clickcartpro | europacart

Getting Started Guide

Table of Contents

Welcome To ClickCartPro/EuropaCart

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

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

Running The Management Interface For The First Time

Accessing the Admin.php

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

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

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

The Introductory Navigation Menu

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

Email Address*

ⓘ Enter your email address.

artieflex@grumfeld.com

Password*

ⓘ Enter your password.

●●●●●●●●

Important Note:

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

Management Interface Selection

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

○ Web 2.0 Interface (JavaScript and Standards Compliant Browser Required)
◉ Standard Interface

Once you've logged in, you'll see the full Kryptronic Menu system and System Dashboard, which includes a news server for your various products

- **Kryptronic Central Server News**: News articles delivered to you by Kryptronic. These news articles provide tips and tricks on running the software as well as important update and upgrade information.

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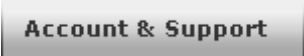
Once you've entered ClickCartPro/EuropaCart, the Navigation tool will expand to include menus for ClickCartPro/EuropaCart **System**, the ClickCartPro/EuropaCart **Website** (CMS) and of course, ClickCartPro/EuropaCart **Store**. Each one of these products is covered in excruciating detail in the User's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

System	Website	Store	Account & Support

Where Else Can I Get Help

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

Account And Support

Account & Support

This menu is similar to the Account and Support Menu in the Introductory Navigation Menu, you can simply launch PDF user manuals and support help for the products. From here you can also launch an identical online version of the Software License that also resides at the end of this manual. It's an exciting read…don't miss it! This menu also includes a secondary approach to switching between the Web 2.0 Management Interface and the Standard Management Interface.

Support

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

Community Support Forum

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

forum.kryptronic.com

Kryptronic Software Wiki

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

wiki.kryptronic.com

Kryptronic Corporate

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

How Do I Audition My Web Page?

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

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

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

Important Note:

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

The Quick Start Guide- Building A House

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

The Nickel Tour

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

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

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

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

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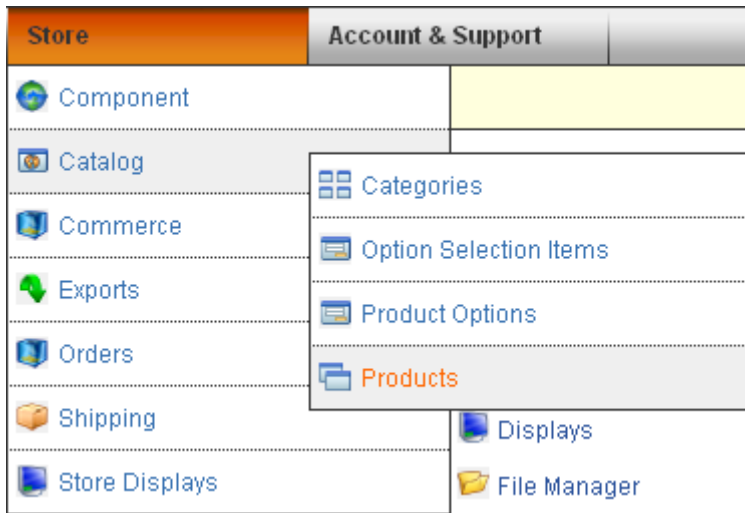
On the page that follows you'll see several headings...one that looks like this:

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

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

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

Store: Products

Required fields are marked with a star (*). Click the 'Submit' button at the bottom of this form to proceed.

Toggle Info Dialogs

Menu	Product
Product	**Identifier** *
Pricing	This identifier is used within the software to specify this product. Because this identifier is used in XHTML form fields, do not use spaces, periods or special characters. Recommended characters are 0-9, a-z, A-Z and the underscore character.
Display	CCPUPG7
Images	**Display Name** *
Taxes	This is the display name for this product. This display name is used in meta tags generated by the software.
Inventory	ClickCartPro Upgrade
Delivery	**Product Number** *
Digital Download	This is the product number. This number is used in some displays to identify the product. This product number is also available for searches.
Relationships	CCPUPG7
Visibility	

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

The Quick Start Guide- Let's Do It!

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

To access the files we'll need, simply click on System/Database/Raw Database Admin menu (Pictured Below)
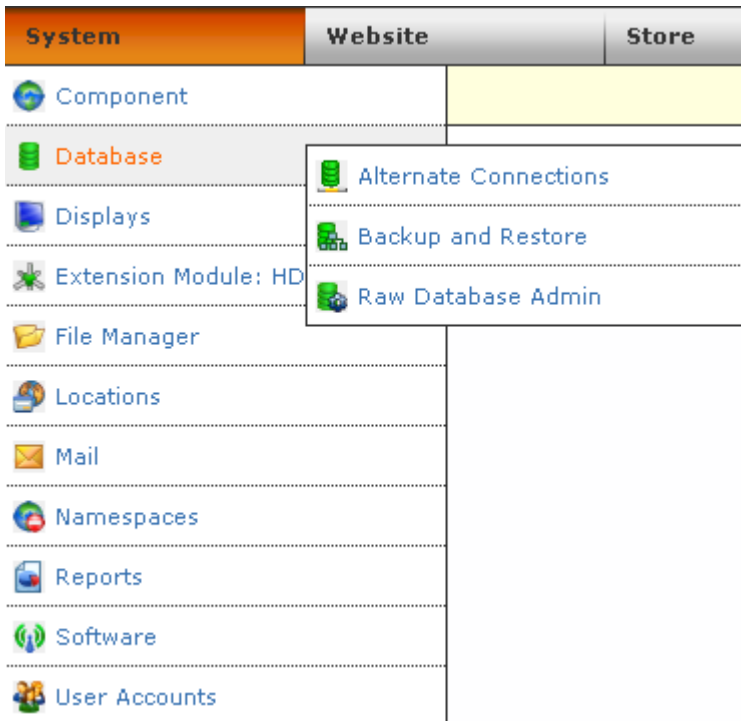
This is the main repository of all of the various databases used within ClickCartPro/EuropaCart to display your product information. We're going to download a few of these spreadsheets and explain a quick way to get your site up and running.

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

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

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

You'll then see the following:

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

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

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

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

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

Quick Start- Setting Up Your Categories

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

It should look something like this:

	A	B	C	D	E	F	G	H	I
1	id	name	keywords	description	skinoverride	catimg	splashdisp	subdispnu	subdisptyp
2	BuildYourOwn	Build Your Own PCs	build, your, own, p	Build your own PC with our PC configurator. Sel	BuildYourC	1	1	imgdesc
3	DeskPCs	Desktop PCs	pcs, desktops	Treat yourself to a brand new desktop computer.	DeskPCs.	0	1	imgdesc
4	eideHDD	EIDE Drives	hdd, hard, disk, dri	For large amounts of storage and a lower cost pe	eideHDD.p	0	1	imgdesc
5	GamePCs	Gaming PCs	pcs, gaming	PCs for the serious gamer. Get the latest in grap	GamePCs	0	1	imgdesc
6	HDD	Hard Disk Drives	hdd, hard, disk, dri	Running out of space on your computer? Its very	HDD.png	1	3	default
7	MONITOR	Monitors	computer, monitor:	Tired of bloodshot eyes and headaches from look	MONITOR.	1	1	imgdesc
8	pcmciaHDD	PCMCIA Drives	hdd, hard, disk, dri	Need more space for your notebook computer?	pcmciaHD	0	1	imgdesc
9	PCs	Personal Computers	personal, compute	Experience the Internet with one of these state o	PCs.png	1	2	imgdesc
10	scsiHDD	SCSI Drives	hdd, hard, disk, dri	We sell only the highest quality SCSI hard disk c	scsiHDD.p	0	1	imgdesc
11									

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

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

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

Just go to the **Store/Catalog/Categories** menu.

Let's look at the columns of the Category Spreadsheet:

The first column you'll see is **id**. This is simply an ID name for your category. This should typically be a one-word lower cased id tag. If you do not choose to use any Search Engine Optimization, please note, that this ID will be the name displayed in the browser for this page and also be available for search engines, so it only makes sense to make this title self explanatory.

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

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

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

The next column says **skinoverride**. This deals with the overall skin you plan on using for this category. If you're new to skins and the underlying code you need to make them work, it's best to just leave this column blank and go with the defaults. With ClickCartPro/EuropaCart, you have power to control every aspect of the look and feel of your web site, but in this case, in the interest of quick gratification, let's just leave this space blank and see what the defaults do.

The next column deals with your category image. It is called **catimg**. This column is looking for the name of your image file. You can simply type in the name of the file you want to have associated with this category. When you use the front-end interface and tell it to apply a certain picture to a category, it automatically loads them into the **/media/ecom/cat** folder on your web site. If you choose to set up many categories…just use a simple FTP editor to load the pictures here en masse once you've finished work on the spreadsheet.
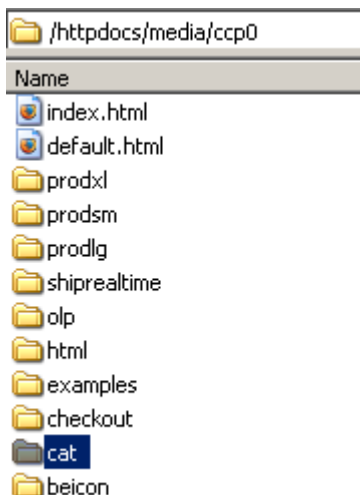
The next column you'll see is called **splashdisp**. This simply tells the software if you plan on this category being displayed on the front page of your web site. You basically have 2 choices in the category department; sub categories and main categories. Sub categories are not displayed

on the main page and are only displayed when the category that they are assigned to is clicked on by the user. Main categories are displayed like this:

Main categories are labeled with a "1" in this column. A sub category is labeled with a "0".

