New Features in ShopSite 12

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Payments • New Payment Configuration Screen • PayPal Payments Advanced Integration • Payflow Link • First Data E4 Payment Gateway • xDSpot Payment Gateway **Order Management** • Order Management Improvements • Merchant "Comment" field passed to cart • Tracking Number can be added to orders • Merchant product notes displayed on Packing List • Order Sorting **Shipping** • Latest API Support for FedEx, UPS, and USPS • Canada Post • Australia Post • "n/a" allowed in ShopSite shipping tables **Customer Registration** • Native Wish List Support • Additional CAPTCHA Options • Company Field **Feature Enhancements** • Local DTD Reference • Back Office Redesign • 5 Cent Rounding for Prices • Real-time Inventory using JSONP • HTML Email Merchant Order Notification • Improved Back Office Help and Support • Re-marketing for Google Analytics • New Search Option "does not contain" • 25 Additional Custom Product Fields • "Empty Cart" Button Behavior Control • XML Download Improvements • SEO Improvements • Image Handling Improvements • Optional Confirmation Screen for Starter stores • New Themes, including Responsive Design

Click here to view the features included in version 11 sp2.

New Features in ShopSite 12

Payments

- **New Payment Configuration Screen** (Pro, Manager, Starter)
  The Payment Configuration screen has received a major overhaul. Instead of the many branching pages for each individual payment gateway, all payment configuration is done using popup modals on a single page.
- **PayPal Payments Advanced integration** (Pro, Manager, Starter)
  You can now select PayPal Payments Advanced as a payment gateway.
- **Payflow Link** (Pro, Manager, Starter)
  You can now select PayPal's Payflow Link as a payment gateway.
- **First Data E4 payment gateway** (Pro, Manager, Starter)
  You can now select First data E4 as a payment gateway.
- **xDSpot payment gateway** (Pro, Manager, Starter)
  You can now select xDSpot as a payment gateway.

Order Management

- **Order Management** (Pro)
  New features have been added to facilitate order management. You can now bill orders, add order comments, and resend email receipts from the new Manage an Order screen.
- **Merchant "Comment" field passed to cart** (Pro)
  A merchant can use this field to programmatically add information to an order that the shopper will optionally not see, but the merchant will when viewing the order.
- **Tracking Number can be added to orders** (Pro)
  There is a new field for an order's tracking number. After a tracking number has been provided, you can send an email to the customer that includes the tracking number so they can follow their package.
- **Merchant product notes displayed on Packing List** (Pro)
  Merchants can now include product notes on packing lists.
- **Order Sorting** (Pro)
  You can now sort orders by Order Number (Ascending or Decending) or by the Search Criteria (Ascending or Descending).

Shipping

- **Latest API Support for FedEx, UPS, and USPS** (Pro, Manager)
  The shipping services continue to modify their APIs and ShopSite continues to support their latest iterations.
- **Canada Post** (Pro, Manager)
  Canada Post is now supported as a shipping option within ShopSite.
- **Australia Post** (Pro, Manager)
  Australia Post is now supported as a shipping option within ShopSite.
- **"n/a" allowed in ShopSite shipping tables** (Pro, Manager, Starter)
  Using "N/A" in a column is now recognized when creating shipping tables in ShopSite, and handled appropriately.

Customer Registration

- **New Wish List Support** (Pro)
  In addition to Wishpot integration, ShopSite now provides an option to maintain wish lists for customers who have registered.
- **Additional CAPTCHA Options** (Pro, Manager, Starter)
- **Company Field** (Pro)
  A new "Company" field has been added to customer registration.

Feature Enhancements

- **Local DTD Reference** (Pro, Manager)
  It's rare, but sometimes the servers supporting ShopSite.com go down. When that happens, XML downloads can't complete because it can't get the XML definitions. This feature stores a local copy of the DTD and will use the local copy when the shopsite.com servers cannot be reached.
- **Back Office Redesign** (Pro, Manager, Starter)
  The back office has been redesigned to implement responsive design, allowing you to manage your store from any

supported browser, including mobile devices such as tablets and smartphones. There are a number of additional cosmetic changes that have been made as part of the redesign.

- **Five Cent Rounding for Prices** (Pro, Manager, Starter)
  Some countries have done away with their equivalent to the American penny or one cent piece. Brazil and Switzerland are two such countries. This feature (when enabled) rounds prices in the cart to the nearest five cents. If the currency is Brazilian or Swiss, this feature is automatically enabled.
- **Real-time Inventory using JSONP** (Pro)
  Real-time inventory now uses JSONP, making the existing real-time inventory feature more efficient and better supported across a wider number of server configurations.
- **HTML Email Merchant Order Notification** (Pro, Manager)
  Order notification emails can now be further customized with HTML.
- **Improved Back Office Help and Support** (Pro, Manager, Starter)
  In addition to taking you directly to a help page, the Help button in the back office menu bar now provides a drop-down menu (accessed by hovering over the button) from which you can navigate to the appropriate help page, an "About ShopSite" popup (displays information about your ShopSite installation), our knowledgebase articles, our support ticket system, or our forums.
- **Remarketing for Google Analytics** (Pro, Manager)
  You can now use Google's remarketing feature in Google Analytics.
- **New Search Option "does not contain"** (Pro)
  This new field applies to all search fields within ShopSite and allows you to do searches where you want results that do not contain a specific value.
- **25 Additional Custom Product Fields** (Pro, Manager)
  You can now have up to 50 total Custom Product Fields.
- **"Empty Cart" Button Behavior Control** (Pro, Manager, Starter)
  You can now specify that the "Empty Cart" button displays the cart screen (now empty) instead of returning the shopper to the last page visited.
- **XML Download Improvements** (Pro)
  Avatax individual product rates are now passed to the XML download.
- **SEO Improvements** (Pro, Manager, Starter)
  Generated HTML pages are now automatically named based off of the Name field of the page or product.
- **Image Handling Improvements** (Pro, Manager, Starter)
  You can now upload images directly from the Add a Product and Edit Product pages. Also, image maintenance has been improved in Pro and Manager stores, so you can now create resized images or delete images from the View Images page.
- **Optional Confirmation Screen for Starter stores** (Starter)
  To meet PayPal requirements, stores configured to use PayPal Advanced as a payment gateway must display a confirmation page between the Shipping and Thank You screens. This confirmation screen can optionally be used with other gateways. Manager and Pro stores already have this feature.
- **New Themes** (Pro, Manager, Starter)
  There are nine new themes in this release, all of which support reponsive design. This means they automatically adjust depending on the viewing size of the screen, looking great both on mobile devices or full computers! New themes include: Brownie, Composer, Content Focus, Deskman, Floating Page, Response, Shower, Stripped Down, and Underline.

Ready to Activate

After you have generated and configured your Merchant Key in ShopSite, you may activate Merchant key encryption for all new orders.

Turn On Merchant Key Encryption	Select **Yes** to turn on Merchant Key encryption on ShopSite orders. This will cause the payment information in all new orders to be encrypted using the merchant key. If you are not yet ready to enable Merchant Key encryption, select **No**. ***Note:*** Any orders encrypted using a merchant key can *only* be decrypted with the matching key. If you loose the key, you will not be able to view encrypted order information. Prior to turning on Merchant Key Encryption, you need to make sure you **Back up your Merchant Key** to a safe, secure location. ***Note:*** For maximum security, your Merchant Key file should not be stored in a publicly accessible location. You should store the key file on a secure computer or a removable device you can keep secure. Backup copies of your key should be stored on removable devices that you can store in a secure location. Once you have successfully activated Merchant Key Encryption, you will be taken to the Configure Merchant Key screen.

Add an Associate

Use this screen to add an associate and define the related fields.

Name	Enter a descriptive name for the associate. This may be an individual, but is more likely a Web site.
E-Mail	Enter the e-mail address to send associate order notifications to. The associate receives e-mail every time a customer that they send to your store makes a purchase. Leave this field blank if you do not want ShopSite to automatically notify the associate of orders.
Commission	Enter the amount the associate should be paid for every order that came from their referral. • Check percentage (%) and set a value to have the commission calculated as a percentage of the order subtotal. • Check currency and set an amount to have the Commission calculated as a flat rate per sale.
Default Landing Page	Customers will click on a link in the associate's site to arrive at your store. You can have them arrive at the main page of your store, or at any other page. Enter the full URL of the page in your store that you want customers to see when they come from this associate's site. (See below for information on creating multiple links for an associate.) The URL should be of the form: `http://`*`www.mystore.com/products.html`*
Alternate Landing Page URLs	This is a whitelist for alternate landing page URLs. If you only want this associate to send shoppers to the URL specified above, select the **Do not allow Alternate URL** radio button. If you want to allow all URLs from any domain, select the **Allow Alternate URL to any domain** radio button. If you only want to allow URLs from specific domains, select the **Allow Alternate URL to only these domains** radio button and provide the domains in the textbox below.

The following fields are not required and are designed to be used as a reference for a merchant.

Contact Name	The associate's name.
Company Name	The company where the associate works.
Company Website URL	The associate's company's website.
Address 1	The street address of the associate's company.
Adress 2	The street address of the associate's company, continued.
City	The city where the associate's company is located.
State	The state where the associate's company is located.
Zip	The zip code where the associate's company is located.
Country	The country where the associate's company is located.
Phone	The phone number for the associate's company.
Fax Number	The fax number for the associate's company.
Payout Method/Terms	The method and terms by which the merchant intends to pay the associate.

Create Link to Store	Click this button after filling in the above information. ShopSite will create the associate, then show the **Edit Associate Information** screen, which includes the URL that the associate should use to link to your store. The link will look something like this: `<a href="http://mystore.com/cgi-bin/ss/ref.cgi?name=`*`Associate-Name`*

&storeid=*Mystore-id*">*[Your link text or graphic goes here]*

(The `href` should have no spaces, but is shown here on two lines for easier reading.)

Select and copy the complete link and give it to the associate. You or the associate should replace the bracketed area *[Your link text or graphic goes here]* with your own banner image or the text you want displayed on the associate site for the customer to click. The associate then pastes this HTML code in their site. When a customer clicks on the link, they arrive at your store at the URL you specified in the **Default Landing Page** field, above.

You can create additional links for this associate that go to different landing pages in your store. After creating the associate link, copy it and paste it into a text editor, and then add a URL parameter that points to a page in your store. For example, to create a link that sends customers to a `tshirts.html` page in your store, you would add a URL parameter similar to what is shown in bold here:

<a href="http://mystore.com/cgi-bin/ss/ref.cgi?name=*Associate-Name*
&storeid=*Mystore-id***&url=http://mystore.com/tshirts.html**">*[Your link text or graphic goes here]*

The value must be a full URL, including `http://`. You can create as many links for an associate as needed, each one specifying a different landing page in your store. Put in the link text or graphic, and the links are ready for the associate to place in their site.

Add a Category

Use the Add a Category feature to create new categories for your reward programs. Categories can either be a group of products that can be purchased to qualify for a reward, or a group of products that will be used as the rewards.

Category Name	Enter a new name for the category. This is the name you will use to pick the category when you edit or add a reward program.
Description	Enter a description about the category, which you can use to remind you of what the category is for.
Assigned Products	If you have already added products to the category, they will be listed here. Click on the **Select** or **Change** button to open a pop-up window from which you can assign or remove products from the category. In the pop-up window, you will first see a search field allowing you to search for specific products, or to list all products. The matching products will then be listed in the next screen, where there will be two lists. The top list is a list of products assigned to the category. To remove a product from the list, select it, then click on **Delete**. This will remove the product from the assigned list and put it in the lower list, which contains products that have not been assigned. To assign a product, select the product from the lower list and click on the **Add** button. This will remove the product from the bottom list and put it in the top list, indicating the product has been assigned to the category.

Add a Coupon

Different types of coupons

Use the Add a Coupon feature to create a new coupon for your store. You can create coupons that apply to the total price of an order, or just to specific products. Consult the list below for explanations of the different fields:

Coupon Name	Enter a name for the coupon. You will see the coupon name in the list of coupons, and customers will see it on order forms. When you click **Create Coupon Link**, ShopSite creates an HTML link for the coupon, and the link will contain this name. When you paste the link into your store or an HTML authoring program, you can replace the name in the link with other text or a graphic, and that is what customers will see as the coupon. However, the name that you enter here will still be displayed on order forms.
Coupon Expires	Set an expiration date for the coupon. You must set a date and time, or the coupon will be marked as expired as soon as it is created. Note that you may be in a different time zone than the server that is hosting your ShopSite store, and the expiration time for the coupon is based on the server's clock. Check the displayed server time against your local time and be sure to adjust for any differences.
One Time Use	Once any customer redeems a one time use coupon, it can not be redeemed again, either by the same customer or any other.

Valid For	Select whether this coupon should apply to entire orders or to specific products:
	• If you want this coupon to apply to entire orders (for example, "10% off your entire order"), click **Entire order**.
	• If you want this coupon to apply to one or more products, click **Specific products**, then click **Select** or **Change** to go to a screen where you can select from the products in your store. Select the products that this coupon applies to, then click **OK** to return to the Edit a Coupon screen.
	  ◦ If you want this coupon to only be used on one product per shopping cart, click the checkbox beside **Allow only 1 product per redeemed coupon**.
	  ◦ If you want this coupon to work for all products *except* those selected, click the checkbox beside **Exclude these products (all other products included)**.

Discount Type	Select whether the the coupon will be for a percentage discount, a currency discount, or free shipping. If you select a percentage or currency discount, you must also specify the value for the discount. If you select **free shipping**, you must configure shipping to use free shipping coupons. Depending on the setting of the **Valid For** field, this discount will be applied once to an entire order, or once for each qualifying product multiplied by the quantity ordered.
Minimum Cart Value	If you require customers to purchase a minimum amount before they can use the coupon (for example, "10% off orders over $20.00"), set the minimum purchase amount here. You can choose either a minimum currency amount, or a minimum number of units ("Save 10% on all CDs when you buy 3 or more").
Return-to-store page	When a customer clicks on a coupon, he is redirected to the shopping cart. This field defines where the customer will go in your store when he clicks the Continue Shopping or Empty Cart buttons on the shopping cart page, after clicking on this coupon. Enter the full URL of a page in your store. ShopSite uses the first page of your store as a default value.
Alternate Code	You can use this optional field to give the coupon an easy-to-remember code that customers can enter on the shopping cart screen. ShopSite will create a unique numeric coupon code for each coupon, but your customers will probably find it easier to remember and enter something like "July Sale" than "1023897484." If you are creating coupons that customers will click on (instead of entering codes on the shopping cart screen), you probably donít need to enter an Alternate Code.
Create Coupon Link or Update Link	Click this button to save your coupon and go to the Edit a Coupon screen, where you can see the URL, link, and code created for your coupon.

Add Menu

Provide drop-down navigation for customers of your online store.

Menu/Link Name for this Page Link	The name that will appear in the menu.
Assigned Link	You have three options: 1) "Select a ShopSite Page" This option allows you to pick a page from your web site that was generated by ShopSite. Click the "Select" button to choose a page from a popup list of available pages or specify a page in the text box. 2) "Enter a URL to a non-ShopSite page" This option allows you to specify any web page by providing a URL in the text box. 3) "View Cart URL" This option provides a quick link to the customer's shopping cart. You shouldn't need more than one of these links in your menu. 4) "No URL (a title maybe)" This option provides the Menu/Link Name as text only.

Click the "Save" button to save these settings and return to the previous screen. Click the "Cancel" button to return to the previous screen without saving.

Add Several Pages

Use the Add Several Pages feature to create several pages at once, without having to enter values for all fields.

1. Enter the number of pages you would like to add.
2. Select the fields for which you would like to set values (control-click to select multiple fields). Any fields that you do not set will retain their default values.
3. When you click **Proceed**, you will be taken to a new screen that contains only the selected fields, repeated the indicated number of times.

Consult the list below for explanations of the different fields.

Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. You may optionally also display the name at the top of the page.
Name Toggle	Check this box if you want the Page Name to be displayed at the top of the page. This box is checked by default. The name will usually appear beside the Page Graphic, if there is one.
Title	This field allows you to specify text to be used in the HTML title tag, the contents of which are displayed in the browser window title bar. If this is left blank, most templates will use the Page Name for this field.
Banner Graphic	Select the graphic, if any, which you want to appear on the top of this page. It will appear above the text and products on the page or down the left side of the page, depending on the page theme or template you choose. See the Image Tool help for more information on selecting an image. If you want to insert an image anywhere else on the page, use an HTML tag in that field.
Graphic Toggle	Check this box if you want to display a graphic on this page. This box is checked by default. This will not change the Banner Graphic settings, but the selected graphic will not be displayed on the page if you uncheck this box.

Page Text Fields

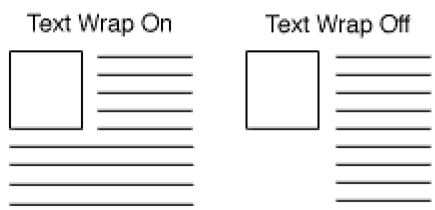
Use these fields to configure the textual content of the page.

Text 1	This is the primary text on the page. It will usually appear beside or below the banner graphic, depending on the page theme or template you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 2	This is the secondary text on the page. It will usually appear below the products, depending on the page theme or template you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 3	This is a third field for text on the page. It will usually appear just above the page footer, depending on the page theme or template you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.

Link Info

If other pages in the site are going to display links to this page, use these fields to configure the content of the link. Note that this determines how links *to* this page will appear on other pages.

Link Name	Use this field to indicate the name of the page in the link. You may want to make this the same as the Page Name, or you may want to use a different name. For example, the main page (index.html) for your store may have *Welcome* as the Page Name, but you may want to use *Home* for the Link Name. You may also leave this field blank and use a graphic instead. If you leave this field blank, and there is no Link Graphic or Link Text, the Page Name will usually be used to create links to the page.
Link Graphic	You can optionally include a graphic in your page links, either with or without other link content. For example, you could create an icon or button that indicates the destination of the link, or you can use a generic graphic for all your page links, or you could use a small image to indicate new

	pages on your site. You should consider keeping link graphics relatively small (less than 50px by 50px) to keep the links from taking over the page. See the Image Tool help for more information on selecting an image.
Link Graphic Size	ShopSite can resize images, configured on the image Configuration page. Use the drop-down menu to select the size to use for the image. Default options include: Original, Medium/More Info, Small/ Thumbnail, and Extra Small/Cart.
Link Text	You may optionally include additional descriptive text in your link. This text is usually displayed in a smaller font than the Link Name, and may not actually be part of the link, although it will always be beside or below the link. This field supports use of the HTML Editor.
Link Text Wrap	If this option is set to **On** (default), and you have both a graphic and text for your page link, the text will wrap around under the image. Otherwise, it will appear to the right of the image in a straight column. 
Links to Page	Click on the **Select** button to open a new window that will allow you to select which pages you want links *to* this page to appear on. The top box lists all the pages that are set to have links to your current page. To remove a page from the list, select it and click on the **Delete** button. The page name will now appear in the lower box, which is a list of pages that do not have links to the current page. You can select pages from the lower box and click on the **Add** button to move the pages to the top box. When you are finished making changes, click **OK** to save your changes, or **Cancel** to close the window without saving.

Layout Info

These options give you control over formatting the products and page links that appear on your page.

Page Template	There are several page themes and templates to choose from to customize your store's look and feel. If you have applied a theme to your store, selecting a different template here may give unexpected results. See the Page Templates documentation for a description of the different page themes and templates. There are also several product templates you can use to control how individual products are displayed.
Item Alignment	Choose how you would like products and page links aligned in each column. This setting does not affect the Text1, Text2, and Text3 fields. Remember that you can also apply Product Templates to further customize how each product image lines up with the product name, price, and description.
Columns	This setting affects the products and may affect the links, but does not affect the Text1, Text2, and Text3 fields. Laying out your products or links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns. But remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Page Link Columns	This setting determines the number of columns that will be used for links on the page. Laying out your links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns, but remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Column Borders	Checking this box will create a border around each product and (depending on the template) link on your page.
Page Width	The page width can be measured in either pixels or as a percentage of the screen size. The pixel method is the preferred method, as the pixel values are absolute. If this field is set to 750 pixels, it will always appear as 750 pixels. When using a percentage, the width of the page will vary based on screen resolution, size of the browser window viewing the page, and the percentage chosen. Setting the page width to less than 100% will create margins on the page. For example, if you set the width to 90%, the page will have a 5% margin on each side, and the contents of the page will be displayed in the remaining 90% in the middle. Margins can be useful by improving

	the aesthetic quality and readability of a page.
Page Header	Check this box to place your store's page header at the top of this page (or down the left, depending on the page template you choose). You can edit the page header for your store by going to **Preferences > Layout Settings** in your store's back office.
Page Footer	Check this box to place your store's page footer at the bottom of this page. You can edit the page footer for your store by going to **Preferences > Layout Settings** in your store's back office.
Global Cross Sell	If your template supports the feature, check this box to place your store's Global Cross Sell items at the bottom of this page. You can edit which products are Global Cross Sell products for your store by going to **Merchandising > Cross Sell** in your store's back office.
Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already viewed. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Advanced Info

The fields in the Advanced Info section help search engines find your pages and help customers find products on your pages.

File Name	This setting is optional. Use this field to give the page a file name that describes the page's contents, such as "wooden_toys.html" or "customer_service.html." Be sure to put a .html or .htm suffix on the end of the file name, or the page will not display correctly. If you do not assign a name to the page, it will have a default file name, such as page1.html or page2.html. The file name cannot contain spaces or any of the following characters: ?, +, =, &, @
Meta Keywords	Enter a comma-delimited list of terms that you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people find what they're looking for. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Meta Description	Enter a description that you want search engines to use for this page when it is listed in search results. Not all search engines use the description you provide when displaying search results, but most use the description in their indexing and ranking. You can also use this field to insert meta tags and other material into the <HEAD> section of the page, such as META fields or JavaScript code. First, type in any text that you want within the description= part of the meta tag, then close the tag with "> and type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a META name tag, you might enter something like this: your description"><META name="your meta tag" content="your content
Product Search Field	Check this box to include a Product Search box on this page, which allows customers to search for products in your store.

Index	Check this box to allow this page to be indexed so it can be found when customers search for products on your site. This box is checked by default.
Google Sitemap Settings	Check the **Include in Sitemap** box to include this page in your Sitemap. This box is checked by default. You can optionally use the **Priority** pull-down menu to indicate the importance of this page in your site.

Page Arrangement Settings

Use the fields in this section to set the order in which products and page links are displayed on this page.

Note: Using the Arrange Items feature to sort the products on this page will override any Page Arrangement Settings you make here and set the Order field back to None.

Order	Select either ascending (0-9, A-Z) or descending (9-0, Z-A) sort order for products and page links, or select None to turn off any special sort order.
Products Sort Field	Select to sort products on this page by name, SKU, price, or description.
Pages Sort Field	Select to sort links to other pages by page name or link name.
Products On Top	Check this box to sort all products above links on this page. In most cases, this will not actually affect the appearance of the page.

Pagination

Pagination makes it easy to break up long pages into multiple, shorter pages. Rather than having to create several identical pages yourself, then decide which products to assign to which page, you can have ShopSite automatically break up the page into several identical pages that are linked together.

Number of Products per Generated Page	Enter the maximum numbers of products that you want ShopSite to display on a page. If you assign more than this number of products to this page, ShopSite will automatically generate additional pages as needed. Each page will have navigation links to let customers move between the pages. (You can set the maximum number of pages generated on the Publish screen.)

Extra Fields

ShopSite lets you Configure up to 25 extra fields to use with your page. You can use these extra fields in any number of ways. If you are using a custom template to create this page, you can use the Page Fields to include additional information about this page that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed.

These fields support use of the HTML Editor.

Add Several Products

You can add multiple products quickly by only listing the fields you want to edit. This is similar to the **Power Edit** feature.

To add several products at once, click on **Add Several Products** on the **Products** screen. You can then enter the number of products you want to add and select which fields you want to edit for those products. You may want to only select the unique features for each product when doing this, then use **Global Power Edit** to configure product settings common to all these products.

Product Name	This is the name of the product that will appear wherever the product is displayed, and also the name of the product used in the Back Office. You must enter a unique name for the product, although you may toggle whether or not to display the name to customers.
Price	Enter the regular price the product will sell for (in your primary currency). This price will be used in calculating the order total, unless you have the product on sale or if the customer qualifies for quantity pricing. You can toggle whether or not the price is displayed on Store Pages and Product More Info Pages.
On Sale Price	If you enter a value here, it will be used to calculate the price of the product when you have it On Sale. You can have ShopSite calculate the sale price as a percent off the regular price by entering the percent off, including a percent sign (%), or you can enter a specific sale price (in your primary currency).
Disable Product	Set this check box to disable this product. Disabled products will not be published and will be removed from existing pages when the site is published. The Disable Product feature allows merchants to temporarily remove products from a ShopSite store without manually removing the item from individual pages or deleting the product altogether.
Recurring Payments	After Automated Recurring Billing has been enabled, products can be set up to use subscription-model pricing. To enable recurring payments for a product, set the "Check here to enable Recurring Pricing" check box. Select a "Payment interval" (Weekly, Monthly, Yearly, Quarterly, or Twice-Yearly), a "Recurring price", an "Ending Period" (Never, or a number between 1-99, which represents the total number of intervals that the account will be billed), and a "Bill On" date (Order date, or a number between 1 and 31). Set the "Initial Trial Price" check box to give customers a chance to evaluate a product before billing begins. After setting this check box, provide a price for the trial offer and the number of "periods" (period length being determined by the "Payment interval" drop-down box) that the trial will last. Set the "One-time fee" check box to add a setup, installation, or other one-time fee to a product. This is applied to the initial order only and will appear on the checkout screen of the customer.
Doba Product Information	**Read-only**. If this product was imported from a Doba watch list, this field will contain product information provided by Doba. The field is empty if this is not a doba product.
Variable Price	Variable pricing allows your customers to specify the price of a product, and optionally the product name and SKU, too. Variable pricing works well with auction payments, where the price of the item is determined by the high bid. It can also be used for donations or gift certificates, where customers can enter the amount they want to give. ***Note:*** The Mondrian, Lefty, Matte, Top Notch, and Plain themes do not support variable pricing. Turning on variable pricing will not have any effect in these themes. **Variable Pricing**: Check this box to enable variable pricing for this product. On your store’s pages, the product price will be replaced by a text box the customer can fill in with the amount they want to pay. That amount will be compared with the product price (above), and will not be accepted if it is lower than the product price. You cannot put a variable price product on sale. **Variable Name**: If you have enabled Variable Pricing, you may also check this box to let customers enter their own name for the product.

	Variable SKU	If you have enabled Variable Pricing, you may also check this box to let customers enter their own SKU for the product.

Minimum Quantity	You may specify a per-product minimum quantity that a customer can buy. This allows you to sell items individually (rather than in sets), but if it is cost-prohibitive to sell extremely small quantities of an item, you can require customers to buy at least the number you specify. Customers will not be able to check-out if the purchase quantity in the shopping cart is lower than the minimum quantity specified here. You can configure ShopSite to automatically increase the quantity to the minimum by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen.

Quantity Pricing

Product Quantity Pricing allows you to set the price of a product based on the quantity a customer orders. For example, you could charge full price for orders of less than 10 units, reduce the price for orders of 10 to 20 units, and reduce the price even more for orders of more than 20 units. You can also set a sale price for each quantity level. A Product Quantity Pricing table for a product might look like this in a store:

Quantity	1 - 9	10 - 19	20 - 99	100+
Price	$10.00	$9.00	$8.00	$7.00
On Sale!	$9.50	$8.50	$7.50	$6.50
Buy more and save!				

Quantity Pricing	Check this box to turn on Product Quantity Pricing for this product. ShopSite will not use the values of the Price and Sale Price fields to calculate the cost of an order, but will only use the quantity prices. You may want to turn off (uncheck) the Price Toggle so the regular price is not displayed. You also may want to turn on the Display Order Quantity checkbox so customers can enter a quantity before clicking the [Add to Cart] button.
Quantity Pricing Ranges	**Starting Quantity**: This field sets the starting value for each quantity range. The ending value for each range is defined by the Starting Quantity in the next row. For example, the first row sets the price and sale price for quantities starting with 1; if the second row has a Starting Quantity of 10, then the prices set in the first row would apply to quantities of 1-9. The quantity range for the last row does not have an upper limit, for example, orders of 100 units or greater. **Price / Unit**: This field sets the regular price per unit for orders in the defined quantity range. **On Sale Price / Unit**: This field sets the sale price per unit for orders in the defined quantity range. You must use a specific price value, not a percent discount. Note that sale prices will not be displayed or used if the **On Sale Toggle** is not checked.
Quantity Pricing Comment	Enter any text you want to appear below the quantity pricing table, such as "Call us for larger quantities."
Quantity Background Color	This is the color for the first row of the table, which lists the quantity ranges (i.e., 1-10, 11-20, etc.). Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Price and Comment Background Color	This color is used for the background on the price and comment rows. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
On Sale Background Color	This is the background color for the row with the sale prices, if the product is on sale. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Quantity Pricing Group	Select a group from the pull-down to assign this product to a Quantity Pricing Group, or select **None**. When a customer purchases several products in the same group, the quantity of each qualifying product in the cart is added together to create the number used to calculate the discount according to the quantity pricing table for each individual product.

Product Information

Taxable	Leave this box checked to have ShopSite calculate sales tax for this product. If you un-check the box, this product will not be included in sales tax calculations, regardless of any other settings. You can set the tax rates in the **Commerce Setup** > **Sales Tax** section.
VAT/GST Rate	If you have Configured VAT calculation in ShopSite, use the pull-down menu to select which VAT rate to apply for this product.
SKU	The *Stock Keeping Unit* or *SKU* is a code used to identify billable items. If you have a SKU system, or any other tracking system (UPC, EAN, ISBN, etc.), you can enter the code in this field. The SKU does not appear on pages by default (although there is a toggle to enable that, if you want), but is included in the order information so you can use it for fulfillment.
Product Image	This is the image that will appear next to or above the product information (the arrangement depends on which product template you choose). See the Image Tool help for more information on selecting an image.
Product Image Size	Select one of the available Image Sizes to use for the product image.
Search Keywords	Enter a comma-delimited list of terms you want associated with this product when customers search your site. Words or phrases you enter here, along with the content of any other product fields you choose to include (see **Preferences** > **Search Settings**), will be associated with this product in the search index. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Search Destination	Select where you want customers to be directed to learn more about or buy products they find using the Search feature. Select the radio button beside the pull-down menu to use one of the following options: • Select the **Store** option from the pull-down menu to provide customers with links to all the indexed store pages that include the product. • Select the **More Info** option from the pull-down menu to provide customers with a link to the product More Info Page for this product. • Select the **Made** option from the pull-down menu to have ShopSite create a link to a special page just for this product. You can use this option if your product is not included on any store pages, but you want the product to show up in a search. • Select the **None** option if you do not want this product to be included in search results. This tells ShopSite not to index this product, even if the product appears on a page that is being indexed. You can use a custom URL, such as a custom page with Order Anywhere links, by selecting the radio button beside the text box, then entering the URL for the destination page in the text entry box. You can configure how the products and links appear in search results by going to **Preferences** > **Search Settings** > **Search Layout**.
Product Description	You can use this field to provide customers with important information about your product. Enter a brief descriptive summary including highlights about the product, and be sure to mention any significant features your customers will want to know about. You may want to include HTML content (such as a key feature list) to improve the presentation of the information. It is usually a good idea to keep the Product Description relatively short so it doesn't take up too much of the page. You can use a More Info Page to provide a more extensive description of the product. This field supports use of the HTML Editor.

QuickBooks product information has been moved to a new location

Shipping and Download Information

Weight	If you are using weight-based shipping (including UPS or FedEx), you must enter the weight for your product here so ShopSite can calculate shipping costs. Do not specify a unit of measurement (pounds, ounces, kilograms, etc.), but use the same unit of measurement for all products in your

	store. ***Note:*** When using the Ordering Options feature (found below), this field will be the base weight amount that will be modified for individual product options.
Shipping Dimensions	If you are using a shipping option that uses specific package sizes as part of the shipping cost calculation (such as UPS or a Custom Shipping Add-On), you may need to specify the dimensions of the package this product will ship in. If you are using FedEx or USPS, use the carrier-specific settings (below) to configure your container. If you specify a package size here, ShopSite will calculate the shipping costs as if the package were being shipped individually (even if multiple packages could be shipped within a single larger box). You have three options for specifying product package dimensions: • Select the radio button to **Ship by weight only** if this product is relatively small and light-weight, and could be shipped in a package with other products in the order. ShopSite will calculate the shipping cost as if all products (up to the specified maximum package weight, if there is one) in an order were being shipped in a single package. • Select the radio button beside the **LxWxH Text Box** to specify the dimensions of the package for this product. Use this option if this product will not fit in a standard-size shipping package. Enter each of the package dimensions into the text-box, separated by an *x* (for example, if the package is 34 inches long, 14 inches wide, and 7 inches high, you would enter `34x14x7`). • Select the radio button beside the **<select standard box size>** if this product will be individually packaged inside one of your standard package sizes. Use the pull-down menu to select from one of the standard package sizes configured on the shipping configuration screen.
FedEx Shipping Container	If your store is configured to generate real-time FedEx shipping quotes, select the container type you will use when shipping the product. This will be used along with the product weight and the customer's Zip Code to determine the FedEx shipping rates.
USPS Shipping Container	If your store is configured to generate real-time USPS shipping quotes, select the container type you will use when shipping the product, then select any applicable checkboxes. This information will be used with the product weight and customer's Zip Code to determine the USPS shipping rates.
No Shipping Charge	Check this box if you do not want ShopSite to calculate any shipping and handling charges for this product. *This feature overrides any other shipping charge configuration for this product.* It can be useful for downloadable products and items such as gift certificates.
Extra Handling Charge	You can optionally enter an additional handling charge for this product. This is a per-item charge (if this product has a handling charge of $1 and a customer orders 3 of this product, the customer will be charged $3) that will be added to any per-order handling charges configured on the Shipping Configuration screen.
Product Type	Choose the product type: • **Tangible** goods are physical objects, such as a book or a DVD. Use this option for any products that do not include a digital download. • **Download** goods are any products that exist as a digital file that can be downloaded once the customer has paid for it. ShopSite includes a tool for managing Digital Download Files in the **Commerce Setup** section of your store's Back Office. Use this option for any products that include a digital download file, even if there is also a physical object that will be shipped in addition to the download (for example, a video game that can be downloaded, but which will also be shipped on a CD-ROM). ***Note:*** If you have shipping charges for tangible goods, but do not want to charge shipping for digital downloads, you **must** also check the **No Shipping Charge** box above. You can leave the box un-checked if your product includes a tangible object that you will ship in addition to the download file.
Product Download	Select the file you want customers to be able to download when they buy this product. See the Digital Download Configuration help for information about using either the drop-down menu or

Location	pop-up window method for selecting the file.

Shipping Charges

If you have either Base Shipping or Base Plus Shipping selected in the shipping options, this section will appear with individual fields for various shipping methods.

Shipping Charges	Enter the per-item shipping price of this product for each of the shipping methods you have specified.

Inventory Tracking

To have ShopSite keep track of your inventory for this product, configure your Inventory Tracking Settings, then use the fields below to specify inventory information for this product. Any of these fields may be a negative value.

Quantity on Hand	Enter the number of units of this product you have available to ship. ShopSite will decrement this number when customers buy this product. You can either update this number manually when you restock this product, or you can use the Database Upload feature to import the information from a database file. ***Note:*** When using Ordering Options, if "Advanced Options" is enabled, this "Quantity on Hand" field will be ignored and quantities will need to be set individually for each option.
Low Stock Threshold	Use this field to indicate when ShopSite should notify you that you are running low on this product. ShopSite will send you an E-mail when your **Quantity on Hand** changes to match this value. Leave this field blank if you do not want to get low stock notifications.
Out of Stock Limit	Use this field to tell ShopSite when to stop allowing customers to order this product. You will get an E-mail notification when your **Quantity on Hand** changes to match this value. In addition, if a customer tries to place an order that would cause your **Quantity on Hand** to go below this value, you will receive an E-mail notification and the customer will not be allowed to complete the order.

Ordering Options

The Ordering Options fields allow you to provide your customers with variations or customization of your products using pull-down menus, a text-box, or both. The pull-down menus can be used to select variations (such as different colors or sizes) of a single product, and the text-box allows the customer to provide special information (such as a monogram or a message). See the Ordering Options Help for detailed instructions and examples of how to use these fields, including modifying the product price based on menu selections.

Order Options Description	This field allows you to provide a description or instructions for the ordering options pull-down menus. It is displayed directly above the pull-down menus.
Pull-down Menus	Enter each menu option on a separate line. Leave a blank line to start a new pull-down menu. See the Ordering Options Help for a detailed explanation and examples of how to use this field. To display Ordering Options pull-downs on your Store Pages and Product More Info Pages, you must check the **Display Ordering Options** checkbox. Selected ordering options are also displayed with the product in the Shopping Cart contents. You can select whether or not customers can change ordering options on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office. Help with Advanced Ordering Options can be found here.
Customer Text Entry	Check this box to include a text-box with the Ordering Options. Customers will be able to enter text (such as initials for a monogram or a special message to be printed on the product) into this box. The text-box will be displayed with the product in the Shopping Cart contents. You can select whether or not customers can change the text-box contents on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office.
Customer Text	This field allows you to provide a description or instructions for the ordering options text-box. It is displayed directly above the text-box.

Entry Header	
Customer Text Entry Box	Select a width and height for the text-box. The **Columns** value is the number of text characters wide the box will be, and the **Rows** value is the number of text characters high the box will be (so a 20x2 box would be able to display a total of 40 characters). This does not limit how many characters can be entered, only the display size of the box.

Google Shopping / Merchant Center Feed

Google Merchant Center	Leave this box checked if you want this product to be included when you submit products to Google Merchant Center (formerly Froogle). If you uncheck this box, this product will not be included in submissions.
Brand	If you want to submit this product to Google Merchant Center, you need to specify a product brand name. If you produce your own merchandise, this could be your company name. This field is required for Google Merchant Center submissions.
GTIN (ISBN or UPC)	Use this field if you want to provide the ISBN or UPC for the product to Google.
MPN (Manufacturer Part Number)	Use this field if you want to provide the MPN of the product to Google.
Product Type	If you want to submit this product to Google Merchant Center, you need to specify a product type. This is usually a description of what the product is used for, for example *clothing*, *jewelry*, or *furniture*. This field is required for Google Merchant Center submissions.
Google Product Category	Products submitted to Google Merchant Center require categorization using Google's Product Category Taxonomy. From the "Browse the Taxonomy" section of their page, use the search bar or navigate with the arrows to an appropriate category, then select and copy the text provided(without the quotation marks) into this field.
Availability	Use the drop-down menu to assign an availability to the product. Options include: "in stock", "available for order", "out of stock", and "preorder".
Condition	If you want to submit this product to Google Merchant Center, you need to specify the product condition. This can be **New**, **Used**, or **Refurbished**. This field is required for Google Merchant Center submissions.
Age Group	Choose the appropriate age group for the product, "kids" or "adults", from the drop-down menu.
Gender	Choose the appropriate gender for the product , "male", "female", or "unisex", from the drop-down menu.
Include Ordering Options	Shoes and Clothing Products are required to submit color and size for each variant. Check this box if this item has color, size, pattern, and/or material variants setup using either basic or advanced ordering options, then use the drop-down menu items to assign which column (color, size, material, and pattern) belongs with which variant field (1, 2, 3, or 4).

Cross-Sell

Cross-Sell Products	Click the **Select** button to add or remove cross-sell products. The text box indicates how many cross-sell products are currently assigned to this product. Cross-sell products will be displayed on the shopping cart screen when this product is added to the cart, based on your settings in **ShopSite** > **Merchandising** > **Cross-sell**. ***Assigned cross-sell products*** This pop-up window allows you to select, sort, or remove cross-sell products.

Assigned cross-sell products	This box displays the products that have been selected as cross-sell items.
Move Up	Select a product in the **Assigned cross-sell products** list and click **Move Up** to move that product up one position in the list.

Move Down	Select a product in the **Assigned cross-sell products** list and click **Move Down** to move that product down one position in the list.
Delete	Select a product in the **Assigned cross-sell products** list and click **Delete** to remove that product from the list. The product will then appear in the **Products not assigned** list.
Products not assigned	Use the Merchant Search to find specific items, or click **List All Products** to display all unassigned products in the **Products not assigned** box.
Add	Select a product from the **Products not assigned** box, then click **Add** to add it as a cross-sell product. The product will then appear in the **Assigned cross-sell products** list.
OK	Click this button to save your changes and return to the Cross-sell Configuration screen.
Cancel	Click this button to return to the Cross-sell Configuration screen without saving your changes.

Product Pages

Product Pages	Click on the **Select** button to open a new window that will allow you to select which Store Pages this product will be displayed on. The top box contains pages that will list this product. To remove a page from the list, select the page(s) and click the **Delete** button. The page will now be in the lower list, which contains all the pages that do not have this product on them. Select pages from the list and click **Add** to move the pages to the top list. When you are finished making changes, click on **OK** to save your changes, or click **Cancel** to close the window without saving your changes.

More Info Pages

You can create a More Info Page for this product to display details about it. Unlike Store Pages, the More Info Page is *only* about this product. This gives you more space to provide all the details about this product that your customers will want to know, such as more detailed images or product specifications. The appearance of your More Info Pages is configurable by going to **Preferences** > **More Info Pages** in your Back Office.

More Info Page	Check this box to have ShopSite generate a More Info Page for this product. This will cause the Product Name and Product Graphic on Store Pages to become links to the More Info Page.
More Info Title	This field sets the HTML Title tag contents, which are displayed in the browser window title bar, for the More Info Page. If this field is empty, most templates will use the Product Name for the title. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Page Text	Enter the product information you want to include on the More Info Page. You may want to use the Product Description text followed by additional details, or you can make this completely different. You can include HTML content (such as a specification table) to improve the presentation of the information in this field. This field supports use of the HTML Editor.
More Info Page Image	Choose a graphic from the files in your media directory for the More Info Page. See the Image Tool help for more information on selecting an image.
More Info Page Image Size	Select one of the available Image Sizes to use for the more info page image.
More Info Meta: Keywords	Enter a comma-delimited list of terms you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people find what they're looking for. You may want to use the same keywords as your **Search Keywords**. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Meta: Description	Enter a short description you want search engines to associate with this page. This may be the same as your product description, but should be tailored to optimizing your search engine ranking. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.

	Note: You can also use this field to insert meta tags and other material, such as META fields or JavaScript code, into the <HEAD> section of the page. First, type in any text you want within the `<META description= >` tag and close the tag with ">. Then type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a `META name` tag, you might enter something like this: `This is your description."><META name="your meta tag" content="your content`
More Info Page File Name	You may optionally specify a file name to use for this page. Do not use reserved characters (&, ", ', <, >, etc.) or spaces in the file name. You should also make sure to include the `.html` or `.htm` (or another valid filename extension). If you do not specify a name, ShopSite will give it a generic name (such as *page1.html*).
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap, then optionally change the priority of the page.
More Info Product Cross Sell	Check the box to display the cross sell products (if template supports the feature).
More Info Global Cross Sell	Check the box to display the global cross sell products (if template supports the feature).

Extra More Info Image Fields

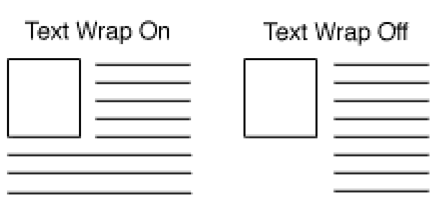
The number of fields in this section are determined by the Extra Field Setup and are typically only accessed by custom templates. These fields are used to specify additional images that can be used on the More Info pages.

More Information Image *X*	This is the default title, where *X* is the image number. The name may appear differently, as the name is customizable on the Extra Field Setup page. Enter the image URL or directory path, or click Select to select an image.
More Info Extra Image Size	Use the drop-down list to select a pre-defined size for the image.

Product Layout Info

The fields in this section affect how the product appears on Store Pages and Product More Info Page appearance. This section contains the various *toggles* for selecting what product information to display. Enter the image URL or directory path, or click Select to select an image to include.

Template	Select which template to use when displaying this product. Product templates determine the order and layout of product information on Store Pages and on Product More Info Pages. See the Product Templates Help for details about how different templates work. This field is set when you pick a theme. Some product templates are designed to be used with a specific Page Template, and may not display information correctly if they are not used together.
Name Toggle	Leave this box checked to include the Product Name on Store Pages and More Info Pages.
SKU Toggle	Check this box if you want the Product SKU to be displayed on Store Pages and More Info Pages.
Price Toggle	Leave this box checked to include the Product Price on Store Pages and More Info Pages. If this box is unchecked, the product will not display price, sale price, or quantity pricing information.
On Sale Toggle	Leave this box checked to put your product on sale, or uncheck the box to sell the product for the regular price. If this box is checked, the sale price will be displayed on Store Pages and More Info Pages, and used to calculate shopping cart totals. With this box unchecked, the sale price will not be displayed or used, regardless of the contents of the On Sale Price field.
Image Toggle	Leave this box checked to display the product image on Store Pages and Search Results. This does not affect the More Info Page image. You can select whether or not to display the product image in the Shopping Cart by going to **Commerce Setup** > **Order System** > **Layout Info**.

Display Order Quantity	Check this box to include a field on Store Pages and More Info Pages that allows customers to select how many of this item to add to the shopping cart. Customers can modify the quantity from the initial Shopping Cart Screen as well (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Quantity Pricing?	Check here to display this product's Quantity Pricing information.
Display Ordering Options	Check this box to display your ordering options on Store Pages and More Info Pages. Customers can also select any configured ordering options on the initial Shopping Cart screen (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Product Name Style	Select the text style to use for the Product Name on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Name Size	Select the font size to use for the Product Name on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Price Style	Select the text style to use for the Product Price on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Price Size	Select the font size to use for the Product Price on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product SKU Style	Select the text style to use for the SKU on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product SKU Size	Select the font size to use for the SKU on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Description Style	Select the text style to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Description Size	Select the font size to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Image Alignment	Select where the Product Image or More Info Page Image will be displayed, relative to other product information. You can pick from **Left**, **Right**, or **Center**. The way this selection affects your product layout depends on your Product Template and your **TextWrap** setting (below).
Text Wrap	Select whether or not you want your product information to wrap around your product image. If this is set to **On**, information such as the Name, Price, Description, and Add to Cart button could wrap around the image. If this is set to **Off**, the product image is set apart from the other product information. How this selection affects your product layout depends on your Product Template and your **Image Alignment** setting (above). 

Button Customization

Add to Cart Button	Enter text or select an image to use for the product Add to Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default

	value is set on the **Preferences** > **Store Text** > **Store Pages** screen.
View Cart Button	Enter text or select an image to use for the product View Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.

QuickBooks

If you import orders into QuickBooks using the Order Transfer add-on module, you can add this product to QuickBooks or associate this product with a product already in QuickBooks when this product is included in an order.

Import Options	Select the radio button to either add the product to QuickBooks or to associate this product with a product already in QuickBooks. Use the pull-down menus below the radio button you selected to assign specific QuickBooks product attributes to the product. To create a new product, you need to specify a QuickBooks Item Type (which has tax implications) and a sales account to include the product with. For existing products, you can specify an item name and description to use in QuickBooks transactions.

Extra Fields

ShopSite lets you Configure up to 25 extra fields to use with your product. You can use these extra fields in any number of ways, including as additional attributes for Froogle/Google Merchant Center. If you are using a custom product template to display this product, you can use the Product Fields to include additional information about this product that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed. These values are also available via the Order API.

These fields support use of the HTML Editor.

Add a Page

Use the Add a Page feature to create a new page for your store. ShopSite will generate the pages based on the settings you provide. Once you have added the page, you can assign any products or links to other pages to include on this page. You can use the + or - next to each section to show or hide the individual sections (Page Text Fields, Link Info, Layout Info, Advanced Info, Page Arrangement Settings, Pagination, and Extra Fields) or show or hide all sections.

Consult the list below for explanations of the different fields. If there are any fields that you do not understand, leave the default setting.

Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. You may optionally also display the name at the top of the page.
Name Toggle	Check this box if you want the Page Name to be displayed at the top of the page. This box is checked by default. The name will usually appear beside the Page Graphic, if there is one.
Title	This field allows you to specify text to be used in the HTML title tag, the contents of which are displayed in the browser window title bar. If this is left blank, most templates will use the Page Name for this field.
Banner Graphic	Select the graphic, if any, which you want to appear on the top of this page. It will appear above the text and products on the page or down the left side of the page, depending on the page theme or template you choose. See the Image Tool help for more information on selecting an image. If you want to insert an image anywhere else on the page, use an HTML tag in that field.
Graphic Toggle	Check this box if you want to display a graphic on this page. This box is checked by default. This will not change the Banner Graphic settings, but the selected graphic will not be displayed on the page if you uncheck this box.

Page Text Fields

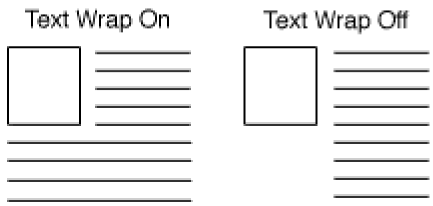
Use these fields to configure the textual content of the page.

Text 1	This is the primary text on the page. It will usually appear beside or below the banner graphic, depending on the page theme or template you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 2	This is the secondary text on the page. It will usually appear below the products, depending on the page theme or template you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 3	This is a third field for text on the page. It will usually appear just above the page footer, depending on the page theme or template you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.

Link Info

If other pages in the site are going to display links to this page, use these fields to configure the content of the link. Note that this determines how links *to* this page will appear on other pages.

Link Name	Use this field to indicate the name of the page in the link. You may want to make this the same as the Page Name, or you may want to use a different name. For example, the main page (index.html) for your store may have *Welcome* as the Page Name, but you may want to use *Home* for the Link Name. You may also leave this field blank and use a graphic instead. If you leave this field blank, and there is no Link Graphic or Link Text, the Page Name will usually be used to create links to the page.
Link Graphic	You can optionally include a graphic in your page links, either with or without other link content. For example, you could create an icon or button that indicates the destination of the link, or you can use a generic graphic for all your page links, or you could use a small image to indicate new pages on your site. You should consider keeping link graphics relatively small (less than 50px by 50px) to keep the links from taking over the page. See the Image Tool help for more information on selecting an image.

Link Graphic Size	ShopSite can resize images, configured on the image Configuration page. Use the drop-down menu to select the size to use for the image. Default options include: Original, Medium/More Info, Small/ Thumbnail, and Extra Small/Cart.
Link Text	You may optionally include additional descriptive text in your link. This text is usually displayed in a smaller font than the Link Name, and may not actually be part of the link, although it will always be beside or below the link. This field supports use of the HTML Editor.
Link Text Wrap	If this option is set to **On** (default), and you have both a graphic and text for your page link, the text will wrap around under the image. Otherwise, it will appear to the right of the image in a straight column. 
Links to Page	Click on the **Select** button to open a new window that will allow you to select which pages you want links *to* this page to appear on. The top box lists all the pages that are set to have links to your current page. To remove a page from the list, select it and click on the **Delete** button. The page name will now appear in the lower box, which is a list of pages that do not have links to the current page. You can select pages from the lower box and click on the **Add** button to move the pages to the top box. When you are finished making changes, click **OK** to save your changes, or **Cancel** to close the window without saving.

Layout Info

These options give you control over formatting the products and page links that appear on your page.

Page Template	There are several page themes and templates to choose from to customize your store's look and feel. If you have applied a theme to your store, selecting a different template here may give unexpected results. See the Page Templates documentation for a description of the different page themes and templates. There are also several product templates you can use to control how individual products are displayed.
Item Alignment	Choose how you would like products and page links aligned in each column. This setting does not affect the Text1, Text2, and Text3 fields. Remember that you can also apply Product Templates to further customize how each product image lines up with the product name, price, and description.
Columns	This setting affects the products and may affect the links, but does not affect the Text1, Text2, and Text3 fields. Laying out your products or links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns. But remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Page Link Columns	This setting determines the number of columns that will be used for links on the page. Laying out your links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns, but remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Column Borders	Checking this box will create a border around each product and (depending on the template) link on your page.
Page Width	The page width can be measured in either pixels or as a percentage of the screen size. The pixel method is the preferred method, as the pixel values are absolute. If this field is set to 750 pixels, it will always appear as 750 pixels. When using a percentage, the width of the page will vary based on screen resolution, size of the browser window viewing the page, and the percentage chosen. Setting the page width to less than 100% will create margins on the page. For example, if you set the width to 90%, the page will have a 5% margin on each side, and the contents of the page will be displayed in the remaining 90% in the middle. Margins can be useful by improving the aesthetic quality and readability of a page.
Page Header	Check this box to place your store's page header at the top of this page (or down the left, depending on the page template you choose). You can edit the page header for your store by

	going to **Preferences > Layout Settings** in your store's back office.
Page Footer	Check this box to place your store's page footer at the bottom of this page. You can edit the page footer for your store by going to **Preferences > Layout Settings** in your store's back office.
Global Cross Sell	If your template supports the feature, check this box to place your store's Global Cross Sell items at the bottom of this page. You can edit which products are Global Cross Sell products for your store by going to **Merchandising > Cross Sell** in your store's back office.
Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already viewed. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Advanced Info

The fields in the Advanced Info section help search engines find your pages and help customers find products on your pages.

File Name	This setting is optional. Use this field to give the page a file name that describes the page's contents, such as "wooden_toys.html" or "customer_service.html." Be sure to put a .html or .htm suffix on the end of the file name, or the page will not display correctly. If you do not assign a name to the page, it will have a default file name, such as page1.html or page2.html. The file name cannot contain spaces or any of the following characters: ?, +, =, &, @
Meta Keywords	Enter a comma-delimited list of terms that you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people find what they're looking for. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Meta Description	Enter a description that you want search engines to use for this page when it is listed in search results. Not all search engines use the description you provide when displaying search results, but most use the description in their indexing and ranking. You can also use this field to insert meta tags and other material into the `<HEAD>` section of the page, such as META fields or JavaScript code. First, type in any text that you want within the `description=` part of the meta tag, then close the tag with "> and type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a `META name` tag, you might enter something like this: `your description"><META name="your meta tag" content="your content`
Product Search Field	Check this box to include a Product Search box on this page, which allows customers to search for products in your store.
Index	Check this box to allow this page to be indexed so it can be found when customers search for products on your site. This box is checked by default.

Google Sitemap Settings	Check the **Include in Sitemap** box to include this page in your Sitemap. This box is checked by default. You can optionally use the **Priority** pull-down menu to indicate the importance of this page in your site.

Page Arrangement Settings

Use the fields in this section to set the order in which products and page links are displayed on this page.

Note: Using the Arrange Items feature to sort the products on this page will override any Page Arrangement Settings you make here and set the Order field back to None.

Order	Select either ascending (0-9, A-Z) or descending (9-0, Z-A) sort order for products and page links, or select None to turn off any special sort order.
Products Sort Field	Select to sort products on this page by name, SKU, price, or description.
Pages Sort Field	Select to sort links to other pages by page name or link name.
Products On Top	Check this box to sort all products above links on this page. In most cases, this will not actually affect the appearance of the page.

Pagination

Pagination makes it easy to break up long pages into multiple, shorter pages. Rather than having to create several identical pages yourself, then decide which products to assign to which page, you can have ShopSite automatically break up the page into several identical pages that are linked together.

Number of Products per Generated Page	Enter the maximum numbers of products that you want ShopSite to display on a page. If you assign more than this number of products to this page, ShopSite will automatically generate additional pages as needed. Each page will have navigation links to let customers move between the pages. (You can set the maximum number of pages generated on the Publish screen.)

Extra Fields

ShopSite lets you Configure up to 25 extra fields to use with your page. You can use these extra fields in any number of ways. If you are using a custom template to create this page, you can use the Page Fields to include additional information about this page that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed.

These fields support use of the HTML Editor.

Add a Product

Use this screen to add a new product to your store. You can use the + or - next to each section to show or hide the individual sections (Quantity Pricing, Product Information, Shipping and Download Information, Inventory Tracking, Ordering Options, Cross Sell, Product Pages, More Info Pages, Extra More Info Image Fields, Product Layout Info, Button Customization, Google Shopping/Merchant Center Feed, QuickBooks, Extra Fields) or show or hide all sections. After specifying the details of your product, you can use the **Save** button to return to the main Products page, or use the **Select Subproducts** button to associate it with other products.

<table>
<tr><td>Product Name</td><td>This is the name of the product that will appear wherever the product is displayed, and also the name of the product used in the Back Office. You must enter a unique name for the product, although you may toggle whether or not to display the name to customers.</td></tr>
<tr><td>Price</td><td>Enter the regular price the product will sell for (in your primary currency). This price will be used in calculating the order total, unless you have the product on sale or if the customer qualifies for quantity pricing. You can toggle whether or not the price is displayed on Store Pages and Product More Info Pages.</td></tr>
<tr><td>On Sale Price</td><td>If you enter a value here, it will be used to calculate the price of the product when you have it On Sale. You can have ShopSite calculate the sale price as a percent off the regular price by entering the percent off, including a percent sign (%), or you can enter a specific sale price (in your primary currency).</td></tr>
<tr><td>Disable Product</td><td>Set this check box to disable this product. Disabled products will not be published and will be removed from existing pages when the site is published. The Disable Product feature allows merchants to temporarily remove products from a ShopSite store without manually removing the item from individual pages or deleting the product altogether.</td></tr>
<tr><td>Recurring Payments</td><td>After Automated Recurring Billing has been enabled, products can be set up to use subscription-model pricing. To enable recurring payments for a product, set the "Check here to enable Recurring Pricing" check box. Select a "Payment interval" (Weekly, Monthly, Yearly, Quarterly, or Twice-Yearly), a "Recurring price", an "Ending Period" (Never, or a number between 1-99, which represents the total number of intervals that the account will be billed), and a "Bill On" date (Order date, or a number between 1 and 31).

Set the "Initial Trial Price" check box to give customers a chance to evaluate a product before billing begins. After setting this check box, provide a price for the trial offer and the number of "periods" (period length being determined by the "Payment interval" drop-down box) that the trial will last.

Set the "One-time fee" check box to add a setup, installation, or other one-time fee to a product. This is applied to the initial order only and will appear on the checkout screen of the customer.</td></tr>
<tr><td>Doba Product Information</td><td>Read-only. If this product was imported from a Doba watch list, this field will contain product information provided by Doba. The field is empty if this is not a doba product.</td></tr>
<tr><td>Variable Price</td><td>Variable pricing allows your customers to specify the price of a product, and optionally the product name and SKU, too. Variable pricing works well with auction payments, where the price of the item is determined by the high bid. It can also be used for donations or gift certificates, where customers can enter the amount they want to give.

Note: The Mondrian, Lefty, Matte, Top Notch, and Plain themes do not support variable pricing. Turning on variable pricing will not have any effect in these themes.

<table>
<tr><td>Variable Pricing</td><td>Check this box to enable variable pricing for this product. On your store’s pages, the product price will be replaced by a text box the customer can fill in with the amount they want to pay. That amount will be compared with the product price (above), and will not be accepted if it is lower than the product price. You cannot put a variable price product on sale.</td></tr>
<tr><td>Variable Name</td><td>If you have enabled Variable Pricing, you may also check this box to let customers enter their own name for the product.</td></tr>
</table></td></tr>
</table>

	Variable SKU	If you have enabled Variable Pricing, you may also check this box to let customers enter their own SKU for the product.

Minimum Quantity	You may specify a per-product minimum quantity that a customer can buy. This allows you to sell items individually (rather than in sets), but if it is cost-prohibitive to sell extremely small quantities of an item, you can require customers to buy at least the number you specify. Customers will not be able to check-out if the purchase quantity in the shopping cart is lower than the minimum quantity specified here. You can configure ShopSite to automatically increase the quantity to the minimum by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen.

Quantity Pricing

Product Quantity Pricing allows you to set the price of a product based on the quantity a customer orders. For example, you could charge full price for orders of less than 10 units, reduce the price for orders of 10 to 20 units, and reduce the price even more for orders of more than 20 units. You can also set a sale price for each quantity level. A Product Quantity Pricing table for a product might look like this in a store:

Quantity	1 - 9	10 - 19	20 - 99	100+
Price	$10.00	$9.00	$8.00	$7.00
On Sale!	$9.50	$8.50	$7.50	$6.50
Buy more and save!				

Quantity Pricing	Check this box to turn on Product Quantity Pricing for this product. ShopSite will not use the values of the Price and Sale Price fields to calculate the cost of an order, but will only use the quantity prices. You may want to turn off (uncheck) the Price Toggle so the regular price is not displayed. You also may want to turn on the Display Order Quantity checkbox so customers can enter a quantity before clicking the [Add to Cart] button.
Quantity Pricing Ranges	**Starting Quantity**: This field sets the starting value for each quantity range. The ending value for each range is defined by the Starting Quantity in the next row. For example, the first row sets the price and sale price for quantities starting with 1; if the second row has a Starting Quantity of 10, then the prices set in the first row would apply to quantities of 1-9. The quantity range for the last row does not have an upper limit, for example, orders of 100 units or greater. **Price / Unit**: This field sets the regular price per unit for orders in the defined quantity range. **On Sale Price / Unit**: This field sets the sale price per unit for orders in the defined quantity range. You must use a specific price value, not a percent discount. Note that sale prices will not be displayed or used if the **On Sale Toggle** is not checked.
Quantity Pricing Comment	Enter any text you want to appear below the quantity pricing table, such as "Call us for larger quantities."
Quantity Background Color	This is the color for the first row of the table, which lists the quantity ranges (i.e., 1-10, 11-20, etc.). Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Price and Comment Background Color	This color is used for the background on the price and comment rows. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
On Sale Background Color	This is the background color for the row with the sale prices, if the product is on sale. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Quantity Pricing Group	Select a group from the pull-down to assign this product to a Quantity Pricing Group, or select **None**. When a customer purchases several products in the same group, the quantity of each qualifying product in the cart is added together to create the number used to calculate the discount according to the quantity pricing table for each individual product.

