as any additional JavaScript code, links and images. The default layout is in table format, so the page header contains the logo and menu portions of the site.

HTML Page Footer

This code represents the portion of the site above the ending justification and <BODY> tags and below the main content section.

All HTML tags are allowed here, as well as any additional JavaScript code, links, and images. The default layout is in table format, so the page footer contains the bottom portion of the site.

HTML Page Head Contents

This code for the portion of the site between the <HEAD> tags, excluding the <TITLE> tag.

Any Cascading Style Sheet, JavaScript and META code is allowed here. This is the place to put any <META> tags you wish to use.

Store Header

This code for the top portion of the store. Two options are available - one for stores where tracking is turned on, the other for stores where tracking is turned off. The Store Header element is a great place to put links to the search, home, tracking and order pages for the store.

Using The Form Utilities

Adding a Form

Dynamic forms are easy to create and provide you with a lot of needed information. You can run forms that ask many or just a few questions. They can be multi-step or single-step. You begin creating a form by selecting the Add Form function. Once you have added a form, you will create steps for it then assign form fields, or questions, to each of your steps. This feature is good for making surveys, taking polls, getting customer feedback, etc.

Form Reference Number

When linking to a form, this is the number that you will put into the link. The html code for linking to a form is:

<A HREF="%%SCRIPT_COMMON_URL%%&pg=form&ref=form_reference_number">

You would then put this number where it says form_reference_number. So if your form reference number is "2", then your link should look like this:

<A HREF="%%SCRIPT_COMMON_URL%%&pg=form&ref=2">

Form Name

This is the name of your form. It is not case sensitive, so it does not need to be all lowercase or without spaces. Here is an example of how you might name your form:

Online Survey

Title Image Name

Every form needs a title image. Whatever you call your title image, put that name in here. Here is an example:

title_form1.gif

The next text area is for putting in any information you want the customer to read before they fill out the form. You might say something like:

Thank you for filling out our survey. Make sure to fill in all of the required fields and click submit when you are finished.

Click submit after completing these steps to add the form to your site.

Adding a Form Step

You can add multiple steps to each form you create.

Form Types

When adding a step you may add it to as many of your forms you like. To add a step to more than one form simply hold down the ctrl key and click on all of the forms you want to add the step to.

Step Display Name

This is the name of the step. This name will appear in bold type at the top of your form. An example of this would be:

Product Offerings

Step Reference Name

This name is what will show up when you go to edit a form step. When naming this, it might be to your advantage to reference it to the form that the step is associated with. For instance, if your form is named "Online Survey", then you might want to call the reference name:

OS - Product Offerings

Activity Status

Making this "Not Active" will remove this step from the forms it is associated with. The step will remain in the database but will not be viewable on the web page.

Click submit after completing these steps to add the step to your forms.

Adding a Form Field

This is where you can add fields in your form for your visitor to fill out or select.

Form Steps

When adding a field you may add it to as many of your form steps you like. To add a field to more than one form step simply hold down the ctrl key and click on all of the form steps you want to add the field to.

Display Text

You can add a question or a statement in this field. For example, you might say something like:

Are there any items that you expected to see in our online store that you couldn't find?

You could then follow this with a single selection list with "yes" and "no" options.

Reference Name

This name is what will show up when you go to edit a form field. When naming this, it might be to your advantage to reference it to the form step that the field is associated with. For example, if your form is named "Online Survey", and your form step is named "Product Offerings", then you might want to call the reference name:

OS PO - Missing Products

Field Type

Choose which type of field you would like your options to show up in. Options can be placed in Single Selection Lists, Multiple Selection Lists, Radio Buttons or Check Boxes. All other field types are blank and the visitors would fill them out.

Required

Making a field not required will give the visitor the option of filling out or selecting that field. Required fields must be completed by the visitor in order for information to be submitted.

Options

Fill in these fields to add selections in the following field types:

Single Selection Lists - allows the visitor to select one option.

Multiple Selection Lists - allows the visitor to select more than one option by depressing the ctrl key.

