

Ecommerce Templates

User Manual

Version 4.8.0 – February 2005

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Chapter 1

Getting Started

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Welcome

Thank you for purchasing our ecommerce template software. Our shopping cart software is designed to get your store up and running with minimum cost and hassle whilst providing a powerful solution to your ecommerce needs.

We have tried to do as much as the work for you, through the design, payment processor integration, shipping options etc. which will leave you to personalize the store, add your categories and products and get up and selling as soon as possible.

Please take time to read through the notes provided here to get the most out of your online store.

Requirements

You will require one of the following HTML editors:

- Macromedia Dreamweaver 3, 4, MX or 2004
- Microsoft Frontpage 2000, 2002 or 2003
- Adobe GoLive 5, 6 or CS

You will need a hosting company where your store will reside; the minimum requirements are as follows:

ASP version

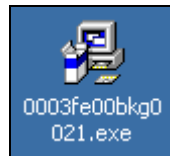
- Microsoft Windows Server
- Support of ASP pages
- Database (Access)
- ASPEncrypt for offline credit card processing (optional)

PHP Version

- Unix / Linux Server
- Support PHP version 4.1 or above
- MySQL Database
- cURL component installed for UPS shipping

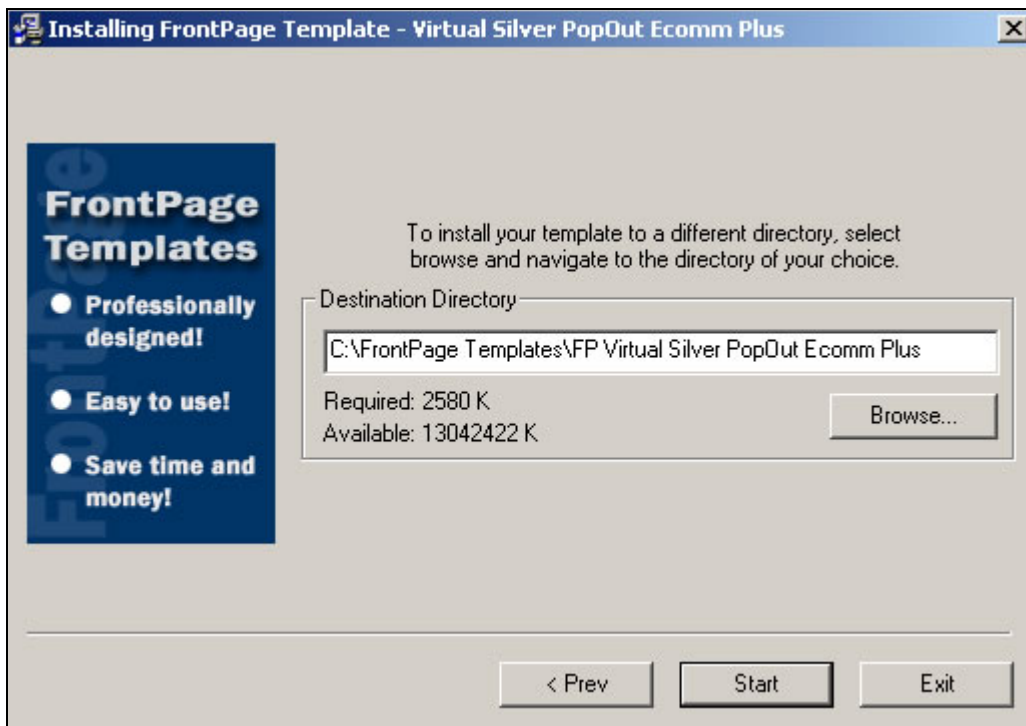
Installing the Template

You should have downloaded an .exe file to your hard drive following purchase; this will be the id of the template you have purchased with the .exe extension e.g. **0003fe00bkg0021.exe**



1. **Double click** on the icon
2. Read through the **License Agreement**
3. **Select the Checkbox** to accept the Agreement
4. Click on **Next**

You will then receive a window prompting you to provide a location where you would like to save your extracted file:



5. You can leave the **default settings** or **click** on the **Browse** button to save the software to a different location on your hard drive.
6. **Click** on **"Start"** to extract the software.

The extraction program will then run and your software will be saved on your hard drive.

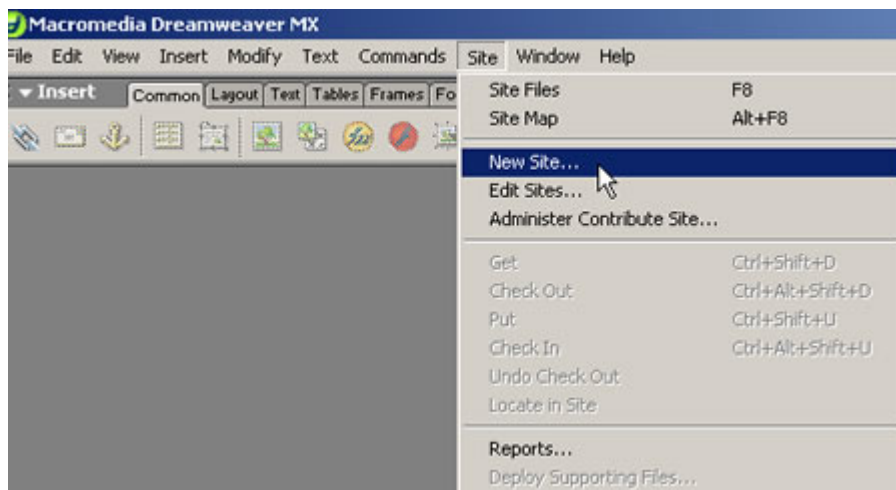
Note

We strongly recommend that you keep the .exe file in a safe place in case you need to run it again at a later date and to prevent loss of data in the event of a computer crash.

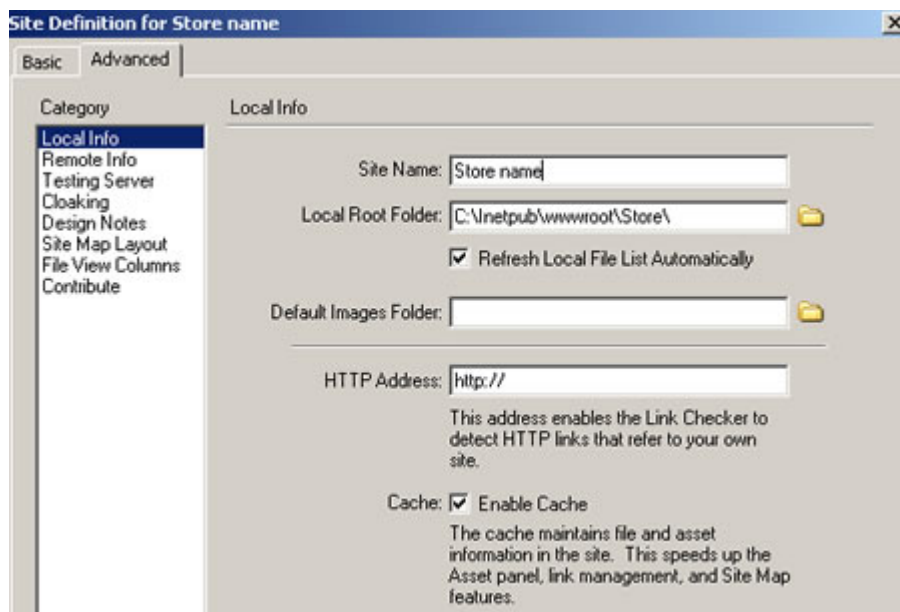
Opening the Template in Dreamweaver

In Dreamweaver you must define the site before making any changes to the template. Please note, there are slight variations between the different Dreamweaver versions, but the basic principle remains the same.

1. Open Dreamweaver
2. Select Site
3. Click on New Site



4. Ensure the **Advanced Tab** and in the **Site Name Section** give the template site a name
5. In the **Local Root Folder Section** and select the yellow folder to browse to the folder you extracted the template to. (By default this should be C:\Dreamweaver Templates\DW Store Template).

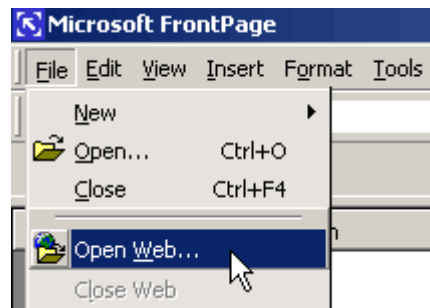


To get started you won't need to fill in any other information. Click on **Done**

Please see our tutorial here www.ecommercetemplates.com/tutorials/ for more help.

Opening your Template in Frontpage

1. **Open** FrontPage
2. Select **File**
3. Choose **Open Web**
4. **Browse** to the location where you extracted your ecommerce template (by default this should be C:\Frontpage Templates\FP Store Template).

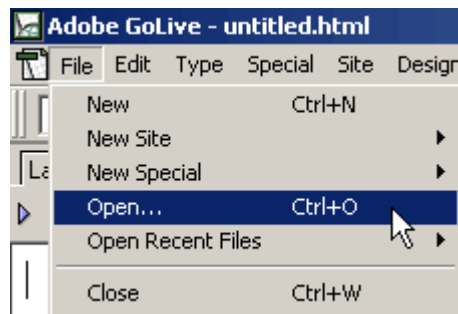


NOTE

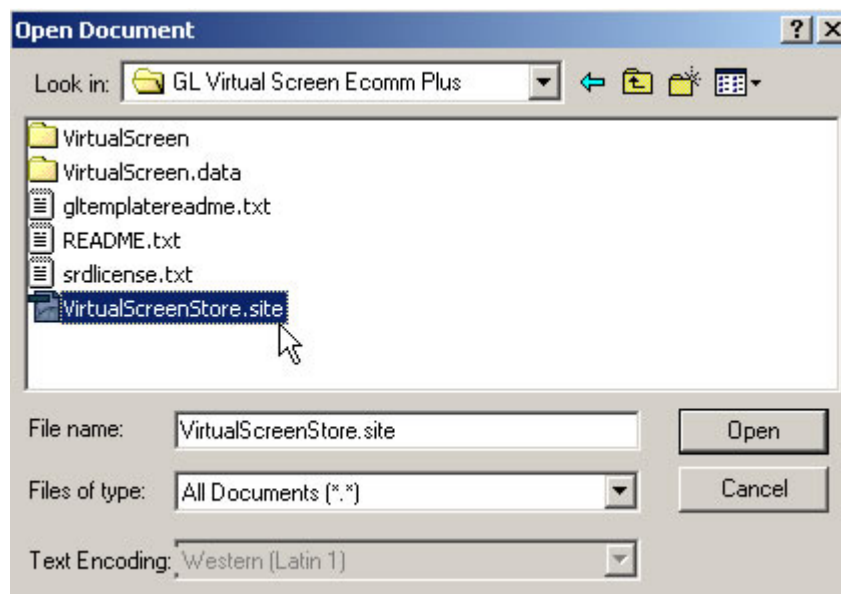
We would strongly recommend you following the above instructions whenever you edit the template in FrontPage as this will open the complete site. If you choose File > Open, this will only open one individual file and when you make changes such as changing the location of a Hyperlink it will not establish the Cache for the whole site.

Opening the Template in Adobe GoLive

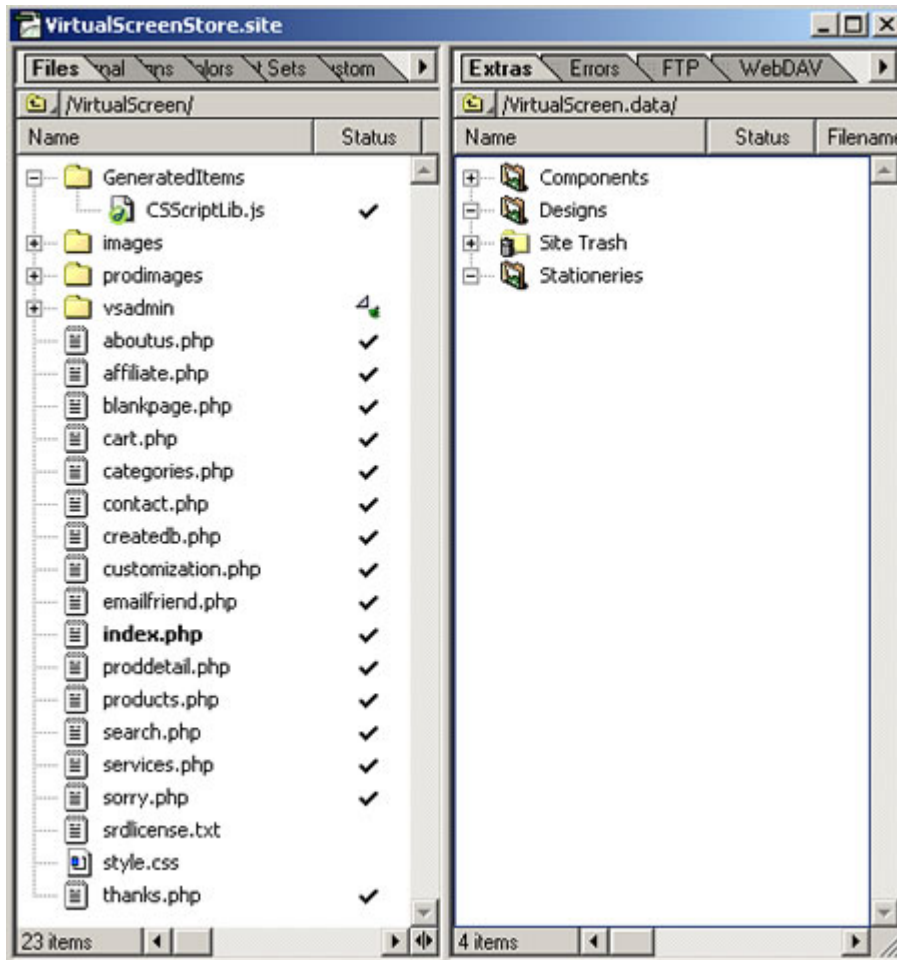
1. **Open** Adobe Golive
2. Select **File**
3. Choose **Open**
4. **Browse** to the location where you extracted your ecommerce template (by default this should be C:\GoLive Templates\GL Store Name).



5. Locate the .site file



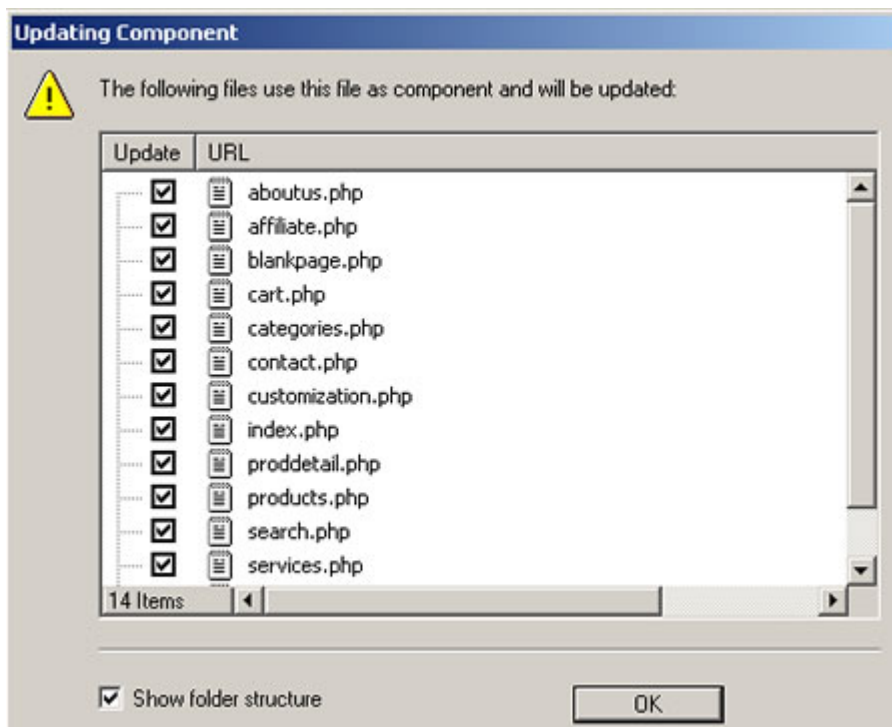
6. This will open the list of files and folders that make up your GoLive store



7. Double click on any of the file names will bring up the page in design view. Items that are repeated on several pages such as the company name, news section, menu etc. have been set up as GoLive components so the whole site can be updated from the one file. Double clicking on any of the components will bring it up for modification. Components are shown with a change in cursor:



8. After making the modifications you should be prompted to update all files that use that component



9. Agree to update all files and move on to the next one
10. To set up a new page, the easiest way is take an existing page and save it under a new name.
11. If you see the green bug icon rather than the tick next to a file in the site list then you will probably have a broken link in that file or one of the components included on that page. Bug icons in the vsadmin or inc folders can usually be ignored.

Uploading the store to your server

You may want to make some design changes before uploading the store to your host or alternatively start adding products and categories straightaway to the online admin section and leave the design elements to later.

Using an FTP program to upload your store

You may already have a FTP program installed – if not, you can download a copy from one of the popular download sites like www.download.com or www.tucows.com - search for “FTP Utility” and you’ll get a large choice of programs. Popular utilities including WS_FTP Pro and Cute FTP

Alternatively both **Dreamweaver** and **FrontPage** have their own built in FTP programmes.

- [Using Dreamweaver to upload your store](#)
- [Using Frontpage to publish your store](#)

Note.

Your hosting company should have provided you with the details for logging onto your server – the three key items are:

- **FTP address**
- **FTP user name**
- **FTP password**

With that information you should be able to connect to your server. The usual set up when using a FTP program is to have your local files on the left window and the server files on the right so you can send the files and folders from your local hard drive to your server. The hosting company will often have a number of folders already set up and you may need to check their instructions to find out where the store pages need to go but this will usually be in a folder called “htdocs” public html” or “www”

With that information you can now transfer the files from your hard drive to the host server. It is best to upload all the files and folders from your extracted template – do not upload the main folder eg. DW Virtual Tones Ecomm Plus but rather the files and folders included within that folder ie. /vsadmin/ /prodimages/ /images/ categories.asp, cart.asp etc.

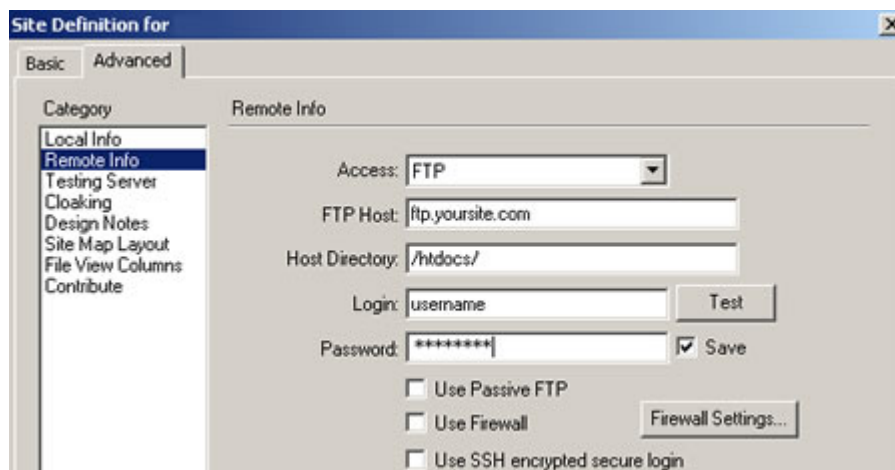
Once you have the entire site uploaded you can then go on to make your database connection and log in to the admin section.

Using Dreamweaver to Upload your Store

Dreamweaver has an inbuilt FTP utility, which you can use to upload your files and folders. When you first defined the site you may have only set up the local information. If you want to use Dreamweaver to upload your store you will need to add some details to the remote window:

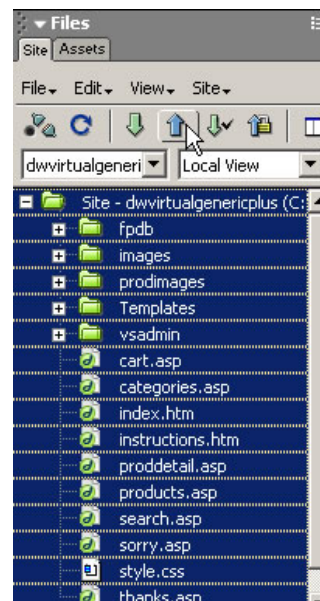
1. Select **Site**
2. Click on **Define Site**
3. **Double Click** on the **Template Site to Define**
4. Ensure the **Advance Tab** is selected and choose **Remote Info**
5. Enter the **Remote Host Details**
6. Select **Done** and close and dialogue boxes that may be open

Your host should have given you these details when you signed up for your hosting account. Once you have entered the information above, make sure you are connected to the internet and hit the test button to make sure your connection is correct.



7. Select **Site**
8. Choose **Site Files**
9. Select the **Put** icon to upload all files and folders to your web host

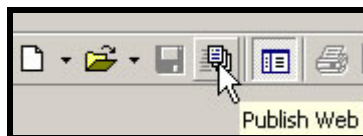
The "Templates" folder doesn't actually have to reside on your server as it is only used for making changes locally but it won't harm anything if it is uploaded. Once you have the entire site uploaded you can then go on to make your database connection.



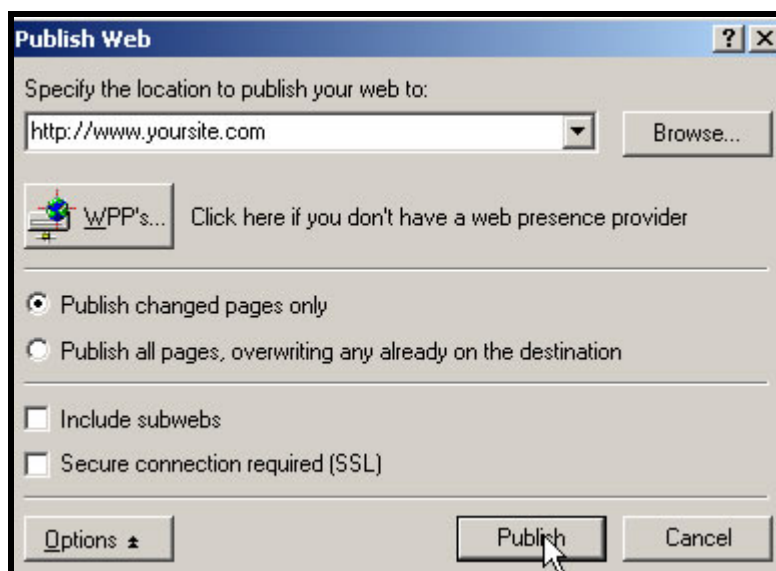
Publishing your Store via FrontPage

If you have a Frontpage version and your host has Frontpage extensions installed it is possible to use Frontpage to transfer your site from your hard drive to your server.

1. **Open** your site in FrontPage - **File > Open Web**
2. Click on the **Publish Icon**:



3. Next give the URL of the site you are publishing to:



4. And finally type in the Frontpage **Username** and **Password** that were supplied by your hosting company:



Once you have the entire site published you can then go on to make your database connection.

Making the Database Connection

There are two ways of setting the database connection depending on the type of Template you have purchased. Please choose the appropriate section to set your database connection.

- [ASP version](#)
- [PHP version](#)

Now that all the files and folders are on your host server, it's necessary to make the connection between the store and the database that dynamically generates the store functions. The set up is different for the ASP and PHP versions:

ASP Version

The easiest way to set up your connection is by preparing a quick test file and then copying the contents into your db_conn_open.asp file in the vsadmin folder - here's how to do it:

1. **Open Notepad** and **Copy** and **Paste** the following lines of code:

```
<HTML>
<BODY>
sDSN = "Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=<%=server.mappath("vsproducts.mdb")%>";"
</BODY>
</HTML>
```

2. **Save** the file as **test.asp**
3. **Upload** this file to your **fpdb folder** (the one where your database resides)
4. Now **Open** this page in your browser, the URL should be something like **www.yourdomain.com/fpdb/test.asp**
5. **Copy** the contents of that page - it should look something like this

```
sDSN = "Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=C:\web\database\vsproducts.mdb;"
```

6. **Open** the file **db_conn_open.asp** (located in the vsadmin folder of your template) in notepad and replace the current content with what you have copied from test.asp - just make sure that you don't delete the opening and closing **<% %>** tags so your code in db_conn_open.asp should look something like this:

```
<%  
DIM sDSN  
  
sDSN = "Provider=Microsoft.Jet.OLEDB.4.0;Data  
Source=C:\web\database\vsproducts.mdb;"  
  
%>
```

7. Upload your **new db_conn_open.asp** to your server, overwriting the original in the **vsadmin folder**

Note

That should be working fine now and you can check the connection at the following URL: **www.yourdomain.com/vsadmin/admin.asp** and you can login with the default username **mystore** and password **changeme**.

If when you login and you get a message saying your Database Connection needs to be set then try following the above steps again checking everything carefully.

If you get an error message saying that your database is not writeable then this will indicate that your connection has been set correctly but you will need to contact your host to get write permissions set to your database folder.

We would also recommend making a back up of the db_conn_open.asp file just in case it gets overwritten at any time.

Important

The folder where the database resides should be non-browseable. This means that nobody will be able to download your database by typing in **www.yourstore.com/fpdb/vsproducts.mdb** - it's worth running a check. If you can download the database then ask your host if there is a special folder under the root of the site where your database can be placed, if they can set non-browseable permissions on the database folder, or in Frontpage, right click the database folder, choose properties and uncheck the "allow files to be browsed" box.

PHP Version

To set the database connection, open the file `vsadmin/db_conn_open.php` in a text editor such as **Notepad**. You need to fill in the details in the spaces provided. The 4 pieces of information that you need to provide are the **username** and **password** for database access, the **name of the database** and the **address of the database**. If you are in any doubt about these, please ask your host who will provide you with the information. Then fill in the gaps between the quotes as shown.

```
$db_username = "loginname"; // Your database login username
$db_password = "loginpassword"; // Your database login password
$db_name = "databasename"; // The name of the database you wish to use
$db_host = "localhost";
```

The last parameter `$db_host` is normally `"localhost"`. However, it can also be a URL like

```
$db_host = "db.myhost.com";
```

You host should have given you access to a hosting control panel where, amongst other things, you can set up the **mySQL database connection**. Here's an example using "cpanel"

1. **Log** into to your hosting control panel, this will typically be the URL **www.yoursite.com/admin/** or **www.yoursite.com/cpanel/** and after entering your username and password you should see a screen with the mySQL icon:



2. Click there and choose your **user name and password**, then click **"Add User"**



The screenshot shows the 'MySQL Account Maintenance' interface. It has two main sections: 'Databases' and 'Users'. In the 'Databases' section, there are dropdown menus for 'User' and 'Db', and an 'Add User to Db' button. Below that is a text input for 'Db' and an 'Add Db' button. The 'Users' section is circled in red and contains a 'UserName' field with 'test' entered, a 'Password' field with 'test' entered, and an 'Add User' button.

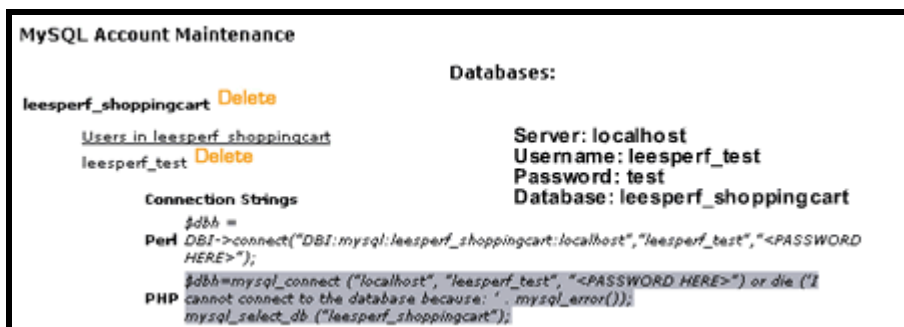
- When the screen refreshes you'll need to give your database a name and click on **Add db**:



- Finally **choose the database** you have just set up from the **drop down** and choose **"Add User to Db"**



- You will then be presented with details of your connection string that you can **copy** and **paste** into **db_conn_open.php**.



```

MySQL Account Maintenance

Databases:
leesperf_shoppingcart Delete

Users in leesperf_shoppingcart
leesperf_test Delete

Connection Strings
$dbh =
Perl DBI->connect("DBI:mysql:leesperf_shoppingcart:localhost","leesperf_test","<PASSWORD HERE>");
$dbh=mysql_connect ("localhost", "leesperf_test", "<PASSWORD HERE>") or die ("I
PHP cannot connect to the database because: ".mysql_error());
mysql_select_db ("leesperf_shoppingcart");

Server: localhost
Username: leesperf_test
Password: test
Database: leesperf_shoppingcart

```

Note

Make sure you include the **underscore** in your user name and database name

- Upload** the **db_conn_open.php** and **replace the file** in your **vsadmin** directory

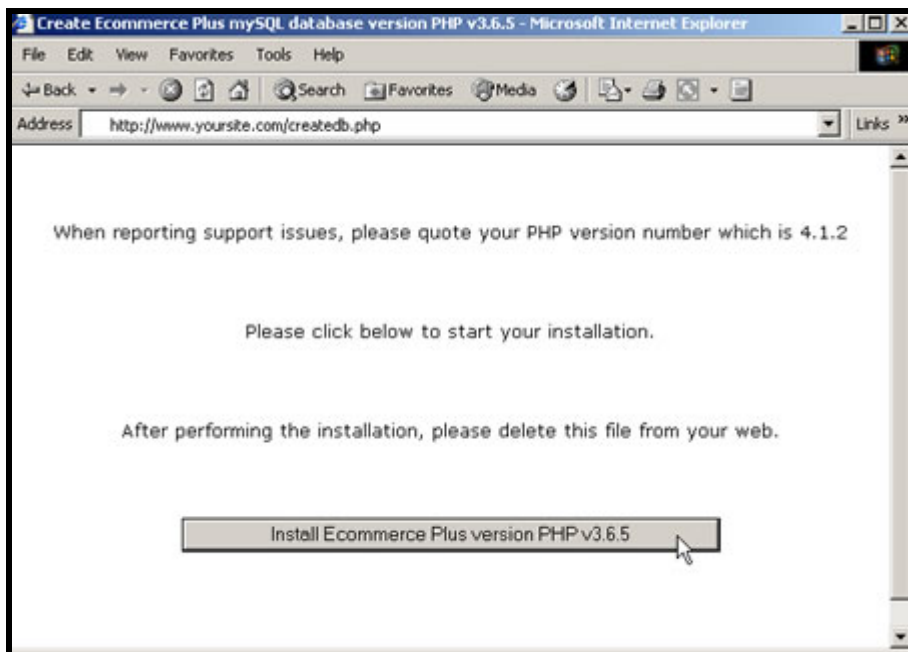
Once this information has been correctly entered and uploaded, you can **install the database tables and data**.

7. To do this, just open the file **createdb.php** in a browser by entering the address for instance:

<http://www.yoursite.com/createdb.php>

Replacing "www.yoursite.com" with whatever is the URL of your site.

The following screen will appear, please see following page:



8. Then click on the button to **Install Ecommerce Plus** and your database will be created. Please remember to delete this file from your web after running it, as otherwise others could use it to destroy your information.

The store should be working fine now and you can check it at:

www.yourdomain.com/vsadmin/admin.php and you can login with the default user name **mystore** and password **changeme**.

Please view our tutorial at www.ecommercetemplates.com/tutorials/ for further help.

Files and folders

Now the store is on the server it may be an idea to become familiar with the files and folders that make up the store itself. Below is an overview of what each folder includes and its function:

Fpdb: This is where your database resides. (*ASP version only*)

Images: This folder contains all the graphics that are used in the design of the site – it should also contain a folder called “extras”, where you can find the .png files and/or blank graphics.

Prodimages: This is the default folder for placing your product images. You’ll see that at the beginning it contains the dozen or so images used in the default store.

Vsadmin: This is where all the admin pages, scripts and images are kept. You don’t need to make any design changes here but there a couple of files that you may need to edit once you have all the files published to your server.

Includes: This folder contains the include pages. If you’re not familiar with includes, these are files that are used on several or all of the pages on the store – updating these pages will cause all pages that “include” them to be updated at the same time. They are typically news sections, headers, menu and footers. (*Frontpage only*)

Templates: This folder should contain the .dwt file, usually called Main.dwt. This is where you should make the global changes to your site. Once you've made the changes to this file, save it and you'll be prompted if you want to update all the files using this template - agree to the prompt and you should be able to see the modifications you've made on subsequent pages. (*Dreamweaver only*)

Library: Some of the templates use library items for the news sections or menus. These can be inserted or deleted from the editable sections and like the .dwt file, any changes made to the .lbi file will be made on all the pages containing the library item on saving. (*Dreamweaver only*)

The other files are the ones that make up the site and store itself and will have a .html, .php or .asp extension.

Chapter 2

Main Settings & Payment Providers

- The control panel
- Change admin username and password
- Main admin settings
- Country settings
- Currency converter
- Email confirmation
- Email object
- Store URL
- Products per page
- Use top category
- Handling charge
- Shipping type
- Pack products
- USPS / UPS
- Stock management
- Delete orders
- Delete credit card numbers
- Admin tweaks
- Multiple languages
- Edit payment providers
- Supported payment providers
- Email
- PayPal
- 2Checkout
- Authorize.net
- WorldPay
- NOCHEX
- Verisign PayFlow Pro (ASP Only)
- Verisign PayFlow Link
- SECPay
- Capture card (ASP version)
- Capture card (PHP version)
- PsiGate
- NetBanx
- Custom
- Setting up a secure server

The Control Panel

Once the site is uploaded to your server and the database connection has been set, it's possible to connect to the admin area. Depending on the version your admin area will be here:

ASP Version

www.yourstore.com/vsadmin/login.asp

PHP Version


www.yourstore.com/vsadmin/login.php

The default username is - **mystore**
The default password is - **changeme**

Once you have logged in you will be presented with links to the various sections that make up the control panel, the main admin settings are detailed below.

Change Username and Password

This should be your first change as all the templates come with the same combination. It's best to choose an alphanumeric combination and make sure you write them down and save in a safe place. If you forget the combination later on it is possible to retrieve them, there is help in our [troubleshooting](#) page.

1. To change the Username and Password click on the  button.
 2. Key in your **Username**
 3. Key in your **Password** and repeat this process for the **Confirm Password** option
- Click on **Submit**

Please enter your new username and password.

Username:

Password:

Confirm Password:

Main admin settings

To access the main admin settings login to your control panel and select the

Button.

Edit admin settings

This will be the next page you will want to visit and includes all the important information regarding the general functionality of your store. The various options are outlined below:

Country settings



Which country settings do you wish to use for currency symbols etc.

Country Settings:

This is where you select your country / currency default. So if your store sells in UK Pounds you would want to choose Great Britain and Northern Ireland.

Currency Converter (optional)

It is possible to show your prices in up to three other currencies other than the default. Sales will always be processed in the default currency but it does provide a guide for international purchasers regarding the approximate price in their local currency.



If you would like to have up to 3 currency conversions, please enter the rates and currency symbols below.
(If you don't want to use currency conversions, just leave these blank. If you are using the auto system, just choose the currency symbols you require and the rates will update automatically.)

Conversion 1: Rate Symbol

Conversion 2: Rate Symbol

Conversion 3: Rate Symbol

(This login and password setting are only if you wish to use the Ecommerce Templates Auto Currency updater system.)

Username:

Password:

You can set your own rates and change them when you like by filling in the rate field and selecting the currency of your choice from the drop down menu for symbols.

Alternatively it is possible to connect to our currency updater. This is currently a free service using the username (**testuser**) and password (**testpw**) but in the future there will be a monthly charge for connecting to our updated rates.

Although updated regularly these will only ever be approximations and we strongly suggest that you make that clear on your store.

The currencies currently supported are:

- Danish Krone (DKK)
- Swedish Krone (SEK)
- New Zealand Dollars (NZD)
- Australian Dollars (AUD)
- Canadian Dollars (CAD)
- Swiss Francs (CHF)
- Euros (EUR)
- British Pounds (GBP)
- Japanese Yen (JPY)
- United States Dollars (USD)

If you do not want to show alternative currencies on your product and product detail pages then leave all the fields blank and the feature will be ignored on your store.