Product Information

Taxable	Leave this box checked to have ShopSite calculate sales tax for this product. Clearing the box will change how this product is included in some sales tax calculations. See tax rates and more information in the **Commerce Setup** > **Sales Tax** section.
Tax Code	When using AvaTax, select the tax code that is applicable to this product. You can set which tax codes are available for products in the **Commerce Setup** > **AvaTax** section. If the product is non-taxable, be sure to include a non-taxable tax code here and clear the Taxable field above.
VAT/GST Rate	If you have Configured VAT calculation in ShopSite, use the pull-down menu to select which VAT rate to apply for this product.
SKU	The *Stock Keeping Unit* or *SKU* is a code used to identify billable items. If you have a SKU system, or any other tracking system (UPC, EAN, ISBN, etc.), you can enter the code in this field. The SKU does not appear on pages by default (although there is a toggle to enable that, if you want), but is included in the order information so you can use it for fulfillment.
Product Image	This is the image that will appear next to or above the product information (the arrangement depends on which product template you choose). See the Image Tool help for more information on selecting an image.
Product Image Size	Select one of the available Image Sizes to use for the product image.
Search Keywords	Enter a comma-delimited list of terms you want associated with this product when customers search your site. Words or phrases you enter here, along with the content of any other product fields you choose to include (see **Preferences** > **Search Settings**), will be associated with this product in the search index. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Search Destination	Select where you want customers to be directed to learn more about or buy products they find using the Search feature. Select the radio button beside the pull-down menu to use one of the following options: • Select the **Store** option from the pull-down menu to provide customers with links to all the indexed store pages that include the product. • Select the **More Info** option from the pull-down menu to provide customers with a link to the product More Info Page for this product. • Select the **Made** option from the pull-down menu to have ShopSite create a link to a special page just for this product. You can use this option if your product is not included on any store pages, but you want the product to show up in a search. • Select the **None** option if you do not want this product to be included in search results. This tells ShopSite not to index this product, even if the product appears on a page that is being indexed. You can use a custom URL, such as a custom page with Order Anywhere links, by selecting the radio button beside the text box, then entering the URL for the destination page in the text entry box. You can configure how the products and links appear in search results by going to **Preferences** > **Search Settings** > **Search Layout**.
Product Description	You can use this field to provide customers with important information about your product. Enter a brief descriptive summary including highlights about the product, and be sure to mention any significant features your customers will want to know about. You may want to include HTML content (such as a key feature list) to improve the presentation of the information. It is usually a good idea to keep the Product Description relatively short so it doesn't take up too much of the page. You can use a More Info Page to provide a more extensive description of the product. This field supports use of the HTML Editor.
Merchant Product Instructions	You can use this field to provide notes to yourself or a warehouse or shipping department on how to handle this product. For example, it might include building or packing instructions. These instructions aren't displayed to the shopper on the website, but will show up on packing lists when viewed in the back office.

	This field supports use of the HTML Editor.

QuickBooks product information has been moved to a new location

Shipping and Download Information

Weight	If you are using weight-based shipping (including UPS or FedEx), you must enter the weight for your product here so ShopSite can calculate shipping costs. Do not specify a unit of measurement (pounds, ounces, kilograms, etc.), but use the same unit of measurement for all products in your store. ***Note:*** When using the Ordering Options feature (found below), this field will be the base weight amount that will be modified for individual product options.
Shipping Dimensions	If you are using a shipping option that uses specific package sizes as part of the shipping cost calculation (such as UPS or a Custom Shipping Add-On), you may need to specify the dimensions of the package this product will ship in. If you are using FedEx or USPS, use the carrier-specific settings (below) to configure your container. If you specify a package size here, ShopSite will calculate the shipping costs as if the package were being shipped individually (even if multiple packages could be shipped within a single larger box). You have three options for specifying product package dimensions: • Select the radio button to **Ship by weight only** if this product is relatively small and light-weight, and could be shipped in a package with other products in the order. ShopSite will calculate the shipping cost as if all products (up to the specified maximum package weight, if there is one) in an order were being shipped in a single package. • Select the radio button beside the **LxWxH Text Box** to specify the dimensions of the package for this product. Use this option if this product will not fit in a standard-size shipping package. Enter each of the package dimensions into the text-box, separated by an *x* (for example, if the package is 34 inches long, 14 inches wide, and 7 inches high, you would enter `34x14x7`). • Select the radio button beside the **<select standard box size>** if this product will be individually packaged inside one of your standard package sizes. Use the pull-down menu to select from one of the standard package sizes configured on the shipping configuration screen.
FedEx Shipping Container	If your store is configured to generate real-time FedEx shipping quotes, select the container type you will use when shipping the product. This will be used along with the product weight and the customer's Zip Code to determine the FedEx shipping rates.
USPS Shipping Container	If your store is configured to generate real-time USPS shipping quotes, select the container type you will use when shipping the product, then select any applicable checkboxes. This information will be used with the product weight and customer's Zip Code to determine the USPS shipping rates.
Canada Post Shipping Container	If your store is configured to generate real-time Canada Post shipping quotes, select the container type you will use when shipping the product. This will be used along with the product weight and the customer's Zip Code to determine the Canada Post shipping rates.
No Shipping Charge	Check this box if you do not want ShopSite to calculate any shipping and handling charges for this product. *This feature overrides any other shipping charge configuration for this product.* It can be useful for downloadable products and items such as gift certificates.
Extra Handling Charge	You can optionally enter an additional handling charge for this product. This is a per-item charge (if this product has a handling charge of $1 and a customer orders 3 of this product, the customer will be charged $3) that will be added to any per-order handling charges configured on the Shipping Configuration screen.
Product Type	Choose the product type: • **Tangible** goods are physical objects, such as a book or a DVD. Use this option for any products that do not include a digital download. • **Download** goods are any products that exist as a digital file that can be downloaded once the customer has paid for it. ShopSite includes a tool for managing Digital Download Files in the **Commerce Setup** section of your store's Back Office. Use this option for any products

	that include a digital download file, even if there is also a physical object that will be shipped in addition to the download (for example, a video game that can be downloaded, but which will also be shipped on a CD-ROM). ***Note:*** If you have shipping charges for tangible goods, but do not want to charge shipping for digital downloads, you **must** also check the **No Shipping Charge** box above. You can leave the box un-checked if your product includes a tangible object that you will ship in addition to the download file.
Product Download Location	Select the file you want customers to be able to download when they buy this product. See the Digital Download Configuration help for information about using either the drop-down menu or pop-up window method for selecting the file.

Shipping Charges

If you have either Base Shipping or Base Plus Shipping selected in the shipping options, this section will appear with individual fields for various shipping methods.

Shipping Charges	Enter the per-item shipping price of this product for each of the shipping methods you have specified.

Inventory Tracking

To have ShopSite keep track of your inventory for this product, configure your Inventory Tracking Settings, then use the fields below to specify inventory information for this product. Any of these fields may be a negative value.

Quantity on Hand	Enter the number of units of this product you have available to ship. ShopSite will decrement this number when customers buy this product. You can either update this number manually when you restock this product, or you can use the Database Upload feature to import the information from a database file. ***Note:*** When using Ordering Options, if "Advanced Options" is enabled, this "Quantity on Hand" field will be ignored and quantities will need to be set individually for each option.
Low Stock Threshold	Use this field to indicate when ShopSite should notify you that you are running low on this product. ShopSite will send you an E-mail when your **Quantity on Hand** changes to match this value. Leave this field blank if you do not want to get low stock notifications.
Out of Stock Limit	Use this field to tell ShopSite when to stop allowing customers to order this product. You will get an E-mail notification when your **Quantity on Hand** changes to match this value. In addition, if a customer tries to place an order that would cause your **Quantity on Hand** to go below this value, you will receive an E-mail notification and the customer will not be allowed to complete the order.

Ordering Options

The Ordering Options fields allow you to provide your customers with variations or customization of your products using pull-down menus, a text-box, or both. The pull-down menus can be used to select variations (such as different colors or sizes) of a single product, and the text-box allows the customer to provide special information (such as a monogram or a message). See the Ordering Options Help for detailed instructions and examples of how to use these fields, including modifying the product price based on menu selections.

Order Options Description	This field allows you to provide a description or instructions for the ordering options pull-down menus. It is displayed directly above the pull-down menus.
Pull-down Menus	Enter each menu option on a separate line. Leave a blank line to start a new pull-down menu. See the Ordering Options Help for a detailed explanation and examples of how to use this field. To display Ordering Options pull-downs on your Store Pages and Product More Info Pages, you must check the **Display Ordering Options** checkbox. Selected ordering options are also displayed with the product in the Shopping Cart contents. You can select whether or not customers can

	change ordering options on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office. Help with Advanced Ordering Options can be found here.
Customer Text Entry	Check this box to include a text-box with the Ordering Options. Customers will be able to enter text (such as initials for a monogram or a special message to be printed on the product) into this box. The text-box will be displayed with the product in the Shopping Cart contents. You can select whether or not customers can change the text-box contents on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office.
Customer Text Entry Header	This field allows you to provide a description or instructions for the ordering options text-box. It is displayed directly above the text-box.
Customer Text Entry Box	Select a width and height for the text-box. The **Columns** value is the number of text characters wide the box will be, and the **Rows** value is the number of text characters high the box will be (so a 20x2 box would be able to display a total of 40 characters). This does not limit how many characters can be entered, only the display size of the box.

Google Shopping / Merchant Center Feed

Google Merchant Center	Leave this box checked if you want this product to be included when you submit products to Google Merchant Center (formerly Froogle). If you uncheck this box, this product will not be included in submissions.
Brand	If you want to submit this product to Google Merchant Center, you need to specify a product brand name. If you produce your own merchandise, this could be your company name. This field is required for Google Merchant Center submissions.
GTIN (ISBN or UPC)	Use this field if you want to provide the ISBN or UPC for the product to Google.
MPN (Manufacturer Part Number)	Use this field if you want to provide the MPN of the product to Google.
Product Type	If you want to submit this product to Google Merchant Center, you need to specify a product type. This is usually a description of what the product is used for, for example *clothing*, *jewelry*, or *furniture*. This field is required for Google Merchant Center submissions.
Google Product Category	Products submitted to Google Merchant Center require categorization using Google's Product Category Taxonomy. From the "Browse the Taxonomy" section of their page, use the search bar or navigate with the arrows to an appropriate category, then select and copy the text provided(without the quotation marks) into this field.
Availability	Use the drop-down menu to assign an availability to the product. Options include: "in stock", "available for order", "out of stock", and "preorder".
Condition	If you want to submit this product to Google Merchant Center, you need to specify the product condition. This can be **New**, **Used**, or **Refurbished**. This field is required for Google Merchant Center submissions.
Age Group	Choose the appropriate age group for the product, "kids" or "adults", from the drop-down menu.
Gender	Choose the appropriate gender for the product , "male", "female", or "unisex", from the drop-down menu.
Include Ordering Options	Shoes and Clothing Products are required to submit color and size for each variant. Check this box if this item has color, size, pattern, and/or material variants setup using either basic or advanced ordering options, then use the drop-down menu items to assign which column (color, size, material, and pattern) belongs with which variant field (1, 2, 3, or 4).

Cross-Sell

Cross-Sell Products	Click the **Select** button to add or remove cross-sell products. The text box indicates how many cross-sell products are currently assigned to this product. Cross-sell products will be displayed on

	the shopping cart screen when this product is added to the cart, based on your settings in **ShopSite** > **Merchandising** > **Cross-sell**. ***Assigned cross-sell products*** This pop-up window allows you to select, sort, or remove cross-sell products. <table><tr><td>**Assigned cross-sell products**</td><td>This box displays the products that have been selected as cross-sell items.</td></tr><tr><td>**Move Up**</td><td>Select a product in the **Assigned cross-sell products** list and click **Move Up** to move that product up one position in the list.</td></tr><tr><td>**Move Down**</td><td>Select a product in the **Assigned cross-sell products** list and click **Move Down** to move that product down one position in the list.</td></tr><tr><td>**Delete**</td><td>Select a product in the **Assigned cross-sell products** list and click **Delete** to remove that product from the list. The product will then appear in the **Products not assigned** list.</td></tr><tr><td>**Products not assigned**</td><td>Use the Merchant Search to find specific items, or click **List All Products** to display all unassigned products in the **Products not assigned** box.</td></tr><tr><td>**Add**</td><td>Select a product from the **Products not assigned** box, then click **Add** to add it as a cross-sell product. The product will then appear in the **Assigned cross-sell products** list.</td></tr><tr><td>**OK**</td><td>Click this button to save your changes and return to the Cross-sell Configuration screen.</td></tr><tr><td>**Cancel**</td><td>Click this button to return to the Cross-sell Configuration screen without saving your changes.</td></tr></table>

Product Pages

Product Pages	Click on the **Select** button to open a new window that will allow you to select which Store Pages this product will be displayed on. The top box contains pages that will list this product. To remove a page from the list, select the page(s) and click the **Delete** button. The page will now be in the lower list, which contains all the pages that do not have this product on them. Select pages from the list and click **Add** to move the pages to the top list. When you are finished making changes, click on **OK** to save your changes, or click **Cancel** to close the window without saving your changes.

More Info Pages

You can create a More Info Page for this product to display details about it. Unlike Store Pages, the More Info Page is *only* about this product. This gives you more space to provide all the details about this product that your customers will want to know, such as more detailed images or product specifications. The appearance of your More Info Pages is configurable by going to **Preferences** > **More Info Pages** in your Back Office.

More Info Page	Check this box to have ShopSite generate a More Info Page for this product. This will cause the Product Name and Product Graphic on Store Pages to become links to the More Info Page.
More Info Title	This field sets the HTML Title tag contents, which are displayed in the browser window title bar, for the More Info Page. If this field is empty, most templates will use the Product Name for the title. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Page Text	Enter the product information you want to include on the More Info Page. You may want to use the Product Description text followed by additional details, or you can make this completely different. You can include HTML content (such as a specification table) to improve the presentation of the information in this field. This field supports use of the HTML Editor.
More Info Page Image	Choose a graphic from the files in your media directory for the More Info Page. See the Image Tool help for more information on selecting an image.
More Info Page	Select one of the available Image Sizes to use for the more info page image.

Image Size	
More Info Meta: Keywords	Enter a comma-delimited list of terms you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people find what they're looking for. You may want to use the same keywords as your **Search Keywords**. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Meta: Description	Enter a short description you want search engines to associate with this page. This may be the same as your product description, but should be tailored to optimizing your search engine ranking. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field. ***Note:*** You can also use this field to insert meta tags and other material, such as META fields or JavaScript code, into the `<HEAD>` section of the page. First, type in any text you want within the `<META description= >` tag and close the tag with ">. Then type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a `META name` tag, you might enter something like this: `This is your description."><META name="your meta tag" content="your content`
More Info Page File Name	You may optionally specify a file name to use for this page. Do not use reserved characters (&, ", ', <, >, etc.) or spaces in the file name. You should also make sure to include the `.html` or `.htm` (or another valid filename extension). If you do not specify a name, ShopSite will give it a generic name (such as *page1.html*).
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap, then optionally change the priority of the page.
More Info Product Cross Sell	Check the box to display the cross sell products (if template supports the feature).
More Info Global Cross Sell	Check the box to display the global cross sell products (if template supports the feature).

Extra More Info Image Fields

The number of fields in this section are determined by the Extra Field Setup and are typically only accessed by custom templates. These fields are used to specify additional images that can be used on the More Info pages.

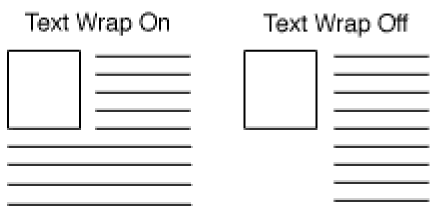
More Information Image *X*	This is the default title, where *X* is the image number. The name may appear differently, as the name is customizable on the Extra Field Setup page. Enter the image URL or directory path, or click Select to select an image.
More Info Extra Image Size	Use the drop-down list to select a pre-defined size for the image.

Product Layout Info

The fields in this section affect how the product appears on Store Pages and Product More Info Page appearance. This section contains the various *toggles* for selecting what product information to display. Enter the image URL or directory path, or click Select to select an image to include.

Template	Select which template to use when displaying this product. Product templates determine the order and layout of product information on Store Pages and on Product More Info Pages. See the Product Templates Help for details about how different templates work. This field is set when you pick a theme. Some product templates are designed to be used with a specific Page Template, and may not display information correctly if they are not used together.
Name Toggle	Leave this box checked to include the Product Name on Store Pages and More Info Pages.
SKU Toggle	Check this box if you want the Product SKU to be displayed on Store Pages and More Info Pages.

Price Toggle	Leave this box checked to include the Product Price on Store Pages and More Info Pages. If this box is unchecked, the product will not display price, sale price, or quantity pricing information.
On Sale Toggle	Leave this box checked to put your product on sale, or uncheck the box to sell the product for the regular price. If this box is checked, the sale price will be displayed on Store Pages and More Info Pages, and used to calculate shopping cart totals. With this box unchecked, the sale price will not be displayed or used, regardless of the contents of the On Sale Price field.
Image Toggle	Leave this box checked to display the product image on Store Pages and Search Results. This does not affect the More Info Page image. You can select whether or not to display the product image in the Shopping Cart by going to **Commerce Setup** > **Order System** > **Layout Info**.
Display Order Quantity	Check this box to include a field on Store Pages and More Info Pages that allows customers to select how many of this item to add to the shopping cart. Customers can modify the quantity from the initial Shopping Cart Screen as well (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Quantity Pricing?	Check here to display this product's Quantity Pricing information.
Display Ordering Options	Check this box to display your ordering options on Store Pages and More Info Pages. Customers can also select any configured ordering options on the initial Shopping Cart screen (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Add to Cart	Select which pages display the Add to Cart buttons when Products are present. Choices include: All Pages, More Info, and Not Displayed. This field defaults to "All Pages", so that Add to Cart buttons will appear wherever there is a product. Limiting it to "More Info" will hide the buttons on all pages except More Info pages. The Not Displayed option will prevent all Add to Cart buttons from being generated.
Product Name Style	Select the text style to use for the Product Name on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Name Size	Select the font size to use for the Product Name on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Price Style	Select the text style to use for the Product Price on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Price Size	Select the font size to use for the Product Price on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product SKU Style	Select the text style to use for the SKU on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product SKU Size	Select the font size to use for the SKU on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Description Style	Select the text style to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Description Size	Select the font size to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Image Alignment	Select where the Product Image or More Info Page Image will be displayed, relative to other product information. You can pick from **Left**, **Right**, or **Center**. The way this selection affects your product layout depends on your Product Template and your **TextWrap** setting (below).
Text Wrap	Select whether or not you want your product information to wrap around your product image. If this is set to **On**, information such as the Name, Price, Description, and Add to Cart button could

	wrap around the image. If this is set to **Off**, the product image is set apart from the other product information. How this selection affects your product layout depends on your Product Template and your **Image Alignment** setting (above). 

Button Customization

Add to Cart Button	Enter text or select an image to use for the product Add to Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.
View Cart Button	Enter text or select an image to use for the product View Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.

QuickBooks

If you import orders into QuickBooks using the Order Transfer add-on module, you can add this product to QuickBooks or associate this product with a product already in QuickBooks when this product is included in an order.

Import Options	Select the radio button to either add the product to QuickBooks or to associate this product with a product already in QuickBooks. Use the pull-down menus below the radio button you selected to assign specific QuickBooks product attributes to the product. To create a new product, you need to specify a QuickBooks Item Type (which has tax implications) and a sales account to include the product with. For existing products, you can specify an item name and description to use in QuickBooks transactions.

Extra Fields

ShopSite lets you Configure up to 25 extra fields to use with your product. You can use these extra fields in any number of ways, including as additional attributes for Froogle/Google Merchant Center. If you are using a custom product template to display this product, you can use the Product Fields to include additional information about this product that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed. These values are also available via the Order API.

These fields support use of the HTML Editor.

Add a Reward

Use the Add a Reward feature to create a new reward programs for your store. The rewards can be for the same products purchased (buy 10 get 1 free), or they can be for different products (buy a pair of shoes, get a free pair of socks).

Note: Prior to creating individual reward programs, you must first create the appropriate reward Categories for the programs to use.

Reward Name	Enter a new name for the reward program. The reward name is shown in the list of rewards, and customers will see it on reward lists.
Description	Enter a description about the reward program that you can use to remind you of what the reward program is for.
Status	Click the radio button to turn this reward program on or off. This makes offering periodic promotions easy by turning the program on and off, rather than having to create a new program for every promotion period.
Expires	Click the radio button beside Never Expires if you want the reward program to always be active, or if you are creating a program that you will use repeatedly. For limited, one-time promotions, set an expiration date after which the program will automatically end.
Allow Reward to be Tracked	Select Current Order Only if you want customers to be able to receive rewards based only off the current contents of their shopping cart. Select Current Order and Over Time if you want registered customers to be able to accrue reward credit over multiple purchases.
Qualifying Category	Select a category from the pull-down. The Qualifying category determines what items must be bought in order to get the reward.
Reward Category	Select a category from the pull-down. The Reward category determines what items will be available as rewards.
Qualifying Quantity	Indicate the number of products from the Qualifying category must be purchased in order to obtain a reward.
Text added to the Free Product name in the Cart	When a reward product is listed in the shopping cart, this text will appear after the product name. For example, *White Tube Socks* might become *White Tube Socks - Free Reward*.
Program Details URL	Select a page where customers will be able to go to learn more information about the reward program. You can use a ShopSite page, or create your own page to use. This page will be linked to by the reward name in the Shopping Cart and Customer Registration reward program information.

Add a User

Create a new user account.

User Id	This is the unique ID that will be used when logging in to ShopSite's back office.
User name	This is the name that will appear in the top right of each screen in the back office, next to the log out link.
E-mail	The e-mail address that will be used when resetting passwords for this user.
Password	Provide a password for the user account. To meet PCI compliance, follow the minimum requirements provided in the Password Security Guidelines.
Roles	Select which roles the user is allowed to perform. The roles are additive, meaning the user can perform any task that any of the roles provide. Note that the Administrator role is allowed full access to the ShopSite back office and doesn't require any other roles to be assigned. The User Roles specify which features in the back office can be accessed by the user. Here is a table that shows what each role can access:

Feature	Administrator	Order Processing	Order Fulfillment	Content Management	Reports
Cross Sell	X			X	
Digital Download	X			X	
Doba	X			X	
Extra Fields	X			X	
Google Services	X			X	
Html editor	X			X	
Images	X			X	
Layout Settings	X			X	
Manage an Order	X	X			
More Info Pages	X			X	
Navigation	X			X	
Order Anywhere	X			X	
Pages	X			X	
Products	X			X	
Search Settings	X			X	
Social Media	X			X	
Store Text	X			X	
Templates	X			X	
Themes	X			X	
Reports	X				X
Associates	X				
Backoffice UI	X				
buySafe	X				
Constant Contact	X				
Coupons	X				
Discounts	X				

Export	X				
Gift Certs	X				
Hosting Service	X				
Inventory	X				
Locale	X				
Market Place	X				
Order API	X				
Order System	X				
Payment	X				
Rewards	X				
Registration	X				
Shipping	X				
Taxes	X				
Upgrade	X				
Wishlist	X				
Wizard	X				
Orders	X				
View Orders	X	X			
View Packing Slips	X	X	X		
Start	X	X	X	X	X
Change Password	X	X	X	X	X

As this will also affect what the user will see on the dashboard, here is a table that shows which (enabled) dashboard fields are visible for a given role:

Module	Administrator	Order Processing	Order Fulfillment	Content Management	Reports
Customers	X	X			X
Feeds and Backups	X			X	
Inventory	X	X	X	X	X
Recent Orders	X	X	X		
Recent Sales	X				X
RSS	X	X	X	X	X
Searches	X				X
Store Statistics	X				X

More information on the content that each module displays can be found on the UI Settings for the Back Office page.

Advanced Ordering Options

Advanced Ordering Options provide additional fields for up to four product options, such as inventory management for individual product options. More than four options requires using the standard ordering options method. Advanced Ordering Options also provides an extra layer of control over what product options are available. When dealing with two or more ordering options, there might be certain combinations that the merchant either can't support or doesn't want to support. For example, let's say there is a product that has a color option (red, blue, yellow), a graphic print option (bird, star, flower), and a size option (small, medium, large). If the star graphic print option is only available on the small red shirts, the medium blue shirts, and the yellow shirts only come in large, such a setup would be impossible to do using the standard Ordering Options. Advanced Ordering Options can achieve this by simply unselecting the ordering options that don't exist.

In addition to simplifying the above scenario, advanced options also allow merchants to further customize ordering options.

Use Cascading Menus (note menus will only display on More Info pages.)

The use of Cascading Menus means that only the first option is available for selection at the start. The customer will select an option from the first drop-down menu, and when that option is selected, the next drop-down menu becomes available to select the next option, etc.

Append the Option SKU to the Product SKU

As the order options maybe variants on a central product, selecting this check box will append the SKU of the ordering option SKU field to the SKU of the product. For example, if the product SKU is 10324, the ordering option SKU is 004, and this check box is selected, the SKU that appears in the shopping cart would be 10324004. If this check box is not selected, the SKU that would appear in the shopping cart would be 004 (effectively replacing the original product SKU).

Text before option descriptions e.g. 'Choose' or 'Select'

This field works in conjunction with the Pull-down Menu names. For example, if there are menus for "Size" and "Color", and this field is set to "Choose", the drop-down menu displayed to customers will have "Choose Size" and "Choose Color".

Pull-down Menus

Like with the Basic Options Pull-down Menus, the Advanced Options Pull-down Menus can be used to modify which ordering options are visible to customers and allows for greater customization of each individual ordering option.

- Use the drag-and-drop interface to arrange the product options by dragging the Move icon in the first column up or down as desired.
- Use - Checkbox that controls whether the order option will be included in the drop-down menu.
- Append Text - This text is added to the end of the last order option. It is useful to provide cost changes in this box.
- SKU - This is the SKU for the product option. If the "Append the Option SKU to the Product SKU" field has been checked, the contents of this field are appended to the product SKU. Otherwise this field will replace the product SKU.
- Price Modifier - This field modifies or replaces the product price for a given option. It follows the same format as the Drop-down Menu section of the Basic Ordering Options.
- Weight Modifier - Like the Price Modifier, this modifier can be used to modify the base weight of the product or to replace it altogether.
- Qty on Hand - Inventory tracking option. Inventory Tracking must be enabled. This field determines how many of this ordering option will be available for purchase.
- Low Stock - Inventory tracking option. Inventory Tracking must be enabled. This field determines how many of this ordering option must be left in inventory for ShopSite to display "Low Stock".
- Out of Stock - Inventory tracking option. Inventory Tracking must be enabled. This field determines how many of this ordering option must be left in inventory for ShopSite to display "Out of Stock".
- Image - Each ordering option item can have its own image. Use the select button to choose which image to use for the product option. Only images that have been already uploaded to the server can be used.

Add Rows

When additional options are needed, instead of clearing out all of the fields for existing options, as when returning to Basic Options, Add Rows can be used. Clicking the Add Rows button prompts the merchant to supply the number of additional rows to create. These new rows, in addition to the usual Advanced Options fields, can also be given a unique option name.

This allows merchants to create, not only variations of the previously defined options (for example, adding a Green option to the previously defined Yellow and Blue Color options), but also entirely new options.

The video below provides an example of how to configure Advanced Ordring Options for ShopSite.

Basic and Advanced Searching

You can search for products in this store with a simple or an advanced search. Either method produces a search results page where you can click links to view more product information or add products to your shopping cart.

- In a simple search, you enter the word or words that you are looking for and click the Search button. The search will look for those words in the product names, descriptions, SKUs, and product detail pages. If you enter more than one word, only products that match *all* of the words will appear on the search results page. You can search for numbers, and you can use an asterisk for a wildcard character, as explained for advanced search, below.
- In an advanced search, you can use several types of notation to expand or narrow the search:
  - Wildcards — you can use an asterisk (*) as a wildcard to match any number of characters. For example, ba* would match both ball and bat, *art would match both start and part, and *55* would match both 3559 and 80995572.
  - Boolean Operators — the advanced search function recognizes both text and symbols for Boolean functions. You can narrow your search with AND or a plus sign (+). You can broaden your search with OR or a pipe symbol (|). You can further narrow your search with EXC (excluding) or a minus sign (-). You can use parentheses to control the order of evaluation, such as "(A+B) OR C".

Merchant Alerts

The information gathered here can give a merchant information on order and shipping errors that occur. It also collects customer contact information and cart details to allow a merchant the opportunity to follow up with the customer.

To view the details of an alert, simply click the alert you wish to view.

To delete an alert, set the check box next to the desired alert(s) and click the "Delete" button.

You can configure the number of alerts shown and enable email notifications for alerts by clicking the "Configure" button.

Google Analytics Configuration

Google's web analytics service enables advertisers and publishers to make their marketing campaigns more efficient and their websites more effective. ShopSite Merchants can use Google Analytics to track customer activity throughout the store, including purchases. Analytics integrates with other Google tools, including Google AdWords.

Note: Google Analytics uses images, cookies, and JavaScript to track visitor activity through your site. If a visitor has any of these features disabled in their browser, Analytics will not be able to track the visitor.

If this is your first time configuring ShopSite to use Google Analytics, you may want to use the **Analytics Wizard** to help you set up a Google Analytics account and configure it to track activity in your ShopSite store.

Analytics Configuration Settings

Google Analytics	Select **Yes** to have ShopSite include Google Analytics tracking code on your Store Pages and Shopping Cart screens. This will include Google Analytics eCommerce tracking. Select **No** if you do not want to include tracking code. You will need to Publish your store after changing this setting. ***Note:*** If you have previously Added Google Analytics to ShopSite Manually, you should remove the code you added manually *before* enabling this feature.
Google Analytics Tracking Type	Select whether to have ShopSite insert the Traditional (ga.js) or New (asynchronous) Google Analytics tracking code into your pages. If you were using the Legacy (urchin) method previously, it will continue to work, but may not be compatible with some Google Analytics features. We recommend changing to the New method. If you already have Google Analytics working on your site, selecting the option to use the new code will cause all your Store Pages and Product More Information Pages to be re-generated with the new tracking code the next time you publish your store. If you have any pages on your site which aren't generated by ShopSite, you will need to update them manually. ***Note:*** Changing this setting will *not* change the example script in the **Google Analytics Script** field at the bottom of the screen, even though your generated pages will have the new script on them. For an example of the new script, log in to Google Analytics and click the link to **Edit** your site profile, then click the link to **Check Status**. Google Analytics will continue to work with the Legacy (urchin) script, or with a mixture of the old and new scripts on different pages (you should *not* have both scripts on the same page). The old script will not, however, get any updates or feature enhancements, and may not be compatible with some Google Analytics features.
Google Analytics Tracking Code	This is the unique identifier Google Analytics associates with your site. It is included in the Google Analytics Script on a line that looks similar to: `_uacct = "UA-XXXXXX-X";` Enter the code contained within the quotes (including the `UA-`) into this field.
Google Analytics Script	This is the full Google Analytics script that is included on all pages you want tracked. If you have any pages on your site that are not generated by ShopSite, you can add analytics tracking to them by pasting this code just before the closing `</body>` tag for the old Google Analytics script or just before the closiing `</head>` tag for the new Google Analytics script. ***Note:*** This is a *read only* field to make it easy to copy the code without accidentally changing it. You can edit the contents of this field in the Wizard. The script can also be found on the Google Analytics site if you click the link to **Edit** your site profile, then click the link to **Check Status**.

After making changes to your Analytics settings, click **Save** to save your changes or **Cancel** to abandon your changes and return to the Google Services screen.

You can click the **Wizard** button to go through the Analytics Configuration Wizard, even if you have already configured your store to use Google Analytics.

Click the **Go to Google Analytics** button to open the Google Analytics website in a new window.

The video below provides an example of how to configure Google Analytics to work with ShopSite.

Google Analytics Wizard Step 1 of 3

The Google Analytics Wizard is designed to help you set up a Google Analytics account and configure it to track visitors to your ShopSite store. The first step in this process is to obtain an Analytics account

Note:	When using the Analytics Wizard, you will need to switch between the Google site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. Click the link to **Go To Google Analytics** in a new browser window.
2. All Google tools, including Analytics, use the same account for access.
   - If you already use a Google tool (AdWords, Froogle/Google Merchant Center, Gmail, etc.) you can sign in using that account.
   - If you do not already have a Google account, click the link to **Create an account now**. After creating a new account, you will be brought back to the Google Analytics Sign in page and can sign in using your new account.
3. After you are signed in to Google, click on **Sign Up** to create a Google Analytics account.
4. Fill out the form to create your initial account settings. This configures Google Analytics to monitor your Website:
   - **Website URL** - Select HTTP or HTTPS (secure), then enter the domain name of your ShopSite store.

Note:	You *must* enter the correct URL on this screen. In order to avoid any mistakes, you may want to copy the URL from the Wizard screen (which should still be open in another window). You can also copy the URL from the **Store URL** field under **Store Settings** on the **Preferences** > **Hosting Service** screen in your ShopSite back office.

   - **Account Name** - This is the Analytics account name, which is different from your Google account name. You will later have the option of giving other Google accounts access to your Analytics account. Your domain name will be automatically assigned as your account name, but you may change the name to something else if you prefer.
   - **Time Zone Country or Territory** - This is the timezone that will be used for the reports. You may want to use the timezone where your office is for this, although if your server is in a different timezone, you may want to use that timezone instead.
   - **Time Zone** - This is the timezone that will be used for the reports. You may want to use the timezone where your office is for this, although if your server is in a different timezone, you may want to use that timezone instead.

   Click on **Continue**.
5. Enter your Contact Information into the form fields, then click on **Continue**.
6. Read through the User Agreement. If you agree to the terms, check the box below the agreement then click **Create New Account** You must agree to the terms to use Google Analytics.
7. The next screen contains the tracking code that will be included on the pages being tracked. Copy the code, then switch to the window open to the ShopSite Analytics Wizard and paste the code into the field provided.
8. Click **Next** to save the tracking code and continue the Wizard.

Google Analytics Wizard Step 2 of 3

By finishing Step 1, you provided the information required to add the tracking code to your store pages. You can now validate that Google Analytics is seeing the code.

Note: When using the Analytics Wizard, you will need to switch between the Google site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. When you validate, Google Analytics will look at your home page (the page that opens if you do not include a filename in the URL to your store, for example *http://www.mydomainname.com/store/*) and look for the tracking code on it. If ShopSite generates an `index.html` file, the code has been added to that file. If ShopSite does not generate your home page, or if your home page is named something other than `index.html`, you will need to add the tracking code to that page before continuing.

   Note: If ShopSite detects tracking code already included on your `index.html` file, it will *not* change the file until you publish your site.

2. Switch back to the window open to the Google Analytics site and click **Continue**. You will be taken to your Google Analytics account management screen.
3. On the account management screen, you will see a table called **Website Profiles** with a profile for your site. Click the **Check Status** link in the **Status** column of your site's profile.
   - If Google Analytics detects the code on your site, the status of your site profile will be changed to **Waiting For Data**. After gathering information for about a day, your status will be changed to **Recieving Data** and you will have reports to view.
   - If Google Analytics is unable to detect the code, check to make sure the analytics code is on your home page (the page that opens if you do not include a filename in the URL to your store, for example *http://www.mydomainname.com/store/*), and that Google Analytics is using the correct URL for your store, then **Check Status** again.

     Note: Even after you have validated your site, if you want to make sure Google Analytics can see the tracking code on your site, you can click on the link on the Google Analytics site to **Edit** your site profile, and click on the link near the top of the page to **Check Status**.

4. Once you have validated your account, switch back to the window open to the ShopSite Analytics Wizard and click **Next**

Google Analytics Wizard Step 3 of 3

When you completed Step 2, you finished configuring Google Analytics.

- You will need to Publish your store before ShopSite will add the tracking code to your Store Pages and Product More Information Pages.
- It usually takes about a day for Google Analytics to gather enough information to begin creating reports. To see your reports, go to **Merchandising** > **Google** > **Analytics** in your ShopSite back office and click the **Go To Google Analytics** button to go to the Google Analytics website in a new window. When you sign in, your store profile table will include a link to **View Reports**.

Click the **Finish** to exit the wizard and return to the Google Analytics Configuration screen.

Access Grant

This screen contains the necessary keys to grant API access to ShopSite for the application. Copy these values into the application to provide the access.

Client ID	This field is the first of four fields that are necessary for the 3rd-party application to function. It should consist of eight alphanumeric characters. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.
Secret Key for Signing	This field is the second of four fields that are necessary for the 3rd-party application to function. It should appear as a 16 character alphanumeric sequence, with dashes after the fourth, eighth, and twelfth characters. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.
Authorization Code	This field is the third of four fields that are necessary for the 3rd-party application to function. It should consist of 32 case-sensitive alphanumeric characters. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.
Authorization URL	This field is the last of four fields that are necessary for the 3rd-party application to function. It should contain a URL similar to that of your store. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.

Click **Ok** to return to the Applications screen.

Add Application

Provide the information to add an application to ShopSite.

Application Name	Provide a name for the application that will appear on the Applications page.
Grant Access To	Check the boxes that apply to the information needed by the 3rd-party application. If the application needs access to order information, know that you may need a secure connection for the application and that the CVV2 data can only be downloaded once.

Click **Generate Key** to save your settings and generate the necessary keys for the application to run, or click **Cancel** to abandon changes, and return to the previous screen.

Edit Application

Modify the application's information.

Application Name	Provide a name for the application that will appear on the Applications page.
Grant Access To	Check the boxes that apply to the information needed by the 3rd-party application. If the application needs access to order information, know that you may need a secure connection for the application and that the CVV2 data can only be downloaded once.
Client ID	This field is the first of four fields that are necessary for the 3rd-party application to function. It should consist of eight alphanumeric characters. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.
Secret Key for Signing	This field is the second of four fields that are necessary for the 3rd-party application to function. It should appear as a 16 character alphanumeric sequence, with dashes after the fourth, eighth, and twelfth characters. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.
Authorization Code	This field is the third of four fields that are necessary for the 3rd-party application to function. It should consist of 32 case-sensitive alphanumeric characters. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.
Authorization URL	This field is the last of four fields that are necessary for the 3rd-party application to function. It should contain a URL similar to that of your store. The developer of the 3rd-party application should instruct you where to put this field when setting up the application to interface with ShopSite.

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the previous screen.

Applications

Applications are 3rd-party programs that interface with the ShopSite back office. This page allows you to authorize those 3rd-party applications to work with ShopSite.

Please note that applications that worked with versions of ShopSite previous to version 11 may not be compatible with the newer APIs. For a list of which applications work with ShopSite 11, please see our Compatible Applications page.

Add	Add a new 3rd-party application to ShopSite and generate the necessary keys for the 3rd-party application to interface with ShopSite.
Edit	Edit an existing 3rd-party application.
Remove	Remove an existing 3rd-party application.

Click **Cancel** to return to the previous screen.

Arrange Subproducts

Use this option to set the order of the subproducts that you have assigned to a particular product.

Each subproduct assigned to the main product is displayed with a number next to it. To rearrange the order of subproducts, replace the number in the box next to the product with the number of the position you want it to appear at. You can also use the drag-and-drop interface to arrange the items by dragging the item name up or down as desired. The numbers will automatically change to reflect their new position.

You can put any number or letter in the boxes to help sort the subproducts. For example, if you wish to move the first product to between the 6th and 7th products, enter 6.5 in the box next to the first product and then click the Sort as Specified button. You can also replace the numbers with letters and sort them alphabetically. (Note: Any products with letters will appear after all numbered products. Also, using letters for some products will cause any numbers like 10 and 11 to come between 1 and 2 rather than after 9 like in a numerical sort.)

Sort the subproducts alphabetically by clicking **Sort by Name** at the bottom of the screen.

- Click **Sort as Specified** to refresh the current screen to see the new sort order.
- Click **Save Changes** to save the new order and return to the **List of Products** screen.
- Click **Select Subproducts** to save your changes and add or remove subproducts from the list.
- Click **Cancel** to abandon your changes and return to the **List of Products** screen.

Arrange Items

Products and links on a page can appear in any order. The Arrange Items option allows you to determine the order of these items on the page.

Note: You can either use this screen to arrange the items on a page, or use the Page Arrangement fields on the Edit Page Layout screen. The Page Arrangement fields are easy but more limited, while the Arrange Items feature gives you complete control over the order of presentation.

Each item assigned to the page is displayed with a number next to it. To rearrange the order of items on the page, change the numbers to reflect the order you want. You can also use the drag-and-drop interface to arrange the items by dragging the item name up or down as desired. The numbers will automatically change to reflect their new position.

You can put any number or letter in the boxes to help sort the items on the page. For example, if you wish to move the first item to appear between the 6th and 7th items, enter 6.5 in the box next to the first item, then click **Sort as Specified**. You can also replace the numbers with letters and sort them alphabetically. (Note: Any items with letters will appear after all numbered items. Also, using letters for some items will cause any numbers like 10 and 11 to come between 1 and 2 rather than after 9 like in a numerical sort.)

To sort the items alphabetically by the item name, click **Sort by Name** at the bottom of the screen. Note that this may mix products and page links together

- Click **Sort as Specified** to refresh the current screen with the new sort order.
- Click **Save Changes** to save the new order and return to the **List of Pages** screen.
- Click **Assign Items** to save the order and add or remove items from the list.

Assign Items

Use the Assign Items feature to put products and links to other pages on a particular page.

1. First, select a page from the **List of Pages** and click the **Assign Items** button. The page you select is the one the assigned items will appear on.
2. On the next screen, select the type of item (either products or links to other pages) that you would like to assign and click **Proceed**.

Pages	When you select Pages, a screen with two boxes appears. The top box is a list of pages with links that will appear on the current page. To remove a page from the list, select the page and click on the **Delete** button. This will move the page to the lower box, which contains pages to which links will not appear on the current page. Select a page name from the lower box and click on the **Add** button to create a link to that page. Click on **Arrange Items** to save your changes and sort the order in which the links will appear, or **Save Changes** to save your changes and return to the main Page screen.
Products	When you select Products, two boxes are displayed. "Products assigned to page" (the top box) has a list of products that are currently assigned to the selected page. "Products not assigned" (the box below) has a list of all available products. You can filter the results in the "Products not assigned" box by using the search interface at the bottom of the screen to search for the products you want to assign to your page. Click the **List All Products** to remove the filter and display all available products again. Select products from the list that you would like to appear on the page and click **Add** to move them from the "Products not assigned" box to the "Products assigned to page" box. Remove unwanted products from the "Products assigned to page" box by selecting them and clicking **Delete.** You can also click **Remove All Items** to remove everything from the "Products assigned to this page" box. When you have finished managing the products on the page, click **Save Changes** to return to the main Pages screen or click **Arrange Items** to adjust the order in which the products will appear on the page. Click **Assign Items** to go back a step so that you can choose to assign a different item type to the page.

Assign Pages

Use the Assign Pages feature to put links to other pages on a particular page.

When you select Pages, a screen with two boxes appears. The top box is a list of pages with links that will appear on the current page. To remove a page from the list, select the page and click on the **Delete** button. This will move the page to the lower box, which contains pages to which links will not appear on the current page. Select a page name from the lower box and click on the **Add** button to create a link to that page.

Click on **Arrange Items** to save your changes and sort the order in which the links will appear, or **Save Changes** to save your changes and return to the main Page screen.

Download Associates File Format

Each line in the downloaded file reflects a sale from an associate referral (except for the first line), and the fields in each line are separated by tabs. The first line indicates the name and sequence of each field found in the remaining records. Here are the definitions of each field:

RefName
: The name of the Associate, as defined on the Associates screen. You can sort the information by this field to separate the orders referred by each associate.

OrderNum
: The ShopSite order number for the transaction.

ShpName
: The "Ship To" name from the order.

ShpEmail
: The "Ship To" e-mail address from the order.

ProductTotal
: The total value of the products ordered. This does not include any discounts or coupons.

GrandTotal
: The total value of the order, including coupons, discounts, tax, and shipping.

Date
: The date and time of the order.

PayType
: Number code for the payment type used. Only on the Thank You screen. The number codes correlate to the following payment types:

- 0 - Visa
- 1 - MasterCard
- 2 - Discover
- 3 - American Express
- 4 - Purchase Order
- 5 - Cash On delivery
- 6 - Check
- 7 - PayPal (standard)
- 8 - Generic Payment Option 1
- 9 - Generic Payment Option 2
- 10 - Diner's Club
- 11 - Fire Pay
- 12 - eCheck
- 13 - WorldPay
- 14 - PayPal Express
- 15 - Google Wallet
- 16 - NetBanx
- 17 - Solo
- 18 - Switch
- 19 - Delta
- 20 - Visa Electron/UK
- 21 - JCB
- 22 - Maestro
- 99 - No payment required

Sub-total
: The product subtotal after applying any coupons or discounts. This value does not include tax, shipping, and surcharges.

`Commission`

The commission amount owed to the Associate. This value is calculated from the `Sub-total` and the Commission setting for the Associate.

Associates

Use the Associates feature to reward others for sending customers to your store. With Associates (also called Affiliates), you can pay the referrer — your Associate — when a customer they directed to your store makes a purchase. To start using this feature:

1. Add an Associate, which creates a special URL to a specific page in your store. The URL includes information for ShopSite to identify the Associate.
2. E-mail the URL to the Associate.
3. Have the Associate use the special URL to link to your store.

When a customer comes to your store through an associate link, a shopping cart which includes the associate information is created for that customer*. If the customer places an order, the associate information will be included in the order for the merchant to see. An optional e-mail message is sent to the Associate to let them know that a sale was made.

Note: By default, ShopSite will retain a customer's unfinished shopping cart for seven days, and will credit the associate if the customer completes a purchase within that time period. If you want to allow more time for associates to get credit, change the Keep Unfinished Carts setting in Commerce Setup > Order System.

Add An Associate	Create a new associate and set required fields. Until you add your first associate, this will be the only button.
Edit Associate Info	Change the associate's name, e-mail, commission amount, and the URL to which customers from this associate are redirected.
Edit Associate Orders	View all orders placed through an associate, and the total commission owed to the associate.
Delete Associates	Select an associate from the list and click this button to remove the associate.
Download Orders	Click this button to download all orders from a particular associate to your local computer. The order information will be saved in a tab-delimited file. It is relatively easy to write a simple program to extract the order information and place it in a local spreadsheet or process it in some manner.

Australia Post Registration

Note: If you have already registered for Australia Post shipping, try the Overview help instead.

Follow the step-by-step instructions on this registration screen to register for Australia Post shipping options.

Australia Post Registration

Customer Number	Click the "Register" link in Step 1 if you don't already have a customer number with Australia Post. Once you have your customer number, enter it here.
Postal code	Enter your Australian Postal Code here. It must match the Postal Code used during registration for you customer number.

Australia Post Shipping Configuration

If you have not previously configured Australia Post shipping, you will be required to Register for Australia Post Shipping before seeing this screen. After you have entered your Australia Post account information, you can configure various options that will determine how shipping costs will be calculated.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

Australia Post Services

This section configures which Australia Post shipping methods you will allow.

Domestic Services	Select which Australia Post domestic services you will offer. Options include: Parcel Post, Express Post, Parcel Post Medium Satchel, and Express Post Medium Satchel.
International Services	Select which Australia Post international services you will offer. Options include: Air Mail, Sea Mail, and Express Post International.

Maximum Package Weight

Maximum weight per package	Select the maximum weight an individual package can weigh. Multiple products in an order will be combined in a single package up to the specified weight. The maximum allowed weight for Australia Post Domestic Services is 48 lbs. For international services, the maximum weight is 44 lbs.

Minimum Order Weight

A Minimum Order Weight can be substituted if the estimated package weight is below a specified level.

Use minimum order weight if total order weight is less	Check the box to use a minimum order weight, then enter the weight you want to use as a minimum. If the total order weight is below the minimum weight, Australia Post will calculate the costs based off the minimum weight value.

Missing Product Weight

ShopSite allows you to indicate a weight per product, which will be used to calculate the order weight. If you have not indicated a product weight, you can apply a generic product weight, and have ShopSite notify you when products without a weight are ordered.

E-mail alert settings	Click the **Change** button to configure E-mail alert options. Clicking the button will create a pop-up window that will let you turn e-mail notification on or off, specify a recipient e-mail address, and a message that will be sent.
Use minimum product weight	Check the box to automatically apply a minimum product weight for products without a weight specified. Enter the minimum weight to be used in the text box.

My Own Box

Dimensions	Enter the dimensions of the box you will use for shipping. Defaults to 20x15x10.

Time-out

Number of seconds to wait for a	Use the dropdown menu to select the number of seconds ShopSite should wait for a response from Australia Post for a returned rate. Defaults to 15.

response from Australia Post before informing the customer	

Customer Messages

Configure messages customers will see if ShopSite encounters an error trying to calculate Australia Post shipping costs.

Header for Error Messages	The text in this box will be included at the beginning of any Australia Post error message the customer sees.
No Australia Post server response	The text in this box will appear in the error message if ShopSite is unable to contact the Australia Post server to calculate shipping costs.
No Australia Post service for shipping address	The text in this box will appear in the error message if Australia Post indicates they do not ship to the address specified.

Buttons

Clicking on **Zero Weight Products** or **Save** will save your changes made on this screen. Any other button will abandon your changes.

Subscriber Info	Click on this button to view your Austalia Post account information.
Zero Weight Products	Click this button to see a list of products in your store that do not have shipping weights specified.
Register	Click this button if you want to change your Austalia Post account.
Save	Click this button to save changes on this screen and return to the Shipping Configuration screen.
Cancel	Click this button if you want to abandon your changes and return to the Shipping Configuration screen.

Australia Post Subscriber Information

From here you can modify the subscriber information for Australia Post. Only change these fields if your Australia Post account changes.

Customer Number	This field should contain the Customer Number provided to you by Australia Post.
Postal Code	Enter the Postal Code from which you will be shipping your products here. It must match the postal code provided during registration.
Production API Key	The Production API key is an alphanumeric combination used by ShopSite to communicate with Australia Post.

Click Save to save your changes or Cancel to return to the Australia Post Shipping page.

UI Settings for the Back Office

ShopSite's Back Office has received a face-lift and can now be navigated through optional drop-down menus. Don't worry! The old look and feel is still available if you want to go back.

General UI settings

Background color	Enter the desired color as a hexadecimal number, or use the color picker to select the background color you want in the back office. Defaults to

Drop-down menu

Enable drop-down menu navigation	This checkbox determines whether drop-down menu navigation is available in ShopSite's Back Office.
Drop on	This setting determines whether the operator will access the drop-down menus by clicking on an item in the menubar or by hovering the mouse cursor over the menubar item.
Maximum number of columns	Determine how many columns to use in the drop-down menus. This setting defaults to one column.
Order of menu items	Decide whether to display the menu items alphabetically or as they appear on the appropriate page.
Expand submenu text	Define which character to use to indicate which submenus within a drop-down menu can be opened. This setting defaults to the plus character (+). While any number of characters can be used, too many characters may render the drop-down lists unusable.
Collapse submenu text	Define which character to use to indicate which submenus within a drop-down menu can be closed. This setting defaults to the minus character (-). While any number of characters can be used, too many characters may render the drop-down lists unusable.
Timeout to open, milliseconds	This is the time (in milliseconds) that ShopSite will take between when the user hovers the mouse cursor over an item in the menubar and when the drop-down menu for that item appears. This setting defaults to 500 milliseconds (1/2 of a second).
Timeout to close, milliseconds	This is the time (in milliseconds) that ShopSite will take between when the user moves the mouse cursor off of an item in the menubar and when the drop-down menu for that item disappears. This setting defaults to 500 milliseconds (1/2 of a second).

Dashboard

Enable dashboard	Set this check box to enable the ShopSite dashboard as a replacement for the standard ShopSite Backoffice splash page. Clearing the check box will remove the dashboard and display the standard ShopSite Backoffice splash page. This is identical to using the "Switch to dashboard" and "turn dashboard off" links from the standard ShopSite Backoffice splash page and the dashboard, respectively.
Maximum number of columns	This is the maximum number of columns that can be displayed in the dashboard. Use the drop-down menu to select the number of desired columns. Please note that the number of columns specified directly affects the amount of horizontal space each individual module will have available for use, and may result in an interface that will appear "squished" if there are too many columns.
Most recent orders module	This module lists the most recent orders. It can be configured to show the desired number of new orders (between 1 and 99).
Recent sales module	This module lists the most recent sales figures and can include additional statistics on the most popular items sold. It can be configured to show sales for the past 24 hours, past week, and past month by setting the "Display recent sales" check box. Additionally, it can be configured to show the most popular 1-99 items sold over the past 1-99 days by setting the "Display XX top products for the last YY days" check box.
Low stock products module	This module lists the inventory items that are running low. It can be configured to show which products (between 1 and 99 total products) are out of stock and which products are running low, as determined by the thresholds specified in product creation.
Top customers module	This module lists the registered customers that have spent the most in recent history. It can be configured to show the top 1-99 customers over the past 1-99 days.

Popular searches module	This module lists the terms most often searched for in the store. It can be configured to show the top 1-99 search queries over the past 1-99 days.
Feeds and backups module	This module lists Google Feed information and a history of data exports done from ShopSite's Backoffice. It can be configured to show the last time any of the following were updated or performed: • Google Shopping feed • Database Backup • Configuration Export • Database Export • Custom Templates Export • Reports Export • User Accounts Export Set how far back (between 1 and 99 days) ShopSite should search for the information with the "Overdue after X days" for each feed.
Store statistics module	This module lists statistics pertinent to the online store, such as the number of pages, products, and customers, etc.
Active features module	This module lists information on which payment types are accepted, which credit card processor is being used, how your card security ranks, which tax system is implemented, and the shipping carriers and services that are being used, as well as a list of optional features that are enabled.
RSS reader module	This module allows merchants to receive RSS feeds in the dashboard. It can be configured to show 1-99 items from 1-10 different feeds. This module can also be set to display the descriptions that accompany the feed items.
Special Offers module	This module delivers special merchant offers directly to your dashboard, such as promotions and discounts.
Merchant alerts module	This module delivers notifications and alerts when errors occur in the back office. For example, if a credit card transaction fails during a customer's checkout, an alert appears on the dashboard that warns the merchant to a potential problem. In this case, details about the cart are presented (including registration information), allowing the merchant to contact the customer about the incident.
Wish List statistics module	This module provides statistics on the number of wish lists created, breaking them down by whether they are public, shared, or private, and also shows which products are most wanted on the collective wish lists.
Pending Reviews module	This module delivers notifications of reviews that have not yet been accepted and that are flagged as pending.

Miscellaneous options

Display storeid in backoffice	These check boxes control where to display the store ID associated with your backoffice. The choices for displaying this information are "In the title", "In the footer", and "In the navigation bar". Set the check boxes for the locations that you want this information displayed.
"My Store" URL	This controls which web page to open when clicking the "My Store" link in the navigation bar of the back office. Provide the HTTP address that you want to visit when the "My Store" link is clicked.

Add a Page - Basic Editing

Use this screen to create a page for displaying products in your store, and to place products on the page. Use product pages to organize the products in your store - like departments in a physical store - to make it easier for your customers to find what they're looking for.

Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. The name will also be displayed at the top of the page, usually beside the Page Graphic if there is one.
Image	This is the picture that will represent the entire page, not an individual product. It will appear at the top of the page or down one side, depending on which theme or template you choose. • If you have not uploaded an image for this page yet, click **Upload an Image** to find the graphic on your local computer and upload it to use in your store. • If you have already uploaded an image for the page, select it from the pull-down menu.
Text	Enter text to introduce the products on the page. You can use HTML to format the text.
Products	All of the products that you've created so far appear here with checkboxes next to them. Check the boxes for the products that you want to appear on this page. A product can appear on more than one page.
Save Changes	Click this button to save your changes and return to the List of Pages
Assign Pages	Click this button to save your changes and go to a screen where you can put links to other pages in your store onto the current page.
Cancel	Click this button to return to the List of Pages without saving the changes you have made

Add a Product - Basic Editing

Use this screen to add a product to your store.

Product Name	Enter the name of the product as you want it to appear in your store.
Image	This is the picture that will appear next to or above the product name and description. • Since you probably haven't uploaded an image for your product yet, click **Upload an Image** to find the graphic on your local computer and upload it to use in your store. • If you have already uploaded a product image, select it from the pull-down menu.
Price	Enter the price of the product.
Weight	Enter the weight of the product, for calculating shipping charges. Do not include a weight symbol or abbreviation, such as pounds or kilograms. You can leave this field blank if you do not plan on using weight-based shipping.
SKU	Enter the SKU number or stock code that you use to identify this product (optional).
Description	Enter a description of the product. You can enter as much text as you like, and you can use HTML tags to control the formatting.

Assign Pages - Basic Editing

From the Modify a Page screen, you can click on the **Assign Pages** button to select which pages will have links *to* them on the page you are currently modifying.

When you click **Assign Pages**, you will be taken to a screeen with a list of pages you have already created. Simply check the box beside each page you want to be linked *to* from the current page.

When you are finished, you can click **Save Changes** to save your changes and return to the List of Pages, or **Modify Page** to save your changes and return to the Modify a Page screen for the page you are currently working on. If you click **Cancel**, your changes on this screen *will not be saved*, and you will be returned to the List of Pages.

Delete Page - Basic Editing

You can delete a page from your store clicking **Delete This Page** on the **Modify a Page** screen, then clicking **Yes** on the confirmation screen. Customers can still access deleted pages until you click the **Publish** tab to update your store.

Delete Product - Basic Editing

You can delete a product from your store by clicking **Delete This Product** on the **Modify a Product** screen, then clicking **Yes** on the confirmation screen. Note that customers can still see deleted products (but they cannot purchase them) until you click the **Publish** button to update your store.

List of Pages - Basic Editing

This screen lists the pages you have already created (including the welcome page), and lets you add more pages to your store.

- **To create a new page**, click **Add a Page**.
- **To change a page**, click on the **Page's Title** in the list. This displays the **Modify a Page** screen. From there you can change any information about the page, such as its title or list of included products.
- **To delete a page**, click on the **Page's Title** in the list. This displays the **Modify a Page** screen. Scroll down to the bottom of the screen, then click **Delete this Page**.

Note: If you see a warning message, this means there are products in your store that are not assigned to pages. Customers will not be able to see or buy these products. To add the products to an existing page, click the page title in the list to display the **Modify a Page** screen. To add the products to a new page, click **Add a Page**.

The **Advanced Editing** button will switch you to advanced editing mode, which has a more complex interface to allow more control over the appearance of your pages.

List of Products - Basic Editing

This screen lists the products that you've added to your store, and lets you add, modify, and delete products.

- **To add a new product**, click **Add a Product**.
- **To modify a product**, click on the product name in the list. This displays the **Modify a Product** screen. From there you can change any information about the product, such as its price or description.
- **To delete a product**, click on the product name in the list. This displays the **Modify a Product** screen. Scroll down to the bottom of the screen, then click **Delete this Product**.

Modify a Page - Basic Editing

This screen lets you modify the attributes of a page that you've already created for your store, such as the page title or image, or the list of assigned products. You can also delete the current page from your store.

Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. The name will also be displayed at the top of the page, usually beside the Page Graphic if there is one.
Image	This is the picture that represents the entire page, not an individual product. It appears at the top of the page or down one side, depending on which theme or template you choose. • If you haven't uploaded an image for this page yet, click **Upload an Image** to find the graphic on your local computer and upload it to use in your store. • If you have already uploaded an image for the page, select it from the pull-down menu.
Text	Enter text to introduce the products on the page. You can use HTML to format the text.
Products	All of the products that you've created so far appear here with checkboxes next to them. Check the boxes for the products that you want to appear on this page. A product can appear on more than one page.
Save Changes	Click this button to save your changes and return to the List of Pages
Assign Pages	Click this button to save your changes and go to a screen where you can put links to other pages in your store onto the current page.
Delete This Page	Click this button to delete the current page. As a safety measure, you will first be asked to confirm that you want to delete the page. Note that deleted pages are still accessible by customers until you click the Publish tab.
Cancel	Click this button to return to the List of Pages without saving the changes you have made

Modify a Product - Basic Editing

This screen lets you modify the attributes of a product that you have already created for your store. You can also delete a product from this screen.

Product Name	Enter the name of the product as you want it to appear in your store.
Image	This is the picture that will appear next to or above the product name and description. • If you haven't uploaded an image for your product yet, click **Upload an Image** to find the graphic on your local computer and upload it to use in your store. • If you have already uploaded a product image, select it from the pull-down menu.
Price	Enter the price of the product.
Weight	Enter the weight of the product, for calculating shipping charges. Do not include a weight symbol or abbreviation, such as pounds or kilograms. You can leave this field blank if you do not plan on using weight-based shipping.
SKU	Enter the SKU number or stock code that you use to identify this product (optional).
Description	Enter a description of the product. You can enter as much text as you like, and you can use HTML to control the formatting.
Delete This Product	Click this button to delete this product from your store. As a safety measure, you will first be asked to confirm that you want to delete the product. Note that deleted products are still accessible by customers until you click the Publish tab.

Bill Google Orders

This button will appear if you are accepting payments via Google Wallet. When a customer pays for an order using Google Wallet, the fund transfer will be authorized, ensuring the funds for the purchase are available. After you ship the order, you can capture the funds to your merchant account by selecting the order number from the list and clicking on the **Bill Google Orders** button.

The Bill Google Orders screen shows you the status of all orders that were billed when you clicked **Bill Google Orders** on the Orders screen. Examine the Status information for each order to make sure that all billing was successful.

Bill Orders

If you are using real-time credit card processing to Authorize transactions and capture payment later, you will have the option to bill orders once they are ready to be shipped. From the **Orders screen**, select the orders you want to capture the funds for, and click **Bill Orders**. The Bill Orders screen will display a list of all the orders you have selected to process. The **Status** field will display information about the payment status.

Click **Proceed** to return to the **Orders screen**. If the funds were successfully captured, you should see the funds appear in your merchant account within a few days.

After you have billed the order, you can delete the order by clicking **Delete Orders**. If you do not wish to complete the transaction, you may delete the order without billing it.

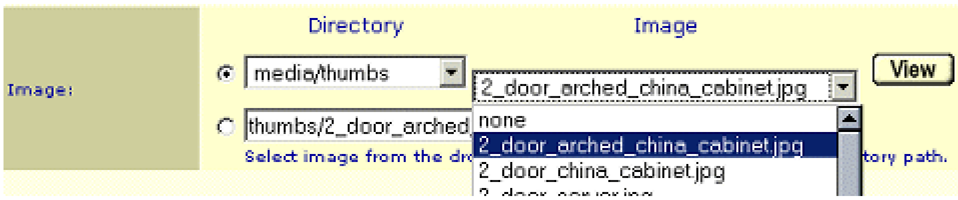
Image and Button Selection Tool

ShopSite allows you upload images and use them throughout your store. The Image and Button Selection Tool is used to select images for use in specific places. After modifying your selection for an image or button, you must **Save Changes** on that screen.

Selecting Images

You can select images using either a drop-down menu tool or a pop-up window tool, depending on your Image Configuration settings. Both tools allow you to either select an image using the tool, or to manually input the path and filename for the image into a text field.

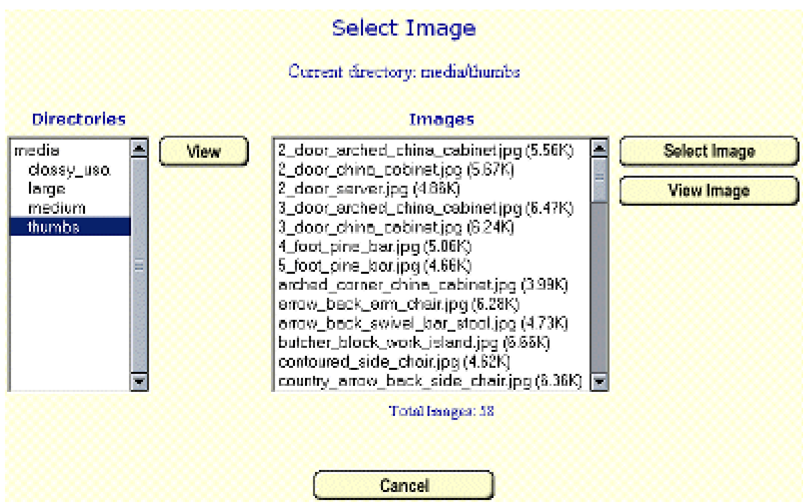
Selecting an Image from a Drop-down Menu



If you are using the drop-down menu tool, make sure the radio button to the left of the drop-down menus is selected, then select the directory your image is in from the first drop-down menu. When you select a directory, the images in that directory will be listed in the second drop-down menu. You can click on the button to **View** the selected image in a pop-up window.