The next column you'll see is **subdispnum**. This tells the software how many sub categories you would like to see displayed per row on a category page. You have the choice of 1-4 subcategories per page. Sub categories appear like this on your Main category page (this example category is set to display 3 sub categories per row):

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

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

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

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

This is the rest of the picture of your spreadsheet:

K	L	M	N	O	P	Q
proddispty	catmulti	xcat	sortorder	catview	catviewg	datetimestamp
dsimg	0		1	A		1246999041
dsimg	0		1	A		1246999041

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

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

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

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

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

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

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

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

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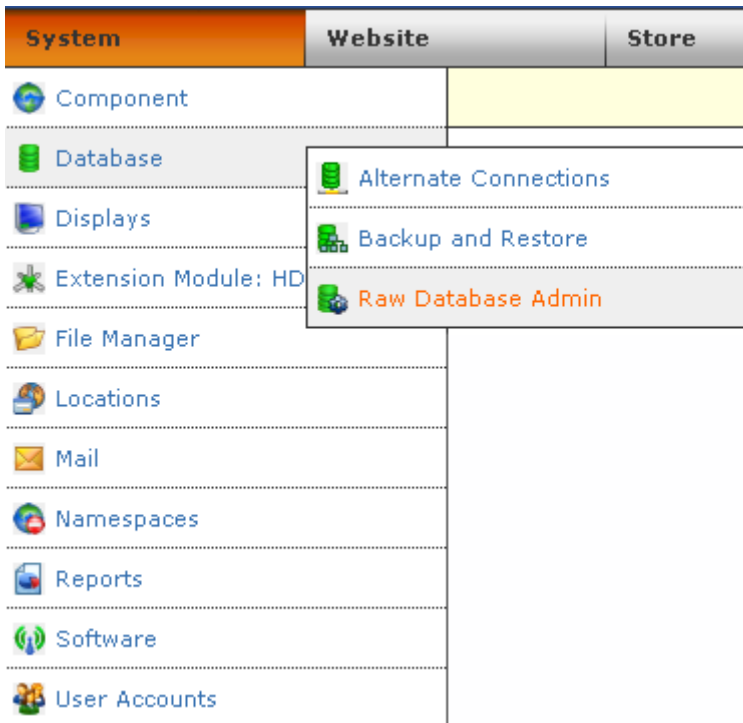
But this time, we'll find the ecom_cat line and click on **Import**.

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

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

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

CSV File Import Statistics

Rows Saved: 18

Rows with Incomplete Data: 0

Errors: 0

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

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

How does it look?

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

Quick Start- How Do I Remove The Example Categories?

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

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

Let's take care of that now.

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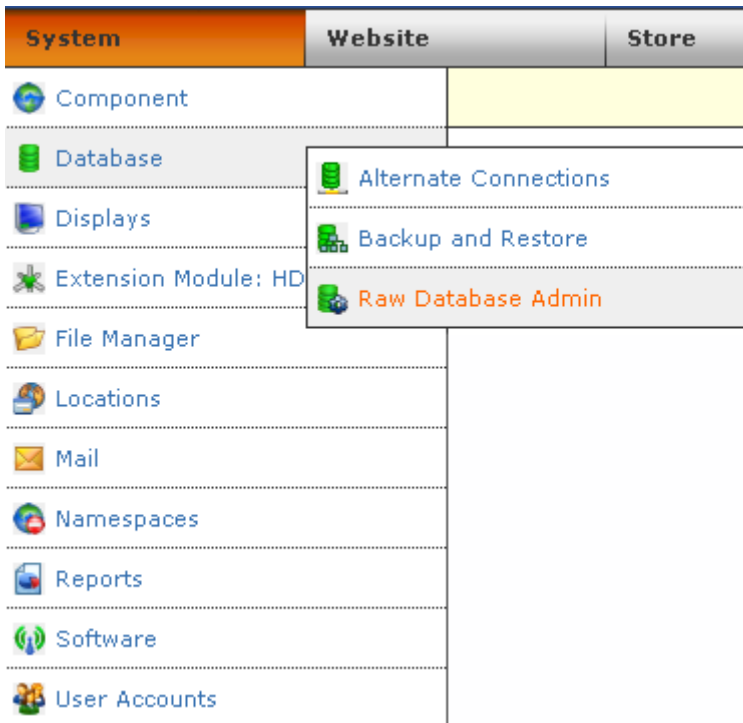
This time, we're going to click on **SQL Statement: Submit A Raw SQL Statement**

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

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

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

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

Your web site should now reflect only your new categories.

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

Quick Start- Setting Up Your Product Options

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

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

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

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

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

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

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

A	B	C	D	E	F	G	H	I	J	K	L	M
id	name	pricechngreg	pricechngrec	pricechngwhl	afflcommcl	weightchng	inventory	downloadfile	fieldorder	taxstateprc	taxcountry	taxclass
build_cdroi	12x DVD-F	159.99	0	135.99	15.99	0	0		6	STANDAR	STANDAR	STANDARI
build_cdroi	16X CD-Ro	-9.99	0	-8.99	-0.99	0	0		2	STANDAR	STANDAR	STANDARI

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

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

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

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

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

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

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

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

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

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

	A	B	C	D	E	F	G	H	I
1	id	name	description	fieldtype	required	xprodoptionsel	useinventory	fieldorder	section
2	build_cdro	Choose Your CD/DVD Dri	The Build Your Own	RADIO-CUSTOM	1	build_cdrom.12c	0	4	Item Options
3	build_cpu	Choose Your CPU	The Build Your Own	SELECT-CUSTOM	1	build_cpu.1.0, b	0	1	Item Options
4	build_hdd	Choose Your Hard Disk Di	The Build Your Own	CHECKBOX-CUSTOM	0	build_hdd.10, bu	0	2	Item Options
5	build_mem	Choose Your Memory (RA	The Build Your Own	RADIO-CUSTOM	1	build_memory.1	0	3	Item Options
6	build_soun	Choose Your Sound Card	The Build Your Own	SELECT-CUSTOM	1	build_soundcarc	0	5	Item Options
7	build_spec	Special Instructions	Please enter any spe	TEXTAREA-SMALL	0		0	7	Item Options
8	build_videc	Choose Your Video Card	The Build Your Own	SELECT-CUSTOM	1	build_videocard.	0	6	Item Options
9	pc_sechdc	Add A Second Hard Disk I	If you would like mor	SELECT-CUSTOM	0	pc_sechdd.none	0	1	Item Options

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

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

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

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

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

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

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

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

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

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

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

Item Options

Choose Your CPU*

The Build Your Own PC comes standard with a 1.0 Ghz Intel Pentium 4 CPU. Select a below.

Choose Your Hard Disk Drive(s)

Quick Start- Adding Products

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

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

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

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

A	B	C	D	E	F	G	H	I	J	K	L	M
id	name	prodnum	pricestatus	regprice	saleprice	volprice	voltext	recurprice	whlprice	affilcomm	keywords	descshort
18to183foot	1/8" Stereo to 1/8"	4001	R	3	0	0	0	0	0	0	Audio cabl	This cable
45Level	45 Record Adapter	4000	R	79	0	0	0	0	0	0	45, 45 RPI	This cool 4
AudioCenterPC	Audio Center PC	2000	R	2279	0	0	0	0	0	0	audio PC,	Lightning F

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

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

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

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

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

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

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

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

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

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

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

	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
1	desclong	skinoverrid	lgdisp	reldisptype	reldispnum	prodmulti	imgsm	imglg	imgxl	splashdisp	newdisp	specialsdis	bestselldis	featuredisp
2	<p>Our		default	dsimg	1	0	BUILD100	BUILD100	BUILD100	0	0	0	1	1
3	Designed for the serio	default	dsimg	1	0	DESKTOP	DESKTOP	DESKTOP	0	1	0	1	0
4	This all-in-one system	default	dsimg	1	0	DESKTOP	DESKTOP	DESKTOP	1	1	1	1	1
5	This serious gaming P	default	dsimg	1	0	DESKTOP	DESKTOP	DESKTOP	1	1	1	0	0
6	With AMDs XP 2000+	default	dsimg	1	0	DESKTOP	DESKTOP	DESKTOP	0	1	0	0	1

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

The **skinoverride** column allows you to substitute a different skin for a particular product. This deals more with look and feel and is beyond the scope of this demonstration. We'll just be using the default skins for this demo.

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

- Centered Image Display (center)
- Default Format (default)

- No Image Displayed (noimg)

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

The **reldisptype** column deals with the related products that you will assign to this product, if any. If you sell shoes and want to offer shoestrings or shoe polish, these will be related products and you should include them. This column lets you specify how you want to display them.   You have 5 choices:

- Default (default)
- Description and Add Button (dsadd)
- Image and Description (dsimg)
- No Image Displayed (noimg)
- W/add Button (wadd)

For this demonstration, let's just use defaults again. Like the lgdisp column, there are pictures of most of these options later in this guide.

The **reldisplaynum** column allows you to assign between 1 and 4 related products per row on a product page. You can simply fill in any number you choose.

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

Quick Start- Concerning Product Photos

Now we'll talk pictures. The software provides 3 spaces for pictures of various flavors on your product pages. You have small thumbnail photos that will go into the **imgsm** column; large product photos that will reside in the **imglg** column and then detailed extra large photos will reside in the **imgxl** column.