Email confirmation

You will probably want to be notified by email once an order is placed on your store. You can choose that option by ticking the box here and adding your email address. It is important that the address you stipulate is valid for your store domain so it should be in the format of you@yourdomain.com rather than you@anotherdomain.com

Would you like to receive a confirmation email when orders come in.

Email confirmation:

The email address to which confirmation emails should be sent.

Email address:

If you have problems receiving emails from your store, please view our [troubleshooting](#) guide.

Email object (ASP version only)

Most users won't need to change anything here but if there is a problem with emails not being received through the store then you may need to make a change here. Your host will be able to tell you what email components are supported.

There are several "standard" email objects that can be used to send emails on a windows server. Those available are listed here.
Please note, CDONTS does not require you to set the mailhost. CDO May require this depending on your hosts configuration. Other email objects DO require the mailhost to be set. More information setting the mailhost is available [here](#). General email help is available [here](#).

Email object:

If you do need to set a **mailhost** then follow the link and make the necessary change in **vsadmin/includes.asp** – also be sure to check out the [email troubleshooting](#) section.

Store URL

This piece of information is crucial to the store functionality. In most cases the base URL will be the same as your domain, such as **http://www.yourstore.com/** but if you have placed your store files in a different folder you would need to specify that here, for example **http://www.yourstore.com/folder/** or **http://folder.yourstore.com/**

The Store URL should be the base URL of your store, including directory name if you have placed your store in a sub directory.

Store URL:

Products Per Page

By default the number of products that show on your product page is eight – if you would like to change that then enter a different value here. Remember that setting a high value will slow the page load time.

How many products you would like displayed on each page.

Products per page:

Handling charge

This is where you can set a charge for handling. It will apply to all products on your store. If you need to change the text that appears on your store for "handling" then this can be edited in the file **vsadmin/inc/languagefile.asp/.php**

If you wish to have a handling charge applied to all orders, please enter it below.

Handling Charge:

Shipping type

Here is where you will choose your shipping method. We have ample instructions to help set up this part in our shipping section. Remember it is

only possible to use one shipping method on a store, mixing them is currently not an option.

Select which method you wish to use to calculate shipping.

Shipping Type:

- Don't add shipping
- Flat Rate Shipping
- Weight Based Shipping
- Price Based Shipping
- U.S.P.S. Shipping
- UPS Shipping

Pack products

This is where you can set the shipping totals on products individually (pack products separately) or on the order as a whole (pack products together). The option is available for UPS, USPS and weight based shipping.

Select how you pack products, for shipping calculations.
(Only affects UPS / USPS and weight based shipping)

Pack Products:

- Pack products separately.
- Pack products together.

USPS /UPS

The following 3 options are for UPS / USPS shipping only and should be self-explanatory.

If using USPS shipping method, please enter your USPS username and password.
Please note, for UPS shipping, you have to use the registration for [here](#).

Username: **Password:**

Also, if using UPS / USPS shipping method, please enter the zip / postal code of the shipping origin.
Zip Code:

If using UPS shipping, you can choose if you wanted to use lbs and Oz or Kilograms for product weights.
Please note, some countries may be restricted as to available shipping units.

Shipping units:

Canada Post

If using Canada Post add you Retailer ID here.

If using Canada Post for shipping, please enter your Retailer ID here

Retailer ID:

Stock management

This allows you to set the number of items in stock and when the last item is added to the cart the "Buy" button is replaced by an "Out of Stock" message.

The text for **“Out of Stock”** can be changed in the **vsadmin/inc/languagefile.asp/.php**

It's also possible to configure how long the last item can remain in someone's cart until it becomes available again if a purchase is not made:



Would you like to use stock management?
If so please indicate how long an item in a shopping basket is marked unavailable.

Consider item unavailable for:

- Don't Use Stock Management
- 2 hours
- 3 hours**
- 4 hours
- 6 hours
- 8 hours
- 12 hours

This means that if the last item is added to the cart, and the person decides not to purchase, then after the designated time (three hours in the above example) the item becomes available again for purchase.

The number of items left in stock is shown in the product admin section - each product will have a number after it like this:
PC Keyboard (6)

The number will decrease with each sale. It is necessary to "turn on" the stock management in your Main Admin page to use this feature.

If you are using Stock Management it is also possible to download the current items you have in stock. This can be achieved through the products admin page by clicking on the "dump inventory" button. This will download a .csv file that can be viewed in Excel.

From Version 4.4.0 you can use stock management on product options as well as on the overall product. On the products admin page if you are using stock management you should see a drop down menu which allows you to choose between "In Stock" that will set the stock level for the overall product and "By Options" which will set stock levels by the stock of the product options.

An important thing to note is that if you share an option between 2 products the options stock is shared between 2 products. This could be useful if you have say only 20 disk drives, each of which could go in one of 5 different

models of PC. However, if this is not what you intend then on the product options admin page we have also provided a "Clone" button to quickly create a copy of one product option. Using the Option Working Name you will also be able to distinguish these internally.

Delete orders

There will always be a number of “purchasers” who finally decide not to go through the purchase process and abandon the cart. It may be they’ve changed their mind or are simply finding out how the store works. In this case the order will show in the order admin page with a gray “authorize” button. In these cases it’s important to check with your payment processor admin to find out if payment was made or not. In the majority of cases this won’t have happened so the “order” can be deleted. This feature will delete unauthorized / uncompleted orders in the amount of time stipulated in the drop down menu. It is also possible to delete orders manually in the orders admin page.

Would you like to delete uncompleted orders?

Delete after: 4 days ▼

- Never
- 1 day
- 2 days
- 3 days
- 4 days
- 1 week
- 2 weeks

Delete credit card numbers

This option only applies if you are using Offline Credit Card Processing through our “Capture Card” method. It is a further security measure so that sensitive credit card information is left on the server for the minimum amount of time possible. You can select the amount of time that the credit card details can be viewed through the online admin orders page – we strongly recommend setting this to a workable minimum. If you are not using the Capture Card method, this feature can be ignored.

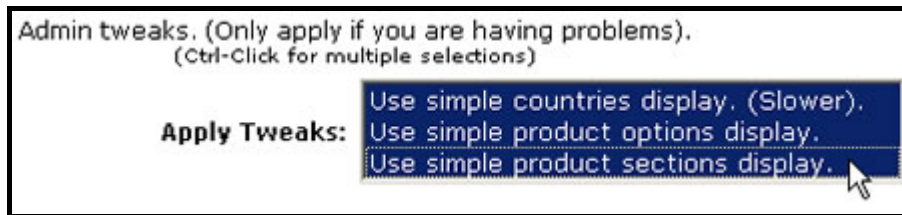
Would you like to delete stored Credit Card numbers automatically?

Delete after: 1 week ▼

- Never
- 1 day
- 2 days
- 3 days
- 4 days
- 1 week
- 2 weeks

Admin Tweaks

You should only need to select these options if you are having problems viewing the admin pages, particularly the Admin Countries page. If this doesn't resolve your problem we suggest using a Browser such as Netscape 7 for making changes to the Admin Countries page.



Remember that any changes you make on this page will only take effect after you have clicked on the "Submit" button.

Multiple languages

How it works

This feature was added in Version 4.8.0 and allows you to have up to 3 languages running off the same database and control panel. You can select the number of languages you require and which parts of the store you want to translate from your main admin page. The full set up details are outlined below.

How to set it up

The first thing you will need to do is to define how many languages you will be using and which parts of the store you are going to translate. In the main admin settings of the control panel you should see a drop down menu for the number of languages and a box with the different sections. Use Ctrl + Click for multiple selections.

How many languages will this store support?

Number of languages:

What parts of the store would you like in multiple languages?
This setting is only relevant if the Number of languages above is not equal to 1

Language settings:

Product Name	<input type="checkbox"/>
Description	<input type="checkbox"/>
Long Description	<input type="checkbox"/>
Option Name	<input type="checkbox"/>
Option Choices	<input type="checkbox"/>

As you will probably want to offer the navigation and information pages in other languages then the next thing you will need to do is upload all the store files and vsadmin folder to a new folder on your server. For example, if you are going to have a Spanish based store then make a folder called /spanish/ on your server and upload all the files there.

The last thing you need to do is to tell the database which language is being used in that particular version. Open vsadmin/includes.asp or vsadmin/includes.php for the new language store you have set up and add this to the list for the ASP version:

```
languageid=2
```

..or for the PHP version:

```
$languageid=2;
```

where the number 2 is the identifier of the language. As an example if you have the main store set up in English and language versions for Spanish and French then you would have the languageid as 1 for English, 2 for Spanish and 3 for French in the respective include pages.

You can now go into your control panel and start adding the information for the alternative languages. As an example if you have chosen to have separate language product names then in the products admin you should see three boxes, the first for the main store language the next two for the alternatives:

```
*Prod Name:   
*Prod Name 2:   
*Prod Name 3: 
```

Once that is all set up you can add links from your main store to the two new language stores.

Edit Payment Providers (Main Page)

The Payment Providers Admin page shows a list of the payment processing companies and methods currently supported by Ecommerce Templates.

To access the Payment Provider click on the [payment providers](#) button.

Use this page to update payment providers.

Order	Provider Name	Configure
1 ▾	Email	Modify
-	PayPal	Modify
-	2Checkout	Modify
-	Auth.net SIM	Modify
-	World Pay	Modify
-	NOCHEX	Modify
-	Payflow Pro	Modify
-	Payflow Link	Modify
-	SECPay	Modify
-	Capture Card	Modify
-	PSiGate	Modify
-	PSiGate SSL	Modify
-	Auth.net AIM	Modify
-	Custom	Modify
-	Netbanx	Modify

Please note, payment methods in demo mode are shown in **red**.
Payment methods that are enabled are shown in **bold**.

Order Column This column allows you to define the order that payment options appear on the checkout page of your store.

Provider Name The second column is the list of payment companies / methods currently supported.

Configure You can set the necessary details of the payment method.

Supported Payment Providers

Email

The email option will simply email you the order details from a purchase. It will not include any credit card information and can be used if you would like to accept money orders, checks, cash on delivery etc. You can make it clear on your store the payment methods and process you are willing to accept here and it's possible to change the default text for "Email" in the "Show As" field. You may wish to change this to something like "Check" depending on what you will be using it for.

Use this page to update payment provider details.

Provider Name : Email

Show As :

Enabled :

Email Address for Orders :

You can have a second email type payment provider by downloading the files from www.ecommercetemplates.com/free_downloads.asp and uploading these to your vsadmin/inc/ folder. From the payment provider list, this would be listed as "Custom".

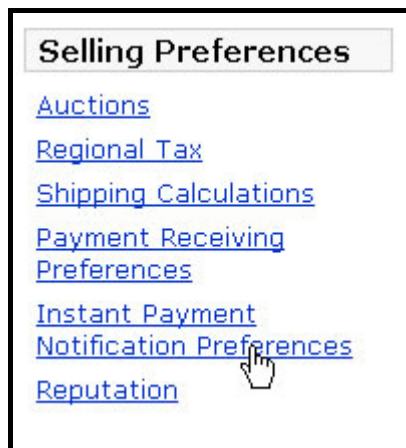
PayPal

The advantage of using PayPal is that they can be used in conjunction with credit card processors to give your clients more choice for making payments.

1. The first thing you will need is an account with PayPal, if you don't have one yet then you can sign up here. ([PayPal sign up](#))
2. Once you have created your account, you need to set up the **instant payment notification (IPN)**. This is necessary so that sales are automatically validated. To do this log into your **PayPal** account and click on the "**Profile**" tab.



3. Now click on the link instant payment notification preferences link.



4. The URL that you want to enter is the one to the file **ppconfirm.asp/php** in your admin directory. So for instance it might be:

<http://www.yourstore.com/vsadmin/ppconfirm.asp/php>

5. After entering this URL, just **click** the **checkbox** to **activate instant payment notification** and you're all done.

6. You can then go to your Ecommerce Template Payment Provider Admin page and **add the email address** associated with your PayPal account.



Troubleshooting PayPal

Setting up PayPal IPN is quite simple but if you have tried the above instructions and your orders are still not automatically authorized, then we have some troubleshooting information here for you.

Your host will need the XML pack installed on the server for IPN to work. You can check this by opening the **ppconfirm.asp/php** page directly in your browser by entering the URL like so:

<http://www.yourstore.com/vsadmin/ppconfirm.asp/php>

(you will of course need to change yoursite.com for the URL of your own site)
If you just get a blank page then probably the XML pack is installed. If you receive an error then please send a note to your host asking them if they will install the XML pack. It is available free here...

<http://www.microsoft.com/xml/>

Or comes as standard when IE6 is installed on the server.

PayPal has introduced a new Merchant Tools feature called “Auto Return”. If you select this option in your account, PayPal has you add in the URL you would like your customers to return to on your website. What actually happens is that you are directed to the Thank You page that gives an error message “Sorry there has been an error”. You will also not receive order confirmation, so don't use this PayPal feature with the ecommerce templates.

For more information, rates and support, please visit www.paypal.com.

2Checkout

1. The first thing you will need to do is [set up an account with 2Checkout](#).
2. Once you have created your account, choose **Edit Payment Providers** in the store admin settings and click **modify** for **2Checkout**.
3. Make sure the **Enabled** box is checked, and enter the **account number** for your **2Checkout** account. You do not need to, nor should you enter your secret 2Checkout password. The Show As field refers to how you would like the name to appear on checkout.

Use this page to update payment provider details.

Provider Name : 2Checkout

Show As :

Enabled :

Demo Mode :

Account Number :

4. Select the **Demo Mode** checkbox for testing your store but remember to deselect once your store is live and ready to accept orders.
5. Now log into your 2Checkout account. At the top there are several popup menus, with the **mouse over** the **Shopping Cart** menu, you should see a link to Cart Details.



6. Once there, you want to make sure that the answer to the following question is **Yes**.

Return to a routine on your site after credit card processed.

Return to a routine on your site after credit card processed?:

Set to Yes if you want the 2Checkout.com payment routines to pass control and parameters back to a routine on your site after a credit card is successfully processed.

Set to No if you just want a confirmation email sent to your sales and the buyers email address after a credit card is successfully processed.

Return URL:

7. Also ensure that the **URL** of the return address is set to the file **thanks.asp** or **thanks.php** in your web, so for instance

<http://www.yourstore.com/thanks.asp>
<http://www.yourstore.com/thanks.php>

8. Save changes and you are all set.

Note

As well as setting your 2Checkout account to demo mode using your store admin, you can also set it to Demo mode in your 2Checkout admin page. Make sure you are not in demo mode before going live by logging into your 2Checkout account, then go to the Shopping Cart -> Cart Details link and make sure you see

"Click Here to put your account in cart test payment mode."

NB: It's best not to use the Direct Return option from 2Checkout.

Authorize.net (SIM method)

Included with your store template there is a special file in the admin directory called **wpconfirm.asp/php**. The function of this file is to interpret the response from **Authorize.Net**. You need to enter the **URL** of this file in your **Authorize.Net admin section** to indicate that it is a valid **URL**. To do this:

1. Log into your account at <https://secure.authorize.net>
2. Scroll down till you see the "Transaction Response" section, and click "Response/Receipt URLs"
3. Click "Add URL"
4. Enter the exact **URL** of this file, for instance . . .

<http://www.yourstore.com/vsadmin/wpconfirm.asp /php>

5. Click **Submit**.
6. Now go back to **the https://secure.authorize.net settings main menu**.
7. Scroll down until you see "**Security**", then click on "**Obtain Transaction Key**".
8. **Answer the Secret Question** you used to set up your account and **take note** of this **transaction key**.

Now, in your **Ecommerce Template admin**, go to the **Payment Providers section**, click "**Modify**" for **Authorize.Net** and enter your **Merchant Login Id** and **Transaction Key** where indicated. Make sure the system is set to "**Enabled**" and is in **demo mode** to allow you to test easily.

You should now be ready to run some tests through the system. **To test**, use the following visa card number **with any date** in the future. **4007000000027**

When you're ready to go live, **don't forget to take Authorize.Net out of demo mode in your Ecommerce Plus Template admin section**.

Provider Name : Auth.net SIM

Show As :

Enabled :

Demo Mode :

Merchant Login ID :

Transaction Key :

Transaction Type :

Troubleshooting Authorize.net

If you receive an error such as "The referrer, relay response or receipt link URL is invalid" or an error number 14, then please check that the Store URL in your Admin Main page is correct. The Store URL should be the URL of the base of your store. If it's not in a subdirectory it would be <http://www.yoursite.com>. If it is in a subdirectory then you will need to add that, for instance . . . <http://www.yoursite.com/store/>

Do remember to change <http://www.yoursite.com> for the actual URL of your site. You'll be surprised how many trip up on that one.

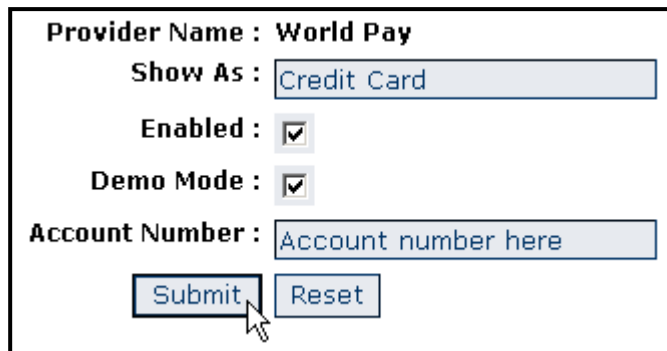
If you receive the error "(13) The merchant login ID or password is invalid or the account is inactive." then check that in the Merchant Login ID under the Authorize.net payment providers page of the Admin Control Panel you have entered the Login number not the Merchant ID number.

WorldPay

1. The first thing you will need to do is set up an account with [WorldPay](#).
2. Once you have opened your account with WorldPay and been accepted, open your **Ecommerce Plus Template admin pages** and go to the **Payment Provider section**.
3. Now click on **Modify** next to **WorldPay**.
4. Where it says "**Account Number**" you want to enter the "**Installation ID**" that was sent to you by **WorldPay**.

IMPORTANT NOTE: Make sure it is your installation ID and not your company ID that you enter. The 2 numbers are very similar and can easily be confused.

5. Make sure that the **Enabled** and **Demo Mode** checkboxes are checked.



Please note that WorldPay would have given you a password to enter their administration area. You do NOT want to enter that into the Ecommerce Template admin area.

6. Now go to the WorldPay online administration area at <http://support.worldpay.com/admin/>
7. Here you need to enter your **WorldPay username** and **password**.
8. The type of integration you want is "**Select Junior**". This is the default when you setup an account with WorldPay, so leave this as it is.
9. Now at the bottom-right of the screen, choose "**Configuration Options**".
10. Set the Merchant's shop **URL** to the **URL of your store**.
11. With your Ecommerce Plus template, in the admin directory, you will notice that you have a file called **wpconfirm.asp/php**. You want to set the "**Callback URL**" to point to this file. So for instance it might be . . .

<http://www.yourstore.com/vsadmin/wpconfirm.asp/php>

12. Make sure the "**Use callback response**" checkbox is **checked**.

13. Now click "**save changes**".

14. While your WorldPay account is in **test mode** you can use the following Credit Card number for testing purposes **4000 0000 0000 0002** along with any valid (ie in the next 5 years) expiry date.

You are strongly encouraged to fully test the system.

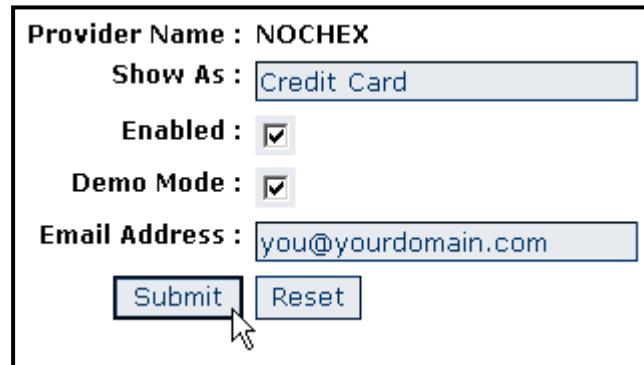
NOTE: From Version 4.3.0 the 4 digit address validation code is now added to the auth code for Worldpay transactions. To interpret this code please see . . . http://support.worldpay.com/kb/user_guides/cms/help/appendix/cms_6130.html

NOCHEX

Once you have created your account, you just need to go to the **Edit Payment Providers** link on your **store admin**, chose **Modify** for **NOCHEX** and **enter the email address** that is associated with your **NOCHEX** account.

Setting up APC

1. The NOCHEX Automatic Payment Confirmation system will mean that your orders will be automatically authorized when they come in. Setting it up is quite simple.



The screenshot shows a configuration form for the NOCHEX provider. The fields are: Provider Name (NOCHEX), Show As (Credit Card), Enabled (checked), Demo Mode (checked), and Email Address (you@yourdomain.com). There are Submit and Reset buttons at the bottom.

2. To enable **APC support** on your **NOCHEX** account you have to contact NOCHEX support here:

<http://www.nochex.com/help/contact/support/>

3. Once you have done this you can log in to your **NOCHEX** account and click on the "**Edit Automatic Payment Confirmation Details**" menu option. The URL that you will need to enter is:

<http://www.yourstore.com/vsadmin/nconfirm.asp/php>

(You will of course need to change yoursite.com for the URL of your own site)

Troubleshooting NOCHEX

Setting up NOCHEX APC is quite simple but if you have tried the above instructions and your orders are still not automatically authorized, then we have some troubleshooting information here for you.

Your host will need the XML pack installed on the server for IPN to work. You can check this by opening the nconfirm.asp page directly in your browser by entering the URL like so:

<http://www.yourstore.com/vsadmin/nconfirm.asp/php>

(You will of course need to change yoursite.com for the URL of your own site)

If you just get a blank page then probably the XML pack is installed. If you receive an error then please send a note to your host asking them if they will install the XML pack. It is available free here:

<http://www.microsoft.com/xml/>

Or comes as standard when IE6 is installed on the server.

Verisign PayFlow Pro (ASP version only)

Verisign PayFlowPro is slightly more complicated than other payment processing systems we offer, in that the credit card transaction takes place on your own server, and hence you require an SSL certificate on your site.

Enabling Payflow Pro will force the second phase of checkout to take place on a secure (https) connection. For instance, with Payflow Pro enabled, you will find that after viewing the contents of the cart and clicking checkout, the URL changes from

`http://www.yourstore.com/cart.asp`

to

`https://www.yourstore.com/cart.asp`

If you do not yet have a certificate installed this will fail. To purchase an SSL certificate we can recommend www.thawte.com www.geotrust.com www.instantssl.com

For testing purposes we have provided a way around this. In the file **vsadmin/includes.asp** set the following where you see the line

```
pathtossl = ""
```

. . . and fill in your usual URL.

```
pathtossl = "http://www.yourstore.com/"
```

Now you just need to enter the information that **Verisign** sent you when you opened your account by going to your store admin and clicking on **Edit Payment Providers**, and you should be all set.

Provider Name : Payflow Pro

Show As :

Please note, enabling VeriSign Payflow Pro will force the second stage of checkout to be carried out on a secure (https) connection. Please see the online help for more details.

Enabled :

Demo Mode :

User ID :

Vendor :

Partner :

Password :

Please note that it is possible to use shared SSL space if your host provides for this, but you must be able to access the same database as for the rest of your store. To do this, you need to copy at least these files to your shared SSL space . . .

cart.asp
vsadmin/db_conn_open.asp
vsadmin/includes.asp
vsadmin/inc/inccart.asp

. . . plus probably your images directory.

Then set the pathtossl as above to the directory that contains these files. For instance

pathtossl = "https://www.yourhost.com/yourdirectory/"

We have provided more information about [setting up on a secure server here](#)

Note

The PayFlow Pro systems does need the PayFlow Pro Com Control installed on the server. As Verisign are such a big company this is normally done already, but it should be possible for a host to get in touch with Verisign about PFProCOMControl to get it installed. If it is not installed you will typically see an error message like this:

Server object error 'ASP 0177 : 800401f3'

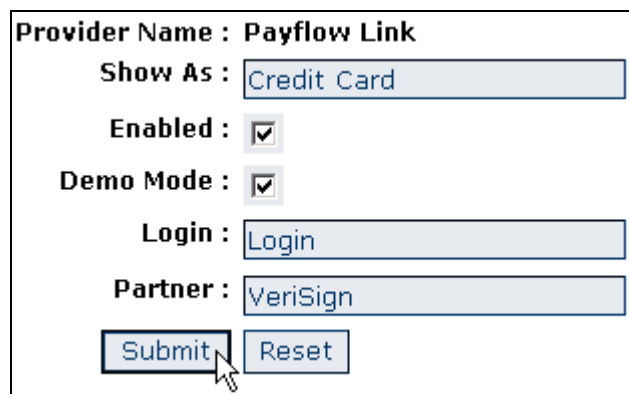
Server.CreateObject Failed

Verisign PayFlow Link

1. **Login** to your **Verisign Manager**
2. Click on "**Account Info**" in the top left, then click on the "**Payflow Link Info**" link on the left
3. Set the "**Return URL Method:**" to **POST**
4. Set the **Return URL** to the **thanks.asp/php** page in your web. For instance this may be

http://www.yoursite.com/store/thanks.asp/php

4. Further down the page, the "**Receipt Button Text:**" should be set to something stronger than the default. For instance "**CLICK HERE TO FINALIZE**".
5. Now **login** to your **Ecommerce Plus admin section**, go to the payment providers section and click **modify** for **Payflow Link**. Make sure it is **enabled**, and **enter your login** and **partner**. (The partner is normally VeriSign)



Provider Name : Payflow Link

Show As :

Enabled :

Demo Mode :

Login :

Partner :

SECPay

When testing your interface either use a merchant id of **'test'** or use either **'secpay'** or your **merchant_id** and make sure **SECPay** is set to **demo mode** in your **template payment provider admin**. You can use the test credit card number **4444333322221111** to perform **test transactions**.

Be sure to enter your merchant id and not your merchant number in the payment provider admin section. The merchant number supplied by the bank is never exposed to the Internet.

Provider Name : SECPay

Show As :

Enabled :

Demo Mode :

Merchant ID :

Capture card (ASP version)

The Capture Card system is available so that you can safely capture and store credit card numbers from your customers to process on your own credit card processing terminal.

Requirements.

- Windows server supporting .asp pages and an Access database
- SSL certificate
- Personal certificate
- ASPEncrypt component installed on your server (Optional but recommended)
- Internet Explorer 5.5+

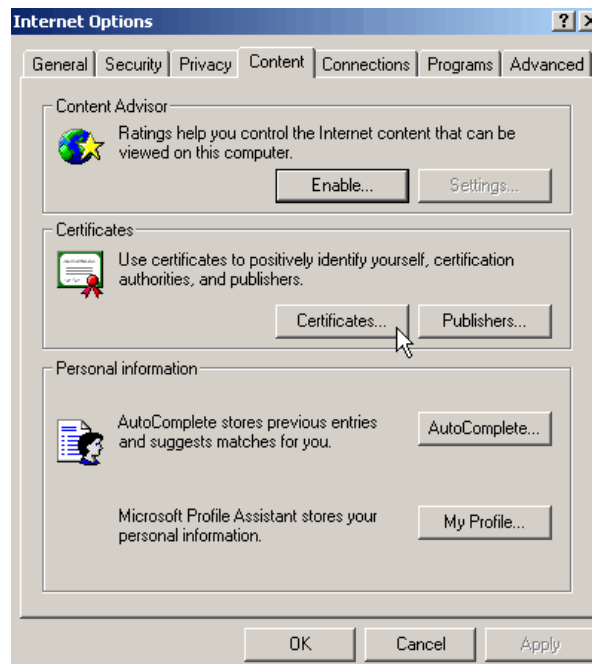
Setting up the "Capture Card" system with ASPEncrypt installed.

To set up the "Capture Card" system please do the following.

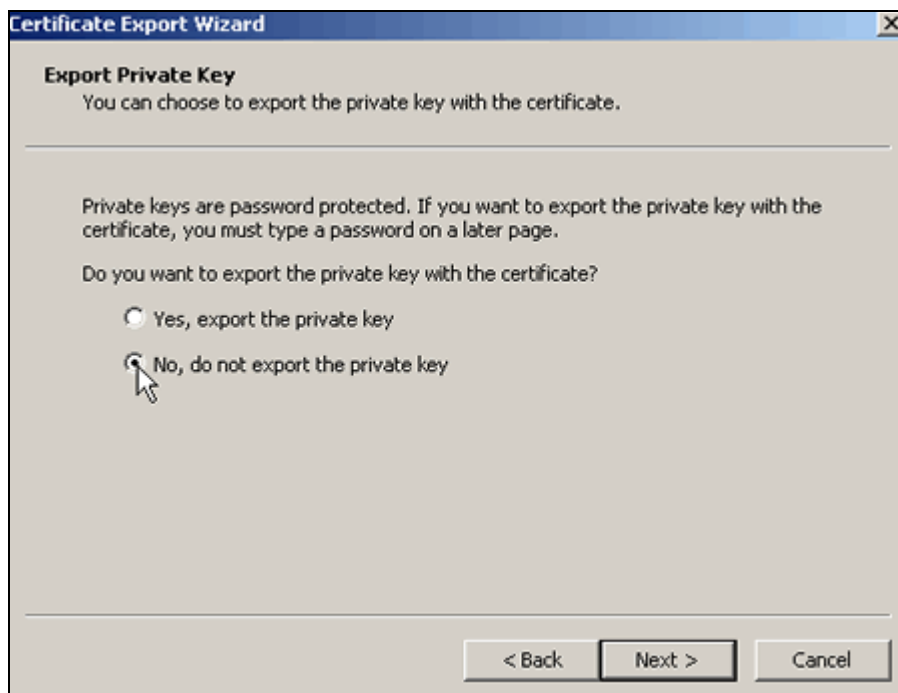
1. To obtain a **Personal Certificate**, please go to the following **URL** and follow the onscreen instructions.

http://support.persits.com/encrypt/demo_cert.asp

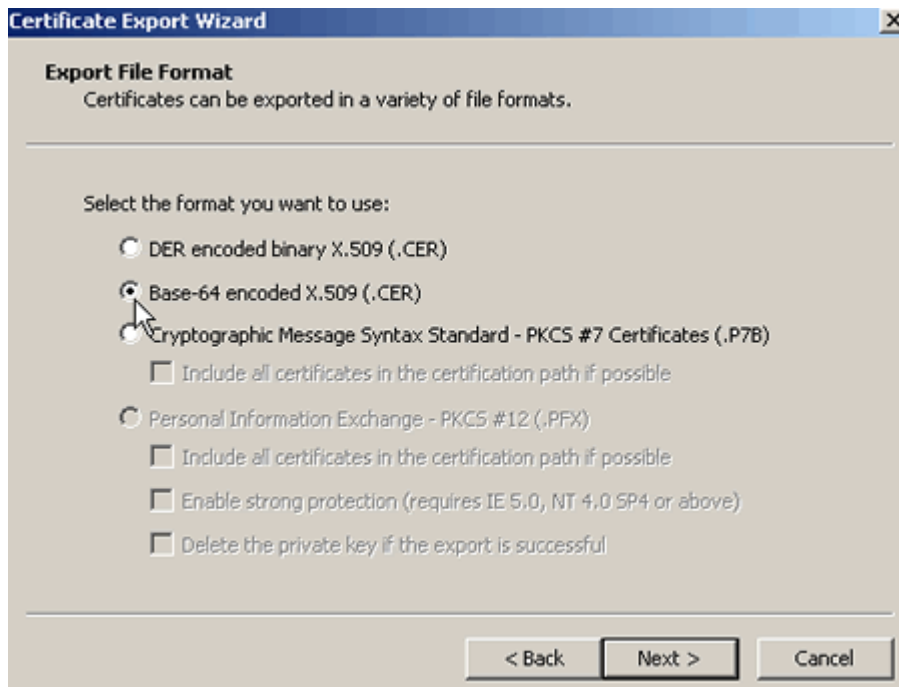
2. Once you have installed your **Personal Certificate** in **Internet Explorer**, you must now **export** your **Public Key**. To do this, in Internet Explorer go to **Tools -> Internet Options** and **click** on the "**Content**" tab. Now click on "**Certificates...**".



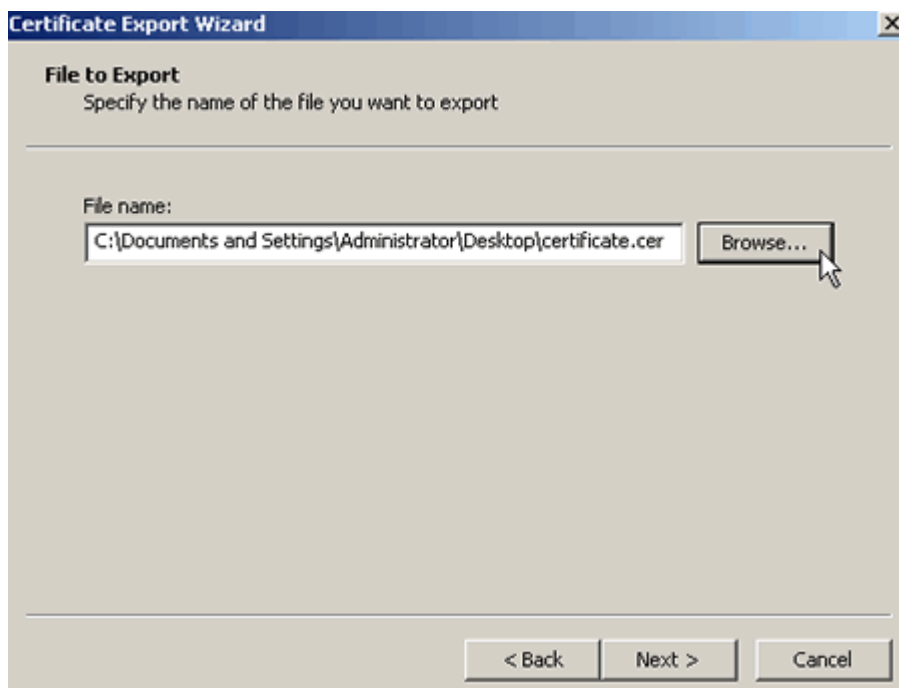
3. On the "**Personal**" tab you should see the certificate you have just installed. Click on this and choose "**Export...**" to bring up the export certificate wizard.



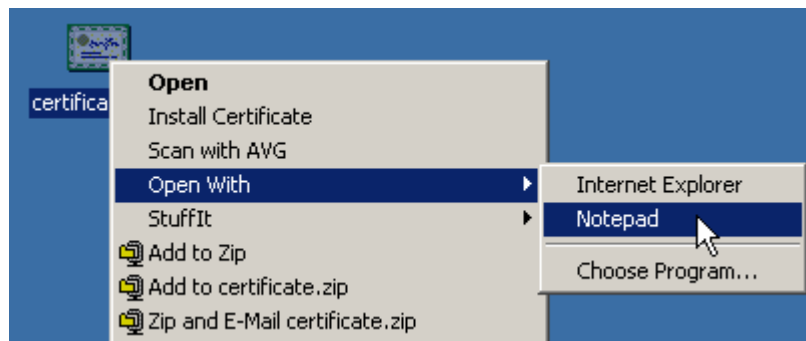
4. The first step of the wizard will ask you if you want to export the private key with the certificate. You **MUST** select "**No, do not export the private key**". This is most important as if you export the private key you will be compromising the security of the system.



5. On the next page of the wizard choose **Base-64 encoded X.509 (.CER)** as the format. Now give the file a filename such as **certificate.cer** and save it on your desktop or somewhere you have easy access to it.