Check Boxes - allows the visitor to check off one or more options.

Radio buttons - Similar to check boxes, but are checked with circles.

Click submit after completing these steps to add the form fields to your forms.

Online Product Category And Catalog Information

Creating And Managing Categories

This software package allows for the use of two levels of categories for classifying and presenting products. They are referred to as Main and Sub. Before you begin adding categories, you first want to be sure that your store settings are correct for what you would like to do. You have three choices when it comes to categories:

- Do not use categories
- Use main categories
- Use main and sub categories

To check or modify your store category settings, use the Edit General Store & Site Settings function under the Program Settings heading. On that page you have two options, to use catalog main categories and to use catalog sub categories.

Use Catalog Main Categories

The use catalog main categories setting indicated whether or not to use main categories. If this setting is set to 'No' all the items in your catalog will be displayed on the store's initial splash page.

Use Catalog Sub Categories

The use catalog sub categories setting indicated whether or not to use sub categories. If this setting is set to 'No' all the items in your catalog will be displayed in the appropriate main category, or if that main category does not exist or the use catalog main categories setting is also 'No', on the store's initial splash page.

Now that your settings are in order, you can start building your main and sub categories, or move on to the next section if you chose not to use categories.

To add, delete or modify categories, navigate to the Store Catalog heading. Remember that you need to have main categories before you can have sub categories, so you'll want to add your main categories first. This is done by using the Add Main Category function. This function contains several pieces of information that are necessary for adding a category:

Category Name

The category name is necessary to identify the category. The name should be unique and appropriate.

Image Type

When using categories, you have two choices for your image representation. You can use your own category image, or use the image for the first product that is matched to the category. Each method has its benefits and different methods can be used in the same store for different categories.

Category Image Name

The category image name is the name of the specific image being used for the category. If you did not select to use a category image type and instead want to use the image for the first product that is matched to the category, just leave this field blank. Otherwise, enter an image name and ensure the image is uploaded to the web server properly. Image uploading is discussed later.

Description

The description field is optional as well. This field can be used to describe the category to the web site visitor. The description is placed in the online store under the category name when category contents are being viewed.

After your main categories have been added, you can add your sub categories if you chose to use them. Adding sub categories is almost exactly like adding main categories with one addition. You have to select the main category the sub category is assigned to. This is all done by using the Add Sub Category function.

Main Category

Select the main category to which the sub category you are adding should be assigned.

To edit or delete a main or sub category, just click on the Edit or Delete Main Category or Edit or Delete Sub Category link, select the category from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a category, you will be directed to a form very similar to that used for adding categories. All of the information on adding categories applies here. If you select to delete a category, clicking the 'Submit' button will delete the selected category without any further confirmation.

Creating And Managing Product Options

Product options are used to ensure that special attributes for products can be used. Great examples of a product option is color and size. Without product option capabilities you would have to maintain five different product entries for the same product that comes in five colors.

Product options can be added, deleted or modified using the proper utilities under the Store Catalog heading. To add a product option, use the Add Product Option function. Each product option has a number of features:

Option Display Name

The option display name is the name the site visitor sees when the option is displayed to them. A good option display name for the example above is:

Color

Option Reference Name

The option reference name is not displayed to the site visitors, but is used internally to distinguish between options when adding them to products and managing them. A great example of a product option reference name is:

Color - Red, White, Black

Field Type

The field type option customizes the way the options you have inputted appear. You can have your product options arranged in text boxes, text areas, single selection lists, multiple selection lists, radio buttons, or check boxes.

Selection Name

Up to 30 different selections can be entered for each option. You can enter as few as one, but two or more is recommended. A sample entry for one selection is:

Red

Price

The price field is optional and should include a price if applicable. The price field can be used to mark up option selections. A good example is if a red shirt costs $2.00 more than the standard shirt. The price should be entered without a currency symbol as follows:

2.00

To edit or delete a product option, just click on the Edit or Delete Product Option link, select the product option from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a product option, you will be directed to a form very similar to that used for adding options. All of the information on adding options applies here. If you select to delete a product option, clicking the 'Submit' button will delete the selected option without any further confirmation.