Use a single small photo for your thumbnail photo. You do have the option of using more than one photo for your large display column. To use more than one picture, simply type in a comma-delimited list of pictures. Keep in mind that these large photos are all displayed on your product's main page. You may want to see the affects of using multiple photos and whether you like that or not.

Your extra large photos can also be stored in a comma-delimited list. If you choose to have a selection of Extra Large photos for a particular product, you simply list them by name and separated by a comma. When you go into your audition page, you'll now see a button that is activated on that product page below the large picture on that page that looks like this:

Once you've decided which pictures to use on your product, let's take a quick break from these spreadsheets to import your pictures into ClickCartPro/EuropaCart.

Just go to your FTP editor and access your site.

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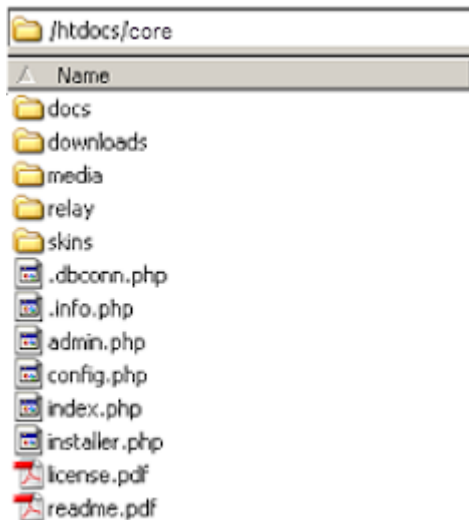
Now access the **/media** subdirectory and then click on **/ecom**.
Your FTP editor should now reflect something that looks like this:
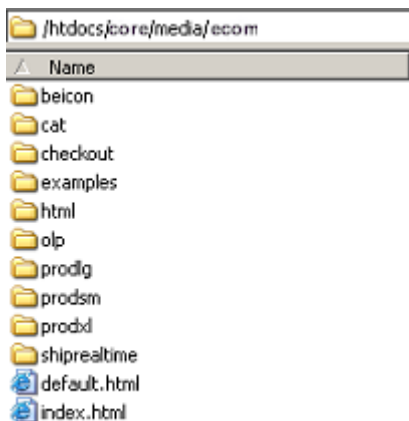
Once glance clears everything up. You have folders called **prodlg**, **prodsm**, and **prodxl**. All you need to do is import your thumbnail small photos into the **prodsm** folder, your large product photos into the **prodlg** folder and of course, your extra large detailed photos into the **prodxl**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

This will be a much quicker process than importing these pictures one at a time into ClickCartPro/EuropaCart.

Also, when you are planning on using the comma-delimited method of displaying more than one picture in the prodlg and prodxl categories, this method makes it much easier. The Admin interface is really more suited to adding or replacing one photo at a time.

Quick Start- Changing Default Picture Sizes

One last thought on pictures. Say you already have thumbnails designed for your web site and the software's default settings put the squeeze on your thumbnails or stretch them like a Hollywood actress with too much plastic surgery…No problem just go to **Store/Component/Settings Menu** and click on **Image Specifications.**

Here, you'll be able to adjust the width of several categories of photos on your site and better "dial in" the look of your images.

Now, back to our regularly scheduled walk through our CSV Files…

Quick Start- Any Spotlight Categories For This Product?

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

Online Store Menu

▶ Store Home

▶ Shopping Cart

▶ Checkout

▶ Advanced Search

▶ All Products

▶ Product Index

▶ Specials

▶ Best Sellers

▶ New Products

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

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

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

The **featuredisp** column allows you to focus on **only 5** products that you wish to feature on the front page of your site. These are your core products and the ones you wish to push the hardest when a customer arrives at your store.

What is the difference between Home and Store Home?

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

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

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

When would I care about this?

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

Quick Start- Declining Balance Inventory

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

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

Quick Start- Delivery Of Products To Your Customers

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

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

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

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

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

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

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

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

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

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

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

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

	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC
1	shiplocal	shipint	shiplength	shipwidth	shipheight	shipweight	shipnumbc	shipstatep	shipcountr	shipzip	shipemail	xcat	xprod	xprodoptio
2	UPSTOOL	UPSTOOL	14.3	10.8	13.5	12.001	0	Pennsylvai	United Sta	17404		BuildYour0	MONITOR'	build_videc
3	UPSTOOL	UPSTOOL	15.2	13.2	9	18	0	Pennsylvai	United Sta	17404		PCs, Desk	HDD1006,	pc_sechdc
4	UPSTOOL	UPSTOOL	16.4	13.2	16.2	15.001	0	Pennsylvai	United Sta	17404		PCs, Desk	HDD1006,	pc_sechdc
5	UPSTOOL	UPSTOOL	20.5	26.1	18.5	15.001	0	Pennsylvai	United Sta	17404		PCs, Gam	HDD1005,	pc_sechdc
6	UPSTOOL	UPSTOOL	25.6	22.3	19.5	20.001	0	Pennsylvai	United Sta	17404		PCs, Gam	HDD1006,	pc_sechdc

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

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

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

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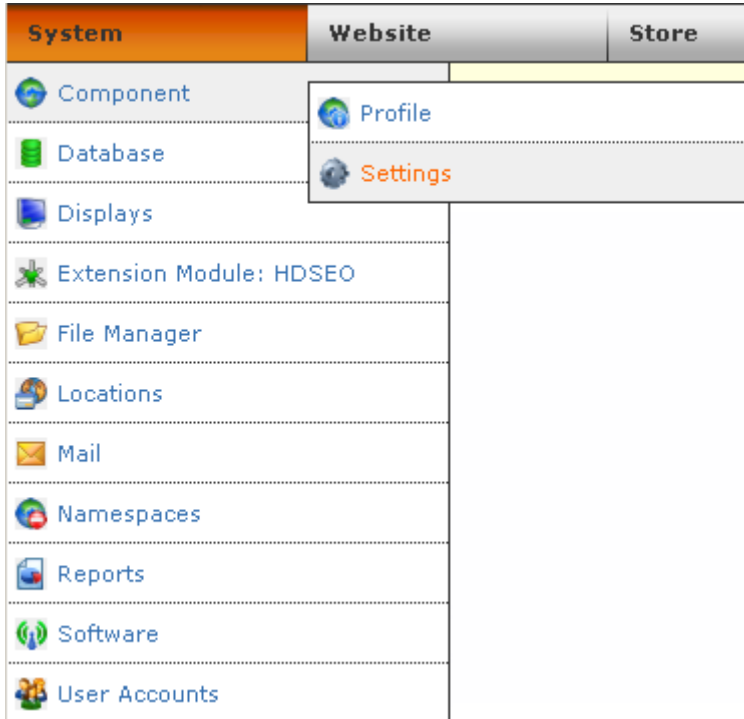
Important Note:

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

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

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

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

Quick Start- Bring On The Categories and Product Options!

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

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

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

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

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

We're in the homestretch! This will be the last update screenshot of the spreadsheet and then we're finished with the meat of our web site.

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

Quick Start- Sorting Out The Details

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

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

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

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

Quick Start- Who Can View Your Products?

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

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

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

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

The **minquan** and **maxquan** columns deal with minimum and maximum quantities of products allowed in a customer's shopping cart. Just use a "0" here to turn off this function. The

taxclass column is provided in case your product has special tax rules applied to it. And finally, the **datetimestamp** reports the last time this product was modified.

Quick Start- Inserting Your Spreadsheets Back Into ClickCartPro/EuropaCart

So, we've finished our introductory work on the Categories, Products and Product Options spreadsheets, so now it's time to reinsert the 4 sheets we've worked on back into the software. First, we'll want to remove the example files that are there. Simply refer back to the tutorial How Do I Remove The Example Categories and lather, rinse and repeat with your Product Options, Product Option Selection Items and Product headings.

Now we'll reinsert all 4 spreadsheets.

To do that we'll re-enter the **System/Database/Raw Database Admin**
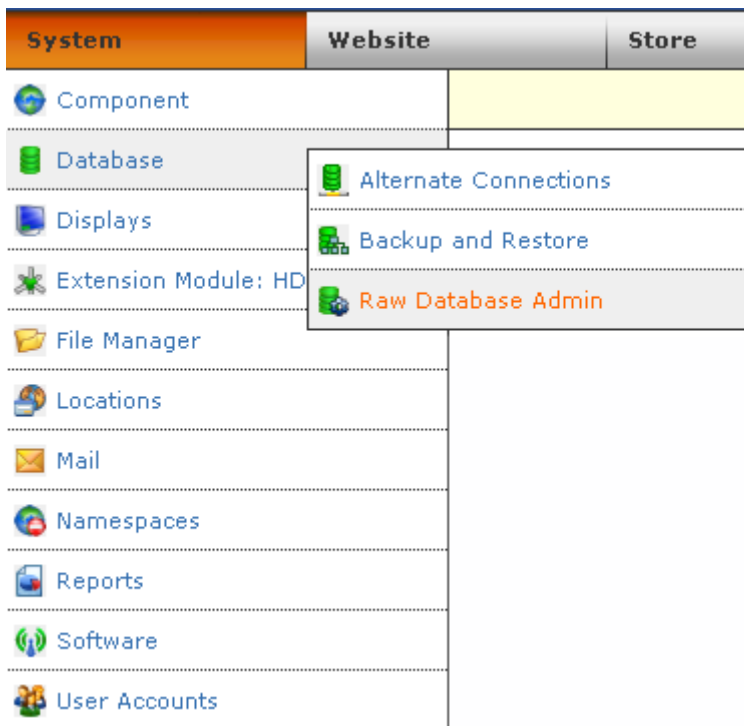
Now we'll see the four spreadsheets we've worked on one at a time from this list:

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

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

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

CSV File

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

[   ] [Browse...]