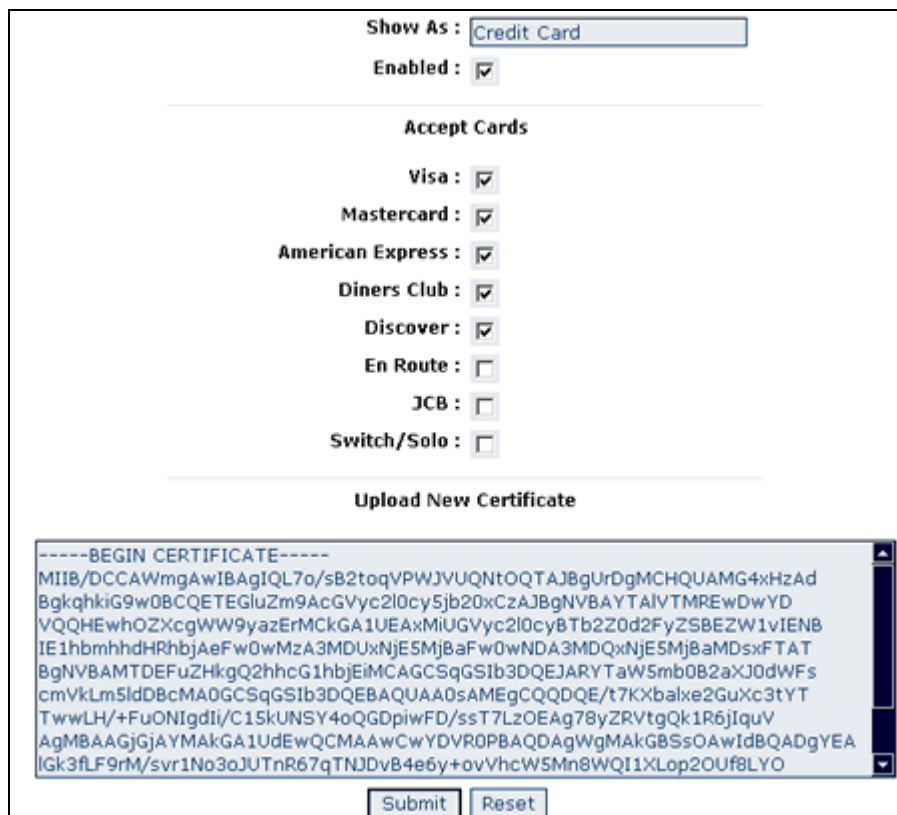


6. Run **notepad** or other text editor and open this **certificate.cer** file.



Remember that as certificate files are automatically created with a .cer extension, to look under "all files" and not just files with a .txt extension.

- Open your **Ecommerce Plus** template online admin section, click on **Payment Providers** and then click on **modify** for **Capture Card**.



- You want to make sure the processor is "**Enabled**", **select** the **credit card** types that you want to use and in the box at the bottom where it says "**Upload New Certificate**" you want to **copy** and **paste** all the information in your **certificate.cer** file to the this box, and then click "**Submit**" to **upload the certificate information**.

Now try a test transaction. After the first checkout page all information will be taken on a secure connection.

(For instance <https://www.yoursite.com/cart.asp>.) For this to work you will need to have an SSL certificate installed on your site, and which you can obtain from www.thawte.com or www.geotrust.com.

If you do not have an SSL certificate installed then for testing purposes you can override this by opening the file `vsadmin/includes.asp` and set the following

pathtossl = "http://www.yoursite.com/"

(Obviously you would replace `yoursite.com` with the actual name of your site.) This will force the system to use an http (unsecure) instead of https (secure) connection.

You can also use this method if you want to use a different URL for your secure connection. Though do remember, both locations must be able to see the database.

Also, the switch to secure server relies on the setting of the store URL in the admin main page, so do remember to set this properly.

To complete a Capture Card transaction you will need a valid test credit card number such as **4111111111111111** and just choose any date.

After completing a test transaction you now want to make sure you can view the credit card number. Log in to your Ecommerce Plus admin section and go to the orders page. Now click on the order you just made. You should see a certificate pop up asking if you want to install Xencrypt by Persits software. This is the object that will "decode" your credit card numbers, so please select Yes to install this if you wish to view the results of credit card transactions. This process only needs to be performed once. Remember to always view the admin orders page on an HTTPS connection.

To reduce security risks set the automatic deleting of credit card information to a workable minimum level - we would suggest that 2 days is ample time. This setting can be found on the main admin page. You can also manually delete the credit card information from your database by hitting the "delete" button.

Checklist for the ASPEncrypt method

1. Go to http://support.persits.com/encrypt/demo_cert.asp and follow the onscreen instructions.
2. In **Internet Explorer** go to **Tools -> Internet Options -> Content -> Certificates**
3. Click on the **new certificate** and choose "**Export**"
4. Select "**No**" to export the private key
5. Choose **Base-64 encoded X.509 (.CER)** as the format
6. Name the file **certificate.cer** and save it to you desktop
7. Open the file **certificate.cer** in **Notepad** or your favorite text editor
8. In your **admin section** of your ecommerce template open the "**payment providers**" page
9. Click on "**Modify**" for the "**Capture Card**" option
10. Select the credit card types you want to allow
11. **Paste all the code** from the **certificate.cer** that you have open in Notepad to the box entitled "**Upload new certificate**"
12. Press **submit** and **test!**

F.A.Q.

- · What is ASPEncrypt?
- · What if ASPEncrypt is not installed on the server?
- · Can I use my host's shared SSL certificate?
- · What is a personal certificate?
- · Is this system really secure?

What is ASPEncrypt?

ASPEncrypt is a component that resides on your host's server. It provides a client-side ActiveX sub-component, called XEncrypt, which performs all cryptographic operations directly on your machine for better security. In particular, operations involving the user's private key such as digital signing and data decryption can be performed without jeopardizing the security of the private key. More information from www.aspencrypt.com.

Not all hosts have the component installed so it is worth asking - we recommend the Windows hosting at www.tokios.net

What if ASPEncrypt is not installed on the server?

Although we strongly recommend using ASPEncrypt, it is possible to use the system without by choosing `encryptmethod="none"` in `vsadmin/includes.asp`. If you decide to use this method, remember to delete the credit card information at very regular intervals. The details are still on a secure connection but without the added security of encryption.

Can I use my host's shared SSL certificate?

Yes, you can. Alternatively you can apply for your own through a company like Thawte, Geotrust or InstantSSL.

What is a personal certificate?

This is a data structure that stores someone's personal information such as a name or email address, together with this person's public key. As the credit card details are encrypted, this will be necessary so that only you have access to the credit card information through your control panel.

Is this system really secure?

It's as secure as we can possibly make it. If anyone was to gain access to your database, they wouldn't be able to see any of the sensitive information stored there as it is in an encrypted form. As with any web site, store or application you should always pay particular attention to the security issues. Remember to secure your database so that it cannot be downloaded, make

regular back-ups, change your passwords, make them alphanumeric and if you are running your own server, keep your Windows patches updated.

We have provided more information about [setting up on a secure server here](#)

Capture Card (PHP Version)

To set up the "Capture Card" system please do the following.

1. **Open your Ecommerce Plus template online admin section, and click on modify for Capture Card.** You want to make sure the processor is "**Enabled**", select the **credit card types** that you want to use.
2. Open the file **vsadmin/includes.php** and set **\$encryptmethod=""**; to **\$encryptmethod="none"**;

Now try a test transaction. After the first checkout page all information will be taken on a secure connection. (

For instance <https://www.yoursite.com/cart.php>.) For this to work you will need to have an SSL certificate installed on your site, and which you can obtain from www.thawte.com or www.verisign.com. If you do not have an SSL certificate installed then for testing purposes you can override this by opening the file **vsadmin/includes.php** and set the following

```
$pathtossli = "http://www.yoursite.com/";
```

(Obviously you would replace [yoursite.com](http://www.yoursite.com) with the actual name of your site.) This will force the system to use an http (insecure) instead of https (secure) connection.

You can also use this method if you want to use a different URL for your secure connection. Though do remember, both locations must be able to see the database.

Also, the switch to secure server relies on the setting of the store URL in the admin main page, so do remember to set this properly.

To complete a Capture Card transaction you will need a valid test credit card number such as **4111111111111111** and just **choose any date**.

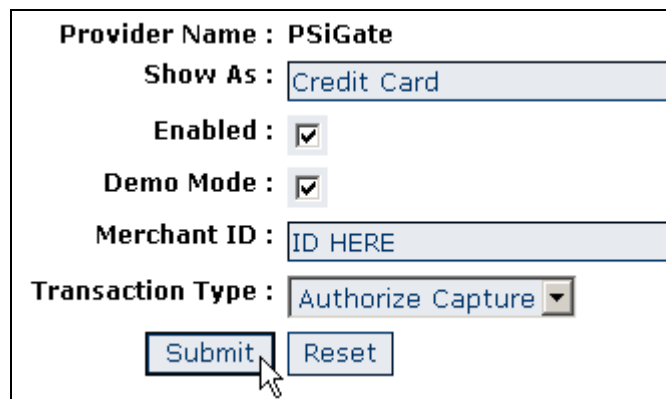
After completing a test transaction you now want to make sure you can view the credit card number. Log in to your Ecommerce Plus admin section and go to the orders page. Now click on the order you just made. Remember to always view the admin orders page on an HTTPS connection.

To reduce security risks set the automatic deleting of credit card information to a workable minimum level - we would suggest that 2 days is ample time. This setting can be found on the main admin page. You can also manually delete the credit card information from your database by hitting the "delete" button. **We strongly advise that you delete the credit card information as quickly as possible to reduce the security risks.**

We have provided more information about [setting up on a secure server here](#)

PsiGate

1. The first thing you will need to do is **set up** an account with **PsiGate**.
2. Once you have opened your account with **PsiGate** and have been accepted, open your **Ecommerce Plus Template admin pages** and go to the **Payment Provider** section.
3. **Now click on Modify** next to **PsiGate**.



Provider Name : **PSiGate**

Show As :

Enabled :

Demo Mode :

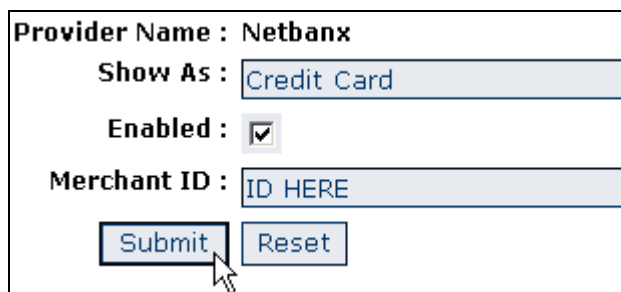
Merchant ID :

Transaction Type :

4. Where it says "**Merchant ID**" you want to enter the "**ID**" that was sent to you by **PsiGate**.

NetBanx

1. The first thing you will need to do is set up an account with **NetBanx**.
2. Once you have opened your account with Netbanx and have been accepted, open your **Ecommerce Plus Template admin pages** and go to the **Payment Provider section**.
3. Now **click on Modify** next to **NetBanx**.



Provider Name : **Netbanx**

Show As :

Enabled :

Merchant ID :

4. Where it says "**Merchant ID**" you want to enter the "**ID**" that was sent to you by **NetBanx**.

Custom

This option is for anyone wanting to add a payment provider that is not currently supported by Ecommerce Templates.

It does require a solid knowledge of coding but this option will make things simpler as the database is already set up to handle an extra processor and any updates that are made in the future will not overwrite the modifications that have been made. If you are not confident about making the changes yourself, then we suggest contacting one of the [developers here](#) for a quote.

Do be aware also that not all payment systems will fit into the model we have provided, but the vast majority should.

We do have a lot of Custom payment providers already set up, so please check [here](#) for the latest list www.ecommercetemplates.com/free_downloads.asp

Setting up a secure server

Some payment methods like Verisign Payflow Pro, authorize.net (AIM) and Capture Card require that the checkout portion of the process take place on a secure server. There are two methods of doing this. One is to have a secure certificate installed on your web. (Your host can tell you if this is possible with your hosting plan). This means that you can access your web using both non secure (http) and secure (https) methods. For instance both these URL's would be valid...

<http://www.yoursite.com/products.asp>
<https://www.yoursite.com/products.asp>

If you enable a payment method that does require the checkout on a secure server, then the second stage of checkout will automatically switch to a secure server. As during testing you may not have a secure certificate installed, we have provided a method for you to override this. In your **vsadmin/includes.asp/php** file set the following...

pathtossl = <http://www.yoursite.com>

By doing this you will force the second stage of checkout to remain on a non secure (http) connection

One thing to note is that if you are on an https connection and then click on say the link to the categories.asp/php page, you will remain on the https connection, which is not really desirable. To overcome this you can make all your links absolute. For instance, don't link to categories.asp/php but rather link to <http://www.yoursite.com/categories.asp>

Some hosting providers may provide shared space on their secure server. Generally this is a cheaper option as you don't have to purchase your own secure certificate, but it is a bit more difficult to set up.

The first thing you must make sure of is that you can access your database from both the secure and the non-secure areas. Your host can tell you if this is possible when you contract the secure space.

You will need to make a copy to your secure area of the **thanks.asp/php** and **cart.asp/php** pages. Also, you will need any images from your images directory that are used by these pages and the whole vsadmin directory on the secure space.

Now set the pathtossl, for instance...

pathtossl = "https://secure.yourhost.com/yourdir/"
pathtossl = "https://yoursubdomain.yourhost.com/"

As above, remember to make links in your site absolute to make sure that your customers do not get stuck on the secure portion of your site.

Chapter 3

Categories and Products

Introduction
Accessing the Categories
Adding a new category
Adding products
Product options
Discounts and coupons

Introduction

After setting up the main settings, the next step will be to get your own categories and products on your store. The software does come with some sample data for you to work. You can have up to 10 levels of sub-categories.

Accessing the Categories

Select the “categories” link from the left hand menu.

The following screen will appear

Use this page to update your categories.

Order	Category Path	Category Name	Discounts	Modify	Delete
1	Home	laptop1 (14)	<input type="button" value="Assign"/>	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>
2	Home » laptop1	Dell laptops (15)	<input type="button" value="Assign"/>	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

- Category Names that are shown in **bold** are categories which can contain products.

[Click here to add a new category](#)

The Screen Explained

Order Category Path: This will give you the hierarchy of your category set up. The Home option refers to categories.asp / categories.php. The drop down option on the left allows you to order the categories on your store (requires MSIE 5+)

Category Name: This is the working name assigned to your category – it may be different from the name that appears on your store depending on the naming system you have chosen. Text in bold denotes a category that can have products added to it. The number in brackets (15) refers to the category id and is useful when manually setting up links on the store.

Discounts: Option to assign a Discount

Modify: Modify the properties of the Category

Delete: Delete a Category

Adding a New Category

Click on the New Category button

Enter your new category details here.

<p>Category Name <input type="text" value="Toshiba"/></p> <p>Category Working Name <input type="text" value="Toshiba laptop"/></p> <p>Sub Category Of... <input type="text" value="laptop1"/></p> <p>Category Function... <input type="text" value="Products can be added to this category"/></p> <p>Category Image <input type="text" value="/prodimages/toshiba.gif"/></p>	<p>Category Description <div style="border: 1px solid gray; padding: 5px; min-height: 100px;">Description of this category</div></p>
---	---

- A "Home Category" is one which will display first when you open the page categories.asp. If you have no categories defined as home categories then it will be difficult to navigate to your products.
- Only categories whose "Category Function" is defined as "Categories can be added to this category" will be shown in the "Sub Category Of..." menu.

The Screen Explained

Category Name: This is the name of the category that will appear on your store.

Category Working Name: This is for internal use only and is useful when you have categories that could have the same name.

Sub Category Of...: This drop down allows you to choose the category above the one you are adding. In the example above, "Toshiba" will be a sub-category of "laptop1".

Category Function: There are two options when setting up a new category. The category may have products added to it, in this case select "Products can be added to this category". If there are to be further sub-categories in the hierarchy then select "Categories can be added to this category". It will not be possible to add a product to a category that has subsequent sub-categories.

Category Image: This is an optional field where you would place the path to the image to accompany the category name.

Category Description: Also optional if you would like to describe the category to your users. It is possible to add HTML to this field.

Overview

The multiple category system allows for a hierarchy of up to 10 levels. If you inadvertently exceed the 10 levels an error will appear. Products can only be added to the last category in your hierarchy. Be sure that when creating sub categories you don't get into a loop of categories when the "Top Category" of one of your categories links back to one of its own sub categories. If this occurs you will see the error message "**LOOP**". You must fix this before continuing.

Adding products

Once you have at least one category defined it's possible to start adding products to the store.

1. Click on the “**Products**” link in the **admin section** will bring up a page with the default list of top categories and categories that come with the download:

Please click on a category or sub category to list products in that section.

[New Product](#)
Show all products in all sections

Computer Parts

- » **Peripherals**
- » **Systems**

Printers and Scanners

- » **Printers**
- » **Scanners**

Click here to add a new product
[New Product](#)

Note

Once products have been added you can select the link “**Show all products in all sections**” and this will give a complete listing of products on your store:

Products shown in red are currently out of stock items.

Use this page to update your store products [New Product](#)

Product ID	Product Name	Discounts	Modify	Delete
pc001	#1 PC multimedia package	Assign	Modify	Delete
testproduct	Cheap Test Product	Assign	Modify	Delete
scanner001	Flatbed scanner	Assign	Modify	Delete
inkjet001	Inkjet Printer	Assign	Modify	Delete
lprinter001	Laser Printer	Assign	Modify	Delete
palmtop001	Palmtop Computer	Assign	Modify	Delete
keyboard001	PC Keyboard	Assign	Modify	Delete
monitor001	PC Monitor	Assign	Modify	Delete
mouse001	PC Mouse	Assign	Modify	Delete
serialcab001	PC Serial Cable	Assign	Modify	Delete
portable001	Portable PC	Assign	Modify	Delete
fscanner001	Professional Scanner	Assign	Modify	Delete

Click here to add a new product
[New Product](#)

Assigning discounts is dealt with at the end of this chapter.

2. Click on **“New Product”** to add a product to your store.

Below is an example of a product admin page followed by detailed notes.

You are modifying the product "Cheap Test Product"

*Reference: <input type="text" value="testproduct"/>	*Section: <input type="text" value="Peripherals"/>
*Prod. Name: <input type="text" value="Cheap Test Product"/>	*Price: <input type="text" value="0.01"/>
In Stock: <input type="text" value="21"/>	Wholesale Price (info): <input type="text" value="0"/>
Display Product: <input checked="" type="checkbox"/>	List Price (info): <input type="text"/>
Image: <input type="text" value="prodimages/computercable."/>	Shipping Information
Large Image: <input type="text" value="prodimages/lcomputercable"/>	Product Weight: <input type="text" value="3"/>
# Product Options: <input type="text" value="1"/>	
Prod. Option 1: <input type="text" value="Size (Socks)"/>	
Description: <input type="text" value="This is a cheap product for testing. Note how you can use HTML Markup in product descriptions. Also note that as you change the product options, the price changes"/>	Exemptions <Ctrl>+Click State Tax Exempt Country Tax Exempt Shipping Exempt
Long Description: <input type="text" value="This is a cheap product for testing. Note how you can use HTML Markup in product descriptions. In the long description you can go into more detail about products."/>	
Additional Sections: <input type="text" value="None"/>	
<input type="button" value="Submit"/> <input type="button" value="Reset"/>	

Note: Obligatory fields are marked with a *

Reference: An alphanumeric field, this must be a unique combination and is typically the id of the product. By default this isn't shown on the store but can be added in the **vsadmin/includes** page (more details in our Advanced tweaks chapter).

Adding a Product Explained

Section:

The category where the product will be placed. It is possible to assign a product to multiple categories using the additional sections drop down at the bottom of the page.

Prod. Name:

The name of the product that will appear on the store. It is also used for the **ALT information** for the associated product image and is used in the search function for locating products.

Price:

Numeric field for displaying the price of the product. It's not necessary to add a currency symbol as the software takes care of that by taking the information from the country settings chosen in the main admin settings.

In Stock:

If using the Stock Management feature this is where you can specify the number of products in stock. Choosing the drop down option of "By Options" means you have chosen to set Stock Management depending on product options rather than the product itself.

Display Product:

Check the box if you want the product to appear on your store. Uncheck if not. This is useful if you temporarily need to remove the listing so you don't have to type in the product information at a later date.

Sell button:

If this is checked you will generate a "buy button" under the product. Unchecked will generate a message "**Out of Stock**". This text can be edited in `vsadmin/inc/languagefile`. If you need to disable the buy and / or checkout button for all your products, please refer to the Advanced Tweaks chapter.

Image:

This is where you will need to set the path to the small image that is shown on your product pages. The default location for the product images is the in the folder `/prodimages/`. We suggest preparing an image here of between 100 and 150 pixels in width. It's best to keep the name lowercase and with no spaces. If there is no image associated with the product, then leave the field

blank. If you need multiple images for a product, then please refer to our Advanced Tweaks chapter.

Large Image:

This is the path to the images shown on the product detail page. Again the default location is **/prodimages/** and we would suggest a maximum width of 450 pixels. The field can be left blank if required.

Product Weight:

If you are using UPS, USPS or weight based shipping then you will need to enter a value here as it will be the base for shipping cost calculations. The value you set is up to you, meaning that the example of “6” above can mean 6 kilos or 6 pounds, depending on how you want to work. A value of 6.5 would be 6 kilos 500 grams or 6 pounds 8 ounces.

Product Options:

This is where you can stipulate the number of product options associated with each product. When you choose one or more from the drop down, the product options field will appear below with drop downs for selecting the choices you set up through the product options admin page.

Description:

As the name suggests, a place to describe your product. This is searchable from your search page so it is best to make it keyword rich and informative. It is also possible to add HTML to the field for formatting, links etc. There is more information in the Advanced Tweaks chapter.

Long Description:

The text here will appear on the product detail page. Again it is possible to add HTML. Leave blank if you do not require a details link from your main product page.

Exemptions:

It is possible to make products tax exempt. Multiple choices can be made by pressing and holding down the <ctrl> key whilst selecting.

List Price:

Here you can show the manufacturers recommended price of a product. On the store your main price will be shown below with the list price in a lighter color and crossed out. The appearance can be changed in **vsadmin/inc/languagefile**.

List Price: \$78.00 Price: \$59.99
--

Additional Sections:

As mentioned above it is possible to associate a product with multiple categories. First you need to choose the number of categories the product is to be placed in.



A screenshot of a web form titled "Additional Sections:". It features a dropdown menu set to "2". Below this, there are two dropdown menus labeled "Prod. Section 1:" and "Prod. Section 2:". The first dropdown is set to "Peripherals" and the second is set to "Printers". At the bottom of the form are two buttons: "Submit" and "Reset".

Once the number is selected you should be presented with the same number of drop downs where it is possible to choose the relevant categories.

Product Options

By default each product can have up to 15 product options, although this can be changed in the **vsadmin/includes file**.

Option Name	Working Name	Clone	Modify	Delete
Color	Color	Clone	Modify	Delete
Color	NewColor	Clone	Modify	Delete
Hard Disk	Hard Disk	Clone	Modify	Delete
Monitor	Monitor	Clone	Modify	Delete
Network Card	Network Card	Clone	Modify	Delete
Processor	Processor (Multimedia)	Clone	Modify	Delete
Processor	Processor (Portables)	Clone	Modify	Delete
Size	Size (Jackets)	Clone	Modify	Delete
Size	Size (Socks)	Clone	Modify	Delete



Selecting “**New Option**” will allow you to set up a new group of product options that can be associated with one or more products.

Selecting “**Clone**” will allow you to make further copies of the product option information without having to type all the information in a second time. This is useful if you have product option sets that are very similar. Just click on clone and give the option a new Working Name and / or Option Name as appropriate.

Product Options Cont . . .

Option Name

Working Name

Force Selection.

Use this page to update your product options.

- The option name is that which will be displayed with your products. The working name is for internal use only and is so you can distinguish between similarly named options.
- The price diff setting will allow an amount to be added to the product base price. If you do not want to use this feature, just leave blank or at 0. If you want a cost to be subtracted then enter a negative number.
- Clicking the check box next to the percent symbol will cause the price / weight to be modified by a percentage rather than a flat rate.

Options	Price Diff (% <input type="checkbox"/>)	Weight Diff (% <input type="checkbox"/>)
<input type="text" value="Small"/>	» <input type="text" value="0"/>	» <input type="text" value="0"/>
<input type="text" value="Medium"/>	» <input type="text" value="1"/>	» <input type="text" value="0"/>
<input type="text" value="Large"/>	» <input type="text" value="1.5"/>	» <input type="text" value="0"/>
<input type="text" value="X-Large"/>	» <input type="text" value="2"/>	» <input type="text" value="0"/>
<input type="text" value="XX-Large"/>	» <input type="text" value="2.2"/>	» <input type="text" value="0"/>
<input type="text"/>	» <input type="text"/>	» <input type="text"/>
<input type="text"/>	» <input type="text"/>	» <input type="text"/>

Option Name:

This will be the text that appears on the store below the product description and next to the drop down menu for options.

Working name:

This if for internal use only. It may be that there are several product option groups that would normally have the same name eg. Size (for shoes) Size (for shirts) Size (for pants). By giving each a different working name, it is easier to select the appropriate group for each product.

Force Selection:

If this is checked the field becomes obligatory and the purchaser has to choose an option to continue.

Price Diff (%):

Any price changes between the options chosen will be shown in real time on the store. If there is no price difference for a product option then leave the fields blank. If the product option costs \$1 more than the base price then add one to the box. If the product option costs \$1 less than the base price then enter -1.

If the price difference is a percentage of the total base price then check the (%) box and add the percentage change to the price diff boxes eg 10 would add 10% to the base price. The base price is the one set in the product admin page.

Weight Diff(%):

It may be that a product option choice would involve an increase in weight of the product to be shipped. You can modify the weight in much the same way as the price as a flat rate, or as a percentage if the (%) box is selected.

New Text Input Option:

Sometimes it's not possible to have a product option in a drop down menu as it is up to the purchaser to choose their own. An example of this would be if for example you were selling baseball caps that had a special slogan on them or were offering domain names for sale. The Text Input Option allows for custom user input.

Enter your new product option details here.

Option Name <input type="text"/>	Default Text if any <input type="text"/>	Field Width 15 ▾
Working Name <input type="text"/>	<input checked="" type="checkbox"/> Force Selection.	Field Height 1 ▾

- The option name is that which will be displayed with your products. The working name is for internal use only and is so you can distinguish between similarly named options.
- The default text field is the text which will initially be shown in the text box. Just leave blank if you do not wish to show a default value. The field width is the width of the text box.
- Setting the Field Height to greater than 1 will create a multiline text input, or "textarea" input box.

Note

You can set default text in the field that appears on your store, this would be something like **“Add your slogan here”** or **“www.domain.com”** from the previous examples. It's also possible to set the height and width of the input box as well as making the field obligatory.

Discounts and Coupons

Discounts and coupons are powerful marketing tools that allow you to give your clients special offers on products or categories, allow wholesalers to purchase at special rates, provide incentives through your offline advertising or help clear "difficult to sell" stock amongst many other uses. Once you have set up the discounts and coupons you wish to use on your store you can go back to the product / category admin pages to assign the ones you want to use.

Enter your new coupon / discount details here.

Coupon or Discount:	<input type="text" value="Discount"/>
Coupon / Discount Effect:	<input type="text" value="Percentage Discount"/>
Working Name:	<input type="text" value="10% end of year sale"/>
Coupon Code:	<input type="text"/>
Number Available:	<input type="text"/>
Number Days Available:	<input type="text" value="5"/>
Min Purchase Amount:	<input type="text"/>
Max Purchase Amount:	<input type="text"/>
Min Quantity:	<input type="text"/>
Max Quantity:	<input type="text"/>
Discount Amount:	<input type="text" value="10"/>
Scope:	<input type="text" value="Assign to individual products / cats"/>
Restrict to certain countries:	<input type="text" value="No - applies to all countries"/>

This explains the options you will see when you go to add a new discount or coupon.

Coupon or discount:

The difference between a coupon and a discount is that a coupon will need a special code to be entered during the checkout phase for it to be applicable. A discount however will apply to all of your website visitors, as long as the conditions you can set below are met. Coupons are especially useful therefore for promotions in magazines or through other advertising.

Coupon / Discount Effect:

You can choose between Free Standard Shipping, Flat rate discount or Percentage discount. You can set up more than one coupon or discount at a time to have combinations of these.

- A flat rate discount would be for instance "**\$20 off if you spend over \$150 on our store**".
- A percentage discount would be for instance "**5% discount on all our goods**".

Working Name:

You have to assign a name or phrase to the discount you create. This text will also be shown to your website visitors to inform them of the discounts available so it should be meaningful and short. Examples of "**Working Name**" would be:

- "**Free Standard Shipping on orders of \$35 or more**"

or

- "**10% discount if you buy 3 or more products from our store**"

Coupon Code:

If you are creating a coupon, you will need to assign a coupon code. This is the code your website users will need to enter to access the discount. For instance, if your coupon code is **GH777733D** then in your magazine advertising you could put the following "**Special offer for readers of this magazine. Enter the code GH777733D during checkout to receive a 5% discount**".

Number Available:

With some promotions you may want to limit the number available. For instance:

- "**5% discount to the first 50 people who purchase**".

If you do not want to limit the number available, just leave this field blank.

Number Days Available:

Allows you to set a time limit in days. If you do not want to limit the time available, just leave this field blank.

Min Max Purchase Amount:

This allows you to set minimum and maximum purchase limits for discounts to apply and also the ability to include discounts and coupons within a banded range that can be defined here. So for example, spend between \$50 and \$100 products for a 5% discount - spend between \$100 and 150 for a 10% reduction etc.

...or you could have a simple set up like \$25 off all orders over \$100.
If you do not want to use this feature, just leave the fields blank.

Min / Max Quantity:

This allows you to set minimum and maximum limits for discounts to apply and also the ability to include discounts and coupons within a banded range that can be defined here. So for example, buy between 5 and 10 products for a 5% discount - buy between 6 and 10 for a 7% reduction etc.

Also note that if your "banded" discounts have the same name they will only be displayed once which can be advantageous. For instance the case where For every 11 products purchased, get one free.

If you do not want to use this feature, just leave the fields blank.

Discount Amount:

The actual amount of the discount. For instance for a Percentage discount of 10%, just enter 10 here. For a flat rate discount of \$15, just enter 15 here.

Please note that for Free Standard Shipping, this value is ignored.

Scope:

You may want to have a discount of 5% if your customer buys 5 of a certain product. You may however want to offer a discount of 5% if your customer buys 5 of any product on your website.

Likewise if you wanted to offer a discount of 5% if someone spends \$50 or more on one particular product, or you may want to offer a discount of 5% if someone spends \$50 or more on your website as a whole.

The "Scope" allows you to do both of these types of discount.

You would use the setting "**Applies storewide to product totals**" for setting up a discount which applies to product totals on total purchase on your store.

Once you have set up a discount of this type it is automatically in effect and you need do no more.

"**Assign to cat's for discounts on category totals**" allows you to narrow down the effect of a discount to individual categories. Now go to the

categories admin page and you should see a column "Discounts" and click on the "Assign" button.

"Applies storewide but to individual products" would set up a discount that applies to totals of a particular product. Now go to the products admin page and you should see a column "Discounts" and click on the "Assign" button.

"Assign to individual products / cats" allows you to narrow down the effect of a discount to an individual product or category. Once you have created this type of discount, you can then assign it to a particular product or category. To do this, go to your products or categories admin pages and you will see a column "Discounts" with a button

Restrict to certain countries:

This setting only applies to "Free Standard Shipping". It enables you to set free shipping only for orders within a particular country. To set the countries to which free shipping applies, go to your countries admin page and you will see a column "FSA" which stands for "Free Shipping Applies". Only those countries checked will be eligible for free standard shipping. Remember that a rule will have to be set up first in your discount admin page for this to apply.

Chapter 4

Orders and Affiliates

Orders admin
Order details
Order status types
Affiliates program
Drop shipping
Customer login

Orders admin

Hopefully the Orders Admin page will be the one you will visit most so it is important to know your way around. You will receive a notification email for each order that is placed through your store but it is a good idea to check the page regularly in case the purchaser didn't make it back to your store after buying and the email notification wasn't triggered.

Clicking on the View orders link should bring up the orders admin page:



Power Search Show orders From: 11/1/2003 To: 12/21/2003 Go

Order ID	Name	Method	Auth Code	Date	Status
502	Vince Reid	Email	Email Only	11/30/2003 10:59:40 AM	Unauthorized
503	Andy	Capture Card	Authorize	12/19/2003 6:49:19 AM	Unauthorized

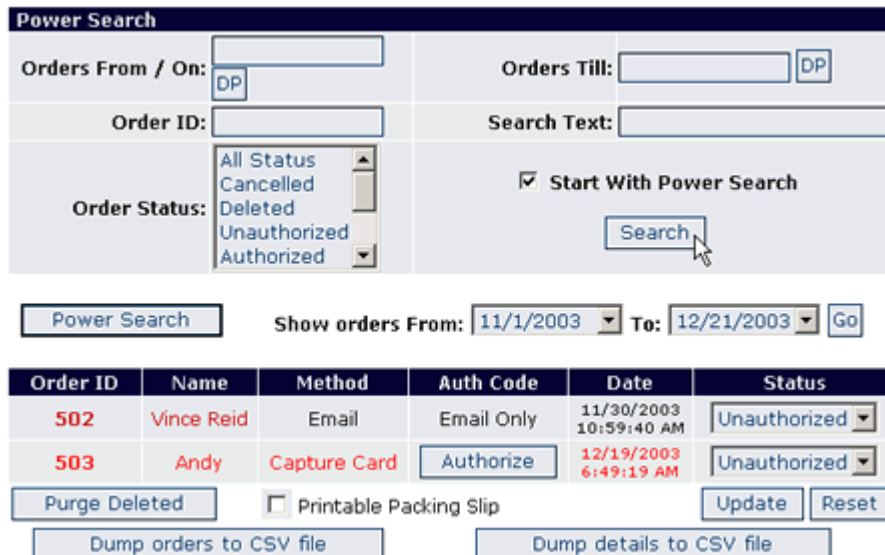
Purge Deleted Printable Packing Slip Update Reset

Dump orders to CSV file Dump details to CSV file

- Month | - Week | - Day | Today | Day + | Week + | Month +

The interface here will provide you with all the information on orders as well as the ability to search your order database, change the order status, download orders etc.

To take advantage of the advanced search features, click on “**Power Search**”.



Power Search

Orders From / On: DP Orders Till: DP

Order ID: Search Text:

Order Status: Start With Power Search

Power Search Show orders From: 11/1/2003 To: 12/21/2003 Go

Order ID	Name	Method	Auth Code	Date	Status
502	Vince Reid	Email	Email Only	11/30/2003 10:59:40 AM	Unauthorized
503	Andy	Capture Card	Authorize	12/19/2003 6:49:19 AM	Unauthorized

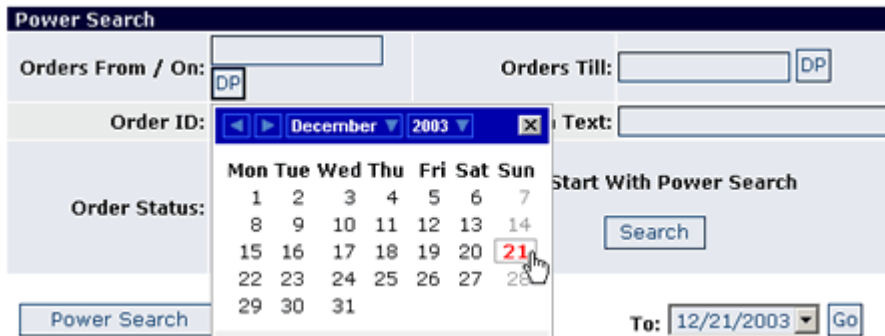
Purge Deleted Printable Packing Slip Update Reset

Dump orders to CSV file Dump details to CSV file

The various options on this screen are outlined below:

To refine the search options you can select one or a combination of parameters:

Orders From / On – Orders Till: This is where you can specify a date range. Clicking on the “DP” button will bring up a calendar for easier date selection:



It is also possible to add single numbers to the From / Till fields. If you need to view orders between the last 2 to 4 days then place 2 in the Orders From box and 4 in the Orders Till. If you need all orders for the previous 4 days then place 4 in the Orders From box and leave the Orders Till field blank.

Order ID: if you know the order id you want to check then placing the number here will bring up the details of that particular order eg. Type "503" to view the details of order number 503.