Creating And Managing Products

Now that the category structure and product options have been defined, we can add products for sale to the online catalog. To add products, you need to use the Add Product function under the Store Catalog heading.

Products have several attributes which are discussed below:

Main and-or Sub Category

Select the category to which the product belongs from the list. The category structure should have already been defined. You have options to add the product to the online store splash page, to a main category display or to a sub category display.

Product Name

The product name is displayed to your site visitors. Enter the name of the product here.

Product Number

The product number is also displayed to your visitors. The product number is your own tracking id number for the product and can be any number you wish. The product number is a required field, so if you do not have a product number, just make one up.

Product Price

The product price is the price of the product. Enter the price here without the currency symbol.

Shipping Method Prices

Enter prices for each of the three shipping methods. You can enter a price here or not. Shipping methods and pricing are discussed in detail later.

Shipping Package Weight

If you choose to use the UPS real time shipping method, you will need to specify a weight for each product. The UPS system requires a weight to be specified so that the correct shipping charges can be quoted.

Tax Exempt

Select whether sales tax should be charged on the product when ordered. The default is No.

Inventory Settings

The software package allows you to choose whether to keep an inventory count of products. If you decide to use a Declining Balance Inventory for the product, enter the Inventory On Hand as well. The inventory on hand will be reduced each time a product is ordered and when the inventory reaches zero the product will not be available. When a product is no longer available, it will still be displayed in the online store but visitors will not be able to add it to their shopping carts.

Maximum Quantity Allowed For Purchases

The software package allows you to set a maximum quantity allowed for purchases for each product. If you decide to use a Maximum Quantity Allowed For Purchases, enter the Maximum Quantity as well. This will help limit quantities of popular items so all your visitors can be sure to have a chance at purchasing them.

Product Options

Here you can choose the options for your product. An unlimited number of options is allowed. The option reference name is displayed here to make your selection easier. Multiple selections are permitted by depressing the Control key on your keyboard. Your product does not need to have an option assigned.

Related Products

You can identify products related to the one you are entering here. In the selection box will appear all of the products you have entered thus far. Multiple selections are permitted by depressing the Control key on your keyboard. Your product does not need to have any related products or can have an infinite number of related products.

If there is a related product assigned to the product being displayed to the site visitor, a small section is populated under the product display informing the visitor that there are related products and gives them the opportunity to view them.

To ensure all of your product relationships are established correctly, it is usually best to wait until all of your products have been added. A great example of two related products are a computer and a monitor.

Large Image Name

The large image name is the name of the large image for the product that is displayed when the product is viewed with its description. Image file uploads and image file sizes are discussed later.

Small Image Name

The small image name is the name of the small image for the product that is displayed when the product is viewed in its category. The small image is also used to display as the category image if the product is the default product for a category and the category does not have its own image assigned. Image file uploads and image file sizes are discussed later.

Include In Specials Rotation

The include in specials rotation setting allows you to run the product you are adding in the online store specials. The Display Specials setting under Edit General Store & Site Settings needs to be turned on for this to matter.

Additional Confirmation Email Text

The additional confirmation email text field is used to insert text specific to products ordered in the customer's email confirmation. This feature is designed for products which can be downloaded (download instructions would be entered) and for products for which when ordered you need more information from the customer (Request the initials to be engraved on the product ordered). This field can also be used to enter promotional information in the email confirmation on a per-product basis. A very useful feature for some types of products.

Product Description

The product description is used to describe in text format the product to the site visitors. All HTML tags are allowed here.

To edit or delete a product, just click on the Edit or Delete Product link, select the product from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a product, you will be directed to a form very similar to that used for adding products. All of the information on adding products applies here. If you select to delete a product, clicking the 'Submit' button will delete the selected product without any further confirmation.