Selecting an Image from a Pop-up Window

If you are using the pop-up window tool, click on the **Select** button to the right of the text box. This will open a pop-up window with a list of directories on the left, and a list of the images in the selected directory on the right.



Select the directory from the list on the left, then click on **View** to load the list of images in the box on the right. After selecting an image, click on the **View Image** button to view the image, or **Select Image** to select the image and close the pop-up window.

Manually Entering an Image Name

To manually enter an image name, type the path and name of the image into the text box. If you are using the Drop-down menu tool, make sure the radio button beside the text box is selected.

By default, Shopsite will look for the indicated image within the store's media directory. You can specify images outside the media directory, including on other servers, by typing the full image URL (including the `http://` or `https://` prefix) into the text box. Some themes also use images that are prefixed with `[shopsite-images]`, indicating the image is part of a theme and not located in the store's media directory.

Selecting Buttons

The Button Selection tool allows you to specify either text or an image to use for the specified button. To use text, select the **Text** radio button and enter the button text in the text box to the right. To use an image, select the **Image** radio button and use the Image Selection Tool (described above) to select the image you want to use.

You can upload Custom Buttons to use in your store. If you want to make your own buttons, you might be interested in Crystal Button, an easy-to-use tool designed for making sets of buttons for use on web sites.

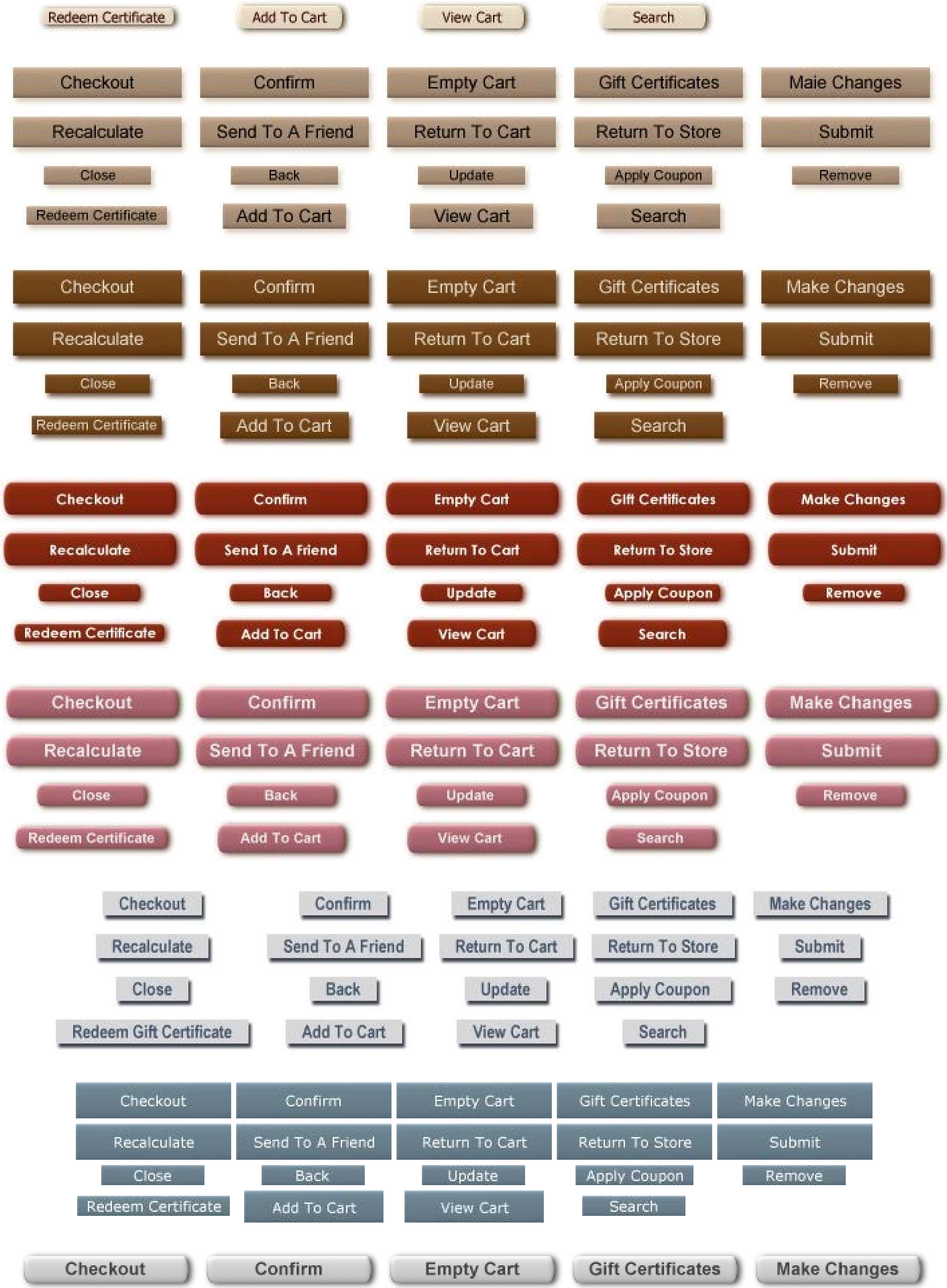
Customized Buttons

You can spice up your web site by using graphical buttons instead of plain text links throughout your store. ShopSite allows you to Upload Images and Select a Button for many of the links in your store.

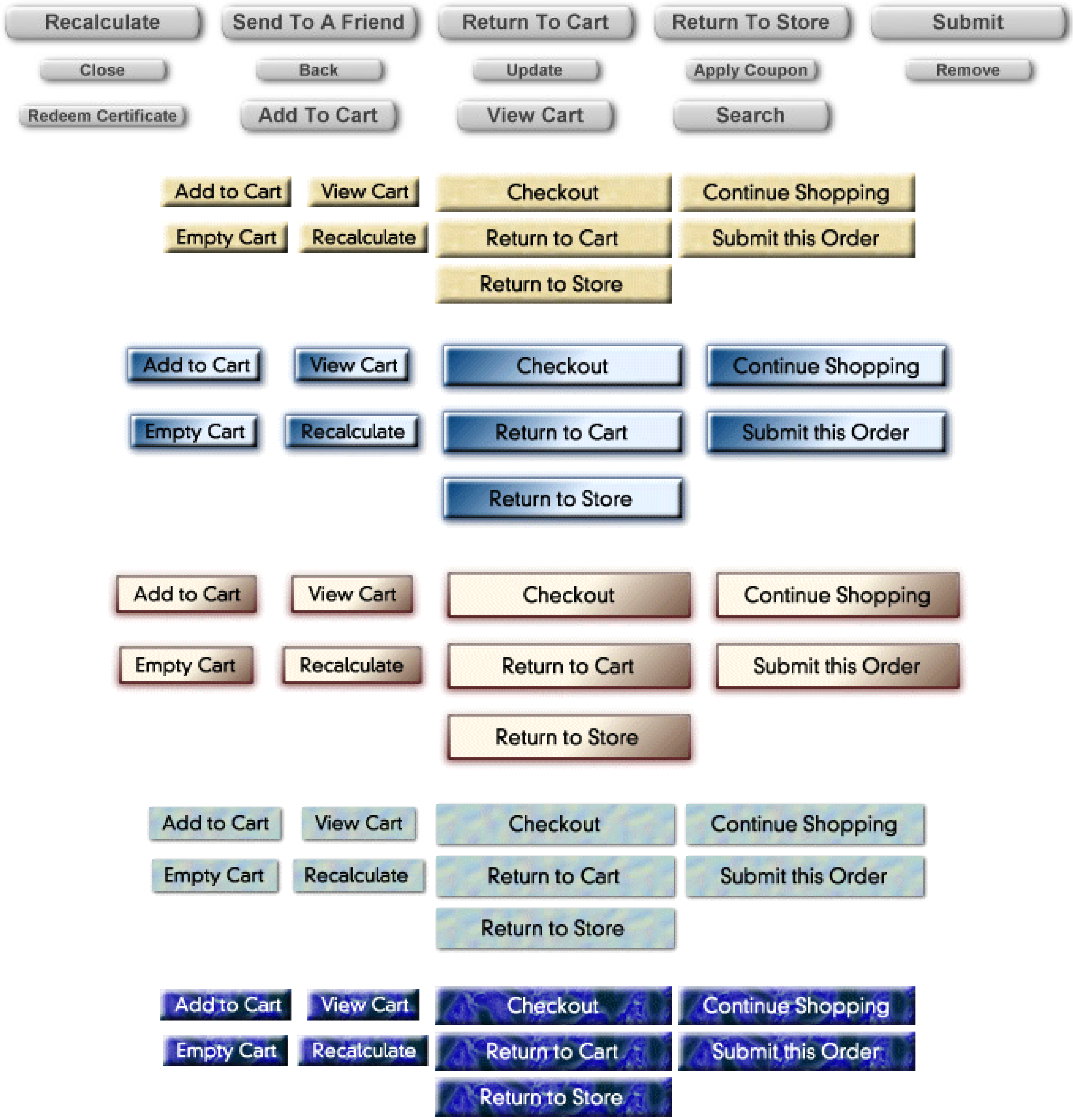
- Sample Buttons
- Button List

Sample Buttons

Below, you will find a few examples of buttons you could use on your store. If you like something you see here, feel free to download it and use it on your store. You can also make your own buttons using a program like Crystal Button, which is an easy-to-use application for building custom buttons for web sites (some of the buttons below were made using Crystal Button).



Redeem Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Maie Changes
Recalculate
Send To A Friend
Return To Cart
Return To Store
Submit
Close
Back
Update
Apply Coupon
Remove
Redeem Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Make Changes
Recalculate
Send To A Friend
Return To Cart
Return To Store
Submit
Close
Back
Update
Apply Coupon
Remove
Redeem Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Make Changes
Recalculate
Send To A Friend
Return To Cart
Return To Store
Submit
Close
Back
Update
Apply Coupon
Remove
Redeem Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Make Changes
Recalculate
Send To A Friend
Return To Cart
Return To Store
Submit
Close
Back
Update
Apply Coupon
Remove
Redeem Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Make Changes
Recalculate
Send To A Friend
Return To Cart
Return To Store
Submit
Close
Back
Update
Apply Coupon
Remove
Redeem Gift Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Make Changes
Recalculate
Send To A Friend
Return To Cart
Return To Store
Submit
Close
Back
Update
Apply Coupon
Remove
Redeem Certificate
Add To Cart
View Cart
Search
Checkout
Confirm
Empty Cart
Gift Certificates
Make Changes



Button List

ShopSite Pro stores using all the available features can have as many as 40 different buttons. The following table identifies all the possible buttons by where they are configured (for a description of the button, click the section name to go to the Store Text configuration page where the buttons are set):

Product	Shopping Cart	Checkout	Customer Registration	Gift Certificates	Tell A Friend
Add To Cart	ContinueShopping	SubmitOrder	Save	BackToStore	SendToFriend
View Cart	Recalculate	ReturnToCart	Cancel	BuyGiftCertificate	Close
Search	Checkout	Confirmation	SignIn	ApplyGiftCertificate	Back
	EmptyCart	MakeChanges	Submit		
	ApplyCoupon	ReturnToStore	Orders		
	TaxShipping		Preferences		
	Remove		ShipTo		

	Update		Payment Password Done ChangePassword ChangeChallenge Yes No Edit Delete View BackToCart		

buySAFE

Merchants can boost shopper confidence, leading to more completed orders, by signing up with buySAFE. After buySAFE approves a merchant, they will allow the merchant to display a buySAFE seal, and customers can insure their purchases with a buySAFE bond for a nominal fee. The customer is then gururanteed a refund through buySAFE if the merchant fails to deliver the order.

For more information about how buySAFE can help your business, see our ShopSite and buySAFE information page.

Signing Up for buySAFE

buySAFE requires merchants to complete a detailed application to verify that the merchant is reliable and trustworthy. To apply for a buySAFE account, go to the buySAFE website, click **Apply Now**, and fill out the online application.

After being approved by buySAFE, you will receive an e-mail from buySAFE containing authentication data, which you will need to paste into the appropriate fields on your ShopSite store's buySAFE configuration screen.

Configuration

buySAFE feature	Select the **On** radio button to enable buySAFE in your store. If you have not completed the Test Authentication, the **On** button will be disabled.

buySAFE Authentication

Before you can enable buySAFE on your site, you must complete the authentication. The information you need to authenticate will be provided to you from buySAFE after your account has been created.

Seal Authentication data	Paste the Seal Authentication Data, provided to you from buySAFE, into the field.
Store Authentication data	Paste the Store Authentication Data, provided to you from buySAFE, into the field.
Authentication status	Click on **Test Authentication** to test your settings. After passing the test, you will see Authentication was successful. Bonding is enabled below the button. You can now turn the buySAFE feature on.

After you have authenticated with buySAFE, a link to **Login to buySAFE** will appear. Click this link to open the buySAFE merchant account login screen in a new window.

buySAFE Seal Placement

Link to buySAFE image	Copy the contents of this field and paste it into your Store Footer or on your custom HTML pages to display the buySAFE logo on those pages.

buySAFE

Overview

buySAFE is a 3rd-party service that will bond the sale made to a shopper. This provides shoppers with a virtually risk-free experience every time they buy from a buySAFE Merchant. If the merchant charges the customer but fails to deliver the product, the shopper can then receive a refund from buySAFE.

When buySAFE is active a option appears in the cart for the shopper to purchase the buySAFE bond. This nominal extra fee is added to the purchase price. At the end of the month buySAFE then collects the bond fees from the merchant.

Setup

1. If you do not yet have a buySAFE account follow this link at the top of the configuration screen:

   "Click Here and follow the onscreen instructions to complete your buySAFE registration."

   Once you are qualified by buySAFE they will e-mail your account information.

2. Enter the *"Seal Authentication data:"* and the *"Store Authentication data:"* that you received from buySAFE into their respective fields.
3. Click the Test Authentication button. If the test passes you will see a confirmation message at the top of the screen, otherwise an error message will be displayed.
1. With a successful Test Authentication you can now turn on buySAFE by choosing the appropriate radio button on the *"buySAFE feature:"* field. The buySAFE option will now show in the shopping cart.
2. In the *"buySAFE Seal Placement"* you can cut the JavaScript code and paste it into the footer or header for your site to display the buySAFE seal in your store pages.

Return to Main Help

Canada Post Shipping

Note: If you have not previously configured Canada Post shipping, you will be required to Register for Canada Post Shipping before seeing this screen.

Use the fields on this screen to select the Canada Post services that you want to offer your customers and to configure additional Canada Post shipping options.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

Canada Post Services

Domestic Services	Check the Canada Post domestic shipping services (i.e., within Canada) that you want to offer to your customers. Note that not all services are available for all destinations. Options include: • Regular Parcel • Expedited Parcel • Xpresspost • Xpresspost Certified • Priority • Library Books
United States Services	Check the Canada Post shipping services that you want to offer to your US customers. Note that not all services are available for all destinations. Options include: • Expedited Parcel USA • Priority Worldwide Envelope USA • Priority Worldwide Pak USA • Priority Worldwide Parcel USA • Small Packet USA Air • Small Packet USA Surface • Xpresspost USA
International Services	Check the Canada Post shipping services that you want to offer to your international customers (not including the United States). Note that not all services are available for all destinations. Options include: • Xpresspost International • International Parcel Air • International Parcel Surface • Priority Worldwide Envelope International • Priority Worldwide Pak International • Priority Worldwide Parcel International • Small Packet International Air • Small Packet International Surface

Canada Post Options

Select Special Services (for domestic shipments only)	Signature Options include: • Signature required • Proof of age (either 18 or 19)
Flexible Delivery Options	Flexible Delivery options include: • None • Card for pickup • Leave at door • Do not safe drop

Canada Post Shipping Rates

Select Shipping Rates	Choose whether you want to use List rates or Account rates when determining shipping costs. You can also adjust the rates up or down by a percentage before they are displayed to the customer using the appropriate field. Note: You can change the plus or minus sign depending on your preference and are not limited to adding to the accounts rate and subtracting from the list rate.
Delivery Transit Time	Set the check box if you want an estimate on delivery transit time to be displayed along with the shipping rates.

Liability Coverage

Declared Value	This is the maximum declarable value for a shipment.

Maximum Package Weight

Maximum weight per package (up to 66 lbs)	Set the maximum weight that you will put in each box that you ship. (Note that you must use the same unit of measure throughout your store, either pounds or kilograms.) If the combined weight of all products in an order exceeds this weight, ShopSite will charge for multiple boxes. This value should be at least as large as the weight of the heaviest product that you sell.

Minimum Order Weight

Use minimum order weight if total order weight is less	Check this box and enter a minimum weight to have ShopSite use the minimum order weight if the combined weight of all products in an order is less than the minimum specified.

Missing Product Weight

<table>
<tr><td>E-mail alert settings</td><td>Click on Change to configure missing product weight E-mail settings. A pop-up window will open and let you set the following options:

E-mail Settings
<table>
<tr><td>Send E-mail</td><td>Check this box to have ShopSite send you an E-mail when it encounters a product with no weight configured.</td></tr>
<tr><td>E-mail Address</td><td>Enter the E-mail address ShopSite should send the alert to.</td></tr>
<tr><td>This message will be added to the e-mailed alert, just under the product name.</td><td>Enter any text you want included in the message after the name of the product without a configured weight.</td></tr>
</table></td></tr>
<tr><td></td><td>Check this box and enter a minimum product weight to have ShopSite charge shipping based on</td></tr>
</table>

Use minimum product weight	the minimum product weight for all products that have no weight defined.

Preferred language

Preferred language for Canada Post responses	Select either English or French from the drop-down to control which language the responses from Canada Post will appear in.

Customer Messages

Header for Error Messages	Enter a description for the UPS error messages that will be displayed to the customer.
No Canada Post server response	Enter a message that you want customers to see when the Canada Post server does not respond after ShopSite requests shipping charges for an order. This should be a very rare occurrence.
No Canada Post service for shipping address	Enter a message that you want customers to see when there is no Canada Post service available for the shipping address. For example, if you have only enabled UPS Ground and the customer enters a shipping address that requires air delivery, this message would be displayed.

Buttons

Subscriber Info	Click this button to view your Canada Post User ID, password, and Access License key.
Zero Weight Products	Click this button to see a list of products in your store that have a weight of zero. Products with zero weight will not incur the correct shipping charges. In most cases, you should define a real weight for each product.
Register	Click this button to go through the Canada Post registration process again. You should re-register if you need to change your store's address or other information.

Canada Post Registration

Note: If you have already registered for Canada Post shipping, try the Overview help instead.

Follow the step-by-step instructions on this registration screen to register for Canada Post shipping options.

Canada Post Registration

Session ID	Click the link in Step 1 to autopopulate this field with a Session ID from Canada Post. It will be used only during registration.
Postal code	Enter your Canadian Postal Code here. It must match the Postal Code used during registration.

Canada Post Shipping

Note: If you have not previously configured Canada Post shipping, you will be required to Register for Canada Post Shipping before seeing this screen.

Use the fields on this screen to select the Canada Post services that you want to offer your customers and to configure additional Canada Post shipping options.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

Canada Post Services

Domestic Services	Check the Canada Post domestic shipping services (i.e., within Canada) that you want to offer to your customers. Note that not all services are available for all destinations. Options include: • Regular Parcel • Expedited Parcel • Xpresspost • Xpresspost Certified • Priority • Library Books
United States Services	Check the Canada Post shipping services that you want to offer to your US customers. Note that not all services are available for all destinations. Options include: • Expedited Parcel USA • Priority Worldwide Envelope USA • Priority Worldwide Pak USA • Priority Worldwide Parcel USA • Small Packet USA Air • Small Packet USA Surface • Xpresspost USA
International Services	Check the Canada Post shipping services that you want to offer to your international customers (not including the United States). Note that not all services are available for all destinations. Options include: • Xpresspost International • International Parcel Air • International Parcel Surface • Priority Worldwide Envelope International • Priority Worldwide Pak International • Priority Worldwide Parcel International • Small Packet International Air • Small Packet International Surface

Canada Post Options

Select Special Services (for domestic shipments only)	Signature Options include: • Signature required • Proof of age (either 18 or 19)
Flexible Delivery Options	Flexible Delivery options include: • None • Card for pickup • Leave at door • Do not safe drop

Canada Post Shipping Rates

Select Shipping Rates	Choose whether you want to use List rates or Account rates when determining shipping costs. You can also adjust the rates up or down by a percentage before they are displayed to the customer using the appropriate field. Note: You can change the plus or minus sign depending on your preference and are not limited to adding to the accounts rate and subtracting from the list rate.
Delivery Transit Time	Set the check box if you want an estimate on delivery transit time to be displayed along with the shipping rates.

Liability Coverage

Declared Value	This is the maximum declarable value for a shipment.

Maximum Package Weight

Maximum weight per package (up to 66 lbs)	Set the maximum weight that you will put in each box that you ship. (Note that you must use the same unit of measure throughout your store, either pounds or kilograms.) If the combined weight of all products in an order exceeds this weight, ShopSite will charge for multiple boxes. This value should be at least as large as the weight of the heaviest product that you sell.

Minimum Order Weight

Use minimum order weight if total order weight is less	Check this box and enter a minimum weight to have ShopSite use the minimum order weight if the combined weight of all products in an order is less than the minimum specified.

Missing Product Weight

E-mail alert settings	Click on **Change** to configure missing product weight E-mail settings. A pop-up window will open and let you set the following options: ***E-mail Settings*** **Send E-mail**: Check this box to have ShopSite send you an E-mail when it encounters a product with no weight configured. **E-mail Address**: Enter the E-mail address ShopSite should send the alert to. **This message will be added to the e-mailed alert, just under the product name.**: Enter any text you want included in the message after the name of the product without a configured weight.
	Check this box and enter a minimum product weight to have ShopSite charge shipping based on

Use minimum product weight	the minimum product weight for all products that have no weight defined.

Preferred language

Preferred language for Canada Post responses	Select either English or French from the drop-down to control which language the responses from Canada Post will appear in.

Customer Messages

Header for Error Messages	Enter a description for the UPS error messages that will be displayed to the customer.
No Canada Post server response	Enter a message that you want customers to see when the Canada Post server does not respond after ShopSite requests shipping charges for an order. This should be a very rare occurrence.
No Canada Post service for shipping address	Enter a message that you want customers to see when there is no Canada Post service available for the shipping address. For example, if you have only enabled UPS Ground and the customer enters a shipping address that requires air delivery, this message would be displayed.

Buttons

Subscriber Info	Click this button to view your Canada Post User ID, password, and Access License key.
Zero Weight Products	Click this button to see a list of products in your store that have a weight of zero. Products with zero weight will not incur the correct shipping charges. In most cases, you should define a real weight for each product.
Register	Click this button to go through the Canada Post registration process again. You should re-register if you need to change your store’s address or other information.

Canada Post Subscriber Information

From here you can modify the subscriber information for Canada Post. Only change these fields if your Canada Post account changes.

Customer ID	This field should contain the Customer ID provided to you by Canada Post.
Contract Number	If you have established a contract with Canada Post for discounted shipping rates, enter that number here.
Postal Code	Enter the Postal Code from which you will be shipping your products here.
API Keys	The API keys are an alphanumeric combination that should have been generated for you during registration. If it should change, you can enter the changed keys here. (Username : Password)

Click Save to save your changes or Cancel to return to the Canada Post Shipping page.

Shopping Cart JavaScript Variables

All information about products in the shopping cart is available in the form of JavaScript variables in the <head> section of all shopping cart pages. The billing and shipping addresses are also available as JavaScript variables on the Thank You screen. You can add JavaScript code to the built-in validation code, or call custom scripts on other parts of the screens. One example of using the variables on the Thank You screen is Using Google Analytics with ShopSite.

Cart Variables

`ss_screen`
: The name of the screen. Can be "Shopping Cart", "Checkout", "Confirmation", or "Thank You"

`ss_sbid`
: The unique shopping basket ID.

`ss_associate`
: The associate ID. If you do not have associates configured, this is empty.

`ss_ordernum`
: The Order Number. Only on the Thank You screen.

`ss_paytype`
: Number code for the payment type used. Only on the Thank You screen. The number codes correlate to the following payment types:

- 0 - Visa
- 1 - MasterCard
- 2 - Discover
- 3 - American Express
- 4 - Purchase Order
- 5 - Cash On delivery
- 6 - Check
- 7 - PayPal (standard)
- 8 - Generic Payment Option 1
- 9 - Generic Payment Option 2
- 10 - Diner's Club
- 11 - Fire Pay
- 12 - eCheck
- 13 - WorldPay
- 14 - PayPal Express
- 15 - Google Wallet
- 16 - NetBanx
- 17 - Solo
- 18 - Switch
- 19 - Delta
- 20 - Visa Electron/UK
- 21 - JCB
- 22 - Maestro
- 99 - No payment required

`ss_taxstr`
: The tax zone used. Only on the Thank You screen.

`ss_taxpercent`
: The tax percentage. Only on the Thank You screen.

`ss_shippingstr`
: The shipping method selected. Only on the Thank You screen.

`ss_email`
: The billing email address. Only on the Thank You screen.

`ss_billname`

The billing customer name. Only on the Thank You screen.

`ss_address1`
: The billing address line one. Only on the Thank You screen.

`ss_address2`
: The billing address line two. Only on the Thank You screen.

`ss_city`
: The billing city. Only on the Thank You screen.

`ss_state`
: The billing state. Only on the Thank You screen.

`ss_postalcode`
: The billing zip/postal code. Only on the Thank You screen.

`ss_country`
: The billing country. Only on the Thank You screen.

`ss_company`
: The billing company name. Only on the Thank You screen.

`ss_phone`
: The billing phone number. Only on the Thank You screen.

`ss_shipname`
: The shipping recipient name. Only on the Thank You screen.

`ss_shipaddress1`
: The shipping address line one. Only on the Thank You screen.

`ss_shipaddress2`
: The shipping address line two. Only on the Thank You screen.

`ss_shipcity`
: The shipping city. Only on the Thank You screen.

`ss_shipstate`
: The shipping state. Only on the Thank You screen.

`ss_shippostalcode`
: The shipping zip/postal code. Only on the Thank You screen.

`ss_shipcountry`
: The shipping country. Only on the Thank You screen.

`ss_shipcompany`
: The shipping company name. Only on the Thank You screen.

`ss_shipphone`
: The shipping phone number. Only on the Thank You screen.

`ss_ordertotal`
: The total charge for the order, including all products, coupons, discounts, tax, shipping, and surcharges.

`ss_subtotal`
: The product subtotal, including coupons.

`ss_taxtotal`
: The total tax.

`ss_shiptotal`
: The total charge for shipping.

Per-product Variables

`ss_name`
: Array of the names of products in the cart. The first product name is at `ss_name[0]`

`ss_sku`
: Array of the SKUs of products in the cart. The first product SKU is at `ss_sku[0]`

`ss_quantity`
: Array of the quantities of products in the cart. The quantity of the first product is at `ss_quantity[0]`

`ss_finite_options`
: Array of selected order options. Selected options for products with multiple pull-downs are separated by "|". The selected order options for the first product are at `ss_finite_options[0]`

`ss_price`
: Array of the prices of products in the cart. The first product price is at `ss_price[0]`

`ss_weight`
: Array of the weights of products in the cart. The first product weight is at `ss_weight[0]`

`ss_total_price`
: Array of the total price (price X quantity) of products in the cart. The first product total price is at `ss_total_price[0]`

`ss_field1...ss_field25`
: Arrays of the merchant-definable fields for the products in the cart. There can be up to 25 fields for each product. They represent the Extra Fields available for Products. The first field of the first product is at `ss_field1[0]`

Coupon Variables

`ss_coupon_name`
: Array of coupons in the cart, identified by the coupon name.

`ss_coupon_discount`
: Array of discounts applied by the coupons, listed in the same order as the `ss_coupon_name`.

`number_products`
: Number of products ordered.

`number_coupons`
: Number of coupons redeemed.

Reward Program Category

Reward Categories have products assigned to them, and can be used either to determine what products must be purchased to qualify for a reward, or what products can be earned as the reward.

Edit	Edit the Category
Delete	Delete the selected Categories
Search	Use the search feature to find categories based off specified criteria. See the Merchant Search help page for more information.
List All	Click this button to display all categories. This is especially useful to replace the results of a previous search with a list of all categories.
Add a Category	Create a new reward program.

Credit Card Security

The Credit Card Security screen displays a summary of your ShopSite Credit Card protection settings with a status to let you know how secure customer payment data is. The overall score displayed at the top of this and the Orders screen is the lowest score of any individual element. A **Low** score indicates that there is a risk that credit card information could be compromised. A **High** score means that element is conforming with industry standard payment information security requirements.

Note: This screen represents the degree to which ShopSite is configured to conform to industry standard security guidelines. In order to pass payment industry certification, merchants must have a **High** score, and must also properly protect any information not stored in ShopSite. See PCI Security Practices for more information.

Shopper enters credit card information in the cart.	This category determines the security of the Shopping Cart checkout screen. You will get a **High** status if you are not accepting credit cards, or if your Shopping Cart uses SSL encryption. A **Low** status will be given if the shopping cart accepts credit cards but does not use SSL encryption.
Credit card information stored for later viewing or downloading.	This category determines the security level of Credit Card number storage. You will get a **High** status if you are using Merchant Key (asymmetric) encryption, or not storing credit card numbers. Merchants who do not accept credit cards or who use a real-time payment gateway should not need to store credit cards. A **Medium** status will be displayed if you are storing credit card numbers using the basic (symmetric) encryption.
Credit card information viewed or downloaded from ShopSite.	The level for this category is determined by how stored credit card information is accessed by merchants. Merchants who do not store credit card numbers, or merchants who use SSL to download or view order information will get a **High** status. A **Low** status will be shown if merchants are viewing or downloading credit card information through an insecure (unencrypted) connection.
Customer Registration.	This category represents the security level of credit card information used by the Customer Registration feature. A **High** status is returned if Customer Registration is not enabled, or if registered customer payment information is not being saved. If registered customers are allowed to save their payment information, a **Medium** status will be returned. If customer registration payment information is saved, it is always stored using symmetric encryption.

Security Image

Merchants whose stores score **High** in every category may display a logo on store pages and shopping cart screens indicating they pass the ShopSite High Security requirements.

Display Security Image	Check this box to have ShopSite display the security logo on store pages and shopping cart screens. If you check this box, but do not have a **High** security score, a *Shopping Cart Software* logo will be displayed instead of the security logo.
Security Image	Select the radio button for either the light or dark security logos.
Security Image URL	Copy and paste this HTML fragment into any non-ShopSite generated pages in your store where you want to display the high security logo.

Credit Card Storage

Secure storage of payment information is an essential element of credit card security. If ShopSite is storing credit card information, it will always be encrypted. The default encryption method is *Symmetric*, meaning the information is encrypted and decrypted using the same key (or password). While symmetric encryption is a good security measure, it does have some weaknesses. Because the same password is used to encrypt and decrypt the information, the password has to be stored on the server, making it potentially vulnerable to malicious hackers. A more secure encryption technique is *Asymmetric* encryption, which uses a different key to encrypt than is used to decrypt. This means that the encryption key stored on the server can not be used to decrypt orders, and merchants must upload the decryption key to view order information. The uploaded decryption key is only stored on the server while the merchant is logged in, so there's much less chance of a malicious hacker getting the key and, as a result, the customer payment information.

Use this screen to configure how Credit Card information is stored in ShopSite. Select one of the following three options:

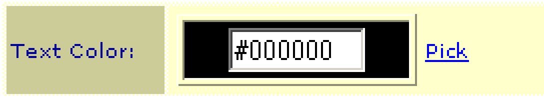
Do Not Store Credit Cards	Selecting this option causes ShopSite not to store the full credit card number; only the last four digits are stored. Merchants who are using a real-time payment processor or who are not accepting credit cards can select this option for maximum security.
Asymmetric encryption (Merchant Key)	Merchants who need to have access to credit card information should use Merchant Key encryption for maximum security. A Merchant Key must be created before this option can be selected. ***Note:*** Only one employee should have access to the Merchant Key. Merchants who store credit card information must also store the information in a remote database behind a firewall to be PCI compliant.
Configure Merchant Key	Click on this button to change the Merchant Key settings. If a key has not been created, the button will go directly to the Key Wizard. After a key has been created, the button will go to the Key Configuration screen.
Symmetric encryption (default)	ShopSite uses a basic encryption algorithm to store credit card information if Merchant Key encryption is not enabled. This encryption method is not as secure as using an asymmetric key.

Color Selection Tool

ShopSite allows you to assign colors to various elements of your pages, such as the text color, background color, and colors to use for links. You will see the Color Selection Tool anywhere you can pick a color to use.

Note: The Color Selection Tool uses JavaScript. If you have JavaScript disabled, you can still manually enter HTML color values to use, but the border around the text input field will not change color, nor will you be able to use the color wheel or list to select a color.

The Color Selection Tool appears in your Back Office as a text input field with a colored border around it, and a **Pick** link beside it, like this:



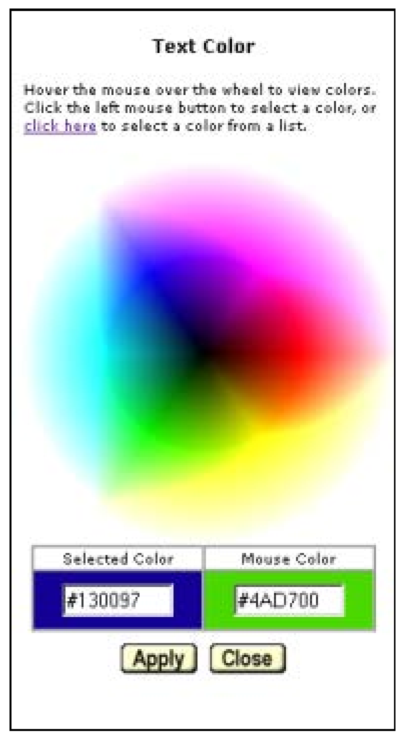
The colored border around the text field (the black area in the example) gives a visual example of the HTML color value[1] (`#000000` in the example) in the text field. You can change the color using one of the following methods:

- Manually Enter an HTML Hex Color Value
- Visually Selecting a Color
- Selecting a Color from a List

Manually Entering an HTML Hex Color Value

If you know the HTML color value[1] you want to use, you can simply enter that value into the text box. When you click or tab out of the box, the border around the box will change to the new color, indicating that color has been accepted. Your color changes will not be saved until you **Save** changes for the main Back Office screen you are working on. You may have to Publish before color changes will take effect.

Visually Selecting a Color

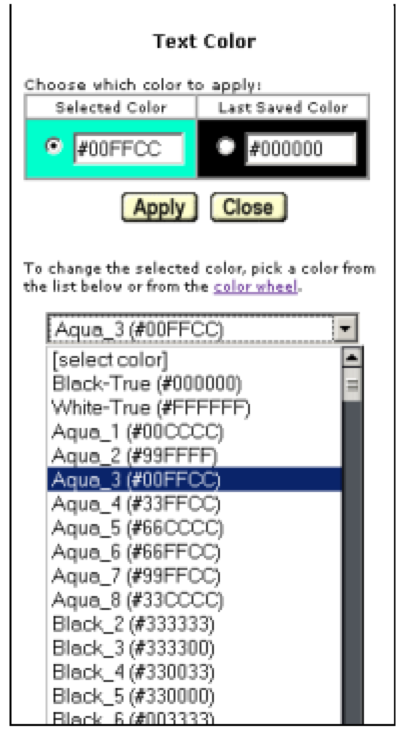


Most people will find it easiest to select what color to use based off the visual appearance of the color. To that end, ShopSite includes a Visual Color Selection Tool with a color-wheel. Follow these steps to select a color using the color-wheel:

1. Click the **Pick** link beside the color you want to change. This will open a pop-up window with the color-wheel[2].
2. Use your mouse to position the cursor over the color in the wheel you want to use. The color your cursor is floating over will be displayed in the **Mouse Color** box below the color wheel on the right.
3. Click to select the Mouse Color. The **Selected Color** box below the color wheel on the left will change to the new Selected Color.
4. Click **Apply** to apply the Selected Color as the element color. This will update the color on the main Back Office screen.
5. You may repeat any of the previous steps until you are satisfied with the color. Once you are done using the color-wheel, click the **Close** button to close the pop-up window and return to the main Back Office screen.
6. Your color changes will not be saved until you **Save** changes for the main Back Office screen you are working on. You may have to Publish before color changes will take effect.

Selecting a Color from a List

Previous to version 8.0, ShopSite used a list of colors which you could select from a pull-down menu. That list, which included the 216 "websafe"[3] colors, can still be used to select colors in current versions of ShopSite. To select a color from the list, do the following:



1. Click the **Pick** link beside the color you want to change. This will open a pop-up window with the color-wheel[2].
2. Click the **Click Here** link to switch to list-style selection[2].
3. Select the color you want to use from the pull-down menu at the bottom of the window.
4. When you select a color from the list, the **Selected Color** box on the top left will change to that color and become the "active" color field (indicated by the radio buttons in the color boxes).
5. Click **Apply** to apply the Selected Color as the element color. This will update the color on the main Back Office screen.
6. The **Last Saved Color** box on the top right contains the color that is currently being used in your store. After applying different colors, you can select the radio button in the Last Saved Color box and click on **Apply** to set the color back to the original color.
7. When you are satisfied with your color selection, click the **Close** button to close the pop-up window and return to the main Back Office screen.
8. Your color changes will not be saved until you **Save** changes for the main Back Office screen you are working on. You may have to Publish before color changes will take effect.

See the Visual Reference of the 216 "websafe"[3] colors to see what colors the names correspond to.

Footnotes:

1 - HTML colors are represented by a pound-sign (#) followed by a set of three two-digit hexadecimal numbers. Each of the three two-digit numbers represents an intensity for one of the primary colors.
Hexadecimal (or *Hex*) is a base-16 number system, represented by the digits 0-9 and the letters A-F for digits greater than 9 (so *10* in decimal becomes *A* in hex, *11* becomes *B*, *15* becomes *F*, *16* becomes *10*, *28* becomes *1C*, etc.).
The primary colors of HTML colors are the same as a computer screen — Red, Green, and Blue (often called RGB color or *color addition*), and are represented in that order. Accordingly, the intensity is equivalent to brightness, with *00* being completely dark and *FF* (or *255* in decimal) being completely bright.
Some examples of HTML colors are: *#000000* (black), *#FFFFFF* (white), *#FF0000* (red), *#00FF00* (green), *#0000FF* (blue), *#FFFF00* (yellow), *#C0C0C0* (light grey), and *#9933ff* (violet).

2 - The pop-up window will open to the view you last used. You can switch between color-wheel view and list view by clicking on the **Click Here** or **Color Wheel** links in the window.

3 - The idea of "websafe" colors came into existence when some computers were only capable of displaying 256 different colors at a time, and a standard for 216 colors was set so all Web browsers on all computers would display the same colors (the other 40 colors were set aside for the operating system to use). Modern computers can display over 16 million different colors at a time, so there's not much need for the concept of "websafe" colors today.

Legacy Color List

Earlier versions of ShopSite used a list of the 216 "websafe" colors, which is still available in the color picker.

The idea of "websafe" colors came into existence when some computers were only capable of displaying 256 different colors at a time, and a standard for 216 colors was set so all Web browsers on all computers would display the same colors (the other 40 colors were set aside for the operating system to use). Modern computers can display over 16 million different colors at a time, so there's not much need for the concept of "websafe" colors today.

Black-True (#000000)		White-True (#FFFFFF)	
Aqua_1 (#00CCCC)		Aqua_2 (#99FFFF)	
Aqua_3 (#00FFCC)		Aqua_4 (#33FFCC)	
Aqua_5 (#66CCCC)		Aqua_6 (#66FFCC)	
Aqua_7 (#99FFCC)		Aqua_8 (#33CCCC)	
Black_2 (#333333)		Black_3 (#333300)	
Black_4 (#330033)		Black_5 (#330000)	
Black_6 (#003333)		Black_7 (#003300)	
Black_8 (#000033)		Blue-True (#0000FF)	
Blue_1 (#0000CC)		Blue_2 (#0033CC)	
Blue_3 (#0066CC)		Blue_4 (#0099FF)	
Blue_5 (#3366CC)		Blue_6 (#3399FF)	
Blue_7 (#33CCFF)		Blue_8 (#6699FF)	
Blue_9 (#66CCFF)		Blue_10 (#9999FF)	
Blue-Green (#99CCCC)		Blue-Grey (#9999CC)	
Blue-Purple (#3333CC)		Blue-Purple_2 (#6600FF)	
Blue-Purple_3 (#6633FF)		Blue-Purple_4 (#666699)	
Blue-Purple_5 (#6666CC)		Bright_Aqua (#00FFFF)	
Bright_Green_1 (#00CC00)		Bright_Green_2 (#00CC33)	
Bright_Green_3 (#00CC66)		Bright_Green_4 (#00FF00)	
Bright_Green_5 (#00FF33)		Bright_Green_6 (#00FF66)	
Bright_Green_7 (#66FF00)		Bright_Green_8 (#66FF33)	
Bright_Green_9 (#66FF66)		Bright_Green_10 (#99FF00)	
Bright_Green_11 (#99FF33)		Brown_1 (#996600)	
Brown_2 (#996633)		Brown_3 (#CC9933)	

Brown_4 (#CC9966)	Brown-Grey (#CCCC99)
Brown-Orange_1 (#CC6600)	Brown-Orange_2 (#CC6633)
Brown-Red_1 (#996666)	Brown-Red_2 (#CC6666)
Brown-Yellow_1 (#CC9900)	Brown-Yellow_2 (#CCCC00)
Brown-Yellow_3 (#CCCC33)	Brown-Yellow_4 (#CCCC66)
Burgundy_1 (#663300)	Burgundy_2 (#663333)
Burgundy_3 (#990000)	Burgundy_4 (#990033)
Burgundy_5 (#990066)	Burgundy_6 (#993300)
Burgundy_7 (#993333)	Burgundy_8 (#993366)
Green_1 (#006600)	Green_2 (#006633)
Green_3 (#009900)	Green_4 (#009933)
Green_5 (#009966)	Green_6 (#00CC99)
Green_7 (#00FF99)	Green_8 (#336600)
Green_9 (#336633)	Green_10 (#339900)
Green_11 (#339933)	Green_12 (#339966)
Green_13 (#33CC00)	Green_14 (#33CC33)
Green_15 (#33CC66)	Green_16 (#33CC99)
Green_17 (#33FF00)	Green_18 (#33FF33)
Green_19 (#33FF66)	Green_20 (#33FF99)
Green_21 (#669900)	Green_22 (#669933)
Green_23 (#669966)	Green_24 (#66CC00)
Green_25 (#66CC33)	Green_26 (#66CC66)
Green_27 (#66CC99)	Green_28 (#66FF99)
Green_29 (#99CC66)	Green_30 (#99CC99)
Green_31 (#99FF66)	Green_32 (#99FF99)
Green_33 (#CCFF99)	Green_34 (#CCFFCC)
Green-Black (#336666)	Green-Blue_1 (#006666)
Green-Blue_2 (#009999)	Green-Blue_3 (#339999)
Green-Blue_4 (#669999)	Green-Brown_1 (#666600)
Green-Brown_2	Green-Brown_3

(#666633)	(#999900)
Green-Brown_4 (#999933)	Green-Brown_5 (#999966)
Green-Yellow_1 (#99CC00)	Green-Yellow_2 (#99CC33)
Grey_1 (#666666)	Grey_2 (#999999)
Grey_3 (#CCCCCC)	Light_Aqua (#CCFFFF)
Light_Blue_1 (#00CCFF)	Light_Blue_2 (#33FFFF)
Light_Blue_3 (#66FFFF)	Light_Pink (#FFCCCC)
Light_Purple (#CCCCFF)	Orange_1 (#FF9900)
Orange_2 (#FF9933)	Orange_3 (#FF9966)
Orange-Yellow_1 (#FFCC00)	Orange-Yellow_2 (#FFCC33)
Orange-Yellow_3 (#FFCC66)	Peach (#FFCC99)
Pink_1 (#FF9999)	Pink_2 (#CC9999)
Pink_3 (#CC99CC)	Pink_4 (#FF99CC)
Purple_1 (#663366)	Purple_2 (#000066)
Purple_3 (#000099)	Purple_4 (#003366)
Purple_5 (#003399)	Purple_6 (#330066)
Purple_7 (#330099)	Purple_8 (#3300CC)
Purple_9 (#333399)	Purple_10 (#660000)
Purple_11 (#660033)	Purple_12 (#660066)
Purple_13 (#660099)	Purple_14 (#6600CC)
Purple_15 (#663399)	Purple_16 (#6633CC)
Purple_17 (#990099)	Purple_18 (#9900CC)
Purple_19 (#9900FF)	Purple_20 (#993399)
Purple_21 (#9933CC)	Purple_22 (#996699)
Purple_23 (#9966CC)	Purple_24 (#CC33CC)
Purple_25 (#CC33FF)	Purple_26 (#CC66CC)
Purple_27 (#CC66FF)	Purple_28 (#CC99FF)
Purple_29 (#FF00FF)	Purple_30 (#FF33CC)
Purple_31 (#FF33FF)	Purple_32 (#FF66FF)
Purple_33	Purple_34

(#FF99FF)		(#FFCCFF)	
Purple_35 (#CC00FF)		Purple-Black (#333366)	
Purple-Blue_1 (#9933FF)		Purple-Blue_2 (#9966FF)	
Red-True (#FF0000)		Red_1 (#CC0000)	
Red_2 (#CC0033)		Red_3 (#CC0066)	
Red_4 (#CC0099)		Red_5 (#CC00CC)	
Red_6 (#CC3300)		Red_7 (#CC3333)	
Red_8 (#CC3366)		Red_9 (#CC3399)	
Red_10 (#CC6699)		Red_11 (#FF0033)	
Red_12 (#FF0066)		Red_13 (#FF0099)	
Red_14 (#FF00CC)		Red_15 (#FF3300)	
Red_16 (#FF3333)		Red_17 (#FF3366)	
Red_18 (#FF3399)		Red_19 (#FF6600)	
Red_20 (#FF6633)		Red_21 (#FF6666)	
Red_22 (#FF6699)		Red_23 (#FF66CC)	
Royal_Blue_1 (#0033FF)		Royal_Blue_2 (#0066FF)	
Royal_Blue_3 (#3300FF)		Royal_Blue_4 (#3333FF)	
Royal_Blue_5 (#3366FF)		Royal_Blue_6 (#6666FF)	
Slate_Blue_1 (#006699)		Slate_Blue_2 (#0099CC)	
Slate_Blue_3 (#336699)		Slate_Blue_4 (#3399CC)	
Slate_Blue_5 (#6699CC)		Slate_Blue_6 (#99CCFF)	
Yellow-True (#FFFF00)		Yellow_1 (#FFFF33)	
Yellow_2 (#FFFF66)		Yellow_3 (#FFFF99)	
Yellow_4 (#FFFFCC)		Yellow-Brown (#CCFF00)	
Yellow-Green_1 (#CCFF33)		Yellow-Green_2 (#CCFF66)	

Commerce Setup

Use the Commerce Setup features to configure your store's ordering system, payment methods, shipping, customer registration, and sales tax calculation.

Order System	Customize the shopping cart pages that your customers see, such as the page layout and colors, optional features, and text at the top and bottom of each page.
Payment	Specify the types of payment (credit cards, checks, purchase orders, etc.) that your store accepts.
Shipping	Specify the shipping methods and rates that your customers can choose from.
Tax	Specify the type of tax and tax rates to be used in your store: postal code-based sales tax, Value Added Tax (VAT/GST), simple sales tax, or none.
Digital Download	Manage Digital Download files and configure download options. If you're selling products (files) that customers can download, you can upload the files here and manage how customers access the files after purchasing them.
State and Country	Select the states and countries that your store will accept orders from and ship to.
Customer Registration	Enable and configure Customer Registration, find customers, and work with customer groups.
Doba	Configure your store to work with Doba drop-shipping service.
Alerts	Enable and configure Merchant Alerts to receive notifications of potential problems, such as failed orders or problems with shipping systems.

Mobile Configure

Provide mobile pages for customers of your online store.

Enable mobile	Select whether or not to enable mobile pages for your store. NOTE: All buttons in the merchant's store are changed to text-based web links on mobile pages.

Mobile Pages

Page Template	Use the drop-down list to select the template to use for mobile pages. ShopSite templates that are prefaced with "mb_" have been specifically formatted for mobile devices.
Company Mobile Logo	Set the check box if you wish to show a company logo on every page. Use the text box to provide a URL to the image to be used or click the "Select" button to choose from the images already uploaded to the back office. Use the drop-down list to select the size that the image should be (Original, Medium/More Info, Small/Thumbnail, or Extra Small/Cart). Finally, select where the image should link to by selecting the appropriate radio button. Choose between "My Store" (a URL pointing to your store) or a Static URL (provided in the text box below).
Mobile to PC	Mobile to PC places a link on each page that will take the customer from the mobile pages to the regular pages and, once on the regular pages, a separate link is provided to take them back from the regular pages to the mobile pages. Set the check box to enable this feature and use the text boxes to provide the text for the links.

Mobile Page Header and Footer

Page Header	Use the text box to provide the text that will appear at the top of each page.
Page Footer	Use the text box to provide the text that will appear at the bottom of each page.

Mobile Page Colors

Text Color	This is the color that will be used for normal (non-link) text on this page. Use the text box to enter a hexadecimal representation of a color or use the Color Picker Tool by clicking the "Pick" link. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. Use the text box to enter a hexadecimal representation of a color or use the Color Picker Tool by clicking the "Pick" link. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. Use the text box to enter a hexadecimal representation of a color or use the Color Picker Tool by clicking the "Pick" link. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already viewed. Use the text box to enter a hexadecimal representation of a color or use the Color Picker Tool by clicking the "Pick" link. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. Use the text box to enter a hexadecimal representation of a color or use the Color Picker Tool by clicking the "Pick" link. This color is frequently the same as the visited color.

Mobile Navigation

Navigation X	To simplify mobile navigation, up to four page links (labeled Navigation 1 - Navigation 4) can appear at the top of each mobile page. To use the navigation options, provide a text name for each Navigation Option you wish to use in the Navigation Text text box. Then choose whether the text should be a link to another page or just text decoration (the "no link" option, which can be used as a menu label). If the link is to a ShopSite page, click the "Select" button to choose which page to link to. Otherwise, provide the URL in the text box for a link to a non-ShopSite page.

Secondary Navigation

Menu or Page Links	If you are already using navigation menus for your regular ShopSite store, you can leverage the existing menus for your mobile pages. Set the "Display Menu or Page Link" check box and select the radio button corresponding with the navgation method desired. Choices include: Menu, Left Page Links, Footer Page Links, and Right Page Links.

Mobile Product Display

Product thumbnail image size	Use the drop-down list to choose which size you want a product's thumbnail to be (Original, Medium/More Info, Small/Thumbnail, or Extra Small/Cart).
Moreinfo Product image size	Use the drop-down list to choose which size you want a product's More Info image to be (Original, Medium/More Info, Small/Thumbnail, or Extra Small/Cart).
Add to Cart	Provide the text that will appear in the link that adds a product to the cart. Defaults to "Add to Cart".
Product Template	Set the check box and select a template from the drop-down list if you don't want to use the regular template for products.
Global Cross Sell	Set the check box to display a single cross sell product on mobile product pages. Then select whether you want to display the first product assigned to cross sell or a random cross sell product on the mobile product page.

Mobile Search

Search Product image size	Use the drop-down list to choose which size you want a product's image to be in search results (Original, Medium/More Info, Small/Thumbnail, or Extra Small/Cart).
Search Template	Use the drop-down list to select the search template to use for mobile pages.
Product Template Override	Set the check box and select a template from the drop-down list if you want to use a specific template for product search result pages.

Mobile Shopping Cart

Shopping Cart Template	Use the drop-down list to select the shopping cart template to use for mobile pages.

Mobile Registration

Registration Template	Use the drop-down list to select the registration template to use for mobile pages.

Mobile Gift Certificate

Gift Certificate Template	Use the drop-down list to select the gift certificate template to use for mobile pages.

Click the "Save" button to save these settings and return to the previous screen. Click the "Cancel" button to return to the previous screen without saving.

Configure Digital Downloads

Use this screen to control how your customers access digital downloads, and to manage the files that you'll be selling as digital downloads. When your customers purchase digital download products, you can configure ShopSite to let them access the files from the Thank You screen, from the e-mail receipt, or when you manually send them access keys.

File Selection Method	Select whether you want to use a drop-down box or a pop-up window to manage digital files.

Image Upload

This setting allows Internet Explorer users the option to select multiple files using a flash-based interface. The Flash-based interface provides a number of improvements over the standard file upload, including the ability to queue more than 30 files for upload and easy image selection through the Windows File Explorer interface.

Choose file upload method	If you are using Internet Explorer and want to use the flash-based upload method, select "Adobe Flash Player". Otherwise, leave this set to "Basic HTML Submit Form".

Adobe Flash Player Options

These options apply to the Flash-based file upload. They only appear when "Adobe Flash Player" is selected as the file upload method.

File types for selection	Provide the extension for the desired file types. For example, "pdf, zip, exe" would allow users to select files that had .pdf, .zip, and .exe extensions. This list will probably be similar to the list of MIME types required below.
Server response time	Adjust this field (time in seconds) for servers that require more time to respond to requests. This field defaults to "20".
Upload details	This check box provides additional details when uploading files.

Download Options

Configure the details for Digital Downloads.

Download Expiration Time	Set the amount of time that customers have to download files after completing a purchase. ShopSite will display an error screen if they try to download a file after the time has expired. If a customer is not able to download the product before the time expires and contacts you for assistance, you can send a new set of keys by going either to the Download Files screen or to the Orders screen and viewing the order, then clicking **Send Keys**.
Download Retry Limit	Specify the number of download attempts that a customer can make after completing a purchase. Each customer receives a unique URL for use in downloading a product. Keeping the Retry Limit low can help to prevent lost revenue caused by a customer sending the download URL to other people. If a customer is not able to download the product before exceeding the retry limit and contacts you for assistance, you can send a new set of keys by going to the Orders screen and viewing the order and then clicking **Send Keys**.
MIME Types	The values in the MIME Types field affect the information that ShopSite sends in the HTML content header when a customer starts a download. This allows the customer's browser to call the proper application for the type of file being downloaded. Each entry has two fields: the MIME type and one or more file extensions associated with that MIME type. For example, if you are selling Adobe Acrobat (PDF) files, you should include the following line in this field: `application/pdf pdf` The fields are separated by white space and are case-insensitive. Note that the period is *not* included in the file extension field. Here are some examples of MIME type entries (the italic description is *not* part of the entry):

	`audio/mpeg mpga mp2 mp3` *MPEG audio files with various file extensions* `application/x-aim aim` *AOL Instant Messenger File* `application/x-cdf cdf` *Channel Definition File* `application/x-shockware-flash swf` *Shockwave Flash file* `image/gif gif` *GIF image file* `image/jpeg jpeg jpg` *A JPG image file.* `image/bmp bmp dib` *A bitmap image file.* `image/tiff tiff tif` *A TIF image file.* `text/html html htm` *HTML files with either .html or .htm extensions* `text/plain txt text` *A plain text file in ASCII format.* `application/x-compress z` *compressed file with .z extension* `application/x-zip-compressed zip` *zipped file with .zip extension* `application/octet-stream exe` *An executable application in binary format.* `application/mac-binhex40 hqx` *A BinHex encoded Macintosh file.* `application/pdf pdf` *An Adobe Acrobat (PDF) file.* `audio/midi mid midi` *A sound file in the MIDI format.* `audio/wav wav` *A sound file in WAV format.*
Include URLs on Thank You Screen	Check this box to have ShopSite make the product name on the Thank You screen into a hyperlink so that the customer can download the product. (The Thank You screen is the page that customers see in their browser window after completing a purchase.) This gives the customer immediate access to the files. However, this will give customers access to the files before you have had a chance to verify that their credit card information is valid, unless you have configured your payment processor for immediate authorization and capture.
Include URLs on Customer Receipt	Check this box to have ShopSite put URLs for downloading files in the e-mail receipts sent to customers.
Message text when sending download keys to customer	This message will be included with the download link in the E-mail sent to a customer when you send download keys to a customer.
Text Preceeding Error Messages	ShopSite will display an error message to a customer when there is a problem downloading a file (download time or number of retries has been exceeded, file not found). Enter any text and HTML here that you want to appear above the error message. You may want to include contact information for your store so that the customer has a way to resolve the problem.
Text Following Error Messages	Enter any text and HTML that you want to appear after the error message. You may want to include a "thank you" comment and a link back to your store to encourage further shopping.

Configure Reward Program

This screen allows you to configure some of the basic settings for how Reward Programs will be handled in your store.

Reward Program Feature	Use this to turn on or off all reward programs in your store.

Settings

Configure how reward information will be handled in the shopping cart.

Charge Shipping on Free Rewards	Select Yes if you want to have ShopSite calculate shipping rates for free rewards.
Display Reward Link	Select Yes to have a reward information link displayed in the shopping cart when a customer has earned a reward.

Reward Program Text

Use these fields to define the text that will be displayed in the shopping cart and customer registration screens when a customer qualifies for a reward.

You have earned a Reward	Enter text to be displayed when a customer has earned a reward.
Current Reward Program Status	Type the text that you want to use to notify customers of their current status.
Program	Type a name you want to use to refer to a reward program.
Qualifying Quantity	Type the text you want to use to refer to the number of products required to qualify for a reward.
Purchased to date	Type the text you wish to be displayed in reference to the number of qualifying products the customer has purchased so far.
Footnote Value	Type the symbol you want to be used to direct customers to the footnote.
Footnote Text	Type the short text message that you want customers to see as a footnote, informing customers they are eligable for a reward.

Constant Contact

Use this screen to link your customer contact information with a Constant Contact account.

Configuration

These fields enable Constant Contact on ShopSite.

Enable Constant Contact	This radio button controls whether or not ShopSite should upload customer information to Constant Contact.
Create an add to e-mail list box to the checkout screen	Setting this field will add a check box to the checkout screen where customers can opt to provide their email address to you.
Add to e-mail list box checked by default	This field is dependent on the previous field. If the "Add to e-mail list" box is on the checkout screen, this field determines whether or not the box is checked by default.
Text displayed for add to e-mail list	you can adjust the text that will be displayed by the check box mentioned above. The default text is "Add me to your E-mailing list".
Constant Contact Username	Provide the Constant Contact account username.
Constant Contact Password	Provide the Constant Contact account password.
List to add contact to	Select a list on Constant Contact from the drop down box. This drop down box automatically populates with the lists associated with the provided Constant Contact account credentials when you fill out the previous two fields.

Additional Contact Information

Additional Information	Select which additional fields to include from customer information when uploading to Constant Contact. The options are: • Company Name • Phone Number • Address Line 1 • Address Line 2 • City • State • Postal/Zip Code • Country

Sign-up for E-Mail on Store Pages

Enable Sign-up Form	Select whether or not ShopSite should display a form that allows visitors to sign-up to receive your Constant Contact email newsletter.

ShopSite and Cookies

ShopSite uses browser "cookies" for both merchant and customer sessions. A cookie is a small file stored by the browser which can only be read by the same server that set it. ShopSite does not store any sensitive information, such as credit card numbers or passwords, in the cookies it uses.

- When ShopSite creates a shopping cart for a customer, it will set a cookie to associate the customer with a particular shopping cart. There are several situations, in addition to adding products to a cart, which will cause a shopping cart to be created, including registered customer log-in, or coming to the store from an associate link. If the customer has cookies disabled, the shopping cart will be linked to the customer's IP address.
- If a registered customer logs in, a cookie is created that tells ShopSite who it is. This is a "session" cookie, which means it will expire as soon as the customer closes their browser, or does not do anything on the store Website for an extended period of time, or if the customer completes an order.
- When a customer selects tax, shipping, or payment method options, and then clicks on **Checkout** on the main shopping cart screen, these selections are stored in a cookie. This allows ShopSite to "remember" the customer's selections if they return to the store to place another order. The cookie will expire one year from the date it was created. If the customer's browser does not allow cookies, the "memory" feature will not be available.
- When a customer enters their shipping and billing information on the Billing screen and clicks **Submit This Order** to complete the order, ShopSite sets another cookie. It contains the billing address (and the shipping address if a separate one is used) the customer used. It does *not* contain any credit card information. This cookie is set to expire one year from the date it was created. If the customer returns to the store from the same computer within this time, ShopSite will detect and read the cookie and the customer will not have to re-enter the address information. If cookies are disabled in a customer's browser, this "memory" feature will not be available to them. Merchants who are concerned about customer privacy can turn off this feature in the Thank You Screen Configuration.
- ShopSite uses cookies to help track computers authorized to access order information. If a merchant accesses the order system (including viewing associate orders or gift certificate orders), a cookie will be set on the computer. The merchant can then select whether or not to trust certain computers, using the order security system.
- ShopSite stores include an option to Include Google Analytics tracking code throughout the store. Google Analytics uses cookies to track customer activity throughout a site.

Copy Custom Template

Use this screen to copy a custom template or include file so that you can make additional changes without losing your work. Select the template from the list, then enter a name for your copy (copied templates cannot have the same name as the original template). Click **Copy** to make the copy and return to the Custom Template screen.

After you have made the copy, use the **Edit Template** feature to make changes to the template. When you have made all your changes, you can assign the template to be used in your store.

Copy ShopSite Template

Several of the built-in templates can be copied into your custom templates list so you can look at how they're done or make minor changes to them to suit your individual preference. Select the template from the list, then enter a name for your copy (copied templates cannot have the same name as the original template). Click **Copy** to make the copy and return to the Custom Template list screen.

After you have made the copy, use the **Edit Template** feature to make changes to the template. When you have made all your changes, you can assign the template to be used in your store.

Copyrights and Trademarks

States and Countries

This screen allows you to select which states and countries you will allow in the Shipping and Billing addresses for your customers, as well as how customers will select the state or country in the shipping and billing address forms.

States

State/Province	Select whether to have customers type in or select the destination state from a pull-down menu. ***Note:*** If you are using an integrated third-party service which requires specific state codes, ShopSite will always display the pull-down menu, regardless of your selection here.

State/Province List	Use this field to decide which states you will allow in shipping and billing address pull-down menus. The default list includes the U.S. states and Canadian provices.
	
	The name for each allowed state or province should be on a line by itself, followed by a semicolon (;) and the two-letter state or province code. For example:
	
	`California;CA`
	`Colorado;CO`
	
	Items in the pull-down menu will be displayed in the same order as they appear in this list. The semicolon and state/province abbreviation will not be displayed in the pull-down menu, but will be submitted to integrated third-party services which require the two-letter state code.
	