Search Text: This will allow you to perform a search on the following parameters:

- authorization number
- order name
- email address
- address
- city
- state
- zip
- phone

...and can be further refined by choosing the date selection and/or Order Status. This will also come in useful for your marketing when you can make advertising decisions based on where your orders are coming from.

Order Status: This allows you to view all orders dependent on the status of those orders. For example you can view all Completed Orders over a particular date range.

Start with power search: Selecting the checkbox will set a cookie so that the advanced search panel appears each time you visit the Orders Admin page.

Power Search: Clicking will hide the advanced search panel.

Order details

When viewing the order admin page or looking at the results of a search you will be presented with a table of results:

Power Search Show orders From: To:

Order ID	Name	Method	Auth Code	Date	Status
502	Vince Reid	Email	Email Only	11/30/2003 10:59:40 AM	<input type="button" value="Unauthorized"/>
503	Andy	Capture Card	<input type="button" value="Authorize"/>	12/19/2003 6:49:19 AM	<input type="button" value="Unauthorized"/>

Printable Packing Slip

[- Month](#) |
 [- Week](#) |
 [- Day](#) |
 [Today](#) |
 [Day +](#) |
 [Week +](#) |
 [Month +](#)

Order ID: This is the order number and the first order on your store will be "501". Click on the order number or on the Name to bring up the full details of that particular order.

Order Number 503
Friday, December 19, 2003 06:49

Full Name: Andy	Email: andy@ecommercetemplates.com
Address: Testing	City: Testing
State: Testing	Country: Etats-Unis d'Amérique
Zip: 12345	Phone: 123456789
IP Address:	Affiliate:
Shipping Method: Transport standart	Commercial Loc: No
Additional Information: This is a test	
Status info:	<input type="button" value="Update"/>

Card Number: (no data)
 Expiry Date:
 CVV Code:
 Issue Number:

Product ID	Product Name	Quantity	Unit Price
pc001	#1 PC multimedia package	1	AU\$1,200.00
	Processor: Intel Pentium III 1.4GHz		AU\$15.00
	Hard Disk: 40 Gigas		AU\$10.00
	Moniter: 17" Trinitron		AU\$22.00
	Network Card: No		-
Order Total:			AU\$1,247.00
Shipping:			AU\$2.50
Grand Total:			AU\$1,249.50

Printing the invoice / packing slip

If you press <ctrl> and click the Order ID at the same time you will be presented with a printable version. (PC and Microsoft Explorer only. Other combinations will have to select the Printable Invoice Checkbox at the bottom of the page).

You can add your own header, address and footer to smarten it up – to do this you will need to make the changes in your vsadmin/includes.asp/php file there are details in our Advanced tweaks chapter and on our parameters page.

Method: This will show how the client has paid. Information in red will indicate an uncompleted order.

Auth code: This is a very important field and particular attention should be paid to the message that appears here. Under normal circumstances, when an order goes through an authorization code will appear here – this means that the order has been received and the purchaser has returned to your store and should have received email notification of their purchase. If you see an “authorize” button, as in the example above, the most likely reason is that the buyer abandoned the cart before going through with checkout. It may be that they changed their mind, suffered a power failure or were simply testing the system, however it may also be possible that they never made it back to your store after purchase. For this reason it’s important to check with your credit card processing admin page before deleting or authorizing. If you find that the order did in fact take place then you can click on the authorize button and add the authorization code given by the payment processor. If there is no record of the order you can delete from the drop down in the “Status” field.

Status: This is where you can set the status of your order and the default options are unauthorized, cancelled, deleted, authorized, packing, shipping, shipped, completed. It is possible to change these values in [Admin Order Status](#) page to give a clearer message to the public if they choose to view the status of their order.

Using Internet Explorer on a PC there is a quick method for changing lots of order status at once. If you say change an orders status to "Shipped" and hold down the Ctrl key the all the orders on that page will have the status changed to shipped. This is not available on other browsers.

Purge deleted: Once an order is deleted, it will remain in the system for 3 days – this is a security measure in case an order is deleted by mistake. Selecting “purge deleted” will remove all trace of deleted orders.

Dump orders to CSV file: Clicking here will prompt a download of the orders. This can be opened in Excel. It will give details of the order such as address, price, quantity and shipping.

Dump details to CSV file: This will also include the product information.

At the bottom of the page it is possible to quickly flick through date ranges, for example, orders from a month ago, a week ago, yesterday etc.

Order status types

It is possible to configure up to 18 parameters for the order status by clicking on the “Edit Order Status Types” on the main admin page.

[Edit Payment Providers](#)
[Edit Order Status Types](#)
[Register with UPS](#)
[Logout](#)

The first four options are pre-defined ie. Cancelled, Deleted, Authorized, Unauthorized. It is possible to change the text that the public will see when checking their order status but the meaning will be kept the same. For example changing the wording for “Authorized” will not change it’s meaning for the store software.

Use this page to update order status types.

	Private Text	Public Text
Status 1:	Cancelled	Order Cancelled
Status 2:	Deleted	Order Deleted
Status 3:	Unauthorized	Awaiting Payment
Status 4:	Authorized	Payment Received
Please note that even though you can change the text of Order Status Types above this line, they will keep the same meaning. For instance a Deleted Order will still be a Deleted Order, no matter what it is called. Order Status types below this line can be freely edited and will mean whatever you want them to mean.		
Status 5:	Packing	In Packing
Status 6:	Shipping	In Shipping
Status 7:	Shipped	Order Shipped
Status 8:	Completed	Order Completed
Status 9:		

The following fourteen order types are free to edit as you wish.

The customer can view their order status details through the page www.yourstore.com/orderstatus.asp/php

View Order Status

Please enter your order id and the email address used on the order.	
Order ID :	<input type="text"/>
Email :	<input type="text"/>
<input type="button" value="View Order Status"/>	

ASP: If you do not have this page on your ASP site then open the page products.asp save it as orderstatus.asp and then in HTML view find the include line:

```
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

and change it to:

```
<!--#include file="vsadmin/inc/incorderstatus.asp"-->
```

Save the page and upload to your server with the other store pages in the root of your web.

PHP: If you do not have this page on your PHP site then open the page products.php save it as orderstatus.php and then in HTML view find the include line:

```
<?php include "vsadmin/inc/incproducts.php"; ?>
```

and change it to:

```
<?php include "vsadmin/inc/incorderstatus.php"; ?>
```

Save the page and upload to your server with the other store pages in the root of your web.

Affiliates program

This enables you to run a complete affiliate suite from your site - potential affiliates can sign up and enter their information and password, and you can view the orders they generate through the online admin section.

Affiliate Partners Program Admin.

Affiliate sales between: and:

Show Affiliate Sales From: To:

ID	Name	Email	Total Sales	Delete
----	------	-------	-------------	--------

How the affiliate program is run is completely up to you - you decide on the percentage that will be paid out, how often and by what method - all the partner needs to do is place a link on their site including their partner code to earn commission.

By default the affiliate cookie is set to 30 days - this means that if someone visits your site through an affiliate link one day and buys on another the partner will earn the commission as long as 30 days haven't passed since their first visit. You can change how long you want a cookie to stay active in the file `vsadmin/includes.asp/php`

If you need to specify a default percentage that your referrers will earn, you will need a minimum of version 4.5.0 and add the corresponding parameter in the `vsadmin/includes.php / .asp` page

How to set it up

Basically everything is in place for you to get started immediately - each template comes with a file called `affiliate.asp/php` - this will be where the partner can sign up and also log on to their account.

Affiliate Partners Program.

Open new affiliate account:

For those who already have an affiliate account.

Affiliate ID:

Password:

The partner can choose to be notified by email of each affiliate sale that is made and the store owner can check the status of the account through the online admin. You may want to make a page or two previous to affiliate.asp/.php explaining the procedures etc. for earning commissions and also a disclaimer.

Important information

The referring URL will typically be in the form of `http://www.ecommercetemplates.com/default.asp?PARTNER=name` - you can ask affiliates to link to individual pages or sections by changing the URL before the question mark, for example `http://www.ecommercetemplates.com/products.asp?PARTNER=name` but it's **very important** that the page is linked to is a .asp/.php page and includes the following lines of code:

ASP version:

```
<!--#include file="vsadmin/db_conn_open.asp"-->
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->
```

PHP version:

```
<SCRIPT LANGUAGE="php">
include "vsadmin/db_conn_open.php";
include "vsadmin/includes.php";
include "vsadmin/inc/languagefile.php";
include "vsadmin/inc/incfunctions.php";
</SCRIPT>
```

Drop shipping

How it works

This feature was added in Version 4.8.0 and allows you to group products per manufacturer, designer, dropshipper etc., keep track of the sales per group and includes the ability to send an email notification when a particular order is placed through your store. This may be to the drop shipping company, a manufacturer, a contributor or anyone really you need to notify of a sale.

How to set it up

The first thing you will need to do is set up an account for each drop shipper / manufacturer so click on the link Dropshipper / Designer / Manufacturers link from your admin home page and you will be presented with a screen like this.

Drop Shipper / Designer / Manufacturers Admin

Sales Between: and:

Show Sales From: ▼ To: ▼

ID	Name	Email address	Total Sales	Modify	Delete
No registrations.					
<input type="button" value="Click to Add New"/>					

Click on the button "Click to Add New" and you will be able to set up the details.

Drop Shipper / Designer / Manufacturers Admin

* Name: <input type="text"/>	* Email address: <input type="text"/>
* Address: <input type="text"/>	* City: <input type="text"/>
* State: <input type="text"/>	* Country: <input type="text" value="United States of America"/> ▼
* Zip: <input type="text"/>	Actions: <input type="text" value="Send Email"/> ▼

- Please note. By setting the action to "Send Email", the manufacturer / designer / drop shipper will automatically receive an email with the details of the order when the order is received.

Fill in all the details. If you want the drop shipper to receive notification of a sale with details of the order then select "Send Email" from the drop menu. Once you have set up the accounts for each entity you can then choose who needs to be notified from the drop down box on the product admin pages.

Drop Shipper: ▼

Sales can then be tracked through the dropshipping admin page.

Drop Shipper / Designer / Manufacturers Admin

Sales Between: and:

Show Sales From: To:

ID	Name	Email address	Total Sales	Modify	Delete
2	Andy	andy@ecommercetemplates.com	\$2296.00	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>
3	Vince	vince@ecommercetemplates.com	\$2180.00	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

The email address is clickable so you can contact the person directly and it's also possible to modify their details or delete the entry from the dropshipping admin page.

Customer login

In Version 4.2.0 we introduced the customer login feature. This allows for wholesale pricing / tax / shipping exemption for login customers and page protection. This means it is possible to offer retail and wholesale pricing without the need for a second database as well as offering tax and shipping exemption to particular users. You can also restrict access to certain pages of your site.

[ASP Version](#)
[PHP Version](#)

Enabling customer login (ASP Version)

If you would like to have a login status box on each page you will need to add one line of code where you would like the login box to appear. The code you need is the following:

```
<!--#include file="vsadmin/inc/incminilogin.asp"-->
```

Paste that into HTML / code view exactly where the login box should appear and make sure that it comes somewhere **after** the include lines:

```
<!--#include file="vsadmin/db_conn_open.asp"-->  
<!--#include file="vsadmin/includes.asp"-->  
<!--#include file="vsadmin/inc/languagefile.asp"-->  
<!--#include file="vsadmin/inc/incfunctions.asp"-->
```

To enable the login you will then need to go to vsadmin/includes.asp and add the line (if it's not already present) **enableclientlogin=true**

Finally you'll need to set up the login page itself. Open your thanks.asp page and save it as clientlogin.asp. Then go in to HTML / code view and locate this line:


```
<!--#include file="vsadmin/inc/incthanks.asp"-->
```

....and change it to


```
<!--#include file="vsadmin/inc/incclientlogin.asp"-->
```

Save clientlogin.asp and upload it to your server.


You should now be able to see the login box and the login page on your store.

 **Login Status**
 Not logged in
 » [Login](#)

Login Box

 **Login Status**
 Logged in as **Andy**
 » [Logout](#)

Login Box after successful login

 **Login Status**
 Client login not
 enabled

***Login Box if enableclientlogin=true
hasn't been set in vsadmin/includes.asp***

 Please enter your username and password. 	
Login:	<input type="text"/>
Password:	<input type="password"/>
<input type="checkbox"/> Please click here to write a cookie to remember your username and password.	
<input type="submit" value="Submit"/>	

Login Dialogue on clientlogin.asp

Setting up a client

In your home admin page there should be a link **client login admin**, click to set up your clients' options.

Use this page to update your client login details.

Login Name	Password	Login Level	Actions	Modify Delete
------------	----------	-------------	---------	---------------

No client logins defined.

Click here to add a

- **STE**=State Tax Exempt **CTE**=Country Tax Exempt **SHE**=Shipping Exempt **WSP**=Wholesale Prices

Click on **new client login** to add the details and parameters available for each particular customer.

Use this page to update your client login details.

Login Name	<input type="text" value="Andy"/>	Password	<input type="text" value="password"/>
Login Level	<input type="button" value="0"/> <input type="button" value="1"/> <input type="button" value="2"/> <input type="button" value="3"/> <input type="button" value="4"/> <input type="button" value="5"/>	Actions	<input type="button" value="State Tax Exempt"/> <input type="button" value="Country Tax Exempt"/> <input type="button" value="Shipping Exempt"/> <input type="button" value="Wholesale Pricing"/>
		<input type="button" value="Submit"/>	<input type="button" value="Reset"/>

Enter the client name, password, the relevant action (You can use CTRL + Click to select more than one choice) and finally the login level. When done, click on submit and your client will have been set up with the parameters you have assigned.

Login level

You can assign different levels of login permissions on any page to say that a particular page is restricted to anyone below the login level assigned in the login admin section. For example, if you set `requiredloginlevel=4` then only people who you have set up with a login value of 4 or above can view the page when logged on. Only place the code on the pages where you need to restrict access, for example, it should not go on `clientlogin.asp`

To add the level of restriction to individual pages you will need to add the line:

```
<% requiredloginlevel=4 %>
```

...where 4 is the threshold of permission for that page. This needs to come anywhere before the line

```
<!--#include file="vsadmin/inc/incfunctions.asp"-->
```

Enabling customer login (PHP Version)

If you would like to have a login status box on each page you will need to add one line of code where you would like the login box to appear. The code you need is the following:

```
<?php include "vsadmin/inc/incminilogin.php"?>
```

Paste that into HTML / code view exactly where the login box should appear and make sure that it comes somewhere **after** the include lines:

```
<?php include "vsadmin/db_conn_open.php"?>
```

```
<?php include "vsadmin/includes.php"?>
```

```
<?php include "vsadmin/inc/languagefile.php"?>
```

```
<?php include "vsadmin/inc/incfunctions.php"?>
```

To enable the login you will then need to go to `vsadmin/includes.php` and add the line (if it's not already present) **`$enableclientlogin=true;`**

Finally you'll need to set up the login page itself. Open your thanks.php page and save it as clientlogin.php. Then go in to HTML / code view and locate this line:

```
<?php include "vsadmin/inc/incthanks.php"?>
```

....and change it to


```
<?php include "vsadmin/inc/incclientlogin.php"?>
```

Save clientlogin.php and upload it to your server.


You should now be able to see the login box and the login page on your store.

 **Login Status**
Not logged in
» **Login**

Login Box

 **Login Status**
Logged in as **Andy**
» **Logout**

Login Box after successful login

 **Login Status**
Client login not
enabled

**Login Box if \$enableclientlogin=true;
hasn't been set in vsadmin/includes.php**

 Please enter your username and password. 	
Login:	<input type="text"/>
Password:	<input type="password"/>
<input type="checkbox"/> Please click here to write a cookie to remember your username and password.	
<input type="submit" value="Submit"/>	

Login Dialogue on clientlogin.php

Setting up a client

In your home admin page there should be a link **client login admin**, click to set up your clients' options.

Use this page to update your client login details.

Login Name	Password	Login Level	Actions	Modify	Delete
------------	----------	-------------	---------	--------	--------

No client logins defined.

Click here to add a [New Client Login](#)

- **STE**=State Tax Exempt **CTE**=Country Tax Exempt **SHE**=Shipping Exempt **WSP**=Wholesale Prices

Click on **new client login** to add the details and parameters available for each particular customer.

Use this page to update your client login details.

Login Name	<input type="text" value="Andy"/>	Password	<input type="text" value="password"/>
Login Level	<input type="text" value="0"/> <ul style="list-style-type: none"> 0 1 2 3 4 5 	Actions	<input type="text" value="State Tax Exempt"/> <input type="text" value="Country Tax Exempt"/> <input type="text" value="Shipping Exempt"/> <input type="text" value="Wholesale Pricing"/>
		<input type="button" value="Submit"/>	<input type="button" value="Reset"/>

Enter the client name, password, the relevant action (You can use CTRL + Click to select more than one choice) and finally the login level. When done, click on submit and your client will have been set up with the parameters you have assigned.

Login level

You can assign different levels of login permissions on any page to say that a particular page is restricted to anyone below the login level assigned in the login admin section. For example, if you set `requiredloginlevel=4` then only people who you have set up with a login value of 4 or above can view the page when logged on. Only place the code on the pages where you need to restrict access, for example, it should not go on `clientlogin.php`

To add the level of restriction to individual pages you will need to add the line:

```
<?php $requiredloginlevel=4;?>
```

...where 4 is the threshold of permission for that page. This needs to come anywhere before the line

```
<?php include "vsadmin/inc/incfunctions.php"?>
```

The last thing you need to do is find the code at the top of your page that looks like this:

```
<?php  
session_cache_limiter('none');  
session_start(); ?><html>
```

...and change it to:

```
<?php  
session_cache_limiter('none');  
session_start();  
ob_start(); ?><html>
```

..making sure there is no space before the code and you just have the one opening <html> tag.

Chapter 5

Shipping Methods

- UPS Shipping
- USPS Shipping
- No Shipping
- Flat Rate Shipping
- Weight Based Shipping
- Price Based Shipping
- Standard / Express Shipping
- State Zone Rules
- Shipping States
- Pack Products
- Shipping FAQ

UPS Shipping

Setting up your Ecommerce Plus template to automatically use the UPS Online® Tools Rates & Service Selection to automatically calculate your shipping costs is a simple matter. Just follow the steps below.

Firstly, log in to the admin section for your Ecommerce Plus template and click on "main settings" using the menu on the left. From the Shipping Type dropdown menu select UPS Shipping.

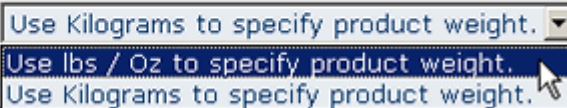
Select which method you wish to use to calculate shipping.

Shipping Type: 

On the same page you will see a setting "Shipping Units" where you can define the weight units that are used to define your product weights. Please note that the shipping units are limited in some countries. Notably, the United States is limited to specifying product weights in lbs and ounces.

If using UPS shipping, you can choose if you wanted to use lbs and Oz or Kilograms for product weights.

Please note, some countries may be restricted as to available shipping units.

Shipping units: 

Now, go back to the admin home page by clicking on "home" on the left menu. Click on the text link near the bottom of the page which says "Register with UPS" and follow the steps in the registration wizard.

View Orders	Online Help
Change username / password	Online Help
Edit admin settings	Online Help
View affiliate partners report	Online Help
Edit top categories	Online Help
Edit categories	Online Help
Edit products	Online Help
Edit product options	Online Help
Discounts and coupons	Online Help
Edit States	Online Help
Edit Countries	Online Help
Edit Postal Zones	Online Help
Edit Payment Providers	Online Help
Edit Order Status Types	Online Help
Register with UPS	Online Help
Logout	

After completing the UPS Wizard you are now ready to test your system. Try adding a product to your cart where you know the weight of the product. Then in the checkout phase after filling out your customer and shipping information, you should see the available UPS shipping options along with the associated costs. You should do a couple of tests to make sure they match what you would expect from the UPS online shipping calculator at <http://www.ups.com/>.

NB. If you receive the following error at this stage . . .
This measurement system is not valid for the selected country
 . . . then this means that you have to return to the Ecommerce Plus admin section, "main settings" page to change the Shipping units you are using from lbs and ounces to Kilograms or vice-versa.

If you are using the PHP version and receive blank page instead of the UPS Wizard then contact your host and ask them if they have the cURL component installed. This is a free download and is available on the majority of hosting plans.

Oversize Packages.

For each OS1 package, set the product weight to be 30 pounds.
 For each OS2 package, set the product weight to be 70 pounds

The way that you deliver your packages to UPS for delivery can affect the total cost of delivering the package. You can change the pick up type by setting the following in your vsadmin/includes.asp or vsadmin/includes.php file
 . . .

```
upspickuptype="03"
```

The code in quotes there would be taken from the following table...

01 - Daily Pickup
03 - Customer Counter
06 - One Time Pickup
07 - On Call Air
19 - Letter Center
20 - Air Service Center

Remember to enclose the code above in double quotes. Also, please note that these options are not exactly the same as you might find on the UPS website but we hear that is something that UPS are working on.

UPS Order Tracking

It's possible for customers to track their orders from a page on your site - if you don't have the tracking page, all you need to do to enable it is take a copy of products.asp and call it tracking.asp

Then go to HTML view and change the line

```
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

to

```
<!--#include file="vsadmin/inc/inctracking.asp"-->
```

For the PHP version take the page products.php and save it as tracking.php
Then go to HTML view and change the line

```
<?php include "vsadmin/inc/incproducts.php" ?>
```

to

```
<?php include "vsadmin/inc/inctracking.php" ?>
```

USPS Shipping

Setting up your Ecommerce Plus template to automatically use USPS shipping is pretty simple as the majority of the integration has been done for you. Just follow the steps below.

US and overseas shipping costs are automatically calculated according to product weight and destination. To activate USPS shipping method you need to register for a username and password. The process is quite simple and the registration form is available at . . .

http://www.uspsprioritymail.com/et_regcert.html

Make sure you follow the link for the API password request, **not** the "Shipping Assistant".

You will receive a long email from USPS with information regarding testing the system before going live on the production server. We have already done this step for you so that can be ignored. All that is needed is to follow the instructions for going live on the production server.

The final step for using USPS shipping is to enter your ZIP code in the admin main panel along with your USPS username and password. These are used in determining shipping costs within the USA.

If using USPS shipping method, please enter your USPS username and password.

Please note, for UPS shipping, you have to use the registration for [here](#).

Username:

Password:

Also, if using UPS / USPS shipping method, please enter the zip / postal code of the shipping origin.

Zip Code:

Once you have selected USPS shipping in the admin main page

Select which method you wish to use to calculate shipping.

Shipping Type:

...then you should see a link "Edit UPS Shipping Methods" on your admin home page and that is where you can select the shipping methods that your package shipment can use.

View Orders	Online Help
Change username / password	Online Help
Edit admin settings	Online Help
View affiliate partners report	Online Help
Edit top categories	Online Help
Edit categories	Online Help
Edit products	Online Help
Edit product options	Online Help
Discounts and coupons	Online Help
Edit States	Online Help
Edit Countries	Online Help
Edit USPS Shipping Methods	Online Help
Edit Payment Providers	Online Help
Edit Order Status Types	Online Help
Register with UPS	Online Help
Logout	

There's no more to it than that really, and as all the integration has already been provided in the software you should be up and running with USPS.

All that is left to do is to add the weight of each product as they are added through the product admin section. The shipping cost will then be calculated on checkout depending on the origin, destination and weight of the order.

IMPORTANT NOTE: After you apply to the USPS, you will receive an email from them with your username and password. In this email will be a couple of lines about how to switch your profile to allow you access to the production server. Until you follow this step you will receive an error in checkout about not being authorized on the server.

Other Shipping Methods

No shipping

As the name suggests, this is the option to choose if there are no shipping costs involved.

Select which method you wish to use to calculate shipping.

Shipping Type:

Flat rate shipping

If you select flat rate shipping you can enter 2 shipping costs in the product admin section. One is for the cost to ship one of an item, and the second is the cost to ship the second and subsequent instance of an item. First select Flat rate Shipping from the main admin settings page.

Select which method you wish to use to calculate shipping.

Shipping Type:

If the cost for the first item is \$5.00 and the cost for the second and subsequent is zero then total shipping cost will be \$5.00 however many of a product is shipped. Second and subsequent is for one particular product only. If you sell one product x and one product y then both will be charged the first shipping cost. These values can be set in your product admin pages.

Shipping Information

Shipping:
(first item)

Shipping:
(subsequent items)

If you want it so that store wide to ship one of any product is \$XX and to ship any second and subsequent product is \$YY then you would have to use weight based shipping.

Weight based shipping

Shipping is calculated by product weight according to the shipping zone to easily facilitate national and international shipping. If weight based shipping is selected, then the country zone can be set in the countries admin panel, and new zones can be edited by following the Edit Postal Zones link in the main admin panel.

The first thing to do is select weight based shipping in your main admin setting page

Select which method you wish to use to calculate shipping.

Shipping Type:

The system works such that you can set a series of weight limits and shipping costs for packages up to those weight limits. The weight limits are set in the admin postal zones page. The weight can be in pounds, kg, ounces, whatever. You give it meaning by what you enter as the product weight in the products admin page.

Shipping Information

Product Weight:

For instance, if you have entered a weight of 2.4 in the products page, and that to you means 2.4 kilos, then if your weight limit is up to 3 then that is up to 3 kilos also. With the price, that will be whatever the currency you use is. If it is 4.5 and you use dollars, then it is \$4.50.

After adding your product weight to the products, you'll need to set up your zones and rules in the admin postal zones page. Set up the names of the zones you would like to use.

World Zone Rules.

	Zone Name	Zone Rules
1 :	<input type="text" value="United States"/>	Edit Rules
2 :	<input type="text" value="Europe"/>	Edit Rules
3 :	<input type="text" value="Rest of the World"/>	Edit Rules

Now click on the "Edit Rules" link to set up your weight / price ratio.

For every above the highest weight...
 ...add an extra for standard shipping

Max Weight	Standard Charge
<input type="text" value="1"/>	<input type="text" value="1"/>
<input type="text" value="5"/>	<input type="text" value="2"/>
<input type="text" value="10"/>	<input type="text" value="3"/>
<input type="text" value="25"/>	<input type="text" value="4"/>
<input type="text" value="50"/>	<input type="text" value="5"/>

If your highest weight is 50 and the price for that is \$5.00, and you set "For every 5 above the highest weight add an extra 0.5" then at a weight of 55, the price would be \$5.50, at a weight of 60 the price would be \$6.00 and so on.

The final step is to make the relation between the zones you have set up and the countries corresponding to those zones. Click on your admin countries link and you should see a full list of counties and various options.

Use this page to update country details for the checkout phase.

Country Name	Enabled	Tax	FSA	Position	Postal Zone
United States of America	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %	<input type="checkbox"/>	On Top of Top	United States
Great Britain and Northern Ireland	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %	<input type="checkbox"/>	On Top	Zone 3
Afghanistan	<input type="checkbox"/>	<input type="text" value="0"/> %	<input type="checkbox"/>	Alphabetical	Zone 4

Enabled Tick the boxes next to the country name for the countries you want to ship to. These will appear in a drop down menu on the checkout page. Some countries have worse reputations than others regarding fraud so you might want to bear this in mind when making your selection

Tax If you need to set a particular tax rate for a country, it can be entered here. For example if you are based in the UK you may be obliged to add VAT to all UK orders, in that case you would want to add 17.5 to the tax box.

FSA This stands for Free Shipping Available. Tick the box if you want to offer free shipping to certain countries. In addition you will need to set this up as a discount or coupon in your discount admin page.

Position This refers to the position of the country in the drop down menu that appears on the checkout page. On Top of Top will be the first country that appears, On Top will override the rest, which can be sorted alphabetically.

Postal Zone Indicates the zones you set up in your admin postal zones page. Use the drop down choices to match the country with your zone.

Price based shipping

The idea here is very similar to weight based shipping but you would need to define the price per postal zone rather than weight.

First select Price based Shipping from you main admin page.

Select which method you wish to use to calculate shipping.

Shipping Type:

Then click on "Postal Zones". As an example fill in Max Price with 1 in the first column and 1 in the second column - that would mean that the shipping cost of items up to a price of \$1 would be \$1, and in the example below prices up to \$5.00 would be charges at \$2.00 - continue like that until you have all the prices you require. The highest price option means that over a price of \$50, \$0.50 will be added to shipping for every increment of \$5 in the price of the product. The examples here are in dollars but of course this would depend on the currency you are using on your store ie. "5" could mean dollars, pounds, euros etc.

For every above the highest price...
 ...add an extra for standard shipping

Max Price	Standard Charge
<input type="text" value="1"/>	<input type="text" value="1"/>
<input type="text" value="5"/>	<input type="text" value="2"/>
<input type="text" value="10"/>	<input type="text" value="3"/>
<input type="text" value="25"/>	<input type="text" value="4"/>
<input type="text" value="50"/>	<input type="text" value="5"/>

You would then need to set up your postal zones as explained above in Weight Based Shipping.

Further Options

Standard / Express shipping

The examples above are only for Standard shipping rates but it is possible to split them into Standard and Express.

This zone is set to only use one shipping method. To use multi shipping methods for this zone, like "Standard" and "Express" shipping, please [click here](#).

In the admin postal zones page you may see the above message, clicking on the link will give you the opportunity to set to rates for different shipping – one for “Standard” and one for “Express”.

This zone is set to use multiple shipping methods, like "Standard" and "Express" shipping. To use only one shipping method for this zone, please [click here](#).

For every above the highest price...
 ...add an extra for standard shipping
 ...add an extra for express shipping.

Max Price	Standard Charge	Express Charge
<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
<input type="text" value="5"/>	<input type="text" value="2"/>	<input type="text" value="4"/>
<input type="text" value="10"/>	<input type="text" value="3"/>	<input type="text" value="6"/>
<input type="text" value="25"/>	<input type="text" value="4"/>	<input type="text" value="8"/>
<input type="text" value="50"/>	<input type="text" value="5"/>	<input type="text" value="10"/>

This option can be used for weight based and price based shipping and the text for “Express” and “Standard” that will appear on your store can be modified in the file vsadmin/inclanguagefile.php/.asp

State Zone Rules

In the examples above we split the zones into countries or world zones but it is possible to further fine tune these options by assigning different rates per state / province / county.

Use this page to add and modify postal zones.

- Your admin settings are set to treat your States as one shipping zone. To split your States into separate shipping zones please [click here](#).
- Please [click here](#) to set all zones to use multi shipping methods, like "Standard" and "Express" shipping.
- Please [click here](#) to set all zones to use only one shipping method. You can adjust these individually per zone.
- This is a 2 stage process. First, define a zone name. After clicking submit you will come back to this page and be able to define rules for the zone.

In the Postal Zones page it's possible to split the shipping zones into States.

World Zone Rules.		States Zone Rules.	
	Zone Name	Zone Rules	
1:	<input type="text" value="United States"/>	Edit Rules	1: <input type="text" value="All States"/>
2:	<input type="text" value="Zone 2"/>	Edit Rules	2: <input type="text"/>
3:	<input type="text" value="Zone 3"/>	Edit Rules	3: <input type="text"/>
4:	<input type="text" value="Zone 4"/>	Edit Rules	4: <input type="text"/>

You can then edit the rules, much the same as for the World Zone Rules previously.

Shipping States

Clicking on the shipping states link will bring up a list of States. This is where you can change the tax rate per state. By default the list will be US States but this can be overwritten by applying our regional plug in available at www.ecommercetemplates.com/free_downloads.asp

Use this page to update state details for the checkout phase.

State Name	Enabled	Tax
Alabama	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Alaska	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
American Samoa	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Arizona	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Arkansas	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Armed Forces Africa	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Armed Forces Americas	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Armed Forces Canada	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Armed Forces Europe	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Armed Forces Middle East	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
Armed Forces Pacific	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %
California	<input checked="" type="checkbox"/>	<input type="text" value="0"/> %


You can also choose which states will appear in the drop down menu on checkout by selecting them here.

Pack products

On the main admin settings page there is a drop down choice of packing products separately or together, which will affect the final price of shipping for USPS, UPS and Weight Based Shipping.

Select how you pack products, for shipping calculations.
(Only affects UPS / USPS and weight based shipping)

Pack Products:

Choosing the packing products together option will calculate the shipping price based on the total weight of the package. Packing products separately will calculate the shipping cost as a sum of the individual postage cost.

Shipping FAQ

[Can I show shipping costs before checkout?](#)

[Can I use multiple shipping methods?](#)

[I don't need to charge a per item shipping...someone can order 1 product or 20 products and I charge the same amount - I want them to have the option of choosing either standard or express and not be charged per item.](#)

[I want to charge \\$5 for the first item entered into the cart, and then \\$1 for each additional item. What method should I use?](#)

[How do I set up shipping based on a percentage of the final sales price?](#)

[How do I add tax to shipping?](#)

Can I show shipping costs before checkout?

That's not really possible as the cart doesn't have the information of where the items have to be shipped to. One suggestion is to set up a static shipping charge page outlining costs and directing customers there.

Can I use multiple shipping methods?

It's not possible to mix 'n' match shipping methods.

I don't need to charge a per item shipping...someone can order 1 product or 20 products and I charge the same amount - I want them to have the option of choosing either standard or express and not be charged per item.

Using weight based shipping, set every product a very low weight, (say 0.1). Then set up your postal zones with only one rule per zone, which has a very high max weight, (say 9999) and the cost as your shipping cost. On the admin main page make sure "pack products together" is set.

I want to charge \$5 for the first item entered into the cart, and then \$1 for each additional item. What method should I use?

Use weight based shipping and set every weight to 1 to make things easy. Then in the postal zones section, set the rules so that a weight of 1 is \$5, a weight of 2 is \$6 and for each 1 above the highest weight add an extra \$1.

How do I set up shipping based on a percentage of the final sales price?

In the admin main page set up the shipping type to price based shipping. Then for the postal zones admin page click on edit rules, and then just set something like...

for every 1 above the highest weight add an extra 0.2 which would charge shipping at 20%.

for every 1 above the highest weight add and extra 0.35
..which would add shipping at 35%.

The first example for instance would round to the nearest 20 cents of course, but you could say

for every 0.5 above the highest weight add an extra 0.1

How do I add tax to shipping?

Open the file vsadmin/includes.asp or php and change taxShipping=0 to taxShipping=1.

Chapter 6

Design Issues

Introduction

Using Macromedia Fireworks

- Editing text

- Editing graphic colors

- Batch processing

Frontpage Issues

- Frontpage includes

- Frontpage includes (ASP)

- Frontpage navigation (ASP)

- Frontpage includes (PHP)

- Configuring Frontpage for PHP

Dreamweaver issues

GoLive Issues

Cascading Style Sheets (CSS)

DHTML menus

Introduction

The great thing about working from templates is the simplicity of setting up the design of your store to reflect your products and needs. The hard work of preparing the layout of the store is already done for you – from there you can change color schemes, add your own graphics and modify the existing ones.

All the templates come with .png files. These can be edited in Fireworks from [Macromedia](#) – they have a 30 day free trial available if you don't already have the program.

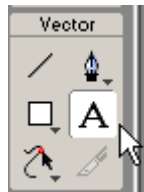
Graphics and sections, which are repeated on many pages, are usually set up as include pages for Frontpage, components for GoLive or form part of the Dreamweaver .dwt file or library items.

Using Macromedia Fireworks

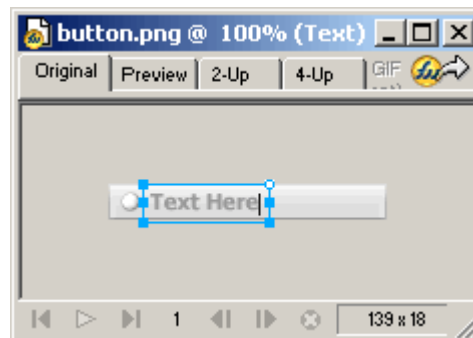
You don't have to own a copy of Fireworks to work with our templates but it does make graphic editing simpler. The .png files are found in the images/extras folder. There are blank gifs which you can use in other graphics programs to add your own text to.