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

Quick Start- Adding Additional Columns To Your Spreadsheet

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

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

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

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

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

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

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

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

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

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

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

Raw Database Admin

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

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

ecom_prod   Browse   Maintain   Guided Select

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

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

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

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

Quick Start- Setting Up Your Shipping Companies

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

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

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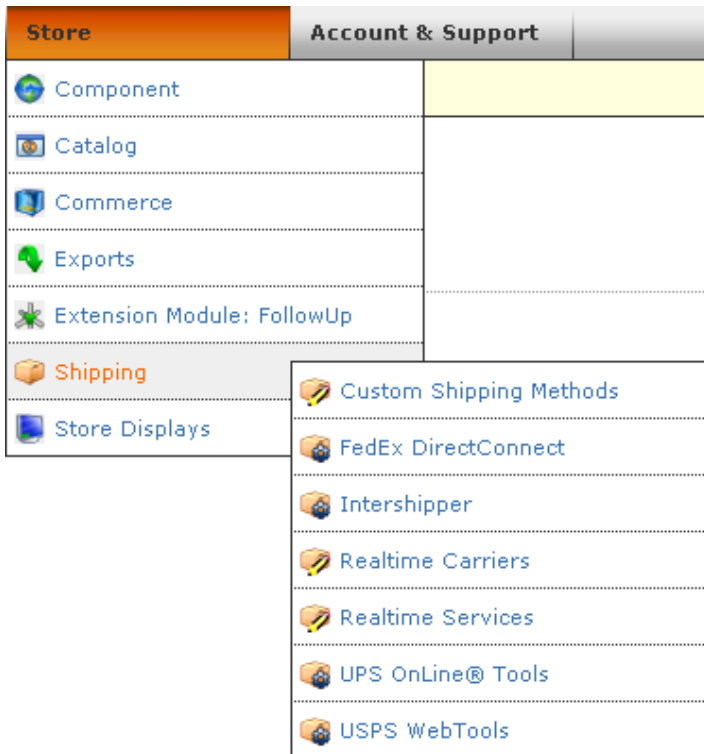
Most of these require you to sign up on the web site of the shipper in question, get some sort of account number, register your company and then plug the numbers into ClickCartPro/EuropaCart. It's a fairly simple process and should take more than a few minutes per shipper to complete.

Quick Start- Setting Up Customer Payment Options

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

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

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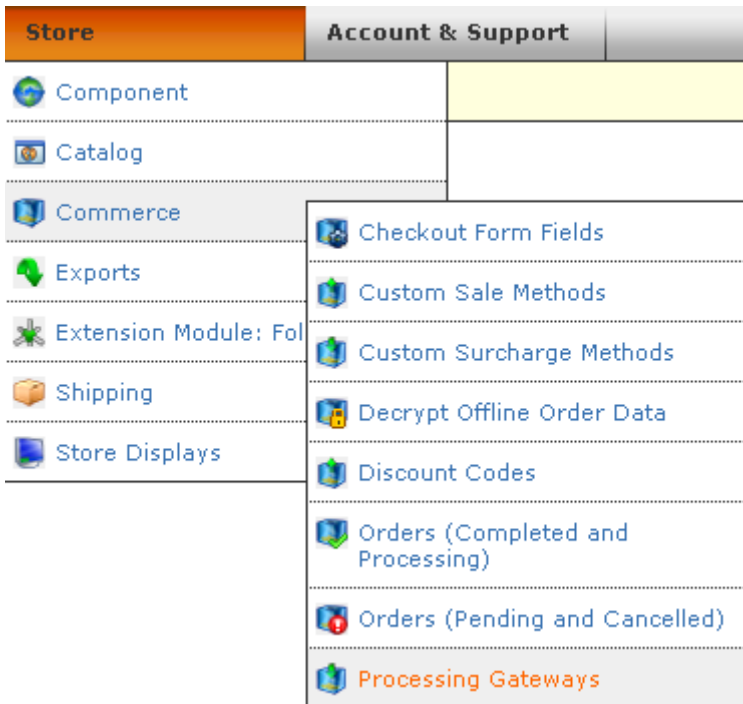
You'll now see a list of options displayed. You'll notice the Active Status column here. This just tells you what payment options are currently active for your customers.

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

Active Status*

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

`True (1)`

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

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

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

Quick Start- Setting Up Your State/Province/Country

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

Select **States and Provinces**...

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

Select "**Update**" on your particular state.   You'll then see a field which asks about charging taxes.

Just select "**Yes**" and ClickCartPro/EuropaCart will take care of the rest.

What If I Have To Deal With City Taxes?

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

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

Quick Start- Installing A Commercial Skin

Kryptronic has a large number of ClickCartPro/EuropaCart compatible skins available for purchase. You can browse these at www.kryptronic.com and easily see the various "looks" that are available for giving your site a quick facelift. All of the skins that are sold by Kryptronic will come to you in a ready formatted skin TAR archive file. You simply need to install it into ClickCartPro/EuropaCart and set it as your default skin.

Simply log into ClickCartPro/EuropaCart and select the **System** Menu, the **Displays** submenu and then click on **Install New Display Skin**.

Click on **Browse** and locate the .tar file you've just purchased and then click on **Submit**.

You should receive a confirmation message from ClickCartPro/EuropaCart that you have successfully completed the task.

Now you simply have to select this new skin as your default skin.

Click on the **System/Component** menu and select the **Profile** submenu.
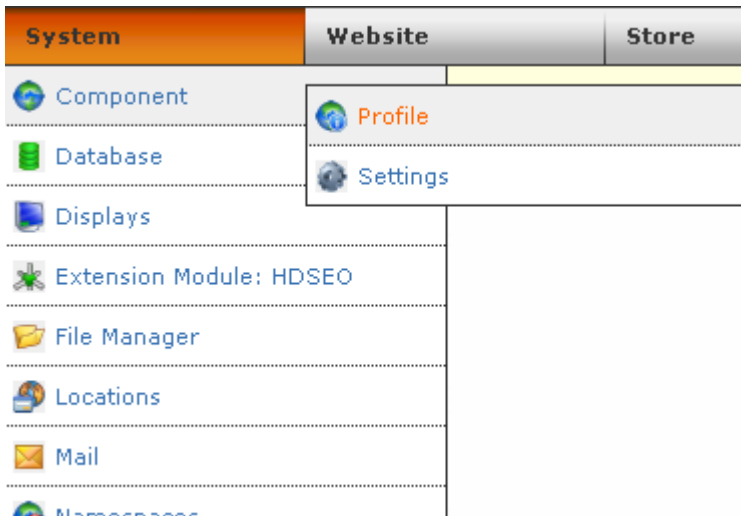
If you scroll to the bottom of the page, you'll see an entry titled **Default Display Skin**. Just drop down the menu and select your new skin.

Facelift complete…and without any nasty Collagen injections.

Quick Start- Skinning Basics

By now, you've most likely discovered how handy it would be to understand the CSS, XHTML, and PHP design languages. As you've perused the interface of ClickCartPro/EuropaCart, you've discovered that understanding these almost foreign languages would be of great service to helping you get even more out of this powerful and robust product. Well…a full explanation is beyond the scope of this user's guide and more importantly…this author. But how about a few little things that will help you spice up your site without making you cry? Perhaps we can offer a few little secrets so that you can make basic changes to menus, colors, logos and other important features of ClickCartPro/EuropaCart. We'll tell you where they live and how to adjust them…without knowing one little crumb of programming knowledge.

You hear people speaking about *Look and Feel* when they talk about web sites. In the most basic terms, the **Look** is determined by your all.css file and the **Feel** is determined by your skin.php file. Both of these files reside in the skin of your store. We're going to give all of our instructions based on the default ClickCartPro/EuropaCart skin that ships with the product. If you have purchased and installed one of our additional skins, the locations of our instructions will remain the same, but the screens may be slightly different.

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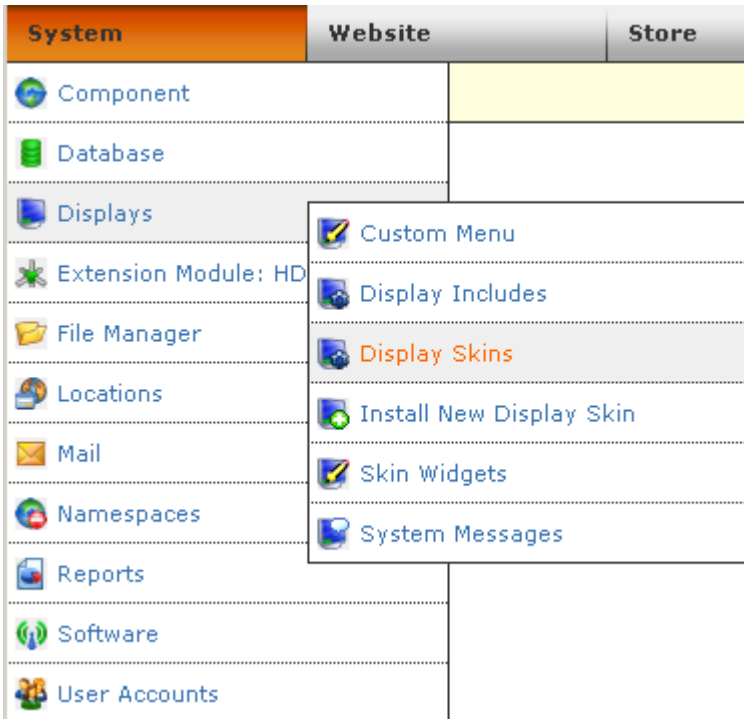
You'll then select the Default skin and click on the **Update** button.