	You may also include informational lines by putting an *n* after the semicolon, for example:
	
	`Select a State;n`
	
	The *;n* will not be displayed in the pull-down menu, but customers will not be allowed to checkout if one of these options is selected.
	
	Note: If you modify this list, you *must* make sure your selection options are compatible with the requirements of any third-party services which will receive this information.

Countries

Checkout Screen Countries	Select whether to have customers type in or select the destination country from a pull-down menu. You may want to check with your shipping provider or payment processor to know which countries are allowed, or if the cost of processing orders for certain countries is prohibitive. ***Note:*** If you are using an integrated third-party service which requires specific country codes, ShopSite will always display the pull-down menu, regardless of your selection here.
Default Selected Country	Select the country that you want at the top of the list as the default selection for customers if you are using a pull-down menu.
Country List	Select which countries you want to include in the shipping or billing pull-down menus. You can use the **Clear All** and **Select All** buttons to quickly select or clear all countries.

Use	Check this box to include this country in the pull-down menu.
Country Name	(Read Only) The name of the country. If you are using a third-party service, this or the appropriate ISO country code will be sent to the third-party service.
Displayed Name	Enter the country name as it should appear in the country pull-down menu.

Free Ship	Check this box if you want to allow free shipping to this country. Free shipping and Free Shipping Coupons will only be available for countries with this option selected. You may restrict free shipping within selected countries by excluding specific ZIP/Postal codes in the Free Shipping configuration on the **Commerce Setup** > **Shipping** screen.
Zip Code Tax	Check this box if you want ShopSite to calculate Sales Tax by Zip Code for this country. The Zip Code will *only* be used to calculate sales tax for countries with this box checked if you have the Tax by Zip feature enabled.
Charge VAT/GST	Check this box if you want ShopSite to calculate Value Added Tax (VAT/GST) for this country. ShopSite will *only* calculate VAT/GST for countries with this box checked if you have the VAT/GST feature enabled.
UPS	(Read Only) If there is a ✔ here, this country can be used for real-time UPS shipping quotes. If there is a ✘ here, real-time UPS shipping quotes are not available for this country.
FedEx	(Read Only) If there is a ✔ here, this country can be used for real-time FedEx shipping quotes. If there is a ✘ here, real-time FedEx shipping quotes are not available for this country.
USPS	(Read Only) If there is a ✔ here, this country can be used for real-time U.S. Postal Service shipping quotes. If there is a ✘ here, real-time USPS shipping quotes are not available for this country.
Google Wallet	(Read Only) If there is a ✔ here, this country can be used for real-time shipping quotes in Google Wallet. If there is a ✘ here, real-time shipping quotes in Google Wallet are not available for this country.

Copy Coupons

The Copy Coupons screen allows you to duplicate an existing coupon.

Original Coupon	The name of the coupon you are copying.
New Coupon Name	Enter a name for the new coupon that you are creating.
Expires	Select a date for the coupon to expire
One Time Use	Indicate whether the coupon can be used multiple times, or only once.
Alternate Code	Optionally indicate an alternate code the customer can enter to redeem the coupon.
Include the same Products	Select whether to apply the new coupon to the same products. If you are not applying the same products, the default will be to apply the coupon to all products. You can specifiy individual products by editing the coupon after the copy is completed.
Copy	Click on this button to save your changes and create a copy of the coupon
Cancel	Click on this button to abandon your changes and return to the coupon list screen.

Select Coupon Product List

You can create coupons that apply to a single product, a few products, or a large number of products.

Use the search fields on this page to find specific products, or click **List All Products** to see a listing of all the products in your store. To search for specific products:

1. Choose a product field from the pull-down menu (default field is "Name"),
2. Choose the type of matching to perform on the selected field, such as "contains," "is" or "is not."
3. Enter the words or numbers that you wish to search for
4. Click **Search**.

Select the products you want associated with this coupon, then click **OK** to save your changes, or click **Cancel** to abandon your changes.

Select Coupon Products

You can create coupons that apply to a single product, a few products, or a large number of products. Just select the products that you want to create a coupon for and click **OK**. To select more than one product, hold the Ctrl key down and click the product names.

View Coupons

The View Coupons screen displays the selected coupons, along with details about their status. You can click on the coupon **Name** to edit the information for that coupon.

One Time	Indicates whether the coupon can used more than once.
Name	The name used to identify the coupon. Click on the name to edit the coupon.
Alternate Code	ShopSite will assign a random number code to a coupon unless an alternate code is designated. The alternate code can be any combination of letters or numbers.
Discount Type	Identifies the discount type as Free Shipping, the Percent discount, or the currency value.
Min. Cart Value	The minimum cart value required to be able to use the coupon.
Products Assigned	Indicates if the coupon is for specific items or for the entire cart value. If the coupon is for individual items, click on the **Yes** link to view a pop-up window with a list of the items the coupon works with.
Limited to one	Indicates if the coupon can only be used on one item per cart (only applicable for product-specific coupons).
Exclude Products	The products that are excluded from the coupon.
Expiration Date	The last day the coupon will be honored.
Date Created	The date the coupon was first created.
Done	Click on the **Done** button to return to the Coupons list page.

Configure Coupons

Use the fields on this screen to enable the Coupons by Code feature and to set the text of coupon messages that appear in the shopping cart.

Enable Add Coupons by Code	ShopSite coupons can be used in two ways: either as a URL that the customer clicks on, or as a coupon code that the customer enters into a field on the shopping cart. The URL method is always active, but you must check this box to enable the Coupon Code field on the shopping cart. You can still use URLs when you have enabled coupon codes.
Allow Only One Coupon Per Order	Check this box to limit customers to one coupon per order. Customers can add more than one coupon to the order, but ShopSite will only use the last one added to calculate the order total. When this option is disabled (not checked), customers can add multiple coupons to an order and they will all be used to calculate the order total, assuming the customer has also put the appropriate products in the shopping cart.

Shopping Cart Text

The Shopping Cart Text fields define the text that will be displayed in the shopping cart when coupons are in use.

Enter Coupon	Type the text that you want customers to see on the shopping cart screen where they enter coupon codes.
Coupon Code Caption	Type a label for the Coupon Code field on the shopping cart screen.
Coupon Applied	Type the short text message that you want customers to see on the shopping cart screen when a coupon is applied to their order.
Coupon Not Applied	Type the short text message that you want customers to see on the shopping cart screen when a coupon cannot be applied to their order. Coupons won't be applied if the customer has not ordered the correct products or if they have not met the minimum purchase requirement.
Coupon Expired	Type the short text message that you want customers to see on the shopping cart screen if they attempt to use an expired coupon.
Invalid Coupon	Type the short text message that you want customers to see on the shopping cart screen if they attempt to use an invalid coupon, such as a bad coupon code or a coupon URL that has been modified.
Only One Coupon Allowed	Type the short text message that you want customers to see if you have **Allow only one coupon per order** enabled and the customer adds a second coupon to the shopping cart. The second coupon will be applied, and this message will appear by the first coupon.
One Time Coupon Already Used	Type the short text message that you want a customer to see if the customer enters a coupon code for a one time coupon that has already been redeemed.
SKU Coupon String	The string displayed in the SKU field on orders, and when displayed, in the shopping cart and on receipts.
You cannot use a one time coupon with Google Wallet	This message will be displayed if a customer tries to use a one time coupon when checking out through Google Wallet.
Free Shipping Coupon cannot be entered on this screen or on the Google Wallet Screen. Proceed with regular checkout to use your Free Shipping Coupon	This message will be displayed if a customer tries to use a free shipping coupon when checking out through Google Wallet.

Coupon Available	This message displays to indicate that a coupon is available.
reduced by	Text used to indicate that the order total has been reduced by a coupon.
You have qualified for Free shipping and the free ship method has been chosen	This message is displayed for Free Shipping coupons, to inform the customer that the free shipping method has automatically been selected.
is not valid for the ZIP/Country being used	This message will be displayed if a free shipping coupon is not valid for the shipping Zip code or country selected.

List of Coupons

[Read the Coupon FAQ](#)

Use coupons to entice people into your store and to encourage them to buy your products. ShopSite coupons can be used in two ways:

- as a code that customers enter into a field on the shopping cart
- as a URL (hyperlink) that you can put in e-mail messages or on Websites that customers can click on, which takes them to the shopping cart and applies the coupon

This screen allows you to create new coupons for your store and manage existing coupons. You can search for specific coupons (see the Merchant Search help page for more information), or click on **List All** to see all your current coupons.

View	Select the coupons you want to review and click on the **View** button to see a table detailing the settings for those coupons.
Edit	Select a coupon from the list and click this button to change the attributes of the coupon, such as the products that it applies to or the expiration date.
Copy	Select a coupon to copy, then enter a new name and optionally modify the expiration date, one time use, or redemption code.
Delete	Select one or more coupons from the list and click this button to delete them so that they can no longer be used in your store.
Add a Coupon	Create a coupon that applies to specific products or an entire order.
Configure	Enable coupons with codes and set the text for coupon messages in the shopping cart.

Add Group

Use this page to add a new customer group.

Name	Specify a name for the group. This name is only for your benefit and will not be seen by the customers in the group.
Note	If desired, add a note to the group to help you remember the reason you created this group.

Click **Save** to create the new group, or click **Cancel** to abandon your changes.

Assign to Group

This screen shows you the current group assignments of the customers that you selected on the Customer Registration screen, and allows you to assign them all to a single group.

To assign the listed customers to a group, select that group in the drop-down list and then click **Save**.

Change Customer Password

Note: Customers who forget their passwords can reset their passwords by clicking on **I forgot my password** on the Customer Registration **Sign In** screen.

If you need to change a customer's password, click the **Change Password** button on the **Edit Customer** screen. You will be required to enter the new password twice to ensure you spelled it correctly, then click **Continue** to save the new password. When you inform the customer of the new password, you should also encourage the customer to change the password. You may want to suggest some Password Security Guidelines for creating a new password.

Configure Customer Registration

Use this screen to enable and disable customer registration, and to configure some security and layout options.

Customer Registration

These fields enable customer registration and set whether registration is required or optional.

Customer Registration	Set this field to On to enable customer registration, or Off to stop using customer registration in your store.
Shoppers must register	Set this field to Yes to require that customers register before completing a purchase in your store. Set this field to No to make registration optional.

Account Creation

These fields help customers to accurately enter usernames and passwords when registering.

Shopper must enter sign in name	Customers must enter their e-mail address as their sign-in name for your store. Select whether they only need to enter it once, or twice to help detect typing errors.
Shopper must enter password	Select the number of times that a customer must enter their password when they initially register at your store. They will only see asterisks (***) instead of the characters that they type, so requiring them to enter it twice helps to ensure that they typed it correctly.
Save Payment Information	Select whether or not registered customers can save payment information such as a credit card number. Allowing customers to save their credit card number makes checking out convenient and easy for registered customers, but with it comes the risk that a hacker could compromise the stored card numbers.
E-Mail Format Default	Select whether E-mail sent to the customer will be in a text or HTML format.

Merchant E-mail Notification of New Registered Customer

Receive email notifications when new customers register.

Send E-mail To Merchant when a Customer Registers	Select whether or not you want to be notified via email whenever a new customer registers with your store.
E-mail Subject Line	Provide the subject line for the email notification. You can use the [Name] and [StoreID] placeholders in the subject line. Defaults to "ShopSite: [Name] Registered for [StoreID]".
E-mail Address to send to	Provide the destination email address for the new registered customer notification email. Defaults to the merchant email address defined under Preferences > Hosting Service.

Sign In

The Sign In fields affect what happens when a customer signs in to use their account.

Minimum password length	Specify the minimum number of characters required for a customer password.
Allowed sign in attempts	Set how many times a customer will be allowed to try to log in. If a customer enters an incorrect e-mail address or password the specified number of times, the customer will be required to use the **I forgot my password** feature to set a new password by answering the challenge question correctly.
Inactive minutes before being signed out	Sets the number of minutes that a customer is considered "signed in" if there is no activity, such as making changes to the cart contents or customer registration screens. Customers will be signed out as a security measure if this time limit is reached, and they will have to sign in again

	to continue shopping as a registered customer. As another security precaution, customers are automatically signed out when they complete a purchase.

Challenge Phrase

Customers will be required to answer a challenge question in order to reset forgotten passwords. You can configure up to four different questions the customer can save an answer for.

Allowed Challenge Phrase attempts	Set the number of consecutive wrong answers to the challenge question before ShopSite locks the account and tells the customer to contact the merchant.
Challenge Phrase Questions	Type the challenge questions that customers can choose from when registering with your store. You can leave the three default questions and provide a fourth question if you wish, or change any of the questions. After a customer has selected a question and registered with the store, the question is stored with their account information. Any subsequent changes to the questions on this screen will not affect the questions selected by previously-registered customers.

Registration Screen Layout

The Registration Screen Layout fields affect the look of all customer registration pages that customers see.

Registration Template	The layouts of all registration pages are defined by a template that contains ShopSite's custom template tags. You can select a template from the drop-down list. If you would like to change the look and layout of one or more customer registration pages, you can build your own template from scratch, or copy the existing template and make changes to your copy. You can learn more about custom templates in the Custom Template Help.
Text at top of Customer Registration screens	Enter any text or HTML that you want to appear at the top of all customer registration pages. This field supports use of the HTML Editor.
Text at bottom of Customer Registration screens	Enter any text or HTML that you want to appear at the bottom of all customer registration pages. This field supports use of the HTML Editor.

Link

Customer Registration Link	If customer registration is enabled, links will be automatically included on the Shopping Cart screen and on some store pages (depending on your store theme). You can use this sample JavaScript to create Customer Registration links on pages that do not already have links, including custom pages. This script generates links identical to the ones generated by the `[-- RegistrationSignIn --]` template tag. See Customer Registration Links for more information.

Facebook

See Setting up Facebook Connect with ShopSite for more information.

Add Facebook Login	Select whether or not Facebook Connect is enabled for customer registration.
Facebook App ID/API Key	This field should match the "App ID/API Key" provided by Facebook for your store's app. See Facebook Connect for ShopSite for more information.
Facebook App Secret	This field should match the "App Secret" provided by Facebook for your store's app. See Facebook Connect for ShopSite for more information.
Site URL	This field should match the "Site URL" that you specified for your store's app.

Delete Customer

You can delete one or more registered customer accounts by selecting them from the list and clicking **Delete**, then clicking **Yes** on the confirmation page. All information for those customer accounts will be deleted and the customers will no longer be able to sign in to your store. They can register again, or make purchases without registering if you have configured your store to allow that.

Delete Group

To delete a customer group, select the group on the **Customer Groups** screen and click **Delete**, then click **Yes** on the confirmation page. All customers assigned to the deleted groups will be reassigned to the default group. If you delete the default group (indicated with an asterisk), <none> will become the new default group.

Download Customer Information

Click **Download** on the **Customer Registration** screen to download a list of registered customers. The selected information will be downloaded for all your registered customers.

Download Format	Select what format and which ShopSite version compatibility to download registered customer information. You can either download the information in a delimited text format or as an XML file.
Download Fields	Select which customer registration fields to include in the download. You may select: • **All** - select this option to download all customer registration fields. • **Selected fields only** - select this option, then click **Select** to download only the fields you specify. • **Use field map** - select this option, then click **Change** to create a field map which will download the specified fields mapped to custom field names.
File Name	Enter a name for the file the information will be saved in.
File Type	Select a file type (extension) to use for the download file. You should select an extension appropriate for the format of the file.

Edit Customer

Use this screen to view customer information and to make changes to a customer account.

Note: You cannot view or change a customer's "ship to" addresses or payment information.

Name	The registered customer's name. Generally, you would not need to make any changes to a customer's name. However, you can change which fields are displayed and which are required, such as not showing the `Title` field. Their display is controlled by the Billing Address fields on the Commerce Setup > Order System > Shipping screen.
Account Status	A customer's account is **Unlocked** by default. You can set the account status to **Locked** to prevent a user from being able to access their account. **Note:** The Account Status lock is different from the lock caused by too many failed login attempts (see **Password Retry Count** below). If the Account Status is set to locked in the back office, only you can unlock the account by setting the Account Status to unlocked.
Password Retry Count	The number of remaining login attempts the customer has before they will be locked out of their account (see **Customer Registration Configuration** to change how many attempts are allowed). When this number reaches 0, the customer is locked out of their account until they successfully answer their challenge question. If a customer contacts you because they are locked out of their account and unable to answer their challenge question, confirm their identity, then provide them with a temporary password (click **Change Password**) and click **Reset** to reset the login attempt counter and unlock the account.
E-Mail Format	Customers can request to receive e-mail in either plain text or HTML formats. This field shows you the current setting and allows you to change it if necessary.
Sign in	The e-mail address that the customer used to register. The customer must enter this e-mail address and the correct password to sign in to the store.
Registration Date	The date and time when the customer registered with the store.
Group Membership	The customer group that you have assigned this customer to. You can change this group on the Assign to Group screen.
Save Payment Information	If you have this option enabled, customers can choose to have ShopSite save their payment information (credit card number, etc.) to save time on future orders, or they can enter their payment information each time they order. This field shows you whether they chose the save payment option. **Note:** Registered customer payment information is saved in an encrypted format, and cannot be viewed or downloaded by the merchant or anyone else. Once the information is entered the first time, even the customer cannot see the full card number. All credit card payment information is stored (except CVV2 values). For all other payment types, ShopSite only stores the associated address.
Tax Exempt	A checkbox to set whether or not the customer is tax exempt. The customer has no control over this field. Any customer wishing for Tax Exempt status should email the merchant with the request along with their Tax Exempt ID or Certificate and Expiration. If this checkbox is set, both the "Tax Exempt ID or Certificate" and the "Tax Exempt Certificate Expiration" fields should also be set.
Tax Exempt ID or Certificate	The customer's Tax Exempt ID or Certificate.

Tax Exempt Certificate Expiration	The expiration date for the Tax Exempt Certificate.
Change Password	Click this button to change the customer's password. ***Note:*** If a customer has been locked out of their account for too many failed login attempts, changing the password will *not* unlock the account. You will also need to **Reset** the **Password Retry Count**.

When you are done making changes on this page, click **Save** to save the changes and return to the main Customer Registration screen, or click **Cancel** to return without saving your changes.

Edit Group

This screen allows you to change a group's name and note, and manage the coupons assigned to the group.

Name	The name for the group. This name is only for your benefit and will not be seen by the customers in the group.
Note	If desired, add a note to the group to help you remember the reason you created this group.
Coupons	Coupons assigned to customer groups will be automatically applied to eligible customers who sign in. For example, you may want to create a *Gold Customers* group for your best customers, and assign a 10% discount coupon to that group. Your Gold Customers would then always get a 10% discount whenever they sign in to make a purchase. • **Add to Group** - select one or more coupons from the Unassigned list and click this button to assign those coupons to the group. • **Delete from Group** - select one or more coupons from the Assigned to Group list and click this button to remove those coupons from the group.

Click **Save** to save your changes, or **Cancel** to abandon your changes, and return to the **Customer Groups** screen.

Customer Groups

Use this screen to manage your registered customer groups. The list shows you the existing groups, and the default group is marked with an asterisk (*). All new customers will be assigned to the default group until you assign them to another group.

Note: You can assign coupons to customer groups so that members of that group automatically receive those coupons each time they sign in. You must add the coupons before you can assign them to a group.

Edit	Select a customer group and click this button to edit the group name and comment, and to assign and delete coupons for the group.
Default	Click this button to make the selected group the default group, to which all new registered customers will belong.
Delete	Select one or more customer groups and then click this button to delete them. All customers assigned to the deleted groups will be reassigned to the default group. If you delete the default group (indicated with an asterisk), <none> will become the new default group.
Add	Click this button to create a new customer group.

Match Customer Upload Fields

There are two columns on this page: Your Data, and ShopSite Database Field. The Your Data column contains all of the fields in the uploaded customer file. Some of the fields might already be matched. Unmatched fileds are red; matched fields are black. You can assign a ShopSite Database Field to your fields by using the drop-down list next to the field.

Optionally, you can choose to ignore fields in the uploaded file by setting the appropriate drop-down menu to (ignore). Any fields set to (ignore) will be lost after uploading.

Other fields include: Title; First; Middle; Last; Suffix; E-mail Address; Account Status; Last Login; Date Registered; Date Last Order; Last Order Total; Total Amount; Number of Purchases; Group Name; Group Note; Bill Title; Bill First; Bill Middle; Bill Last; Bill Suffix; Bill Address 1; Bill Address 2; Bill City; Bill State/Province; Bill Zip Code; Bill Country; Bill Phone Number; Bill Company; Bill E-mail Address; Ship Title; Ship First; Ship Middle; Ship Last; Ship Suffix; Ship Address 1; Ship Address 2; Ship City; Ship State/Province; Ship Zip Code; Ship Country; Ship Phone Number; Ship Company; Ship E-mail Address; E-mail Format; Password; Challenge Phrase; Challenge Phrase Answer; and Company.

Click **Save** to return to the **Customer Upload Options** screen.

Customer Registration

Read the Customer Registration FAQ

Customer Registration provides benefits for you and your customers:

- Once registered at your store, your customers can enter their shipping and payment information once, and ShopSite will remember it for future purchases. ShopSite can save several shipping addresses and payment methods for each registered customer, and the customers can view and edit that information as needed. Customers can view their previous orders, and can receive automatic coupons each time they shop at your store.
- As the merchant, you can view and edit some customer information, such as resetting a lost password or unlocking an account. You can create customer groups and assign customers to those groups. You can assign one or more coupons to each customer group, and each time a customer signs in, they will automatically get the coupons for that group. You can also download customer names and e-mail addresses.

To begin using customer registration, click the **Configure** button to enable the feature and set some initial values. After that, you might want to create some Customer Groups (which might require creating some coupons). Once customers start to register at your store, you’ll be able to use the other functions on this screen.

Edit	Select one customer and click this button to edit the customer name, lock or unlock their account, and see other customer information.
Assign to Group	Select one or more customers and click this button to assign them all to a customer group. Any customer in a group will receive any coupons assigned to that group each time they sign in.
Modify Reward	Select one or more customers and then click this button to modify the customer's reward program status.
Delete	Select one or more customers and then click this button to delete their accounts at your store. All of their registration information will be deleted, including shipping addresses, payment information, and order history.
Search	Use the search feature to find registered customers based off specified criteria (Last name, First name, E-mail, phone number, Group, or Company). See the Merchant Search help page for more information.
List All	Click this button to display all registered customers. This is especially useful to replace the results of a previous search with a list of all customers.
Groups	Click this button to create and edit customer groups, including assigning coupons to customer groups.
Upload	Upload registered customer account information.
Download	Download registered customer account information.
Configure	Enable/disable customer registration (including Facebook Connect), define registration fields, and modify the layout of the registration screens.

Customer Upload Options

If any of the fields in the uploaded customer file do not have matches in the ShopSite customer database, you will be notified of the number of unmatched fields, if any. You can click on the **Click here to view and match database fields to fields in your data** link to match the fields in the uploading customer file with ShopSite equivalents.

Once you're happy with the uploaded fields matching ShopSite's Customer Database, click **Upload File** to upload the customer file.

Upload Customers

You can upload a file containing information about registered customers. If you Downloaded a registered customer file and made changes, this will update your store with those changes. This allows you to update individual customers, or add or remove registered customers.

File to be uploaded	Enter the filename, or click **Browse...** to locate the file to be uploaded.
Field separator	If you are uploading a text file, select how items within a table field are separated. ShopSite downloads separate items using a tab, but third-party programs may export tables using different separators. This setting does not apply to XML uploads.

Click **Proceed** to upload the selected file using the settings you specified, or click **Cancel** to return to the Customer Registration screen without uploading your changes.

Customer Upload Results

While your customer registration information is uploading, you will see a progress bar at the top of the screen. Once the upload completes, you will see a success message. You can click on the **Upload Results** link to see the details of the uploaded information.

Click **OK** to return to the **Customer Registration** screen.

Customer Registration Download / Upload Fields

The following fileds are supported for Uploading or Downloading registered customer information. If you are using a field map for downloading, the field names will be changed to reflect your mapping. For XML files, see the Customer Registration DTD

Field Name	Description	Values
Title	Registered account user title.	[Text String]
First	Registered account user first name.	[Text String]
Middle	Registered account user middle name.	[Text String]
Last	Registered account user last name.	[Text String]
Suffix	Registered account user suffix.	[Text String]
E-mail Address	**Required.** Registered user e-mail address. Used as login username.	[Text]@[Domain.Name]
Account Status	Status of customer account.	Locked *or* [Blank]
Last Login	Date of last customer login.	[Ddd Mmm DD HH:MM:SS YYYY] (e.g. *Fri Sep 22 17:24:42 2008*)
Date Registered	Date of original customer registration.	[Ddd Mmm DD HH:MM:SS YYYY] (e.g. *Fri Sep 22 17:24:42 2008*)
Date Last Order	Date customer placed most recent order.	[Ddd Mmm DD HH:MM:SS YYYY] (e.g. *Fri Sep 22 17:24:42 2008*)
Last Order Total	Cost total for most recent order.	[Currency Value]
Total Amount	Cost total for all orders.	[Currency Value]
Number Of Purchases	Total number of orders placed by this customer.	[Number]
Group Name	Name of group this customer is assigned to.	[Text String]
Group Note	Note about this group of customers.	[Text String]
Bill Title	Most recently used customer billing title.	[Text String]
Bill First	Most recently used customer first name.	[Text String]
Bill Middle	Most recently used customer billing middle name.	[Text String]
Bill Last	Most recently used customer billing last name.	[Text String]
Bill Suffix	Most recently used customer billing suffix.	[Text String]
Bill Address 1	Most recently used customer billing first address line.	[Text String]
Bill Address 2	Most recently used customer billing second address line.	[Text String]
Bill City	Most recently used customer billing city name.	[Text String]
Bill State / Province	Most recently used customer billing state 2-letter code (for the US, see the FIPS State Alpha Code Specification). Some third-party services may require this to match one of the defined states in your States and Countries configuration.	[2-Letter Code For State/Province Name]
Bill Zip Code	Most recently used customer billing Zip code.	[Text String]
Bill Country	Most recently used customer billing country 2-letter code (see the FIPS Country Code Specification). Some third-party services may require this to match one of the defined countries in your States and Countries configuration.	[2-Letter Code For Country Name]
Bill Phone Number	Most recently used customer billing phone number.	[Text String]

Bill Company	Most recently used customer billing company name.	[Text String]
Bill E-mail Address	Most recently used customer billing e-mail address.	[Text]@[Domain.Name]
Ship Title	Most recently used customer shipping title.	[Text String]
Ship First	Most recently used customer shipping first name.	[Text String]
Ship Middle	Most recently used customer shipping middle name.	[Text String]
Ship Last	Most recently used customer shipping last name.	[Text String]
Ship Suffix	Most recently used customer shipping suffix.	[Text String]
Ship Address 1	Most recently used customer shipping first address line.	[Text String]
Ship Address 2	Most recently used customer shipping second address line.	[Text String]
Ship City	Most recently used customer shipping city name.	[Text String]
Ship State/Province	Most recently used customer shipping state 2-letter code (for the US, see the FIPS State Alpha Code Specification). Some third-party services may require this to match one of the defined states in your States and Countries configuration.	[2-Letter Code For State Name]
Ship Zip Code	Most recently used customer shipping Zip code.	[Text String]
Ship Country	Most recently used customer shipping country 2-letter code (see the FIPS Country Code Specification). Some third-party services may require this to match one of the defined countries in your States and Countries configuration.	[2-Letter Code For Country Name]
Ship Phone Number	Most recently used customer shipping phone number.	[Text String]
Ship Company	Most recently used customer shipping company name.	[Text String]
Ship E-mail Address	Most recently used customer shipping e-mail address.	[Text]@[Domain.Name]
E-mail Format	Customer's preferred E-mail message format.	HTML *or* Text
Password	**Upload Only.** Account login password. You should only include this if you want to change the customer's password.	[Text String]
Challenge Phrase	**Upload Only.** Lost password challenge question. You should only include this if you want to change the customer's challenge question.	[Text String]
Challenge Phrase Answer	**Upload Only.** Lost password challenge answer. You should only include this if you want to change the customer's challenge answer.	[Text String]

Cross-sell Configuration

The Cross-sell feature allows you to configure your ShopSite store to display cross-sell products on the shopping cart screen. The cross-sell feature allows for product-specific cross-sell, which displays products related to the most recent product added to the shopping cart. ShopSite also includes global cross-sell, which allows you to display popular or on-sale items whenever a customer views the shopping cart.

Cross-sell products which have already been added to the shopping cart will not be displayed in the cross-sell table.

Cart Global Cross-sell

The Global Cross-sell settings control the display of cross-sell products that are not specifically associated with products in the Shopping Cart. This could include your best-sellers, sales, new products, or any products you want to draw attention to.

<table>
<tr><td>Global cross-sell</td><td>Enables/disable the Global cross-sell feature.</td></tr>
<tr><td>Cart cross-sell</td><td>Select when to display global cross-sell products in the shopping cart:

Always display - Global cross-sell products will be displayed any time a customer views the shopping cart.
Only display if product has no cross-sell - Global cross-sell products will be displayed in the cart unless the most recent product added to the cart has product cross-sell items.
Do not display - Global cross-sell products will not be displayed in the shopping cart.
</td></tr>
<tr><td>Header</td><td>Enter the header text for the global cross-sell product table.</td></tr>
<tr><td>Products</td><td>Click Select to open a pop-up window to select your global cross-sell products.
<h4>Assigned cross sell products</h4>
This pop-up window allows you to select, sort, or remove cross-sell products.
<table>
<tr><td>Assigned cross-sell products</td><td>This box displays the products that have been selected as cross-sell items.</td></tr>
<tr><td>Move Up</td><td>Select a product in the Assigned cross-sell products list and click Move Up to move that product up one position in the list.</td></tr>
<tr><td>Move Down</td><td>Select a product in the Assigned cross-sell products list and click Move Down to move that product down one position in the list.</td></tr>
<tr><td>Delete</td><td>Select a product in the Assigned cross-sell products list and click Delete to delete that product from the list. The product will then appear in the Products not assigned list.</td></tr>
<tr><td>Products not assigned</td><td>Use the Merchant Search to find specific items, or click List All Products to display all unassigned products in the Products not assigned box.</td></tr>
<tr><td>Add</td><td>Select a product from the Products not assigned box, then click Add to add that product as a cross-sell product. The product will then appear in the Assigned cross-sell products list.</td></tr>
<tr><td>OK</td><td>Click this button to save your changes and return to the Cross-sell Configuration screen.</td></tr>
<tr><td>Cancel</td><td>Click this button to return to the Cross-sell Configuration screen without saving your changes.</td></tr>
</table></td></tr>
<tr><td>Product image</td><td>Check the box to use a resized version of your product image in the cross-sell listing, then select the image size to use from the pull-down menu.</td></tr>
<tr><td>Max number of products to display</td><td>Enter the maximum number of cross-sell products to display at once. You may assign any number of products for cross-sell, but only this number will be displayed in the cart at a time.</td></tr>
<tr><td>Display order</td><td>Select whether to display cross-sell products in the assigned order or in a random order.</td></tr>
</table>

Cart Product Cross-sell

Individual products may have cross-sell products associated with them, which will then be displayed in the shopping cart when the parent product is added to the cart. To assign cross-sell products to a product, go to **ShopSite** > **Products** > **Edit Product Info** and find the **Cross-sell** section.

Product cross-sell	Select whether or not product level cross-sell should be displayed in the shopping cart.
Header	Enter the header text for the product cross-sell product table.
Product image	Check the box to use a resized version of your product image in the cross-sell listing, then select the image size to use from the pull-down menu.
Max number of products to display	Enter the maximum number of cross-sell products to display at once. You may assign any number of products for cross-sell, but only this number will be displayed in the cart at a time.

Cross-sell Links

Cross-sell Destination	Use the pull-down menu to determine the link destination for cross-sell products. You may select one of the following: • **None** - Do not include links in cross-sell products. • **MoreInfo** - Create links to the product More Information page, if one exists. • **Search Destination** - Create links using the product's **Search Destination** setting. • **Made** - Create links to a generated product page.

After you have finished configuring your Cross-sell settings, click **Save**, or click **Cancel** to abandon your changes, and return to the Merchandising screen.

Custom Checkout Field Examples

These examples use a combination of screen shots and formatted text so that you can copy and paste the code into your store. Feel free to modify the code to suit your needs.

Survey Question

This custom field creates a select list on the shipping screen from which customers can tell you how they learned about your store, which can help you spend your advertising dollars wisely. You can change the choices in the list to reflect your advertising methods. The field is not marked as required in this example, but some merchants may want to require customers to provide this information.

1. Enable custom checkout fields and define field 1 to look like this:

Custom Fields	Use?	name=	Text Name	Emails	Conf.	Thank You	Type	Req.	Invalid Value
	☑	field01	survey	☐	☐	☐	Select	☐	Select One

2. Create the select list by pasting the following code into one of the **HTML Before** fields. (To put the list near the bottom of the page, use the **HTML Before the Finalize Button** field.)

```
<p align="center"><font color="#0000CC" size="3"><strong>How did you hear about our store?
</strong></font>
<select name="field01" size="1">
<option value="Select One" selected>Select One</option>
<option value="Search Engine">Search Engine</option>
<option value="Website Link">Website Link</option>
<option value="Email">E-mail Ad</option>
<option value="Friend or Family">Friend or Family</option>
<option value="Other">Other</option>
</select>
```

Store Policy Checkbox

If any of your customers ever dispute a purchase through a credit card company, the merchant’s position is strengthened if the customer was aware of the store’s shipping and return policies. You can use this custom checkout field to add a required checkbox near the end of the shipping screen that customers must check to indicate that they have read and agree to your store’s policies.

1. Enable custom checkout fields and define field 1 to look like this:

Custom Fields	Use?	name=	Text Name	Emails	Conf.	Thank You	Type	Req.	Invalid Value
	☑	field01	policy	☐	☐	☐	Checkbox	☑	

2. Create the checkbox by pasting the following code into one of the **HTML Before** fields. (To put it near the bottom of the page, use the **HTML Before the Finalize Button** field.)

```
<p align="center"><input type="checkbox" name="field01">
<font color="#0000CC" size="3">
I have read and agree to the <a href="policies.html" target="_blank">store
shipping and return policies</a>.
</font>
</p>
```

Creating Custom Checkout Fields

Overview

The ShopSite shipping and checkout screen contains the fields necessary to collect common order information, such as billing/shipping addresses and a field for customer comments. However, you might want or need to gather additional information, such as a customer code, or separate first and last name fields, or a customer agreement to store policy.

The custom checkout fields let you add as few or as many fields as you require to the checkout screen. The entire screen is an HTML form, and your custom fields will be integrated into the form at any of the locations that you designate.

Creating The Fields

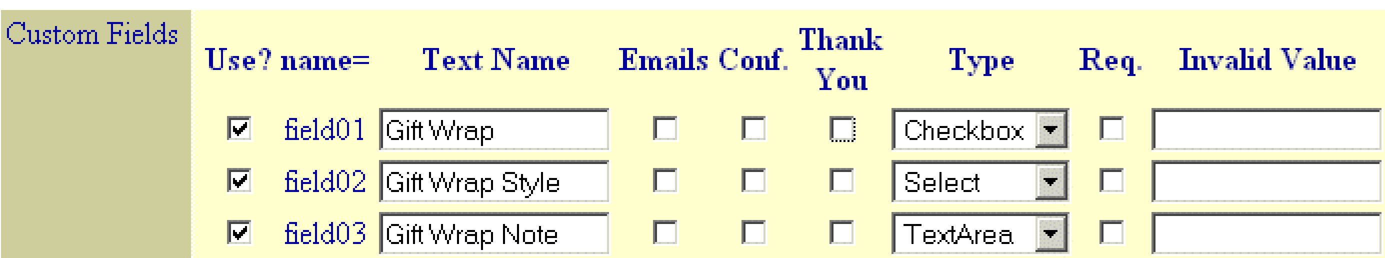
Creating a custom field requires two steps:

1. Define a custom field by specifying its name and type and a few other parameters.
2. Add text and HTML `input` tags into any of the five location fields to use your defined field.

You must have a one-to-one matching of a custom field to an input tag. Here is an example that uses three custom fields to let customers request gift wrapping. The first field is a checkbox, the second field is a select (drop-down) list, and the third field is a textarea.

1. The first field will let customers check a box to request gift wrapping. Set the **Text Name** value to "Gift Wrap," and select "Checkbox" in the **Type** list.
2. The second field will let customers choose the style of gift wrap from a list. Set the **Text Name** value to "Gift Wrap Style," and select "Select" in the **Type** list.
3. The third field will be a text area where customers can type in a note that they'd like included with the gift. Set the **Text Name** value to "Gift Wrap Note" and select "TextArea" in the **Type** list.

   The **Use?** box must be checked for all three fields. None of the other field parameters are required for this example. Here is what the screen looks like with those values:



4. There are five locations on the checkout screen where custom fields can be placed, but for this example all three custom fields will appear together just below the order total and before the comment field. The HTML code to do this creates a table to control the layout, and uses form fields for the customer input. The essential step is to use the custom field names (field01, field02, etc., shown in bold below) in the form to link the input fields to the defined custom fields. Here is an example of the code you could include in the **HTML Before the Comment Field**:

```
<table align="center">
  <tr>
    <th colspan="2" style="font-size: x-large;">Add Gift Wrap!</th>
  </tr>
  <tr>
    <td><input type="checkbox" name="field01"> Add Gift Wrap</td>
    <td><select name="field02">
      <option value="Style">Gift Wrap Style</option>
      <option value="Birthday">Happy Birthday</option>
      <option value="Christmas">Merry Christmas</option>
      <option value="Congrats">Congratulations</option>
    </select></td>
  </tr>
  <tr>
    <td colspan="2"><textarea cols="32" rows="4" name="field03">Use this area to enter a gift note.</textarea></td>
  </tr>
</table>
```

Note that you do not have to include <form> and </form> because your custom fields will be added to the existing form that makes up the entire page.

The results on the checkout screen look like this, shown just below the order total:

You can easily use custom checkout fields to create a survey question on the order form or to require customers to check a box indicating that they've read and agree to your store's terms and policies. See the custom checkout field examples for more information.

Viewing and Downloading the Information

ShopSite makes it easy to view and download the information that is collected via custom checkout fields.

Customer E-Mail, Confirmation Page, and Thank You Page

You can choose to include the name and content of any custom fields on the Confirmation page, Thank You page and/or on the e-mail receipt that is sent to customers. For those fields that you wan to include, simply check the box labeled "Emails", "Conf", or "Thank You" when defining the custom field.

View Orders

The order confirmation e-mail messages that you receive will contain all the custom form fields for which you checked the "Emails" box. The name and content of all custom fields are automatically included when you view orders in the ShopSite back office. Of course, you can print the orders while viewing them.

Downloading the Information

The name and content of all custom fields are included when you download orders, in a new field called "Custom Fields." Each field name and its contents are separated by a colon and a space, and fields are separated by `|n|`. Here is an example based on the gift wrap fields:

```
Gift Wrap: on|n|Gift Wrap Style: Birthday|n|Gift Wrap Note: To: John|n|Here's to the big FOUR-ZERO!!|n|-Terry|n|
```

Note that `|n|` is also used to indicate a carriage return within a textarea field.

Custom Checkout Fields

Use these fields on the Customize Order System screen to create your custom checkout fields.

Display Custom Checkout Fields	Check this box to have ShopSite display the custom fields that you have defined for the shipping/checkout screen.
Total Number of Custom Fields	Specify the number of custom fields that you want displayed on the shipping/checkout screen. If you increase the number, click **Go** to refresh the screen so that the additional fields are displayed for you to edit.
Custom Fields	Use these parameters to define your custom checkout fields: • **Use?** - Check this box to enable this particular custom field. • **name=** - The input field name for this custom field. The name of the HTML input field associated with this custom field must match this name. This field cannot be modified. • **Text Name** - The descriptive name of the field. This is the name that will be used in e-mail messages, on the Thank You page, and when viewing or downloading orders. • **Emails** - Check this box to have the Text Name and value of this custom field included in the e-mail receipt to customers and the merchant order confirmation e-mail. You probably

	do NOT want to check this box for hidden and password fields
	• **Conf.** - Check this box to have the Text Name and value of this custom field displayed to customers on the Confirmation screen. You probably do NOT want to check this box for hidden and password fields.
	• **Thank You** - Check this box to have the Text Name and value of this custom field displayed to customers on the Thank You screen. You probably do NOT want to check this box for hidden and password fields.
	• **Type** - Select the type of input field:
	  ◦ **Checkbox** - A box that the customer can check or uncheck. Returns "on" or null.
	  ◦ **Radio** - A set of mutually-exclusive choices, all visible at once. Returns the value of the selected choice.
	  ◦ **Select** - A set of options. A select list can be configured to show one or more options at a time, and can be set to allow only one or multiple options to be selected at a time. Returns the value of the selected choice(s).
	  ◦ **Text** - A one-line text field. Returns the text entered by the customer.
	  ◦ **TextArea** - A multi-line text field. Returns the text entered by the customer. When downloaded, carriage returns are replaced with |n|.
	  ◦ **Hidden** - A non-displaying field for which the value is provided in the input field. You probably do not want to check the **Emails** or **Thank You** parameters for this type, or ShopSite will display "hidden value" (literally) on those pages.
	  ◦ **Password** - A one-line text field where customer input is displayed as asterisks or bullets to enhance privacy. You probably do not want to check the **Emails** or **Thank You** parameters for this type, or ShopSite will display the password in clear text on those pages.
	• **Req.** - Check this box to make this field required. The customer cannot finalize an order until all required fields are no longer empty or do not match the Invalid Value.
	• **Invalid Value** - Enter the text of any invalid value for fields that have the Req. attribute set, specifically select lists or radio buttons. It is quite common for the first entry in a select list to be instructions to the customer, such as "Select a color," but that value is not valid if the field is required. Enter that same text in this parameter, and ShopSite will compare it with the value returned from the input field and prompt the customer to make a selection before continuing.

Do not display empty fields	Check this box to have ShopSite hide any fields you haven't defined.
HTML Before...	Enter any HTML code and text -- including custom field names -- that you want to appear in the five locations on the checkout screen. Note that the standard information on the checkout screen is all centered, so you may want to use HTML tags to center this text, too. These fields support use of the HTML Editor.

Custom Page Upload

Note: Custom Pages is a deprecated tool, included mainly for legacy compatibility. The preferred method for customizing your ShopSite store is with Custom Templates, a more robust and powerful tool. Because Custom Pages is no longer being updated, newer ShopSite features may not be available in pages created with the Custom Pages tool.

To upload a custom page from your local computer for use in your store:

1. If you know the pathname of the file that you want to upload, type it in the first box. Otherwise, click **Browse** to navigate to the file.
2. If you want to give the custom page file a different file name on the ShopSite server, type the new name in the second box. You can give it a long, descriptive name, but it can't have spaces in the name (use periods or underscores instead) and it must have the **.html** suffix.

   Note: ShopSite automatically puts custom page files in the `smarthtml` directory under the store’s output directory.

3. Click **File Upload**. The upload process starts and your file is added to your **smarthtml** directory. When the upload completes, you will be back at the Custom Pages screen, and you will see the new file in the list.

Alternate Ways of Uploading Files

The upload feature is convenient for uploading files one at a time, but FTPing is more convenient for large batches of files. All of your custom page files are stored under the **smarthtml** subdirectory of your store's output directory. The pathname is shown on the Custom Pages screen. Ask your host administrator to set up FTP access for you to that directory, and then you can use FTP software to upload several files in one operation. You can also put files in subdirectories under the **smarthtml** directory when you upload them with FTP, which you cannot do by using the Custom Page Upload feature. Any custom page files in subdirectories will not be displayed in the list on the Custom Pages screen.

Custom Pages

Note: Custom Pages is a deprecated tool, included mainly for legacy compatibility. The preferred method for customizing your ShopSite store is with Custom Templates, a more robust and powerful tool. Because Custom Pages is no longer being updated, newer ShopSite features may not be available in pages created with the Custom Pages tool.

The Custom Pages feature (previously called "Smart Tags") allows you to create some or all of the pages for your store in another application, and put links to your ShopSite databases in those pages. With this feature, you can use your HTML authoring tool-of-choice and have full control over your store's page layouts - and even use advanced features like frames - while using ShopSite's databases, shopping cart, and order processing features.

Custom pages and standard pages (created with the ShopSite browser interface) have very little overlap:

- Custom pages and standard pages are listed separately. You add and modify standard pages by clicking the Pages button on the main ShopSite screen. You add and modify custom pages from the Custom Pages area under Merchandising.
- You must use Smart Tags to have a product appear on a custom page; you cannot assign a product to a custom page through the standard interface.
- You cannot link a standard page to a custom page. At least, not in the usual way, but there is one way to do it.

Getting Started with Custom Pages

Using Custom Pages in your store requires 6 steps:

1. Add products to your store, either by using ShopSite's browser interface or by creating a products database and uploading it. (You don't have to do this first, but you must do it before step 6.)
2. Optionally, create standard pages using the browser interface. Most Web designers that use the Custom Pages feature create all of the store's pages as custom pages.
3. Create your store's custom pages using the HTML authoring application of your choice.
4. Insert Smart Tags in your store's custom pages wherever you want to display product information, page links, [Add to Cart] buttons or [View Cart] buttons.
5. Use ShopSite's Custom Page Upload feature to upload your store's custom pages to the ShopSite server. Or use FTP to upload several pages at once. Custom pages are stored in the `smarthtml` subdirectory of your store's output directory; if you use FTP to upload the files, put them there.

   Note: The Custom Page Upload feature automatically puts custom page files in the `smarthtml` directory under the store’s output directory. ShopSite will look there *and in any subdirectories* for custom pages when publishing the store. If you use FTP to upload custom pages, you can put the page files in subdirectories under the `smarthtml` directory. When Publishing the store, ShopSite will look in subdirectories and process any files that it finds and copy the same directory structure to the store output directory.

6. Publish your store to update it with your custom pages and the latest information from the products and pages databases. Note that the **Publish** tab does not pop up when you upload custom pages. You can still click its location, even when it is hidden, and ShopSite will update your store. You can also go to the Utilities section of ShopSite and click the Publish button.

   When ShopSite publishes your store, it converts the Smart Tags on your custom pages to real HTML tags containing the information from the products and pages databases. It puts the processed pages in the store's output directory.

See the Smart Tags Specification for a list of Smart Tags and their descriptions.

Maintaining Custom Pages

After you have added custom pages to your store, you can edit and delete them from within ShopSite.

- To change a custom page, select it from the list on the Custom Pages screen and click the Edit Page button. ShopSite creates a screen containing the raw HTML of the custom page. Make any changes needed and click the Save Changes button. Publish your store.

You can, of course, make changes to the original custom page file on your own computer, and then use the Upload File button to upload the page again. As long as you use the same page name, the new version of the file will replace the existing version.

- To delete a custom page, select it from the list on the Custom Pages screen and click the Delete Page button.

Linking to Custom Pages

Unprocessed custom pages are stored in your store's **smarthtml** directory. However, when you publish your store, ShopSite puts the processed custom pages in your store's **output** directory, along with any normal ShopSite pages. Thus, links to custom pages from normal ShopSite pages should have this form:

```
<a href="custompagename.html">Link to custom page</a>
```

Customer Registration Links

When you enable Customer Registration, if you are using default templates, Customer Registration links will appear on the shopping cart screen, allowing a customer to sign-in, register, sign-out, or change their settings.

Custom Template Tags

You can include customer registration links on custom templates by including one of the following custom template tags, depending on what template you are using:

[-- RegistrationSignIn --]
This tag is for use on static store pages, such as product listing pages, more info pages, and gift certificate order pages. It can also be used on Search results pages.

[-- SC_Registration --]
Use this tag in your Shopping Cart templates

Custom Sign-in Script

The custom template tags above do not allow you to configure the appearance of the sign-in links. If you want to change the appearance of the links, you will need to include your own custom JavaScript to generate the links. The sample script below creates links just like the default ones. You can copy this script and modify it to suit your needs.

```
<SCRIPT LANGUAGE="javascript">
function DisplayLogName(name) {
  var cookies=document.cookie;
  var start = cookies.indexOf(name + "=");
  var name = "";
  var start1;
  var end1;
  var tmp;
  var signed_in = -1;

  if (start != -1) {
    start = cookies.indexOf("=", start) +1;
    var end = cookies.indexOf("|", start);
    if (end != -1) {
      signed_in = cookies.indexOf("|yes", start);
      name = unescape(cookies.substring(start,end-1));
      document.write("<b>" + name + "</b>");
      if (signed_in != -1) {
        document.write("<br>");
        document.write("•<a href=\"[-- SHOPPING_CART_URL BASE --]/order.cgi?
func=3&storeid=[-- STORE.ID --]&html_reg=html\">[-- STORE.ViewEdit --]</a>");
        document.write("<br>");
        document.write("• <a href=\"[-- SHOPPING_CART_URL BASE --]/order.cgi?
func=4&storeid=[-- STORE.ID --]&html_reg=html\">[-- STORE.SignOut --]</a>");
        document.write("<br>");
      }
      else
      {
        document.write(" - You are no longer signed in<br>");
      }
    }
  }
  if (signed_in == -1) {
    document.write("• New Customer? <a href=\"[-- SHOPPING_CART_URL BASE --]/order.cgi?
func=1&storeid=[-- STORE.ID --]&html_reg=html\">[-- STORE.ToRegister --]</a>");
    document.write("<br>");
    document.write("• Returning Customer? <a href=\"[-- SHOPPING_CART_URL BASE --
]/order.cgi?func=2&storeid=[-- STORE.ID --]&html_reg=html\">[-- STORE.ToSignIn --
]</a>");
    document.write("<br>");
  }
}
DisplayLogName("[-- RegCookieName --]");
</SCRIPT>
```

Note that in all of the links, there are Custom Template Tags, so if you decide to use an `[-- INCLUDE --]` tag to add your script, make sure to include the `PROCESS` directive.

Creating a Custom Shopping Cart Template

A shopping cart template defines the layout and elements of the shopping cart pages for a store. The template actually defines five separate pages in one file:

- The Shopping Cart Page
- The Shipping Page (which includes billing information)
- The optional Confirmation Page
- The Thank You Page
- The E-Mail Receipt that is sent to customers

A template contains standard HTML tags to specify the layout of each page and ShopSite custom template tags to specify the shopping cart elements that are to appear on each page, such as the shipping address and payment method.

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

To Create a Shopping Cart Template:

A shopping cart template uses fewer custom template tags than a page or product template. However, the amount of information produced by some of the tags can vary quite a bit, depending on options set by the merchant and selections made by the customer. Because of this, you have to construct the HTML layout carefully, and you should test your template thoroughly to make sure everything looks as expected in all situations.

1. Get Acquainted with ShopSite and the Default Shopping Cart

If you do not have experience with ShopSite, you should become somewhat familiar with it before designing a shopping cart template. Place some orders using a ShopSite demo stores to see what information is gathered and displayed on the different cart pages.

- Add and remove items from the shopping cart.
- Select different shipping and tax options.
- Select a surcharge.
- Try different payment options, such as credit card and COD.
- Use the "shipping address is the same as billing address" checkbox.
- Try a demo store from a merchant’s perspective and make changes to the fields under Commerce Setup > Order System, then make purchases in your store to see the effect of those changes.

2. Study the Examples

Look over the custom template specification to see the tags that are available. It will be one of your primary references while creating templates, or you can use the short version once you have the hang of it.

Study these example shopping cart templates and resulting HTML pages. You can even copy any parts of these examples and paste them into your own template.

Shopping Cart Page	Shipping Page	Confirmation Page, Thank You Page and E-Mail Receipt
Required Tags Page Colors Title, Header, and Footer Product Listing Tax and Shipping Surcharges Totals Coupons Buttons Ordering Instructions Payment Selection	Required Tags Page Colors Title, Header, and Footer Products and Totals Comments Addresses Payment E-Mail List Custom Checkout Fields Buttons	Required Tags Page Colors Title, Header, and Footer Order Number Products and Totals Ordering Instructions, Comments, and E-Mail List Addresses Payment Custom Checkout Fields Buttons

3. Create Your Template

Use an HTML authoring program or a text editor to create a shopping cart template.

- You may find it easier to modify the default cart template than to start from scratch. Use the **Copy ShopSite Template** button to copy the **sc_default** template. You can then edit the template in ShopSite, or copy the template contents and paste it into your own editing program.
- Give the template file a descriptive name. The file name does not need an extension.
- If you use an HTML authoring program, enter the ShopSite custom template tags as plain text.

4. Upload Your Template

Once you have your template complete (or at least ready for testing), you need to upload it into your store.

1. From the ShopSite back office, click on Merchandising > Custom Templates.
2. On the Custom Templates screen, click **Upload Template** in the shopping cart templates section.
3. Use the Browse button to locate your template, then click **Upload File** to upload the template to your store.

You can also use FTP to upload the template to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do no just copy the files over a network or via floppy.
- To make the template available to a single store, copy it to the `/templates/sc` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/sc` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

You probably don’t want to test your template in a live store. Create a test store in which you can place test orders to see all aspects of the shopping cart pages.

1. Add some products to your test store and place them on pages.
2. Go to your test store and add products to the shopping cart. Try different cart functions, such as removing products, changing the quantity, or emptying the cart.
3. Enter values in all fields on the cart pages and test all possible selections.
4. Enter values for all shipping and billing fields, then place additional orders and leave some fields blank.
5. Make sure that all information flows correctly.
6. Verify that the e-mail receipt is sent to the customer’s e-mail address.
7. View the source of each page. If the ShopSite parser did not recognize a tag, or if a database field was empty, it replaced the custom template tag with an HTML comment tag containing information about the problem, like this:

   ```
   <!-- VAR ASPARAGUS IS NOT DEFINED -->
   ```

Make any necessary changes and test the template again, then tell the merchant that it is available. The merchant should be able to select the template from the Commerce Setup > Order System > Layout screen.

Creating a Customer Registration Template

A customer registration template defines the layout and elements of the customer registration pages for a store. The template actually includes definitions for many separate pages in one file, which can be divided into seven categories:

- Sign up, sign in, and sign out
- Manage customer account
- Payment accounts
- Orders
- Shipping addresses
- Forgot password
- Error messages

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

To Create a Customer Registration Template:

Note: The Customer Registration templates are used to configure the appearance of Customer Registration pages. Click Here for information on how to create Customer Registration links on store pages.

Most of the pages defined in the template are quite short, with few custom template tags. Once you define a look and layout for the pages, you probably will not have to make many changes to the template. You may find it convenient to define a standard header and footer, and then apply them to all of the pages by using an include file. If you want to make any changes to the header or footer, you only have to make the change in one place.

1. Get Acquainted with ShopSite and the Default Registration Pages

If you do not have experience with ShopSite, you should become somewhat familiar with it before designing a customer registration template. Register as a customer at a ShopSite demo store and place some orders to see what features and information are available to registered customers.

- Place a couple of products in the cart and click the link to register as a new customer.
- Complete your first purchase, then place products in the cart again. Sign in again and see what information ShopSite remembers and makes available on the shopping cart pages.
- Sign in as a registered customer and view you previous orders, your payment information, and your shipping addresses.
- Sign out, then click the "I forgot my password" link on the sign-in page and follow the procedure to regain access to your account.

2. Study the Examples

Look over the custom template specification to see the tags that are available. It will be one of your primary references while creating templates, or you can use the short version once you have the hang of it.

Study these example customer registration templates and resulting HTML pages. You can even copy any parts of these examples and paste them into your own template.

Sign Up, Sign In, Sign Out

- New Registration
- Sign In
- Sign Out Confirmation

Manage Customer Account

- Account Information
- Preferences

Shipping Addresses

- List of Shipping Addresses
- Edit Shipping Addresses
- Delete Shipping Addresses

Forgot Password

- Forgot Password
- "E-mail has been sent"

- Change Password
- Change Challenge Phrase
- Address Changed E-Mail Message
- Account Changed E-Mail Message
- Get Answer
- Set Password
- E-mail for Forgotten Password
- Email If Address Not Registered

Payment Accounts

- List Payment Accounts
- Edit Payment Account
- Delete Payment Account

Error Messages

- Error Message Page

Orders

- List Orders
- View Order
- Delete Order

3. Create Your Template

Use an HTML authoring program or a text editor to create a customer registration template.

- You may find it easier to modify the default template than to start from scratch. Use the **Copy ShopSite Template** button to copy the **cr_default** template. You can then edit the template in ShopSite, or copy the template contents and paste it into your own editing program.
- Give the template file a descriptive name. The file name does not need an extension.
- If you use an HTML authoring program, enter the ShopSite custom template tags as plain text.

4. Upload Your Template

Once you have your template complete (or at least ready for testing), you need to upload it into your store.

1. From the ShopSite back office, click on Merchandising > Custom Templates.
2. On the Custom Templates screen, click **Upload Template** in the Customer Registration Templates section.
3. Use the Browse button to locate your template, then click **Upload File** to upload the template to your store.

You can also use FTP to upload the template to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do no just copy the files over a network or via floppy.
- To make the template available to a single store, copy it to the `/templates/cr` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/cr` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

You probably don’t want to test your template in a live store. Create a test store in which you can register and place test orders to see all aspects of the customer registration pages.

1. Add some products to your test store and place them on pages.
2. Go to your test store and add products to the shopping cart.
3. Click the link to register at the store. Fill out the registration page.
4. Return to the cart and finish the purchase.
5. Go back to the store and place more products in the cart. Sign in and verify that the cart remembers your registered name, shipping address, and payment information.
6. View and edit your account information, such as payment methods, shipping addresses, and previous orders.
7. Place an order using a different payment method and shipping address.

8. Put more products in the cart and sign in again, and make sure that both of the previously used shipping addresses and payment methods are displayed in the cart.
9. View the source of each page. If the ShopSite parser did not recognize a tag, or if a database field was empty, it replaced the custom template tag with an HTML comment tag containing information about the problem, like this:

   ```
   <!-- VAR ASPARAGUS IS NOT DEFINED -->
   ```

Make any necessary changes and test the template again, then tell the merchant that it is available. The merchant should be able to select the template from the Commerce Setup > Customer Registration > Configure screen.

Edit Custom Template

After you have created a custom template or include file and uploaded it for use in your store, you can use this screen to make minor changes. If you need to make major changes, it is probably easier to use an editor on your local computer and then upload the template again. Uploading a template will overwrite any existing template with the same file name.

View Tags	Click **View Tags** to open a new window containing a list of all ShopSite custom template tags and a brief example of their use.
Save Changes	Save you changes and return to the Custom Template screen.
Save and Reload	Save your changes and reload the editing screen.
Cancel	Discard any changes since the last save and return to the Custom Template screen.

Creating a Custom Gift Certificate Template

Custom Gift Certificate Templates give you the ability to design the appearance of the Gift Certificate ordering form, as well as how a digital or printed gift certificate looks.

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

To Create a Gift Certificate Template:

A gift certificate template is a combination of HTML and ShopSite custom template tags. You can use any text or HTML editor to create a gift certificate template.

1. Get Acquainted with ShopSite

Knowing how ShopSite works from both a customer and merchant perspective will help you understand how custom templates work. It is an especially good idea to become familiar with the Gift Certificate configuration settings and the default Gift Certificate order form. Purchased certificates can be delivered electronically or physically, and the Gift Certificate Template includes a section to layout the appearance of each.

2. Study the Examples

Look over the custom template specification to see the tags that are available. It will be one of your primary references while creating templates, or you can use the short version once you have the hang of it.

You may also want to look at the default gift certificate template (you can copy it into your custom templates using the **Copy ShopSite Template** button) and see how it works.

3. Create Your Template

You can use nearly any text editor or HTML editor to create your template. If you are using a WYSIWYG editor, enter the custom template tags as plain text. Some HTML editors may complain about formatting, since a Gift Certificate template can contain the equivalent of three complete HTML pages.

Save your template with a descriptive name and in a location where you will be able to find it. Custom templates do not require any file extension, although your editor may.

4. Upload Your Template

Once your template is ready for testing, upload it to your store by going to the Merchandising > Custom Templates screen, finding the Gift Certificate Templates section, and clicking on the **Upload Template** button. Enter the local path or **Browse...** for your template file. You may optionally indicate a different filename for the template on the server, then click **Upload File**.

You can also use FTP to upload the template to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do no just copy the files over a network or via floppy.
- To make the template available to a single store, copy it to the `/templates/gc` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/gc` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

Once you have uploaded the template, you should test it by selecting it as the template in the Merchandising > Gift Certificates > Configuration screen. You will probably not want to test the template on a live store, in case something doesn't work the way you expected it to. Be sure to test all the Gift Certificate features, including ordering both a digital and physical certificate, to make sure they work properly.

1. Enter values for all the fields used by the template.
2. Go to the store and view the certificate order page in a browser. Verify that all the elements are there and that the layout looks the way you planned.

3. View the order page using other browsers that customers might use, to make sure the page looks okay in all browsers.
4. Delete the values for some of the fields used by the template, then reload the search page and make sure it still looks okay.
5. Check the HTML of the output page by running it through an HTML validator, such as http://www.htmlhelp.com/tools/validator or http://validator.w3.org.
6. View the source of the output page. If the ShopSite parser did not recognize a tag, or if a database field was empty, it replaced the custom template tag with an HTML comment tag containing information about the problem, like this:

   ```
   <!-- VAR ASPARAGUS IS NOT DEFINED -->
   ```

7. Order both a digital and physical gift certificate and check to make sure they appear the way they are supposed to (you can view the printed certificate from the order screen in the merchant Back Office.

Make any necessary changes and test the template again, then tell the merchant that it is available. The merchant should be able to select the template from the Merchandising > Gift Certificates > Configure screen.

Creating Custom Template Include Files

Custom template include files are an easy and convenient way to modularize your custom template code. You simply save a piece of code -- from one line to as much as you want -- as a separate file, then use an `[-- INCLUDE filename --]` tag where you want to place that code in your template. You can use include files for several purposes:

- Create a section of code that you can include in several templates, such as a Cascading Style Sheet.
- Put parts of a template in separate files to make it easier to work on, such as putting the subproduct and more info sections of a product template in separate files.
- Save time when creating your own templates by using the built-in ShopSite include files, or modify them to suit your needs.

To Create an Include File:

A custom template include file can be any chunk of code that you want, small or large. You can create your own, or use any of the built-in ShopSite include files.

1. Plan and Develop Your Custom Template

It's usually easier to create include files after you've planned a custom template, and possibly after you've created most of the code. Once a template is planned, you can identify sections where it would make sense to use an include file, such as:

- Code that you'll reuse in several locations, such as a common page header or footer for all pages in the shopping cart template.
- Places where you can use the built-in ShopSite include files, such as displaying a product name.
- Complete sections of code, such as the `[-- DEFINE Subproduct --]` section in a product template.

2. Study the Example

The example shows how to use an include file for a Cascading Style Sheet that is going to be applied to many pages. It also lists all of the built-in ShopSite include files and information that you need to know to use them.