Editing text

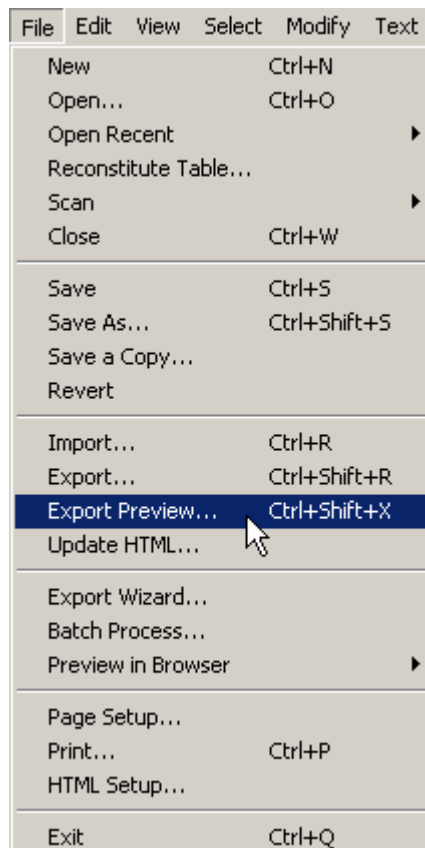
File>Open and browse to the image you need to edit and click on the text tool, the icon is an "A"



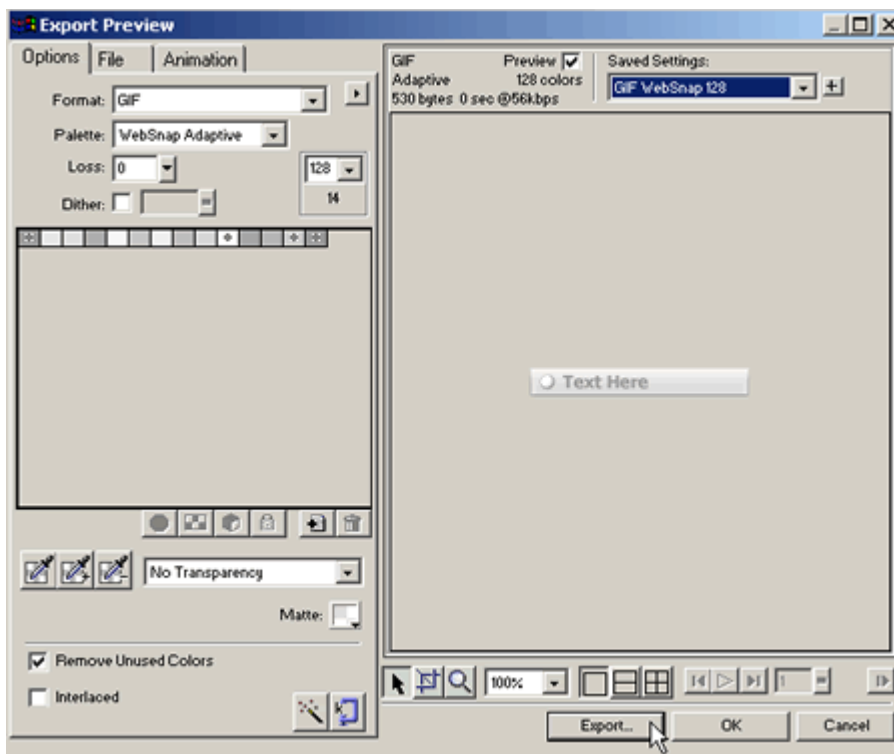
Place your cursor on the text and type your wording.



Save your graphic by going to File>Export Preview



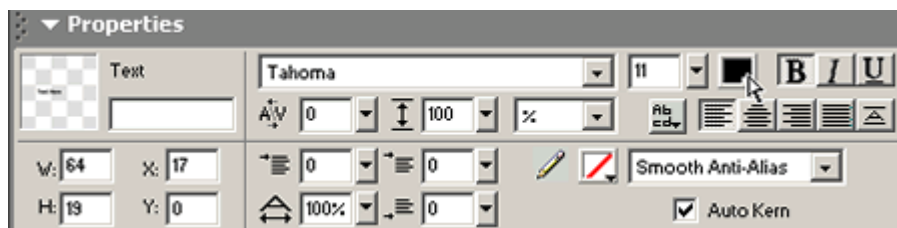
Choose the format (usually as a GIF) and settings you want for the graphic, paying particular attention to file size / quality



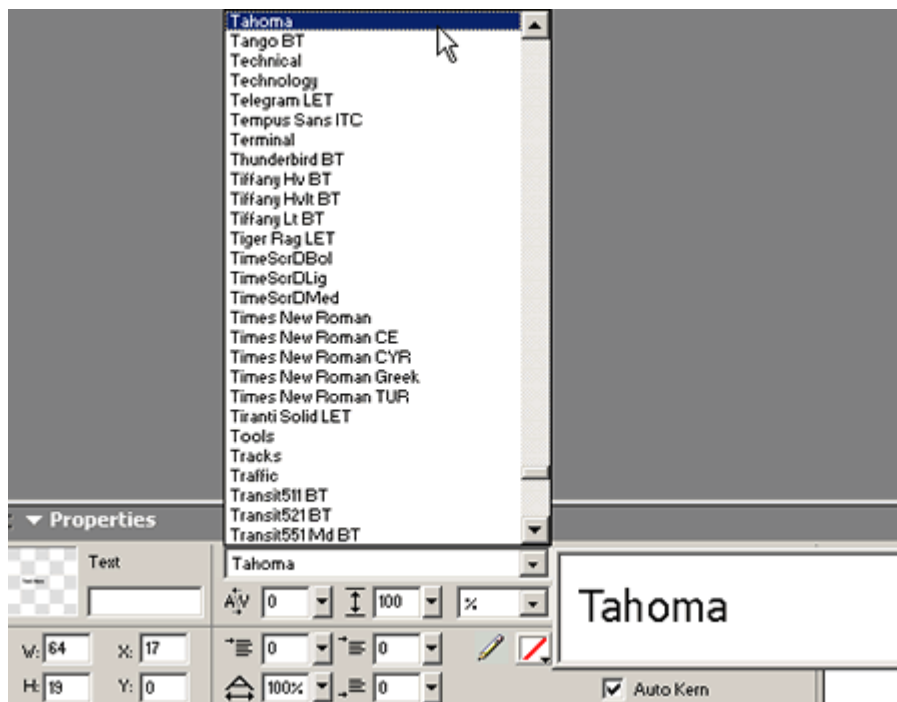
You can change the color of the text by choosing the select tool (the white arrow).



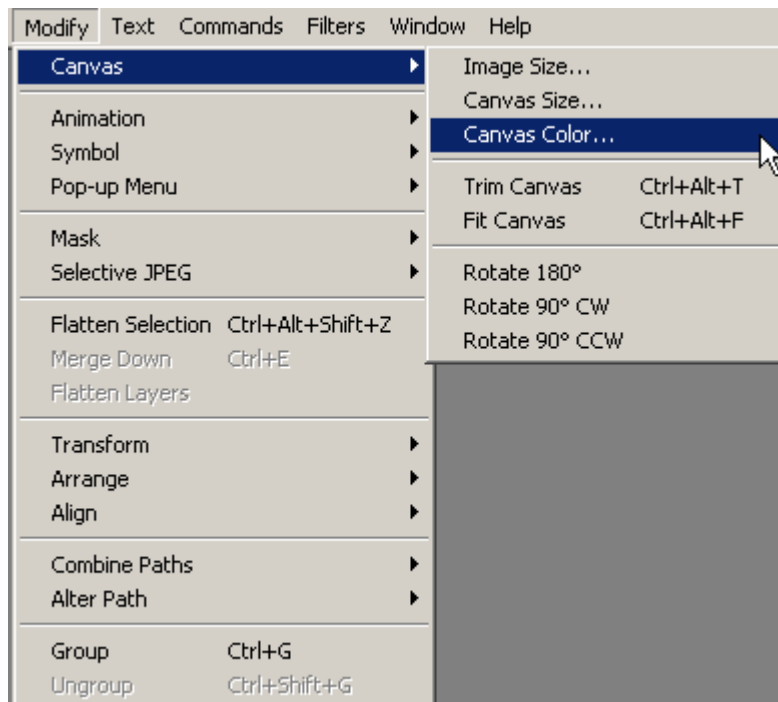
Click on the graphic and select the color from the properties window.



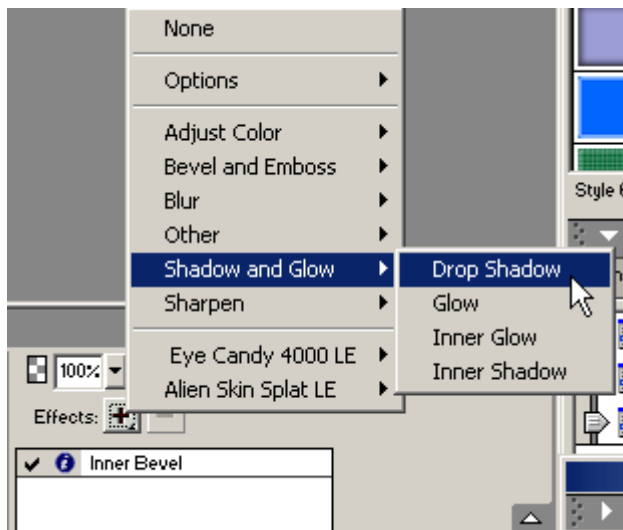
You can also change the font by selecting from the drop down list in the same window.



If you need to change the background color choose **Modify>Canvas>Canvas Color**.



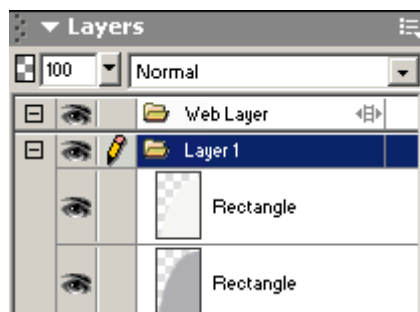
Effects such as drop shadow, bevel etc. can be added by clicking on the plus sign next the word “effect” in the properties window and selecting the options until you get the look that best suits your needs.



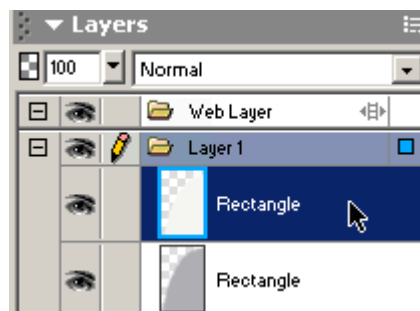
Editing graphic colors

Most of the templates have small rounded corner graphics, menu tops or bottoms etc., which are easily changed. These usually consist of a background color, which can be changed as above and a rounded image which is modified by selecting it and changing the color in the properties window.

Often a graphic is made up of different layers – in Fireworks you can see them in the Layers Window.



Click on the name and you'll see the layer highlighted and the properties window will show the color and any effects that have been applied.



You can change the color of the individual elements (layers) by clicking on the color next to the paint icon and selecting the color of your choice.



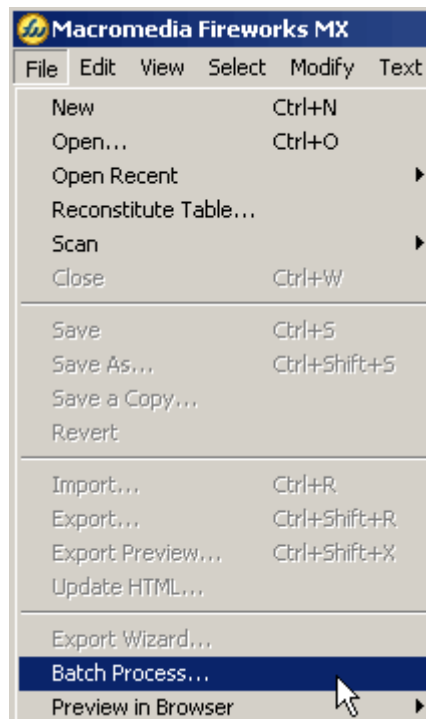
NB There are quite a few windows available in Fireworks, probably the most important being the tools and properties – if you don't see these, select them from the “window” menu at the top of the screen.

Always export your graphic by going to File>Export Preview and choosing the format (usually as a GIF) – it's best not to use .png files on your site as not all browsers recognize the format and the file size will be much larger too.

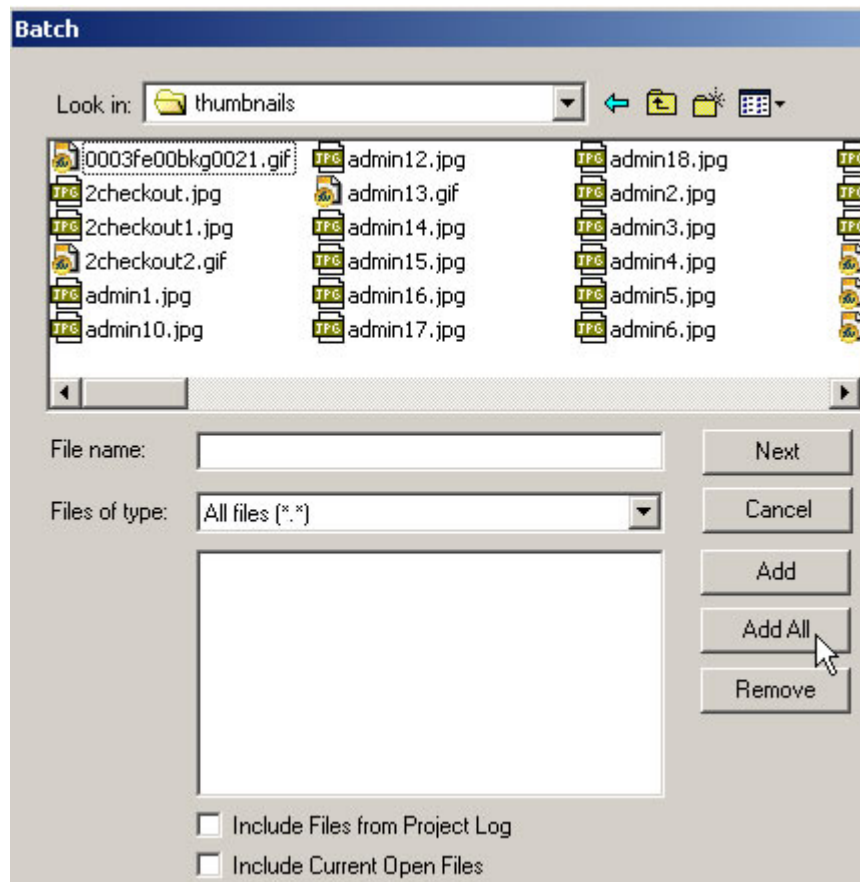
Batch processing

A very useful feature of most graphics programs is the ability to change a large number of graphics to the same specifications. This is really useful for the ecommerce templates when preparing the product images for the product and product detail pages.

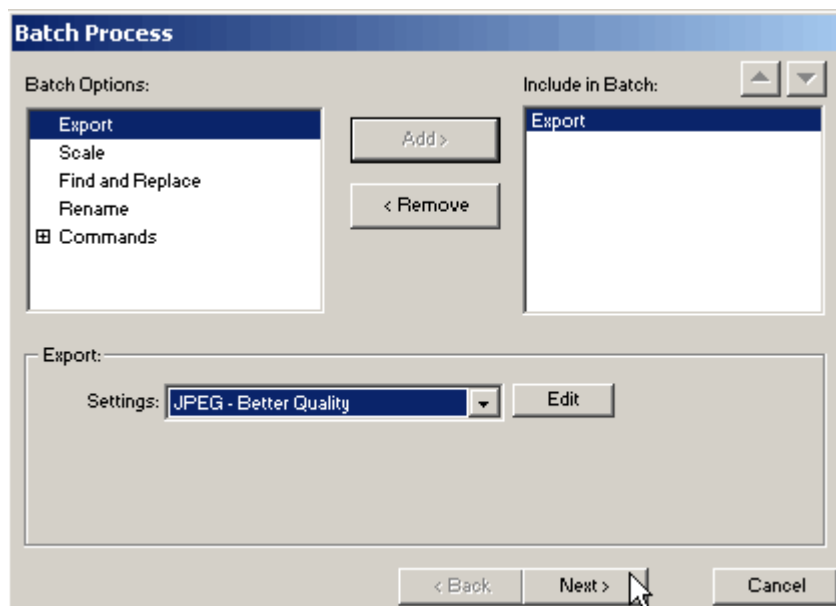
The first thing to do is place all your images in a folder on your hard drive. Then open Fireworks and choose File > Batch Process from the top menu



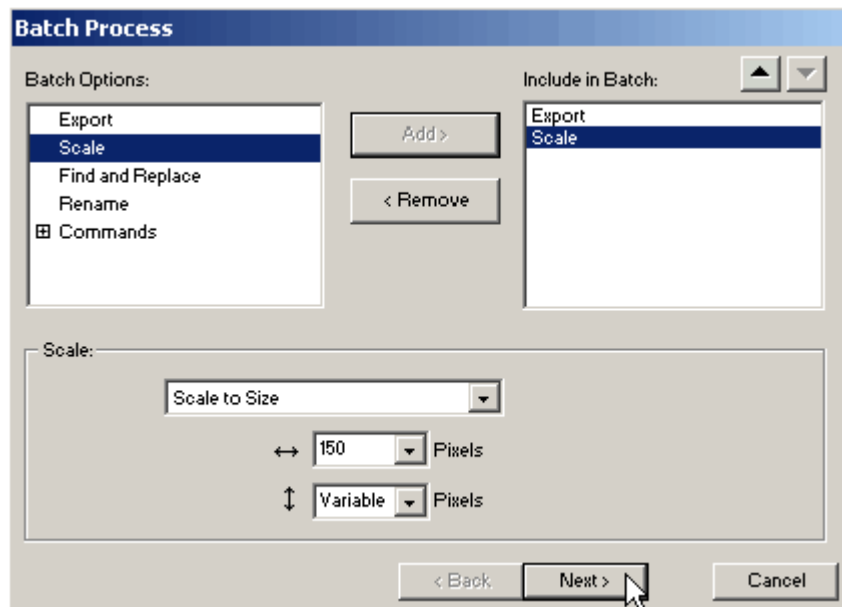
Browse to the folder where you saved your images and select the ones you want to change or choose to select them all



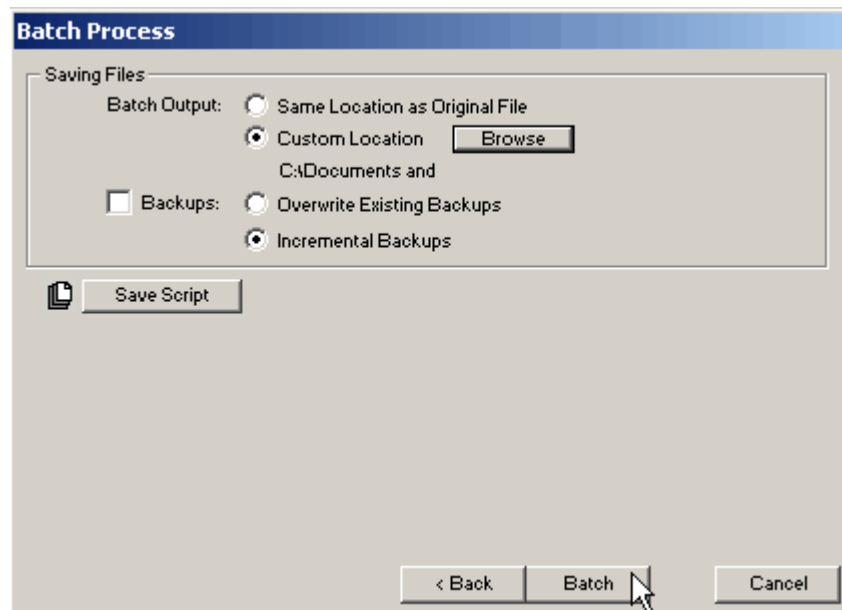
Now you can set up the rules for the changes you want to make to the images. For photos you will probably want to export the picture as a .jpg file



And you'll probably want to set a uniform size. To avoid distorting the graphic it's best to set the width (in the example at 150 pixels) and allow the height to scale accordingly by choosing variable



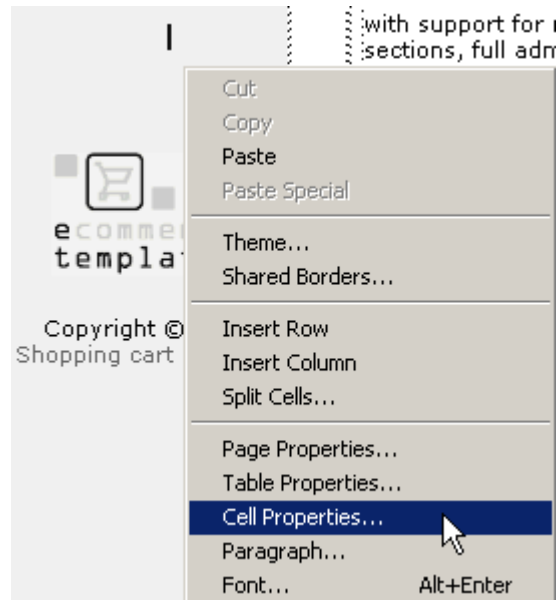
The Rename and Commands options probably won't be needed. Click on next and you will be given the option of where you would like to save your newly modified files and the option of saving the script so it can be used again at a later date.



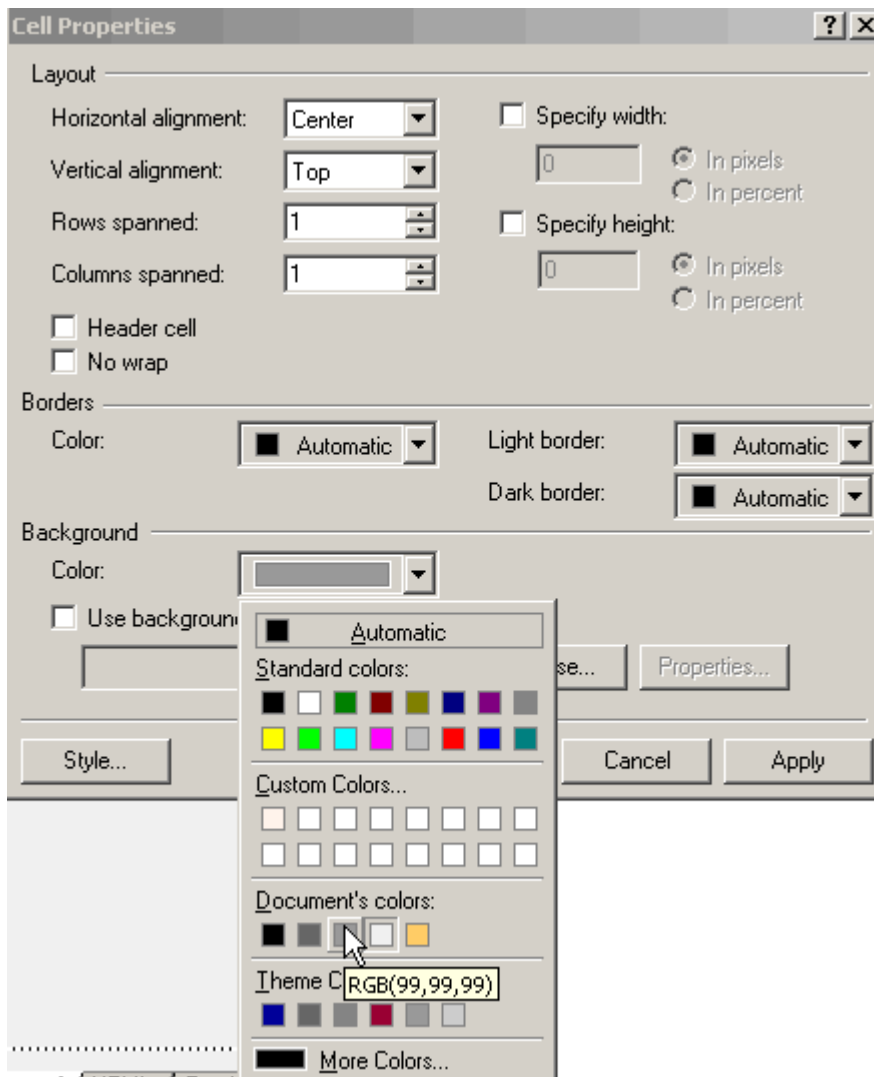
Clicking batch will modify all the files you selected to the specifications you set up.

Frontpage issues

The majority of the colors on the templates are cell backgrounds, which can be changed by right clicking on the cell in normal view and choosing “cell properties”.

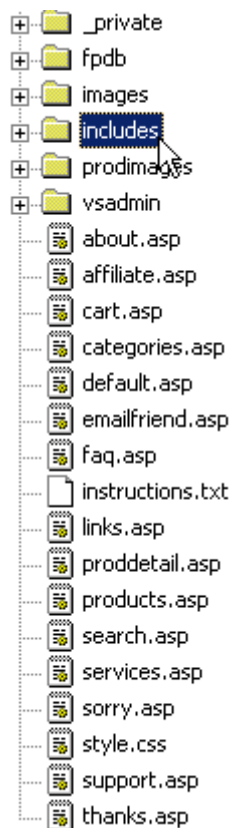


You can then select the color of your choice.



Frontpage includes

All the Frontpage ecommerce templates use include files. These allow you to update the whole site by making changes on a single page. They are typically used for news items, header and footer sections - anything really that appears the same on all or most of the pages on a site. The include pages are kept in a folder called /includes/. We've added a brief explanation below on how to use them with the ASP and PHP templates.



The ASP templates use Frontpage includes - they're very simple to use and can be added to and deleted at will.

Modifying an include page (ASP Version)

In Frontpage folder view, open the includes folder and double click on the file you want to change. Make the modifications and on saving, all the pages that are linked to that include file will be automatically updated. There are only a couple of things to be wary of. If the include file uses graphics, make sure that your new graphics will fit into the space provided for them. Some include files, typically ones used for news sections, use smaller text. This is achieved through .css class - take a look at the code and you'll probably see something like this: `<td class="smaller">` or `<p class="smaller">` - if this is the case, and you want to maintain the look, you may need to manually add the class to the

<p> tag when adding a new paragraph. Speaking of <p> tags, be careful as sometimes Frontpage will add them to your code, both on the include page and the main page which contains the include - this may cause some extra spacing to occur and will mess up your design, particularly in Netscape 7. To delete them open the page in HTML view, delete and save, making sure you have the "Preserve existing HTML" box checked in Page Options. There is further help on using CSS in this chapter.

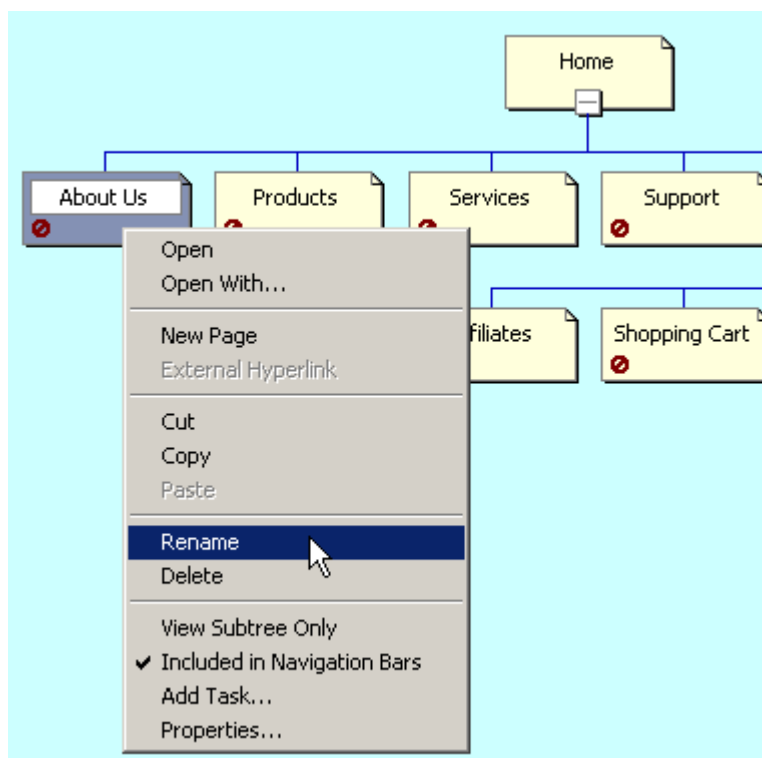
NB. Only code that is between the opening and closing <BODY> tags will be read in include files, so if you have to put some script into the <HEAD> section, it will have to be moved to the <BODY> section.

Frontpage Navigation (ASP Version)

Many of the ASP version Frontpage ecommerce templates use a theme so it is easy to add new buttons and pages without having to open your graphics program. If there is not a tree structure in Navigation View it means the templates relies on Frontpage includes for navigation.

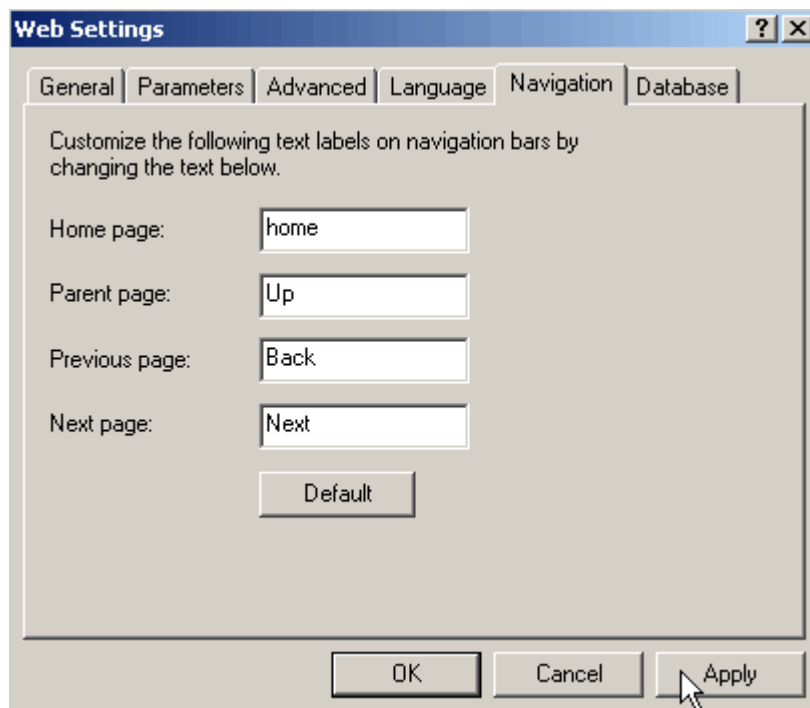
Changing Button Names

Button names are based on the Title of the page. They must be kept short because FrontPage will not wrap button names. They will appear on one line and will need to fit within the space allotted on the button. In Frontpage, go into Navigation View and right click on the page icon in the tree structure, choose Rename and type the name of the page you need.



You will probably also want to change the name of the page itself so right click on the page name in folder view, choose Rename and type the new .htm or .asp name you require. It's best to keep names lower case and without spaces.

If you need to change the wording of the "home" link go to Tools>Web Settings>Navigation and place your wording there.



Adding a Page

To make more pages on the same navigation level, open a page > go to File > Save As > assign a new Page title by clicking on Change > type in the new title > OK > type in a new File name. Save. This will give you an exact copy of the first page without altering the first page. Drag the new page's file name into Navigation View in the place on the menu where you would like it to appear. FrontPage will automatically add the new page to the navigation bar. To finish the new page, insert appropriate content.

For some reason Frontpage won't allow you to have a .asp page as a parent file in navigation view so what you will need to do is change the extension to .htm, attach the page in the navigation tree chart and then change the extension back to .asp.

Deleting a Page

In Navigation View, right click on the icon of the page you wish to remove > Delete > Delete this page from the Web > OK.

Troubleshooting

If your Frontpage navigation doesn't show when you publish your site to your server then go to Tools > Recalculate Hyperlinks to see if that will bring it up. Also check that the theme has been attached.

Modifying an include page (PHP Version)

There are a couple of issues with the Frontpage version when using the PHP templates. Frontpage extensions do not work with pages with the .php extension, so this means that FrontPage Includes and FrontPage Navigation do not work. We have found a neat way around these issues, but there are a couple of things to bear in mind.

First, for include pages, we have just used PHP includes. It's already set up for you, and you will find the included pages in the includes folder. Unlike FrontPage includes however, all links will be relative to the file that is doing the including. So, for this reason we recommend you use links relative to the site root if you want to use the same include files in folders and sub folders.

Examples of different ways to link pages are . . .

This is a relative link: mypage.php

This is a link relative to the site root: /mypage.php

This is an absolute link: <http://www.mysite.com/mypage.php>

The include page will not show up when you preview in a browser, so you'll need to upload the site to your server to view your modifications. There is a utility that will allow you to view your changes in Frontpage and they have a [30 day free trial](#) available.

You can also work "live" on the server:

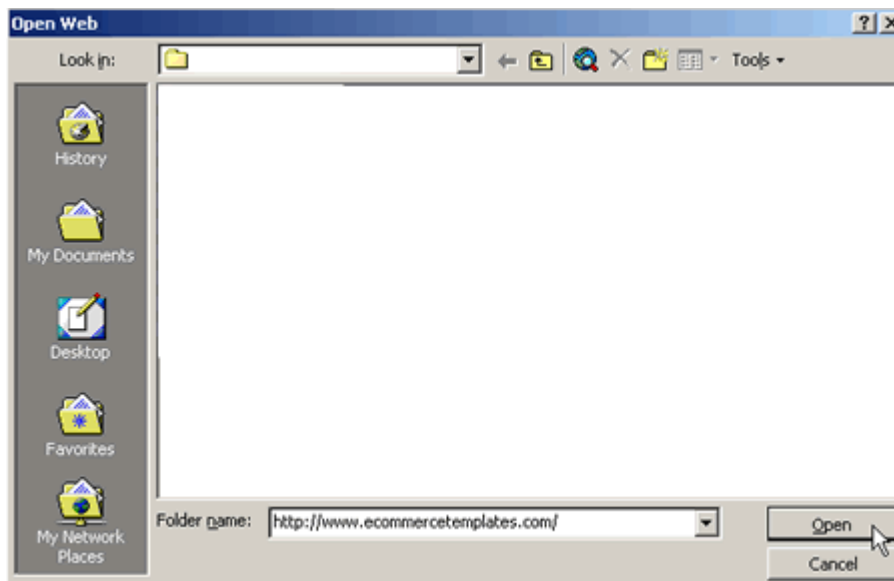
How to work "live" on the server

Open Frontpage

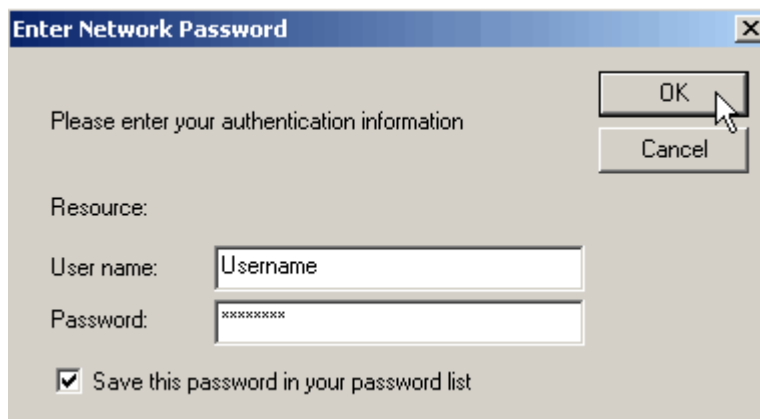
Select File > Open Web



In the box that appears type your full URL eg. <http://www.yourdomain.com/>



You'll now be prompted for your Frontpage user name and password



Once verified, your site will be open and live, any changes you make on "saving" will be made to your live site

PHP includes and navigation

Because FrontPage Navigation is not available, you will have to make up and over buttons for the navigation. (This does not apply to templates which use DHTML PopOut menus as navigation or text based menus.) To change navigation, open the page which contains the navigation. (Normally includes/leftnavigation.htm.) You will see some lines of code such as . . .

```

addrollover('special.php','images/special.gif','images/specialov.gif');
// Add your rollovers here.
// First the link, second the normal button image, third the "over" button image
addrollover('about.php','images/menu/about.gif','images/menu/aboutov.gif');
addrollover('categories.php','images/menu/products.gif','images/menu/productsov.gif');
addrollover('services.php','images/menu/services.gif','images/menu/servicesov.gif');
addrollover('links.php','images/menu/links.gif','images/menu/linksov.gif');
addrollover('support.php','images/menu/support.gif','images/menu/supportov.gif');
addrollover('mailto:andy@ibwebdesign.com','images/menu/email.gif','images/aemu/emailov.gif');

```

To add buttons to the navigation, just add extra lines here, or edit the existing ones. The parameters are:

The link.