Now you'll see a list of files that include both the skin.php file we discussed (feel) and the all.css file (look). This is where the 2nd language kicks in. You're going to be looking at the languages that control everything you see on your web site. You probably won't understand any of it, but that's okay. If you're looking a several paragraphs of Mandarin Chinese and you can't recognize a word of it, you can still do a search on the word "gui11n34" and replace it with "umbrella". That's all we're going to do here. We'll tell you what line…give you a guesstimate on where it's located and tell you how to change it. It won't be graceful, but it will serve the purpose we intend it to serve.

First…let's to a little preventative maintenance. Go to the skin.php file and click on **Update**. You'll now see a little preliminary text and then a box that says File Contents and lots of foreign computer speak. Just drag your mouse to highlight everything in that box. Then go to Edit in your browser and click on **Copy**. Now open up a text editor (Microsoft Word, WordPad, Note pad) and paste this entire chunk of text into it. Save it as backupskinphp. Then go back into ClickCartPro/EuropaCart and do the same procedure with all.css and save that as backupallcss.

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

Changing The Look

Okay, so we've backed up and now we want to change a few colors to match an existing web site, or, we're simply just not all that crazy with Blue, Green and White. No sweat. Adjusting colors is going to adjust the Look. Quick…who was paying attention? Look is controlled by…?

If you guessed all.css give yourself a gold star. Actually, give yourself an #FFD700 star. Why? Because you're heading into a world where simply stating a color isn't good enough…there are 100 different shades of gold, so simply saying gold won't cut mustard…actually it won't cut #FFFF00 (there really isn't a mustard color listed, so this is the closest color we could find to still make the joke).

When dealing with colors for the most part, you're going to plug in a code that gives you a more precise definition of the color you're searching for. To find one of these charts, simply go into Google or your favorite Internet search and type in "CSS Color Chart". This will give you a color name and a 6-digit code that represents that color in the digital world. No longer will you be limited to Red, Blue, Green, Yellow, Black, etc. Welcome to the world of shades.

Now we've got the palette, but how do we find the canvas?

Let's open all.css and begin to explore:

The Color Of The Background

What your about to see isn't going to be pretty, but it isn't meant to be. It's meant to show you how to change the background color of your site. Say…you want it to look like this:
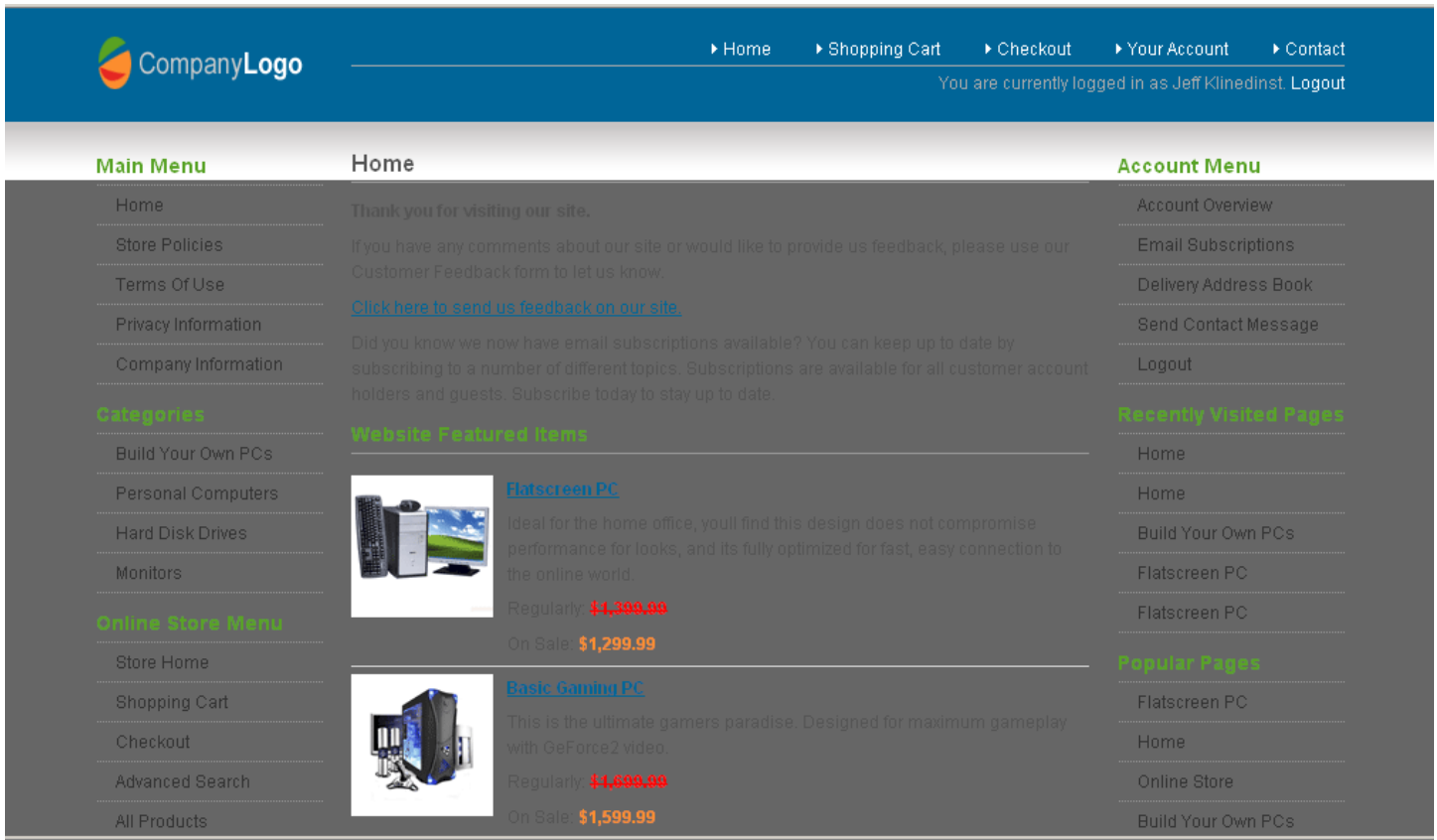
In order to change the background color, you simply locate the **background-color** listing located in the body heading under General XHTML Elements. As you can see, we changed it to #666666, which is the dark gray color you see above.

Get the idea? Try it. Just change that color as we did and then scroll to the bottom and click on Submit. Now audition your page, hit the Refresh button and voila…you've just performed your first CSS design adjustment.

Every change we make will be similar to this one…now we just have to find the locations of the changes we plan on making. Remember…this is all about "Look". "Feel" will come later.

Changing The Fonts

While we're in the first paragraph labeled "**body {**" of the all.css, let's just point out that here, you can also change the appearance of the text of this page.

```
body {
    color: #000000;
    background-color: #666666;
    font-family: Verdana, Tahoma, Arial, sans-serif;
    font-size: 12px;
    font-weight: normal;
    text-align: left;
    margin: 10px auto 10px auto;
    }
```

As a matter of fact, every other line in this opening paragraph deals with the fonts on your web site in one way or another. Well continue to use ClickCartPro/EuropaCart version 6 screens to point out the changes.

Text Body Color

This is the color of the text in the body of your page. You can experiment with the colors you've seen on the color chart you obtained earlier. This will only change the regular text on your page...not the links. We changed the color from #000000 to   #7FFFD4 a beautiful aquamarine color. Here is what happened:

Font-Size

This affects the font size for everything. We changed the font-size to 15 px and it changed everything...menus, links, etc.
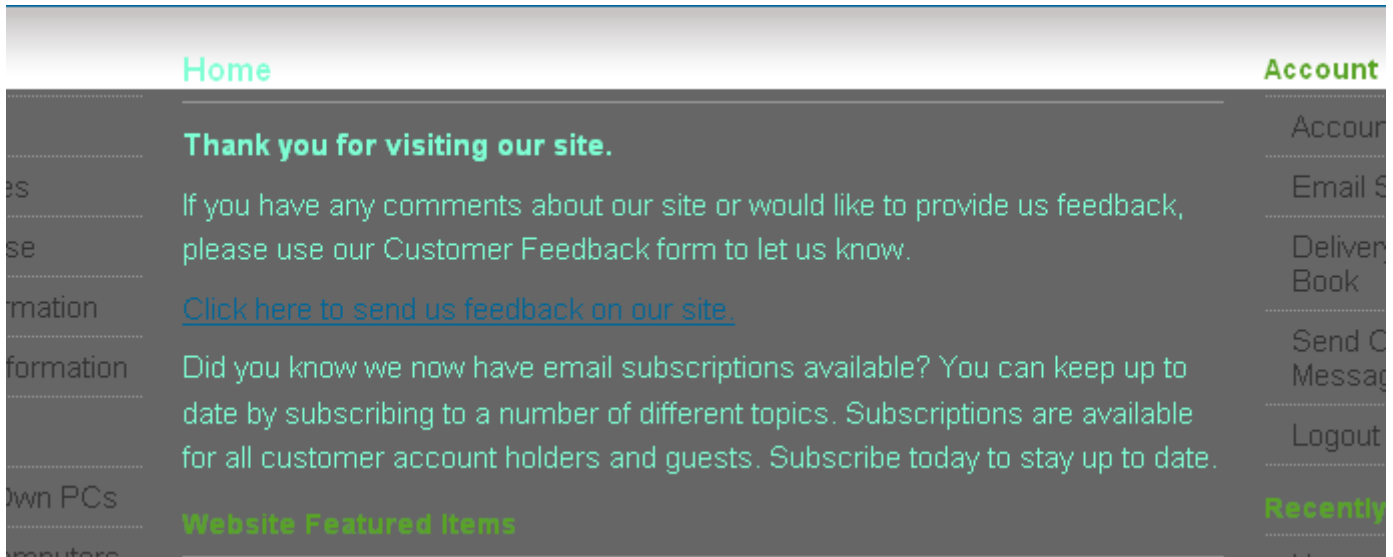
Font Weight

This changes the weight of your font...normal, bold, italic, etc. We changed the weight to "bold" ...this affected only the body text.