3. Create The Include Files

Using include files is a two-part process. You must create the include files themselves, and put `[-- INCLUDE filename --]` tags in your templates where you want to place the contents of the include files.

If you want to create an include file from a piece of your existing code, simply copy the code and paste it into a new include file. Then replace the code in your template with an `[-- INCLUDE filename --]` tag.

4. Upload The Include Files

Once you have your templates and include files complete (or at least ready for testing), you need to upload them to your store. To upload include files:

1. From the ShopSite back office, click on Merchandising > Custom Templates.
2. On the Custom Templates screen, click **Upload Template** in the Include Files section.
3. Use the Browse button to locate your template, then click **Upload File** to upload the include file to your store.

You can also use FTP to upload include files to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do no just copy the files over a network or via floppy.
- To make the include files available to a single store, copy it to the `/templates/includes` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/includes` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

Since an include file is not a stand-alone piece of code, you test an include file by testing the template that references it. Follow the test procedure for the appropriate template type.

Creating a Multi-Product [Add to Cart] Button

You can use specially-designed page and product templates that let customers check boxes for items that they want to buy and then click one [Add to Cart] button to add them all to the shopping cart. The basic idea is that you are creating an HTML form. The opening and closing FORM tags must be in the page template, while the product template contains the HTML and custom tags to display each product with a checkbox. Both templates must be designed to work together and must be used together.

Here are simple page and product templates with comments to illustrate the structure required. You can copy and paste each one into a file and upload them to your store to see how they work. (After uploading the templates, you must assign pages and products to use these templates.) Note that the tag that makes this all work is the opening FORM tag that calls the shopping cart CGI with the post method.

Page Template

```
[--DEFINE LINK_TO_PAGE--]
<a href="[--OUTPUT_DIRECTORY_URL--]/[--Page.FileName--]">[--PAGE.LinkGraphic--]
<b>
[-- IF PAGE.LinkName--]
  [--PAGE.LinkName--]
[--ELSE--]
  [--PAGE.Name--]
[--END_IF--]
</b></a>
[--END_DEFINE LINK_TO_PAGE--]

[--DEFINE PAGE--]
#In order for this to work you must use custom templates for
#both the page and products. The two templates are designed to
#work together.
<HTML>
<BODY>
[-- PAGE.Name --]
<H2>This page demos the add to cart FORM</H2>
<p>Check the boxes of the product(s) you wish to order.
Press the "Add to Cart" button and all checked products will
be added to your shopping cart. You can also change the quantity
of any checked product to order more than one if so desired.</p>
<HR>

# Start the Form. This custom template tag is very important!
<FORM action="[-- SHOPPING_CART_URL BASE --]/order.cgi" method=post>

#Display Add to Cart and View Cart Buttons
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/add_to_cart.gif"
width=83 height=20 alt="add_to_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="Add to Cart" alt="Add to Cart">
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/view_cart.gif"
width=71 height=20 alt="view_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="View Cart" alt="View Cart">
<BR>

#Display the Products - The Products must us a special Template also
[--LOOP PRODUCTS --]
  [--PRODUCT--]
[--END_LOOP PRODUCTS--]

# Set up hidden fields to pass values to the shopping cart
<input type=hidden name=storeid value=[-- STORE_ID --]>
<input type=hidden name=dbname value=products>
<input type=hidden name=function value=add>

# Display the Add to Cart and View Cart Buttons again
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/add_to_cart.gif"
width=83 height=20 alt="add_to_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="Add to Cart" alt="Add to Cart">
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/view_cart.gif"
width=71 height=20 alt="view_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="View Cart" alt="View Cart">

# End the FORM
```

```
</FORM>
</body>
</html>
[--END_DEFINE PAGE--]
```

Product Template

```
[-- DEFINE PRODUCT --]
#NOTE: No opening or closing FORM tags appear here-
#those must be placed in the PAGE Template

#Generate the checkbox - notice the name is itemnum
#and its value is the database record number
<P><input type=checkbox name=itemnum value=[-- PRODUCT.RECORDNUMBER --]>

[--PRODUCT.Name--]
[--PRODUCT.Price--]

#if a Quantity is required generate the quantity box
[-- IF product.DisplayOrderQuantity? --]
   Quantity <input type=text size=2 name="[-- PRODUCT.RECORDNUMBER --]:qnty"
value="1">
[-- END_IF --]

<BR>[-- Product.ProductDescription --]


# Generate the Ordering Option Menus
[-- IF PRODUCT.DisplayOrderingOptions --]
  <BR>
  [-- PRODUCT.OptionText --]
  [-- ORDER_OPTION_MENU LINE --]
[-- END_IF --]

</P>
[-- END_DEFINE PRODUCT --]
```

Creating a Custom Page Template

A page template defines the layout and elements of a page in a store. You can use the same page template for all pages in your store, or choose different page templates for different pages. For example, a store's welcome page might use one template, product pages might use another template, and customer service or "about us" pages might use a third template.

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

To Create a Page Template:

If you are familiar with creating pages in HTML, creating a custom page template is quite easy. Basically, you create an HTML page, and then put in custom template tags where you want to use information from the ShopSite databases. You can even create the page entirely in HTML until you get the look that you want, and then go back and replace elements with custom template tags. If you already have an HTML page layout that you like, simply replace the hard-coded content with custom template tags.

1. Get Acquainted with ShopSite

If you do not have experience with ShopSite, you should become somewhat familiar with it before designing a page template. Spend time configuring and viewing the ShopSite demo stores from both the merchant and customer perspectives. You need to have a fairly solid understanding of what information is stored for pages and products, and how the built-in templates present that information.

- Use the merchant interface to look at the page contents and page layout information for a page.
- Publish the store, then click the My Store button to see how ShopSite used the page information to produce the pages that customers see.
- Change some of the page contents and layout settings, then Publish the store again and look at the page.
- Assign some products and page links to a specific page, then publish the store and view the results. Change the assigned items, and change the order of the items, then publish the store again and look at the results.
- View the source of some of the pages to better understand the relationship between the information in the pages database and the HTML tags that ShopSite generates.

2. Study the Examples

Look over the custom template specification to see the tags that are available. It will be one of your primary references while creating templates, or you can use the short version once you have the hang of it.

Study these example page templates and resulting HTML pages. Each example shows a different aspect of page templates. You can even copy any parts of these examples and paste them into your own template.

- Page title and page name -- Resulting Page
- Page header and footer -- Resulting Page
- Page banner graphic -- Resulting Page
- Page text fields -- Resulting Page
- Page Links -- Resulting Page
- Product Placement and Layout -- Resulting Page
- Page layout -- Resulting Page

3. Create Your Template

Use an HTML authoring program or a text editor to create a page template.

- Give the template file a descriptive name. The file name does not need an extension.
- If you use an HTML authoring program, enter the ShopSite custom template tags as plain text.
- Some authoring programs might complain about the `DEFINE` and `END_DEFINE` tags being outside the `<html>` and `</html>` tags, but they must be outside for the ShopSite parser to create pages correctly.

4. Upload Your Template

Once you have your template complete (or at least ready for testing), you need to upload it into your store.

1. From the ShopSite back office, click on Merchandising > Custom Templates.
2. On the Custom Templates screen, click **Upload Template** in the Page Templates section.
3. Use the Browse button to locate your template, then click **Upload File** to upload the template to your store.

You can also use FTP to upload the template to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do no just copy the files over a network or via floppy.
- To make the template available to a single store, copy it to the `/templates/pages` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/pages` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

You probably don’t want to test your template on pages from a live store. Create test pages that will test all of the layout and custom template tags that you put in your template.

1. Add a test page to a store. When you are filling in the page information, scroll down to the Layout Info section and select your template from the list in the Page Template field.
2. Enter values for all the fields used by the template.
3. Publish the store and review the Publish Results page for any error messages.
4. Go to the store and view the page in a browser. Verify that all the page elements are there and that the layout looks the way you planned.
5. View the page using other browsers that customers might use, to make sure the page looks okay in all browsers.
6. Delete the values for some of the fields used by the template, then publish the store again and make sure the pages still look okay.
7. Check the HTML of the page by running it through an HTML validator, such as http://www.htmlhelp.com/tools/validator or http://validator.w3.org.
8. View the source of the page. If the ShopSite parser did not recognize a tag, or if a database field was empty, it replaced the custom template tag with an HTML comment tag containing information about the problem, like this:
   ```
   <!-- VAR ASPARAGUS IS NOT DEFINED -->
   ```

Make any necessary changes and test the template again, then tell the merchant that it is available. The merchant should be able to select the template from the Add a Page screen (advanced editing version) or the Edit Page Layout screen.

Creating a Custom Product Template

A product template defines the elements and layout of a product listing that appears on store pages. Like a page template, a product template contains standard HTML tags to specify the layout, and ShopSite custom template tags to specify the product information from the ShopSite database that is to appear in the product listing. Here is a one-line example that would display the product name as an h1 HTML element:

```
<h1>[-- PRODUCT.Name --]</h1>
```

When ShopSite publishes a page that uses custom templates, it reads the product information from the product database and formats it according to the product template. ShopSite then creates the rest of the page, which probably includes more products, each of which is formatted according to the product template that is uses.

You can use the same product template for all products in your store, or choose different templates for different products. You can even specify different product templates from within page templates, so that a product uses one template on one page and another template on a different page.

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

To Create a Product Template:

A product template tells ShopSite which product fields you want displayed in the store (using custom template tags), and how you want those fields arranged (using HTML tags). Keep in mind that product are displayed on pages, so the HTML in your product template needs to work with the HTML in your page template.

1. Get Acquainted with ShopSite

If you do not have experience with ShopSite, you should spend time configuring and viewing the ShopSite demo stores, from both the merchant and customer perspectives. You need to have a fairly solid understanding of what information is stored for pages and products, and how the built-in templates present that information.

- Use the merchant interface to look at the contents and layout information for a product.
- Publish the store, then click the My Store button and go to a page containing that product to see how ShopSite used the product information to produce the product listing that customers see.
- Change some of the product contents and layout settings, then Publish the store again and look at the product listing.
- View the source of some of the pages to better understand the relationship between the product information and the HTML tags that ShopSite generates.

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

2. Study the Examples

Look over the custom template specification to see the tags that are available. It will be one of your primary references while creating templates, or you can use the short version once you have the hang of it.

Study these example product templates and resulting HTML pages. Each example shows a different aspect of product templates. You can even copy any parts of these examples and paste them into your own template.

- Product name, SKU and description -- Resulting Page
- Product price -- Resulting Page
- Product Graphic -- Resulting Page
- Product Ordering Options -- Resulting Page
- Product "Add to Cart" and "View Cart" buttons -- Resulting Page
- Subproducts -- Resulting Page
- Product More Info Page -- Resulting Page

3. Create Your Template

Use an HTML authoring program or a text editor to create a product template.

1. Give the template file a descriptive name. The file name does not need an extension.
2. If you use an HTML authoring program, enter the ShopSite custom template tags as plain text.
3. A product template is only used to create part of an HTML page, and so does not start with `<html>` and end with

</html>. It should only contain the HTML tags and product template tags that you want repeated for each product listing on a page. (Note that product templates include a section to define a More Info Page, and that section does require <html> and </html> tags.)

4. Upload Your Template

Once you have your template complete (or at least ready for testing), you need to upload it into your store.

1. From the ShopSite back office, click on Merchandising > Custom Templates.
2. On the Custom Templates screen, click **Upload Template** in the Product Templates section.
3. Use the Browse button to locate your template, then click **Upload File** to upload the template to your store.

You can also use FTP to upload the template to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do not just copy the files over a network or via floppy.
- To make the template available to a single store, copy it to the `/templates/products` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/products` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

You probably don't want to test your template on real pages in a live store. Create test products that will test all of the layout and custom template tags that you put in your template, then place them on a test page..

1. Add a product to a test store. On the Add a Product screen, scroll down to the Product Layout Info section and select your template from the list in the Template field.
2. Enter values for all product fields used by the template.
3. Assign the product to a page in the store.
4. Publish the store and review the Publish Results page for any error messages.
5. Go to the store and view the page in a browser. Verify that all the product elements are there and that the layout looks the way you planned.
6. View the page using other browsers that customers might use, to make sure the product listing looks okay in all browsers.
7. Delete the values in some product fields, then publish the store again and view the page to make sure the product listings still look okay.
8. Check the HTML of the page by running it through an HTML validator, such as http://www.htmlhelp.com/tools/validator or http://validator.w3.org.
9. View the source of the page. If the ShopSite parser did not recognize a tag, or if a database field was empty, it replaced the custom template tag with an HTML comment tag containing information about the problem, like this:
   ```
   <!-- VAR ASPARAGUS IS NOT DEFINED -->
   ```

Make any necessary changes and test the template again, then tell the merchant that it is available. The merchant should be able to select the template from the Add a Product screen (advanced editing version) or the Edit Product Layout screen.

Creating a Custom Search Template

Custom search templates allow you to control the appearance of search results pages in your store. Like a page template, a search template controls the page-wide settings, but other templates can affect the appearance of links and product listings. The search settings allow you to set an override search-results product and page link template to keep a consistent look on your search pages. When designing a search template, it may be a good idea to design an accompanying Page template with a Link To Page definition, and a Product template, to be used in conjunction with your Search template.

See the Custom Template Tutorial for more detailed information about creating ShopSite Custom Templates.

To Create a Search Template:

Search templates are essentially HTML documents which contains special tags to retrieve information from your ShopSite database. When designing a search template, you can use your favorite HTML editor to get the look you want, then substitute in the custom template tags in the appropriate places.

1. Get Acquainted with ShopSite

You will find it easier to design a custom template if you're at least somewhat familiar with how ShopSite works, both from a customer and merchant perspective. It is especially important to become familiar with the features and function of the search tool, product templates, and page templates.

2. Study the Examples

Look over the custom template specification to see the tags that are available. It will be one of your primary references while creating templates, or you can use the short version once you have the hang of it.

You may also want to look at the default search template (you can copy it into your custom templates using the **Copy ShopSite Template** button) and see how it works.

3. Create Your Template

You can use any text editor or HTML editor to create your template. If you are using a WYSIWYG editor, enter the custom template tags as plain text. Some editors may complain about or not allow you to put the `DEFINE` and `END_DEFINE` tags outside the `html` opening and closing tags, but your template will not work properly unless they are there.

Save your template with a descriptive name and in a location where you will be able to find it. Custom templates do not require any file extension, although your editor may.

4. Upload Your Template

Once your template is ready for testing, upload it to your store by going to the Merchandising > Custom Templates screen, finding the Search Templates section, and clicking on the **Upload Template** button. Enter the local path or **Browse...** for your template file. You may optionally indicate a different filename for the template on the server, then click **Upload File**.

You can also use FTP to upload the template to the correct directory. Keep these points in mind:

- Transfer the files using ASCII mode transfer, so that the line break characters get converted from the operating system of your computer to the operating system that ShopSite is running on. Do no just copy the files over a network or via floppy.
- To make the template available to a single store, copy it to the `/templates/search` directory under the store's `data` directory. Create the directories if they don't already exist.
- To make the template available to all stores in a mall, copy it to the `/templates/search` directory under the ShopSite shopping cart (sc) directory.

5. Test Your Template

Once you have uploaded the template, you should test it by selecting it as the template in the Preferences > Search Settings > Search Layout screen. You will probably not want to test the template on a live store, in case something doesn't work the way you expected it to. Be sure to test all the Search Layout and Content features to make sure they work properly.

1. Enter values for all the fields used by the template.
2. Go to the store and view the search page in a browser. Verify that all the search page elements are there and that the

layout looks the way you planned.

3. View the search page using other browsers that customers might use, to make sure the page looks okay in all browsers.
4. Delete the values for some of the fields used by the template, then reload the search page and make sure it still looks okay.
5. Check the HTML of the output page by running it through an HTML validator, such as http://www.htmlhelp.com/tools/validator or http://validator.w3.org.
6. View the source of the output page. If the ShopSite parser did not recognize a tag, or if a database field was empty, it replaced the custom template tag with an HTML comment tag containing information about the problem, like this:

```
<!-- VAR ASPARAGUS IS NOT DEFINED -->
```

Make any necessary changes and test the template again, then tell the merchant that it is available. The merchant should be able to select the template from the Preferences > Search Settings > Search Layout screen

Custom Template Tag Specification

Custom templates are text files that contain standard HTML tags and ShopSite custom template tags. Custom template tags define where information from the ShopSite databases is to appear. You can use these tags to define page templates, page links, product templates, more info page templates, search page templates, gift certificate templates, customer registration templates, and shopping cart templates.

The custom template tag specification help pages provide complete reference information about the available tags and how to use them. Once you are familiar with the tags, you may be able to use the short version as a reminder of the tags and their basic output.

Template Tag Format

All ShopSite custom template tags have the same basic format:

`[-- TAG INFO --]`

When a store that uses a custom template is published, ShopSite searches the template for tags with the above syntax and replaces them with information from the appropriate databases, based on the instructions in *TAG INFO*. ShopSite publishes all standard HTML tags just as they appear in the templates.

HTML authoring programs and browsers should display the ShopSite tags as regular text. This helps while developing and debugging templates by letting you see a template with the tags as placeholders.

Other notes on formatting tags:

- Tags are not case-sensitive.
- A tag may not extend over more than one line. That is, there cannot be any carriage returns or line feeds within a tag.
- Many tags have optional parameters, which are shown in in curly braces in the help, like this: `{parameter}`. Do not include the braces when using these parameters. A parameter in *italics* is a placeholder showing where you need to provide a real value.
- The following tags must appear on lines by themselves; all other tags can be placed on lines that contain other text, other tags, and HTML.
  - [-- LOOP *x* --]
  - [-- END_LOOP *x* --]
  - [-- DEFINE *x* --]
  - [-- END_DEFINE *x* --]
  - [-- ITEM --]
  - [-- PRODUCT --]
  - [-- LINK --]
  - [-- IF --]
  - [-- ELSE_IF --]
  - [-- ELSE --]
  - [-- END_IF --]
- Add comments to a template by beginning a line with a '#'. Each line of the comment will need to begin with this character. Putting a space (or any other character) before the '#' will prevent the comment from being read as such, displaying the content.
  Example comment:
  #This places the 'Add to Cart' button
  #to the side of a product, instead of
  #below it.

Template Tag Definitions

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags

Shopping Cart Tags
Gift Certificate Tags
Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Customer Registration Tags

These tags are organized by the pages in which they typically would be used. Some tags are shown on multiple pages.

Note: The Customer Registration templates are used to configure the appearance of Customer Registration pages. Click Here for information on how to create Customer Registration links on store pages.

Global Tags

These tags can be used on any CR page.

[-- CR_Form --]
The opening <FORM> tag for most CR pages. This tag MUST precede most of the other `CR_` tags.

[-- CR_JavaScript --]
The JavaScript required by CR pages

[-- CR_Header --]
Inserts the "Text at top of Customer Registration Screens." Use in an IF to determine if there is content in the header:

```
[-- IF CR_Header --]
  [-- CR_Header --]
[-- ELSE --]
  <!-- Display nothing -->
[-- END_IF --]
```

[-- CR_Footer --]
Inserts the "Text at bottom of Customer Registration Screens." Use in an IF to determine if there is content in the footer.

[-- CR_HTML_Email --]
True if registered customer wants HTML e-mail

New Registration Page

[-- DEFINE New_Registration --]
The beginning of HTML for the New Registration page.

[-- END_DEFINE New_Registration --]
The end of HTML for the New Registration page.

[-- STORE.NewRegistration --]
Text field: New Registration

[-- CR_Name --]
Form for customers to enter their name when registering

[-- IF CR_Show_Company --]
Checks to see if the "Show Company" field is set on the Customer Registration configuration screen

[-- CR_Company --]
Form for customers to enter their company when registering

[-- CR_Email_Password --]
Form for entering e-mail address and password during registration.

[-- CR_Challenge --]
Form for selecting a challenge question and answer during registration.

[-- CR_Email_Type --]
Radio buttons for selecting HTML or text e-mail receipts

[-- CR_Save_Payment --]
Radio buttons for selecting whether ShopSite should save payment information

Sign In Page

[-- DEFINE Sign_In --]
The beginning of HTML for the Sign In page.

[-- END_DEFINE Sign_In --]
The end of HTML for the Sign In page.

[-- STORE.SignIn --]
Text field: Sign In

[-- STORE.UseSignInEmail --]
Text field: Enter the same e-mail address used when you registered.

[-- CR_SignIn_Email_Password --]
Sign-in form to enter e-mail address and password

Confirm Sign Out Page

[-- DEFINE Sign_Out_Confirmation --]
The beginning of HTML for the Confirm Sign Out page.

[-- END_DEFINE Sign_Out_Confirmation --]
The end of HTML for the Confirm Sign Out page.

[-- STORE.SignOutConfirmation --]
Text field: Sign Out Confirmation

[-- STORE.SignOut? --]
Text field: Do you really want to sign out?

Account Information Page

[-- DEFINE View_Edit --]
The beginning of HTML for the Account Information page.

[-- END_DEFINE View_Edit --]
The end of HTML for the Account Information page.

[-- STORE.AccountInformation --]
Text field: Account Information

[-- CR_Customer_Name --]
The registered customer's name

[-- STORE.ViewInformation --]
Text field: To view or change your account information click on a button below.

[-- CR_REWARD_PROGRAM_INFO --]
Table containing customer's current Reward Program Status (also *IF*).

[-- CR_Tax_Exempt --]
Tax exempt status.

Preferences Page

[-- DEFINE Preferences_Type --]
The beginning of HTML for the Preferences page.

[-- END_DEFINE Preferences_Type --]
The end of HTML for the Preferences page.

[-- STORE.Preferences --]
Text field: Preferences

[-- CR_Email --]
Field for customer to enter e-mail address

[-- STORE.EmailSecurity --]
Text field: This e-mail address is your sign in name. For security purposes any changes to your account will be e-mailed to this address.

[-- CR_Name --]
Form for customers to enter/edit their name

[-- CR_Email_Type --]
Radio buttons for selecting HTML or text e-mail receipts

[-- CR_Save_Payment --]
Radio buttons for selecting whether ShopSite should save payment information

Change Password Page

[-- DEFINE Edit_Password --]

The beginning of HTML for the Edit Password page.

[-- END_DEFINE Edit_Password --]
The end of HTML for the Edit Password page.

[-- STORE.EditPassword --]
Text field: Change Password

[-- CR_Edit_Password --]
Form to change password

[-- BUTTON Change_Password --]
The "Change Password" button

[-- BUTTON Cancel --]
The "Cancel" button

[-- STORE.ChallengeQuestion --]
Text field: Challenge Question

[-- STORE.ChangeChallengeText --]
Text field: The challenge question is used if you ever forget your password. To change the question click the Button Below.

[-- BUTTON Change_Challenge --]
The "Change Challenge" button

Change Challenge Page

[-- DEFINE Edit_Challenge --]
The beginning of HTML for the Change Challenge page.

[-- END_DEFINE Edit_Challenge --]
The end of HTML for the Change Challenge page.

[-- STORE.EditChallenge --]
Text field: Change Challenge

[-- STORE.EditChallengeText --]
Text field: The challenge question is used if you ever forget your password.

[-- CR_Edit_Challenge --]
Form for selecting a new challenge question and answer, including password confirmation

[-- BUTTON Change_Challenge --]
The "Change Challenge" button

[-- BUTTON Cancel --]
The "Cancel" button

List of Payment Accounts Page

[-- DEFINE Payment_Accounts --]
The beginning of HTML for the List of Payment Accounts page.

[-- END_DEFINE Payment_Accounts --]
The end of HTML for the List of Payment Accounts page.

[-- STORE.PaymentAccounts --]
Text field: Payment Accounts

[-- STORE.PaymentText --]
Text field: Select the payment option below and click Edit to view or change your payment information.
Delete will remove the payment information for the selected item.

[-- CR_Payment_List --]
Select list of payment methods

[-- BUTTON Edit --]
The "Edit" button to go to an editing screen

[-- BUTTON Delete --]
The "Delete" button

[-- STORE.PaymentAdd --]
Text field: To Add another Payment Option simply select a new option when you place your next order.
The new payment option will then be saved.

[-- BUTTON Done --]
The "Done" button

Edit Payment Account Page

[-- DEFINE Edit_Payment_Account --]
The beginning of HTML for the Edit Payment Account page.

[-- END_DEFINE Edit_Payment_Account --]
The end of HTML for the Edit Payment Account page.

[-- STORE.EditPaymentAccount --]
Text field: Edit Payment Account

[-- CR_DisplayName --]
Text box for the payment account name

[-- STORE.EditPaymentText --]
Text field: This name is used to select the payment option when you order and will be displayed in your receipt. Use a name such as "Corporate AMEX Card" or "My Visa Card". Do not put your entire credit card number or other valuable payment information in this field.

[-- STORE.EditPaymentInformation --]
Text field: Payment Information

[-- CR_Edit_Payment_Info --]
Form for payment account information, such as card number and expiration date

[-- STORE.EditPaymentBilling --]
Text field: Billing Address associated with this payment information

[-- CR_Edit_Payment_Address --]
Form for payment account address information

[-- BUTTON Save --]
The "Save" button

[-- BUTTON Cancel --]
The "Cancel" button

Delete Payment Account Page

[-- DEFINE Delete_Payment_Account --]
The beginning of HTML for the Delete Payment Account page.

[-- END_DEFINE Delete_Payment_Account --]
The end of HTML for the Delete Payment Account page.

[-- STORE.DeletePaymentAccount --]
Text field: Delete Payment Account

[-- STORE.DeletePaymentText --]
Text field: This payment type will be deleted, press YES if you wish to proceed.

[-- CR_Delete_Payment --]
The payment account name

[-- STORE.DeletePaymentNote --]
Text field: Note: Once removed the payment type cannot be recovered.

[-- BUTTON Yes --]
The "Yes" button

[-- BUTTON No --]
The "No" button

List of Orders Page

[-- DEFINE Orders --]
The beginning of HTML for the List of Orders page.

[-- END_DEFINE Orders --]
The end of HTML for the List of Orders page.

[-- STORE.Orders --]
Text field: Orders

[-- STORE.OrdersText --]
Text field: Select the order below and click View to see that order's information.

[-- CR_Order_List --]
Select list of order numbers and totals

[-- BUTTON View --]
The "View" button

[-- BUTTON Delete --]
The "Delete" button

[-- BUTTON Reorder --]
The "Reorder" button

[-- STORE.ReorderText --]
Text field: Clicking the Reorder button will add these products to the cart if they are still available.

[-- STORE.OrdersNote --]
Text field: Delete only removes the order from this list. The actual order cannot be deleted.

[-- BUTTON Done --]
The "Done" button

View Order Page

[-- DEFINE View_Order --]
The beginning of HTML for the View Order page.

[-- END_DEFINE View_Order --]
The end of HTML for the View Order page.

[-- STORE.ViewOrder --]
Text field: View Order

[-- SC_OrderNumber --]
Text field: Order Number

[-- CR_OrderNum --]
The order number

[-- CR_OrderDate --]
Date the order was placed

[-- CR_Cart --]
Table of items in the order

[-- CR_Totals --]
Subtotal, shipping, surcharge, tax, and total cost of the order

[-- CR_OrderingInstructions --]
Ordering instructions entered by the customer

[-- CR_Comments --]
Comment text entered by the customer

[-- CR_ShipTo_Addr --]
The shipping address on the order

[-- CR_BillTo_Addr --]
The billing address on the order

[-- CR_Payment_Info --]
The payment information on the order

[-- BUTTON Done --]
The "Done" button

Delete Order Page

[-- DEFINE Delete_Order --]
The beginning of HTML for the Delete Order page.

[-- END_DEFINE Delete_Order --]
The end of HTML for the Delete Order page.

[-- STORE.DeleteOrder --]
Text field: Delete Orders

[-- STORE.DeleteOrderText --]
Text field: The following order(s) will be removed from the select list, press YES if you wish to proceed.

[-- CR_Delete_Order_List --]
List of order numbers (with totals) to be deleted

[-- STORE.OrdersNote --]
Text field: Delete only removes the order from this list. The actual order cannot be deleted.

[-- BUTTON Yes --]
The "Yes" button

[-- BUTTON No --]
The "No" button

List of Ship To Addresses Page

[-- DEFINE Shipping_Options --]
The beginning of HTML for the List of Shipping Addresses page.

[-- END_DEFINE Shipping_Options --]
The end of HTML for the List of Shipping Addresses page.

[-- STORE.ShippingOptions --]
Text field: Ship To

[-- STORE.ShippingOptionsText --]
Text field: Select the ship to address below and click Edit to view or change your shipping information.

[-- CR_Shipping_List --]
Select list of shipping address names

[-- CR_ADDR_VAT_ID --]
Text field: VAT ID

[-- BUTTON View --]
The "View" button

[-- BUTTON Delete --]
The "Delete" button

[-- STORE.ShippingOptionsNote --]
Delete will remove the shipping information for the selected item.

[-- BUTTON Done --]
The "Done" button

Edit Ship To Address Page

[-- DEFINE Edit_Shipping --]
The beginning of HTML for the Edit Ship To Address page.

[-- END_DEFINE Edit_Shipping --]
The end of HTML for the Edit Ship To Address page.

[-- STORE.EditShipping --]
Text field: Edit Shipping

[-- STORE.DisplayName --]
Text field: Display Name

[-- CR_Ship_DisplayName --]
Text box for the name of the ship to address

[-- CR_ADDR_VAT_ID --]
Text box for the VAT ID

[-- STORE.EditShippingText --]
Text field: This name is used to select the shipping option when you order.

[-- SC_ShippingAddress --]
Text field: Shipping Address

[-- CR_Edit_Shipping_Address --]
Form containing shipping address fields

[-- BUTTON Save --]
The "Save" button

[-- BUTTON Cancel --]
The "Cancel" button

Delete Ship To Address Page

[-- DEFINE Delete_Shipping --]
The beginning of HTML for the Delete Ship To Address page.

[-- END_DEFINE Delete_Shipping --]
The end of HTML for the Delete Ship To Address page.

[-- STORE.DeleteShipping --]
Text field: Delete Shipping

[-- STORE.DeleteShippingText --]
Text field: This shipping option will be removed, press YES if you wish to proceed.

[-- CR_Delete_Shipping --]
The name of the ship to address

[-- STORE.DeleteShippingNote --]
Text field: Note: Once removed the shipping information cannot be recovered.

[-- BUTTON Yes --]
The "Yes" button

[-- BUTTON No --]
The "No" button

Forgot Password Page

[-- DEFINE Forgot_Password --]
The beginning of HTML for the Forgot Password page.

[-- END_DEFINE Forgot_Password --]
The end of HTML for the Forgot Password page.

[-- STORE.ForgotPassword --]
Text field: Forgot Password

[-- STORE.RequestPassword --]
Text field: If you forgot your password enter the e-mail address you used to register.
We will e-mail you a link that will allow you to enter a new password.

[-- CR_Email --]
Field for customer to enter e-mail address

[-- BUTTON Submit --]
The "Submit" button

[-- BUTTON Cancel --]
The "Cancel" button

Forgot E-Mail Sent Page

[-- DEFINE Forgot_Email_Sent_Type --]
The beginning of HTML for the Forgot E-Mail Sent page.

[-- END_DEFINE Forgot_Email_Sent_Type --]
The end of HTML for the Forgot E-Mail Sent page.

[-- STORE.ForgotEmailSent --]
Text field: Forgot E-mail Sent

[-- STORE.SentPasswordEmail --]
Text field: The e-mail has been sent. Use the link contained in the email to change your password.

[-- BUTTON BackToCart --]
The "Back to Cart" button

Forgot Password E-Mail Message

[-- DEFINE Forgot_Password_Email --]
The beginning of HTML for the Forgot Password e-mail message.

[-- END_DEFINE Forgot_Password_Email --]
The end of HTML for the Forgot Password e-mail message.

[-- STORE.EmailClickLink --]
Text field: Please click on the link below in order to change your password.

[-- CR_Forgot_Password_Link --]
"Change Password" link to Get Answer page

Get Answer to Challenge Page

[-- DEFINE Get_Answer --]
The beginning of HTML for the Get Answer to Challenge Question page.

[-- END_DEFINE Get_Answer --]
The end of HTML for the Get Answer to Challenge Question page.

[-- STORE.GetAnswer --]
Text field: Get Answer

[-- CR_Email_Name --]

Customer's e-mail address

[-- STORE.ResetPassword --]
Text field: To reset your password, please answer the following question.

[-- CR_ChallengeQuestion --]
Challenge question with text box for answer

[-- BUTTON Submit --]
The "Submit" button

[-- BUTTON Cancel --]
The "Cancel" button

Set New Password Page

[-- DEFINE Set_Answer_Password --]
The beginning of HTML for the Set New Password page (after customer forgot password)

[-- END_DEFINE Set_Answer_Password --]
The end of HTML for the Set New Password page.

[-- STORE.SetAnswerPassword --]
Text field: Set New Password

[-- STORE.EnterNewPassword --]
Text field: With the "New Payment Type" selected you must also select the manual shipping fields.

[-- CR_Password --]
Form for entering a new password

[-- BUTTON Submit --]
The "Submit" button

[-- BUTTON Cancel --]
The "Cancel" button

E-Mail Address Not Registered Message

[-- DEFINE Forgot_Password_NoEmail --]
The beginning of HTML for the Not Registered e-mail message.

[-- END_DEFINE Forgot_Password_NoEmail --]
The end of HTML for the Not Registered e-mail message.

[-- STORE.NotRegisteredEmail --]
Text field: We don't have you as a registered customer. Please register. By clicking on the link below.

Address Changed E-Mail Message

[-- DEFINE Email_Address_Changed --]
The beginning of HTML for the Address Changed e-mail message.

[-- END_DEFINE Email_Address_Changed --]
The end of HTML for the Address Changed e-mail message.

[-- STORE.EmailAddressChangedText --]
Text field: Your sign in name has been changed.

[-- STORE.NewSignInAddress --]
Text field: New Sign In address

[-- CR_Email_Address --]
Registered e-mail address

Account Changed E-Mail Message

[-- DEFINE Email_Account_Change --]
The beginning of HTML for the Account Changed e-mail message.

[-- END_DEFINE Email_Account_Change --]
The end of HTML for the Account Change e-mail message.

[-- STORE.EmailAccountChangeText --]
You have changed the following fields in your account with

[-- CR_ShopSiteMessages --]
Displays any (error) messages to the customer

Error Message Page

[-- DEFINE CR_Error --]
The beginning of HTML for the error page.

[-- END_DEFINE CR_Error --]
The end of HTML for the error page.

[-- BUTTON BackToCart --]
The "Back to Cart" button

Buttons

[-- BUTTON Save --]
The "Save" button

[-- BUTTON Cancel --]
The "Cancel" button

[-- BUTTON SignIn --]
The "Sign In" button

[-- BUTTON Submit --]
The "Submit" button

[-- BUTTON Orders --]
The "Orders" button to view previous orders

[-- BUTTON Preferences --]
The "Preferences" button to view and edit settings

[-- BUTTON ShipTo --]
The "Ship To" button to view and edit shipping addresses

[-- BUTTON Payment --]
The "Payment" button to view and edit payment methods

[-- BUTTON Password --]
The "Password" button to go to the Change Password page

[-- BUTTON Done --]
The "Done" button

[-- BUTTON Change_Password --]
The "Change Password" button to submit a new password

[-- BUTTON Change_Challenge --]
The "Change Challenge" button to go to the Change Challenge page

[-- BUTTON Yes --]
The "Yes" button

[-- BUTTON No --]
The "No" button

[-- BUTTON Edit --]
The "Edit" button to go to an editing screen

[-- BUTTON Delete --]
The "Delete" button

[-- BUTTON View --]
The "View" button

[-- BUTTON BackToCart --]
The "Back to Cart" button

[-- BUTTON LOGOFF --]
The "Log Off" button

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags
Shopping Cart Tags
Gift Certificate Tags

Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Gift Certificate Tags

These tags can only be used in Gift Certificate templates.

Defines

[-- DEFINE GIFT_CERTIFICATE --]
[-- END_DEFINE GIFT_CERTIFICATE --]
Marks the beginning and end of the HTML for the Gift Certificate Order form page.

[-- DEFINE GIFT_CERTIFICATE_EMAIL --]
[-- END_DEFINE GIFT_CERTIFICATE_EMAIL --]
Marks the beginning and end of the HTML used in the E-mail message sent to the recipient of a Gift Certificate.

[-- DEFINE GIFT_CERTIFICATE_MAIL --]
[-- END_DEFINE GIFT_CERTIFICATE_MAIL --]
Marks the beginning and end of the HTML used in the Orders screen of the Back Office to display a printable version of the certificates ordered for physical delivery.

Order Form Elements

The order form elements are the JavaScript and HTML segments that make the order form work. All of these elements are required between the `[-- DEFINE GIFT_CERTIFICATE --]` and `[-- END_DEFINE GIFT_CERTIFICATE --]` tags.

Shopping Cart Code

[-- SC_JAVASCRIPT --]
Includes the Shopping Cart JavaScript that processes the form.

[-- ShopSiteMessages --]
Includes any error or warning messages ShopSite generates.

Order Form Segments

[-- SC_FORM --]
Includes the opening portion of the order form. You will also need to include an accompanying `</form>` tag at the end of the form.

[-- GiftCertNumberAmount --]
Includes the form segment that allows the customer to select a monetary value for the gift certificate.

[-- GiftCertEmailMail --]
Includes the form segment that allows the customer to select the delivery method, and insert the recipient E-mail address if applicable.

[-- GiftCertToFromMsg --]
Includes the form segment that allows the customer to enter the recipient's name, the sender's name, and an optional message.

Buttons

[-- BUTTON BackToStore --]
Includes the Back To Store button.

[-- BUTTON BuyGiftCertificate --]
Includes the Buy Gift Certificate button.

Gift Certificate Information

Header and Footer

[-- GiftCertHeader --]
Includes the Gift Certificate header. This could contain plain text or HTML. Use in an IF to determine if there is content in the header:

```
[-- IF GiftCertHeader --]
  [-- GiftCertHeader --]
[-- ELSE --]
  <!-- Display nothing -->
[-- END_IF --]
```

[-- GiftCertFooter --]
Includes the Gift Certificate footer. This could contain plain text or HTML. Use in an IF to determine if there is content in the footer.

Text

[-- GiftCertInstruction --]
instructions for ordering gift certificates.

[-- GiftCertPolicy --]
the policy regarding Gift Certificates

[-- Store.GiftCert_Policy --]
text: `Gift Certificate Policy`

[-- STORE.SC_GiftCertificate --]
text: `Gift Certificate`

[-- Store.GiftCert_To --]
store text: `Presented To`

[-- Store.GiftCert_From --]
Store text: `From`

[-- Store.GiftCert_Message --]
Store text: `Message`

[-- Store.GiftCertNumber --]
Store text: `Number`

[-- Store.GiftCertPIN --]
Store text: `PIN`

[-- STORE.GiftCert_ToRedeem --]
Store text: `In order to redeem this gift certificate please click on this link`

[-- GiftCert_OnOrderScreen --]
Store text: `On the order screen you will be able to redeem this gift certificate by entering the following number and PIN values.`

[-- Store.GiftCert_ToRedeemCutPaste --]
Store text: `In order to redeem this gift certificate please cut and paste this link into your web browers`

Layout

[-- STORE.GiftCert_BackgroundImage--]
The background image.

[-- STORE.GiftCert_BackgroundColor--]
The background color.

[-- STORE.GiftCert_TextColor--]
The text color.

[-- STORE.GiftCert_LinkColor--]
The link color.

[-- STORE.GiftCert_VisitedLinkColor--]
The visited link color.

[-- STORE.GiftCert_ActiveLinkColor--]
The active link color.

Gift Certificate Content

The following fields are designed to be used in the `GIFT_CERTIFICATE_EMAIL` and `GIFT_CERTIFICATE_MAIL` sections. Some of these fields take their information from the Gift Certificate order form.

Certificate Text

[-- GiftCert_Amount --]
Monetary value of the Gift Certificate

[-- GiftCert_To --]

The name of the gift certificate recipient.

[-- GiftCert_From --]
The name of the sender of the gift certificate

[-- GiftCert_Message --]
The message included with the gift certificate. Because this is an optional field, it is a good idea to use an `IF` with this value.

[-- GiftCert_Number --]
The number that must be entered on the checkout screen to redeem the certificate.

[-- GiftCert_PIN --]
The Personal Identification Number that must be entered on the checkout screen to redeem the certificate.

[-- GiftCert_Date --]
The expiration date of the Gift Certificate

Mail Certificate Information

[-- IF FIRST_MAIL_GIFTCERT --]
This tag is used in the `GIFT_CERTIFICATE_MAIL` definition to include information such as the opening HTML for the Back Office page that displays the printable gift certificates.

[-- IF LAST_MAIL_GIFTCERT --]
This tag is used in the `GIFT_CERTIFICATE_MAIL` definition to include content such as closing HTML tags at the end of the Back Office page that displays the printable gift certificates.

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags
Shopping Cart Tags
Gift Certificate Tags
Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Global Tags

Most global tags can be used in any type of custom template.

INCLUDE

[-- INCLUDE *filename* {PROCESS} --]

Places the contents of *filename* into the output file.
With the optional PROCESS parameter, any custom template tags in contents of *filename* are replaced with their database values before the contents are placed into the output file.

VAR

[-- VAR.*name* *value* --]
[-- VAR.*name* --]
[-- VAR.*name* {INC} {DEC} --]

Sets or retrieves a variable value, or increments/decrements a numeric value. Use the first format to assign a value to a variable, and use the second format to retrieve the value. For example, this command stores the contents of the current page's Text2 field in a variable named t2:

```
[-- VAR.t2 PAGE.Text2 --]
```

You could later retrieve that value with this command:

```
[-- VAR.t2 --]
```

You can store almost any value in a VAR variable. These two commands store a numeric value and a string value, respectively:

```
[-- VAR.numcolumns 2 --]
[-- VAR.bargain "Bargain of the day!" --]
```

If the value stored is numeric, you can increment or decrement the value by 1 with the INC and DEC parameters, like this:

```
[-- VAR.t2 INC --]
```

Once a VAR is defined, it's value is available during the rest of the store generation process and can be called from both page and product templates. It can also be used in LOOP and CALL statements, like this:

```
[-- LOOP PRODUCTS VAR.numcolumns --]
[-- CALL program.cgi VAR.xxxx --]
```

FLAGS

Many tags can accept special flags as part of the tag to add special rules for processing the tag. The following flags are "general", and can be used in a variety of different places:

[-- *FIELD.Name* JS_ENCODE --]

The **JS_ENCODE** flag gan be used on PRODUCT or PAGE tags to escape reserved characters (e.g. /, ’, ", etc.). This will prevent the reserved characters from unintentionally altering the JavaScript function, such as customized Customer Registration links, a custom MiniCart, or ANALYTICS_MULTI_DOMAIN code. For example:

```
<script type="text/javascript" language="JavaScript">
  document.write('<a href="javascript:__utmLinker(\'[-- PRODUCT.MoreInfoURL --]\');">[--
PRODUCT.Name JS_ENCODE --]</a>');
</script>
```

[-- *FIELD.Name* REMOVE_HTML --]

The **REMOVE_HTML** flag can be used with any field which could contain HTML tags or with graphic tags (e.g. *[-- PAGE.Graphic --]*).
When used in a text field, any HTML tags will be stripped out of the field, leaving only the unformatted text. This could be used to use the field within an HTML element. For example:

```
<a href="[-- PRODUCT.MoreInfoURL --]" title="[-- PRODUCT.Name REMOVE_HTML --]">[--
PRODUCT.Name</a>
```

When used with a graphic tag, the flag will cause the beginning <*img* and closing > to be removed from the image tag, allowing you to customize the tag. **NOTE:** ShopSite Version 8.2 and later allow the merchant the option to customize image tags, so use of REMOVE_HTML for graphic tags may not be desirable.

IF

[-- IF *param1 {XX param2}* --]
HTML, text, and custom template tags
[-- ELSE_IF *param3 {XX param4}* --]
HTML, text, and custom template tags
[-- ELSE --]
HTML, text, and custom template tags
[-- END_IF --]

Tests whether *param1* has a value[1], or if multiple parameters are passed, the two letter evaluation method (represented in the example as "XX" determines whether *param1* has a value[1]. The two letter evaluation methods are as follows:

- *EQ* - equal
- *NE* - not equal
- *LT* - less than
- *LE* - less than or equal to
- *GT* - greater than
- *GE* - greater than or equal to

Param1 can be any product or page field, such as `PRODUCT.DisplayName`. *Param2* can be any field or a string, such as "Checked." Strings must be enclosed in quotation marks, and string comparisons are case sensitive.

- If an `IF` or `ELSE_IF` tag only contains one parameter, the ShopSite parser checks to see if the parameter has a value (that is, if the merchant has entered a value for that field). If there is a value, the parser adds the contents before the next `ELSE/ELSE_IF/END_IF` tag to the page that is currently being generated. If the parameter has no value, the parser skips to the next such tag.
- If an `IF` or `ELSE_IF` tag contains two parameters, the parser compare the values to see if they are equal (string compare). If they are equal, the parser adds the contents before the next tag to the page that is currently being generated. If the parameters are not equal, the parser skips to the next tag.

You can nest `[-- IF --]` tags, and you can use multiple `[-- ELSE_IF --]` tags. The `[-- ELSE_IF --]` and `[-- ELSE --]` tags are optional.

Any custom template tags within the conditional content are replaced with information from the pages and products databases before the content is added to the current page.

The following example tests whether the merchant has checked the box to display the page name, and inserts the contents of the `PAGE.Name` field if it checked:

```
[-- IF PAGE.DisplayName --]
  <H1>[-- PAGE.Name --]</H1>
[-- END_IF --]
```

This example tests whether the page name matches a string, and inserts the contents of the `PAGE.Field1` field if it matches:

```
[-- IF PAGE.Name "About Us" --]
  <H1>[-- PAGE.Field1 --]</H1>
[-- END_IF --]
```

[-- IF ANALYTICS_MULTI_DOMAIN --]

This is a specific *IF* call you can use to test whether or not to create special URLs for Google Analytics tracking cross-domain links. It will return true if Google Analytics is enabled *and* either the shopping cart or secure domain name is different from the store domain name.

For example, if a store were using Google Analytics, and the store used the domain name `www.mystore.com`, but the shopping cart used `www.checkout.com`, you would need to make sure links and forms that went from the store pages to the shopping cart pages (such as an *Add To Cart* button) sent the correct information for Google Analytics.

The following is an example of using this tag for a *View Cart* button:

```
[-- IF ANALYTICS_MULTI_DOMAIN --]
<script type="text/javascript" language="JavaScript">
  document.write('<a href="javascript:__utmLinker(\'[-- SHOPPING_CART_URL --]\');">[-- ViewText -
-]</a>');
```

```
</script>
<noscript>
  <a href="[-- SHOPPING_CART_URL --]">[-- ViewText --]</a>
</noscript>
[-- ELSE --]
<a href="[-- SHOPPING_CART_URL --]">[-- ViewText --]</a>
[-- END_IF --]
```

You could also use the tag to make sure a FORM tag, such as the search form below, gets handled right:

```
[-- IF ANALYTICS_MULTI_DOMAIN --]
<form action="[-- SHOPPING_CART_URL BASE --]/productsearch.cgi?storeid=[-- STORE.ID --]"
method="post" onSubmit="javascript:__utmLinkPost(this)">
[-- ELSE --]
<form action="[-- SHOPPING_CART_URL BASE --]/productsearch.cgi?storeid=[-- STORE.ID --]"
method="post">
[-- END_IF --]
```

Locale

[-- Locale_Name --]

Retrieves the merchant-supplied locale specified during ShopSite's setup and accessible from Preferences > Locale. It can be used in a META HTML tag like this:
<meta HTTP-EQUIV="CONTENT-LANGUAGE" content="[-- LOCALE_NAME --]">

CALL External Program

[-- CALL *program.cgi{(parameter1, parameter2, parameterN)}* --]

Calls a user-supplied program and replaces the tag with any output from the program. Parameters can be passed to the program by including them as a comma-separated list within parentheses after the program name. If the program does not require any parameters, you do not need to include the parentheses.

If a CALL tag is used in a page or product template, the user-supplied program must be in the ShopSite CGI directory. If a CALL tag is used in a shopping cart or registration template, the program must be located in the shopping cart directory.

You can include any of the following, which will be substituted before the program is called:

- Database fields, in the same form as defined for pages and products, such as `PAGE.Name` or `PRODUCT.Graphic`
- `STORE_ID` - the store's StoreID
- `OUTPUT_DIRECTORY_URL` - the URL of the store's HTML directory
- `OUTPUT_DIRECTORY_PATH` - the path of the store's output directory
- `SHOPPING_CART_URL` - the URL of the store's shopping cart
- `DATA_DIRECTORY_PATH` - the path of the store's data directory
- `PRODUCT.MoreInfoURL` - the path of the product's More Information page

Example:

```
[-- CALL createthumbnail.pl(20,20,PRODUCT.Graphic) --]
```

The above example would call a program called `createthumbnail.pl` in the ShopSite CGI directory, and pass in the values 20, 20, and a full `<img>` tag for the graphic of the current product. This program might return an `<img>` tag to a newly-created 20x20 thumbnail of the product graphic.

Debugging Tag

When designing custom templates, it can be useful to know what values are being used for specific things. The `GENERATE_MESSAGE` tag will display a specific message and the value of a `VAR`, `PAGE`, or `PRODUCT` tag on the page generation screen in the back office.

[-- GENERATE_MESSAGE "message" {VAR.name} --]

Display message and (optionally) the value of VAR.name on the page generation screen in the back office.

Store Tags

Most store tags can be in all templates, and can be used with the `REMOVE_HTML` parameter.

Store Identification

[-- STORE.ID --]
The encrypted store ID.

[-- STORE_Serial_Number --]
The store serial number.

[-- STORE.Type --]
The store product level: `PROFESSIONAL, MANAGER, STARTER, or EXPRESS`. Use this tag to test for features that are not available in all products, such as product search, which is only available in Pro and Manager stores.

[-- STORE.CurrencySymbol --]
The symbol for the currency selected during store creation.

Store URLs

[-- MyStoreURL --]
Returns the full URL to the store's output directory.

[-- STORE.Output_URL --]
[-- Output_Directory_URL --]
Returns the full URL to the store's output (HTML) directory.

[-- SHOPPING_CART_URL {BASE} --]
Inserts the full URL to the shopping cart link.
With the optional `BASE` parameter, this tag returns the URL to the shopping cart CGI directory (as set in Preferences > Hosting Service). You can use this tag in your own forms which can be for a multi-product [Add to Cart] button, single-product [Add to Cart] buttons that require a form for specifying quanitity or pull-down options, and for creating your own search box.

Note that if you use this tag in a custom page template (not a product template), you cannot use the `[--PRODUCT.ViewCartButton--]` tag for the link text or graphic. You must specify the link text or graphic, such as:

```
<a href="[--SHOPPING_CART_URL--]"><img src="media/view_cart1.gif"></a>
```

[-- ShopSite_Images --]
Returns the URL to the store's ShopSite Images directory

E-Mail Addresses

[-- STORE.Email --]
The merchant's e-mail address.

[-- STORE.EmailTo --]
The merchant's e-mail address in a full mailto: HTML tag.

Date and Time

[-- STORE.Date --]
Server date when the page was generated.

[-- STORE.Time --]
Server time when the page was generated.

Store Navigation

[-- PageMenu {CSS, no_jscript} --]
Adds the JavaScript necessary for the drop-down menu navigation. The optional CSS parameter utilizes the default ShopSite CSS. See here for more information on using Global Navigation, including the default CSS example. The optional no_jscript parameter turns off the output of javascript.

[-- SS_MOBILE_PC --]
Creates a link on a mobile page that leads to the static (non-mobile) version; on a static page, it creates a link back to the mobile page (if it originally came from the mobile version).

Text Field Tags

The default values for these fields are shown here, but the merchant can change the text.

[-- STORE.Name {Remove_HTML} --]
The store's name.

[-- STORE.Product --]
Product

[-- STORE.ProductName --]
Product Name

[-- STORE.Product --]
Product

[-- STORE.Price --]
Price

[-- STORE.OnSaleText {Remove_HTML} --]
The text of the On Sale field, set in the Preferences > Store Text > Store Pages screen.

[-- STORE.Sku --]
SKU

[-- STORE.Item --]
Item

[-- STORE.Items --]
Items

[-- STORE.Contains --]
Contains

[-- STORE.Subtotal --]
Subtotal

[-- STORE.Qty --]
Qty

[-- STORE.Quantity --]
Quantity

[-- STORE.TotalQuantity --]
Total Quantity

[-- STORE.Back --]
Back

[-- STORE.URL --]
Store URL:

[-- STORE.YourIP --]
Your IP Address is

[--STORE.Home--]
Home

[--STORE.OrderQuantity--]
Order Quantity

[-- Store.MoreDetails --]
More Details

[-- Store.RelatedProducts --]
Related Products

[-- Store.Inventory --]
Inventory

[-- STORE.AddToCart --]
The text or image defined for the Add to Cart button in the store. ShopSite Pro stores can also use the `[-- PRODUCT.AddToCartButton --]` tag.

[-- STORE.DisplayAddToCartText --]
returns checked if [-- STORE.AddToCart --] is text, unchecked indicates that [-- STORE.AddToCart --] contains the filename for the image to be used.

[-- STORE.ViewCart --]
The text or image defined for the View Cart button in the store. ShopSite Pro stores can also use the `[-- PRODUCT.ViewCartButton --]` tag.

[-- STORE.DisplayViewCartText --]
returns checked if `[-- STORE.ViewCart --]` is text, unchecked indicates that `[-- STORE.ViewCart --]` contains the filename for the image to be used.

[-- STORE.SearchImage --]
The Search button image name.

[-- STORE.TextA --]
The text of the Text A field that is configured on the Layout Settings page (Preferences -> Layout Settings) of the back office.

[-- STORE.TextB --]
The text of the Text B field that is configured on the Layout Settings page (Preferences -> Layout Settings) of the back

office.

[1] Several fields have default values and will never return null, and thus cannot be used in an `IF` statement. See the page tags and product tags to find the possible values for each field.

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags
Shopping Cart Tags
Gift Certificate Tags
Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Mobile Tags

These tags are organized by the pages in which they typically would be used. Some tags are shown on multiple pages.

Note: The mobile templates are used to configure the appearance of pages as they appear on mobile devices.

Global Tags

These tags can be used on any page to render mobile content.

[-- MOBILE_JAVASCRIPT --]
This tag goes in the head of a page to generate the necessary Javascript for mobile page redirects.

[-- SS_MOBILE_REDIRECT --]
This tag goes in the body of a page and will output the Javascript that will redirect to dynamically redisplay the page if a mobile device is detected.

[-- SS_MOBILE_PC --]
This tag will create a link on mobile page to static version, on static page create a link to mobile (if it came from the mobile version).

[-- IF SS_MOBILE --]
Returns true if mobile feature is turned on.

[-- IF MOBILE --]
Returns true if a mobile device is detected when the page loads(real time only).

Mobile Configuration

The following tags reference information entered on the Configure Mobile page of the back office.

[-- STORE.MB_HEADER --]
The text/HTML of the mobile header.

[-- STORE.MB_FOOTER --]
The text/HTML of the mobile footer.

[-- STORE.MB_TEXTCOLOR --]
The default text color for mobile pages.

[-- STORE.MB_BACKGROUNDCOLOR --]
The default background color for mobile pages.

[-- STORE.MB_LINKCOLOR --]
The default link color for mobile pages.

[-- STORE.MB_VISITEDLINKCOLOR --]
The default visited link color for mobile pages.

[-- STORE.MB_ACTIVELINKCOLOR --]
The default active link color for mobile pages.

[-- STORE.MB_LINK*X* --]
There are four possible page links (where *X* is replaced with the number of the appropriate link) that are used in the mobile menu.

[-- IF STORE.MB_UseCompanyLogo --]
Returns true if the mobile pages have been configured to display the Company Logo.

[-- STORE.MB_CompanyLogo --]
Image link to the Company Logo specified on the Configure Mobile page.

[-- STORE.MB_CompanyURL --]
The URL specified for the company on the Configure Mobile page.

[-- STORE.MB_CompanyLINK --]
Hyperlink that includes the above company URL.

[-- STORE.MB_AddToCart --]
Instead of a button, mobile pages use text links to add products to the cart. This tag is the text for that link.

[-- MB_PageMenu --]

This tag will either display the Menu or the Page Links depending on the configuration set in the Mobile Configure page of the back office.

Tags Modified for Mobile

The following tags have a modified behavior when used in mobile templates.

[-- PRODUCT.MOREINFOURL --]

When used in the mobile product template this tag will output the link for the associated dynamic more info page (other times it will output the link to the static page).

[-- Product.OrderCheckout --]

When used in the mobile product template this tag will only output the add to cart "Text" link/button with the text coming from the mobile configuration screen.

[-- PAGE.PAGEURL --]

This tag acts like PRODUCT.MOREINFOURL and should be used to replace [--OUTPUT_DIRECTORY_URL--] and [--Page.FileName--] in the LINK_TO_PAGE define section.

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags
Shopping Cart Tags
Gift Certificate Tags
Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Page Tags

These tags can only be used in page templates.

Special Page Tags

Defines

[-- DEFINE PAGE --]
[-- END_DEFINE PAGE --]
Marks the beginning and end of the HTML for the page template. Most of the template will be contained between the `[-- DEFINE PAGE --]` and `[-- END_DEFINE PAGE --]` tags.

[-- DEFINE LINK_TO_PAGE --]
[-- END_DEFINE LINK_TO_PAGE --]
Marks the beginning and end of the HTML that defines the link that *other pages* will use to link to this page. These tags must come before the `[-- DEFINE PAGE --]` tag in a template.

Note: These tags are not required if you are building all page links into your template. However, you *must* use these tags to define the links to this page if you are letting ShopSite link pages automatically.

You can use any page tags and fields in the `LINK_TO_PAGE` section, but the tags and fields most commonly used are:

- `PAGE.LinkName`
- `PAGE.LinkGraphic`
- `PAGE.LinkText`
- `PAGE.FileName`
- `OUTPUT_DIRECTORY_URL`

Look at the Page Links Example to see how to use these tags to create page links.

Header and Footer

[-- PAGE.DisplayPageHeader --]
True if the merchant wants the page header displayed.

[-- IF HEADER --]
True if there is content in the page header field. By default, the option to display the page header is on, but a merchant may not have actually created content for the page header. This test allows you to provide an alternative to a big blank space at the top of such pages:

```
[-- IF PAGE.DisplayPageHeader --]
  [-- IF HEADER --]
    [-- HEADER --]
  [-- ELSE --]
    <!-- No Header! Show store name instead. -->
    [-- STORE.Name --]
  [-- END_IF --]
[-- ELSE --]
  <!-- Don't display header! Don't put anything here. -->
[-- END_IF --]
```

[-- HEADER --]
Inserts the page header.

[-- PAGE.DisplayPageFooter --]
True if the merchant wants the page footer displayed.

[-- IF FOOTER --]
True if there is content in the page footer (see IF HEADER for more information on usage).

[-- FOOTER --]
Inserts the page footer.

Loops

[-- LOOP PRODUCTS *{numcolumns NONAME}* --]
[-- END_LOOP PRODUCTS --]

Marks the beginning and end of a loop to insert product information on a page. Everything within the loop is repeated for each product assigned to the current page. The loop will insert products on the page in the order specified on the Arrange Items screen, or according to the rules set in the Page Arrangement Settings, or in the order in which they were added to the page if no arrangement was specified.

The optional *numcolumns* parameter lets you present products in rows in a table, which produces a multi-column layout. You can specify the number of columns in three ways:

- `PAGE.Columns`, which uses the number of columns set by the merchant for the page
- A number, to define a fixed number of columns
- `VAR.`*xxx*, to use a variable value set previously in the template

The optional *NONAME* parameter prevents the default action of adding a named anchor tag (for example,) to each product.

When used with the *numcolumns* parameter, the `LOOP` tag will be replaced with a `<TR>` tag, then ShopSite will loop through the number of products specified by the *numcolumns* parameter, and then add a `</TR>` tag to close the first row. It will create as many rows as needed for the products assigned to the page, and then the `END_LOOP` tag will be replaced with a final `</TR>`. You should not include `<TR>` and `</TR>` tags in your template since ShopSite puts them in automatically. Study the example multi-column page template to see how this works. There is also an example multi-column product template designed to work with the page template. The product template does not contain any tags that are explicitly for multi-column layouts, but it must work with the page template to produce correct HTML.

[-- PRODUCT *{template}* --]

Inserts the fields for the next product within a `[-- LOOP PRODUCTS --]` loop. This tag must appear on a line by itself between a `[-- LOOP PRODUCTS --]` and an `[-- END_LOOP PRODUCTS --]` tag.

The optional *template* value can be used to indicate a template name that will override the default product template.

The product fields that are inserted are defined by these rules:

1. If the product template includes the tag for a field and the current product has a value for that field, the value will be inserted.
2. If the template tag for a field is not included in the product template, the field value will never be displayed, regardless of whether it is set in the database.
3. If the product template uses a tag, such as `[-- PRODUCT.SKU --]`, but the `SKU` field has no entry, the ShopSite parser will insert an HTML comment tag indicating that the field was empty.
4. If the "Toggle" fields for a product are set to not display certain fields, but the template includes tags for those fields, the field values *will* be inserted in the page. For example, if the `SKU Toggle` field is set to not display, but the template includes the `[-- PRODUCT.SKU --]` tag, the SKU *will* be inserted.

[-- LOOP LINKS *{numcolumns}* --]
[-- END_LOOP LINKS --]

Marks the beginning and end of a loop to insert links to other pages on the current page. Everything within the loop is repeated for each page link assigned to the current page. The loop will insert links on the page in the order specified on the Arrange Items screen, or according to the rules set in the Page Arrangement Settings, or in the order in which they were added to the page if no arrangement was specified.

The optional *numcolumns* parameter lets you present links in rows in a table, which produces a multi-column layout. See the `LOOP PRODUCTS` tag for more information.

[-- LINK *{template}*--]

Inserts the next page link within the `[-- LOOP LINKS --]` loop. This tag must appear on a line by itself between a `[-- LOOP LINKS --]` and an `[-- END_LOOP LINKS --]` tag. Page link information is defined in the `[-- DEFINE LINK_TO_PAGE --]` section, based on the Link Info fields in the pages database.

The optional template parameter specifies a name of a page template whose [-- DEFINE LINK_TO_PAGE --] section will be used to create all the links to assigned pages *on this page* instead of using the page template selected for each of the assigned pages. This parameter does *NOT* force the assigned pages themselves to be generated with this template.

[-- LOOP ITEMS *{numcolumns}* --]
[-- END_LOOP ITEMS --]

Marks the beginning and end of a loop to insert Items on a page. Everything within the loop is repeated for each item. Use the `ITEM` tags to insert product information *and* links to other store pages. The loop will insert items on the page in the order specified on the Arrange Items screen, or according to the rules set in the Page Arrangement Settings, or in the order in which they were added to the page if no arrangement was specified.

The optional *numcolumns* parameter lets you present items in rows in a table, which produces a multi-column layout. See the `LOOP PRODUCTS` tag for more information.