This can be relative: `about.php`

or relative to the site root: `/about.php`

or absolute: `http://www.mysite.com/about.php`

The "normal" state of the image: `images/menu/about.gif`

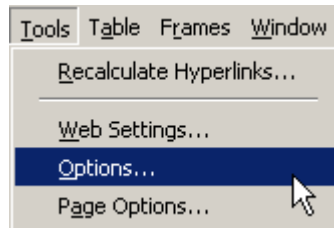
The "mouseover" state of the image: `images/menu/aboutov.gif`

The same rules apply about relative links as for the FrontPage Includes however.

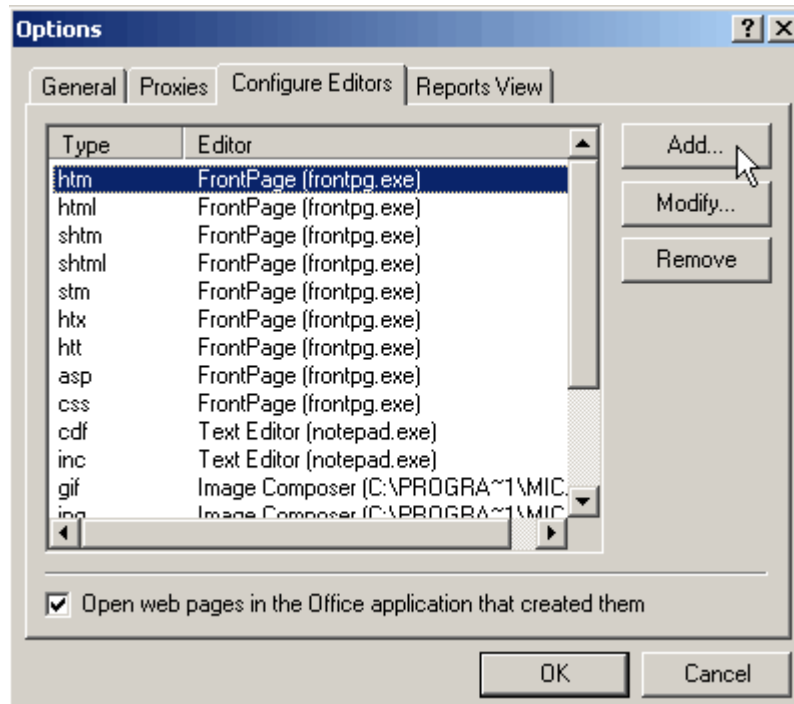
Configuring Frontpage for PHP

If Frontpage doesn't recognize the .PHP pages, you'll need to configure it like this:

In Frontpage go to Tools>Options>Configure Editors



Choose "Add"

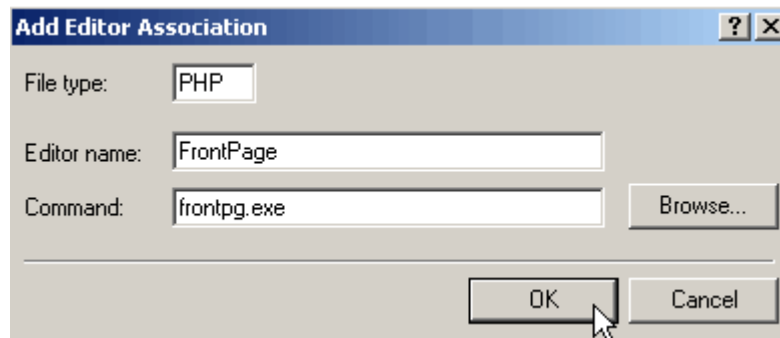


Put PHP for file type

Put the same information as you have for htm, html etc. - this is usually:

Editor Name: FrontPage

Command: frontpg.exe



Adding a new page

The simplest way to add new pages to your site is to open an existing page, such as about.htm and save it under a new name, such as new.htm. If the template uses Frontpage navigation then remember to drag the page into navigation view so that the menu shows up correctly.

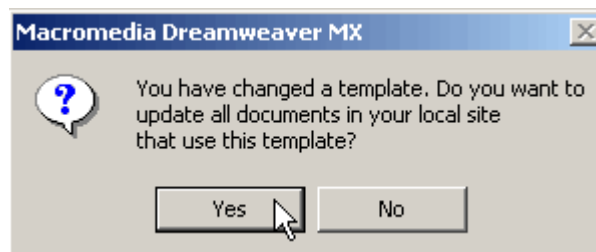
Frontpage tip: Be careful not to drag the borders of your cells and tables in an attempt to change the layout – always work with cell and table properties.

Dreamweaver Issues

Remember that before making any changes to a Dreamweaver template you will first need to define your site by selecting Site > New Site from the Dreamweaver top menu. There are full details in our introductory chapter.

Main.dwt

Global changes should be made in the file Templates/Main.dwt. These will typically be the header, menu and footer sections. On making a change to the file Main.dwt you will be asked if you want to update all the files using the template



Agree to the prompt and all the pages will be updated. If you are not prompted then it probably means that your site hasn't been defined.

News.lbi

The news section will typically be a library file and if present will be found in the Library folder. This file can be used to update all the pages that are linked to it. If you need different news sections on different pages, save New.lbi under a new name, make the text changes and drag it into the place on the page where the original library item was located.

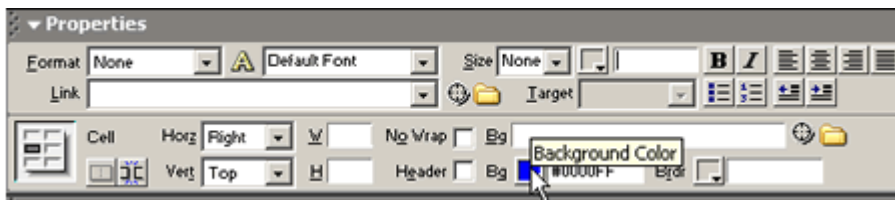
Editable Regions

Content which is unique to each page will be set up as an Editable Region. The main body of content will be typically called "Body" and is represented by a light blue box around the area that can be edited.



The cursor will show as an arrow within an editable region and as a circle with a line through it in the locked region of the page.

To change the background colors in Dreamweaver, click in the cell in design view and then select the bg color from the Properties Window.

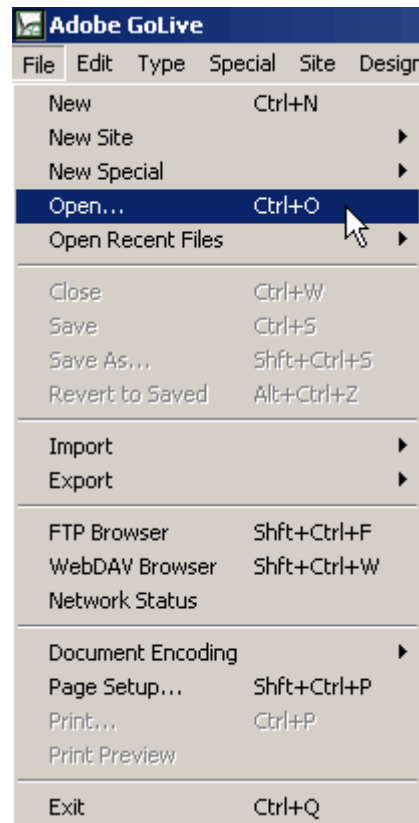


Adding a new page

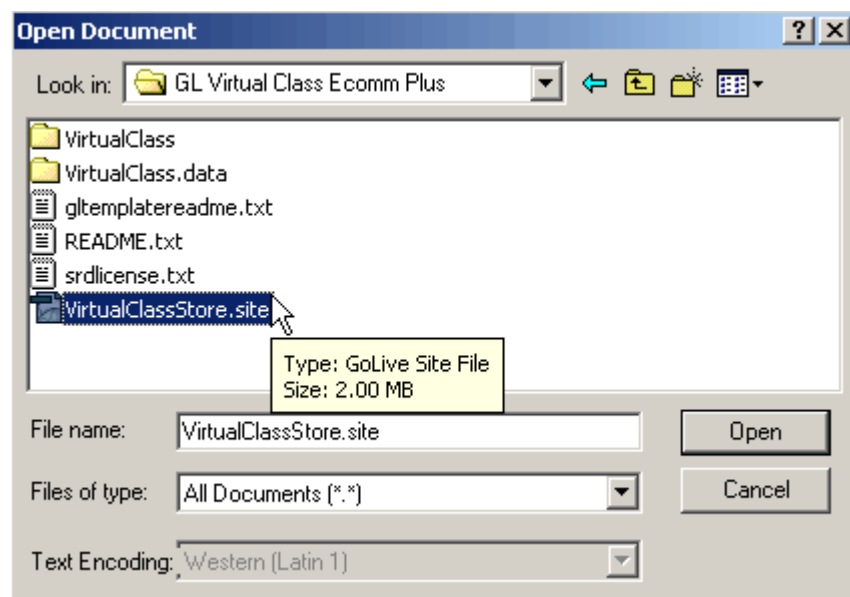
The simplest way to add new pages to your site is to open an existing page, such as about.htm and save it under a new name, such as new.htm.

GoLive Issues

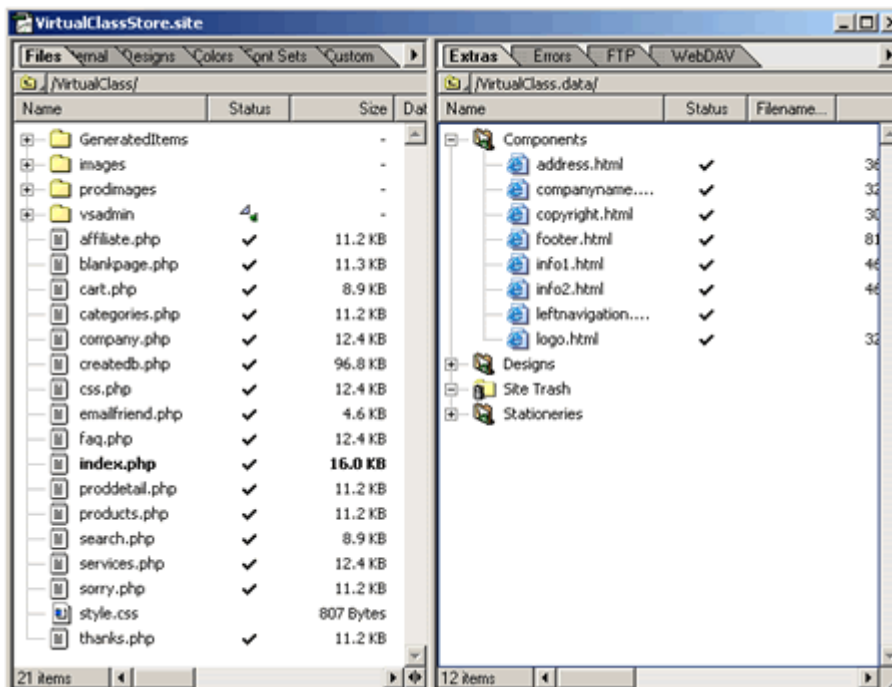
The first thing to do when you've opened up Adobe GoLive is to go to File > Open from the top menu.



Browse to the folder where you extracted the template to and locate the .site file.



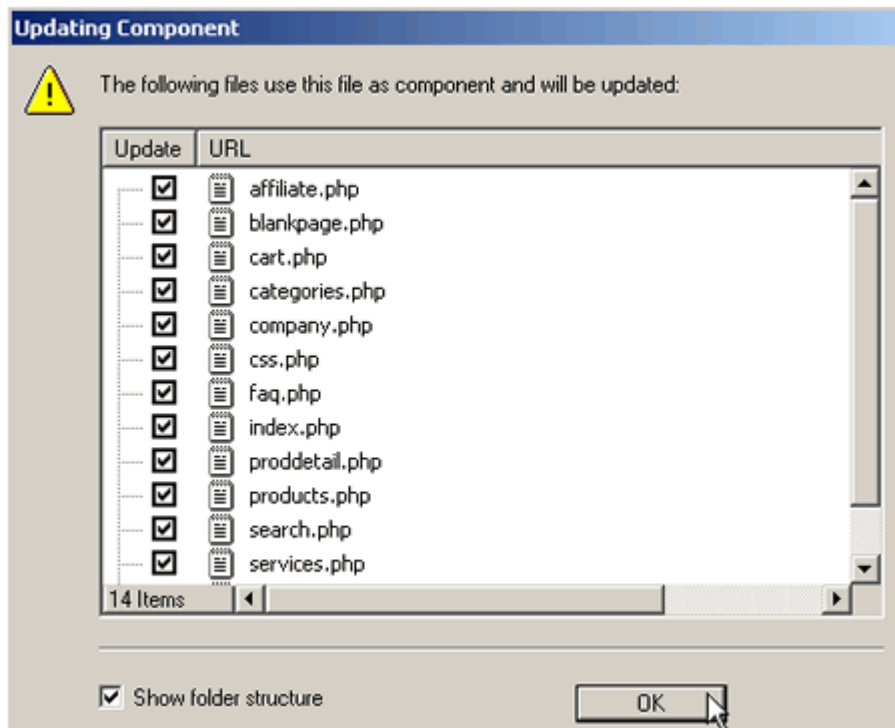
You should then see the listing of all the files and folders that make up your GoLive shopping cart.



You'll find the package has some sample pages, the store .asp/php pages and a number of folders. To make site-wide changes to the design, adding your company name, changing the menu etc. you'll need to work from the components. These can be opened by double clicking on the various components that make up a page.



Once you've made the changes, save the file and you'll be prompted if you want to update all the files using this template - agree to the prompt and you should be able to see the modifications you've made.



Adding a new page

The simplest way to add new pages to your site is to open an existing page, such as about.htm and save it under a new name, such as new.htm.

Cascading Style Sheets (CSS)

On the ecommerce templates we use cascading style sheets (css) to allow you to easily manage the font and hyperlink properties. In the root of your web you will have a file typically called style.css and on each page a link to it like this `<LINK REL=STYLESHEET TYPE="text/css" HREF="style.css">`. This can be edited in Frontpage, GoLive or Dreamweaver by double clicking on it or can be opened and modified in a text editor like Notepad.

Editing the hyperlink properties with CSS

After opening the file you should see some lines like this:

```
A:link {
color: #3366FF;
text-decoration: none;
}
```

```
A:visited {
color: #3366FF;
text-decoration: none;
}
```

```
A:active {
color: #3366FF;
text-decoration: none;
}
```

```
A:hover {
color: #FF9966;
text-decoration: none;
}
```

The parameters are pretty clear, any hex value will suffice for the color and if you require an underline when the cursor passes over a link, change "none" to "underline". Note that some browsers, notably Netscape 4x will ignore the hover option.

Editing the font properties with CSS

The font type and size is also set in the css file, here's an example:

```
TD {
font-size: 12px;
font-family : Verdana,Arial;
}
```

```
P {
font-size: 12px;
```

```
font-family : Verdana,Arial;  
}
```

This means that all text that is between <TD> or <P> tags will be Verdana, size12 - if Verdana is not installed on the user's machine then it will revert to Arial. If you want to change the color of the text from the default then add a line like this for red text:

```
TD {  
font-size: 12px;  
font-family : Verdana,Arial;  
color: #CC0000;  
}
```

```
P {  
font-size: 12px;  
font-family : Verdana,Arial;  
color: #CC0000;  
}
```

Editing the horizontal rule properties with CSS

This line of code will give you a blue horizontal rule, one pixel in height:

```
HR {  
color : #3366FF;  
height : 1px;  
}
```

Netscape browsers will ignore this.

Using CSS classes

CSS classes allow you to vary your styles on a page, for example giving a section smaller text or different link properties - this can be really handy when for example you have light and dark backgrounds and you need your links to show up well on both. Here's an example of using a class for hyperlink properties:

```
A.dark:link {  
color: #FFFFFF;  
text-decoration: none;  
}
```

```
A.dark:visited {  
color: #FFFFFF;  
text-decoration: none;  
}
```



```
A.dark:active {  
color: #FFFFFF;  
text-decoration: none;  
}
```

```
A.dark:hover {  
color: #FF9966;  
text-decoration: none;  
}
```

This will give you white links with an orange mouseover. To apply it to individual links you'll need to add the class like this:

```
<a class="dark" href="mylink.html">link text</a>
```

To change text size or color between <TD> or <P> tags you might have something like this:

```
TD.smaller {  
font-size: 11px;  
font-family : Verdana;  
color : #CC0000;  
}
```

```
P.smaller {  
font-size: 11px;  
font-family : Verdana;  
color : #CC0000;  
}
```

This will give you red 11 pixel size text when you add a class like this for a paragraph:

```
<p class="smaller">
```

...or for the cell

```
<td class="smaller">
```

Editing the category layout

In version 4.1.0 we added the possibility of showing the categories in multiple columns rather than in one vertical list. As people will want to align the text and images in different formats, we added CSS classes to make the modifications as simple as possible.

The first thing you will want to do is set up the category format that best suits your site, this involves adding a parameter to your vsadmin/includes.asp or vsadmin/icludes.php files, depending on your version.

Next thing to do is open your CSS file, this is found in the root of your store and is typically called style.css or stylesheet.css

Copy and paste these lines into the CSS file:

```
P.catname {
text-align: center;
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
text-align: center;
}
```

```
P.catdesc {
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
}
```

```
IMG.catimage {
border:1px;
border-thickness: 1px;
border-color: #000;
border-style: solid;
vertical-align:top;
}
```

```
TD.catimage {
vertical-align:top;
}
```

```
TD.catname {
vertical-align:top;
text-align: center;
}
```

```
TD.catnavigation {
vertical-align:middle;
text-align: left;
}
```

The classes explained

P.catname: The alignment of the category name

P.catdesc: The alignment of the category description

IMG.catimage: The properties of the category image
 TD.catimage: The alignment of the category image
 TD.catname: The alignment of the category name
 TD.catnavigation: the alignment of the top category navigation

Some examples

Using the settings as listed above would show the category page as in the example here:

[Home](#) » [Printers and Scanners](#) » [All Products](#)

View all products in all categories.



Scanners.

RGB color scanners and scanner based systems for everything from digital snaps to professional prints.



Printers.

Inkjet and laser printers for the very best in home and small office printing systems.



Digital camera.

Great digital camera for all your imaging needs.



Printer paper.

Top quality paper for your printer, office and home use.

If you would like the titles and text left aligned and without an image border, the CSS would need to be changed like this:

```
P.catname {
text-align: center;
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
text-align: left;
}
```

```
P.catdesc {
margin-top: 0px;
margin-bottom: 4px;
vertical-align:top;
}
```

```
IMG.catimage {
border:0px;
border-thickness: 1px;
border-color: #000;
border-style: solid;
vertical-align:top;
}
```

```
TD.catimage {
vertical-align:top;
}
```



```
TD.catname {
vertical-align:top;
text-align: left;
}
```

```
TD.catnavigation {
vertical-align:middle;
text-align: left;
}
```

...and the layout would look like this:

[Home](#) » [Printers and Scanners](#) » [All Products](#)

View all products in all categories.

	<p>Scanners. RGB color scanners and scanner based systems for everything from digital snaps to professional prints.</p>		<p>Printers. Inkjet and laser printers for the very best in home and small office printing systems.</p>
	<p>Digital camera. Great digital camera for all your imaging needs.</p>		<p>Printer paper. Top quality paper for your printer, office and home use.</p>

To move the top navigation to the right, change

```
TD.catnavigation {
vertical-align:middle;
text-align: left;
}
```

to

```
TD.catnavigation {
vertical-align:middle;
text-align: right;
}
```

The best thing is to play around with the settings until you find the one that best suits your site. You can always come back here to get the default settings if you run into difficulty.

Editing the price color

In version 4.1.6 we added the possibility of changing the color of the price from the style sheet. All you need to do is add the following to style.css, this example would make the price show as red:

```
SPAN.price {  
COLOR: #FF0000;  
}
```

Editing the product options properties

In version 4.2.0 we added the possibility of changing the format of the product options from the style sheet. All you need to do is add the following to style.css, this example would make the text show as red with Verdana 11px font:

```
SELECT.prodoption {  
font-size: 11px;  
font-family : Verdana;  
color : #FF0000;  
}
```

If you are using stock management with the product options, introduced in version 4.4.0, it's possible to "grey out" the options which are no longer in stock by adding the following to your main style.css file

```
OPTION.oostock {  
color : #A0A0A0;  
}
```

Editing the top product navigation

In version 4.6.0 we added the possibility of changing the format of the top product navigation eg. Home >> Product from the style sheet. All you need to do is add the following to style.css, this example would make the text show as red with Verdana 11px font:

```
td.prodnavigation {  
font-size: 11px;  
font-family : Verdana;  
color : #A0A0A0;  
}
```

```
P.prodnavigation {  
font-size: 11px;  
font-family : Verdana;  
color : #A0A0A0;
```

}

Editing the table backgrounds

Version 4.7.0 allows you to set the table and cell background properties in the files search / tracking / order status / checkout via CSS classes.

The new classes are:

TABLE.cobtbl for the table.

TD.cobhl for the cell highlights

TD.cobll for the cell lowlights

For example the following addition to your style.css file would give you a search table looking like this:

Search Products			
Search For:	<input type="text"/>	Max Price:	<input type="text"/>
Search Type:	<input type="text" value="All words"/>	In Category:	<input type="text" value="All Categories"/>
<input type="button" value="Search"/>			↗

```
TABLE.cobtbl{
background-color: #FF0000;
}
```

```
TD.cobhl{
background-color: #FFC42B;
}
```

```
TD.cobll{
background-color: #FFF7B8;
color : #666666;
}
```

Editing the page numbers

In version 4.7.0 we added the possibility of changing the format of the page numbers from the style sheet. All you need to do is add the following to style.css, this example would make the page numbers show as Verdana size 12:

```
P.pagenums {
font-size: 12px;
font-family : Verdana;
}
```

Editing the currency format

In version 4.7.0 we also included the possibility of changing the format of the alternative currencies. All you need to do is add the following to style.css, this example would make the currencies show in Verdana, size 10 and gray:

```
SPAN.extracurr {  
font-size: 10px;  
font-family : Verdana;  
color: 666666  
}
```

DHTML Menus

Some of the templates use DHTML drop down or pop-out menus. In Frontpage these will be include files, found in the Includes folder – In Dreamweaver they form part of the .dwt template files and In GoLive they will be set up as a component. The link colors are set in the .css file. Like any script these won't show up in design view and when previewing them in a browser they will not show correctly as they are dependent on the database connection. Once published to a server they should show correctly.

If your site has a hierarchy of folders and subfolders it's best to make all links relative to the root like this: /folder/subfolder/page.asp

How the hierarchy works

The top level of links ie. the ones that show on the menu with no interaction are set up with the code looking like this:

```
mymenu.addMenu("help","HELP", "help.asp")  
mymenu.addMenu("affiliates","AFFILIATES", "affiliate.asp")  
mymenu.addMenu("search","SEARCH", "search.asp")  
mymenu.addMenu("checkout","CHECKOUT", "cart.asp")
```

help – this is the id of your menu option

HELP – the text displayed on your menu

help.asp – the link

So before you can have pop-outs it's necessary to set a main top option, in the example above with the id **help**

The code for the first pop-out level from the HELP link would look like this

```
mymenu.addSubMenu("help", "faq", "FAQ", "#")
```

help - this is the parent id defined above

faq – this is the id for the next pop-out

FAQ – the text that appears on the menu

- this is a null link, meaning that if clicked the user won't go to a new page, often you would place a real link like `faq.asp` here

For a second level popout

```
mymenu.addSubMenu("faq", "", "COMPATIBILITY", "compatibility.asp")
```

The `faq` refers to the id we set up previously and because there will be no further pop-outs the next space can be left blank with `""`

You can have as many levels of pop-outs as you need.

How to open a link in a new window

If you want to make the link open in a new window, look at this example:

```
mymenu.addSubMenu("examples", "", "<b>virtual blue</b>",
'http://www.ecommercetemplates.com/dwpopoublue/" target="_blank')
```

Be careful with the punctuation here

How to get a text rollover effect if a section name is not a link

Sometimes it is not necessary to have a section linked, but the section has a number of pop-outs - to keep things tidy instead of having

```
mymenu.addMenu("main", "<b>main</b>", "main.htm") where the link is to
main.htm, you can change it to mymenu.addMenu("main", "<b>main</b>", "#")
so you maintain the link color but are not taken anywhere in case anyone tries
to click.
```

How to get rid of the default help links and corresponding pop-outs

Heres an example but the theory is the same for all the templates using the DHTML menu.

First delete this line:

```
mymenu.addMenu("help", "HELP", "help.asp")
```

and then all the pop-outs that it spawns, which will be:

```
mymenu.addSubMenu("help", "faq", "FAQ", "#")
mymenu.addSubMenu("help", "tutorials", "TUTORIALS", "#")
```

```
mymenu.addSubMenu("faq", "", "COMPATIBILITY", "#")
mymenu.addSubMenu("faq", "", "DHTML MENUS", "#")
mymenu.addSubMenu("faq", "", "DHTML MENUS", "#")
mymenu.addSubMenu("faq", "", "GRAPHICS", "#")
mymenu.addSubMenu("faq", "", "LICENSE", "#")
```

```
mymenu.addSubMenu("tutorials", "", "TEMPLATE SET UP", "#")
mymenu.addSubMenu("tutorials", "", "INCLUDE PAGES", "#")
mymenu.addSubMenu("tutorials", "navigation", "NAVIGATION", "#")
```

```
mymenu.addSubMenu("navigation", "", "FP NAVIGATION", "#")
mymenu.addSubMenu("navigation", "", "DW NAVIGATION", "#")
mymenu.addSubMenu("navigation", "", "GL NAVIGATION", "#")
```

How to set up categories and products manually

By default the menu generates the category and product links from the information passed on from the database. But deleting these two sets of lines will remove that functionality:

```
/* <%
```

' Please note, the following line of code is used to automatically create the links for the product sections. If you do not want to use this feature, please delete this line of code in your Main.dwt template along with the corresponding section below.

```
%> */  
mymenu.addMenu("products","O PRODUCTS", "categories.asp")  
  
// Delete these 7 lines and the corresponding lines above if you  
// don't want an automatically generated popout menu.  
<% if false then %> </script> <% end if  
menuprestr = "O "  
menupoststr = "" %>  
<!--#include file="../vsadmin/inc/incmenu.asp"-->  
<% if false then %> <script language="JavaScript1.2"> <% end if %>
```

Important notes

Don't use category id's with spaces, keep them lowercase and with no strange characters

Make sure a main category id is set up before making a corresponding pop-out.

There must be at least one pop-out in the menu for it to function correctly.

There is nothing that needs editing in the .js file.

The .js file and clearpixel.gif must go in the root of your site.

Chapter 7

Advanced Tweaks

Introduction

How to skin the control panel

How to add a buy button to your home page

Adding HTML to your product descriptions

Adding thumbnail photos to your product detail page

Adding extra pictures to the product page

Adding recommended products to your cart page

How to change text to graphics

How to add a search box to each of your pages

How to pass search parameters to the search page

Advanced parameters and tweaks (ASP version)

Advanced parameters and tweaks (PHP version)

Introduction

This chapter deals with some of the more advanced tweaking you can employ in the ecommerce templates to get even more functionality out of your store.

Most of the ideas outlined below require a degree of confidence in editing code but if you make a backup of your page/site first, it can also prove to be a good learning tool.

How to skin the control panel.

Version 4.8.0 saw the introduction of the CSS based skinnable control panel.

The design itself is 100% CSS based and XHTML transitional compliant, work on the code behind the admin is ongoing.

Apart from speeding up download times the admin section is now skinnable, allowing for simple changes in colors and graphics.

We have some instructions below to help you change things around.

The Stylesheet

The stylesheet that governs the layout and colors can be found in your vsadmin folder and is called adminstyle.css. You will see that we have added comments to the file so you can see how the various sections are set up.

Before making any changes we strongly suggest making a back up of adminstyle.css so you can always go back to the original. We would also suggest not making any changes at all if you are not confident editing CSS.

Changing the backgrounds

The main background color is set to light blue #E6E9F5 and can be changed here:

```
background: #E6E9F5;
```

The main body is white, although it's probably best to keep it that way it can be changed under #main:

```
background: #FFF;
```

The header section is set at #BFC9E0:

```
background:#BFC9E0;
```

There is also a background image associated with the header which gives the rounded effect at the top of the header:

```
background-image: url('adminimages/newtopbg.jpg');
```

Changing the table borders

By default there is a dotted line around the table borders:

```
border: 1px dotted #194C7F;
```

Other options are dashed, solid, double...

Other CSS changes

Most of the other changes that can be made relate to the color of the input boxes, alternate cell colors, text and links. These should be self explanatory.

NB

We strongly suggest not making any differences to the absolute positioning of elements and remember to preview the admin section in different browsers at different resolutions

Changing the graphics

The images associated with the control panel can be found in the folder /adminimages/ and we would suggest keeping the same dimensions

Logo:

adminimages/ecommerce_templates.gif" width="278" height="53"

Left hand menu titles:

adminimages/administration.jpg" width="150" height="31"

adminimages/product_admin.jpg" width="150" height="31"

adminimages/shipping_admin.jpg" width="150" height="31"

adminimages/extras.jpg" width="150" height="31"

Horizontal line graphic between menu items:

adminimages/hr.gif

Observations

That should give you the basics for skinning the control panel but do check in different browsers and at different resolutions. Do make a back up of the original files before starting but if things become irreparable then get the latest updater and replace the stylesheet and images from the original.

How to add a buy button to your home page.

This is pretty simple, and of course your buy button can be added to other pages, it doesn't have to be the home page.

The first thing you need to do is to get the products on your store as you will need to copy and paste some code.

Open the page on your store that has the product information that you want to include on another page this will typically be <http://www.yourstore.com/products.asp?id=1> and view source. You'll need to scroll down the page and find the code between the `<form>....</form>` tags – it should look something like this...

```
<form method="POST" name="tForm0" action="cart.asp">
<tr>
<td colspan="2">
<p>This inkjet printer really packs a punch for the home user. Full color prints at photo quality.
Perfect for everything from letters to the bank manager, to printing out your favourite digital
family pictures.</p>
</td>
</tr>
<tr>
<td width="59%" align="center" valign="middle">
<b>Price:</b> <span id="pricediv0" name="pricediv0">$95.00</span>
</td>
<td align="right" valign="bottom">
<input type="hidden" name="id" value="inkjet001">
<input type="hidden" name="mode" value="add">
<input type="image" src="images/buy.gif" border="0"></td>
</tr>
</form>
```

This will give you a product description with a price and buy button. Copy the code between the form tags and then paste it into the place where you would like to display the information. That's about it – you may need to edit the text or add a photo to get things looking good so your final code will look something like this:

```
<form method="POST" name="tForm0" action="cart.asp">
<input type="hidden" name="id" value="XXXXXX">
<input type="hidden" name="mode" value="add">
<input type="image" src="images/buy.gif" border="0">
</form>
```

Where xxxxxx is the id of your product.

Adding HTML to product descriptions

This is a great way of formatting your product pages and product detail pages, sometimes simply spacing out text rather than using blocks can make reading the information much easier. You can use any valid HTML in the product description field. Here are some examples:

`<p>`To make a double space between lines, put them between opening and closing `</p>` tags`</p>`

To add colour to your text put them between font tags like this ``**This is red text**``

This is ``**Bold text**``

Here's an example of adding an image to the description, for example you might want to add a heading for "special offers" or add extra product photos.

``

Or you might want to link to another page, manufacturer's site or wherever:

``Another Page``

``Another Site``

Adding thumbnail photos to your product detail page with JavaScript pop-ups.

Taking this last point a little further, a lot of products might require more than one photo in the product detail page, a great way to do this would be to provide thumbnail photos that link to larger pop-up windows. The first thing to do is to set up a page with your large photo page, we'll call it largephoto.htm, save it and you're ready to set up your script. There are two parts to the script, first of all copy this line into Notepad and copy/paste into your proddetail.asp/php page before the closing </HEAD> tag:

```
<SCRIPT LANGUAGE="JavaScript">
<!--
function launch(url, windname,x,y) {
self.name = "opener";
remote = open(url, windname, "width="+x+",height="+y);
}
// -->
</SCRIPT>
```

NB In Dreamweaver this will have to go into your editable title tag

In the product detail field you'll need this code:

```
<a href="javascript:launch('largephoto.htm','mywinname',400,540)"></a>
```

This will give you a pop-up link to the largephoto.htm page you created with a width of 400 pixels and a height of 540. These can be edited to fit the size of your photo.

If you want to add a "close this window" link on your largephoto.htm page the code would be:

```
<a href=""onClick="window.close()">Close this Window</a>
```

Adding extra pictures to your product page

By default you can have one product picture and one product detail picture. It is possible to add HTML to your product description or merge the pictures in your graphics program to make one graphic from several. Alternatively you can add a little code to the product picture field.

Normally the path to your image would be `/prodimages/graphic.jpg` but if you wanted to add 2 graphics then you would place:

```
/prodimages/graphic1.jpg"><br>
<!--#include file="vsadmin/includes.asp"-->
<!--#include file="vsadmin/inc/languagefile.asp"-->
<!--#include file="vsadmin/inc/incfunctions.asp"-->
<!--#include file="vsadmin/inc/inccart.asp"-->
```

..or for the PHP templates:

```
<SCRIPT LANGUAGE="php">
include "vsadmin/db_conn_open.php";
include "vsadmin/includes.php";
include "vsadmin/inc/languagefile.php";
include "vsadmin/inc/incfunctions.php";
include "vsadmin/inc/inccart.php";
</SCRIPT>
```

Add a couple of
 tags after the above code to separate the cart information from your special offers and then copy and paste this code:

```
<table border="0" cellpadding="2" cellspacing="2" width="100%">
<tr>
<td width="100%" colspan="4"><b>This month's special offers</b></td>
</tr>
<tr>
<td width="25%" valign="bottom" align="center"><a
href="/proddetail.asp?prod=testproduct"></a></td>
<td width="25%" valign="bottom" align="center"><a
href="/proddetail.asp?prod=inkjet001"></a></td>
<td width="25%" valign="bottom" align="center"><a
href="/proddetail.asp?prod=keyboard001"></a></td>
<td width="25%" valign="bottom" align="center"><a
href="/proddetail.asp?prod=mouse001"></a></td>
</tr>
</table>
```

This will give you a table in this format (without the cell borders):

This month's special offers			
Product photo + link	Product photo + link	Product photo + link	Product photo + link

Maybe the best thing to do is to set up the table in your HTML editor and then paste in the code as you may require more or fewer rows and columns.

How to change text to graphics.

All the default text that is generated by the store can be edited in file `/vsadmin/inc/languagefile.asp` or `.php` so here for example you could change the word “Details” on your product page to “More details” by editing this line for the ASP version `xxPrDets="Details"` and changing it to `xxPrDets="More Details"`. For the PHP version it’s similar but the line looks like this `$xxPrDets="Details"`;

It’s possible to take this a step further by changing the text “Details” to a graphic and adding a bit of “spice” to your page – all you need to do is add a line of code and make the graphic. So once you have a graphic and saved it in your images folder you can open up the languagefile page and modify a line of code:

ASP version

`xxPrDets="Details"` should be changed to: `xxPrDets=""`

PHP version

`$xxPrDets=""`;

This of course applies to any of the store generated language but it’s advisable not to go overboard on adding graphics everywhere just for the sake of it. Make sure you pay particular attention to the syntax required. Again make a backup of the languagefile page before trying out any tweaks of code.