Online Ordering Tax Shipping And Discount Functionality

Configuring Tax And Taxation Localities And Countries

With the online store catalog now in order, we can turn to the order process. The first item that should be addressed here is taxation and localities. We have already defined the state or province in which the site owner does business, as well as the country. Those items are used in calculating taxes.

All taxes are shown to the site visitors as sales tax and are calculated based on whether the visitor indicates they reside in a state or province in which the site owner does business. The software package gives you the opportunity to add, delete and modify taxation localities, aka states or provinces. This is very useful if for instance the owner does business in a province which is not listed or another state or province is created by national governments (ie. Puerto Rico becomes a US state).

Under the Store Order & Payment Settings Heading is the Add Taxation Locality function. To add a taxation locality, just complete the fields and click the 'Submit' button. The fields are described below:

Locality Name

The locality name is the name of the state or province as presented to the site visitor. An example of a proper entry is:

Maryland

Locality Abbreviation

The locality abbreviation is used behind the scenes in the software package. For the example above, the abbreviation would be entered as:

MD

Locality Tax Rate Percentage

The locality tax rate percentage is the percentage tax assigned to orders where tax is applicable. The percentage is always entered with three decimal places and no '%' sign. If the locality you are adding does not have a sales tax, just enter '0.000'. The tax rate for our example would be entered as follows:

5.000

Sometimes it will be necessary to edit a taxation locality as well. This situation would arise if a locality changed its tax rate. It may even be necessary to delete one in the future.

To edit or delete a taxation locality, just click on the Edit or Delete Taxation Locality link, select the taxation locality from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a taxation locality, you will be directed to a form very similar to that used for adding localities. All of the information on adding localities applies here. If you select to delete a taxation locality, clicking the 'Submit' button will delete the selected locality without any further confirmation.

In addition to the ability to administer taxation localities, or states and provinces, the software package also gives you the ability to administer countries. This package gives you the ability to update your country listings without touching any programming code.

Under the Store Order & Payment Settings Heading is the Add Country function. To add a country, just complete the fields and click the 'Submit' button. The fields are described below:

Country Name

The country name is the name of the country as presented to the site visitor. An example of a proper entry is:

Brazil

Country Abbreviation

The country abbreviation is used behind the scenes in the software package. For the example above, the abbreviation would be entered as:

BRA

To edit or delete a country, just click on the Edit or Delete Country link, select the country from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a country, you will be directed to a form very similar to that used for adding countries. All of the information on adding countries applies here. If you select to delete a country, clicking the 'Submit' button will delete the selected country without any further confirmation.

Configuring Shipping Options

There is great flexibility in this software package when it comes to shipping and shipping options. First, you can turn shipping on or off altogether. This is important for stores that do not ship items (like software vendors). Second, there are three different methods available when shipping is turned on. The default calculation is to identify shipping costs in up to three levels for each product. The Real Time UPS (tm) calculation contacts the UPS (tm) site with a number of variables and determines shipping based on the UPS (tm) response. There is also the option to use your own custom shipping script. All options are discussed below.

Under the Program Settings heading, click on the Edit Shipping Settings function. Below is an outline of how this function works:

Shipping Calculation Status

The shipping calculation status can be enabled or disabled. This effectively turns shipping on or off.

All of the following items are only displayed when the shipping calculation status is set to enabled.

Shipping Calculation Method

The shipping calculation method can be set to one of three shipping method choices. For each of those there are different settings:

- Default Product Based Pricing

  The default calls for up to three different shipping methods and pricing on the product level. Remember when products are added shipping prices are assigned for three different methods.

  Name of Shipping Methods

  By default, three different methods are available for shipping and you can enter their names here. You can choose any names you wish. The defaults are:

  UPS (tm) Ground
  UPS (tm) Second Day Air
  UPS (tm) Next Day Air

  Use Shipping For Orders

  You can eliminate shipping completely from this program by clicking 'No'. This will eliminate all shipping functions including shipping addresses on the site as well as any shipping information sent out in e-mails. This is best utilized if you are selling products that do not need to be shipped, i.e. downloadable products.