[-- ITEMS --]
Inserts the next product or page link within the `[-- LOOP ITEMS --]` loop. This tag must appear on a line by itself between a `[-- LOOP ITEMS --]` and an `[-- END_LOOP ITEMS --]` tag.

Gift Certificate

[-- IF GiftCert --]
Returns true if Gift Certificates are enabled.

[-- GiftCertLink --]
Inserts the link to the gift certificate order page

Search

[-- SEARCH_FORM --]
Inserts the product search form.

[-- PAGE.SearchProductField --]
Returns `checked` if a product search box is to be displayed on this page. Use an `IF` statement to determine the value:

```
[-- IF PAGE.SearchProductField--]
<p>[-- SEARCH_FORM --]</p>
[-- END_IF --]
```

[-- PAGE.IndexedForSearch --]
Returns `checked` if the products on this page are to be indexed for search.

Customer Registration

[-- RegistrationSignIn --]
Inserts links for customer registration and login. These links are generated via JavaScript, which detects the login status of the customer and generates the appropriate links. See Custom Sign-In Script for information on customizing the appearance of the links.

[-- STORE.NewCustomer --]
text: New Customer?

[-- STORE.ToRegister --]
text: Click here to register

[-- STORE.RetCustomer --]
text: Returning Customer?

[-- STORE.ToSignIn --]
text: Click here to sign in

[-- STORE.ViewEdit --]
text: View/Edit account

[-- STORE.SignOut --]
text: Sign out

Social Media

[-- IF SOCIAL_FOLLOW --]
True if the merchant has enabled the "Follow" options and provided account information for all social media services in the back office.

[-- SOCIAL_FOLLOW --]
This is equivalent to putting
[-- Facebook_Follow --][-- Twitter_Follow --][-- GooglePlus_Follow --][-- Pinterest_Follow --] in your code and is provided as a shorthand for doing so.
Using the optional 'reverse' parameter will flip the order of the tags, equivalent to putting
[-- Pinterest_Follow --][-- GooglePlus_Follow --][-- Twitter_Follow --][-- Facebook_Follow --] in your code. This makes it so if you have them left aligned they can be one way and if you have them right aligned they can appear in the reverse order.

[-- IF SOCIAL_SHARE --]

True if the merchant has enabled the "Share" options and provided account information for all social media services in the back office.<

[-- SOCIAL_SHARE --]
: This is equivalent to putting [-- Facebook_Share --][-- Twitter_Share --][-- GooglePlus_Share --][-- Pinterest_Share --] in your code and is provided as a shorthand for doing so.

[-- IF FACEBOOK_FOLLOW --]
: True if the merchant has enabled the "Follow on Facebook" option and provided a Facebook account in the back office.

[-- FACEBOOK_FOLLOW --]
: Link to follow merchant's Facebook account.

[-- IF FACEBOOK_SHARE --]
: True if the merchant has enabled the "Share on Facebook" option in the back office.

[-- FACEBOOK_SHARE --]
: Link to share the current page on the customer's Facebook wall.

[-- IF TWITTER_FOLLOW --]
: True if the merchant has enabled the "Follow on Twitter" option and provided a Twitter account in the back office.

[-- TWITTER_FOLLOW --]
: Link to merchant's twitter account.

[-- IF TWITTER_SHARE --]
: True if the merchant has enabled the "Share on Twitter" option in the back office.

[-- TWITTER_SHARE --]
: Link to share the current page on the customer's Twitter feed.

[-- IF GOOGLEPLUS_FOLLOW --]
: True if the merchant has enabled the "Follow on Google Plus" option and provided a Google Plus account in the back office.

[-- GOOGLEPLUS_FOLLOW --]
: Link to the merchant's Google Plus account.

[-- IF GOOGLEPLUS_SHARE --]
: True if the merchant has enabled the "Share on Google Plus" option in the back office.

[-- GOOGLEPLUS_SHARE --]
: Link to share the current page on the customer's Google Plus feed.

[-- IF PINTEREST_FOLLOW --]
: True if the merchant has enabled the "Follow on Pinterest" option and provided a Pinterest account in the back office.

[-- PINTEREST_FOLLOW --]
: Link to merchant's Pinterest account.

[-- IF PINTEREST_SHARE --]
: True if the merchant has enabled the "Share on Pinterest" option in the back office and there is an image to share on the page.

[-- PINTEREST_SHARE --]
: Link to share the current page on the customer's Pinterest feed.

High Security Image

[-- IF ShopSiteSecurityImage --]
: True if ShopSite is configured to display the High Security image.

[-- ShopSiteSecurityImage --]
: Returns the HTML code to display the High Security image on the page.

Mini Cart

[-- MiniCart --]
: Displays the Mini Cart on store pages.

Page Database Tags

Page database tags insert the contents of a field from the pages database. For example, `[-- PAGE.Text1 --]` returns the contents of the page's Text 1 field. Most page database tags can also be used in an `IF` tag to test for a value.

All page database tags that return merchant-defined text can be used with the `Remove_HTML` parameter, which removes any

HTML from the field before displaying it. This can be useful if, for example, you have put HTML tags in the page name field to format how the name is displayed, but also want to use the page name in the `<title>` tag, which does not allow formatting.

Name

`[-- PAGE.Name --]`
The name of the page, as entered in the Page Name field. Note that the page name is not the same as the pages's file name. Common places to use this field are in the `<TITLE>` and as the highest level heading on the page.

`[-- PAGE.DisplayName --]`
Returns `checked` if the page name is to be displayed. Use an `IF` statement to determine the value:

```
[-- IF PAGE.DisplayName --]
<H1>[-- PAGE.Name --]</H1>
[-- END_IF --]
```

Title

`[-- PAGE.Title --]`
The text to be used in the Title tag in the HTML head.

Banner Graphic

`[-- PAGE.Graphic --]`
Returns a full <img src> tag with all the formatting information, including size and alt values. For example:

```
[-- PAGE.Graphic --]
```

returns a tag in this format:

```
<img src="http://www.store.com/media/graphic.gif" width=50 height=40 alt="Example" hspace=3
vspace=3 border=0>
```

Use the `REMOVE_HTML` attribute to return a partial tag that you can customize:

```
[-- PAGE.Graphic REMOVE_HTML --]
```

does not return the beginning and end of the `<img>` tag:

```
src="http://www.store.com/media/graphic.gif" width=50 height=40 alt="Example" hspace=3 vspace=3
border=0
```

`[-- IMAGE Page.Graphic --]`
Returns the path and file name of the page banner graphic, relative to the store's media directory.

`[-- PAGE.DisplayGraphic --]`
Returns `checked` if the page graphic is to be displayed. Use an `IF` statement to determine the value:

```
[-- IF PAGE.DisplayGraphic --]
<P>[-- PAGE.Graphic --]</P>
[-- END_IF --]
```

Text

`[-- PAGE.Text1 --]`
The contents of the Text 1 field for the page.

Note: Although merchants can put HTML tags in most fields to format their contents, the Text fields are most likely to contain extensive HTML tags, including tables, lists, and even `<img src>` tags.

`[-- PAGE.Text2 --]`
The contents of the Text 2 field for the page. See the note for the Text1 field.

`[-- PAGE.Text3 --]`
The contents of the Text 3 field for the page. See the note for the Text1 field.

Link

`[-- PAGE.LinkName --]`
The name that is to be used on other pages as a link *to* the current page. Use this tag between the `[-- DEFINE LINK_TO_PAGE--]` and `[-- END_DEFINE LINK_TO_PAGE--]` tags.

`[-- PAGE.LinkGraphic --]`
Returns a full <img src> tag with all the formatting information, including size and alt values, of the graphic that is to

be used on other pages as a link *to* the current page. Use this tag between the `[-- DEFINE LINK_TO_PAGE--]` and `[-- END_DEFINE LINK_TO_PAGE--]` tags. Use the `REMOVE_HTML` attribute if you want to customize the <img> tag, as described for the `PAGE.GRAPHIC` tag.

`[-- PAGE.LinkText --]`
Additional text that appears on other pages with links *to* the current page. Use this tag between the `[-- DEFINE LINK_TO_PAGE--]` and `[-- END_DEFINE LINK_TO_PAGE--]` tags.

`[-- PAGE.TextWrap --]`
Returns "on" if link text is to wrap under the link graphic, and "off" if the text is to appear beside the graphic. Use this tag between the `[-- DEFINE LINK_TO_PAGE--]` and `[-- END_DEFINE LINK_TO_PAGE--]` tags.

Layout

`[-- PAGE.Layout --]`
Returns the alignment to be applied to products and page links on the page. Possible values are:

- Left aligned
- Right aligned
- Staggered; Start left
- Staggered; start right
- Centered

`[-- PAGE.Columns --]`
Returns the number of columns to be used to format products. Possible values are:

- One column
- Two columns
- Three columns
- Four columns
- Five columns

`[-- PAGE.LinkColumns --]`
Returns the number of columns to be used to format page links on the page. Possible values are:

- One column
- Two columns
- Three columns
- Four columns
- Five columns

`[-- PAGE.DisplayColumnBorders --]`
Returns `checked` if column borders are to be displayed.

`[-- PAGE.PageWidth --]`
Returns a string indicating the page width that is to be used to display information, either as a percentage or in pixels used. Possible values are:

- 100%
- 90%
- 75%
- etc.

  or

- 120px
- 75px
- etc.

Colors and Background

`[-- PAGE.TextColor --]`
Returns the hex value of the text color for the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.BackgroundColor --]
Returns the hex value of the background color for the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.LinkColor --]
Returns the hex value of the color for links on the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.VisitedLinkColor --]
Returns the hex value of the color for visited links on the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.ActiveLinkColor --]
Returns the hex value of the color of links on the page *at the moment they are clicked*, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.BackgroundImage --]
If a graphic is defined as a background image for the page, returns the full URL of that image. Use the `REMOVE_HTML` attribute if you want to customize the `<img>` tag, as described for the PAGE.GRAPHIC tag.

File Name

[-- PAGE.Filename --]
The file name of the page. If the merchant left this field blank, the default file name is returned, such as `Page1.html`.

Search Result Product Link Fragment

[-- SEARCHPRODUCTLINK --]
Creates a page link fragment string using the product ID. The fragment string, which would look like `#103` (the numbers will change based off the product ID number) can then be appended to an anchor tag in a `LINK_TO_PAGE` definition for a Search override page template. The overall result is that search results links will go to the position on the page where the product is, rather than just the top of the page. The anchor tag in the `LINK_TO_PAGE` definition would look something like this:

```
<a href="[-- OUTPUT_DIRECTORY_URL --]/[-- PAGE.FileName --][-- SEARCHPRODUCTLINK --]">
```

Meta Tags

[-- PAGE.MetaKeywords --]
The list of words to put in the `META NAME="keywords"` tag in the HEAD section of the page.

[-- PAGE.MetaDescription --]
The text to put in the `META NAME="description"` tag in the HEAD section of the page.

Multipage Generation

[-- PAGE.ProductsPerPage --]
Number of products to appear on a generated page; 0 = all.

[-- PrevNext *{NoCenter}* --]
Insert multipage navigation links. By default, the links are centered. Use the NoCenter attribute to remove the `<center>` tags.

[-- PAGE.PaginatedPageNum --]
Current page number when multipages/pagination is used.

[-- PAGE.PaginatedPageNumMax --]
Maximum number of pages when multipages/pagination is used.

Assigned Items

[-- PAGE.NumProducts --]
The number of products assigned to the current page.

[-- PAGE.NumLinks --]
The number of links to other ShopSite pages assigned to the current page.

[-- PAGE.NumItems --]
The total number of products and page links assigned to the page.

Merchant-Definable Fields

[-- STORE.PageField1 --]
[-- STORE.PageField2 --]
[-- STORE.PageField3 --]
[-- STORE.PageField4 --]
[-- STORE.PageField5 --]
[-- STORE.PageField6 --]

[-- STORE.PageField7 --]
[-- STORE.PageField8 --]
[-- STORE.PageField9 --]
[-- STORE.PageField10 --]
[-- STORE.PageField11 --]
[-- STORE.PageField12 --]
[-- STORE.PageField13 --]
[-- STORE.PageField14 --]
[-- STORE.PageField15 --]
[-- STORE.PageField16 --]
[-- STORE.PageField17 --]
[-- STORE.PageField18 --]
[-- STORE.PageField19 --]
[-- STORE.PageField20 --]
[-- STORE.PageField21 --]
[-- STORE.PageField22 --]
[-- STORE.PageField23 --]
[-- STORE.PageField24 --]
[-- STORE.PageField25 --]

Display the configured name for the specified merchant definable field.

[-- PAGE.Field1 --]
[-- PAGE.Field2 --]
[-- PAGE.Field3 --]
[-- PAGE.Field4 --]
[-- PAGE.Field5 --]
[-- PAGE.Field6 --]
[-- PAGE.Field7 --]
[-- PAGE.Field8 --]
[-- PAGE.Field9 --]
[-- PAGE.Field10 --]
[-- PAGE.Field11 --]
[-- PAGE.Field12 --]
[-- PAGE.Field13 --]
[-- PAGE.Field14 --]
[-- PAGE.Field15 --]
[-- PAGE.Field16 --]
[-- PAGE.Field17 --]
[-- PAGE.Field18 --]
[-- PAGE.Field19 --]
[-- PAGE.Field20 --]
[-- PAGE.Field21 --]
[-- PAGE.Field22 --]
[-- PAGE.Field23 --]
[-- PAGE.Field24 --]
[-- PAGE.Field25 --]

Display the contents of the specified merchant definable field.

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags
Shopping Cart Tags
Gift Certificate Tags
Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Product Tags

These tags can only be used in product templates.

Special Product Tags

Defines

[-- DEFINE PRODUCT --]
[-- END_DEFINE PRODUCT --]
Marks the beginning and end of the HTML for the product template. Most of the template will be contained between the `[-- DEFINE PRODUCT --]` and `[-- END_DEFINE PRODUCT --]` tags.

[-- DEFINE SUBPRODUCT --]
[-- END_DEFINE SUBPRODUCT --]
Marks the beginning and end of the HTML that defines the presentation of a subproduct in this product template. The subproducts of a product with this template will be presented using this template, regardless of the template selected for the subproducts. These tags must come before the `[-- DEFINE PRODUCT --]` tag in a product template.

You can use all global and product tags within a subproduct definition, but note that product tags will produce information about the subproduct, not about the parent product.

[-- DEFINE MORE_INFO_PAGE --]
[-- END_DEFINE MORE_INFO_PAGE --]
Marks the beginning and end of the HTML that defines a More Info page for this product.

Subproducts

[-- LOOP SUBPRODUCTS *{numcolumns}* --]
[-- END_LOOP SUBPRODUCTS --]
Marks the beginning and end of a loop to insert subproduct information on a page. Everything within the loop is repeated for each subproduct assigned to the current product.

The optional *numcolumns* parameter lets you present subproducts in rows in a table, which produces a multi-column layout. You can specify the number of columns in two ways:

- A number, to define a fixed number of columns
- `VAR.`*xxx*, to use a variable value set previously in the template

When used with the *numcolumns* parameter, the `LOOP` tag will be replaced with a `<TR>` tag and the `END_LOOP` tag will be replaced with a `</TR>` tag when the page is generated, so you should not include those tags in your template.

[-- SUBPRODUCTS *{template_name}* --]
Inserts the fields for the next subproduct within a `[-- LOOP SUBPRODUCTS --]` loop. This tag must appear on a line by itself between a `[-- LOOP SUBPRODUCTS --]` and an `[-- END_LOOP SUBPRODUCTS --]` tag. The optional template name specifies a specific product template to use for the subproducts (otherwise, the same template as the parent product will be used).

[-- PRODUCT.NumSubproducts --]
Number of subproducts assigned to this product.

[-- PRODUCT.Subproduct --]
A comma delimited list of product record IDs representing this product's subproducts.

[-- PRODUCT.Parent --]
Returns the product ID of the parent product. All subproducts *must* include this tag as a hidden form field with the name "super", like this:

```
<input type=hidden name="super" value="[-- PRODUCT.Parent --]">
```

Product Database Tags

Product database tags insert the contents of a field from the products database. For example, `[-- PRODUCT.Name --]` returns the contents of the product's Name field. Most product database tags can also be used in an `IF` tag to test for a value.

All product database tags that return merchant-defined text can be used with the `Remove_HTML` parameter, which removes any HTML from the field before displaying it.

Name

[-- PRODUCT.Name --]

The product name.

[-- PRODUCT.DisplayName --]
Returns `checked` if the product name is to be displayed.

[-- PRODUCT.NameStyle {Begin, End} --]
Returns `Bold`, `Italic`, `Typewriter`, or `Plain` to indicate the font style to use for the product name.

With the optional `Begin` and `End` parameters, this tag returns the beginning or ending HTML tags for the chosen style. For example, if the merchant has set the name style to Bold for a product named "Baseball Bat," this code:

```
[-- PRODUCT.NameStyle Begin --][-- PRODUCT.Name --][-- PRODUCT.NameStyle End --]
```

would return

```
<b>Baseball Bat</b>
```

[-- PRODUCT.NameSize {Begin, End} --]
Returns `Normal`, `Big`, or `Small` to indicate the font size to be used for the product name.

With the optional `Begin` and `End` parameters, this tag returns the beginning or ending HTML tags for the chosen size. For example, if the merchant has set the name size to Big for a product named "Baseball Bat," this code:

```
[-- PRODUCT.NameSize Begin --][-- PRODUCT.Name --][-- PRODUCT.NameSize End --]
```

would return

```
<big>Baseball Bat</big>
```

[-- PRODUCT.VariableName? --]
Returns `checked` if variable name is enabled for the product.

Price

[-- PRODUCT.Price --]
The price of the product. Note that this value is formatted according to the store currency setting and includes the currency symbol.

[-- PRODUCT.SaleAmount --]
The sale price of the product. This is either a numeric value without a currency symbol, or a percent to be deducted from the Price, such as `10%`.

[-- PRODUCT.DisplayPrice --]
Returns `checked` if the product price is to be displayed.

[-- PRODUCT.SaleOn --]
Returns `checked` if the sale price is to be displayed *and* if the `SaleAmount` field is not null, that is, if the product is on sale.

[-- PRODUCT.PriceStyle {Begin, End} --]
Returns `Bold`, `Italic`, `Typewriter`, or `Plain` to indicate the font style to use for the product price.

See the `NameStyle` tag for an explanation of the `Begin` and `End` parameters.

[-- PRODUCT.PriceSize {Begin, End} --]
Returns `Normal`, `Big`, or `Small` to indicate the font size to be used for the product price.

See the `NameSize` tag for an explanation of the `Begin` and `End` parameters.

[-- PRODUCT.AltPrice --]
The price of the product in the store's alternate currency, if an alternate currency has been defined. Note that this value is formatted according to the store currency setting and includes the currency symbol. If an alternate currency has not been defined for the store, this field returns an empty string.

[-- PRODUCT.AltSaleAmount --]
The sale price of the product in the store's alternate currency, if an alternate currency has been defined. This is either a numeric value without a currency symbol, or a percent to be deducted from the Price, such as `10%`. If an alternate currency has not been defined for the store, this field returns an empty string.

[-- PRODUCT.QuantityPricing --]
(ShopSite Pro only) A dual-purpose tag that can be used in an IF tag to test whether Quantity Pricing is enabled for this product, and by itself to insert the Quantity Pricing table for the product. The code generally looks like this:

```
[-- IF PRODUCT.QuantityPricing --]
  [-- PRODUCT.QuantityPricing --]
[-- END_IF --]
```

This produces a complete HTML table containing the quantities and prices available for the product. The `<TABLE>` tag includes a style attribute (`style class="qp_header"`) that you can add to a CSS style sheet to set some of the table formatting.

[-- PRODUCT.DisplayOrderQuantity --]
Returns `checked` if a product quantity box is to be displayed on the product page as well as on shopping cart. Use an `IF` statement to determine the value:

```
[--IF PRODUCT.DisplayOrderQuantity--]
```

some tags
[--END_IF--]

[-- PRODUCT.VariablePrice? --]
Returns checked if variable price is enabled for the product.

Tax

[-- PRODUCT.Taxable --]
Returns checked if the current product is taxable.

SKU

[-- PRODUCT.SKU --]
The SKU (stock code) of the current product.

[-- PRODUCT.DisplaySKU --]
Returns checked if the product SKU is to be displayed.

[-- PRODUCT.SKUStyle {Begin, End} --]
Returns Bold, Italic, Typewriter, or Plain to indicate the font style to use for the product SKU.

See the NameStyle tag for an explanation of the Begin and End parameters.

[-- PRODUCT.SKUSize {Begin, End} --]
Returns Normal, Big, or Small to indicate the font size to be used for the product SKU.

See the NameSize tag for an explanation of the Begin and End parameters.

[-- PRODUCT.VariableSKU? --]
Returns checked if variable SKU is enabled for the product.

Graphic

[-- PRODUCT.Graphic --]
Returns a full <img src> tag for the product graphic with all the formatting information, including size and alt values. Use the REMOVE_HTML attribute if you want to customize the <img> tag, as described for the PAGE.GRAPHIC tag.

[-- IMAGE Product.Graphic --]
Returns the path and file name of the product graphic, relative to the store's media directory.

[-- PRODUCT.DisplayGraphic --]
Returns checked if the product graphic is to be displayed.

[-- PRODUCT.ImageAlignment --]
Returns left, right, or center to indicate if the product image is to be aligned to the left, right, or center.

[-- PRODUCT.TextWrap --]
Returns On if the product description is to wrap under the product graphic, and Off if the description is to maintain a column to the side of the graphic.

Description

[-- PRODUCT.ProductDescription --]
The text description of the current product. This field may contain HTML tags.

[-- PRODUCT.DescriptionStyle {Begin, End} --]
Returns Bold, Italic, Typewriter, or Plain to indicate the font style to use for the product description.

See the NameStyle tag for an explanation of the Begin and End parameters.

[-- PRODUCT.DescriptionSize {Begin, End} --]
Returns Normal, Big, or Small to indicate the font size to be used for the product description.

See the NameSize tag for an explanation of the Begin and End parameters.

Shipping Charges

[-- PRODUCT.ShippingCharge --]
The charge for shipping the current product. Used for flat-rate shipping.

[-- PRODUCT.GroundShipping[1] --]
The charge to ship the current product by standard ground shipping.

[-- PRODUCT.SecondDayShipping[1] --]
The charge to ship the current product by second-day air shipping.

[-- PRODUCT.NextDayShipping[1] --]
The charge to ship the current product by next-day air shipping.

1

[-- PRODUCT.Shipping3 --]
[-- PRODUCT.Shipping4 --}
[-- PRODUCT.Shipping5 --}
[-- PRODUCT.Shipping6 --}
[-- PRODUCT.Shipping7 --}
[-- PRODUCT.Shipping8 --}
[-- PRODUCT.Shipping9 --]
: The charge to ship the current product via a merchant-defined method.

[-- PRODUCT.NoShippingCharges[2] --]
: Returns `checked` if the merchant marked this product for no shipping charges.

[-- PRODUCT.Weight --]
: The shipping weight of the current product. Used for weight-based shipping.

[-- PRODUCT.DimensionOptions --]
: Returns `checked` if the merchant defined shipping box dimensions for this product.

[-- PRODUCT.DimensionText --]
: The shipping box dimensions for this product, in the form LxWxH, for example `20x20x24`

[-- PRODUCT.DimensionSelected --]
: The dimensions of one of the shipping boxes configured on the Shipping screen.

[-- PRODUCT.ExtraHandlingCharge --]
: A handling charge to be applied when this product is ordered.

Ordering Options

[-- PRODUCT.DisplayOrderingOptions --]
: Returns `checked` if the product's ordering options are to be displayed on the product page as well as on shopping cart. Use an `IF` statement to determine the value:

```
[--IF PRODUCT.DisplayOrderingOptions--]
some tags
[--END_IF--]
```

[-- PRODUCT.OptionText --]
: The text instructions given to customers to select product options from drop-down lists on the order form.

[-- ORDER_OPTION_MENU {COLUMN,LINE,NOFORMAT} {SKU} --]
: Returns a complete HTML table to present the ordering options for a product. This tag must be placed inside a `<form>` tag. You must indicate how to display multiple menus by indicating COLUMN (stack menus vertically in a table), LINE (place menus on a single table row), or NOFORMAT (no table tags around menus). The optional `SKU` parameter tells ShopSite to use the product SKU instead of the record number in a hidden form field.

[-- PRODUCT.OptionFiniteText --]
: Product options to be presented in drop-down lists on the order form. The options are returned as a single space-separated string; you will probably need to write a small program and use the `CALL` tag to process it. For ShopSite Pro stores, the selected options can change the price of the product. If you don't want to customize the appearance of the drop-down lists, you may find it easier to use the [-- ORDER_OPTION_MENU --] tag.

[-- PRODUCT.OptionsBox --]
: Returns `checked` if a customer text entry box for this product is to be displayed on the order form. You can also use this tag in an `[-- IF --]` tag to create a text area on a custom page to collect information from customers, and then pass the input to the order form. You must use an HTML form for the order options and [Add to Cart] button to do this, and you must use "`freeopt`" as the name of the text area, like this:

```
<form action="[-- SHOPPING_CART_URL BASE --]/order.cgi" method=post>
  <input type=hidden name=storeid value=[-- STORE_ID --]>
  <input type=hidden name=dbname value=products>
  <input type=hidden name=function value=add>
  <input type=hidden name=itemnum value=[-- PRODUCT.RecordNumber --]>
  [-- IF PRODUCT.DisplayOrderingOptions --]
    <br>[-- PRODUCT.OptionText --]
    [-- ORDER_OPTION_MENU LINE --]
  [-- END_IF --]

  [-- IF PRODUCT.OptionsBox --]
    <textarea name="[-- PRODUCT.Recordnumber --]:freeopt"> </textarea>
  [-- END_IF --]

  <input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/button_add.gif" border=0 name="Add to Cart"
alt="Add to Cart">
</form>
```

Add/View Buttons

[-- PRODUCT.AddToCartURL --]
: Inserts the URL needed to create a link to the shopping cart and add the current product. Note that the template must provide the HTML tags and the text or graphic for the link. For example, an AddtoCartURL tag that uses a graphic might look like this:

```
<a href="[-- PRODUCT.AddToCartURL --]"><img src="buynow.gif"></a>
```

[-- SHOPPING_CART_URL --]
Inserts the full URL to the shopping cart link.

[-- AddImage? --]
True if using an image for Add to Cart button

[-- AddImage --]
The `src` and parameters for the Add to Cart image, or "none" if no image.

[-- AddImage Image_Name --]
The media subdirectory and file name of the Add to Cart image

[-- AddText --]
Text for the Add to Cart link, or null if an image is used.

[-- ViewImage? --]
True if using an image for View Cart button

[-- ViewImage --]
The **src** and parameters for the View Cart image, or "none" if no image

[-- ViewImage Image_Name --]
The media subdirectory and file name of the View Cart image

[-- ViewText --]
Text for the View Cart link, or null if an image is used.

[-- STORE.AddToCart --]
The text or image file name to be used for the Add To Cart button. The `[-- STORE.DisplayAddToCartText --]` tag can be used to test whether to make the button with an image or text. See `[-- PRODUCT.AddToCartButton --]`, `[-- AddImage --]`, and `[-- AddText --]` for more information on creating Add To Cart buttons using product-specific buttons (available in ShopSite Pro only).

[-- STORE.DisplayAddToCartText --]
returns checked if [-- STORE.AddToCart --] is text, unchecked indicates that [-- STORE.AddToCart --] contains the filename for the image to be used. The following example demonstrates one way to use the [-- STORE.DisplayAddToCartText --] tag.

```
[-- IF STORE.DisplayAddToCartText "checked" --]
        <input type="submit" value="[-- STORE.AddToCart --]">
[-- ELSE --]
        <input type="image" value="submit"
        src="[-- Output_Directory_URL --]/media/[-- STORE.AddToCart --]">
[-- END_IF --]
```

[-- STORE.ViewCart --]
The text or image file name to be used for the View Cart button. The `[-- STORE.DisplayViewCartText --]` tag can be used to test whether to make the button with an image or text. See `[-- PRODUCT.ViewButton --]`, `[-- ViewImage --]`, and `[-- ViewText --]` for more information on creating View Cart buttons using product-specific buttons (available in ShopSite Pro only).

[-- STORE.DisplayViewCartText --]
returns checked if `[-- STORE.ViewCart --]` is text, unchecked indicates that `[-- STORE.ViewCart --]` contains the filename for the image to be used. See `[-- STORE.DisplayAddToCartText --]` for more information.

[-- PRODUCT.AddToCartButton[2] --]
Returns the contents of the Text field for the [Add to Cart] button, even if the merchant selected to use the Image selection drop-down list. This may be just simple text, or text with HTML tags to format the text, or an `<img>` tag.

[-- PRODUCT.ViewCartButton[2] --]
Returns the text to use for the [View Cart] button. This may be just simple text, or text with HTML tags to format the text, or an `<img>` tag.

[-- PRODUCT.OrderCheckout --]
Returns a complete set of `FORM` tags to present the [Add to Cart] and [View Cart] buttons, as defined for the product. If the product has the display of ordering options and/or quantity enabled, they are included as parts of the form.

Inventory Tracking

[-- PRODUCT.QuantityOnHand[2] --]
Returns a numeric value for the quantity of the product considered to be in stock. Once the merchant sets this number, ShopSite decrements it for each product ordered.

[-- PRODUCT.LowStockThreshold[2] --]
Returns a numeric value for the number of units at which ShopSite is to send an e-mail "low stock" notice to the merchant.

[-- PRODUCT.OutOfStockLimit[2] --]
Returns a numeric value for the number of units remaining (QuantityOnHand) at which ShopSite is to stop taking orders for this product.

[-- ProductInventoryPopUp *{link text}* --]
Create a link which will make a pop-up window (200px x 100px) displaying the Quantity On Hand. If you do not specify text to use for the link, the default text is *Inventory*. The pop-up window would look something like this:

[-- ProductInventoryActual *path_to_shopping_cart_cgi {description text}* --]

Display current Quantity On Hand on the page using Server Side Includes (SSI). This tag creates an SSI *#include* tag, so your Web server must be configured to allow SSI (contact your Hosting Provider for help on doing this). The optional description text appears before the actual quantity. If you do not specify text to use, the default text is *Inventory*. For example, if you included the tag like this:

```
[-- ProductInventoryActual /cgi-bin/sc "available" --]
```

The output might look something like this:

```
available: 32
```

Search

[-- PRODUCT.SearchKeywords[2] --]

Returns the list of keywords that the merchant entered for search indexing.

Google Merchant Center Fields

[-- Product.Brand --]

Display the product's Google Merchant Center Brand information. This allows you the option of displaying your Google Merchant Center brand attribute. You can use the `[-- IF Product.UseFroogle --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleGTIN --]

Display the product's Google Merchant Center GTIN (ISBN or UPC) information. This allows you the option of displaying your Google Merchant Center GTIN attribute. You can use the `[-- IF Product.GoogleGTIN --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleMPN --]

Display the product's Google Merchant Center MPN (Manufacturer Part Number) information. This allows you the option of displaying your Google Merchant Center MPN attribute. You can use the `[-- IF Product.GoogleMPN --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleAvailability --]

Display the product's Google Merchant Center Availability information. This allows you the option of displaying your Google Merchant Center Availability attribute. You can use the `[-- IF Product.GoogleAvailability --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleGender --]

Display the product's Google Merchant Center Gender information. This allows you the option of displaying your Google Merchant Center Gender attribute. You can use the `[-- IF Product.GoogleGender --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleAgeGroup --]

Display the product's Google Merchant Center Age Group information. This allows you the option of displaying your Google Merchant Center Age Group attribute. You can use the `[-- IF Product.GoogleAgeGroup --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleProductCategory --]

Display the product's Google Merchant Center Product Category information. This allows you the option of displaying your Google Merchant Center Product Category attribute. You can use the `[-- IF Product.GoogleProductCategory --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleProductType --]

Display the product's Google Merchant Center Product Type information. This allows you the option of displaying your Google Merchant Center Product Type attribute. You can use the `[-- IF Product.UseFroogle --]` tag to test if the product will be submitted to Google Merchant Center.

[-- Product.GoogleCondition --]

Display the product's Google Merchant Center Condition information. This allows you the option of displaying your Google Merchant Center Condition attribute. You can use the `[-- IF Product.UseFroogle --]` tag to test if the product will be submitted to Google Merchant Center.

Merchant-Definable Fields

[-- STORE.ProductField1 --]
[-- STORE.ProductField2 --]
[-- STORE.ProductField3 --]
[-- STORE.ProductField4 --]
[-- STORE.ProductField5 --]

[-- STORE.ProductField6 --]
[-- STORE.ProductField7 --]
[-- STORE.ProductField8 --]
[-- STORE.ProductField9 --]
[-- STORE.ProductField10 --]
[-- STORE.ProductField11 --]
[-- STORE.ProductField12 --]
[-- STORE.ProductField13 --]
[-- STORE.ProductField14 --]
[-- STORE.ProductField15 --]
[-- STORE.ProductField16 --]
[-- STORE.ProductField17 --]
[-- STORE.ProductField18 --]
[-- STORE.ProductField19 --]
[-- STORE.ProductField20 --]
[-- STORE.ProductField21 --]
[-- STORE.ProductField22 --]
[-- STORE.ProductField23 --]
[-- STORE.ProductField24 --]
[-- STORE.ProductField25 --]

Display the configured name for the specified merchant definable field.

[-- PRODUCT.Field1 --]
[-- PRODUCT.Field2 --]
[-- PRODUCT.Field3 --]
[-- PRODUCT.Field4 --]
[-- PRODUCT.Field5 --]
[-- PRODUCT.Field6 --]
[-- PRODUCT.Field7 --]
[-- PRODUCT.Field8 --]
[-- PRODUCT.Field9 --]
[-- PRODUCT.Field10 --]
[-- PRODUCT.Field11 --]
[-- PRODUCT.Field12 --]
[-- PRODUCT.Field13 --]
[-- PRODUCT.Field14 --]
[-- PRODUCT.Field15 --]
[-- PRODUCT.Field16 --]
[-- PRODUCT.Field17 --]
[-- PRODUCT.Field18 --]
[-- PRODUCT.Field19 --]
[-- PRODUCT.Field20 --]
[-- PRODUCT.Field21 --]
[-- PRODUCT.Field22 --]
[-- PRODUCT.Field23 --]
[-- PRODUCT.Field24 --]
[-- PRODUCT.Field25 --]

Display the contents of the specified merchant definable field.

Miscellaneous

[-- PRODUCT.RecordNumber --]

Inserts the record number of the product. You can use this tag to create HTML anchor tags to link directly to a specific product, such as `<a name="#[-- PRODUCT.RecordNumber --]">`

[-- PRODUCT.ProductType --]

Indicates the product type. Products can either be a `Tangible` or `Download` product (there is also a `Coupon` product type used by the shopping cart). Use in an IF tag to display different information for download or tangible products:

```
[-- IF PRODUCT.ProductType "Download" --]
<!-- don't display shipping or inventory -->
[-- ELSE --]
Shipping and inventory
[-- END_IF --]
```

[-- PRODUCT.DobaItemID --]

Inserts the product Doba item ID. You can use this tag in an IF to test if the product is a Doba product:

```
[-- IF PRODUCT.DobaItemID --]
<!-- Display Doba ID for SKU -->
  [-- PRODUCT.DobaItemID --]
[-- ELSE --]
<!-- Not a Doba Item, use SKU -->
  [-- PRODUCT.SKU --]
[-- END_IF --]
```

[-- PRODUCT.MinimumQuantity --]

Used to set the value of the Quantity box input form field. It can be used in conjunction with an IF statement.

```
<span class="pr_qty">[-- STORE.Quantity --]:
<input type=text size=2 name="[-- PRODUCT.RECORDNUMBER --]:qnty" value="[-- IF PRODUCT.MinimumQuantity "0" --]1

[-- ELSE_IF PRODUCT.MinimumQuantity "" --]1
```

```
[-- ELSE --][-- PRODUCT.MinimumQuantity --][-- END_IF --]">
</span>
```

Product More Info Page Tags

These tags can be used to create product More Info pages and can only be used in product templates. These tags must come outside the `[-- DEFINE PRODUCT --]` and `[-- END_DEFINE PRODUCT --]` tags within a product template.

Defines

`[-- DEFINE More_Info_Page --]`
`[-- END_DEFINE More_Info_Page --]`
Marks the beginning and end of the HTML that defines a More Info page for this product.

Product Information

`[-- PRODUCT.DisplayMoreInformationPage --]`
Returns `checked` if there is a More Information Page defined for this product.

`[-- PRODUCT.MoreInformationTitle --]`
The product title to be included on the More Information Page

`[-- PRODUCT.MoreInformationText --]`
The product description to display on the More Information Page for the current product.

`[-- PRODUCT.MoreInformationGraphic --]`
Returns a full `<img src>` tag for the graphic for the product More Information Page, with all the formatting information, including size and alt values. Use the `REMOVE_HTML` attribute if you want to customize the `<img>` tag, as described for the `PAGE.GRAPHIC` tag.

`[-- IMAGE Product.MoreInformationGraphic --]`
Returns the path and file name of the product More Information Page graphic, relative to the store's media directory.

`[-- PRODUCT.MoreInformationMetaDescription --]`
The content to be included in a Description Meta tag.

`[-- PRODUCT.MoreInformationMetaKeywords --]`
The content to be included in a Keywords Meta tag.

`[-- PRODUCT.MoreInformationFileName --]`
The file name of the More Information Page for the current product. If the merchant left this field blank, ShopSite assigns a file name and returns that value, such as `Product1.html`.

`[-- PRODUCT.MoreInfoURL --]`
Inserts the URL of the product's More Info page, assuming one is defined.

`[-- MOREINFOINVENTORYACTUAL --]`
Inserts the number of remaining inventory for the product.

Header and Footer

`[-- MORE_INFO.DisplayPageHeader --]`
Returns `checked` if the store's page header is to be displayed. Use an `IF` statement to determine the value:

```
[-- IF MORE_INFO.DisplayPageHeader --]
<P>[-- HEADER --]</P>
[-- END_IF --]
```

`[-- MORE_INFO.DisplayPageFooter --]`
Returns `checked` if the store's page footer is to be displayed. Use an `IF` statement to determine the value:

```
[-- IF PAGE.DisplayPageFooter --]
<P>[-- FOOTER --]</P>
[-- END_IF --]
```

Gift Certificate

`[-- IF GiftCert --]`
Returns true if Gift Certificates are enabled.

`[-- GiftCertLink --]`
Inserts the link to the gift certificate order page

Search

`[-- SEARCH_FORM --]`
Inserts the product search form.

`[-- PAGE.SearchProductField --]`
Returns `checked` if a product search box is to be displayed on this page. Use an `IF` statement to determine the value:

```
[-- IF PAGE.SearchProductField--]
<p>[-- PAGE.SEARCH_FORM --]</p>
[-- END_IF --]
```

[-- PAGE.IndexedForSearch --]
Returns `checked` if the products on this page are to be indexed for search.

Customer Registration

[-- RegistrationSignIn --]
Inserts links for customer registration and login. These links are generated via JavaScript, which detects the login status of the customer and generates the appropriate links. See Custom Sign-In Script for information on customizing the appearance of the links.

[-- STORE.NewCustomer --]
text: New Customer?

[-- STORE.ToRegister --]
text: Click here to register

[-- STORE.RetCustomer --]
text: Returning Customer?

[-- STORE.ToSignIn --]
text: Click here to sign in

[-- STORE.ViewEdit --]
text: View/Edit account

[-- STORE.SignOut --]
text: Sign out

Mini Cart

[-- MiniCart --]
Displays the Mini Cart on store pages.

High Security Image

[-- IF ShopSiteSecurityImage --]
True if ShopSite is configured to display the High Security image.

[-- ShopSiteSecurityImage --]
Returns the HTML code to display the High Security image on the page.

Color and Background

[-- MORE_INFO.BackgroundColor --]
Inserts a pound sign (#) and the hex value of the background color of the More Info page.

[-- MORE_INFO.BackgroundImage --]
Inserts the file name of the background image for the More Info page. Note that the template must include the rest of the tag to use the image, such as:

```
<BODY BACKGROUND="[-- MORE_INFO.BackgroundImage --]">
```

[-- MORE_INFO.TextColor --]
Inserts a pound sign (#) and the hex value of the text color of the More Info page.

[-- MORE_INFO.LinkColor --]
Inserts a pound sign (#) and the hex value of the unvisited link color of the More Info page.

[-- MORE_INFO.VisitedLinkColor --]
Inserts a pound sign (#) and the hex value of the visited link color of the More Info page.

[-- MORE_INFO.ActiveLinkColor --]
Inserts a pound sign (#) and the hex value of the active link color of the More Info page.

More Info Page Images

[-- PRODUCT.MoreInfoImage1 --]
HTML for inserting More Info Image 1.

[-- IMAGE PRODUCT.MoreInfoImage1 --]
The path and filename for More Info Image 1.

[-- PRODUCT.MoreInfoImage2 --]
HTML for inserting More Info Image 2.

[-- IMAGE PRODUCT.MoreInfoImage2 --]
The path and filename for More Info Image 2.

[-- PRODUCT.MoreInfoImage3 --]
Inserts More Info Image 3.

[-- IMAGE PRODUCT.MoreInfoImage3 --]
The path and filename for More Info Image 3.

[-- PRODUCT.MoreInfoImage4 --]
HTML for inserting More Info Image 4.

[-- IMAGE PRODUCT.MoreInfoImage4 --]
The path and filename for More Info Image 4.

[-- PRODUCT.MoreInfoImage5 --]
HTML for inserting More Info Image 5.

[-- IMAGE PRODUCT.MoreInfoImage5 --]
The path and filename for More Info Image 5.

[-- PRODUCT.MoreInfoImage6 --]
HTML for inserting More Info Image 6.

[-- IMAGE PRODUCT.MoreInfoImage6 --]
The path and filename for More Info Image 6.

[-- PRODUCT.MoreInfoImage7 --]
HTML for inserting More Info Image 7.

[-- IMAGE PRODUCT.MoreInfoImage7 --]
The path and filename for More Info Image 7.

[-- PRODUCT.MoreInfoImage8 --]
HTML for inserting More Info Image 8.

[-- IMAGE PRODUCT.MoreInfoImage8 --]
The path and filename for More Info Image 8.

[-- PRODUCT.MoreInfoImage9 --]
HTML for inserting More Info Image 9.

[-- IMAGE PRODUCT.MoreInfoImage9 --]
The path and filename for More Info Image 9.

[-- PRODUCT.MoreInfoImage10 --]
HTML for inserting More Info Image 10.

[-- IMAGE PRODUCT.MoreInfoImage10 --]
The path and filename for More Info Image 10.

[-- PRODUCT.MoreInfoImage11 --]
HTML for inserting More Info Image 11.

[-- IMAGE PRODUCT.MoreInfoImage11 --]
The path and filename for More Info Image 11.

[-- PRODUCT.MoreInfoImage12 --]
HTML for inserting More Info Image 12.

[-- IMAGE PRODUCT.MoreInfoImage12 --]
The path and filename for More Info Image 12.

[-- PRODUCT.MoreInfoImage13 --]
HTML for inserting More Info Image 13.

[-- IMAGE PRODUCT.MoreInfoImage13 --]
The path and filename for More Info Image 13.

[-- PRODUCT.MoreInfoImage14 --]
HTML for inserting More Info Image 14.

[-- IMAGE PRODUCT.MoreInfoImage14 --]
The path and filename for More Info Image 14.

[-- PRODUCT.MoreInfoImage15 --]
HTML for inserting More Info Image 15.

[-- IMAGE PRODUCT.MoreInfoImage15 --]
The path and filename for More Info Image 15.

[-- PRODUCT.MoreInfoImage16 --]
HTML for inserting More Info Image 16.

[-- IMAGE PRODUCT.MoreInfoImage16 --]
The path and filename for More Info Image 16.

[-- PRODUCT.MoreInfoImage17 --]
HTML for inserting More Info Image 17.

[-- IMAGE PRODUCT.MoreInfoImage17 --]
The path and filename for More Info Image 17.

[-- PRODUCT.MoreInfoImage18 --]
HTML for inserting More Info Image 18.

[-- IMAGE PRODUCT.MoreInfoImage18 --]
The path and filename for More Info Image 18.

[-- PRODUCT.MoreInfoImage19 --]
HTML for inserting More Info Image 19.

[-- IMAGE PRODUCT.MoreInfoImage19 --]
The path and filename for More Info Image 19.

[-- PRODUCT.MoreInfoImage20 --]
HTML for inserting More Info Image 20.

[-- IMAGE PRODUCT.MoreInfoImage20 --]
The path and filename for More Info Image 20.

[-- MoreInfoImageRow --]
All of the More Info page images, displayed in rows, as defined in the Image Roll Over section of Preferences > More Info Pages.

---

[1] Merchants can change the names and purposes of all shipping methods, but templates must use these default fields names. That means that, for example, a template might contain the `[-- PRODUCT.SecondDayShipping --]` tag, but the merchant may have redefined that shipping method to "Overnight, morning delivery."

[2] This field's value can only be set in ShopSite Pro stores. You should use an IF tag to determine the product level of a store before using this tag.
`[-- IF STORE.Type PROFESSIONAL --]`

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Global Tags
Page Tags
Product Tags
Search Tags
Shopping Cart Tags
Gift Certificate Tags
Customer Registration Tags
Mobile Tags

Custom Template Tag Specification

Shopping Cart Tags

These tags are organized by the pages in which they typically would be used. Some tags are shown on multiple pages.

Special Shopping Cart Tags

These tags can be used on any shopping cart page.

[-- STORE.SC_YourShoppingCart --]
Text field: Your Shopping Cart

[-- SC_JavaScript Extras --]
The JavaScript required on shopping cart pages

[-- ShopSiteMessages --]
Displays any (error) messages to the shopper.

[-- SC_FORM --]
The opening `<FORM>` tag and a few hidden values for the shopping cart. This tag MUST precede most of the other `SC_` tags.

[-- IP_ADDR --]
The IP address of the shopper

[-- SC_USE_SECURITY --]
Returns checked if the shopping cart is set to use a secure URL. This can be used in conjunction with the `[-- STORE.Secure_Image_URL --]` and `[-- STORE.SC_Secure_Image_URL --]` tags to avoid mixing secure and insecure links in a page.

[-- STORE.Secure_Image_URL --]
Returns the ShopSite Images secure URL (configured in **Preferences** > **Hosting Service**). This can be used to access images from secure pages such as a Shopping Cart.

[-- STORE.SC_Secure_Image_URL --]
Returns the Secure Store URL (configured in **Preferences** > **Hosting Service**). This can be used to access images from secure pages such as a Shopping Cart.

Colors and Background

[--STORE.SC_BackgroundColor--]
Shopping cart background color

[--STORE.SC_TextColor--]
Shopping cart text color

[--STORE.SC_LinkColor--]
Shopping cart link color

[--STORE.SC_VisitedLinkColor--]
Shopping cart visited link color

[--STORE.SC_ActiveLinkColor--]
Shopping cart active link color

[--STORE.SC_BackgroundImage--]
Shopping cart background image

[--STORE.SC_ShadeColor--]
Shopping cart table shade color

Shopping Cart Page

These tags are used on the first shopping cart page.

Defines

[-- DEFINE ShoppingCart --]
The beginning of the HTML for the shopping cart template

[-- END_DEFINE ShoppingCart --]

The end of the HTML for the shopping cart template

Header and Footer

[-- ShoppingCartHeader --]
Text at the top of the Shopping Cart Screen

[-- ShoppingCartFooter --]
Text at the bottom of the Shopping Cart Screen

Customer Registration

[-- SC_Registration --]
Links to register or sign in. (Also `IF`)

[-- SignedIn? --]
True if the customer is signed in

[-- SC_Must_Register --]
True if the customer must be registered to check out

Table of Products Ordered

[-- SC_ShowBasket --]
The "Show me my basket every time I order something" checkbox.

[-- SC_Remove_Button --]
True if the merchant wants "Remove" buttons for each product

[-- SC_Cart --]
The table showing the products ordered and the order subtotal

[-- SC_Cart delete quantity name sku price total --]
The table showing the products ordered and the order subtotal, with the fields in the order specified.

Tax and Shipping

[-- SC_Tax_Shipping --]
The form fields for tax and shipping

[-- SC_Tax_Shipping Button --]
The form fields for tax and shipping, plus a "Tax/Shipping" button to recalculate

[-- BUTTON TaxShipping --]
Tax/Shipping button

Coupons

[-- SC_Coupon --]
The form field for the customer to enter a coupon name/number. (Also `IF`)

[-- SC_Coupon_Button --]
True if the merchant wants the "Apply Coupon" button

[-- STORE.CouponCaption --]
Text field: Coupon Code:

[-- STORE.EnterCoupon --]
Text field: If you have a coupon, enter the code and press recalculate

[-- BUTTON ApplyCoupon --]
"Apply Coupon" button

Gift Certificates

[-- SC_GiftCert --]
The form field for the customer to enter a gift certificate number and PIN. (Also `IF`)

[-- SC_GiftCert_Button --]
True if the merchant wants the "Redeem Certificate" button

[-- STORE.GiftCertCaption --]
Text field: Gift Certificate:

[-- STORE.EnterGiftCert --]
Text field: If you have a gift certificate, enter the code and PIN then press recalculate

[-- GiftCert_Redeem --]

Store text: Redeem Certificate

[-- STORE.GiftCert_Recalculate --]
Store text: Recalculate

[-- BUTTON ApplyGiftCert --]
"Redeem Certificate" button

Reward Program

[-- SC_REWARD_PROGRAM --]
Table displaying customer's current reward program status. Can be used with an *IF* to determine if the table should be displayed.

Surcharges

[-- SC_Surcharge --]
The form fields for surcharges

Totals

[-- SC_Totals --]
Displays product subtotal, shipping charges, tax charges, and the order total

[-- STORE.SC_AnyChanges --]
Text field: Any changes above should be verified by pressing 'Recalculate' before clicking on 'Checkout'.

Ordering Instructions

[-- SC_OrderingInstructions --]
Ordering instructions heading and text box (Also `IF`)

[-- SC_OrderingInstructions {rows columns} --]
The ordering instructions text and box with specified box dimensions

Payment

[-- SC_PaymentSelection --]
The form fields for selecting payment type

Security

[-- IF SecurityImage --]
True if security images are enabled

[-- ShipSecurityImage --]
Includes the security image feature on the payment page.

Buttons

[-- BUTTON Recalculate --]
The "Recalculate" button

[-- BUTTON Update --]
The "Update" button

[-- BUTTON EmptyCart --]
The "Empty Cart" button

[-- BUTTON ContinueShopping --]
The "Continue Shopping" button

[-- BUTTON Checkout --]
The "Checkout" button

Billing/Shipping Page

These tags are used on the shipping page.

Defines

[-- DEFINE Shipping --]

The beginning of the HTML for the shipping template

[-- END_DEFINE Shipping --]
The end of the HTML for the shipping template

Header and Footer

[-- ShippingHeader --]
Text at the top of the Shipping Screen

[-- ShippingFooter --]
Text at the bottom of the Shipping Screen

[-- STORE.Ship_Checkout --]
Text field: Checkout

Table of Products Ordered

[-- SC_Cart --]
The table showing the products ordered and the order subtotal

[-- SC_Cart quantity name sku price total --]
The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]
Displays product subtotal, shipping charges, tax charges, and the order total

Comments

[-- SC_Comments {rows columns--]
Customer comments heading and text box with specified dimensions (Also `IF`)

Billing and Shipping Address

[-- SC_Address --]
Billing and shipping address forms, horizontal arrangement

[-- SC_Address Vertical --]
Billing and shipping address forms, vertical arrangement

[-- SC_Address Right--]
Billing and shipping address forms, field labels on right

E-Mail List

[-- Email_List --]
Text and checkbox for "add to e-mail list" (Also `IF`)

Payment

[-- SC_Payment --]
Form for entering payment information

Custom Checkout Fields

[-- CustomHTML --]
True if Custom Checkout Fields are enabled

[-- Ship_CustomHTML n --]
Insert the Custom Checkout Field where n is 1 to 5

Buttons

[-- BUTTON SubmitOrder --]
The "Submit This Order" button, or the "Confirm" button if confirmation page is enabled

[-- BUTTON ReturnToCart --]
The "Return to Cart" button

Confirmation Tags

These tags are used on the optional confirmation page.

Defines

`[-- DEFINE Confirmation --]`
The beginning of the HTML for the confirmation template

`[-- END_DEFINE Confirmation --]`
The end of the HTML for the confirmation template

Header and Footer

`[-- ConfirmationHeader --]`
Text at the top of the Confirmation Screen

`[-- ConfirmationFooter --]`
Text at the bottom of the Confirmation Screen

Table of Products Ordered

`[-- SC_Cart --]`
The table showing the products ordered and the order subtotal

`[-- SC_Cart quantity name sku price total --]`
The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

`[-- SC_Totals --]`
Displays product subtotal, shipping charges, tax charges, and the order total

Ordering Instructions

`[-- IF SC_OrderingInstructions_Text --]`
True if customer entered any text in the Ordering Instructions box

`[-- SC_OrderingInstructions --]`
Ordering instructions text entered by customer

Custom Checkout Fields

`[-- CustomHTML_Values --]`
Display Custom Checkout Fields and values. (Also `IF`)

E-Mail List

`[-- Email_List --]`
Display the text of the e-mail signup

Comments

`[-- SC_Comments --]`
Customer comments text and box (Also `IF`)

`[-- SC_Comments_Text --]`
True if comments entered by customer

Billing and Shipping Address

`[-- SC_Address --]`
Display the billing and shipping addresses

Payment

`[-- SC_Payment --]`
Display the payment information

Buttons

[-- BUTTON Confirmation --]
The "Submit This Order" button

[-- BUTTON MakeChanges --]
The "Make Changes" button

Thank You Tags

These tags are used on the Thank You page.

Defines

[-- DEFINE ThankYou --]
The beginning of the HTML for the thank you template

[-- END_DEFINE ThankYou --]
The end of the HTML for the thank you template

Header and Footer

[-- ThankYouHeader --]
Text at the top of the Thank You Screen

[-- ThankYouFooter --]
Text at the bottom of the Thank You Screen

[-- STORE.SC_ThankYou --]
Text field: Thank you!

[-- STORE.SC_YourReceipt --]
Text field: Here is a copy of your receipt.

[-- STORE.SC_OrderNumber --]
Text field: Order Number

[-- STORE.SC_ThankYouBusiness --]
Text field: Thank you for your business!

[-- ThankYouOrderNumber --]
The order number

[-- ThankYouReturnStore --]
"Return to Store" button or text

Table of Products Ordered

[-- SC_Cart --]
The table showing the products ordered and the order subtotal

[-- SC_Cart quantity name sku price total --]
The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]
Displays product subtotal, shipping charges, tax charges, and the order total

Ordering Instructions

[-- IF SC_OrderingInstructions_Text --]
True if customer entered any text in the Ordering Instructions box

[-- SC_OrderingInstructions --]
Ordering instructions text entered by customer

Custom Checkout Fields

[-- CustomHTML_Values --]
Display Custom Checkout Fields and values. (Also `IF`)

Comments

[-- SC_Comments --]
Customer comments text and box (Also `IF`)

[-- SC_Comments_Text --]
True if comments entered by customer

Thank You E-Mail Tags

These tags are used on the e-mail receipt.

Defines

[-- DEFINE ThankYou_Email --]
The beginning of the HTML for the thank you e-mail

[-- END_DEFINE ThankYou_Email --]
The end of the HTML for the thank you e-mail

Header and Footer

[-- ThankYouHeader --]
Text at the top of the Thank You Screen

[-- ReceiptFooter --]
Text at the bottom of the e-mail receipt

[-- STORE.SC_ThankYou --]
Text field: Thank you!

[-- ThankYouReturnStore --]
"Return to Store" button or text

[-- ThankYouOrderNumber --]
The order number

Table of Products Ordered

[-- SC_Cart --]
The table showing the products ordered and the order subtotal

[-- SC_Cart quantity name sku price total --]
The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]
Displays product subtotal, shipping charges, tax charges, and the order total

Payment

[-- SC_Payment --]
Display the payment information

Ordering Instructions

[-- IF SC_OrderingInstructions_Text --]
True if customer entered any text in the Ordering Instructions box

[-- SC_OrderingInstructions --]
Ordering instructions text entered by customer

Custom Checkout Fields

[-- CustomHTML_Values --]
Display Custom Checkout Fields and values. (Also `IF`)

Comments

[-- SC_Comments --]
Customer comments text and box (Also `IF`)

[-- SC_Comments_Text --]

True if comments entered by customer

Billing and Shipping Address

[-- SC_Address --]
Display the billing and shipping addresses

Custom Template Tag Specification

Search Tags

These tags can only be used in Search templates.

Defines

[-- DEFINE SEARCH_RESULTS --]
[-- END_DEFINE SEARCH_RESULTS --]
Defines the beginning and ending of the HTML code for the search results page.

Header and Footer

[-- PAGE.DisplayPageHeader --]
True if the merchant wants the page header displayed.

[-- HEADER --]
Inserts the page header.

[-- PAGE.DisplayPageFooter --]
True if the merchant wants the page footer displayed.

[-- FOOTER --]
Inserts the page footer.

Loops

[-- LOOP SEARCH *{numcolumns}*--]
[-- END_LOOP SEARCH --]
Marks the beginning and end of the loop that inserts the results from the search.

The optional *numcolumns* parameter lets you present results in rows in a table, which produces a multi-column layout. You can specify the number of columns in three ways:

- PAGE.Columns, which uses the number of columns set by the merchant for the page
- A number, to define a fixed number of columns
- VAR.*xxx*, to use a variable value set previously in the template

When used with the *numcolumns* parameter, the LOOP tag will be replaced with a <TR> tag, then ShopSite will loop through the number of results specified by the *numcolumns* parameter, and then add a </TR> tag to close the first row. It will create as many rows as needed for the products assigned to the page, and then the END_LOOP tag will be replaced with a final </TR>. You should not include <TR> and </TR> tags in your template since ShopSite puts them in automatically.

[-- SEARCHRESULT --]
The search results are inserted into the loop at the point specified by this tag. Each search result consists of two parts, the Product portion, and the Link portion. The [-- SEARCHRESULT --] tag must be on a line by itself between the [-- LOOP SEARCH --] and [-- END_LOOP SEARCH --] tags.

[-- IF SEARCHPRODUCT --]
The Product portion of a search result uses the Product Template assigned to the product, or the Search Override Product Template, depending on your settings in the Search Layout screen of the ShopSite Back Office. You can use the SEARCHPRODUCT element within a search loop to insert additional information before or after the product portion of a search result.

The following example illustrates using the SEARCHPRODUCT element to control the presentation of search results.

```
<table border="1">
[-- LOOP SEARCH --]
  [-- IF SEARCHPRODUCT --]
    <td>Product:</td>
  [-- END_IF --]
  [-- IF SEARCHLINK --]
    <td>Link:</td>
  [-- END_IF --]
  [-- SEARCHRESULT --]
[-- END_LOOP SEARCH --]
</table>
```

[-- IF SEARCHLINK --]
The link portion of a search result uses the `LINK_TO_PAGE` definition of the appropriate Page template, based on the settings in the Search Layout screen in the Back Office. The `SEARCHLINK` element can be used within a search loop to insert additional information before or after the link portion of a search result.

[-- IF SEARCHACTIVE --]
True if search results screen is being generated

Search Form

[-- IF SEARCHTOP --]
Returns true if the merchant selected to have the search form displayed at the top of the page.

[-- IF SEARCHBOTTOM --]
Returns true if the merchant selected to have the search form displayed at the bottom of the page.

[-- SEARCHRESULT_FORM --]
Inserts the HTML source for the complete search form, including (if enabled) the search form input box, search button, number of results, results per-page links, results per-page selection field, and results sort field.

[-- SEARCHRESULT_FORM FORM_ONLY --]
Inserts the HTML source code for only the form and (if enabled) search input box and button. this can be used along with the `[-- SearchResultCount --]`, `[-- SearchPrevNext --]`, `[-- SearchResultsPerPage --]`, and `[-- SearchSortBy --]` tags to control the appearance of these features. For example:

```
[-- IF SEARCHTOP --]
<div class="search_term">[-- SEARCHRESULT_FORM FORM_ONLY --]</div>
<div class="search_sort"><table class="search_sort">
  <tr>
  [-- IF --]
    <td class="sort_by">[-- SearchSortBy --]</td>
  [-- END_IF --]
  [-- IF --]
    <td class="result_count">[-- SearchResultCount --]</td>
  [-- END_IF --]
  [-- IF --]
    <td class="prev_next">[-- SearchPrevNext --]</td>
  [-- END_IF --]
  [-- IF --]
    <td class="per_page">[-- SearchResultsPerPage --]</td>
  [-- END_IF --]
  </tr>
</table></form></div>
[-- END_IF --]
```

Note that the closing </form> tag is *not* generated by a template tag and must be included in the template.

[-- SearchResultCount --]
Returns the total number of search results available. Use in `IF` to test if it should be displayed.

[-- SearchPrevNext --]
Generates links for additional pages of search results. Use in `IF` to test if it should be displayed.

[-- SearchResultsPerPage --]
Generates the form field for selecting how many results should be shown on a page. Use in `IF` to test if it should be displayed.

[-- SearchSortBy --]
Generates the form field for selecting how to sort the results. Use in `IF` to test if it should be displayed.

[-- SEARCHSTRING --]
The search string entered into the search form.

[-- STORE.SearchImage --]
The URL for the search button image.

Search Page Database Tags

Page database tags insert the contents of a field from the pages database. For example, `[-- PAGE.Text1 --]` returns the contents of the page's Text 1 field. Most page database tags can also be used in an `IF` tag to test for a value.

Name

[-- PAGE.Name --]
The name of the page, as entered in the Page Name field. Note that the page name is not the same as the pages's file name. Common places to use this field are in the `<TITLE>` and as the highest level heading on the page.

[-- PAGE.DisplayName --]
Returns `checked` if the page name is to be displayed. Use an `IF` statement to determine the value:

```
[-- PAGE.IF PAGE.DisplayName --]
<H1>[-- PAGE.PAGE.Name --]</H1>
```

```
[-- PAGE.END_IF --]
```

Banner Graphic

[-- PAGE.Graphic --]
Returns a full <img src> tag with all the formatting information, including size and alt values. For example:

```
[-- PAGE.Graphic --]
```

returns a tag in this format:

```
<img src="http://www.store.com/media/graphic.gif" width=50 height=40 alt="Example" hspace=3
vspace=3 border=0>
```

Use the `REMOVE_HTML` attribute to return a partial tag that you can customize:

```
[-- PAGE.Graphic REMOVE_HTML --]
```

does not return the beginning and end of the `<img>` tag:

```
src="http://www.store.com/media/graphic.gif" width=50 height=40 alt="Example" hspace=3 vspace=3
border=0
```

[-- IMAGE Page.Graphic --]
Returns the path and file name of the page banner graphic, relative to the store's media directory.