How to add a search box to each of your pages

As well as the all signing, all dancing search page, you may want to have just a little search box in the left or right navigation column, or at the top of every page for instance. You can do this by copying and pasting the following code.

```
<form method="POST" action="search.asp">  
<input type="hidden" name="posted" value="1">  
<input type="text" name="stext" size="16"><br>  
<input type="submit" name="Search">  
</form>
```

If you want to include your own graphic (search.gif) for the search button then change

```
<input type="submit" name="Search">
```

to

```
<input type="image" name="Submit" src="images/search.gif" border="0">
```

This is the most basic search, searching for "All Words" in all categories. But you could also use any of the parameters outlined in the tweak below as hidden fields to create a really powerful custom search or to search specific categories.

How to pass search parameters to the search page

You can create your own "custom search" by passing parameters to the search page like this . . .

```
search.asp?pg=1&scat=ts1&stext=Search Text&stype=exact&sprice=15
```

This parameter needs to be there. Otherwise the search doesn't work
pg=1

This will specify a particular category. Top category id's should be preceded by ts, sub categories by ms

```
scat=ts1  
scat=ms4
```

This is the text to search for

```
stext=serial  
stext=Search Text
```

This is the search type, all words, any word, exact phrase. Leaving this parameter out or blank will mean All Words, the default

```
stype=any  
stype=exact
```

This is the maximum price. Just leave it out if you don't want to specify a max price.

```
sprice=15
```


Advanced parameters (ASP version)

In the folder vsadmin there's a file called includes.asp - this is where you can specify some important options regarding mail, shipping, tax, and the display options for your product pages. Below is a guide to preparing the set up that best suits your needs. If you are updating your store from a previous version, you will need to add the variables below to the page includes.asp. For example if you don't have the line `expireaffiliate=30` you will need to add it to the list. The order of the list is not important.

Contents

Email Options	Layout Options	Payment Options
· Mail components	· Product listings	· Setting the path to your SSL
· Email a friend	· Product layout options	· Disabling SSL
· HTML emails	· Continue shopping link	· Encryption
· Email orders	· Category layout options	· Dump credit card numbers
· Email headers and footers	· DHTML menu	· Force form submission
· Order status email		· Authorize.net
		· Capture card order status
Shipping / Tax Options	Display Options	Affiliate Options
· Adding tax to shipping	· Product page display numbers	· Affiliates cookie
· Removing the shipping address	· Removing buy and checkout buttons	· Affiliates commission
· Will pick up option	· Remove top navigation	
· Show tax inclusive prices	· Terms and Conditions	
· UPS options	· Quantity boxes	
· Commercial location	· Zero price message	
· Shipping insurance	· Show product id	
· Invoice / packing slips	· Hide product options	
· Canadian tax	· Extra checkout fields	
· Per payment provider handling charge	· Forcing minimum purchase amount	
· Split heavy packages	· Alternative currency format	
· Canada Post	· Product detail link	
	· Hide product option price	
Discount Options	Customer Login	Admin Tweaks
· Remove discount / coupon feature	· Enable customer login	· SQL Server
· Hide discount / coupon text	· Wholesale pricing	· Currency formats
	· Forwarding page	· Adjust date
		· Character sets
		· Multiple languages
		· Multiple admins

Mail options (Minimum version 1.3.7 to 4.6.0*)

More often than not, you'll want to use CDONTS as your mail system but if you need to specify a mailhost, you can do so in vsadmin/includes.asp. Typically these would be smtp.yourhost.com or mail.yourhost.com - your host should be able to help you with this if you need it. eg.
mailhost = "mail.yourhost.com"

* From version 4.6.0 the smtp server is set on the admin main page rather than in the vsadmin/includes.asp file.

Product listings (Minimum version 1.3.7)

You can now choose how to sort your product listings - you can do this alphabetically, by id or by price. There are four options:

- 1 = sorting the products alphabetically
 - 2 = sorting the products by id
 - 3 = sorting the products by price (cheapest first)
 - 4 = sorting the products by price (most expensive first)
- So for example if you wanted to list your products alphabetically you would choose this option:
sortBy = 1 or by product id like this sortBy = 2

Setting the path to your SSL (Minimum version 1.3.7)

If you are using a payment provider that requires SSL then what the system is going to look by default is your website URL on an HTTPS connection, ie
https://www.yoursite.com/cart.asp

If you have shared ssl space which requires a different url, or if you want to override the switch to SSL for testing purposes then you can override it like this:

```
pathtossl = "https://www.yourhostssl.com/yourdir/"  
... or ...  
pathtossl = "http://www.yoursite.com/"  
... to keep it on http and not go to https
```

Product page display numbers (Minimum version 1.3.7)

To display the product page number links at the top of the page as well as the bottom set pagebaratop=1

Disabling SSL (Minimum version 3.5.4)

Setting `nochecksslserver=TRUE` will disable the checking with capture card and other payment systems that require an SSL server that check you are on an SSL connection.

IMPORTANT NOTE:

This should not be set unless you are most certainly sure that you are on HTTPS when viewing the credit card details. Our check for SSL can be fooled the way some servers set up their shared SSL certs so all this switch does is remove the warning in this case. It should **NOT** be used to enable yourself to view CC details on a non-SSL connection.

Adding tax to shipping (Minimum version 3.5.9)

If you need to add tax to shipping you'll need to choose `taxShipping=1` - if not leave it as it is ie. `taxShipping=0`

Setting `taxShipping=2` will add the shipping tax to the state and country tax totals.

Shipping address (Minimum version 3.6.3)

Use:

```
noshipaddress=true
```

to cause a shipping address entry section not to be shown on the checkout page if set.

"Will pick up option" (Minimum version 4.1.0 - only for UPS / USPS / weight and price based shipping.)

Use:

```
willpickuptext="Will Pickup"
```

If you want to allow your customers the option of picking up their purchase from your physical location. The text here can be changed as necessary.

Use

```
willpickupcost=1.32
```

To set the cost of picking up from your location. Set to zero if there is no charge

Layout options (Minimum version 1.3.7)

In version 1.3.7 we have added the possibility for different layout formats for your products:

`productcolumns=2`

`useproductbodyformat=1`

`usesearchbodyformat=1`

`usedetailbodyformat=1`

`usecategoryformat=1`

`allproductsimage=""`

By setting `useproductbodyformat` to 2 like this `useproductbodyformat=2` the products are displayed with the product options, price and buy button below the product image. When `useproductbodyformat` is set to 1 the product options, price and buy button are displayed to the right of the product image.

The reason we added this second layout is that it lends itself well to having more than one column of products. So, when using `useproductbodyformat=2` the products will be displayed in the number of columns specified by `productcolumns`, such as

`productcolumns=2`

You can have as many as you like in theory, but just make sure they fit on your page.

Please note that with the `useproductbodyformat` set to 1 the `productcolumns` setting will be ignored.

To allow you to specify the search results independently of the general product display, you can set `usesearchbodyformat` to 1 or 2 in the same way.

There is also a second product detail format available now. Setting `usedetailbodyformat=2` will display the product detail page with the image to the left of the product description, price, quantity and buy button.

If you need the category text and description to the right of the image choose `usecategoryformat=2`

`allproductsimage=""` allows you to specify an image for "All Products" and the path can be inserted here.

`usecategoryformat=1`

Email a friend (Minimum version 1.3.7)

You can now add the option of emailing a friend from your product detail page - this adds a link to a pop-up window with a form that you can fill out to forward the information regarding a product to a friend. If you wish to use this feature set the parameter like this `useemailfriend=true` - if you would like to disable the feature then you need `useemailfriend=false`

Removing store functions (Minimum version 2.0.0)

You can simply eliminate the buy and checkout buttons as well as the price for all products, this is done by choosing `nobuyorcheckout=true` and `noprice=true`.

Affiliates cookie (Minimum version 2.0.0)

By default the affiliate cookie stays active for 30 days, this means that if somebody clicks on an affiliate link and then comes back later to purchase as long as it's within 30 days, the sales will be accredited to the affiliate partner. If you need to change this then the value here `expireaffiliate=30` will have to be modified.

Affiliates commission (Minimum version 4.5.0)

You can now set an affiliate percentage in the affiliates admin, and set a `defaultcommission=12` to set a default commission for new affiliates

SQL server (Minimum version 2.0.0)

If you need to use SQL server rather than the Microsoft Access database then you will need to put `sqlserver=true`. Also make sure you change your connection string as suggested in the instructions. The majority of users however will be working from Access and won't need to use this option.

Discounts / coupons (Minimum version 3.0.0)

To remove the discount and coupon function choose `nogiftcertificate=true`.

Hide discount or coupon text (Minimum version 4.1.0)

To remove the discount and coupon text that appears on category and product pages
noshowdiscounts=true

Show tax inclusive prices (Minimum version 3.1.2)

To show tax inclusive prices on the products page use showtaxinclusive=true
- the wording for the tax can be changed in vsadmin/inc/languagefile.asp.

UPS Options (Minimum version 3.5.0)

The way that you deliver your packages to UPS for delivery can affect the total cost of delivering the package. We have set the default as "Customer Counter", though you can change this by setting the following in your vsadmin/includes.asp file . . .

```
upspickuptype="03"
```

The code in quotes there would be taken from the following table...

- 01 - Daily Pickup
- 03 - Customer Counter
- 06 - One Time Pickup
- 07 - On Call Air
- 19 - Letter Center
- 20 - Air Service Center

Remember to enclose the code above in double quotes. Also, please note that these options are not exactly the same as you might find on the UPS web site but we hear that is something that UPS are working on...more information

To add UPS shipping insurance based on the product value, but not ask the customer...

```
addshippinginsurance=1
```

To ask the customer if they would like shipping insurance on the checkout form...

```
addshippinginsurance=2
```

Commercial location (Minimum version 3.5.0)

Set commercialloc=true if you want to place a question and checkbox on checkout for shipping to a commercial location. This is automatically set for UPS but can be used for other shipping methods.

Currency formats (Minimum version 3.1.2)

Normally the currency is automatically set by your country settings, but sometimes servers don't seem to have locales installed, and some have special needs. These are the parameters available:

`overridecurrency=TRUE`

- Switches the currency overriding on

`orcsymbol="US$"`

- The currency symbol used on product pages.

`orcemailsymbolsymbol="US$"`

- The currency symbol used in emails. Normally the same, but can be handy if you wish to set your product page currency symbol to an HTML code like € or ¥ and then in the email set it to EURO or YEN

`orcdecplaces=2`

- How many decimal places your currency has.

`orcpreamount=FALSE`

- If you want to display the currency symbol before or after the amount.

`orcurrencysymbol="USD"`

- If you need to force the settlement in US Dollars even if you are selling from another country.

Encryption (Minimum version 3.5.0)

At the moment for using the "capture card method", credit card encryption can be used if ASPEncrypt is available on the server so the parameter will be `encryptmethod="aspencrypt"`. If you do not want encryption, you have to explicitly set `encryptmethod="none"`. Remember that by doing so, you have to take extra care to make sure the database is secure and to delete the card numbers from the database as soon as they are processed. If you are unsure about your site security, it might be an idea to contact one of the developers here for consultation.

Top navigation (Minimum version 3.5.0)

If you need to remove the top navigation ie. home >> category >> product then set `showcategories=false`

Terms and Conditions (Minimum version 3.6.0)

If you need to make your customers agree to your terms and conditions on checkout, set `termsandconditions=true`
You will also need to create a page with your terms and conditions called `termsandconditions.asp` ...which will be shown in a 420 x 380 popup.

Quantity boxes (Minimum version 3.6.1)

Setting the following to TRUE will put up a quantity box on the products and the product details page (not available if using `usedetailbodyformat=2`):

```
showquantonproduct=FALSE  
showquantondetail=FALSE
```

Zero price (Minimum version 3.6.3)

If you set this, for instance...

```
pricezeromessage="<b>Price: Please call</b>"
```

...then in the case where a price is set to zero, this message will be printed instead. If the `pricezeromessage` is not set then products with a zero price will be displayed as Price: \$0.00 as usual.

Show product id (Minimum version 3.6.3)

```
showproductid=true
```

...will cause the product id to display on the product pages. The text "Product ID" is from the `vsadmin/inc/languagefile.asp` as `xxPrId`

Hide product options (Minimum version 3.6.4)

```
noproductoptions=true
```

...this will hide all the product options on the products page.

Invoices / packing slips (Minimum version 3.6.6)

```
invoiceheader="<img src='images/logo.gif' border='0'><br><br>"
```


...this will print your logo at the top of the invoice. Obviously you will need to upload the logo to your images folder and set the path / name correctly.

```
invoiceaddress="<br><b>EcommerceTemplates.com</b><br>My  
Address<br>MyTown, 90210<br>California<br><br>"
```

... this will print your address on the invoice. As you can see it is possible to use HTML for formatting.

```
invoicefooter="<br><br><font size='1'>Thank you for shopping with  
EcommerceTemplates.com</font>"
```

..will print the footer information you need to include. Again HTML can be used for formatting

Dump credit card numbers (Minimum version 3.6.6)

```
dumpccnumber=true
```

...this will dump the credit card numbers to the .csv file. Note that if you are using ASPEncrypt this option will not be available as the numbers cannot be decrypted in a CSV file.

Continue shopping (Minimum version 3.6.6)

```
actionaftercart=1
```

...or not setting anything will mean that the continue shopping button will take the URL from the xxHomeURL from the vsadmin/inc/languagefile.asp which is the current default.

```
actionaftercart=2
```

...will make the cart "continue shopping" button return to the page you just came from when you are on the cart contents page.

```
actionaftercart=3
```

...when you add something to your cart, you will refresh immediately back to the products page you came from without going to the cart contents page.

Adjust date (Minimum version 3.6.6)

```
dateadjust=3
```

...would adjust the date the order status was updated by 3 hours.

```
dateadjust=-4
```

...would adjust it by minus 4 hours. This is so that if your server time is not the same as your local time then you can adjust for this.

NB

Version 4.6.3 allows for the date adjust in the admin section too rather than only in public view as before.

Shipping insurance (Minimum version 3.6.6)

Shipping insurance can now be added to more shipping types than just UPS shipping. If using UPS shipping, then adding

```
addshippinginsurance=1
```

to your includes.asp file will calculate shipping costs with insurance. If using UPS shipping then add

```
addshippinginsurance=2
```

will ask the user if they would like shipping insurance, and if so add it to the shipping cost.

With shipping types other than UPS, you have to also set an amount, shipinsuranceamt for instance...

```
shipinsuranceamt=5
```

If addshippinginsurance=1 then in this example 5% of the product price total will be added to the shipping cost for insurance.

If addshippinginsurance=2 then in this example 5% of the product price total will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout.

If addshippinginsurance=-1 then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance.

If addshippinginsurance=-2 then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout. This method will not work with USPS shipping for which shipping insurance is not available.

HTML email (Minimum version 4.0.0)

Emails can be sent in HTML if you wish by adding the following switch:

```
htmlmails=true
```

Email orders (Minimum version 4.0.0)

If you need to set email orders as Unauthorized in your admin orders page, set
emailorderstatus=2

Category layout (Minimum version 4.1.0)

categorycolumns=1 - will give you a vertical list of categories in a single list
categorycolumns=2 - will show the categories in two columns
categorycolumns=3 - will show the categories in three columns
' catseparator="" - is required to use the new category set up - no changes are necessary here

Extra checkout fields (Minimum version 4.1.0)

It is possible to add two new fields to your cart checkout page. The company name field will go at the top of the checkout form and the additional field at the bottom. These can be moved by editing the vsadmin/inc/inccart.asp file - they can also be made obligatory.

extraorderfield1="Company Name" - adds a company name field to the top of your cart checkout page, the text can be edited here for other uses.
extraorderfield1required=true - will make this field obligatory, setting to false will make it optional
extraorderfield2="Another Field" - will add an additional field to the bottom of the cart checkout page, obviously the text will need editing here.
extraorderfield2required=true - will make this field obligatory, setting to false will make it optional

Force form submission (Minimum version 4.1.3)

For payment processors where the credit card details are taken on an SSL connection on your site you can set the parameter:
forcesubmit=true
...which will submit the form by default in 5 seconds. If you want to change that 5 second interval you can set
forcesubmittimeout=5000
where the time is set in milliseconds, so the above example would result in a 5 second delay.

Enable customer login (Minimum version 4.2.0)

To enable the customer login box you will need to add the line (if it's not already present)
enableclientlogin=true

Wholesale pricing (Minimum version 4.6.0)

Wholesale prices can be set for product options. To do this add the parameter `wholesaleoptionpricediff=true`

You can disable discounts for logged in customers with the wholesale attribute by adding the parameter `nowholesalediscounts=true`

You can set a separate minimum wholesale purchase amount and message by setting the following

```
minwholesaleamount=23.00
```

```
minwholesalemessage="Your message"
```

Email headers and footers (Minimum version 4.2.2)

This feature allows you to add email headers and footers to emails either for all payment systems, or depending on the payment system chosen.

If you want to add a header or footer to all emails then just add the following to your `vsadmin/includes.asp` file

```
emailheader="This is your email header"
```

```
emailfooter="This is your email footer"
```

If you want to add a header or footer only for a particular payment system then first go to your admin payment providers page. You will see that now the first column is the payment provider id. Take a note of the id of the payment provider you are interested in. Now if for instance you wanted to add a header or footer for the "Email" payment provider, you will see that the id is 4. All you have to do is add the id "4" after `emailheader` or `emailfooter` like this...

```
emailheader4="This is your email header for the email payment provider"
```

```
emailfooter4="This is your email footer for the email payment provider"
```

Order status email (Minimum version 4.5.0)

You can now set the system to send an email to customers when you change the order status on the admin orders page. To turn this feature on you need to add the following parameter for example...

```
orderstatusemail="Your order id %orderid% from %orderdate% has been updated from %oldstatus% to %newstatus% on %date% and the order tracking is %statusinfo%"
```

The message can be anything you like, and can contain HTML if you have the `htmlemails=true` setting. The following parameters will be replaced with the actual order and order status details...

```
%orderid%
```

```
%orderdate%
```

```
%oldstatus%
```

```
%newstatus%
```

`%date%`

`%statusinfo%`

You can also set a parameter `orderstatussubject` for the order status emails in the `vsadmin/includes.asp` file, for example...

`orderstatussubject = "Place text here"`

If you don't set this then the default email subject "Order status updated" will be used for the order status emails.

Using the setting

`alwaysemailstatus=true`

will mean that the checkbox for "email order status change" is always set by default.

DHTML menu (Minimum version 4.6.0)

You can now limit the number of "popout levels" that the DHTML pops out to by setting the parameter

`menupoplimit=2`

... where 2 in this example would limit to 2 popout levels.

Authorize.net (Minimum version 4.5.0)

Add the parameter `secretword` to encrypt your authorize.net merchant id and transaction key in the database for extra security. For example...

`secretword="this is my secret word"`

Please note that if you set this, you will have to reset your merchant id and transaction key in your admin payment providers page for authorize.net

If you are using the authorize.net AIM system you can now set the parameter `acceptcheck=true`

to allow for eChecks. You will need to have your authorize.net account set up for accepting eChecks.

Authorize.net AIM method can now be used with the WellsFargo

SecureSource system using the setting

`wellsfargo=true`

Capture Card order status (Minimum version 4.6.0)

You can set the order status of "Capture Card" orders by setting the following `capturecardorderstatus=5`

... which in this case would set the order status of a capture card order to 5.

To see the order status id numbers just look on your order status admin page.

Canadian tax (Minimum version 4.3.0)

Support for the Canadian PST / GST / HST tax system, including the Price Edward Island and Quebec systems of adding the provincial tax to the product

total + government tax. To use this feature you would need to download the current Canadian plug-in and also set the parameter...
canadataxsystem=true

Per payment provider handling charge (Minimum version 4.3.0)

You can set a "per payment provider" handling charge. On the payment providers admin page, each payment provider shows a unique id. You would use the text handlingcharge + the unique id to assign the charge. Say for instance if you wanted to add a \$2.35 charge to the "2Checkout" payment provider, then if you look on the payment providers admin page you will see the ID for 2Checkout is 2, so you would set the following...
handlingcharge2=2.35

If you need to add tax to handling you'll need to choose taxHandling=1 - if not leave it as it is ie. taxHandling=0

Setting taxHandling=2 will add the handling tax to the state and country tax totals.

Split heavy packages (Minimum version 4.5.0)

Adding the parameter splitpackat when using UPS or USPS shipping will split heavy packages into multiple packages. For instance...
splitpackat=70

Canada Post (Minimum version 4.6.0)

To place Canada Post in test mode on the testing server, please use the following parameter
canadaposttest=TRUE

Forcing minimum purchase amount (Minimum version 4.3.0)

Setting the parameter minpurchaseamount will force a minimum purchase amount. You can also set the parameter minpurchasemessage to display a message / html if the minimum purchase amount is not met. For instance...
minpurchaseamount=4.99
minpurchasemessage="I'm sorry, we have a minimum purchase amount of £4.99. Please go back and buy some more"

Alternative currency format (Minimum version 4.7.0)

You can now have total control over the display of the currency conversions if you require. For instance use the following. . .

currFormat1="€%s"

```
currFormat2="<b>£</b>%s"  
currFormat3="<b>$</b>%s"
```

In each of these %s is replaced by the actual currency value. Be careful that the symbols match the currencies you have chosen on your admin main page. Of course you can place any formatting or text here.

Product detail link (Minimum version 4.7.0)

Instead of having the product “details” link leading to the proddetail.asp page, you can specify your own link by adding the following (for example) to your vsadmin/includes.asp file.

```
detailslink="<a href=""%largeimage%" target=""_blank"">"  
detailsendlink="</a>"
```

Any instances of %pid% will be replaced by the product id and any instances of %largeimage% will be replaced by the the value of you have set for large image in your admin products page. This will allow you to vary the links per product.

Hide product option price difference (Minimum version 4.7.0)

By setting the switch . . .

```
hideoptpricediffs=true
```

. . . you can hide the price difference in the product option drop down menus and the checkout page. Only the total price will be shown.

Character sets (Minimum version 4.7.0)

Greater support is now given for “Wide” Character sets such as Japanese and Chinese. You can set the following 2 switches . . .

```
emailencoding="shift_jis"  
adminencoding="shift_jis"
```

. . . changing “shift_jis” for the actual character encoding used in your emails and admin section pages.

Multiple languages (Minimum version 4.8.0)

If you need to have more than one language then set:

```
languageid=2
```

to indicate which language is being used for that particular admin section.

Multiple admins (Minimum version 4.8.0)

You can have up to 5 different admins allowing you to have different store URL's etc for copies of your store in subwebs etc. To use a different admin id just set the following in your subweb's vsadmin/includes.asp file . . .
storeadminid=2
. . . where 2, 3, 4, 5 is the admin id you want to use in that subweb.

Client login forwarding page (Minimum version 4.8.0)

You can set per login level forwarding pages for the client login system or send the logged in client back to the referring page. To set the forwarding page for all pages you can set for instance . . .
clientloginref="yourpage.asp"
Or to use the "referring" page set . . .
clientloginref="referer"
Or optionally you can set . . .
clientloginref2="otherpage.asp"
. . . to set say a forwarding page for only those logged in with login level 2.

Advanced parameters (PHP version)

In the folder vsadmin there's a file called includes.php - this is where you can specify some important options regarding mail, shipping, tax, and the display options for your product pages. Below is a guide to preparing the set up that best suits your needs. If the include line is not present in your list, it can be added and the position of the line is not important to functionality.

Contents

Email Options	Layout Options	Payment Options
<ul style="list-style-type: none"> · Email a friend · HTML emails · Email orders · Email headers and footers · Order status email 	<ul style="list-style-type: none"> · Product listings · Product layout options · Continue shopping link · Category layout options · DHTML menu 	<ul style="list-style-type: none"> · Setting the path to your SSL · Disabling SSL · Encryption · Dump credit card numbers · Force form submission · Authorize.net · Capture card order status
Shipping / Tax Options	Display Options	Affiliate Options
<ul style="list-style-type: none"> · Adding tax to shipping · Removing the shipping address · Will pick up option · Show tax inclusive prices · UPS options · Commercial location · Shipping insurance · Invoice / packing slips · Canadian tax · Per payment provider handling charge · Split heavy packages · Canada Post 	<ul style="list-style-type: none"> · Product page display numbers · Removing buy and checkout buttons · Remove top navigation · Terms and Conditions · Quantity boxes · Zero price message · Show product id · Hide product options · Extra checkout fields · Forcing minimum purchase amount · Alternative currency format · Product detail link · Hide product option price 	<ul style="list-style-type: none"> · Affiliates cookie · Affiliates commission
Discount Options	Customer Login	Admin Tweaks
<ul style="list-style-type: none"> · Remove discount / coupon feature · Hide discount / coupon text 	<ul style="list-style-type: none"> · Enable customer login · Wholesale pricing · Forwarding page 	<ul style="list-style-type: none"> · cURL compilation · Currency formats · Adjust date · Character sets · Multiple languages · Multiple admins

Product listings

You can now choose how to sort your product listings - you can do this alphabetically, by id or by price. There are four options:

1 = sorting the products alphabetically
2 = sorting the products by id
3 = sorting the products by price (cheapest first)
4 = sorting the products by price (most expensive first)
So for example if you wanted to list your products alphabetically you would choose this option:
`$sortBy = 1;`
or by product id like this
`$sortBy = 2;`

Setting the path to your SSL

If you are not using authorize.net (AIM) or the Capture card method, then you may wish to specify a path to your secure space, this would be done here:
`$pathtossl = "/path/goes/here";`

Disabling SSL

Setting `$nochecksslserver=TRUE;`
will disable the checking with capture card and other payment systems that require an SSL server that check you are on an SSL connection.

Product page display numbers

To display the product page number links at the top of the page as well as the bottom set
`$pagebarattop=1;`

Adding tax to shipping

If you need to add tax to shipping you'll need to choose
`$taxShipping=1;`
if not leave it as it is:
`$taxShipping=0;`

Setting `$taxShipping=2;`

will add the shipping tax to the state and country tax totals.

Shipping address (Minimum version 3.6.3)

Use:

```
$noshipaddress=true;
```

to cause a shipping address entry section not to be shown on the checkout page if set.

"Will pick up" option (Minimum version 4.1.0 - only for UPS / USPS / weight and price based shipping.)

Use:

```
$willpickuptext="Will Pickup";
```

If you want to allow your customers the option of picking up their purchase from your physical location. The text here can be changed as necessary.

Use

```
$willpickupcost=1.32;
```

To set the cost of picking up from your location. Set to zero if there is no charge

Layout options

In version 1.0.3 we have added the possibility for different layout formats for your products

```
$productcolumns=2;
```

```
$useproductbodyformat=1;
```

```
$usesearchbodyformat=1;
```

```
$usedetailbodyformat=1;
```

```
$usecategoryformat=1;
```

```
$allproductsimage="";
```

Those who are upgrading from previous versions will need to add these parameters..

By setting useproductbody format to 2 like this

```
$useproductbodyformat=2;
```

the products are displayed with the product options, price and buy button below the product image. When `useproductbodyformat` is set to 1 the product options, price and buy button are displayed to the right of the product image.

The reason we added this second layout is that it lends itself well to having more than one column of products. So, when using `$useproductbodyformat=2;` the products will be displayed in the number of columns specified by `productcolumns`, such as

```
$productcolumns=2;
```

You can have as many as you like in theory, but just make sure they fit on your page.

Please note that with the `useproductbodyformat` set to 1 the `productcolumns` setting will be ignored.

To allow you to specify the search results independently of the general product display, you can set `usesearchbodyformat` to 1 or 2 in the same way.

There is also a second product detail format available now. Setting `$usedetailbodyformat=2;` will display the product detail page with the image to the left of the product description, price, quantity and buy button.

If you need the category text and description to the right of the image choose `$usecategoryformat=2;`

```
$allproductsimage="";
```

allows you to specify an image for "All Products" and the path can be inserted here.

Email a friend

You can now add the option of emailing a friend from your product detail page - this adds a link to a pop-up window with a form that you can fill out to forward the information regarding a product to a friend. If you wish to use this feature set the parameter like this `$useemailfriend=true;` if you would like to disable the feature then you need `$useemailfriend=false;`

Removing store functions

You can simply eliminate the buy and checkout buttons as well as the price for all products, this is done by choosing

```
$nobuyorcheckout=true;  
and  
$noprice=true;
```

Affiliates cookie

By default the affiliate cookie stays active for 30 days, this means that if somebody clicks on an affiliate link and then comes back later to purchase as long as it's within 30 days, the sales will be accredited to the affiliate partner. If you need to change this then the value here `$expireaffiliate=30;` will have to be modified.

Affiliates commission

You can now set an affiliate percentage in the affiliates admin, and set a `$defaultcommission=12;` to set a default commission for new affiliates

Discounts / coupons (Minimum version 3.0.0)

To remove the discount and coupon function choose `$nogiftcertificate=TRUE;`

Hide discount or coupon text (Minimum version 4.1.0)

To remove the discount and coupon text that appears on category and product pages `$noshowdiscounts=TRUE;`

Show tax inclusive prices (Minimum version 3.1.2)

To show tax inclusive prices on the products page use `$showtaxinclusive=TRUE;` the wording for the tax can be changed in `vsadmin/inc/languagefile.php`.

UPS Options (Minimum version 3.5.0)

The way that you deliver your packages to UPS for delivery can affect the total cost of delivering the package. We have set the default as "Customer Counter", though you can change this by setting the following in your `vsadmin/includes.php` file . . .

```
$upspickuptype="03";
```

The code in quotes there would be taken from the following table...

```
01 - Daily Pickup  
03 - Customer Counter  
06 - One Time Pickup  
07 - On Call Air  
19 - Letter Center  
20 - Air Service Center
```

Remember to enclose the code above in double quotes. Also, please note that these options are not exactly the same as you might find on the UPS web site but we hear that is something that UPS are working on...more information

To add UPS shipping insurance based on the product value, but not ask the customer...

```
$addshippinginsurance=1;
```

To ask the customer if they would like shipping insurance on the checkout form...

```
$addshippinginsurance=2;
```

Commercial location (Minimum version 3.5.0)

Set `$commercialloc=TRUE`; if you want to place a question and checkbox on checkout for shipping to a commercial location. This is automatically set for UPS but can be used for other shipping methods.

Currency formats (Minimum version 3.1.2)

Normally the currency is automatically set by your country settings, but sometimes servers don't seem to have locales installed, and some have special needs. These are the parameters available:

```
$overridecurrency=TRUE;
```

- Switches the currency overriding on

```
$orcsymbol="US$";
```

- The currency symbol used on product pages.

```
$orcemailsymbolsymbol="US$";
```

- The currency symbol used in emails. Normally the same, but can be handy if you wish to set your product page currency symbol to an HTML code like € or ¥ and then in the email set it to EURO or YEN

```
$orcdecplaces=2;
```

- How many decimal places your currency has.

```
$orcd decimals=".";
```

- The symbol used for the decimal separator. Normally a "." but can be ","

```
$orct thousands=",";
```

- The symbol used for the thousands separator. Normally a "," but can be a "."

```
$orcpreamount=FALSE;
```

- If you want to display the currency symbol before or after the amount.

```
$orcurren cyis osymbol="USD";
```

- If you need to force the settlement in US Dollars even if you are selling from another country.

Please note, the dollar sign (\$) is a special character in PHP and so must be preceded with a slash, as in "US\\$"

Encryption (Minimum version 3.5.0)

At the moment for using the "capture card method" with the PHP template there is no encryption of the credit card numbers so it is actually necessary to set

```
$encryptmethod="";
```

to

```
$encryptmethod="none";
```

Remember that by doing so, you have to take extra care to make sure the database is secure and to delete the card numbers from the database as soon as they are processed. If you are unsure about your site security, it might be an idea to contact one of the developers here for consultation.

Top navigation (Minimum version 3.5.0)

If you need to remove the top navigation ie. home >> category >> product then set

```
$showcategories=FALSE;
```

Terms and Conditions (Minimum version 3.6.0)

If you need to make your customers agree to your terms and conditions on checkout, set \$termsandconditions=TRUE;

You will also need to create a page with your terms and conditions called termsandconditions.php ... which will be shown in a 420 x 380 popup.

Quantity boxes (Minimum version 3.6.1)

Setting the following to TRUE will put up a quantity box on the products and the product details page (not available if using \$usedetailbodyformat=2;):

```
$showquantonproduct=FALSE;  
$showquantondetail=FALSE;
```

Zero price (Minimum version 3.6.3)

If you set this, for instance...

```
$pricezeromessage="<b>Price: Please call</b>";
```

...then in the case where a price is set to zero, this message will be printed instead. If the pricezeromessage is not set then products with a zero price will be displayed as Price: \$0.00 as usual.

Show product id (Minimum version 3.6.3)

```
$showproductid=TRUE;
```

...will cause the product id to display on the product pages. The text "Product ID" is from the vsadmin/inc/languagefile.php as xxPrld

Hide product options (Minimum version 3.6.4)

```
$noproductoptions=TRUE;
```

...this will hide all the product options on the products page.

Invoices / packing slips (Minimum version 3.6.6)

```
$invoiceheader='<br><br>';
```

...this will print your logo at the top of the invoice. Obviously you will need to upload the logo to your images folder and set the path / name correctly.

```
$invoiceaddress='<br><b>My Company LLC</b><br>10, My Road<br>My  
Town, MyCity 90210<br>USA<br><br>';
```

... this will print your address on the invoice. As you can see it is possible to use HTML for formatting.


```
$invoicefooter='<br><br><font size="1">Thank you for shopping with  
EcommerceTemplates.com</font>';
```

..will print the footer information you need to include. Again HTML can be used for formatting

Dump credit card numbers (Minimum version 3.6.6)

```
$dumpccnumber=TRUE;
```

...this will dump the credit card numbers to the .csv file.

Continue shopping (Minimum version 3.6.6)

```
$actionaftercart=1;
```

...or not setting anything will mean that the continue shopping button will take the URL from the xxHomeURL from the vsadmin/inc/languagefile.php which is the current default.

```
$actionaftercart=2;
```

...will make the cart "continue shopping" button return to the page you just came from when you are on the cart contents page.

```
$actionaftercart=3;
```

...when you add something to your cart, you will refresh immediately back to the products page you came from without going to the cart contents page.

Adjust date (Minimum version 3.6.6)

```
$dateadjust=3;
```

...would adjust the date the order status was updated by 3 hours.

```
$dateadjust=-4;
```

...would adjust it by minus 4 hours. This is so that if your server time is not the same as your local time then you can adjust for this.

Shipping insurance (Minimum version 3.6.6)

Shipping insurance can now be added to more shipping types than just UPS shipping. If using UPS shipping, then adding

```
$addshippinginsurance=1;
```

to your includes.asp file will calculate shipping costs with insurance. If using UPS shipping then add

```
$addshippinginsurance=2;
```

will ask the user if they would like shipping insurance, and if so add it to the shipping cost.

With shipping types other than UPS, you have to also set an amount, shipinsuranceamt for instance...

```
$shipinsuranceamt=5;
```

If \$addshippinginsurance=1; then in this example 5% of the product price total will be added to the shipping cost for insurance.

If \$addshippinginsurance=2; then in this example 5% of the product price total will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout.

If \$addshippinginsurance=-1; then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance.

If \$addshippinginsurance=-2; then in this example 5.00 (of your monetary units, say Dollars) will be added to the shipping cost for insurance IF the user checks the "yes I want shipping insurance" box on checkout. This method will not work with USPS shipping for which shipping insurance is not available.

HTML email (Minimum version 4.0.0)

Emails can be sent in HTML if you wish by adding the following switch:

```
$htmlemails=true;
```

Email orders (Minimum version 4.0.0)

If you need to set email orders as Unauthorized in your admin orders page, set

```
$emailorderstatus=2;
```

Category layout (Minimum version 4.1.0)

```
$categorycolumns=1; - will give you a vertical list of categories in a single list
```

`$categorycolumns=2;` - will show the categories in two columns

`$categorycolumns=3;` - will show the categories in three columns

`$catseparator=""`; - is required to use the new category set up - no changes are necessary here

Extra checkout fields (Minimum version 4.1.0)

It is possible to add two new fields to your cart checkout page. The company name field will go at the top of the checkout form and the additional field at the bottom. These can be moved by editing the `vsadmin/inc/inccart.php` file - they can also be made obligatory.

`$extraorderfield1="Company Name"`; - adds a company name field to the top of your cart checkout page, text can be edited here for other uses.

`$extraorderfield1required=TRUE;` - will make this field obligatory, setting to false will make it optional

`$extraorderfield2="Another Field"`; - will add an additional field to the bottom of the cart checkout page, obviously the text will need editing here.