  Use Shipping Method Settings

  For each shipping method, you can choose here to use it or not. If you are not using a custom shipping script and all of these settings are set to 'No', your shipping across the entire online store will be free.

  Out-Of-Country Surcharge Settings

  For each shipping method, you have the option to include a surcharge for orders being shipped to countries other than the one in which you do business. If you do not decide to use a surcharge, just set the amount to '0.00'. Otherwise enter the price for each option without a currency symbol.

- Custom Shipping Script

  The custom shipping script option allows you to write your own Perl code so that shipping works exactly as you need it. You need to write your own shipping script using the Perl language. Information on how this is handled is below.

  Custom shipping calculations are allowed and can be used by site owners who have experience programming in CGI and Perl. Basically, a standard per-item method is used as default, which can be averted by choosing to use a custom shipping calculation. If a custom calculation is selected, the store owner should edit the following script using a terminal emulation program:

  /cgi-bin/library/custom/site_store_shipping_custom.pl

  There are several variables that have been pre-set to aid in your scripting. These are:

  - $ship_calc_total: The total amount of the order in dollars.
  - $ship_total_quantity: The total number of items being sold.
  - $ship_total_weight: The total weight of all items being sold.

  When programming the custom shipping script, it is important to include a form field with the name 'trship' with the shipping name and shipping amount included in the value separated by two colons '::'.

  This can be accomplished by using a hidden form field in the case of one available option ($shipping_total was previously calculated in this example):

  <INPUT TYPE="HIDDEN" NAME="trship" VALUE="$shipping_name\:\:$shipping_total">

Or, by using a series of radio buttons to give the user an option ($shipping_total_one, $shipping_total_two, and $shipping_total_three were previously calculated in this example):

<INPUT TYPE="RADIO" NAME="trship" VALUE="$shipping_name_one\:\:$shipping_total_one">
$shipping_name_one - $shipping_total_one

<INPUT TYPE="RADIO" NAME="trship" VALUE="$shipping_name_two\:\:$shipping_total_two">
$shipping_name_two - $shipping_total_two

<INPUT TYPE="RADIO" NAME="trship" VALUE="$shipping_name_three\:\:$shipping_total_three">
$shipping_name_three - $shipping_total_three

If you are not familiar enough with CGI and Perl programming to do this, don't. An error here will cause both the web site and the Internet Site Administrator to stop functioning until resolved.

- Real Time UPS (tm) Calculation

When using the real time UPS (tm) calculation method you must remember to input weights for all of your products. All UPS (tm) weights are in U.S. pounds. This method is recommended only for businesses located in North America. The following defaults are used to ensure that UPS (tm) errors, if they occur, are handled appropriately. UPS (tm) errors are extremely rare, but must be accounted for to ensure a positive customer experience.

Default Shipping Price For UPS (tm) Errors

The default shipping price for UPS (tm) errors is the price you will charge for shipping a package in the event of a UPS (tm) error.

Default Shipping Name For UPS (tm) Errors

The default shipping name for UPS (tm) errors is the shipping method name that will appear in confirmations of orders in the event of a UPS (tm) error.

Minimum Weight For UPS (tm) Shippments

The minimum wight for UPS (tm) shipments ensures that a minimum weight is sent to UPS (tm) to avoid an error. This is also useful for setting a minimum shipping charge as UPS (tm) uses the weight sent to calculate charges.

UPS (tm) Product Settings

The UPS (tm) product settings presented are used to determine what products will be queried at UPS (tm) for shipping calculations. Because every product that is set to Active represents a request sent to UPS (tm) at order time, it would be best to limit your total number of selections to five or six. Any more than five or six requests sent to UPS (tm) will result in a noticable delay during the calculation. The product names can be modified, but the codes should not be changed.

Creating And Managing Discounts

Discounts can be used for online store orders. Discounts can be calculated as a currency amount or as a percentage of the total order. Before you can use discounts, you need to ensure that your store is set up to accept them.