Link Colors

We'll now venture into the next paragraph titled "**a{** ". Here we can take care of the color and appearance of any links on your page.

```
a {
    color: #000000;
    font-weight: bold;
    text-decoration: underline;
    cursor: pointer;
    }
```

If you compare this paragraph to the one in your all.css file, you'll find that we've changed the color of the links to black and the weight to bold. This is how it will look:
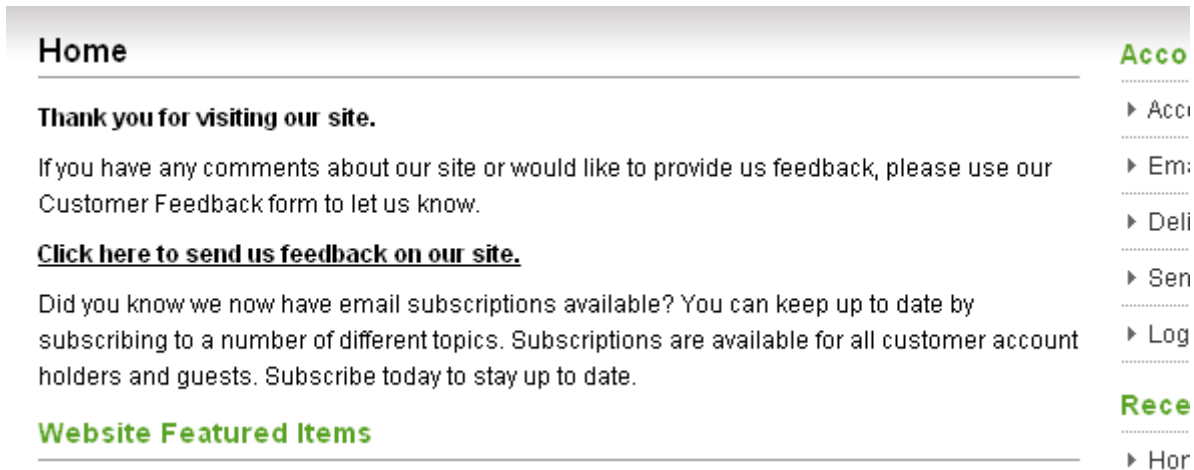
You can see that all of the links have a black color. Most of the links were already bold, but the one you see here titled "Click here to send us feedback on our site" was in a normal font and was blue…the font-weight change bolded it and blackened it.

Changing Link Hover Color

If you venture down a bit further in all.css, you'll come to a section titled "**a: hover{**" This controls the color of a link when your mouse passes over it.   You'll notice that we changed the hover color to our favorite aquamarine color again… This shot was taken as the mouse went over the Flatscreen PC link.

Did you know we now have email subscriptions available? You can keep up to date by subscribing to a number of different topics. Subscriptions are available for all customer account holders and guests. Subscribe today to stay up to date.

Website Featured Items

Flatscreen PC

Ideal for the home office, youll find this design does not compromise performance for looks, and its fully optimized for fast, easy connection to the online world.

Regularly: ~~$1,399.99~~

On Sale: $1,299.99

Changing The Size Of The Site

Some people like having a frame around the outside of their web site. Your skin currently fills your browser completely, but what if you want to adjust it to fit an existing design that doesn't.

No problem…just venture further into your all.css file until you find a section titled "**#skin_wrapper {**". It looks like this:

```
/* +-----------------------------------------------------------+ */
/* | Skin Specific Divs                                        | */
/* +-----------------------------------------------------------+ */

#skin_wrapper {
     width: 1200px;
     padding: 0px;
     margin: auto;
     }
```

We've now changed this from the default 900px to 500px. Wait til you see how scrunchy it looks:
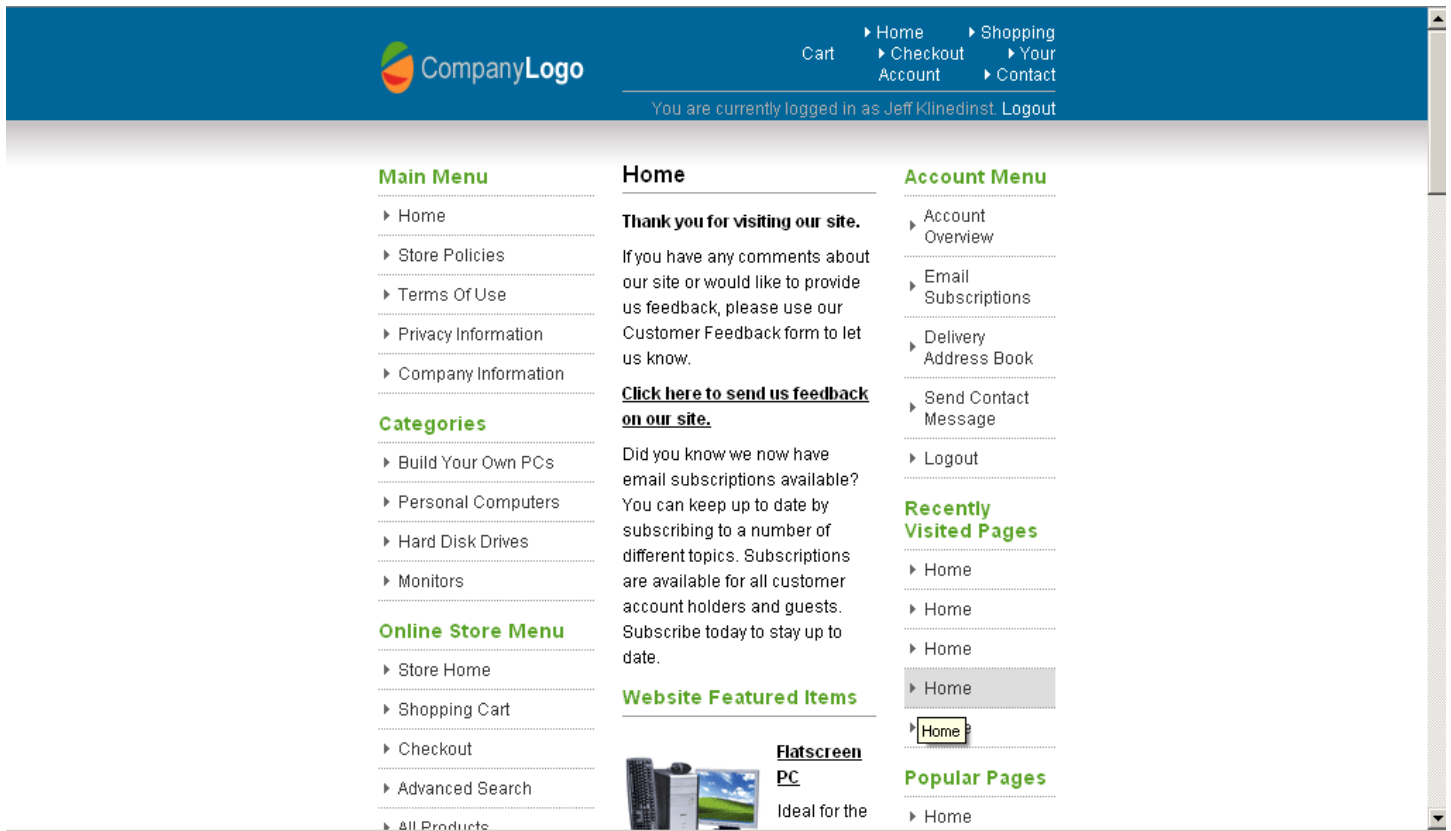
If you continue in this heading, you can adjust colors for backgrounds, borders, change bullets, etc. You're probably starting to get the hang of it and now that you know what you're doing here…experiment with your CSS color chart. Plug in a color, save the change and audition the page. It won't be fast but you'll be writing your first CSS code and making progress.

Remember, if you mess up beyond belief, we still have the backup file and can quickly turn the whole thing back to normal.

Adding Your Logo

Now let's start to personalize your site. The logo we've provided in the default skin is only going to work for you if the name of your company happens to be **Company Logo**…otherwise; you're probably going to want to change this.