[-- PAGE.DisplayGraphic --]
Returns `checked` if the page graphic is to be displayed. Use an `IF` statement to determine the value:

```
[-- PAGE.IF PAGE.DisplayGraphic --]
<P>[-- PAGE.PAGE.Graphic --]</P>
[-- PAGE.END_IF --]
```

Text

[-- PAGE.Text1 --]
The contents of the Text 1 field for the page.

Note: Although merchants can put HTML tags in most fields to format their contents, the Text fields are most likely to contain extensive HTML tags, including tables, lists, and even `<img src>` tags.

[-- PAGE.Text2 --]
The contents of the Text 2 field for the page. See the note for the Text1 field.

[-- PAGE.Text3 --]
The contents of the Text 3 field for the page. See the note for the Text1 field.

[-- Store.SearchResults --]
The contents of the `Search Results` text field.

[-- Store.SearchResultPage --]
The contents of the `Results Pages` text field.

[-- STORE.QuantityPricingFlag --]
The contents of the `Quantity Pricing Flag` field.

[-- Store.QuantityPricingMsg --]
The contents of the `Quantity Pricing Message` text field.

[-- STORE.VariablePricingFlag --]
The contents of the `Variable Pricing Flag` text field.

[-- Store.VariablePricingMsg --]
The contents of the `Variable Pricing Message` text field.

Layout

[-- PAGE.Layout --]
Returns the alignment to be applied to products and page links on the page. Possible values are:

- Left aligned
- Right aligned
- Staggered; Start left
- Staggered; start right
- Centered

[-- PAGE.Columns --]
Returns the number of columns to be used to format products and page links on the page. Possible values are:

- One column
- Two columns
- Three columns
- Four columns
- Five columns

[-- PAGE.DisplayColumnBorders --]
Returns `checked` if column borders are to be displayed.

[-- PAGE.PageWidth --]
Returns a string indicating the percentage of the page width that is to be used to display information. Possible values are:

- 100%
- 90%
- 85%
- 75%
- 65%
- 50%

Colors and Background

[-- PAGE.TextColor --]
Returns the hex value of the text color for the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.BackgroundColor --]
Returns the hex value of the background color for the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.LinkColor --]
Returns the hex value of the color for links on the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.VisitedLinkColor --]
Returns the hex value of the color for visited links on the page, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.ActiveLinkColor --]
Returns the hex value of the color of links on the page *at the moment they are clicked*, preceded by a pound sign (#), such as `#CC3333`.

[-- PAGE.BackgroundImage --]
If a graphic is defined as a background image for the page, returns the full URL of that image. Use the `REMOVE_HTML` attribute if you want to customize the `<img>` tag, as described for the PAGE.GRAPHIC tag.

Gift Certificate

[-- IF GiftCert --]
Returns true if Gift Certificates are enabled.

[-- GiftCertLink --]
Inserts the link to the gift certificate order page

Customer Registration

[-- RegistrationSignIn --]
Inserts links for customer registration and login. These links are generated via JavaScript, which detects the login status of the customer and generates the appropriate links. See Custom Sign-In Script for information on customizing the appearance of the links.

[-- STORE.NewCustomer --]
text: New Customer?

[-- STORE.ToRegister --]
text: Click here to register

[-- STORE.RetCustomer --]
text: Returning Customer?

[-- STORE.ToSignIn --]

text: Click here to sign in

[-- STORE.ViewEdit --]
text: View/Edit account

[-- STORE.SignOut --]
text: Sign out

Mini Cart

[-- MiniCart --]
Displays the Mini Cart on store pages.

Merchant-Definable Fields

[-- PAGE.Field1 --]
[-- PAGE.Field2 --]
[-- PAGE.Field3 --]
[-- PAGE.Field4 --]
[-- PAGE.Field5 --]
Extra fields that the merchant can use for any purpose. These fields can hold text and HTML.

Template Tag Links

To keep the help pages to a manageable size, the custom template tags are divided into groups:

Custom Template Upload

After you have created a custom template, use this screen to upload it for use in your store.

1. If you know the pathname of the file that you want to upload, type it in the first box. Otherwise, use the **Browse...** button to navigate to the file.
2. If you want to give the template a different file name on the server, type the new name in the second box. You can give it a long, descriptive name, but it can't have spaces in the name (use periods or underscores).
3. Click the **Upload File** button. When the upload completes, you will see the new file in the list.

Custom Templates

ShopSite uses *Custom Templates* to control the appearance of your store. The Custom Templates section of the back office allows you to upload and manage Custom Template files for your store.

About Custom Templates

Every customer-facing page, screen, or e-mail message in your store is created using a Custom Template. Custom Templates are special files containing a combination of ShopSite's Custom Template Tags and HTML. Each Custom Template file contains one or more *Definitions* which control how store information is presented to the customer. ShopSite will automatically assign a default Custom Template for each section of your store based off the Theme you have selected. You can also select a different Custom Template to use by going to the Layout configuration screen for that section of your store.

Creating Custom Templates

You can create a unique look for your store by creating your own Custom Templates. A Custom Template combines HTML with Custom Template Tags, which are used to interact with ShopSite. The Custom Template Tutorial explains in more detail how Custom Templates work, and how to create them.

Managing your Custom Templates

The Custom Template management interface in ShopSite is divided into four categories to make it easy to manage your template files. ShopSite keeps your custom templates separate from the built-in templates, so you only have to manage your own files. Click the button for the category of template file you want to manage:

Page/Product
: Includes the *Page* and *Product* templates, which control the generated pages (Store Pages and Product More Information Pages). If you modify one of these templates, you will need to Publish your store to see the changes.

Shopping Cart
: Includes the *Shopping Cart* template, which controls the screens used in the shopping cart and checkout process, as well as the customer reciept e-mails.

Advanced
: Includes the *Search*, *Tell a Friend*, *Gift Certificate*, and *Customer Registration* templates. These templates control the screens and e-mail messages for the features identified in the respective template name.

Includes
: *Include* files can contain additional template content used within any other template file type. Typically, these are frequently used content, such as Stylesheets, JavaScript, or template fragments used in multiple different template files.

  On a related note, *publish* files are used for creating files that can be linked by reference in an html page such as <link rel="stylesheet" type="text/css" href="test.css" />. This allows those files to contain ShopSite template tags and have the values evaluated during a publish instead of having to include the code in the actual html. Typically, publish files would be css or javascript files that need to use values configured in the ShopSite back office. The output from the publish file is placed in a /publish directory at the root of the domain. So you can reference it in a template like this <link rel="stylesheet" type="text/css" href="[-- OUTPUT_DIRECTORY_URL --]/publish/publish_file_name.css"/>, where ShopSite will replace [-- OUTPUT_DIRECTORY_URL --] with the output directory specified in the back office.

File Management Tools

Within each category, there are sections for managing each individual type of Custom Template file. The file management section includes the following tools:

File List
: Select the file you want to manage from the list, then click one of the management buttons to the right.

Edit Template
: Select a file from the list on the left, then click this button to edit the template. This is an easy way to make quick changes to a template without having to upload the file. If you are making significant changes, it may be easier to download the file and edit it using your preferred HTML editing tool.

Copy Template

Select a file from the list on the left, then click this button to copy the template to a new file with a different name. You can use this option to easily make changes to a template without losing the original template.

Delete Template

Select a file from the list on the left, then click this button to delete the template. When you delete a template, the file is removed from your server. If you are using the template anywhere in your store, you will need to select a new template to use.

Preview

(Shopping Cart only) Select a file from the list on the left, then click this button to preview what the Shopping Cart screen would look like using the selected template. The preview uses your Shopping Cart settings and a dummy product.

Upload Template

Click this button to upload a Custom Template to your store. This allows you to create and modify template files using your preferred HTML editor then upload them to your server.

New Template

Click this button to create a new Custom Template in your store. The new template will have the defines used in that template, but nothing else.

Copy ShopSite Template

Click this button to copy a built-in ShopSite template. This lets you view the Custom Template source for the built-in templates and make changes to customize the template for use on your store. For information about what's included in each built-in template and some tips on customizing them, see Built In Templates Explained.

Using a Custom Template

ShopSite allows you to select the template you want to use for each part of your store from that section's Layout settings screen. The list of available templates in the selection box includes all templates of the appropriate type. ShopSite's built-in templates are listed alphabetically first, then your Custom Templates are listed alphabetically afterwards. If you have uploaded a template file with the same name as a built-in template, only your file will be listed.

Selecting A Template

Go to the appropriate feature layout settings screen to select the template you want to use:

Page

Each page has its own template setting. To change the template a page uses, go to **Pages** in your back office, select the page you want to modify, then click **Edit Page Layout** or **Power Edit**.

Product

Each product has its own template setting. To change the template a product uses, go to **Products** in your back office, select the product you want to modify, then click **Edit Product Layout** or **Power Edit**.

Shopping Cart

All Shopping Cart screens use a common template. To change the Shopping Cart template, go to **Commerce Setup** > **Order System** > **Layout Info**.

Search

Search uses a unique Search template, and you may optionally select an override template to use for products and page links on the search results screen. To change the templates used for search results, go to **Preferences** > **Search Settings** > **Search Layout**.

Tell A Friend

The Tell A Friend template controls the Tell A Friend pop-up window as well as the HTML message that gets sent. To change the Tell A Friend template, go to **Merchandising** > **Tell A Friend**.

Gift Certificates

The Gift Certificate template controls the certificate order screen as well as the printed and e-mailed certificates. To change the Gift Certificate template, go to **Merchandising** > **Gift Certificates** > **Configure**.

Customer Registration

The Customer Registration screens and e-mail messages are controlled by the Customer Registration template. To change the Customer Registration template, go to **Commerce Setup** > **Customer Registration** > **Configure**.

Custom Template Resources

We have created the following resources to help you learn more about Custom Templates and how you can create and use them:

- Custom Template Tutorial

- Custom Template Tag Reference
- Custom Template Tag Cheatsheet
- Custom Template Cookbook
- Built In Templates Explained

Custom Templates

Every screen or page of your store a customer can see is controlled by a Custom Template. A group of templates designed to work together to create a common presentation for the entire store is called a Theme. Each custom template contains a combination of HTML and ShopSite Custom Template Tags. For more information about making your own Custom Templates, you may want to see the Custom Templates Tutorial.

ShopSite comes with several Custom Templates, many of which are used by the various built-in Themes you can pick from. You can also create and upload your own Custom Templates for any or all the screens and pages of your store. The Custom Templates are grouped into four categories:

- **Pages and Products**
- **Shopping Cart**
- **Advanced Features**
- **Includes**

Custom Template Management

Click the Custom Template Category name button to manage Custom Template files for that category. Some categories only have a single type of Custom Template file, others have more than one file type. For each file type, you can use the following options to manage those files:

Upload Template	Click this button to upload a template file you created on your local computer.
New Template	Click this button to create a new (empty) template in your Back Office. You will be prompted to enter a name for the new template. To help you get started with your template, ShopSite automatically puts the required `[-- DEFINE --]` tags in the new template.
Copy ShopSite Template	Click this button to copy one of the built-in Custom Templates. You will be prompted to give the copied template a name. The copied template will appear in your list of Custom Templates that you can view and edit.
Edit Template	Click this button to edit the selected template file in your browser. The template file contents will appear in a text box from which you can make changes to the template file.
Copy Template	Select a template file from your list, then click this button to make a copy of the selected template. You will be prompted to give the copied template a name. The copied template will appear in your list of Custom Templates that you can view and edit.
Delete Template	Select a template file from your list, then click this button to delete the selected template. You will be prompted to confirm the action, then the template will be deleted from your Back Office. You should make sure you are not using a template before deleting it.
Preview	Some template file types allow you to preview how a screen would look using the selected template file. Previewing a screen does not use actual information from your store, and has no effect on anything in your store.

You can switch between the various template type categories by using the category name buttons at the bottom of each of these screens.

Page and Product Templates

Page and Product templates control the display of store pages and products displayed on those pages. Click the **Page/Product** button to manage template files for these screens.

There are two template file types, the Page Template and the Product Template. A Page Template contains information used to generate Store Pages as well as the links for those pages. A Product Template contains information used to generate the Product when it is displayed on a Store Page or on a Product More Info Page. The product template has different sections controlling the product's appearance depending on whether or not the product is a Sub-Product of another product.

Shopping Cart Templates

The Shopping Cart Template controls the appearance of the Order System Screens, including the initial Shopping Cart screen, the Billing/Shipping Information screen, the optional Confirmation Screen, the Thank You screen, and the email receipt. There are also sections for presenting cross-sell products on the Shopping Cart screen. You can preview how the shopping cart screens would appear using this template by clicking the **Preview** button.

Advanced Features Templates

The templates for Advanced features control Search Templates, Tell A Firend Templates, Gift Certificate Templates, and Customer Registration Templates. Advanced features can be turned on or off, so you do not need to make templates for features you are not using. Each template file contains information for generating the customer-facing screens and email messages for that feature.

Includes

Custom Template files contain lots of information, and some of that information is used in more than one place. Custom Template Includes allow you to create separate files that can be included in your templates. For example, you may have a single Style Sheet that will be used for every customer-facing screen. You could upload that Style Sheet as a single include used by every template, rather than making the style sheet a part of every template. Include files can contain Custom Template Tags.

Confirmation Page

You can have ShopSite show customers a confirmation screen after the shipping screen so they can view all of their order information before finalizing the order.

Create a Confirmation Screen	Check this box to have ShopSite display a confirmation page to customers before finalizing an order. A confirmation page may be a requirement in some countries. If you do not check this box, orders will be finalized when the customer clicks the **Finalize Order** button at the bottom of the Shipping page, and then customers will see the Thank You page.
Text at the Top of the Confirmation Page	Enter any text that you want displayed at the top of the Confirmation page, such as instructions about reviewing the order, or reassurance that the order is not finalized and the credit card not charged until they click the **Finalize Order** button. This field supports use of the HTML Editor.
Text at the Bottom of the Confirmation Page	You can customize the bottom of the Confirmation page to display your store's footer or any other final items you wish to convey to the customer. This field supports use of the HTML Editor.
Javascript added at start of built-in CheckIt function	You can insert additional JavaScript here to enhance the functionality of the CheckIt function which verifies that required fields have valid content. See Shopping Cart JavaScript Variables for a list of the built-in JavaScript variables generated by ShopSite.

Email

Use these fields to customize the e-mail receipt that the customer and merchant will receive.

Customer E-Mail Receipt In HTML Format	Check this box to have ShopSite send customer receipts in HTML format instead of plain text.
Merchant e-mail address	Specify the return e-mail address that appears on receipts sent to customers. This is the customer's primary method of remembering your address for future correspondence. ShopSite will also send e-mail to this address to notify the merchant that an order has been placed. To include a display name with the e-mail address (such as "Tina's Toys" instead of "tina@tinastoys.com"), type the name inside square brackets before the address, like this: `[Tina's Toys] tina@tinastoys.com`
Order notifications Cc	This field allows merchants to send carbon copies (Cc) of the order notifications to multiple e-mail accounts. Only one e-mail address is allowed on each line.
Subject Line for the Merchant's Receipt Email	This field controls the subject line of the order receipt emails that are sent to the merchant. It defaults to "Order number `ORDERNUM` from `NAME` for `STOREID`", but allows for customization, including the use of tags (as is demonstrated in the default message). The allowed tags include: • `ORDERNUM` (The number assigned to this order.) • `NAME` (The name provided by the customer during checkout.) • `STOREID` (The unique identifier of the store. This value is also contained in the store's `store.auth` file.) • `ORDERTOTAL` (The complete order total, after taxes, shipping, etc.) • `SUBTOTAL` (The order total before taxes, shipping, etc.) • `COMPANY` (The company name provided by the customer during checkout. As the company name is an optional field, if it is not present, this field will default to the NAME field.)
Email address to use as From address on merchant email notifications	Instead of using the customer's email address as the sender for order notifications sent to the merchant, ShopSite can be configured to replace the customer's email address with an alternative address. This can be particularly useful for when emails from customers are being blocked by a spam filter. By specifying which email address to use, merchants can also quickly filter through orders.
Subject Line for the Customer's Receipt Email	This field controls the subject line of the order receipt emails that are sent to the customer. It defaults to "Your Receipt Order Number: `ORDERNUM`", but allows for customization, including the use of the `ORDERNUM` tag (as is demonstrated in the default message).
Text at the Bottom of the E-Mail Receipt	The text you enter here will appear on the bottom of the e-mail messages that your customers receive after placing orders. The e-mail receipt shows the order information, including the products that were ordered, all charges and discounts, and the billing and shipping addresses. ShopSite does not send any additional e-mail messages to customers after sending the e-mail receipt. For example, ShopSite does not send a message when an order has been shipped. This field supports use of the HTML Editor.

Shopping Cart Layout Info

Select the colors and template to use on all pages in the ordering system.

Shopping Cart Page Colors

Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitory has already visited. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Table Shade Color	This is the color that will be used to highlight sections of the shopping cart table. This color is set when you select a theme, or you can change it using the Color Picker Tool.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Shopping Cart Template

Shopping Cart Template	Select a template to define the layout of your shopping cart pages, including the confirmation and thank you pages. If you have applied a theme to your store, selecting a different template here may cause the shopping cart pages to not match the rest of your store.
Columns for Pull-down Menu	Select the number of columns to display for pull-down Product Options in the shopping cart. Select *0* to wrap order options at the edge of the screen.
Display Product Image	An image of the product can be displayed in the shopping cart. To display the image, select which screens you want to include the image on, then select one of the available Image Sizes to use. Check the box to **Display on Shopping Cart and HTML Receipts** or to **Display on Checkout, Confirmation, and Thankyou** or both.

Mini Shopping Cart

Mini Shopping Cart	Check this box to display the mini cart on your store’s pages. Most ShopSite themes include the Mini Cart, although some of the older themes (Mondrian, Lefty, Matte, Top Notch, and Plain) do not. The Mini Cart can be displayed on any screen, although most themes only display it on store pages and product More Info pages. The appearance of the Mini Cart varries depending on the theme it is included in, or how it is

called in a Custom Template. The most common Mini Cart looks similar to this:

2 Items: $188.95

Click here for details on customizing the Mini Cart.

Note: The mini cart will not work if customers have cookies turned off, or if your store pages and shopping cart are in different domains. In other words, if your store pages are at www.mydomain.com and the shopping cart is at shop.myhostingprovider.com, the mini cart will not show the items and subtotal in the cart.

Shopping Cart Screen

The Shopping Cart screen shows customers the products that they've ordered and the product subtotal. It also includes fields for coupons, gift certificates, surcharges, tax and shipping charges, and shows customers the total cost of the order.

Combine Same Products	Check this box to have ShopSite increment the quantity when a shopper adds a product to the cart that already exists in the cart instead of adding another line item of the same product.
Display Remove Buttons	Check this box to have ShopSite display a "Remove" button next to every product in the shopping cart. Without this button, customers can delete products by setting the Quantity to zero or by clicking the **Empty Cart** button.
Display Update Buttons	Check this box to have ShopSite display an "Update" button next to every product in the shopping cart.
Display How Much Customer has Saved	Check this box to have ShopSite display how much a customer has saved using Coupons and the Discount Schedule.
Use minumum quantity on an add to cart	Check this box to have ShopSite automatically increase the product quantity to meet the minimum order quantity when that product is added to the cart.
Text displayed to the shopper when using a minimum product quantity:	Enter the text ShopSite should display to notify customers that the quantity has been increased to meet the minimum quantity setting. You can have ShopSite automatically insert the appropriate values in place of the following text: • **[PRODUCT]** - insert the product name. • **[SKU]** - insert the product SKU. • **[MINIMUM]** - insert the product minimum quantity. **Note:** These tags *only* work in this field and can not be used anywhere else.
Merchant Product field	Check the first box to allow ShopSite to provide a merchant field that will be submitted with a product when it is added to the cart. Check the second box when debugging to show the value of the merchant field in the cart.
Quantity Cannot Be Changed	Check this box to prevent customers from changing the quantities of products in the shopping cart. Leave this box unchecked if you want customers to be able to change product quantities.
Ordering Options Cannot Be Changed	Check this box to prevent customers from changing the order options in the shopping cart.
Ordering Options can be defined outside of ShopSite	Check this box to allow you to hand code ordering options outside of ShopSite, such as in order anywhere links. Warning: Enabling this feature to allow for custom Options may also allow malicious users to submit bogus Options and modify the Option pricing.
Customer Text Entry Cannot Be Changed	Check this box to prevent customers from changing the product text entry field after the product has been added to the cart.
Product Name	Select if you want the product name to appear as a link to the page the order came from, and whether that link should open in a new window.
Display Subproducts without Parent Name	When this is *not* checked, subproducts appear in the cart with this name format: `subproduct name: parent product name` This format is fine if you are using the subproduct feature for product variants, such as "500mg, 100 count: Vitamin C" However, if you are using the subproduct feature to cross-sell additional or related products, you probably don't want the parent product name displayed. Check this box and the subproduct name will display by itself, just like all other products.
Default for the "Show me my shopping cart" checkbox	Near the top of the shopping cart page is a checkbox labeled "Show me my shopping cart every time I order something." If a customer unchecks this box, they can only get to the shopping cart page by clicking a View Cart button. Also, they will not see any change when they click an Add to Cart button unless you have enabled the mini shopping cart. This setting will be ignored if **Do Not**

	Display the "Show me my shopping cart" checkbox is checked.
Do Not Display the "Show me my shopping cart" checkbox	Check this box to not show the "Show me my shopping cart" option at the top of the shopping cart screen. *Customers will see the shopping cart each time they add a product to the cart.*
Display coupon button	Check this box to display the "Apply Coupon" button in the shopping cart instead of the default text: "If you have a coupon, enter the code and press recalculate." Clicking the Apply Coupon button is the same as clicking the Recalculate button.
Display gift certificate button	Check this box to display the "Redeem Certificate" button in the shopping cart instead of the default text: " If you have a gift certificate, enter the code and PIN then press recalculate." Clicking the Redeem Certificate button is the same as clicking the Recalculate button.
Display Country above Zip/Postal Code	Check this box to have the country field displayed above the zip/postal code field on the Shopping Cart screen.
Text at the Top of the Shopping Cart Screen	You can customize the text that appears on your customer's shopping cart page in this field. You can use this field to create a header for the shopping cart. You may want to give them brief instructions on how to proceed through the shopping cart as well as remind them to specify size and color for some items, or provide an explanation of tax or shipping costs (this will be where they choose which type of shipping they want.) This field supports use of the HTML Editor.
Create an Ordering Instructions Box	If this box is checked, there will be a box on the shopping cart page for customers to enter comments about the items they are ordering. You can ask for specific information or give instructions by entering text into the "Text at the top of the Shopping Cart Screen" field. Remember that this field is not for specific instruction about a particular product, such as size or color, but for the whole group of products. Individual product options should be specified under Ordering Options in the Products section.
Surcharge text displayed to shopper	Enter descriptive text here for optional surcharges that you want to appear on the shopping cart. Use this for additional charges such as shipping C.O.D. or gift wrapping. Read the help on surcharges for more information.
Surcharge pull-down menus	Enter the choices here for your surcharge pull-down menus. Read the help on surcharges for more information.
Return to Shopping Button	Specify what function the Return to Shopping button should have. Choose between returning the customer to the last page that they ordered from, or specify the full URL of another page within your store for all customers to return to from the shopping cart screen.
Text at the Bottom of the Shopping Cart Screen	You can customize the bottom of the screen with your store's footer or include final reminders before the customer places an order This field supports use of the HTML Editor.
Minimum amount an order can be	If you want to require orders to be over a certain amount, enter that value here. Enter just the amount, with no currency symbol or non-numeric characters. Use zero to indicate no minimum value required. Also select whether the minimum should be enforced for the product subtotal or whether it should be calculated on the order total, which includes tax, shipping, and surchages.
Text displayed to the shopper when using minimum order amount	If you are requiring a minimum order amount, enter the text here that will be displayed to customers who try to finalize an order that is less than the minimum amount.
Empty cart button return to cart	If the check box is selected, clicking on the "Empty Cart" button in the shopping cart will remove all cart content and return the shopper to the shopping cart. The shopper will need to click the "Continue Shopping" button to get back to store pages. If the check box is cleared, clicking the "Empty Cart" button will remove all cart content and return the shopper to the store pages.
Keep unfinished shopping carts	Customers in online stores often put products in a shopping cart and then go to other sites before completing the purchase. When they return to your store, they like to find that their shopping cart still contains the items that they had selected. Set this value for the number of days that you want your store to retain the old unfinished shopping carts. (Note that each old unfinished cart

	does take up a little disk space, so you may not want to set this value to its maximum, which is 99 days. Do not set this value to less than 1.) If you are using Associates, this is a very important setting. If a customer comes to your store from a link on an Associate's site and starts to shop but then leaves without completing a purchase, this setting allows the Associate to get credit if the customer returns and completes the order within the number of days that you define here. ***Note:*** ShopSite stores unfinished shopping carts on the ShopSite server. These unfinished carts are linked to the customer using a cookie, or if the customer's browser has cookies disabled, using the customer's IP address. ShopSite will be able to link a customer with an unfinished shopping cart only if the customer is using the same computer, and the computer has either a shopping cart cookie, or the same IP address.
Javascript added at start of built-in CheckIt function	You can insert additional JavaScript here to enhance the functionality of the CheckIt function which verifies that required fields have valid content. See Shopping Cart JavaScript Variables for a list of the built-in JavaScript variables generated by ShopSite.

Checkout Screen

Customers enter addresses and other order-specific information on the Checkout Screen.

Billing Address	Select the name and address components that you want to collect for a billing address, and check the boxes for those that are required. You can set the display length (in characters) of the text box for each component and set a hard cap on the number of characters a field will store. Any characters in excess of the cap will be truncated. This allows your store to conform with character limits on address fields for international orders.
Validate Email Address	Check this box to put a second Email address field that must match with the first.
Ship Only to Billing Address	Check this box to prevent customers from entering a separate shipping address, so that orders can only be sent to the billing address. This option can help to prevent credit card fraud, as a stolen card can’t be used to ship products to a different address. However, this option also prevents customers from ordering a product as a gift and having it sent to someone else.
Shipping Address not displayed if there is no shipping service	Check this box if you do not want to allow a shipping address to be displayed when there is no shipping service configured. Merchants who only sell digital download products can use this option so the shipping address fields are not displayed.
Billing Address displayed above Shipping Address	If you do not check "Ship Only to Billing Address," the Checkout Screen displays the billing address and shipping address fields next to each other in two columns. If this does not fit your page layout, check this box to have the billing address display above the shipping address in a single column.
Use Billing Text	If you don’t enable the Ship Only to Billing Address checkbox, the Checkout Screen will have fields for both a billing address and a shipping address. There will also be a checkbox that customers can use to indicate that the shipping address is the same as the billing address, instead of having to enter all of the address information twice. Enter the text here that you would like customers to see next to that checkbox.
Shipping Address	Select the name and address components that you want to collect for a shipping address, and check the boxes for those that are required. You can also set the display length of the text box for each component and set a hard cap on the number of characters a field will store. Any characters in excess of the cap will be truncated. This allows your store to conform with character limits on address fields for international orders.
Footnote Value	Enter the HTML and text that you want ShopSite to use to indicated a required field in the billing and shipping addresses.
Footnote Text	Enter the HTML and text for the footnote that explains that a field is required.
For secure orders in frames	If the order form for your store appears in a frame, the customer's browser may not display the "secure connection" icon (a small key in the status bar), even though the order form is served from a secure sever. You can use this option to have the order form open in a new window or come to the top of the frames, either of which will show the secure connection.
Text at the Top of the Checkout Screen	You can customize the text that appears on your customer's Checkout Screen in this field. You can use this field to create a header, or you may want to give them brief instructions about the shipping and billing fields. This field supports use of the HTML Editor.
Create Customer Comments Box	Check this box to display a text box on the Checkout Screen for customers to enter comments about payment or their overall shopping experience. You can ask for specific information or give instructions by entering text into the "Text at the top of the Checkout Screen" field.
Create an add to e-mail list box	Check this box to add a checkbox on the order form that customers can use to request to be added to your e-mail list -- an "opt-in" e-mail marketing program. When you are viewing or downloading orders, you can see which customers checked the box, and then you can add their addresses to your mailing list. Note that you can define the text that appears next to this box, so you can use it for purposes other than an e-mail list.

Add to e-mail list box checked by default	Check this box to have e-mail list checkbox checked by default, so that customers are automatically consenting unless they uncheck the option on the order form.
Text displayed for add to e-mail list	Enter the text that you want displayed next to the e-mail list box.
Text at the Bottom of the Checkout Screen	You can customize the bottom of the Checkout Screen with your store's footer, or include final reminders before the customer places his order. This field supports use of the HTML Editor.
Javascript added at start of built-in CheckIt function	You can insert additional JavaScript here to enhance the functionality of the CheckIt function which verifies that required fields have valid content. See Shopping Cart JavaScript Variables for a list of the built-in JavaScript variables generated by ShopSite.
Custom Checkout Fields	You can use custom checkout fields to add your own form fields to the ShopSite Checkout screen. See Creating Custom Checkout Fields for more information.

Customize Ordering System

The Ordering System includes those pages that customers see after they have begun to add products to the shopping cart. ShopSite will walk them through ordering, but you can personalize the experience in many ways. Before configuring your store, try ordering something from another store using ShopSite, such as a demo store like Tina's Toys, so that you know exactly what you would like to say at each stage.

Layout Info	Specify the colors and template to be used on the ordering system pages.
Shopping Cart	Select options and enter text that customers will see on the first Shopping Cart page that displays the products they've selected.
Checkout	Select options and enter text that customers will see on the Checkout page where they enter address and billing information.
Confirmation	Enable the order confirmation page and enter text to be displayed at the top and bottom of the page.
Thank You	Enter text that customers will see on the Thank You screen after finishing an order.
Email	Settings for order notifications and emailing receipts, such as the sending email address, the contents of the subject line, and the text of the email receipts.

Thank You Page

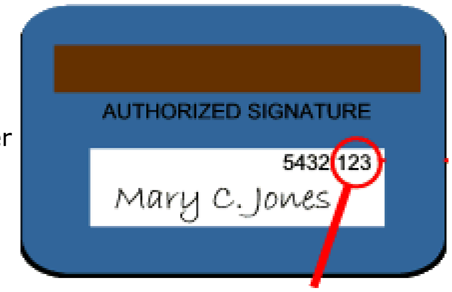
Use these fields to customize the Thank You page as well as the e-mail receipt that the customer will receive.

Information on the Thank You Screen to Return to Storefront	By default the Thank You page will display an image link that will return the customer to the storefront. You can change the destination, as well as the image, or remove the link here. This field is preserved for legacy reasons and has been superceded by the **Return To Store** button on the **Preferences > Store Text > Checkout** screen. This field supports use of the HTML Editor.
Text at the Top of the Thank You Screen	After they have submitted payment information, a thank you page will come up. This is a good opportunity to give any final instructions or give customers an idea when they should expect their package. This field supports use of the HTML Editor.
Text at the Bottom of the Thank You Screen	You can customize the bottom of the Thank You page to display your store's footer or any other final items you wish to convey to the customer. This field supports use of the HTML Editor.
Remove Shopper Cookie	Check this box to have ShopSite clear the shopper information cookie when checkout is completed. If this box is not checked, ShopSite will store the shopper's address in a cookie and automatically re-populate the form fields with this information when the shopper returns to the cart.

What is CVV2?

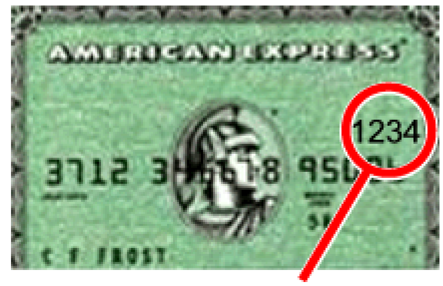
CVV2 is an important security feature for credit card transactions on the Internet and over the phone. "CVV" stands for "Card Verification Value" (Discover Card calls it the "Cardmember ID").

- It is the three-digit number printed in the signature space on the *back* of most credit cards, such as **Visa**, **Mastercard**, and **Discover** cards. The CVV2 number is always the last group of numbers in the signature space on the back of the card. It is not part of your regular credit card number.



CVV2 Number

- It is a four-digit number on the front of **American Express** cards. It is printed (flat), not embossed like the card number.



CVV2 Number

The CVV2 number enhances fraud protection and helps to validate two things:

- The customer has the credit card in their possession.
- The credit card number is legitimate

By helping to prevent credit card fraud, the CVV2 number keeps costs down for everyone.

Dashboard

The ShopSite back office dashboard allows merchants to view important business metrics through the use of a number of modules. Each module serves a different function and can be customized to suit the needs of the merchant. The layout of the modules is also customizable.

- To modify the layout, click-and-drag an individual module into a new position. Depending on the available screen resolution, there can be up to seven columns available for modules.
- To minimize a module (reducing its size to show just the module name), click the '-' in the top right corner of the module.
- To restore a minimized module (expanding it to its regular size), click the '+' in the top right corner of the module.
- To remove a module from the dashboard, click the 'X' in the top right corner of the module.
- To modify fields for every module or to re-enable modules that have been removed, click the Configure Dashboard link.
- To modify the fields of a single module, click the Edit link in the top right corner of the module to be modified. Examples of which fields may be modified for each module can be found below.

If the new login method is being used, the visibility of the modules will vary based on a user's assigned roles. For more information on how the different roles interact with the dashboard modules, see User Accounts.

Dashboard

New Orders module	This module lists the most recent orders. It can be configured to show the desired number of new orders (between 1 and 99). You can also select where the new order links go to in the back office. Choose to either view orders or view packing slips when clicking on the links.
Recent Sales module	This module lists the most recent sales figures and can include additional statistics on the most popular items sold. It can be configured to show sales for the past 24 hours, past week, and past month by setting the "Display recent sales" check box. Additionally, it can be configured to show the most popular 1-99 items sold over the past 1-99 days by setting the "Display XX top products for the last YY days" check box.
Low Inventory module	This module lists the inventory items that are running low. It can be configured to show which products (between 1 and 99 total products) are out of stock and which products are running low, as determined by the thresholds specified in product creation.
Top Customers module	This module lists the registered customers that have spent the most in recent history. It can be configured to show the top 1-99 customers over the past 1-99 days.
Popular Searches module	This module lists the terms most often searched for in the store. It can be configured to show the top 1-99 search queries over the past 1-99 days.
Feeds and Backups module	This module lists Google Feed information and a history of data exports done from ShopSite's Backoffice. It can be configured to show the last time any of the following were updated or performed: • Google Shopping feed • Database Backup • Configuration Export • Database Export • Custom Templates Export • Reports Export Set how far back (between 1 and 99 days) ShopSite should search for the information dates.
Dashboard Statistics module	This module lists statistics pertinent to the online store, such as the number of pages, products, and customers, etc.
Dashboard Active Features module	This module lists information on which payment types are accepted, which credit card processor is being used, how your card security ranks, which tax system is implemented, and the shipping carriers and services that are being used, as well as a list of optional features that are enabled.
Dashboard RSS reader	This module allows merchants to receive RSS feeds in the dashboard. It can be configured to show 1-99 items from 1-10 different feeds. This module can also be set to display the descriptions that accompany the feed items.
Dashboard Special	This module delivers special merchant offers directly to your dashboard, such as promotions and

Offers module	discounts.
Merchant Alerts	This module informs the merchant to alerts of potential problems, such as failed orders or problems with shipping systems.
Pending reviews	This module displays the number of reviews that are awaiting approval and provides a link to the Reviews screen in the back office.

Database XML Upload / Download SDK

The XML Upload/Download SDK is designed to help programmers design applications which use the Automated XML interface. The SDK is a PERL program that is designed to run on the same server as your ShopSite store, and will provide useful information, including samples of PERL code for using the automated XML upload/download utilities in ShopSite.

Downloading The SDK

The SDK is a PERL program designed to be run as a CGI through a Web browser. For your convenience in downloading the program, it is compressed in a ZIP archive.

You can download the SDK here:

- xml_sdk.zip

Note: By default, most browsers will download a ZIP file. If your browser tries to open the file when you click on it, you may need to right-click on the link and select **Save Target As...** from the context menu.

Installing The SDK

The SDK is designed to run on the same server as your ShopSite store, in a sub-directory of the directory where your ShopSite back office CGIs are stored. If you don't know where that is, you can look in the **Hosting Service** screen of the **Preferences** section of your ShopSite back office.

To install the SDK on your server, do the following:

1. Extract the `dbtest.pl` file from the `xml_sdk.zip` file.
2. FTP to your Web server and navigate to the back office CGI directory.
3. Create a new sub-directory where the SDK will be kept, then navigate to that directory.
4. Make sure your FTP client program is set to upload the file in **ASCII** format, then upload the file.
5. Check file permissions and ownership for the directory and `dbtest.pl` file. They should both be owned by the same user as your ShopSite back office CGIs, and the SDK needs to have Execute permissions turned on.

Once you have uploaded the SDK, you can access it using a Web browser. If you have not already signed in to your ShopSite back office, you will be prompted to sign in using your ShopSite back office login and password.

Database Automated XML Upload / Download

ShopSite's programmatic XML interface allows merchants the ability to write their own applications to automatically upload or download their store information.

Note: The information on this page applies to Products and Pages only. For information on automated XML downloads of Orders, see Automated XML Orders Download.

There are three CGI programs used for the different tasks of downloading, uploading, and publishing the store. Each of these CGIs can be called from an automated script or manually, using a standard HTTP POST function. The following example demonstrates a typical URL used to invoke one of the scripts:

```
http://mystore.domain/cgi-path/db_xml.cgi?clientApp=1&dbname=products&fieldmap=inventory
```

In the example above, *mystore.domain* represents the domain name of the store, and *cgi-path* is the path to the ShopSite back-office CGI directory. In this example, we are using the *db_xml.cgi* program, and we are passing the following options: *clientApp=1*, *dbname=products*, and *fieldmap=inventory*. The meaning and use of the options is explained below.

Note: Any spaces in values for any options should be replaced with a plus sign (+) when included in a URL. For example, the value *Field Name* would be represented as *Field+Name*:

```
. . ./dbupload.cgi?clientApp=1&dbname=products&uniqueName=File+Name
```

Developers interested in building client applications to use the automated XML Upload/Download utilities may want to check out the Automated XML Upload/Download SDK.

Downloading Data

The database download program allows you to export all or part of a database in XML format. The available options allow you to specify which database to export, what format to use, and which data you want.

Program Name:

```
db_xml.cgi
```

Options

Option	Description	Values
`clientApp`	**Required**. Identifies the client application interface version.	1
`dbname`	**Required**. The name of the database that is being accessed.	pages products
`download_shopsite_version`	Optional. Request the version of ShopSite the store is running, in the format `major.minor` (for example, *8.3*). This allows you to check for version compatibility and make any adjustments based on that. This command was introduced in ShopSite version 8.3.	1
`version`	Optional. The XML format version (based on ShopSite implementation). Using this option will ensure that your application downloads a compatible version of the database, in case future ShopSite versions require changes to the XML format.	11.2 (default), 11.1, 11.0, 10.2, 10.1, 10.0, 9.0, 8.3, 8.2, 8.1, 8.0, 7.1
`fields`	Optional. A list of fields to download, delimited by the pipe (|) character. For example: `fields=|fieldname_1|fieldname_2|fieldname_3|`	All (default) *any valid field from specified database*
`fieldmap`	Optional. A fieldmap lists field number and ID pairs that associate the data in the XML output file with the store data. You can create fieldmaps using the	

	tool provided in the Database Download area in the ShopSite back office (click on **Utilities** > **Database** > **Upload/Download**, then select the database you want to create a fieldmap for, and click **Download**. In the *Download fields* section, find the *Use field map* option, select **<New>** from the pull-down menu, then click on **Change**.)	*any existing fieldmap name*

Uploading Data

The upload program can be used to upload MIME encoded XML files or to import an XML file that has already been uploaded to ShopSite's HTML output directory. For very large databases (usually over 10,000 records), you can break up the upload into several files and upload them in batches.

To see an example of which upload fields need data, use ShopSite's back office to download a page or product in the desired format and open it in your viewer of choice.

Program Name:

```
dbupload.cgi
```

Options

Option	Description	Values
`clientApp`	**Required**. Identifies the client application interface version.	1
`dbname`	**Required**. The name of the database that you are uploading.	pages products
`filename`	Optional. Used if the XML file was previously uploaded to the ShopSite HTML Output directory, to indicate the name of the file to import.	*filename*
`uniqueName`	Optional. The unique database key field name. This value is used to match records in the uploaded XML data to records in an existing ShopSite database. The (none) option turns off record matching, which allows duplicate entries in your database (new records with the same name as an existing record will be uploaded as a separate record, rather than updating the existing record).	Name SKU *(Products)* File+Name *(Pages)* (none)
`newRecords`	Optional. If the XML upload contains new products or pages, setting this to "no" will ignore those rows during the import process.	yes (default) no
`defer_linking`	Optional. When uploading large databases in batches, setting this to "yes" for all but the last file in the batch will postpone record linking until the full database has been uploaded.	no (default) yes
`restart`	Optional. If an upload times-out or is interrupted, use the restart option to start the upload again from where it left off.	1

Publishing Data

After new store data has been imported into ShopSite, it is necessary to regenerate the store pages with the new information. The same options available from the Back Office **Publish** tool can be included in an automated publish.

Program Name:

```
generate.cgi
```

Options

Option	Description	Values
`clientApp`	**Required**. Identifies the client application interface version.	1
`htmlpages`	Optional. If included, HTML pages will be generated.	1
`custompages`	Optional. If included, Custom pages will be generated.	1
`index`	Optional. If included, the search index will be updated.	1
`regen`	Optional. If included, all store content will be regenerated. If left out, only the content that has changed since the last publish will be regenerated.	1
`sitemap`	Optional. If included, a Google-type XML sitemap will be generated.	1

If a publish times out before completing, you can call `generate.cgi` with the same options as before, and the publish will restart from where it left off.

MIME Encoded XML Upload

When using the `dbupload.cgi` program to automatically upload data to your ShopSite store, the XML file must contain the essential MIME Encoding (this is not required if the XML file has already been uploaded to ShopSite's HTML Output directory.)

Example MIME Encoded File

The following example illustrates the format for the MIME Encoded data. Note that the first several sections contain the options for `dbupload.cgi`, and the final one contains the XML data to be imported into ShopSite.

```
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="clientApp"

1
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="dbname"

products
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="uniqueName"

Name
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="batchsize"

500
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="newRecords"

yes
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="use_optimizer"

no
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="defer_linking"

no
------------------------------ShopSiteUpload_$
Content-Disposition: form-data; name="Desktop" filename="drive:\dirpath\filename.xml"
Content-Type: text/xml

<?xml version="1.0" encoding="iso-8859-1"?>
<!DOCTYPE ShopSiteProducts PUBLIC "-//shopsite.com//ShopSiteProduct DTD//EN"
"http://www.shopsite.com/XML/1.2/shopsiteproducts.dtd">
<ShopSiteProducts>
<Response>
<ResponseCode>1</ResponseCode>
<ResponseDescription>success</ResponseDescription>
</Response>
<Products>
<Product>
<Name>product-name</Name>
     etc.
</Product>
</Products>
</ShopSiteProducts>

------------------------------ShopSiteUpload_$--
```

After importing the MIME Encoded XML file to ShopSite, the upload program will return a string of variables. These variables must be passed to the `dbmake.cgi` program **exactly** as they were returned:

```
http://mystore.domain/cgi-path/dbmake.cgi?return_string
```

[Back to Automated XML Upload/Download]

Backup Database

This screen allows you to backup your ShopSite databases. Backing up your database copies your database to a separate location, which can be restored at a later time if your database gets corrupted or damaged. It is always a good idea to backup your database before you make any major changes to it.

Note: If you have a Remote Orders Database, the backup function will *not* backup your remote database.

Select which databases (Main Database, User Accounts, and/or Reports) you wish to backup and click the **Proceed** button to create a backup of your ShopSite databases. After the backup completes, click **Done** to return to the Database Information screen.

Compact Database

This screen allows you to compact your store's database. If you have made a large number of changes, such as deleting products, compacting the database may save disk space and improve database speed. It is always a good idea to backup your database before compacting it, in case something unexpected happens. You should also make sure the status of your database displays as **OK** before compacting your database.

To compact your database, click **Proceed**. After your database has been compacted, click **Done** to return to the Database Information screen.

Note: If you have a Remote Orders Database, you will have the option to select either the main ShopSite database or the remote order database. Use the radio button to select the database you want to compact, then click **Proceed**.

Delete All Pages/Products

This screen allows you to confirm or cancel the database empty operation. Click **Yes** to confirm you want to delete the table from your database, or click **No** to cancel the delete operation.

Database Download

This screen allows you to download the Products, Pages, Orders, or Associates tables from your ShopSite store to your local computer. This is a good way to create an off-site backup of your store information, or to export store information into another program.

Warning: If you download the orders database to your local computer, you *must* ensure that customer information remains private and secure. ShopSite cannot encrypt or protect information on your local computer.

Note: If you are using manual (offline) payment processing, and are capturing CVV data, downloading order payment information will cause the CVV number to be removed from ShopSite.

At the top of the screen, there is a section that provides information about when, if ever, the tables have been previously uploaded or downloaded.

Download	Select the radio button in the table information section for the table you want to download, then click the **Download** button to configure download options.
Cancel	Select this button to return to the database information screen.

Database Download Options

After selecting a table on the **Database Download** screen (or selecting products to download on the **Products** screen), you will be prompted to configure the download settings for that table.

<table>
<tr><td>Download format</td><td>
Select what file format to export the table information to. You can select one of the following formats:

tab-delimited - this is a basic tab-delimited table, which can be imported directly into a spreadsheet, database, or compatible program.
XML - this is an XML file, which can be imported into compatible programs. This option is not available for the Associates table.
eBay® Turbo Lister - this is the eBay Turbo Lister file format, which can be imported into eBay2s Turbo Lister program. If you select this format, you will need to Configure the download options. This format is only available for Products database downloads.
QuickBooks® - this is the QuickBooks IIF format, which can be imported into compatible versions of Intuit QuickBooks. If you select this format, you will need to Configure the download options. See more about Configuring QuickBooks Product Downloads or Configuring QuickBooks Order Downloads. This format is not available for Pages or Associates.

Associates information can only be downloaded as a tab-delimited text file.

For tab-delimited and XML downloads, select the ShopSite version format to be used. You should probably select the current version of ShopSite unless you will be importing the information into a third-party application that requires an earlier version.
</td></tr>
<tr><td>Download fields</td><td>
You may optionally download only selected information from Pages, Products, and Orders tables. This option is not available for Associates downloads. You can specify one of the following options:

Note: If you are downloading orders in XML or QuickBooks format, all fields will be downloaded regardless of your settings here.

Tab-delimited order downloads will always block product fields together after any other order fields. You may change the order in which product fields appear within the product block, and the order other information appears before the product block.

All Fields - Download all fields in the database. This is the default option.
Selected Fields Only - Use this option to download only a selected set of fields from the database. Click on Select to open a pop-up window that will allow you to select (or unselect) fields to download. Select fields from the box on the left and click Add > to include those fields in the download. To remove a field from the download list, select it from the box on the right and click on < Remove. Click on OK to save the list, or Cancel to abandon changes, and return to the main Download Options screen.
Use Field Map - This option allows you to create a file containing selected fields and field name associations, as well as controlling the order of the fields in the download. If you already have a field map, you can select it from the list. To create a new field map or to edit the selected one, click on Change to open a Pop-up window to edit the field map. Select fields from the box on the left and click Add > to add the fields to the download list. The selected fields will be downloaded in the order they appear in the box on the right, so you should add the fields in the order you want them to appear. To remove a field from the download, select the field name from the box on the right and click < Remove. You can map a ShopSite field name to a different name in your download file by selecting the field name from the box on the right, entering the new name in the Field Label text box, then clicking Change. You can change the name of an existing field map by changing the name in the Field Map: text box, or enter a name for a new field map. You can also delete existing field maps by clicking on Delete. Once you have finished configuring your field map, click on Save to close the window and return to the main Download Options window, or click Cancel to close the window without saving your changes.

</td></tr>
</table>

Download orders	If you are downloading orders, use this section to select an order range to download. You may use one of the following options: • **All Orders** - select this option to download all orders in your store. • **All orders after** - select this option, then enter the starting order number or date in the text box to download orders made after the specified value. • **In date range** - select this option, then enter a starting and ending date in the appropriate text boxes to download all orders placed on or between the dates specified. • **In number range** - select this option, then enter a starting and ending order number in the appropriate text boxes to download any orders with numbers equal to or between the specified values. For any value where you can enter a date, you may click the **date** link beside the text box to use a javascript calendar to select the desired date. ***Note:*** If you are downloading orders in QuickBooks format, all orders will be downloaded regardless of your settings here.
Download options	For Products, Pages, and Associates, select whether to download the file to your browser (your local computer), or to your store's output directory. Unless you have a specific reason to leave it in your store's output directory, you should download the file to your browser. For Orders, select whether or not to copy Billing Address information into the Shipping Address fields if no separate Shipping Address is specified. When you download Orders, any stored CVV2 information will be purged from the ShopSite database
File name	Enter a file name (without the extension) for the file when it is downloaded.
File type (extension)	Select a file type extension from the pull-down list, or enter your own extension in the text box. This does not affect the file contents, but does tell your computer how to treat the file.

Click **Proceed** to download the file. If you are downloading the file to your local PC, your browser will usually prompt you to select a location to save the file and display a download progress bar. Click **Cancel** to return to the **Database Download** screen.

Empty Database

This screen allows you to empty the Products or Pages tables in your ShopSite database.

Click **Empty** on the Database screen, then select the radio button for either the Products or Pages table from the database status table. Click **Empty** to empty the selected table, or click **Cancel** to abandon the action.

Warning: Emptying a table will cause ShopSite to delete all information in that table. You should not empty your store's databases unless you want to completely delete some or all of your existing store and rebuild it.

Note Emptying your Pages table will not remove published pages. If you want to remove published pages, you should use the delete pages feature from the Pages interface.

Database Extraction Progress

This screen shows the progress of the database extraction prior to a database download. If your database is not large, this screen appears very briefly.

If you do not see any activity on the progress bar for a long time, click **Cancel** to go back to the Database Download screen. You will see two new buttons: **Continue Download** and **Discard Download**. Click the first button to continue the download from the last checkpoint. You can repeat this as many times as required.

Note: You cannot start a new upload or download until an unfinished download is either finished or discarded.

Restore Database

This screen allows you to restore a backup copy over your existing ShopSite database.

Warning: Restoring databases from backup copies replaces the current databases, and you will lose any and all changes that you have made since making the backups. Restoring the full Main database will delete any new orders, gift certificates, coupons, etc. made since the backup of the Main database was made.

Before restoring your databases from backups, make sure the status of your backup files are all **OK**. If the backup status for a database is not OK, do not restore that database.

If you are restoring the Main database, select whether to only restore the Products and Pages portion of your Main database backup, or to restore the entire Main database, including Pages, Products, Orders, Coupons, Gift Certificates, Reward Categories and Customer Registration. Restoring the full Main database will delete any items, including orders, that have been made after the backup file was made.

Note: If you have a Remote Orders Database, restoring the database will *not* affect your remote database.

Select which databases to restore and click **Proceed** to replace the existing databases with the backups. After the backups have completed, click **Done** to return to the Database Information screen.

ShopSite Database

This screen displays information about your ShopSite database and allows you to manage it.

At the top of the screen is the Database Information Table. This provides a summary of your database including the following information:

- **File Name** - the name of your database file.
- **Active** - the active (current) database information, including the following:
  - **Status** - Click the **Check Status** button to update this field. You should avoid making changes to your database if your status is not **OK**. Click on the status text to see a detailed report on the database status.
  - **Last Change** - the last time a change was made to the database. There are many features that can change the database, including changes to products or pages, orders, customer registration, coupons, reward programs, and gift certificates.
  - **Size** - the size of the database file. The file size depends on what is in the database, and can be useful when compared with the size of the backup.
- **Backup** - the backup of your database, including the following:
  - **Status** - Click the **Check Status** button to update this field. You should not restore a database if the backup status is not **OK**. Click on the status text to see a detailed report on the database status.
  - **Completed** - the date when the backup was created. To create a backup, click **Backup**.
  - **Size** - the size of the backup file. You can compare the backup file size to the active database file size to see if significant changes have taken place since the backup was created.

Note: If you have a Remote Orders Database, it will be listed below your main store database information. The remote database is managed separately from the main store database.

It is a good idea to backup your database before making any changes to it. The following buttons can be used to manage your database:

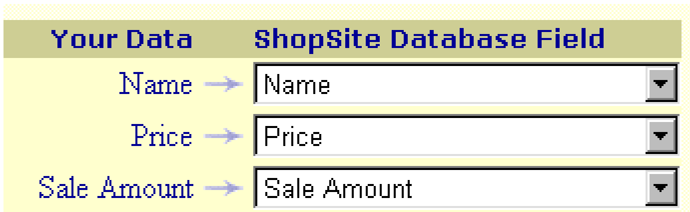
Upload	Click this button to upload Page or Product information to the active database.
Download	Click this button to download Page, Product, Order, or Associate information from the active database.
Empty	Click this button to empty the Page or Product information from the active database. This will completely remove all information from the selected section of the database.
Compact	Click this button to compact your active database. This will remove unused information and optimize the size of your database.
Backup	Click this button to create a backup of your active database. You should backup your database frequently, including before and after making major changes.
Restore	Click this button to replace your active database with the backup copy. You can restore only the Pages and Products, or the entire database. Any changes made to the database since the backup was made will be lost.
Check Status	Click this button to check the integrity of your database. This does not verify the *content* of the database, but does check the database structure. When you select **Check Status**, you will see the screen reload, and the database status will be displayed in the database information at the top of the screen. If the database status is anything other than **OK**, contact your service provider for technical support. You can click on the status text to see a detailed report on the database status.

When you are finished managing the ShopSite database, click **Cancel** to return to the **Utilities** screen.

Database Upload - Match Upload Fields

Use this screen to match the fields in your upload file with ShopSite's database fields. ShopSite assumes that the first record (line) of your file contains field names, and tries to match those names with its built-in field names. You can make this process almost automatic by using the ShopSite field names listed in the Database Upload Fields help.

Each field from the first record in your database is shown, along with a pull-down menu for each field. Select the ShopSite field in the pull-down menu that corresponds with each field in your database, or select `(ignore)` to have ShopSite ignore that field.



If you didn't include a field in your database, ShopSite will use the default value for new records, and will retain the existing value for existing records.

If you are uploading revised information for existing products or pages, you must tell ShopSite which field to use to match against existing records.

Database Upload - Specify Upload File

After selecting a database table on the **Database Upload** screen and clicking **Upload**, select a file to upload and configure the upload settings. ShopSite supports the following file types for upload:
.txt, .xls, .csv, .xml

To see an example of which upload fields need data, use ShopSite's back office to download a page or product in the desired format and open it in your viewer of choice.

<table>
<tr><td>File to be uploaded</td><td>Specify the location and filename to be imported:
Desktop file - select this option to upload a file from your local computer, then click Browse to find and select the file, or type the path and filename in the provided field.
File on server (host) - select this option if the file has already been uploaded to your store's output directory, then specify the file name in the provided field.
Concerning Excel Uploads: Numeric fields must be configured for the appropriate number of decimal places. For example, a monetary field must be set to be a number field that uses two decimal places. If a weight field has a cell with a value of 2.345, the number field must be set to three decimal places.</td></tr>
<tr><td>Field separator</td><td>If you are uploading a text file, select how table fields (columns) are separated in the file. ShopSite downloads text files in a tab-delimited format, but third-party programs may export tables using different delimiters. This setting does not apply to XML uploads.</td></tr>
<tr><td>Item separator</td><td>If you are uploading a text file, select how items within a table field are separated. ShopSite downloads separate items using a pipe (|) symbol, but third-party programs may export tables using different separators. This setting does not apply to XML uploads.</td></tr>
<tr><td>Decimal separator</td><td>This is a read-only field that indicates the decimal separator used for numbers such as currency. You should make sure that the upload file uses the same decimal separator character.</td></tr>
</table>

Click **Proceed** to continue the upload process, or click **Cancel** to return to the **Database Upload** screen without uploading a file.

Database Upload

The Database Upload screen allows merchants to upload product or page tables to the ShopSite database. This can be used for new stores with no existing content, or to update the databases in stores that already have content. See the Upload Fields list for information about the database fields available.

At the top of the screen, there is an information section that provides information about when, if ever, the tables have been previously uploaded or downloaded.

Upload	Select either the Products or Pages table, then click **Upload** to upload new product or page information.
Update Links	The **Update Links** button allows you to link product and page table information after both have been uploaded. By default, linking is done as part of the upload process, but merchants with large databases may want to upload the tables from multiple source files, and can select to defer linking. In such cases, the merchant should click this button after all the database files have been successfully uploaded.

Click the **Cancel** button to leave this screen and return to the Database Information screen.

Databases Upload Options

After selecting a Pages or Products file to upload, you will be prompted to select some specific upload options.

Match Upload Fields	If you are uploading a simple delimited text file, ShopSite will check the file to match up column names in your file with the column names in ShopSite's tables. If any column names do not match up, you will be prompted to change the field mappings.
Unique product/page identifier	By default, ShopSite uses the product or page name to uniquely identify that item from others in the list. You may optionally specify the Product SKU or the Page File Name as a unique identifier in the upload file, or have no unique identifier. ShopSite will use the unique identifier to match products or pages that already exist with the appropriate items in the upload file, and will update that item, rather than create a new item.
New products/pages	Select whether you want ShopSite to **Add** or **Ignore** items in the upload file that do not match items already in the ShopSite table. In most cases, you should have ShopSite add new items, unless your table contains items you do not want to add to ShopSite at this time.
Link options	If you are uploading a large database that contains several files, you may want to check the box to defer linking until all the files have been uploaded. This can save considerable time for extremely large databases. After uploading all the required files, you can click **Update Links** on the Database Upload screen.

Click **Upload File** to begin the upload.

Database Upload Progress

This screen shows the progress of your database upload as the file is being processed by ShopSite and the information added to the ShopSite database. If your database is not large, this screen appears very briefly. Once the upload is completed, you will see the Database Upload Results screen.

If you do not see any activity on the progress bar for a long time, click **Cancel** to go back to the Database Upload screen. You will see two new buttons: **Continue Upload** and **Discard Upload**. Click the first button to continue the upload from the last checkpoint. You can repeat this as many times as required.

Note: You cannot start a new upload or download until an unfinished upload is either finished or discarded.

Databases Upload Results

When ShopSite finishes uploading a file, you will see this screen, informing you that the upload completed. If ShopSite encountered any errors during the upload, information about the error will be displayed on this screen. You can also click **Upload Results** to see a detailed upload report.

Click **OK** to return to the Database Upload screen.

Delete Category

You can delete one or more categories by selecting them from the list (control-click to select more than one) and clicking **Delete**, then clicking **Yes** on the confirmation page. Deleted categories become invalid as soon as you delete them; you do not need to publish your store.

Delete Custom Template

You can delete one or more custom templates from your store by selecting them from the list and clicking **Delete Template**, then clicking **Yes** on the confirmation page. Make sure you are not using a template before deleting it. Any parts of your store (pages, products, etc.) that were using the deleted template will revert to using the default template.

Delete Coupon

You can delete one or more coupons from your store by selecting them from the list (control-click to select more than one) and clicking **Delete Coupons**, then clicking **Yes** on the confirmation page. Deleted coupons become invalid as soon as you delete them; you do not need to publish your store.

Delete Files

You can delete one or more digital download files from your store by selecting them from the list (control-click to select more than one) and clicking **Delete Files**, then clicking **Yes** on the confirmation page. Deleted files will no longer be available for downloading.

Delete Pages

You can delete one or more pages from your store by selecting them from the list (control-click to select more than one) and clicking **Delete Pages**. Customers can still access the deleted pages until you click the **Publish** tab to update your store.

Your main store page will usually have the filename `index.html`. If this page does not exist, customers may have difficulty accessing your site. ShopSite will warn you if you select this page to delete. You may still delete the page, but you should create a new `index.html` page by changing the file name of an existing page or creating a new main store page with that file name.

Delete Products

You can delete one or more products from your store by selecting them from the Products list and clicking the **Delete Products** button. Deleting a product permanently removes it from your store. If you do want to discontinue a product temporarily, but do not want to remove it from your store, you can remove the product from any store pages, but not delete the product.

When you delete products, you have the option to delete its More Info Page (if it exists), and any Product or More Info Page images associated with the products you are deleting. Select whether or not to delete them, then click **Yes** to delete the products and selected objects.

Delete Reward Program

You can delete one or more reward programs from your store by selecting them from the list (control-click to select more than one) and clicking **Delete**, then clicking **Yes** on the confirmation page. Deleted rewards become invalid as soon as you delete them; you do not need to publish your store.

Delete User

Delete a user account.

Click **Yes** to delete the selected user or **No** to return to the previous screen.

Create Digital Download Directory

The Create Directory screen allows you to create a sub-directory of the downloads directory to store digital download files in. Enter the directory name and click **OK** to create the directory.

Delete Directory

You can delete empty directories by selecting the directory from the list and clicking on the **Delete** button.

You cannot delete the **Downloads** directory, and you cannot delete a directory that contains download files.

Delete Files

To delete unused Digital Download files, select the files on the **Digital Download** screen, then click **Delete Files**. You will be required to confirm the delete by clicking **Yes** on the confirmation screen. If you click **No**, the files will not be deleted.

Digital Download Files

This screen lists the files in your store's digital download directory. These are the files that you can sell as digital download products. ShopSite protects access to these files so that only paying customers can view them and download them.

You can also upload files to your store using FTP, which is especially helpful if you need to upload several files. The location of your store's digital download directory is shown in italics near the bottom of the screen. If you do not have FTP access to that directory, talk to your server administrator.

Directories

The Directories list allows you to navigate and manage directories for your digital download files. Select a directory to view, or use one of the buttons on the right to manage selected directories.

Create	Select a directory from the Directories list and click **Create** to create a new subdirectory under the one you selected.
Rename	Select a directory from the Directories list and click **Rename** to change the name of the directory. If any products are associated with files in the directory, you will need to re-select the file in the **Edit Product Info** screen.
Delete	Select an *empty* directory from the Directories list and click **Delete** to remove that directory. You cannot delete the **Downloads** directory, and you cannot delete a directory that contains download files.

Download Files

The list of download files shows the files in the current download directory. To manage a file, select it and click one of the buttons on the right.

Send Keys	Select a file from the list, then click **Send Keys** to send instructions and access keys to download the selected file to a specified e-mail address.
Rename Files	Select one or more files, then click **Rename Files** to change the the names of the selected files. If you rename a file associated with a product, you will need to re-select the file on the **Edit Product Info** screen.
Move Files	Select one or more files to move and click on **Move Files**. If you move a file associated with a product, you will need to re-select the file on the **Edit Product Info** screen.
Delete Files	Select one or more files and click **Delete Files** to remove the selected files from your server.
Upload a File	Click the **Upload a File** button to upload a file from your local computer to be used as a digital download file.

Click **Configure** to change the way Digital Download files are made available to customers.