Under the Program Settings heading, choose the Edit General Store & Site Settings function. The discount option is:

Use Discounts For Orders

To use discounts for orders, set this option to 'Yes'. Otherwise set it to 'No'. Using discounts will allow the site visitors to enter a discount number during the order process and will show applicable discounts during the order and in the order tracking view.

Under the Order & Payment heading, choose the Add Discount function. Discounts are generated on a one-off basis for each order and they expire, so do not send the same discount number to multiple people. After a discount number is used it is made invalid. The fields used for adding discounts are detailed below:

Discount Number

The discount number needs to be unique and the best examples contain both alpha and numeric characters. A good example of a discount number is:

1DFKJFD554D54DFA

Discount Type

The discount type can be set to a coupon, gift certificate, store credit, discount or non-expiring discount. Select the appropriate type for the discount you are adding. Non-expiring discounts can be used again and again by customers.

Discount Calculation

The discount calculation can be set to a currency amount or a percentage calculation. Select the appropriate calculation.

Discount Currency Amount

The discount currency amount should be entered if the discount calculation entered is currency amount. The amount should be entered without the currency symbol as follows:

10.00

Discount Percentage Amount

The discount percentage amount should be entered if the discount calculation entered is discount percentage. The percentage should be entered without the '%' with three decimal places as follows:

5.000

Validity Status

The validity status can be set to valid or not valid. This setting aids in expiring discounts you no longer wish to remain valid or renewing discounts that have expired. A discount will only expire when it is used or when this setting is 'Not Valid'.

If the currency amount discount type is used, do not worry about orders exceeding the discount amount. The software package is designed to zero out the order instead of using a negative order total.

To edit or delete a discount, just click on the Edit or Delete Discount link, select the discount from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a discount, you will be directed to a form very similar to that used for adding discounts. All of the information on adding discounts applies here. If you select to delete a discount, clicking the 'Submit' button will delete the selected discount without any further confirmation.

Managing Order Form Required Fields

This software package gives the site owner the ability to select which order form fields that are completed by the site visitor are required.

Under the Order & Payment heading, choose the Define Order Form Required Fields function. The resulting page shows all of the order form fields and whether they are required or not.

To change the required status of an order form field, just change its setting and click the 'Submit' button at the bottom of the page. When required fields are presented during the order process they are marked with a red star and an error message is presented if the order form is submitted without a required field filled in.

If you choose to use a secure server for credit card entries, please note that the credit card number and expiration date are always required. This setting cannot be changed.

Order Tracking And Admin Statistics

Order Tracking Functions

The software package has order tracking functionality built in. On the web site customers can track their orders to ensure they were shipped and for package tracking numbers. It is up to the site owner to update this information.

The site owner does have the ability to turn this function off using the Edit General Store & Site Settings function under the Program Settings heading.

Also in this setting is the ability to have order receipts sent to more than one person. This can be changed in the Order Fulfillment Email Address field. E-mail addresses must be separated with a comma, then a space. For example:

orders1@yourdomainname.com, orders2@yourdomainname.com

Under the Order Tracking heading there is a function named Display Online Order. This function aids the site owner in determining which orders need to be shipped and which are completed or were not processed. This function will allow the owner to search for and / or display orders that were both completed and not completed (the order was started but never paid for or accepted).

This function is especially useful for site owners who have decided not to receive emails with order information. The most recent orders are presented first and every bit of information for each order is available.

Under the Tracking & Statistics heading there is also a function named Edit or Delete Online Order. This function allows you to enter the tracking number for an order you wish to edit or delete. Select whether to edit or delete an order then click 'Submit'. If you select to edit a order, you will be directed to a form used for that purpose. If you select to delete an order, clicking the 'Submit' button will delete the selected order without any further confirmation.

Editing online orders is a very important function that site owners should perform regularly. Customers will regularly check the status of their orders to ensure shipment and may want to see package tracking numbers. The Edit Online Order function gives the site owner the ability to update the order status and provide important information to the customer.