You probably already have a logo in mind that has either been created for you, or that you've created yourself. Likely, it also doesn't match the size of the logo in the demo store. It should be in .png, .jpg or .gif format. Before we start…you should make a note on the size of your logo. Essentially, we're going to plug this logo into the slot that is currently occupied by the Company Logo. The current skin is set up with a cutout that is essentially the size of the Company logo that is there. We're going to have to cut out a different slice of space so that your logo appears there completely. For us to do this accurately, you're going to have to know just how big your logo is.   To find this out quickly without any special training in Windows, just go to Start/Programs/Accessories and open Paint.
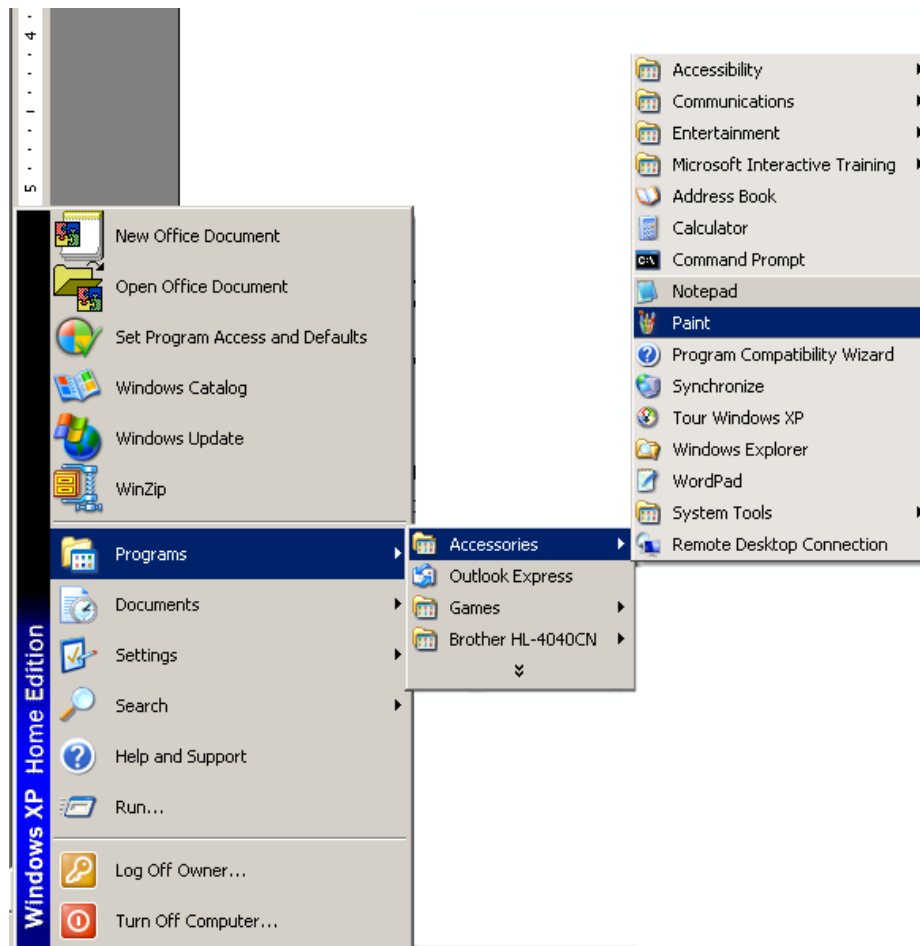
Find your logo on your hard disk and open it. To find out the size, simply go to
Image/Attributes.
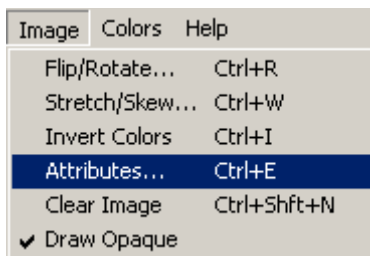
You'll then see a measurement displayed in Pixels. It will be Width X Height…make a note of
that measurement…you'll need it to carve out a bigger space in your skin to display your logo in
the next step.
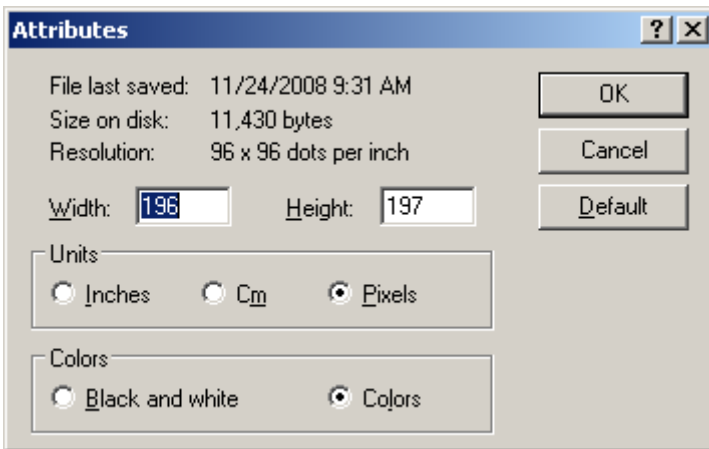
Now that we've done our homework, let's load this into ClickCartPro/EuropaCart and have some fun.

Again, we'll start by clicking on **System/Displays/Display Skins**

Find the default display skin and click on **Update**.

First, we're going to copy your new logo into the right location so that the skin can find it.

Click on **Upload File: Click here to upload a file to be controlled by this skin**.

Functions Menu

⊙ Upload File: Click here to upload a file to be controlled by this skin.

Just click on **Browse** and locate your logo on the hard disk.
Next, proceed downward to the **Skin Controlled Directory Selection** and select **/media**.

Skin Controlled File*

ⓘ Browse your local hard drive and select the media file you wish

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

Skin Controlled Directory Selection*

ⓘ Select the skin controlled directory to which you would like to up
update.

[▼]

Base Directory
/css
/media   **Cancel**

Now, click on **Submit**. This will copy the file to the correct location on your server. Now we just have to load it into your skin and we're half way there.

You'll be returned to the Skin page automatically…just for fun, you can now see that the logo we inserted called 200performerlogo.jpg is now resting comfortably in the /media directory…just where we put it.

Now, just click on **Update** behind the skin.php listing.

Now we're going to tell the skin to start using our new logo and also cut out a space big enough to hold the logo. If you remember our little jaunt into Microsoft Paint, you'll remember that our logo was 196 pixels Wide and 197 pixels high. We'll need to know that as well.

You're now going to see a box full of stuff that looks something like this:

File Contents*

ℹ Update the contents of the file below. Please read the note above on updating PHP files and how to correct errors.

```
<?php /* PHP FUNCTION: Skin startup */
       $skinfunc =& $this->include_skinfunc('KHXC_SkinFunc');
       extract($skinfunc->startup()); ?>

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org
/TR/xhtml1/DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">

<head>

<meta http-equiv="content-type" content="text/html; charset=ISO-8859-1" />

<meta name="generator" content="Kryptronic Software" />

<meta name="keywords" content="<?php print $metakeywords; ?>" />

<meta name="description" content="<?php print $metadesc; ?>" />
```

For those of use who don't speak PHP, this will seem a bit confusing, but remember, we're not teaching you PHP here...rather, we're teaching you how to tip-toe through PHP without blowing things up. Also, as with the all.css we were smart enough to copy and paste all of this into a word processor, so we're free to play around a bit and still have a safety net.

We are looking for the spot currently occupied by the Company Logo logo. It is called logo.png. We're going to scroll down through this PHP code until we see the following paragraph:

```
</head>

<body>

<div id="skin_wrapper">

<table id="skin_ct">

<tr>

<td id="skin_ct_lcol_head">

<a href="<?php print $link_home; ?>" title="Home"><img src="skins/Default
/media/logo.png" alt="Home" width="151" height="40" /></a>

</td>

<td id="skin_ct_rcol_head" colspan="2">

<div id="skin_menu_head">
```
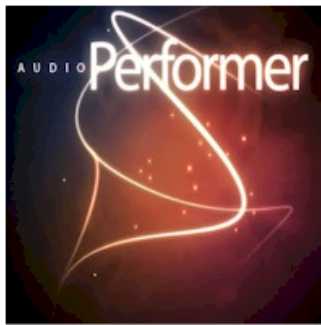
<a href="<?php print $link_home; ?>" title="Home">

Now you'll notice 2 things.

1. We've found the location for logo.png
2. We've found the hole cut into the skin to place the logo...currently it's 151 pixels wide by 40 pixels high.

Now we just have to be careful not to mess with any quotes, brackets, equal signs, etc., and just paste the new name of our file over logo.png and change the width to 196 pixels and the height to 197 pixels.

Our new code will look like this:

```
</head>

<body>

<div id="skin_wrapper">

<table id="skin_ct">

<tr>

<td id="skin_ct_lcol_head">

<a href="<?php print $link_home; ?>" title="Home"><img src="skins/Default
/media/200performerlogo.jpg" alt="Home" width="196" height="197" /></a>

</td>

<td id="skin_ct_rcol_head" colspan="2">
```

A quick scan of our live audition page shows us that we now have a logo...GREAT!

Now we will go from tutor to mind reader. You've just asked the question, "*What about that big white space?*"

Read on, grasshopper…our next tutorial deals with adding a banner to fill that space.

Adding A Banner Ad To Your Skin

We've now cut out a space to insert a larger logo, but that "cutting" has caused a big space at the top of the site…Now, we'll fill that space.

In our case, our new logo needed 197 pixels of height so we'll want to create a logo that is somewhat less than 197 pixels so that we keep some white breathing space in our heading. Let's create a new logo that offers our toll free number and business hours. We'll make it 450 pixels wide and 125 pixels high and call it **bannertest.jpg**.

First, let's feed this into the /media directory as we did with our logo.

Again we want to go under **Update Skin** and select **Upload File: Click here to upload a file to be controlled by this skin**.

You'll then find bannertest.jpg on your hard disk and again select **/media** as your location. Click **Submit** to upload the file.

First, we'll do a little editing on the skin.php file. Again, click on **Update**.