`$extraorderfield2required=TRUE;` - will make this field obligatory, setting to false will make it optional

Force form submission (Minimum version 4.1.3)

For payment processors where the credit card details are taken on an SSL connection on your site you can set the parameter:

`$forcesubmit=TRUE;`

...which will submit the form by default in 5 seconds. If you want to change that 5 second interval you can set

`$forcesubmittimeout=5000;`

where the time is set in milliseconds, so the above example would result in a 5 second delay.

Enable customer login (Minimum version 4.2.0)

To enable the customer login box you will need to add the line (if it's not already present)

`$enableclientlogin=true;`

Wholesale pricing (Minimum version 4.6.0)

Wholesale prices can be set for product options. To do this add the parameter `$wholesaleoptionpricediff=TRUE;`

You can disable discounts for logged in customers with the wholesale attribute by adding the parameter
`$nowholesalediscounts=TRUE;`

You can set a separate minimum wholesale purchase amount and message by setting the following
`$minwholesaleamount=23.00;`
`$minwholesalemessage="Your message";`

Email headers and footers (Minimum version 4.2.1)

This feature allows you to add email headers and footers to emails either for all payment systems, or depending on the payment system chosen. If you want to add a header or footer to all emails then just add the following to your `vsadmin/includes.php` file

```
$emailheader="This is your email header";  
$emailfooter="This is your email footer";
```

If you want to add a header or footer only for a particular payment system then first go to your admin payment providers page. You will see that now the first column is the payment provider id. Take a note of the id of the payment provider you are interested in. Now if for instance you wanted to add a header or footer for the "Email" payment provider, you will see that the id is 4. All you have to do is add the id "4" after emailheader or emailfooter like this...

```
$emailheader4="This is your email header for the email payment provider";
```

```
$emailfooter4="This is your email footer for the email payment provider";
```

Order status email (Minimum version 4.5.0)

You can now set the system to send an email to customers when you change the order status on the admin orders page. To turn this feature on you need to add the following parameter for example...

```
$orderstatusemail="Your order id %orderid% from %orderdate% has been updated from %oldstatus% to %newstatus% on %date% and the order tracking is %statusinfo%";
```

The message can be anything you like, and can contain HTML if you have the `$htmlmails=true;` setting. The following parameters will be replaced with the actual order and order status details...

```
%orderid%  
%orderdate%  
%oldstatus%  
%newstatus%  
%date%  
%statusinfo%
```

You can also set a parameter `$orderstatussubject` for the order status emails in the `vsadmin/includes.php` file, for example...

```
$orderstatussubject = "Place your text here";
```

If you don't set this then the default email subject "Order status updated" will be used for the order status emails.

Using the setting

```
$alwaysemailstatus=true;
```

will mean that the checkbox for "email order status change" is always set by default.

DHTML menu (Minimum version 4.6.0)

You can now limit the number of "popout levels" that the DHTML pops out to by setting the parameter

```
$menupoplimit=2;
```

. . . where 2 in this example would limit to 2 popout levels.

Authorize.net (Minimum version 4.5.0)

Add the parameter `$secretword` to encrypt your authorize.net merchant id and transaction key in the database for extra security. For example...

```
$secretword="this is my secret word";
```

Please note that if you set this, you will have to reset your merchant id and transaction key in your admin payment providers page for authorize.net

If you are using the authorize.net AIM system you can now set the parameter

```
$acceptcheck=true;
```

to allow for eChecks. You will need to have your authorize.net account set up for accepting eChecks.

Authorize.net AIM method can now be used with the WellsFargo

SecureSource system using the setting

```
$wellsfargo=true;
```

Capture card order status (Minimum version 4.6.0)

You can set the order status of "Capture Card" orders by setting the following

```
$capturecardorderstatus=5;
```

. . . which in this case would set the order status of a capture card order to 5.

To see the order status id numbers just look on your order status admin page.

Canadian Tax (Minimum version 4.3.0)

Support for the Canadian PST / GST / HST tax system, including the Price

Edward Island and Quebec systems of adding the provincial tax to the product

total + government tax. To use this feature you would need to download the current Canadian plug-in and also set the parameter...

```
$canadatasystem=true;
```

Per payment provider handling charge (Minimum version 4.3.0)

You can set a "per payment provider" handling charge. On the payment providers admin page, each payment provider shows a unique id. You would use the text \$handlingcharge + the unique id to assign the charge. Say for instance if you wanted to add a \$2.35 charge to the "2Checkout" payment provider, then if you look on the payment providers admin page you will see the ID for 2Checkout is 2, so you would set the following...

```
$handlingcharge2=2.35;
```

If you need to add tax to handling you'll need to choose

```
$taxHandling=1;
```

if not leave it as it is:

```
$taxHandling=0;
```

Setting \$taxHandling=2;

will add the handling tax to the state and country tax totals.

Split heavy packages (Minimum version 4.5.0)

Adding the parameter \$splitpackat when using UPS or USPS shipping will split heavy packages into multiple packages. For instance...

```
$splitpackat=70;
```

Canada Post (Minimum version 4.6.0)

To place Canada Post in test mode on the testing server, please use the following parameter

```
$canadaposttest=TRUE;
```

Forcing minimum purchase amount (Minimum version 4.3.0)

Setting the parameter \$minpurchaseamount will force a minimum purchase amount. You can also set the parameter \$minpurchasemessage to display a message / html if the minimum purchase amount is not met. For instance...

```
$minpurchaseamount=4.99;
```

```
$minpurchasemessage="I'm sorry, we have a minimum purchase amount of £4.99. Please go back and <b>buy some more</b>";
```

Alternative currency format (Minimum version 4.7.0)

You can now have total control over the display of the currency conversions if you require. For instance use the following. . .

```
$currFormat1="<b>€</b>%s";  
$currFormat2="<b>£</b>%s";  
$currFormat3="<b>$</b>%s";
```

In each of these %s is replaced by the actual currency value. Be careful that the symbols match the currencies you have chosen on your admin main page. Of course you can place any formatting or text here.

Product detail link (Minimum version 4.7.0)

Instead of having the product “details” link leading to the proddetail.asp page, you can specify your own link by adding the following (for example) to your vsadmin/includes.asp file.

```
$detailslink="<a href=\"%largeimage%\" target=\"_blank\">";  
$detailsendlink="</a>";
```

Any instances of %pid% will be replaced by the product id and any instances of %largeimage% will be replaced by the the value of you have set for large image in your admin products page. This will allow you to vary the links per product.

Hide product option price difference (Minimum version 4.7.0)

By setting the switch . . .

```
$hideoptpricediffs=true;
```

. . . you can hide the price difference in the product option drop down menus and the checkout page. Only the total price will be shown.

cURL compilation (Minimum version 4.3.0)

An alternative is provided for those that don't have cURL compiled into PHP, but where the host provides cURL on the command line. This would only affect those users who wish to use UPS shipping calculations or Authorize.net AIM and receive an error about curl_init() being undefined. To use this feature you need to set the path to the cURL binary on your server in the parameter \$pathtocurl. For instance...

```
$pathtocurl="/usr/local/curl";
```

Character sets (Minimum version 4.7.0)

Greater support is now given for “Wide” Character sets such as Japanese and Chinese. You can set the following 2 switches . . .

```
$mailencoding="shift_jis";
```

```
$adminencoding="shift_jis";
```

. . . changing "shift_jis" for the actual character encoding used in your emails and admin section pages.

Multiple languages (Minimum version 4.8.0)

If you need to have more than one language then set:

```
$languageid=2;
```

to indicate which language is being used for that particular admin section.

Multiple admins (Minimum version 4.8.0)

You can have up to 5 different admins allowing you to have different store URL's etc for copies of your store in subwebs etc. To use a different admin id just set the following in your subweb's vsadmin/includes.php file . . .

```
$storeadminid=2;
```

. . . where 2, 3, 4, 5 is the admin id you want to use in that subweb.

Client login forwarding page (Minimum version 4.8.0)

You can set per login level forwarding pages for the client login system or send the logged in client back to the referring page. To set the forwarding page for all pages you can set for instance . . .

```
$clientloginref="yourpage.php";
```

Or to use the "referring" page set . . .

```
$clientloginref="referer";
```

Or optionally you can set . . .

```
$clientloginref2="otherpage.php";
```

. . . to set say a forwarding page for only those logged in with login level 2.

Chapter 8

F.A.Q and Troubleshooting

General F.A.Q.
ASP Plus version for Windows
PHP Plus version for Unix/Linux
Dreamweaver issues
Frontpage issues
GoLive issues

General F.A.Q.

How do I add links to individual products and categories?

I need to change hosts - any recommendations?

Where can I get the updaters?

Can I upgrade from my Store Version to the Ecommerce Plus?

Can I resell your templates?

How do I edit the default text on my store?

I add a product to my cart but it shows as empty, why's that?

What is the function of the "Authorize" button in my orders admin page?

Why don't all my categories show up after I've added them through the online admin?

Why can't I see the product images on my store? I just get a red "x".

How can I download my complete product inventory?

How do I remove the dot after all my category names?

How can I match the fonts used on the graphics for my template?

How do I add links to individual products and categories?

Once you have your products and categories added through the online admin section, browse your store and copy the URL of the product/category page from your address bar and paste it into the link box you have in your HTML editor. This should look something like this /proddetail.asp?prod=ref001 or /categories.asp?cat=1

I need to change hosts - any recommendations?

We don't do hosting ourselves but you can find a number of recommendations here on our hosting page <http://www.ecommercetemplates.com/hosting.asp>.

Where can I get the updaters?

The updates are available from

<http://www.ecommercetemplates.com/updaters.asp>. Free for the first 6 months and \$29.95 for a further 6 months, please email us if you have a change of address.

Can I upgrade from my Standard Version to the Ecommerce Plus?

The price is \$60 for the upgrade available from

<http://www.ecommercetemplates.com/upgrades.asp>.

Can I resell your shopping cart software?

For the time being, the only avenue is through our affiliates program or reseller program, which will give you a 20% return on each purchase made through your affiliate link.

How do I edit the text on my store?

All the default language generated by the store can be edited in the file `/vsadmin/inc/languagefile.asp/php` - the most recent additions are always added to the top for people who have already made changes and are updating their store version.

I add a product to my cart but it shows as empty, why's that?

There are 2 known reasons for this happening:

Your cart page is in a frameset -> Remove the page from frames.
You don't have cookies enabled in your browser -> In Internet Explorer go to Tools > Internet Options > Privacy
If that doesn't solve your problem, please post on our support forum.

What is the function of the "Authorize" button in my orders admin page?

You'll see this button if someone has gone through checkout but hasn't made it back to your store, this may be because they're just playing around with the cart, have decided at the last moment not to purchase or there was a glitch on the Processor's site. Only hit the authorize button after you've checked with your Payment Provider and are sure the payment has been made correctly. You can set the amount of time that unauthorized orders appear on your store in the admin section.

Why don't all my categories show up after I've added them through the online admin?

This is probably because you haven't added any products to the categories - once you associate a product with a category, they should show up.

Why can't I see the product images on my store? I just get a red "x".

The default folder for the product images is called `prodimages` and the graphics should be uploaded there and the path set in your product admin page. If you see a red "x" in place of the graphic, make sure the file name is spelled correctly, that it is lowercase with no spaces in the name and has the correct `.jpg` or `.gif` extension.

How can I download my complete product inventory?

You will need to be using the Stock Management program. This can be switched on in your main admin setting page. Then go into the main products admin page and click on the “Dump Inventory” button. This will download your inventory to a .csv file, which can be opened in Excel.

How do I remove the dot after all my category names?

There is a setting your vsadmin/inc/languagefile.asp/.asp file.
For the ASP version find `xxDot="."` and change it to `xxDot=""`
For the PHP version find `$xxDot="."`; and change it to `$xxDot=""`;
Remember to upload your language file to the server for the change to take place.

How can I match the fonts used on the graphics in my template?

All the font information is included in the file instructions.txt that accompanies the download. The fonts are just used as a suggestion so if you don't have a particular font installed you can use a different one or perform a search on Google to see if it is available.

ASP Plus version for Windows servers

[I'm not receiving email confirmation of orders - what's up?](#)

[Why do my orders disappear in the orders admin page?](#)

[How do I make my database secure and non-downloadable?](#)

[Why does the log-in page reappear every time when trying to access the admin section?](#)

[I've forgotten / lost my admin password - how can I retrieve it?](#)

I'm not receiving email confirmation of orders - what's up?

From version 3.6.6 and upwards the system for choosing the email object (the component your ASP Ecommerce Plus template uses to send email) has become a lot more powerful.

Most people won't require the information here and emails will be sent automatically. However if you are having problems, this is what you need to do.

Firstly, log in to your admin section and go to the Admin Main page.

The email address you set in the "Email address:" section is very important. It has to be an address on the same domain as your website as this is a security feature for most hosts to avoid SPAM. For instance if your website is [www.yourwebsite.com](#) then an email address on that domain would be say [info@yourwebsite.com](#).

You should see a section "Email Object". In the drop down list you will see a list of the available email objects that are installed on your server. If you don't see any available email objects in the list, then you need to ask your host if they can install an email object for sending email from an ASP page like for instance

CDONTS

CDO

ASP Email (PERSITS)

ASP Mail (ServerObjects)

JMail (Dimac)

Some of these are free, so there shouldn't really be a problem. From version 4.0.1

SMTPMail (SoftArtisans)

is also supported.

Ok, so now you can choose an email object in your admin main page. The best one to try first is CDONTS, as it doesn't require any further configuration. Set the email object to CDONTS and then press submit at the bottom of the admin main page, and try an "email friend" to yourself. If you receive the email you are all set.

If you are using an email object apart from CDONTS then you need to set your mailhost. To do this open the file vsadmin/includes.asp in notepad, and near the top you should see something like

```
mailhost = "your.mailserver.com"
```

You will need to set this to the address of your host's mailserver. If you don't know what this is then please ask your host. Typical settings would be something like

```
mailhost = "mail.yourhost.com"
```

```
mailhost = "smtp.yoursite.com"
```

Once that is set you can use email objects other than CDONTS.

One important note about using CDO to send mail. There are 2 ways to send email using CDO, one which requires a mailhost and one which does not. It is worth trying first

```
mailhost = "mail.yourhost.com"
```

and if that does not work, then try setting

```
mailhost = ""
```

If you still can't get email to work, please ask your host if they have a test script for sending email from an ASP page. Once you have tried the test script using one of the email objects that we support (listed above), send us an email with your FTP login details and URL of the test script and we will have a look at why emails are not working from your Ecommerce Plus template.

One other important note. You need a properly configured mailserver to send emails from an ASP page. For this reason, don't worry about emails if you are testing on your local machine. It will come together when you publish to your host..

Why do my orders disappear in the orders admin page?

If a payment is not authorized then it will be automatically deleted after the time you specify in your admin main page.

How do I make my database secure and non-downloadable?

If you are using FrontPage, you can right click the fpdb folder in the FrontPage folder list and choose Properties...

Then, make sure the "Allow files to be browsed" option is not checked.

If you are not using frontpage the options are to use a folder that is outside the web root. For instance, when you log in via FTP you might see folders like /htdocs - your web root.

/logfiles - your web log files

/database - specially for your database files.

If you have a folder like this "database" folder, (often called "private" or similar), then you are very much advised to use it.

If neither of the above is true then you have to ask your host to set the security settings on the database folder so that files can not be browsed, and the database cannot be downloaded.

Why does the log-in page reappear every time when trying to access the admin section?

The usual reason is that your store is hosted on a Unix / Linux server and the host is using something like `chilisoft.asp` which doesn't support an Access database. We do have Plus versions available for Unix / Linux servers so please contact us if this is the case.

I've forgotten / lost my admin password - how can I retrieve it?

If you've forgotten the password to your admin section, then the easiest thing to do is to download your database and have a quick look in the admin table in Access.

PHP Plus version for Unix / Linux servers

[I'm not receiving email confirmation of orders - what's up?](#)

[Why do my orders disappear in the orders admin page?](#)

[Why can't I run the createdb.php file?](#)

[I've forgotten / lost my admin password - how can I retrieve it?](#)

I'm not receiving email confirmation of orders - what's up?

Make sure that the email address in the admin main page is a valid email address on the server. Sometimes emails cannot be sent to an address outside of the domain if the "From" address is not on the domain and valid.

Why do my orders disappear in the orders admin page?

If a payment is not authorized then it will be automatically deleted after the time you specify in your admin main page.

Why can't I run the createdb.php file?

This usually happens when either the database connection hasn't been set correctly in `vsadmin/db_open_conn.php` or if that has been done then check with your host that your server is running a minimum of PHP4.1.

I've forgotten / lost my admin password - how can I retrieve it?

If you have phpMyAdmin or something like that installed you can check in the admin table. If you don't have that, or don't know how to use it, try creating a new file called t.php and add the following to it

```
<HTML>
<BODY>
<?php
include "vsadmin/db_conn_open.php";
$sSQL = "SELECT adminUser,adminPassword FROM admin WHERE adminID=1";
$result = mysql_query($sSQL) or print(mysql_error());
$rs = mysql_fetch_assoc($result);
print "The username is : " . $rs["adminUser" ] . "<BR>";
print "The password is : " . $rs["adminPassword" ];
mysql_free_result($result);
?>
</BODY>
</HTML>
```

Then, upload this to your web, and put it in the root directory of the store, then open in your browser. The most important thing to do is to remember to delete the file from your web after using it, as otherwise anyone can get your password.

Dreamweaver F.A.Q.

[Why do my images not show up when I preview my page locally?](#)

[Why can I see the site correctly on my PC but on a friend's there are no images?](#)

[How do I define my site?](#)

Why do my images not show up when I preview my page locally?

It could be that you have your image paths set to "Relative to Root" - this probably wouldn't be a problem on your server, but locally it'll more than likely stop the images from showing and the paths not working. A path which is relative to the root would look like this /images/mygif.gif - if it's relative to the document it would be in the form of ../images/mygif.gif - you can choose the form you want by selecting from the drop down in the window that appears when you add an image.

Why can I see the site correctly on my PC but on a friend's there are no images?

This is probably because the path to your image files is pointing to your hard drive rather than the images on your server, the most likely cause is that the site hasn't been defined...(see below)

How do I define my site?

Open Dreamweaver, and go to Site>New Site. Give your site a name and then browse to where you extracted the template to. If you want to upload your files via Dreamweaver then you'll need to add the FTP information that was given to you by your host.

Frontpage F.A.Q.

[Why can't I add pages in Navigation View?](#)

[Why are parts of the pages missing, like the navigation and news sections?](#)

[How do I change the wording of "home" on the nav bar?](#)

[Why is all the formatting missing when I upload my site?](#)

[How do I make a back-up of my site?](#)

[How do I stop Frontpage overwriting my database and database connection files?](#)

Why can't I add pages in Navigation View?

First of all remember that the PHP version doesn't use Frontpage navigation and that some templates rely solely on include files rather than a Frontpage theme. For the ASP version, for some reason you can't add child pages below a .asp page but you can get round this Frontpage quirk by renaming the page with a .html termination, dragging in the new page to Navigation View and then name the parent page with the .asp extension again.

Why are parts of the pages missing, like the navigation and news sections?

This is probably because you have the PHP version and unfortunately PHP and Frontpage don't mix too well, but we have found a way around this.

The first thing is to get the page open in Frontpage :-

In Frontpage go to Tools>Options>Configure Editors

Choose "Add"

Put PHP for file type

Put the same information as you have for htm, html etc. - this is usually

Editor Name: FrontPage

Command: frontpg.exe

Save

Now you can get the pages open you'll see that the include files are "missing" - this is because they are PHP includes not Frontpage includes but you can work on them directly from the files in the includes folder - to view your changes locally you can download this utility

<http://www.totalpconline.com/phprocketaddin/?page=orders.html> or work live on the server and on saving your page you can check it in your browser.

There's more information in the first chapter as well as in our PHP help section.

How do I change the wording of "home" on the nav bar?

In Frontpage go to Tools > Web Settings > Navigation and change the wording there.

Why is all the formatting missing when I upload my site?

This usually happens when for some reason the theme gets detached from the site. Connect live to your site through Frontpage and go to Theme in the top menu and go through the themes until you find the one that matches the name of your template. If that doesn't work, try Tools > Recalculate Hyperlinks

How do I make a back-up of my site?

Open your site live on the server by going to File>New>Web from the top Frontpage menu and typing in the URL of your site, and then giving your name and password. Your site will now open up on the server so you can publish back to your hard drive by hitting the publish icon and choosing a back-up location on your hard drive

How do I stop Frontpage overwriting my database and database connection files?

The simplest method is to take them out of your Frontpage web on your computer and save them somewhere else on your hard drive. Alternatively you can right click on the file and Select Properties > Workgroup and select "Exclude this file when publishing the rest of the web".

GoLive F.A.Q.

[Why do I get a little green bug icon in my site file list?](#)

Why do I get a little green bug icon in my site file list?

This means there is an error on the page - usually an incorrect path - if it's showing on all pages it's probably located in one of the components. You may find that some files in the vsadmin folder show a green bug and due to the include structure, these can be safely ignored.

Chapter 9

Search Engine Optimization

Introduction

Creating dynamic title and meta tags

Creating static URLs

ALT information

Optimizing your store for the search engines

Search engine information

Introduction

We believe we have most angles covered when it comes to offering search engine friendly shopping cart software. Ecommerce templates offers the ability to use static pages which are easy to spider by visiting search engines as well as unique titles and meta tags for category, product and product detail pages and ALT information for all the product images. We have also outlined some general information on optimizing your pages for search engines as well as an overview of the main players.

Dynamic title and meta description tags

From version 4.1.1 it is possible to dynamically generate the title and meta description tags for your categories, product and product detail pages. Not only are they dynamically generated but you can also add you own unique information such as company name to the title tag. The set up details are outlined below:

ASP Version

The pages you are going to want to change are...

categories.asp
products.asp
proddetail.asp

Open each of these in turn and go to HTML view. About halfway down the page you should see a bunch of "include" files, something like this...

```
<!--#include file="vsadmin/db_conn_open.asp"-->  
<!--#include file="vsadmin/includes.asp"-->  
<!--#include file="vsadmin/inc/languagefile.asp"-->  
<!--#include file="vsadmin/inc/incfunctions.asp"-->  
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

If your template uses a DHTML pop-out menu or Mini Cart there is no need to delete the line
<!--#include file="vsadmin/db_conn_open.asp"-->
Just open vsadmin/db_conn_open.asp in Notepad and make sure you don't have a line

```
DIM sDSN
```

If you have that, just delete that line.

You can then follow the instructions below as normal.

Then, at the very top of the file before the first <html> tag add that db_conn_open line along with the metainfo.asp include line like this...

```
<!--#include file="vsadmin/db_conn_open.asp"-->  
<!--#include file="vsadmin/inc/metainfo.asp"-->  
<html>
```

Now repeat this with each of the 3 files categories.asp, products.asp and proddetail.asp

Now, on your categories.asp AND the products.asp pages you can change the page title tag to something like this...

```
<title>Bob's widget store: <%  
if topsection<>"" then response.write topsection & ", "  
response.write sectionname%></title>
```

Also on the categories page, if you use a category description you might want to set the meta description tag to this...

```
<META NAME="Description"  
CONTENT="<%=Replace(sectiondescription, """"", "&quot;")%>">
```

The information available to the proddetail.asp page is slightly different. On that page you can change your page title to...

```
<title>Bob's widget store: <%= productname & ", " & sectionname & ", " &  
productid %></title>
```

You might not want to include the product ID, in which case you can use...

```
<title>Bob's widget store: <%= productname & ", " & sectionname %></title>
```

For the meta description on the proddetail.asp page you can use...

```
<META NAME="Description"  
CONTENT="<%=Replace(productdescription, """"", "&quot;")%>">
```

PHP Version

The pages you are going to want to change are...

categories.php
products.php
proddetail.php

Open each of these in turn and go to HTML view. About halfway down the page you should see a bunch of "include" files, something like this...

```
<?php include "vsadmin/db_conn_open.php"?>  
<?php include "vsadmin/includes.php"?>  
<?php include "vsadmin/inc/languagefile.php"?>  
<?php include "vsadmin/inc/incfunctions.php"?>  
<?php include "vsadmin/inc/incproducts.php"?>
```

You will want to delete the first one, the db_conn_open.php line.

If your template uses a DHTML pop-out menu or Mini Cart there is no need to delete the line
<?php include "vsadmin/db_conn_open.php"?>

You can now follow the instructions below as normal

Then, at the very top of the file before the first <html> tag you should already have a couple of lines of code. Now add the db_conn_open line along with the metainfo.php include line like this...

```
<?php  
session_cache_limiter('none');  
session_start();  
include "vsadmin/db_conn_open.php";  
include "vsadmin/inc/metainfo.php";?><html>
```

Now repeat this with each of the 3 files categories.php, products.php and proddetail.php

Now, on your categories.php AND the products.php pages you can change the page title tag to something like this...

```
<title>Bob's widget store: <?php  
if($topsection != "") print $topsection . ", ";  
print $sectionname?></title>
```

Also on the categories page, if you use a category description you might want to set the meta description tag to this...

```
<META NAME="Description" CONTENT="<?php print  
str_replace("", "", $sectiondescription)?>">
```

The information available to the proddetail.php page is slightly different. On that page you can change your page title to...

```
<title>Bob's widget store: <?php  
print $productname . " , " . $sectionname . " , " . $productid;  
?></title>
```

You might not want to include the product ID, in which case you can use...

```
<title>Bob's widget store: <?php  
print $productname . " , " . $sectionname;  
?></title>
```

For the meta description on the proddetail.php page you can use...

```
<META NAME="Description" CONTENT="<?php print  
str_replace("", "", $productdescription)?>">
```

Converting dynamic to static URLs

The default URL for a products page would be something like `www.yoursite.com/products.asp?id=2` but it is possible to change this to something even more search engine friendly like `www.yoursite.com/productname.asp`. You can also do the same for the category pages and the product detail, the information is outlined below.

ASP version

Make a copy of `products.asp` and call it say `bobswidgets.asp`
Now, open this page in notepad or your web editor and go to HTML view.
Now, you should see a set of include files like this:

```
<!--#include file="vsadmin/db_conn_open.asp"-->  
<!--#include file="vsadmin/includes.asp"-->  
<!--#include file="vsadmin/inc/languagefile.asp"-->  
<!--#include file="vsadmin/inc/incfunctions.asp"-->  
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

Now just add the variable to specify the category before the `incproducts` include like this for ASP

```
<!--#include file="vsadmin/db_conn_open.asp"-->  
<!--#include file="vsadmin/includes.asp"-->  
<!--#include file="vsadmin/inc/languagefile.asp"-->  
<!--#include file="vsadmin/inc/incfunctions.asp"-->  
<%  
explicitid=2  
%>  
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

If your template uses a DHTML pop-out menu or Mini Cart then you will only find one of the ASP includes in the main body of your site. The `explicitid` will still need to precede the include line eg.

```
<%  
explicitid=8  
%>  
<!--#include file="vsadmin/inc/incproducts.asp"-->
```

You can now do the same for `categories.asp` and `proddetail.asp` by adding the `explicitid` before:

```
<!--#include file="vsadmin/inc/inccategories.asp"-->
```

and

```
<!--#include file="vsadmin/inc/incproddetail.asp"-->
```

As the explicit id for a product detail page is a product reference, you have to enclose this in quotes like this:

```
explicitid="yourprodref"
```

You can get the variable you need by browsing your site and checking the particular page URL. For example if your URL for a widget looks like this:

```
www.yoursite.com/products.asp?id=14
```

...then you would want to set

```
<%  
explicitid=14  
%>
```

If you don't want to change all your pages to static URLs then the URL can be in the form of <http://www.yoursite.com/products.asp?cat=14> due to the fact that Google may not give as much weight to links which contain this generic "id" parameter.

PHP version

Make a copy of products.php and call it say bobswidgets.php
Now, open this page in notepad or your web editor and go to HTML view.
Now, you should see a set of include files like this:

```
<?php include "vsadmin/db_conn_open.php"?>  
<?php include "vsadmin/includes.php"?>  
<?php include "vsadmin/inc/languagefile.php"?>  
<?php include "vsadmin/inc/incfunctions.php"?>  
<?php include "vsadmin/inc/incproducts.php"?>
```

Now just add the variable to specify the category before the incproducts include like this for PHP

```
<?php include "vsadmin/db_conn_open.php"?>  
<?php include "vsadmin/includes.php"?>  
<?php include "vsadmin/inc/languagefile.php"?>  
<?php include "vsadmin/inc/incfunctions.php"?>  
<?php  
$explicitid=2;  
?>
```

```
<?php include "vsadmin/inc/incproducts.php"?>
```

If your template uses a DHTML pop-out menu or Mini Cart then you will only find one of the PHP includes in the main body of your site. The explicitid will still need to precede the include line eg.

```
<?php  
$explicitid=8;  
?>  
<?php include "vsadmin/inc/incproducts.php"?>
```

You can now do the same for categories.php and proddetail.php by adding the explicitid before:

```
<?php include "vsadmin/inc/inccategories.php"?>
```

and

```
<?php include "vsadmin/inc/incproddetail.php"?>
```

As the explicit id for a product detail page is a product reference, you have to enclose this in quotes like this:

```
$explicitid="yourprodref";
```

You can get the variable you need by browsing your site and checking the particular page URL. For example if your URL for a widget looks like this:

```
www.yoursite.com/products.php?id=14
```

...then you would want to set

```
<?php  
$explicitid=14;  
?>
```

If you don't want to change all your pages to static URLs then the URL can be in the form of <http://www.yoursite.com/products.php?cat=14> due to the fact that Google may not give as much weight to links which contain this generic "id" parameter.

ALT Information

By default all the product pictures and product detail pictures will have the ALT information dynamically generated by the value you have added for the product name. So if your product name is "Blue Widget" then when your mouse passes over the picture the name "Blue Widget" will appear.

Optimizing your store

Once you've got your store set up the next step is getting people to find it. Preparing your site for search engines and directories is worth the time and effort and pretty simple to do with the templates. We've prepared a very brief introduction and guide below that is worth following.

Title tag

If you look at your HTML code, you'll find something like this near the top of your page `<TITLE>Untitled document</TITLE>`. It's crucial to have a good title, around 10 words that clearly explain what the page / site is about and including words and phrases you think people will search on, so if you're selling widgets for example you might have something like this

```
<TITLE>Online sales of professional manual and mechanical widgets. My Company</TITLE>
```

It's a good idea to use different titles for different section/pages of your site, so on a help page you might have:

```
<TITLE>How to install mechanical widgets</TITLE>
```

Meta tags

Far less important than the `<TITLE>` tag but still useful for some search engines. The description tag is particularly handy for controlling how your link will appear. Here you want to use 12 to 15 words that describe the content of your page, preferably using the same collection of words and phrases that can be found in your main body of text. This again could and should change from page to page depending on content. For example:

```
<META NAME="description" content="Quality widgets and fidgets for sale. Buy online at low prices at My Store">
```

The other main meta tag is the keywords. It seems their usefulness has all but disappeared but they won't harm your site so it's best to include a few. Choose words and phrases that people will search on, are relevant to your site and appear in your main body of text. For example:

```
<META NAME="keywords" content="widgets,mechanical widgets>manual widgets, widget sales">
```

So with this information the top of your code should look something like this:

```
<html>
```



```
<head>
<TITLE>Online sales of professional manual and mechanical widgets. My
Company</TITLE>
<META NAME="description" content="Quality widgets and fidgets for sale.
Buy online at low prices at My Store">
<META NAME="keywords" content="widgets,mechanical widgets>manual
widgets, widget sales">
```

Body text

Many of the major search engines will pick up the text from your site and use it, amongst other factors, as a test of relevancy for the search. So having keyword rich text is extremely important for giving the search engine something to pick up on. You shouldn't go overboard here but certainly having your keywords near the top of the page is going to be an advantage. Don't try fooling the search engines by hiding text, or listing your keywords 50 times to improve ranking.

Alt information

Each graphic on your site should have accompanying alt information - that's the text in a box you see when you pass your cursor over a graphic. Apart from aiding the disabled viewers, you can also help with your search engine optimization by using concise keyword rich descriptions. For example:

```

```

Internal links

Help a search engine index your site, and a person navigate, by having a clear navigation structure, text link alternatives to javascript and Flash, and a text based site map.

Incoming links

It appears that particularly for Google, the importance of quality links to your site will improve your ranking. You may want to spend some time asking to have links placed on related sites, preferably text and with your keyword(s) incorporated. You can start off by adding your store to our directory [here](#). Beware of "link farms" however. If you want to find out what a quality link would be in the eyes of Google, download their toolbar [here](#) and check the page rank - anything above 5 is good.

Other considerations

A good domain name can help so you might want to look for something like manual-widgets.com or mechanicalwidgets.com. Use your keywords in your page names where possible and without going over the top eg. widgethelp.htm

Search engine information

It's getting more and more difficult to keep up with how search engines work and interact, we've outlined below the information in a brief guide to what we believe to be correct and will be updating the details as and when we find things have changed.

Google

Google is undoubtedly the top dog of search engines and a decent listing here is without doubt, at the time of writing, one of the keys to the success of a site. Listings in Google are free, although you can pay for AdWords to get immediate traffic. Google will usually take up to a month to get your site listed, and it appears the best way to do so is through the Google bot (spider) picking up on your link from another site, spidering (indexing) your site content and adding it to their database. The Google database is updated at irregular intervals, commonly known as the "Google Dance" as this is when the major shake up of the database occurs. You can add your URL to Google but as it's important to get links in it's advisable to add your site to dmoz.org and even our own store listing. We recommend avoiding link farms and be wary of companies guaranteeing instant search engine success.

Google appears to rate sites on a number of aspects, one of the important ones being the "quality" of in-bound links eg. a link from Microsoft.com being far more interesting than one from your neighbor (unless you live next to Bill Gates). Your importance in Google is measured as "page rank" - to find out the page rank of a site you'll need to download Google's tool bar. Here is a very general and unordered list of what Google is believed to look for on your page:

Quality incoming links (preferably using your keywords in the text)

Keywords in the title

Keywords in the meta description

Keywords in the main body of text

Keywords in the ALT information

Keywords in the URL

Descriptive text links within the site

Text in <H1> tags

It's important not to overdo things, avoid trying to trick Google, study high ranking competitor sites without ripping them off and above all have patience.

Google ad words

You can get into Google immediately through their adword program, rather than trying to explain it here, you're best getting the information from the horse's mouth. The great thing about adwords is that they will get your site advertised on Google immediately, you can also pay for keywords that your

site is not showing up on, but keep a close eye on what they are costing you and read the information on optimizing your ads.

Yahoo

There's some debate now on the worth of submitting to yahoo as they are using the Inktomi listings. At the time of writing the cost of inclusion is \$299 - this should get you into the yahoo directory, and in turn a link for Google to pick up on - all in all, probably worth it for an ecommerce site but not as important as it was in the past.

To add your site to Yahoo, find the category that best suits your needs and click on the "Suggest a Site" link at the bottom of the page - make sure you read Yahoo's guidelines before submitting.

Altavista

Again, not as important as it was a couple of years ago but still a widely used search engine. You can add your site for free but for a quicker and guaranteed listing you will have to pay \$39.

Looksmart

Submitting to Looksmart is worth the investment if you want to get a listing in the MSN directory amongst other places, there's a set up of fee of \$49 and then a charge of \$0.15 per click.

Overture

Overture is one of the major players in pay per click - like Google adwords it's a great way to target your audience and in the same vein it can work out expensive so it's important to do your research and check out the competition. With Overture you bid on the price of your keywords and a well targeted campaign can prove very successful - remember that a top three listing is beneficial.

Kanoodle

Another pay-per-click search engine but targeting shopping sites. For more information and a \$10 free trial, take a look at www.ecommercetemplates.com/kanoodle.asp

Other search engines and directories

Here's a list of other places to submit your site, some are free and some are paid inclusions - it's also worth doing a search to find directories of sites that are industry related or regional, but again avoid using free for all link farms -

you are likely to get more spam than trade, and may even be penalised by the major players.

Inktomi (paid)

All the web (free + paid)

Lycos (paid)

Teoma / Ask Jeeves (paid)

Open Directory (free)

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