In addition, this function allows the site owner to update information on the order like the address and shipping address as well as contact information. This comes in handy if a customer contacts you to inform you of an error on their order form.

Admin Statistics

This software package contains very detailed information about administrative actions. Under the Tracking & Statistics heading is the Display Admin Statistics function. This function is discussed below:

Display Admin Statistics

The display admin statistics function allows you to see a recent history of what's been happening in the Internet Site Administrator. Entries are displayed with the most recent first and contain a reference number, date, time, username, ip address and action text. This is a great utility for managing administrator accountability. Every administrator action is logged here and this function provides information on login activity as well.

Image File Upload And Management Utilities

Uploading Image Files

This software package contains a function for uploading image files to the web server on which the program is running. Uploads can be done via FTP as well but using the file upload utility will ensure placement in the proper directory.

Under the File Utilities heading is the Upload Image File function. This function allows you to upload image files one at a time to the web server and specify which type of image file is being uploaded to ensure proper placement.

The different types of image files that can be uploaded are:

- Large Product Image File
- Small Product Image File
- Submit Button Image File
- HTML Page Title Image File
- HTML Web Site Image File
- Store Image File
- Banner Ad Image File
- Main Category Image File
- Sub Category Image File

To upload an image file, just click the 'Browse' button to launch a window that explores your local hard drive. Navigate to the file you wish to upload, select it, then click 'Ok'. Next select the type of file you are uploading then click the 'Submit' button to upload the file.

Please remember that a limitation was placed on the maximum file size that can be uploaded using this function. That limitation was established earlier using the Program Settings function.

Viewing And Deleting Image Files

This software package contains functions for viewing and deleting image files on the web server on which the program is running.

Under the File Utilities heading is the View Image File function. This function allows you to view image files one at a time and to view complete listings of image file directory contents.

Under the Image File Utilities heading is the Delete Image File function. This function allows you to delete image files one at a time.

Both of these functions operate in roughly the same manner. Once the function is selected, you can select the type, or classification, of image file you wish to work with. After selecting the type you are either presented with a listing of files that can be viewed (with links behind each name) or with a listing of files that can be deleted (in a selection box).

To view an image file, just click on the image file's name to view it. To delete an image file, just select it's name from the selection box and click the 'Submit' button.

The different types of image files that can be viewed and deleted are:

- Large Product Image File
- Small Product Image File
- Submit Button Image File
- HTML Page Title Image File
- HTML Web Site Image File
- Store Image File

- Banner Ad Image File
- Main Category Image File
- Sub Category Image File

Managing Image File Sizes

Image file sizes in this software package are always specified in the dynamically generated HTML with both <WIDTH> and <HEIGHT> commands. The image file sizes can be manipulated to give the web site a unique look and feel.

Image file sizes can be changed using the Edit Image Size Settings function under the Program Settings heading. Each type of image file whose size can be modified is listed below:

Category & Small Product Image

The category and small product images are displayed in the online store. They correspond to the images served when site visitors are browsing the online catalog. Remember that up to three images are displayed next to each other in the online store, so the width setting here multiplied by three should be less than the HTML content section width.

Large Product Image

The large product images are displayed when viewing a product detail in the online store. The large product image typically should be twice the size of the category and small product images.

Submit Button Image

The submit button images can also be changed to give the site a unique look. This setting corresponds to the normal buttons like the generic 'Submit' button.

Small Submit Button Image

The small submit button images can changed to give the site a unique look. This setting corresponds to the small buttons like the 'Go' button displayed in the related products section.

Large Submit Button Image

The large submit button images can changed to give the site a unique look. This setting corresponds to the large buttons like the 'Online Store Home' button displayed in the category display section.

HTML Page Title Image

The HTML page title images are displayed on top of the content section of the site. Every HTML page created and the online store and plugins have title images. The title image width should be the same size as the HTML content section.