First, we're going to make a new location in the php code of the skin and we'll call it **skin_banner**. To do that, let's scroll down until we find the following code in skin.php:

```
</div>

<div id="skin_headacct">

<?php /* PHP FUNCTION: Include the miniacctlogin namespace to print either
a quick login info. */
        $skinfunc->namespace('CORE','miniacctlogin'); ?>

</div>
```

Right after this section, we'll want to start a new section…

We'll type in:

<div id="skin_banner">

**<a href="<?php print $link_home; ?>" title="Home"><img src="skins/Default/media/bannertest.jpg" alt-"Home"
width="450" height="125" />**

</div>

Once added in, it should look like this: (The Highlighted text is what we just added)

```
</div>

<div id="skin_headacct">

<?php /* PHP FUNCTION: Include the miniacctlogin namespace to print either
a quick login info. */
        $skinfunc->namespace('CORE','miniacctlogin'); ?>

</div>

<div id="skin_banner">
<a href="<?php print $link_home; ?>" title="Home"><img src="skins/Default
/media/bannertest.jpg" alt="Home" width="450" height="125" /></a>
</div>

</td>

</tr>
```

Now audition the page…your results should look like this:

You've now successfully added a banner to your site...of course, we've proven our ability to read your mind, so we know that you're now asking "Why isn't it centered?"

That's okay; we have one last little thing. To center it correctly, we'll pay a little visit to our friendly all.css (remember Look is all.css...Feel is skin.php).

As before click on the **Update** link beside all.css

Now we're going to scroll down through the all.css file until we come to the following paragraph:

```
#skin_menu_head ul li a:hover {
    text-decoration: underline;
    }

#skin_headacct {
    padding: 0px 0px 0px 10px;
    background-image: url('../media/menu_arrow.png');
    background-repeat: no-repeat;
    background-position: center left;
}

/* +------------------------------------------------------------+ */
/* | Core Required Divs                                         | */
/* +------------------------------------------------------------+ */
```

Right after the closing } of the #skin_headacct, we're going to add one line that identifies the banner we've created and adds some padding to it to get it close to center.

We'll add the following:

#skin_banner {
        padding: 20px 0px 0px 85px;
}

Overall your all.css will now look like this:

```
    }

#skin_headacct {
    padding: 0px 0px 0px 10px;
    background-image: url('../media/menu_arrow.png');
    background-repeat: no-repeat;
    background-position: center left;
}

#skin_banner  {
        padding:  20px  0px  0px  85px;
}

/* +------------------------------------------------------------+ */
/* | Core Required Divs                                         | */
/* +------------------------------------------------------------+ */
```

And your website...

Quick Start- Changing The Home Page

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

Important Repetitive Nagging

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

We're now going to enter the Website directory and work on a standard HTML page. Not every page in ClickCartPro/EuropaCart has to be a standard store sales page. This powerful product is designed to help you create your entire store from top to bottom. When you have pages that just contain information...this is where you'll begin. First, click on **Website/Content** and then **Web Pages**.

This area contains these standard HTML pages. There are several included with your cart and we'll concern ourselves with file #1 called **splash**:

All available options for this function are presented below.

Functions Menu

➡ Create: Add a new item.

➡ Search: Locate an item.

Navigation

A total of 4 items are available matching the criteria you selected. All items are presented on this page.

Data Overview

Clone	Update	Delete	Identifier	Page Display Name
Clone	Update	Protected	splash	Home
Clone	Update	Delete	storepolicies	Store Policies
Clone	Update	Delete	termsofuse	Terms Of Use
Clone	Update	Delete	privacy	Privacy Information

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

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

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

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

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

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

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

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

Changing The Company Info At The Bottom Of The Home Page

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

Quick Start- Search Engine Optimization

Once you get the site up and running, your number one priority is probably going to be the free advertising you receive via the search engines. ClickCartPro/EuropaCart is designed with this in mind. The product ships with SEO features built in and even has an additional XMOD plug-in that further enhances your Search Engine presence. You'll have to do a few quick things to optimize your site for the ultimate Search Engine Support.

Google Analytics

First, we'll venture to the **System/Component** directory and go to the **Settings** menu.

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

Click on **Search Engine Optimization Settings**.

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

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

QuickStart- Turning SEO On

The other entry in this area allows you to turn on your Search Engine Optimization. This shortens the URLs for your pages and simplifies them so that the search engines can quickly and easily scan your pages.

Just click on the drop down menu and activate the SEO.

SEO Status*

ⓘ Enable Search Engine Optimization (SEO) here. If you choose to enable SEO you will need to set up URL rewrite rules within your server configuration or server account. Information can be found in the manual on how to do this. Turning this feature on will produce search engine friendly URLs for FrontEnd application interfaces.

False (0) ▾

False (0)
True (1)

~~Cancel~~

Now, we want to launch a simple text editor and create a file called "**.htaccess"**

This is just a simple little file that tells CCP that you want to simplify your URLs and make them friendlier for visiting search engines.

Just type this lines exactly as they appear here…making note of spaces, caps, etc.

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^(.*)-(.*)/(.*)\.html index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

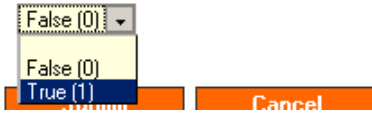If your cart is installed in a sub-directory…like **/store**, your three lines of text will look like this:

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^khxc/(.*)-(.*)/(.*)\.html store/index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

Important Note:
Even though this is a text file, do not include the .txt at the end. This file will simply be saved as **.htaccess**

This file should then be loaded into the root directory of your web site (even if you use a sub-directory for CCP) using a standard FTP editor or your web hosts control panel.

Now your URLs will be shortened to a basic format that looks like this:
<p align="center">ecom-display/pagename.html</p>

This format eliminates all special characters, etc. that could cause confusion with search engines and basically displays a **type of page/pagename.html**.

Really Really Important Note:
We now also have an advanced XMOD plug-in that makes your URLs even more search engine friendly. It is called the Hi Def SEO XMOD. This inexpensive addition to your store helps search engines dial in to even better details on your site.

With basic SEO turned on, an example page looks like this:

ecom-display/runningshoes.html

With the Hi-Def SEO installed, that same URL is even further defined to look something like this:

/running-shoes-for-teenaged-boys

Note that the category has been removed as well as the .html and just the important "meat" of your web page remains…no confusion for your search engine here…it can only scan what you want it to scan.

We'll cover all of the exciting XMODs available for CCP at the end of this tutorial section.

Quick Start-The XMODS

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

The Discovery XMODs

The best store in the world does you no good if your customers can't find you. The Discovery XMODs were created to help stores boost web traffic. As competition for search engine visibility increases, storeowners need to insure that they have every page in their site working for them. The new Discovery XMODs are designed to create a web site structure that is completely conducive to search engine methods and requirements. The Discovery XMODs will help storeowners get their message out without increasing their marketing costs.

HDSEO: High Definition Search Engine Optimization

This plug-in helps generate search engine friendly URL addresses for each page on a web site, by morphing standard store pages into search engine optimized custom titles. By giving the search engines a clearer picture of a store's offerings, storeowners can elevate their search engine presence and increase their traffic. *See the previous heading on the standard SEO implementation to see a comparison on the included SEO and this advanced SEO.*

SiteMap: XML SiteMap Creator

This powerful new plug-in helps an owner create a sitemaps.org compatible sitemap.xml file and automatically submit it to Google.com, Yahoo.com, Ask.com and MSN.com. Sitemaps are a simple way for webmasters to inform search engines about pages on their sites that are available for crawling. A Sitemap is an XML file that lists a URL for a site along with additional metadata about each URL (when it was last updated and how often it normally changes) so that search engines can more efficiently crawl the site.

Sales Amplifier XMODs

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

AutoGC Auto Gift Certificate

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

QuickBuy Quick Purchase/POS

This cool new plug-in allows vendors to offer their customers a one page listing of up to 200 products that can all be added to the cart without paging through the entire store. This innovative layout provides increased efficiency for the customer and boosts store conversions. This method also greatly increases impulse purchases.

The Extension XMODs

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

THUB: The T-HUB Software Connector

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

Ship Estimator: Quick Shipping Rates

The ShipEstimator plug in works with ClickCartPro/EuropaCart's existing shipping interface and allows a customer to get a quick shipping estimate for their purchase rather than stepping through the entire ordering process just to find out how much shipping costs. Now they can check from their shopping cart by simply pressing a button. The shipping rate function used by this XMOD is the same one ClickCartPro/EuropaCart uses for checkout - so you're guaranteed correct rates for all types of packages including those shipped using realtime, custom and default methods. This supports all shipping methods currently supported by ClickCartPro/EuropaCart (FedEx, UPS, USPS, Intershipper).

Shipworks

The Shipworks XMOD for ClickCartPro/EuropaCart is a module that simply allows you to export your orders directly to your Shipworks software. It is designed to help you move quickly through your daily orders so that you can spend your time on more productive endeavors.

ShipWorks is for people who sell online. It connects to your online store or seller account. It downloads your orders and makes it easy to create shipping labels, manage customers and emails, and update the online status of each order.

Custom Design Needed?

This guide was designed to help get a store up and running as quickly as possible. When you're finished, you should be able to get your store online. Every shopping cart has a different set of requirements. ClickCartPro/EuropaCart is designed to help you get pretty close, but if you have special modifications necessary to bring the deal home, you should try calling or emailing our Custom Shop to finish the job. We'll get all of the information to give you an accurate quote on providing the special modifications or design work you need to complete the job and we'll respond throughout the process so that you always know exactly what's going on. Receiving a completed quote doesn't cost you a cent, but let's you know what kind of investment you're looking at to make your site 'perfect'.

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

That's the end of our Getting Started Guide.