Store Heading Image

The store heading images are displayed within the online store to aid in navigation. Examples of these images are 'More Categories', 'Related Products' and 'Product Display'.

Store Previous Button Image

The store previous button is displayed when navigating through a listing of products that exceeds the number of products to display per page setting.

Store Next Button Image

The store next button is displayed when navigating through a listing of products that exceeds the number of products to display per page setting.

Software Plugins: Mail List Contact and Banner Ad

Mail List Plugin

This software package is delivered with a mail list plugin. This plugin allows you to operate and maintain promotional mail lists for your site visitors. The entire plugin is automated so the site owner has to do nothing but maintain the maillists they wish to run and send messages to subscribers when they need to.

The plugin comes with subscribe and un-subscribe functionality for all available lists on the web site. This makes user interactions easy and painless. All user information is updated with the information collected on the mail list forms.

The Internet Site Administrator contains functions to administer mail lists. These functions can be found under the Email & Mail List heading. Click on the appropriate function for adding, editing or deleting a mail list or mail list subscriber.

The Internet Site Administrator contains the function to send a mail list message. Under the Email & Mail List heading is the Send Mail List Message function. Click on that function to send a mail list message. All of the message fields are pre-populated except the message itself. The email address used for the mail list message is the site owner's address.

Contact Plugin

This software package is delivered with a contact plugin. This plugin allows you to maintain a contact, or email, page on your web site for receiving visitor mail. Because this function is included in the software package, there is no need to write your own code or use JavaScript to handle mail.

The plugin comes with contact form functionality on the web site. This makes user interactions easy and painless. All user information is updated with the information collected on the contact page.

The Internet Site Administrator contains the function to send a contact message as well. Under the Email & Mail List heading is the Send Email Message function. Click on that function to send a contact message.

To send a message, just complete the to email address and subject fields, then fill in the message and click the 'Submit' button. The email address used for the contact message is the site owner's address.

Banner Ad Rotation Plugin

This software package is delivered with a banner ad plugin. This plugin allows you to operate and maintain a banner ad rotation program on your web site. The banner ad plugin allows you to enter as many banner ads as you wish into a rotation that randomly generates ads on the web site from the list you enter. To use the plugin, it must first be turned on.

To use the banner ad plugin, visit the Edit General Store & Site Settings function under the Program Settings heading. There are two settings you should update using this function:

Use Banner Advertisements

The use banner advertisements setting is used to turn on and turn off the banner ad plugin. If you wish to use the plugin choose 'Yes', otherwise choose 'No'.

Banner Ad Location

The banner ad location setting lets you choose whether to display banner ads on the top or the bottom of your web site. If you select the top of the site the banner ad will be displayed above the site and if you choose the bottom, the banner ad will be displayed below the site above the address and copyright information.

Once you have selected to use the banner ad plugin and selected the location of the ads on your site, you need to enter the ads you wish to use. This is done using the Add Banner Ad function under the Banner Ad Utilities heading. The fields that need to be completed to add a banner ad are shown below:

Banner Ad Name

The banner ad name is used for internal purposes, mainly so you have a reference name to use in case the ad needs to be edited or deleted. Enter an appropriate name. A good example is:

Sample Ad One

Banner Ad Image Name

The banner ad image name is the name of the image used for the banner ad. All banners that are served are the standard 468x60 pixel size and should be uploaded using either an FTP program or the Image File Upload function.

Banner Ad Link

The banner ad link is the full URL of the site or location that the banner should be linked to. This is the link the user will follow after clicking on a ad. An appropriate link would be entered as:

http://www.sample.com/

To edit or delete a banner ad, just click on the Edit or Delete Banner Ad link, select the ad from the list, select whether to edit or delete it then click 'Submit'. If you select to edit a banner ad, you will be directed to a form very similar to that used for adding ads. All of the information on adding ads applies here. If you select to delete a banner ad, clicking the 'Submit' button will delete the selected ad without any further confirmation.

Please remember that detailed statistical information is available on click-throughs for banner ads in the View Detailed Site Statistics function.