Send Keys

The **Send Keys** screen allows you to manually send the download codes to an E-mail address, in case the original order was lost or the download expired. Enter an E-mail address into the text box and click **Proceed** to send an E-mail containing download instructions.

Move Digital Download Files

To move a file, select the files to move, then click **Move Files**. You will be prompted to select a destination directory, then click **OK** to move the files.

If you move a file associated with a product, you will need to re-select the file on the **Edit Product Info** screen.

Rename Digital Download Directory

The Rename Digital Download Directory screen allows you to rename an existing sub-directory of the downloads directory. Enter the new name for the directory, then click **OK** to change the directory name.

If any products are associated with files in the directory, you will need to re-select the file in the **Edit Product Info** screen.

Rename Digital Download Files

Use the Rename Files screen to change the name of a file within the downloads directory, or one of the sub-directories. Enter the new name for the file and click **OK** to rename the file.

If you rename a file associated with a product, you will need to re-select the file on the **Edit Product Info** screen.

Upload a File

To upload a file from your local computer to sell in your store as a digital download:

1. If you know the pathname of the file that you want to upload, type it in the first box. Otherwise, use the **Browse** button to navigate to the file.
2. If you want to give the file a different file name in your store’s download directory, type the new name in the second box. You can give it a long, descriptive name, but it can't have spaces in the name (use periods or underscores) and it must have the appropriate suffix for its file type.
3. Click the **Upload File** button. When the upload completes, you will be back at the Digital Download Files screen, and you will see the new file in the list.

Alternate Ways of Uploading Files

The file upload feature is convenient for uploading files one at a time, but FTP is more convenient for large batches of files. All of your digital download files are stored in the download directory of your store, which you can find in italics at the bottom of the Digital Download Files screen. You may need to have your hosting provider set up FTP access for you.

Discounts

ShopSite allows you to offer discounts based off the purchase ammount of an order, or on the quantity of a product or group of products ordered. To configure discounts based off the purchase ammount, click **Discount Schedule**.

To apply quantity discounts across a group of products, click the **Quantity Groups** button to create product groups. Once you have created product groups, you can create the quantity discount tables and assign products to groups when you add or edit individual **Products**.

Discount Schedule

The discount schedule allows you to offer discounts to your customers based upon the amount of an order. For each level of discount that you want to offer, fill in the following fields:

Order Subtotal	The price range to be discounted.
Discount	The discount amount.
Type	Click the radio button to indicate that the Discount is either a percentage amount (for example, 10% off purchases over $100) or a currency amount (for example, $10 off purchases over $100).

Fill out as many rows as needed to create the discount structure that you want to offer your customers. You may want to enter an extremely large amount in your final row to cover the largest subtotal that you anticipate in your store. For example:

Order Subtotal		Discount	Type	
From $ 10.00	to $ 20.00	10.00	◉ %	○ amount
From $ 20.01	to $ 50.00	15.00	◉ %	○ amount
From $ 50.01	to $ 9999.00	20.00	◉ %	○ amount
From $ 0.00	to $ 0.00	0.00	◉ %	○ amount

Once you fill out the form, the discounts will be applied to every order that qualifies for a discount. The discounts are taken off the product subtotal before tax and shipping are figured into the price.

Note: The Discount Schedule can only be used to give discounts based on checkout sub-totals, and are applied to all customers. The **Reward Program** feature and **Coupons** feature provide options for providing more specialized discounts.

To test your discount schedule, go to your store and place an order. Verify that if the price does not qualify for a discount, no discount is made. However, when the price does fall into a discount range, the exact amount of the discount appears in the shopping cart along with an intermediate subtotal before tax and shipping are added.

Doba Configuration

Note: If you have not previously configured your store to use Doba, you will see the Doba Wizard Start screen instead of this screen.

ShopSite's integration with Doba drop shipping service makes it easy for you to quickly add products to your store, whether you're adding to an existing inventory or starting from scratch. Doba has more than 1,500,000 products from more than 200 suppliers who will ship orders directly to your customers, saving you time and money.

Note: Doba drop shipping services currently only offer shipping within the United States. Some shippers may not ship to Alaska and Hawaii

To start selling Doba products in ShopSite, do the following:

1. Become a Doba Merchant
2. Complete the Doba Wizard
3. Configure Doba Settings in ShopSite
4. Create a Doba Inventory List
5. Import the Inventory List to ShopSite

Become a Doba Merchant

To become a Doba merchant, sign up for a free trial account. Your trial account will automatically become a regular paid account at the end of the trial period.

1. Go to the Doba Website.
2. Click the **Start Now** button to begin your free trial Doba account.
3. Enter your email address, which will be used as your Doba username, and your password (minimum 5 characters) in the fields provided, then click **Next** to continue to the second registration page.
4. Enter your name, address, and phone number in the fields provided, then click **Next** to continue to the final registration page.
5. Enter your Credit Card information into the fields provided, then click **Start Membership** to complete your registration. After you have completed your registration, you will be taken to the **Doba Dashboard**, where you can manage your Doba account and products.

Complete the Doba Wizard

The Doba Wizard will guide you through the process of linking your ShopSite store with your Doba Merchant account. This allows ShopSite to import Doba product listings and submit orders to your Doba account.

Configure Doba Settings in ShopSite

Once you have ShopSite working with your Doba account, you must configure how ShopSite will handle importing and orders for Doba products:

Doba Configuration

Doba Inventory List(s)	Select one or more of your Doba Inventory lists and click the **Download** button to import the products from the list into ShopSite.
Doba Retailer ID	**Read-only**. This is your Doba retailer ID. You must use the wizard to enter or change your retailer ID.

Shopping Cart message text

These messages are displayed to indicate that the product will be shipped from the supplier (rather than from you) when a Doba product is added to the shopping cart.

Foot Note	Enter the text used to indicate the existence a footnote.
Foot Note Message	Enter the message text for footnote
Direct Ship Label	Enter the text to indicate direct shipping

Cannot Order Notification

Fill out this section to have ShopSite automatically e-mail you if a customer tries to order an item that is out of stock.

To	Enter the e-mail address the out of stock notification should be sent to.
Subject	Enter a message subject line
Message	Enter the text of the e-mail message to be sent, along with the information about the out of stock item.

Item Unavailable Message

Message	Enter the text that will be displayed to a customer when they try to order an item that is out of stock.

Item Available Message

Message	Enter the text displayed to a customer when they try to order more of an item than there is in stock.

Shopping Cart Out of Stock message text

This information will be displayed in a warning message if a customer tries to checkout with a product that is out of stock.

Product	Enter the text to use for a product.
In stock	Enter the text to indicate a product is in stock.
Checkout Suspended	Enter the text to indicate the checkout process can not continue because the product is unavailable.

Message

Doba suppliers only ship to locations within the United States. This message will appear if they select a shipping destination outside the United States.

Only shipping to United States Allowed	Enter text to notify customers that their shipping address must be within the United States.

Time-out

Number of seconds to wait for a connection to Doba	Use the pull-down to select the number of seconds ShopSite should wait for a connection to the Doba server.

Create a Doba Inventory List

To start selling Doba products through your ShopSite store, you must first identify which products you want to offer. This is done by creating a *Inventory List* of items available on the Doba website. ShopSite can import any or all Inventory Lists you create, and you can use the Inventory List name to search for products in your store. This makes it easy for you to create categorical Inventory Lists and then quickly assign products from a specific Inventory List to a page in your store.

1. Go to your Doba dashboard and click the **Catalog** link in the top navigation button.
2. Search for products you want to sell using the search filters on the left of the screen.

3. Click the **View Details** link to view the details of a product you want to sell.
4. Hover your mouse over the **Add to Inventory List** link.
5. Click the name of the Inventory List you want to add the product to, or click **... add to new Inventory List**.

Import the Inventory List to ShopSite

Once you have a Inventory List, ShopSite can automatically import information about the products on the Inventory List into your store.

Note: If you have already imported a Doba product into ShopSite, the Doba *Last Updated* time will be checked. If Doba has updated any product information, the product will be updated in ShopSite as well. Any product fields with information provided by Doba (see the list below) will be set to the Doba-supplied value. *This includes the product price*.

1. Go to the **Doba Configuration** screen in your ShopSite back office. When the screen loads, ShopSite will check with your Doba account and update the list of Watch Lists you can import.
2. Enter the percent off the MSRP you want to apply to imported products.
3. Select the name of the Inventory List you want to import, then click **Download**. ShopSite will open a pop-up window to show you the status of the download.
4. Click **Finished** to close the pop-up window when the download has completed.

The imported items will now appear as products in your Products list, and the following fields will be updated with information provided by Doba or the supplier:

- **Product Name** - The Doba product name
- **Price** - The MSRP
- **SKU** - The supplier SKU
- **Product Image** - URL of the doba product image
- **Product Description** - Product description from supplier
- **MoreInfoPage Image** - URL of the doba product image
- **MoreInfoPage Description** - Product description from supplier
- **Weight** - Product weight from supplier
- **Brand** - Product brand from supplier

You can edit any of the fields, as well as change any other product settings, then add them to whichever Pages you want them to appear on. The Merchant Search feature allows you to search for Doba products based off the watch list ID, so you may wish to use that when assigning products to pages. Once you Publish your changes, the Doba products will be available for your customers to purchase.

When a customer finalizes a purchase of a Doba product, ShopSite will recognize the product and forward the order information to your Doba dashboard.

The video below provides an example of how to configure DOBA drop shipping to work with ShopSite.

Doba Download

Download Doba Inventory List

Assign Downloaded Products to:	Specify where you want the downloaded products to appear. Selecting *None* will create the products, but will not assign them to any pages. Selecting *Specific Page* allows you to pick a single page with which to place all products from the watchlist. With *Pages based upon Doba Category names*, ShopSite will assign products to pages automatically using the category field of the products within the watchlist to determine where they should be placed. When ShopSite encounters a new category name, it creates a new page automatically. You can also specify whether or not to include the products from the Doba watch list in a store's search results or sitemap, as well as how many products to include on a page (when using Pages based upon Doba category names).
Modify Price	This field allows you to mark up or down the price for each product in the watchlist, using a percentage of one of the three prices provided by Doba. For example, you could specify that all products in the watchlist need to be priced 10% higher than the Whole Sale Price provided by Doba. You would simply select the *Mark up* radio button, select *Wholesale Price* from the drop-down list, then enter 10 in the text box.
Create On-Sale Price	This field allows you to mark up or down the On-Sale Price for each product in the watchlist, using a percentage of one of the three prices provided by Doba. For example, you could specify that all products in the watchlist need to be priced 15% lower than the MSRP provided by Doba. You would simply select the *Mark down* radio button, select *MSRP* from the drop-down list, then enter 15 in the text box.
Product	This field has two options: With *Create More info page*, a More Info page is automatically created for each new product in the watchlist. *Update only the Price and On-Sale Price fields* will ignore all fields except the Price field and the On-Sale Price field on subsequent downloading of the watchlist.

ShopSite as a Doba Partner

When you provided your Doba Retailer ID to ShopSite, a request was sent to Doba to have ShopSite added to your account as a partner. This allows ShopSite to send and recieve information about Doba products and orders from your Doba dashboard. To complete the process, you must confirm the request in your Doba dashboard:

Note: When using the Doba Wizard, you will need to switch between the Doba site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. Return to your Doba dashboard and go to the **Settings** section.
2. Click the link to **Edit** your personal information, or click the **Profile** tab at the top of the screen. You should see a new **Partner Authorizations** section below your personal information.
3. Select **Allow** from the **SHOPSITE** pull-down menu under **Partner Authorizations**.
4. Return to your ShopSite back office and click the **Doba Partner** button. ShopSite will confirm that your Doba account is set up to allow your store to send and receive information from your Doba dashboard.

When ShopSite has confirmed that your Doba dashboard is configured to work with your store, you will see a success message. Click **Next** to complete the wizard and return to the **Doba Configuration** screen.

Doba Retailer ID

Once you have become a Doba merchant, you must link your ShopSite store with your Doba dashboard:

Note: When using the Doba Wizard, you will need to switch between the Doba site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. Return to your Doba dashboard and go to the **Settings** section.
2. Find your **Retailer ID** from the **Personal Information** section and copy it.
3. Switch to your ShopSite back office window and paste the **Retailer ID** into the field provided, then click **Next**.

Doba Wizard Steps

The Doba Wizard guides you through the process of configuring your ShopSite store to integrate with Doba drop shipping service. In order to use Doba drop shipping, you must first become a Doba merchant. If you already have a Doba merchant account, you do not need to create a new one.

Before continuing the Wizard, you need to Become a Doba Merchant. When you complete the sign-up process, you will be taken to the Doba dashboard, which lets you configure your Doba settings, create watchlists, and complete transactions. Without closing the Doba dashboard window, return to your ShopSite back office and continue the Doba wizard by clicking **Next**.

Add eBay Auction

This feature is now handled by the Download Manager and eBay's Turbo Lister. You can find more information on the Download Manager and how it works with eBay Turbo Lister here.

The video below provides an example of using ShopSite to export products in eBay's Turbo Lister format.

Edit Associate Information

Use this screen to change the settings for an associate.

Name	Enter a descriptive name for the associate. This may be an individual, but is more likely a Web site.
E-Mail	Enter the e-mail address to send associate order notifications to. The associate receives e-mail every time a customer that they send to your store makes a purchase. Leave this field blank if you do not want ShopSite to automatically notify the associate of orders.
Commission	Enter the amount the associate should be paid for every order that came from their referral. • Check percentage (%) and set a value to have the commission calculated as a percentage of the order subtotal. • Check currency and set an amount to have the Commission calculated as a flat rate per sale.
Default Landing Page	Customers will click on a link in the associate's site to arrive at your store. You can have them arrive at the main page of your store, or at any other page. Enter the full URL of the page in your store that you want customers to see when they come from this associate's site. (See below for information on creating multiple links for an associate.) The URL should be of the form: `http://www.mystore.com/products.html`
Alternate Landing Page URLs	This is a whitelist for alternate landing page URLs. If you only want this associate to send shoppers to the URL specified above, select the **Do not allow Alternate URL** radio button. If you want to allow all URLs from any domain, select the **Allow Alternate URL to any domain** radio button. If you only want to allow URLs from specific domains, select the **Allow Alternate URL to only these domains** radio button and provide the domains in the textbox below.

The following fields are not required and are designed to be used as a reference for a merchant.

Contact Name	The associate's name.
Company Name	The company where the associate works.
Company Website URL	The associate's company's website.
Address 1	The street address of the associate's company.
Adress 2	The street address of the associate's company, continued.
City	The city where the associate's company is located.
State	The state where the associate's company is located.
Zip	The zip code where the associate's company is located.
Country	The country where the associate's company is located.
Phone	The phone number for the associate's company.
Fax Number	The fax number for the associate's company.
Payout Method/Terms	The method and terms by which the merchant intends to pay the associate.

Update Link	Click this button after changing any of the above information to cause ShopSite to recalculate the URL that the associate should use to link to your store. The link will look something like this: `<a href="http://mystore.com/cgi-bin/ss/ref.cgi?name=Associate-Name &storeid=Mystore-id">[Your link text or graphic goes here]</a>`

(The `href` should have no spaces, but is shown here on two lines for easier reading.)

Select and copy the complete link and give it to the associate. You or the associate should replace the bracketed area *[Your link text or graphic goes here]* with your own banner image or the text you want displayed on the associate site for the customer to click. The associate then pastes this HTML code in their site. When a customer clicks on the link, they arrive at your store at the URL you specified in the **Default Landing Page** field, above.

You can create additional links for this associate that go to different landing pages in your store. After creating the associate link, copy it and paste it into a text editor, and then add a URL parameter that points to a page in your store. For example, to create a link that sends customers to a `tshirts.html` page in your store, you would add a URL parameter similar to what is shown in bold here:

```
<a href="http://mystore.com/cgi-bin/ss/ref.cgi?name=Associate-Name
&storeid=Mystore-id&url=http://mystore.com/tshirts.html">[Your link text or
graphic goes here]</a>
```

The value must be a full URL, including `http://`. You can create as many links for an associate as needed, each one specifying a different landing page in your store. Put in the link text or graphic, and the links are ready for the associate to place in their site.

Edit Associate Orders

The Edit Associate Orders screen shows you all orders that have resulted from referrals from a specific associate. Use this page to review the orders, delete invalid orders, find the total of all sales referred from that associate, and the total commission owed to that associate.

This information can also be downloaded as a tab delimited text file.

Delete ?	Check the box to delete the order on this row. You may want to delete invalid orders, as well as orders for which you have already payed the commission to your associate.
Date	This is the date the order was placed.
Order	The order number
Shopper	The name of the customer.
Email	The email address of the customer.
Payment	The payment method used to pay for the order.
Prod. Total ($)	The sub-total for products in the cart, before applying coupons or discounts.
Sub Total ($)	The sub-total for products in the cart after applying coupons or discounts.
Total orders	The total of all the order Sub Totals.
Total commission	The total commission owed for orders listed.

Click **OK** to accept changes on this screen, or click **Cancel** to abandon changes on this screen, and return to the **Associates** screen. Click **Recalculate** to save changes and stay on this screen.

Edit a Category

Use the Edit Category feature to create new categories for your reward programs. Categories can either be a group of products that can be purchased to qualify for a reward, or a group of products that will be used as the rewards.

Category Name	Enter a new name for the category. This is the name you will use to pick the category when you edit or add a reward program.
Description	Enter a description about the category, which you can use to remind you of what the category is for.
Assigned Products	If you have already added products to the category, they will be listed here. Click on the **Select** or **Change** button to open a pop-up window from which you can assign or remove products from the category. In the pop-up window, you will first see a search field allowing you to search for specific products, or to list all products. The matching products will then be listed in the next screen, where there will be two lists. The top list is a list of products assigned to the category. To remove a product from the list, select it, then click on **Delete**. This will remove the product from the assigned list and put it in the lower list, which contains products that have not been assigned. To assign a product, select the product from the lower list and click on the **Add** button. This will remove the product from the bottom list and put it in the top list, indicating the product has been assigned to the category.

Edit a Coupon

Different types of coupons

Use this screen to edit the attributes of a coupon that you've already created. Consult the list below for explanations of the different fields:

<table>
<tr><td>Coupon Name</td><td>Enter a new name for the coupon. The coupon name is shown in the list of coupons, and customers will see it on order forms.
When you click Update Link, ShopSite creates an HTML link for the coupon, and the link will contain this name as the anchor text. When you paste the link into your store or an HTML authoring program, you can replace the name in the link with other text or a graphic, and that is what customers will see as the coupon. However, the name that you enter here will still be displayed on order forms.</td></tr>
<tr><td>Expires</td><td>Set a new expiration date for the coupon.

Note that you may be in a different time zone than the server that is hosting your ShopSite store, and the expiration time for the coupon is based on the server’s clock. Check the displayed server time against your local time and be sure to adjust for any differences.</td></tr>
<tr><td>One Time Use</td><td>Once any customer redeems a one time use coupon, it can not be redeemed again, either by the same customer or any other.</td></tr>
<tr><td>Valid For</td><td>Select whether this coupon should apply to entire orders or to specific products:
If you want this coupon to apply to entire orders (for example, "10% off your entire order"), click Entire order.
If you want this coupon to apply to one or more products, click Specific products, then click Select or Change to go to a screen where you can select from the products in your store. Select the products that this coupon applies to, then click OK to return to the Edit a Coupon screen.
If you want this coupon to only be used on one product per shopping cart, click the checkbox beside Allow only 1 product per redeemed coupon.
If you want this coupon to work for all products except those selected, click the checkbox beside Exclude these products (all other products included).</td></tr>
<tr><td>Discount Type</td><td>Select whether the the coupon will be for a percentage discount, a currency discount, or free shipping. If you select a percentage or currency discount, you must also specify the value for the discount. If you select free shipping, you must configure shipping to use free shipping coupons. Depending on the setting of the Valid For field, this discount will be applied once to an entire order, or once for each qualifying product multiplied by the quantity ordered.</td></tr>
<tr><td>Minimum Cart Value</td><td>If you require customers to purchase a minimum amount before they can use the coupon (for example, "10% off orders over $20.00"), set the minimum purchase amount here. You can choose either a minimum currency amount, or a minimum number of units ("Save 10% on all CDs when you buy 3 or more").</td></tr>
<tr><td>Return-to-store page</td><td>When a customer clicks on a coupon, he is redirected to the shopping cart. This field defines where the customer will go in your store when he clicks the Continue Shopping or Empty Cart buttons on the shopping cart page, after clicking on this coupon. Enter the full URL of a page in your store. ShopSite uses the first page of your store as a default value.</td></tr>
<tr><td>Alternate Code</td><td>You can use this optional field to give the coupon an easy-to-remember code that customers can enter on the shopping cart screen. ShopSite will create a unique numeric coupon code for each coupon, but your customers will probably find it easier to remember and enter something like "July Sale" than "1023897484."

If you are creating coupons that customers will click on (instead of entering codes on the shopping cart screen), you probably don’t need to enter an Alternate Code.</td></tr>
<tr><td>Update Link</td><td>Click this button to refresh the Edit a Coupon screen with the new URL, link, and code created for your coupon.
To place the coupon in your store, copy the entire link and paste it into a text field, such as</td></tr>
</table>

the Text 1 field of a page or the Description field of a product.

- To use the coupon in e-mail or a banner ad, you'll probably copy just the URL and paste it into whatever tool you are using to create the message or banner ad.
- To let customers use coupon codes, note the code number and distribute it by e-mail or in whatever method you choose.

Edit Menu

Modify the drop-down navigation for customers of your online store.

Menu/Link Name for this Page Link	The name that will appear in the menu.
Assigned Link	You have three options: 1) "Select a ShopSite Page" This option allows you to pick a page from your web site that was generated by ShopSite. Click the "Select" button to choose a page from a popup list of available pages or specify a page in the text box. 2) "Enter a URL to a non-ShopSite page" This option allows you to specify any web page by providing a URL in the text box. 3) "View Cart URL" This option provides a quick link to the customer's shopping cart. You shouldn't need more than one of these links in your menu. 4) "No URL (a title maybe)" This option provides the Menu/Link Name as text only.

Click the "Save" button to save these settings and return to the previous screen. Click the "Cancel" button to return to the previous screen without saving.

Edit Page Content

After selecting a page from the list of pages in your store, this button takes you to a screen in which you can enter or edit both the contents of that page and the text and graphics that will appear on links to that page. You can use the + or - next to each section to show or hide the individual sections (Page Text Fields, Link Info, Advanced Info, and Extra Fields) or show or hide all sections.

Consult the list below for explanations of the different feilds. If there are any fields that you do not understand, leave the default setting.

Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. You may optionally also display the name at the top of the page.
Title	This field allows you to specify text to be used in the HTML title tag, the contents of which are displayed in the browser window title bar. If this is left blank, most templates will use the Page Name for this field.
Banner Graphic	Select the graphic, if any, that you want to appear on the top of this page. It will appear above the text and products on the page or down the left side of the page, depending on the page theme or template that you choose. See the Image Tool help for more information on selecting an image. If you want to insert an image anywhere else on the page, use an HTML tag in that field.

Page Text Fields

Use these fields to configure the textual content of the page.

Text 1	This is the primary text on the page. It will usually appear beside or below the banner graphic, depending on the page theme or template that you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 2	This is the secondary text on the page. It will usually appear below the products, depending on the page theme or template that you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 3	This is a third field for text on the page. It will usually appear just above the page footer, depending on the page theme or template that you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.

Link Info

If other pages in the site are going to display links to this page, use these fields to configure the content of the link. Note that this determines how links *to* this page will appear on other pages.

Link Name	Use this field to indicate the name of the page in the link. You may want to make this the same as the Page Name, or you may want to use a different name. For example, the main page (index.html) for your store may have *Welcome* as the Page Name, but you may want to use *Home* for the Link Name. You may also leave this field blank and use a graphic instead. If you leave this field blank, and there is no Link Graphic or Link Text, the Page Name will usually be used to create links to the page.
Link Graphic	You can optionally include a graphic in your page links, either with or without other link content. For example, you could create an icon or button that indicates the destination of the link, or you can use a generic graphic for all your page links, or you could use a small image to indicate new pages on your site. You should consider keeping link graphics relatively small (less than 50px by 50px) to keep the links from taking over the page. See the Image Tool help for more information on selecting an image.
Link Graphic Size	ShopSite can resize images, configured on the image Configuration page. Use the drop-down

	menu to select the size to use for the image. Default options include: Original, Medium/More Info, Small/ Thumbnail, and Extra Small/Cart.
Link Text	You may optionally include additional descriptive text in your link. This text is usually displayed in a smaller font than the Link Name, and may not actually be part of the link, although it will always be beside or below the link. This field supports use of the HTML Editor.
Links to Page	Click on the **Select** button to bring up a new window that will allow you to select which pages you want links *to* this page to appear on. The top box lists all the pages that are set to have links to your current page. To remove a page from the list, select it and click on the **Delete** button. The page name will now appear in the lower box, which is a list of pages that do not have links to the current page. You can select pages from the lower box and click on the **Add** button to move the pages to the top box. When you are finished making changes, click on **OK** to save your changes, or **Cancel** to close the window without saving.

Advanced Info

The fields in the Advanced Info section help search engines to find your pages, and help customers to find products on your pages.

File Name	This setting is optional. Use this field to give the page a file name that describes the page's contents, such as "wooden_toys.html" or "customer_service.html." Be sure to put a .html or .htm suffix on the end of the file name, or the page will not display correctly. If you do not assign a name to the page, it will have a default file name, such as page1.html or page2.html. The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'
Meta Keywords	Enter a comma-delimited list of terms that you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people what they're looking for. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Meta Description	Enter a description that you want search engines to display for this page when a search matches this page. Not all search engines use the Meta description text. You can also use this field to insert meta tags and other material into the `<HEAD>` section of the page, such as META fields or JavaScript code. First, type in any text that you want within the `<META desciption= >` tag and close the tag with ">. Then type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a `META name` tag, you might enter something like this: `your, keywords, go, here"><META name="your meta tag" content="your content`
Product Search Field	Check this box to include a Product Search box on this page, which allows customers to search for products in your store.
Index	Check this box to allow this page to be indexed so that it can be found when customers search for products on your site. This box is checked by default.
Google Sitemap Settings	Check the **Include in Sitemap** box to include this page in your Sitemap. This box is checked by default. You can optionally use the **Priority** pull-down menu to indicate the importance of this page in your site.

Extra Fields

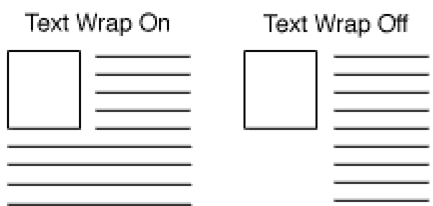
ShopSite lets you Configure up to 25 extra fields to use with your page. You can use these extra fields in any number of ways. If you are using a custom template to create this page, you can use the Page Fields to include additional information about this page that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed.

These fields support use of the HTML Editor.

Edit Page Layout

Use the Edit Page Layout feature to choose how you want an existing page in your store to look, and how the contents of the page should be displayed. You can specify right, left, or center alignment, the number of columns for items on the page, and the colors for text and background. You can use the + or - next to each section to show or hide the individual sections (Link Info, Layout Info, Page Arrangement Settings, and Pagination) or show or hide all sections.

Consult the list below for explanations of the different fields. If there are any fields that you do not understand, leave the default setting.

Name Toggle	Check this box if you want the Page Name to be displayed at the top of the page. This box is checked by default. The name will usually appear beside the Page Graphic, if there is one.
Graphic Toggle	Check this box if you want to display a page graphic on this page. This box is checked by default. This will not change the Banner Graphic settings, but the selected graphic will not be displayed on the page if you uncheck this box.
Link Text Wrap	If this option is set to **On** (default), and you have both a graphic and text for your page link, the text will wrap around under the image. Otherwise, it will appear to the right of the image in a straight column. 

Layout Info

These options give you control over formatting the products and page links that appear on your page.

Page Template	There are several page themes and templates to choose from to customize your store's look and feel. If you have applied a theme to your store, selecting a different template here may give unexpected results. See the Page Templates documentation for a description of the different page themes and templates. There are also several product templates that you can use to control the way that individual products are displayed.
Item Alignment	Choose how you would like products and page links aligned in each column. This setting does not affect the Text1, Text2, and Text3 fields. Remember that you can also apply Product Templates to further customize how each product image lines up with the product name, price, and description.
Columns	This setting affects the products and may affect the links, but does not affect the Text1, Text2, and Text3 fields. Laying out your products or links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns, but remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Page Link Columns	This setting determines the number of columns that will be used for links on the page. Laying out your links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns, but remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Column Borders	Checking this box will create a border around each product and (depending on the template) link on your page.
Page Width	The page width can be measured in either pixels or as a percentage of the screen size. The pixel method is the preferred method, as the pixel values are absolute. If this field is set to 750 pixels, it will always appear as 750 pixels. When using a percentage, the width of the page will vary based on screen resolution, size of the browser window viewing the page, and the percentage chosen. Setting the page width to less than 100% will create margins on the page. For example, if

	you set the width to 90%, the page will have a 5% margin on each side, and the contents of the page will be displayed in the remaining 90% in the middle. Margins can be useful by improving the aesthetic quality and readability of a page.
Page Header	Check this box to place your store's page header at the top of this page (or down the left, depending on the page template you choose). You can edit the page header for your store by going to **Preferences > Layout Settings** in your store's back office.
Page Footer	Check this box to place your store's page footer at the bottom of this page. You can edit the page footer for your store by going to **Preferences > Layout Settings** in your store's back office.
Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already visited. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Page Arrangement Settings

Use the fields in this section to set the order in which products and page links are displayed on this page.

Note: Using the Arrange Items feature to sort the products on this page will override any Page Arrangement Settings you make here and set the Order field back to None.

Order	Select either ascending (0-9, a-z) or descending (9-0, z-a) sort order for products and page links, or select None to turn off any special sort order.
Product Sort Field	Select to sort products on this page by name, SKU, price, or description.
Page Sort Field	Select to sort links to other pages by page name or link name.
Products On Top	Check this box to sort all products above links on this page. In most cases, this will not actually affect the appearance of the page.

Pagination

Pagination makes it easy to break up long pages into multiple, shorter pages. Rather than having to create several identical pages yourself, then decide which products to assign to which page, you can have ShopSite automatically break the page up into several identical pages that are linked together.

Number of Products	Enter the maximum numbers of products that you want ShopSite to display on a page. If you

per Generated Page	assign more than this number of products to this page, ShopSite will automatically generate additional pages as needed. Each page will have navigation links to let customers move between the pages. (You can set the maximum number of pages generated on the Publish screen.)

Edit Product Info

After selecting one or more products from the list of products in your store, click the **Edit Product Info** button to change the product's attributes. You can use the + or - next to each section to show or hide the individual sections (Quantity Pricing, Product Information, Shipping and Download Information, Inventory Tracking, Ordering Options, Cross Sell, Product Pages, More Info Pages, Extra More Info Image Fields, Google Shopping/Merchant Center Feed, QuickBooks, Extra Fields) or show or hide all sections.

You can edit the following fields:

Product Name	This is the name of the product that will appear wherever the product is displayed, and also the name of the product used in the Back Office. You must enter a unique name for the product, although you may toggle whether or not to display the name to customers.
Price	Enter the regular price the product will sell for (in your primary currency). This price will be used in calculating the order total, unless you have the product on sale or if the customer qualifies for quantity pricing. You can toggle whether or not the price is displayed on Store Pages and Product More Info Pages.
On Sale Price	If you enter a value here, it will be used to calculate the price of the product when you have it On Sale. You can have ShopSite calculate the sale price as a percent off the regular price by entering the percent off, including a percent sign (%), or you can enter a specific sale price (in your primary currency).
Disable Product	Set this check box to disable this product. Disabled products will not be published and will be removed from existing pages when the site is published. The Disable Product feature allows merchants to temporarily remove products from a ShopSite store without manually removing the item from individual pages or deleting the product altogether.
Recurring Payments	After Automated Recurring Billing has been enabled, products can be set up to use subscription-model pricing. To enable recurring payments for a product, set the "Check here to enable Recurring Pricing" check box. Select a "Payment interval" (Weekly, Monthly, Yearly, Quarterly, or Twice-Yearly), a "Recurring price", an "Ending Period" (Never, or a number between 1-99), and a "Bill On" date (Order date, or a number between 1 and 31). Set the "Initial Trial Price" check box to give customers a chance to evaluate a product before billing begins. After setting this check box, provide a price for the trial offer and the number of "periods" (period length being determined by the "Payment interval" drop-down box) that the trial will last. Set the "One-time fee" check box to add a setup, installation, or other one-time fee to a product. This is applied to the initial order only and will appear on the checkout screen of the customer.
Doba Product Information	**Read-only**. If this product was imported from a Doba watch list, this field will contain product information provided by Doba. The field is empty if this is not a doba product.

Item ID	The Doba product ID. This is used to correlate your product with the product on your Doba watch list. You can use the Merchant Search feature to search for a `Doba Item Number`.
Watch List ID	The Doba watch list ID. This is used to track which Doba watch list this product is associated with. You can use the Merchant Search feature to search for a `Doba Watch List` number. One way to take advantage of this feature is to create categorical watch lists, then assign all products from a specific watch list to a single page.
Stock	Indicates whether the product is `in-stock` or not. If a product is out of stock, you may want to temporarily remove the item from your store.
MSRP	Indicates the Manufacturer Suggested Retail Price for the product. ShopSite automatically sets this as the Price of the product when you import the product into your store.
Whole Sale Price	Indicates the standard wholesale price you will be required to pay to Doba when someone orders the product through your store.
Pre Pay Price	Indicates the PrePay price that will be deducted from your PrePay account,

	if you have one. Merchants who set up a PrePay account save 3% of the standard wholesale price on products.
Ship Cost	Indicates the direct shipping cost for the product. This cost will automatically be calculated as the product's **Direct Ship** cost in the customer's shopping cart, unless the product qualifies for free shipping.
Drop Ship Fee	Indicates the drop shipping fee charged by the supplier. This fee is *not* automatically calculated in the cart. The drop ship fee is charged once per order, regardless of the number of products, for *each supplier* who will be shipping a product. You may choose to add a per-product or per-order handling charge to offset the drop ship fee.
Minimum Advertised Price	Indicates the minimum price you may charge for this product. Selling or listing a product for below the MAP can result in suspension of your Doba account.
Supplier	Indicates the name of the supplier which will ship the product. Products from different suppliers will ship separately from different locations. Each supplier may also have different policies regarding such things as shipping restrictions, return policies, and drop ship fees. You should look at the **Supplier Notes** accopanying each product for details.
Supplier Notes	Policy or information statement provided by the supplier. This may contain information such as shipping restrictions, return and warranty policies. You will need to ensure that customers are aware of, or that your store policies are in compliance with, any restrictions or regulations included in this section.
Last Updated	Indicates the last time the supplier provided updated information about this product to Doba.

Note: If you have already imported a Doba product into ShopSite, the Doba *Last Updated* time will be checked the next time the product is imported. If Doba has updated any product information, the product will be updated in ShopSite as well. Any product fields with information provided by Doba (see the list below) will be set to the Doba-supplied value. *This includes the product price*.

When you import or update a Doba product into your store, the following fields will also be updated with information provided by Doba or the supplier:

- Product Name
- Price
- SKU
- Product Image
- MoreInfoPage Image
- Product Description
- MoreInfoPage Description
- Weight
- Brand

Variable Price

Variable pricing allows your customers to specify the price of a product, and optionally the product name and SKU, too. Variable pricing works well with auction payments, where the price of the item is determined by the high bid. It can also be used for donations or gift certificates, where customers can enter the amount they want to give.

Note: The Mondrian, Lefty, Matte, Top Notch, and Plain themes do not support variable pricing. Turning on variable pricing will not have any effect in these themes.

Variable Pricing	Check this box to enable variable pricing for this product. On your store’s pages, the product price will be replaced by a text box the customer can fill in with the amount they want to pay. That amount will be compared with the product price (above), and will not be accepted if it is lower than the

	product price. You cannot put a variable price product on sale.
	Variable Name — If you have enabled Variable Pricing, you may also check this box to let customers enter their own name for the product.
	Variable SKU — If you have enabled Variable Pricing, you may also check this box to let customers enter their own SKU for the product.
Minimum Quantity	You may specify a per-product minimum quantity that a customer can buy. This allows you to sell items individually (rather than in sets), but if it is cost-prohibitive to sell extremely small quantities of an item, you can require customers to buy at least the number you specify. Customers will not be able to check-out if the purchase quantity in the shopping cart is lower than the minimum quantity specified here. You can configure ShopSite to automatically increase the quantity to the minimum by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen.

Quantity Pricing

Product Quantity Pricing allows you to set the price of a product based on the quantity a customer orders. For example, you could charge full price for orders of less than 10 units, reduce the price for orders of 10 to 20 units, and reduce the price even more for orders of more than 20 units. You can also set a sale price for each quantity level. A Product Quantity Pricing table for a product might look like this in a store:

Quantity	1 - 9	10 - 19	20 - 99	100+
Price	$10.00	$9.00	$8.00	$7.00
On Sale!	$9.50	$8.50	$7.50	$6.50
Buy more and save!				

Quantity Pricing	Check this box to turn on Product Quantity Pricing for this product. ShopSite will not use the values of the Price and Sale Price fields to calculate the cost of an order, but will only use the quantity prices. You may want to turn off (uncheck) the Price Toggle so the regular price is not displayed. You also may want to turn on the Display Order Quantity checkbox so customers can enter a quantity before clicking the [Add to Cart] button.
Quantity Pricing Ranges	**Starting Quantity** — This field sets the starting value for each quantity range. The ending value for each range is defined by the Starting Quantity in the next row. For example, the first row sets the price and sale price for quantities starting with 1; if the second row has a Starting Quantity of 10, then the prices set in the first row would apply to quantities of 1-9. The quantity range for the last row does not have an upper limit, for example, orders of 100 units or greater. **Price / Unit** — This field sets the regular price per unit for orders in the defined quantity range. **On Sale Price / Unit** — This field sets the sale price per unit for orders in the defined quantity range. You must use a specific price value, not a percent discount. Note that sale prices will not be displayed or used if the **On Sale Toggle** is not checked.
Quantity Pricing Comment	Enter any text you want to appear below the quantity pricing table, such as "Call us for larger quantities."
Quantity Background Color	This is the color for the first row of the table, which lists the quantity ranges (i.e., 1-10, 11-20, etc.). Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Price and Comment Background Color	This color is used for the background on the price and comment rows. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
On Sale Background Color	This is the background color for the row with the sale prices, if the product is on sale. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.

Quantity Pricing Group	Select a group from the pull-down to assign this product to a Quantity Pricing Group, or select **None**. When a customer purchases several products in the same group, the quantity of each qualifying product in the cart is added together to create the number used to calculate the discount according to the quantity pricing table for each individual product.

Product Information

Taxable	Leave this box checked to have ShopSite calculate sales tax for this product. Clearing the box will change how this product is included in some sales tax calculations. See tax rates and more information in the **Commerce Setup** > **Sales Tax** section.
Tax Code	When using AvaTax, select the tax code that is applicable to this product. You can set which tax codes are available for products in the **Commerce Setup** > **AvaTax** section. If the product is non-taxable, be sure to include a non-taxable tax code here and clear the Taxable field above.
VAT/GST Rate	If you have Configured VAT calculation in ShopSite, use the pull-down menu to select which VAT rate to apply for this product.
SKU	The *Stock Keeping Unit* or *SKU* is a code used to identify billable items. If you have a SKU system, or any other tracking system (UPC, EAN, ISBN, etc.), you can enter the code in this field. The SKU does not appear on pages by default (although there is a toggle to enable that, if you want), but is included in the order information so you can use it for fulfillment.
Product Image	This is the image that will appear next to or above the product information (the arrangement depends on which product template you choose). See the Image Tool help for more information on selecting an image.
Product Image Size	Select one of the available Image Sizes to use for the product image.
Search Keywords	Enter a comma-delimited list of terms you want associated with this product when customers search your site. Words or phrases you enter here, along with the content of any other product fields you choose to include (see **Preferences** > **Search Settings**), will be associated with this product in the search index. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Search Destination	Select where you want customers to be directed to learn more about or buy products they find using the Search feature. Select the radio button beside the pull-down menu to use one of the following options: • Select the **Store** option from the pull-down menu to provide customers with links to all the indexed store pages that include the product. • Select the **More Info** option from the pull-down menu to provide customers with a link to the product More Info Page for this product. • Select the **Made** option from the pull-down menu to have ShopSite create a link to a special page just for this product. You can use this option if your product is not included on any store pages, but you want the product to show up in a search. • Select the **None** option if you do not want this product to be included in search results. This tells ShopSite not to index this product, even if the product appears on a page that is being indexed. You can use a custom URL, such as a custom page with Order Anywhere links, by selecting the radio button beside the text box, then entering the URL for the destination page in the text entry box. You can configure how the products and links appear in search results by going to **Preferences** > **Search Settings** > **Search Layout**.
Product Description	You can use this field to provide customers with important information about your product. Enter a brief descriptive summary including highlights about the product, and be sure to mention any significant features your customers will want to know about. You may want to include HTML content (such as a key feature list) to improve the presentation of the information. It is usually a good idea to keep the Product Description relatively short so it doesn't take up too much of the page. You can use a More Info Page to provide a more extensive description of the product. This field supports use of the HTML Editor.

<table>
<tr><td>Merchant Product Instructions</td><td> You can use this field to provide notes to yourself or a warehouse or shipping department on how to handle this product. For example, it might include building or packing instructions. These instructions aren't displayed to the shopper on the website, but will show up on packing lists when viewed in the back office. This field supports use of the HTML Editor. </td></tr>
</table>

QuickBooks product information has been moved to a new location

Shipping and Download Information

<table>
<tr><td>Weight</td><td> If you are using weight-based shipping (including UPS or FedEx), you must enter the weight for your product here so ShopSite can calculate shipping costs. Do not specify a unit of measurement (pounds, ounces, kilograms, etc.), but use the same unit of measurement for all products in your store. Note: When using the Ordering Options feature (found below), this field will be the base weight amount that will be modified for individual product options. </td></tr>
<tr><td>Shipping Dimensions</td><td> If you are using a shipping option that uses specific package sizes as part of the shipping cost calculation (such as UPS or a Custom Shipping Add-On), you may need to specify the dimensions of the package this product will ship in. If you are using FedEx or USPS, use the carrier-specific settings (below) to configure your container. If you specify a package size here, ShopSite will calculate the shipping costs as if the package were being shipped individually (even if multiple packages could be shipped within a single larger box). You have three options for specifying product package dimensions: Select the radio button to Ship by weight only if this product is relatively small and light-weight, and could be shipped in a package with other products in the order. ShopSite will calculate the shipping cost as if all products (up to the specified maximum package weight, if there is one) in an order were being shipped in a single package.
Select the radio button beside the LxWxH Text Box to specify the dimensions of the package for this product. Use this option if this product will not fit in a standard-size shipping package. Enter each of the package dimensions into the text-box, separated by an x (for example, if the package is 34 inches long, 14 inches wide, and 7 inches high, you would enter <code>34x14x7</code>).
Select the radio button beside the <select standard box size> if this product will be individually packaged inside one of your standard package sizes. Use the pull-down menu to select from one of the standard package sizes configured on the shipping configuration screen.</td></tr>
<tr><td>FedEx Shipping Container</td><td>If your store is configured to generate real-time FedEx shipping quotes, select the container type you will use when shipping the product. This will be used along with the product weight and the customer's Zip Code to determine the FedEx shipping rates.</td></tr>
<tr><td>USPS Shipping Container</td><td>If your store is configured to generate real-time USPS shipping quotes, select the container type you will use when shipping the product, then select any applicable checkboxes. This information will be used with the product weight and customer's Zip Code to determine the USPS shipping rates.</td></tr>
<tr><td>No Shipping Charge</td><td>Check this box if you do not want ShopSite to calculate any shipping and handling charges for this product. This feature overrides any other shipping charge configuration for this product. It can be useful for downloadable products and items such as gift certificates.</td></tr>
<tr><td>Extra Handling Charge</td><td>You can optionally enter an additional handling charge for this product. This is a per-item charge (if this product has a handling charge of $1 and a customer orders 3 of this product, the customer will be charged $3) that will be added to any per-order handling charges configured on the Shipping Configuration screen.</td></tr>
<tr><td>Product Type</td><td> Choose the product type: Tangible goods are physical objects, such as a book or a DVD. Use this option for any products that do not include a digital download.
Download goods are any products that exist as a digital file that can be downloaded once the customer has paid for it. ShopSite includes a tool for managing Digital Download Files in</td></tr>
</table>

	the **Commerce Setup** section of your store's Back Office. Use this option for any products that include a digital download file, even if there is also a physical object that will be shipped in addition to the download (for example, a video game that can be downloaded, but which will also be shipped on a CD-ROM). ***Note:*** If you have shipping charges for tangible goods, but do not want to charge shipping for digital downloads, you **must** also check the **No Shipping Charge** box above. You can leave the box un-checked if your product includes a tangible object that you will ship in addition to the download file.
Product Download Location	Select the file you want customers to be able to download when they buy this product. See the Digital Download Configuration help for information about using either the drop-down menu or pop-up window method for selecting the file.

Shipping Charges

If you have either Base Shipping or Base Plus Shipping selected in the shipping options, this section will appear with individual fields for various shipping methods.

Shipping Charges	Enter the per-item shipping price of this product for each of the shipping methods you have specified.

Inventory Tracking

To have ShopSite keep track of your inventory for this product, configure your Inventory Tracking Settings, then use the fields below to specify inventory information for this product. Any of these fields may be a negative value.

Quantity on Hand	Enter the number of units of this product you have available to ship. ShopSite will decrement this number when customers buy this product. You can either update this number manually when you restock this product, or you can use the Database Upload feature to import the information from a database file. ***Note:*** When using Ordering Options, if "Advanced Options" is enabled, this "Quantity on Hand" field will be ignored and quantities will need to be set individually for each option.
Low Stock Threshold	Use this field to indicate when ShopSite should notify you that you are running low on this product. ShopSite will send you an E-mail when your **Quantity on Hand** changes to match this value. Leave this field blank if you do not want to get low stock notifications.
Out of Stock Limit	Use this field to tell ShopSite when to stop allowing customers to order this product. You will get an E-mail notification when your **Quantity on Hand** changes to match this value. In addition, if a customer tries to place an order that would cause your **Quantity on Hand** to go below this value, you will receive an E-mail notification and the customer will not be allowed to complete the order.

Ordering Options

The Ordering Options fields allow you to provide your customers with variations or customization of your products using pull-down menus, a text-box, or both. The pull-down menus can be used to select variations (such as different colors or sizes) of a single product, and the text-box allows the customer to provide special information (such as a monogram or a message). See the Ordering Options Help for detailed instructions and examples of how to use these fields, including modifying the product price based on menu selections.

Order Options Description	This field allows you to provide a description or instructions for the ordering options pull-down menus. It is displayed directly above the pull-down menus.
Pull-down Menus	Enter each menu option on a separate line. Leave a blank line to start a new pull-down menu. See the Ordering Options Help for a detailed explanation and examples of how to use this field. To display Ordering Options pull-downs on your Store Pages and Product More Info Pages, you must check the **Display Ordering Options** checkbox. Selected ordering options are also displayed

	with the product in the Shopping Cart contents. You can select whether or not customers can change ordering options on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office. Help with Advanced Ordring Options can be found here.
Customer Text Entry	Check this box to include a text-box with the Ordering Options. Customers will be able to enter text (such as initials for a monogram or a special message to be printed on the product) into this box. The text-box will be displayed with the product in the Shopping Cart contents. You can select whether or not customers can change the text-box contents on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office.
Customer Text Entry Header	This field allows you to provide a description or instructions for the ordering options text-box. It is displayed directly above the text-box.
Customer Text Entry Box	Select a width and height for the text-box. The **Columns** value is the number of text characters wide the box will be, and the **Rows** value is the number of text characters high the box will be (so a 20x2 box would be able to display a total of 40 characters). This does not limit how many characters can be entered, only the display size of the box.

Google Shopping / Merchant Center Feed

Google Merchant Center	Leave this box checked if you want this product to be included when you submit products to Google Merchant Center (formerly Froogle). If you uncheck this box, this product will not be included in submissions.
Brand	If you want to submit this product to Google Merchant Center, you need to specify a product brand name. If you produce your own merchandise, this could be your company name. This field is required for Google Merchant Center submissions.
GTIN (ISBN or UPC)	Use this field if you want to provide the ISBN or UPC for the product to Google.
MPN (Manufacturer Part Number)	Use this field if you want to provide the MPN of the product to Google.
Product Type	If you want to submit this product to Google Merchant Center, you need to specify a product type. This is usually a description of what the product is used for, for example *clothing*, *jewelry*, or *furniture*. This field is required for Google Merchant Center submissions.
Google Product Category	Products submitted to Google Merchant Center require categorization using Google's Product Category Taxonomy. From the "Browse the Taxonomy" section of their page, use the search bar or navigate with the arrows to an appropriate category, then select and copy the text provided(without the quotation marks) into this field.
Availability	Use the drop-down menu to assign an availability to the product. Options include: "in stock", "available for order", "out of stock", and "preorder".
Condition	If you want to submit this product to Google Merchant Center, you need to specify the product condition. This can be **New**, **Used**, or **Refurbished**. This field is required for Google Merchant Center submissions.
Age Group	Choose the appropriate age group for the product, "kids" or "adults", from the drop-down menu.
Gender	Choose the appropriate gender for the product , "male", "female", or "unisex", from the drop-down menu.
Include Ordering Options	Shoes and Clothing Products are required to submit color and size for each variant. Check this box if this item has color, size, pattern, and/or material variants setup using either basic or advanced ordering options, then use the drop-down menu items to assign which column (color, size, material, and pattern) belongs with which variant field (1, 2, 3, or 4).

Cross-Sell

Cross-Sell Products	Click the **Select** button to add or remove cross-sell products. The text box indicates how many

	cross-sell products are currently assigned to this product. Cross-sell products will be displayed on the shopping cart screen when this product is added to the cart, based on your settings in **ShopSite** > **Merchandising** > **Cross-sell**. ***Assigned cross-sell products*** This pop-up window allows you to select, sort, or remove cross-sell products. **Assigned cross-sell products**: This box displays the products that have been selected as cross-sell items. **Move Up**: Select a product in the **Assigned cross-sell products** list and click **Move Up** to move that product up one position in the list. **Move Down**: Select a product in the **Assigned cross-sell products** list and click **Move Down** to move that product down one position in the list. **Delete**: Select a product in the **Assigned cross-sell products** list and click **Delete** to remove that product from the list. The product will then appear in the **Products not assigned** list. **Products not assigned**: Use the Merchant Search to find specific items, or click **List All Products** to display all unassigned products in the **Products not assigned** box. **Add**: Select a product from the **Products not assigned** box, then click **Add** to add it as a cross-sell product. The product will then appear in the **Assigned cross-sell products** list. **OK**: Click this button to save your changes and return to the Cross-sell Configuration screen. **Cancel**: Click this button to return to the Cross-sell Configuration screen without saving your changes.

Product Pages

Product Pages	Click on the **Select** button to open a new window that will allow you to select which Store Pages this product will be displayed on. The top box contains pages that will list this product. To remove a page from the list, select the page(s) and click the **Delete** button. The page will now be in the lower list, which contains all the pages that do not have this product on them. Select pages from the list and click **Add** to move the pages to the top list. When you are finished making changes, click on **OK** to save your changes, or click **Cancel** to close the window without saving your changes.

More Info Pages

You can create a More Info Page for this product to display details about it. Unlike Store Pages, the More Info Page is *only* about this product. This gives you more space to provide all the details about this product that your customers will want to know, such as more detailed images or product specifications. The appearance of your More Info Pages is configurable by going to **Preferences** > **More Info Pages** in your Back Office.

More Info Page	Check this box to have ShopSite generate a More Info Page for this product. This will cause the Product Name and Product Graphic on Store Pages to become links to the More Info Page.
More Info Title	This field sets the HTML Title tag contents, which are displayed in the browser window title bar, for the More Info Page. If this field is empty, most templates will use the Product Name for the title. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Page Text	Enter the product information you want to include on the More Info Page. You may want to use the Product Description text followed by additional details, or you can make this completely different. You can include HTML content (such as a specification table) to improve the presentation of the information in this field. This field supports use of the HTML Editor.
More Info Page Image	Choose a graphic from the files in your media directory for the More Info Page. See the Image Tool help for more information on selecting an image.

More Info Page Image Size	Select one of the available Image Sizes to use for the more info page image.
More Info Meta: Keywords	Enter a comma-delimited list of terms you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people find what they're looking for. You may want to use the same keywords as your **Search Keywords**. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Meta: Description	Enter a short description you want search engines to associate with this page. This may be the same as your product description, but should be tailored to optimizing your search engine ranking. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field. ***Note:*** You can also use this field to insert meta tags and other material, such as META fields or JavaScript code, into the `<HEAD>` section of the page. First, type in any text you want within the `<META description= >` tag and close the tag with ">. Then type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a `META name` tag, you might enter something like this: `This is your description."><META name="your meta tag" content="your content`
More Info Page File Name	You may optionally specify a file name to use for this page. Do not use reserved characters (&, ", ', <, >, etc.) or spaces in the file name. You should also make sure to include the `.html` or `.htm` (or another valid filename extension). If you do not specify a name, ShopSite will give it a generic name (such as *page1.html*).
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap, then optionally change the priority of the page.
More Info Product Cross Sell	Check the box to include related cross sell products on this product More Info Page.
More Info Global Cross Sell	Check the box to include global cross sell products on this More Info Page.

Extra More Info Image Fields

The number of fields in this section are determined by the Extra Field Setup and are typically only accessed by custom templates. These fields are used to specify additional images that can be used on the More Info pages.

More Information Image *X*	This is the default title, where *X* is the image number. The name may appear differently, as the name is customizable on the Extra Field Setup page. Enter the image URL or directory path, or click Select to select an image.
More Info Extra Image Size	Use the drop-down list to select a pre-defined size for the image.

QuickBooks

If you import orders into QuickBooks using the Order Transfer add-on module, you can add this product to QuickBooks or associate this product with a product already in QuickBooks when this product is included in an order.

Import Options	Select the radio button to either add the product to QuickBooks or to associate this product with a product already in QuickBooks. Use the pull-down menus below the radio button you selected to assign specific QuickBooks product attributes to the product. To create a new product, you need to specify a QuickBooks Item Type (which has tax implications) and a sales account to include the product with. For existing products, you can specify an item name and description to use in QuickBooks transactions.

Extra Fields

ShopSite lets you Configure up to 25 extra fields to use with your product. You can use these extra fields in any number of ways, including as additional attributes for Google Merchant Center. If you are using a custom product template to display this product, you can use the Product Fields to include additional information about this product that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed. These values are also available via the Order API.

These fields support use of the HTML Editor.

Edit Product Layout

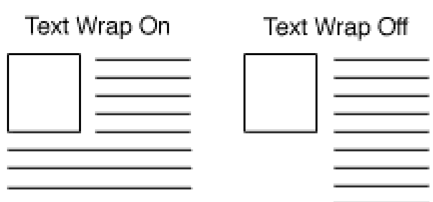
This screen allows you to select options for how this product will be presented on a Store Page and More Info Page. These are options that can be individually set for each product. The Store Page or More Info Page settings, as well as the Page and Product templates, affect how these options are implemented, and other elements of the product presentation. You can use the + or - next to each section to show or hide the individual sections (Product Layout Info and Button Customization) or show or hide all sections.

You may edit any of the following options:

Product Layout Info

The fields in this section affect how the product appears on Store Pages and Product More Info Page appearance. This section contains the various *toggles* for selecting what product information to display.

Template	Select which template to use when displaying this product. Product templates determine the order and layout of product information on Store Pages and on Product More Info Pages. See the Product Templates Help for details about how different templates work. This field is set when you pick a theme. Some product templates are designed to be used with a specific Page Template, and may not display information correctly if they are not used together.
Name Toggle	Leave this box checked to include the Product Name on Store Pages and More Info Pages.
SKU Toggle	Check this box if you want the Product SKU to be displayed on Store Pages and More Info Pages.
Price Toggle	Leave this box checked to include the Product Price on Store Pages and More Info Pages. If this box is unchecked, the product will not display price, sale price, or quantity pricing information.
On Sale Toggle	Leave this box checked to put your product on sale, or uncheck the box to sell the product for the regular price. If this box is checked, the sale price will be displayed on Store Pages and More Info Pages, and used to calculate shopping cart totals. With this box unchecked, the sale price will not be displayed or used, regardless of the contents of the On Sale Price field.
Image Toggle	Leave this box checked to display the product image on Store Pages and Search Results. This does not affect the More Info Page image. You can select whether or not to display the product image in the Shopping Cart by going to **Commerce Setup** > **Order System** > **Layout Info**.
Display Order Quantity	Check this box to include a field on Store Pages and More Info Pages that allows customers to select how many of this item to add to the shopping cart. Customers can modify the quantity from the initial Shopping Cart Screen as well (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Ordering Options	Check this box to display your ordering options on Store Pages and More Info Pages. Customers can also select any configured ordering options on the initial Shopping Cart screen (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen or are using the Cascading Drop-down menus under Ordring Options).
Display Add to Cart	Select which pages display the Add to Cart buttons when Products are present. Choices include: All Pages, More Info, and Not Displayed. This field defaults to "All Pages", so that Add to Cart buttons will appear wherever there is a product. Limiting it to "More Info" will hide the buttons on all pages except More Info pages. The Not Displayed option will prevent all Add to Cart buttons from being generated.
Product Name Style	Select the text style to use for the Product Name on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Name Size	Select the font size to use for the Product Name on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Price Style	Select the text style to use for the Product Price on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.

Product Price Size	Select the font size to use for the Product Price on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product SKU Style	Select the text style to use for the SKU on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product SKU Size	Select the font size to use for the SKU on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Description Style	Select the text style to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Description Size	Select the font size to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Image Alignment	Select where the Product Image or More Info Page Image will be displayed, relative to other product information. You can pick from **Left**, **Right**, or **Center**. The way this selection affects your product layout depends on your Product Template and your **TextWrap** setting (below).
Text Wrap	Select whether or not you want your product information to wrap around your product image. If this is set to **On**, information such as the Name, Price, Description, and Add to Cart button could wrap around the image. If this is set to **Off**, the product image is set apart from the other product information. How this selection affects your product layout depends on your Product Template and your **Image Alignment** setting (above). 

Button Customization

Add to Cart Button	Enter text or select an image to use for the product Add to Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.
View Cart Button	Enter text or select an image to use for the product View Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.

Edit a Reward Program

Use this screen to edit the attributes of a Reward Program that you've already created. Consult the list below for explanations of the different fields:

Reward Name	Enter a new name for the reward program. The reward name is shown in the list of rewards, and customers will see it on reward lists.
Description	Enter a description about the reward program that you can use to remind you of what the reward program is for.
Status	Click the radio button to turn this reward program on or off. This makes offering periodic promotions easy by turning the program on and off, rather than having to create a new program for every promotion period.
Expires	Click the radio button beside Never Expires if you want the reward program to always be active, or if you are creating a program that you will use repeatedly. For limited, one-time promotions, set an expiration date after which the program will automatically end.
Allow Reward to be Tracked	Select Current Order Only if you want customers to be able to receive rewards based only off the current contents of their shopping cart. Select Current Order and Over Time if you want registered customers to be able to accrue reward credit over multiple purchases.
Qualifying Category	Select a category from the pull-down. The Qualifying category determines what items must be bought in order to get the reward.
Reward Category	Select a category from the pull-down. The Reward category determines what items will be available as rewards.
Qualifying Quantity	Indicate the number of products from the Qualifying category must be purchased in order to obtain a reward.
Text added to the Free Product name in the Cart	When a reward product is listed in the shopping cart, this text will appear after the product name. For example, *White Tube Socks* might become *White Tube Socks - Free Reward*.
Program Details URL	Select a page where customers will be able to go to learn more information about the reward program. You can use a ShopSite page, or create your own page to use. This page will be linked to by the reward name in the Shopping Cart and Customer Registration reward program information.

Edit a User

Edit an existing user account.

User Id	This field displays the id that is used when logging in to ShopSite's back office. It cannot be edited after the user is created.
User name	This is the name that will appear in the top right of each screen in the back office, next to the log out link.
E-mail	The e-mail address that will be used when resetting passwords for this user.
Account Status	This field displays whether or not this user account is currently logged in. It will also display the number of failed login attempts for this user account.
Account Action	There may be two or three radio buttons as part of this field or none, if you are editing your own account), depending on whether there are any failed login attempts associated with the account. Select the appropriate radio button and click the "Apply" button to perform the action. Use "Change password" (or click the link if you are editing your own account) to change the password for the account. "Disable Account" will prevent the user from logging in. If there are any failed login attempts, there is a radio button to "Reset failed login attempts", as well.
Roles	Select which roles the user is allowed to perform. The roles are additive, meaning the user can perform any task that any of the roles provide. Note that the Administrator role is allowed full access to the ShopSite back office and doesn't require any other roles to be assigned. The User Roles specify which features in the back office can be accessed by the user. Here is a table that shows what each role can access:

Feature	Administrator	Order Processing	Order Fulfillment	Content Management	Reports
Cross Sell	X			X	
Digital Download	X			X	
Doba	X			X	
Extra Fields	X			X	
Google Services	X			X	
Html editor	X			X	
Images	X			X	
Layout Settings	X			X	
More Info Pages	X			X	
Navigation	X			X	
Order Anywhere	X			X	
Pages	X			X	
Productrs	X			X	
Search Settings	X			X	
Social Media	X			X	
Store Text	X			X	
Templates	X			X	
Themes	X			X	
Reports	X				X
Associates	X				
Backoffice UI	X				

buySafe	X				
Constant Contact	X				
Coupons	X				
Discounts	X				
Export	X				
Gift Certs	X				
Hosting Service	X				
Inventory	X				
Locale	X				
Market Place	X				
Order API	X				
Order System	X				
Payment	X				
Rewards	X				
Registration	X				
Shipping	X				
Taxes	X				
Upgrade	X				
Wishlist	X				
Wizard	X				
Orders	X				
View Orders	X	X			
View Packing Slips	X	X	X		
Start	X	X	X	X	X
Change Password	X	X	X	X	X

As this can also affect what the user will see on the dashboard, here is a table that shows which (enabled) dashboard fields are visible for a given role:

Module	Administrator	Order Processing	Order Fulfillment	Content Management	Reports
Customers	X	X			X
Feeds and Backups	X			X	
Inventory	X	X	X	X	X
Recent Orders	X	X	X		
Recent Sales	X				X
RSS	X	X	X	X	X
Searches	X				X
Store Statistics	X				X

More information on the content that each module displays can be found on the [UI Settings for the Back Office](#) page.

Export to Local Computer

Export your ShopSite configuration and database files in a compressed format to a local computer. This provides a failsafe backup for your data. When you choose to export data from shopsite to a local computer, you must decide which files you wish to package up for download from the following:

Configuration	All of the user-adjustable settings utilized during site creation and management
Database	All content uploaded to the site, including pages, images, etc. ***Note:*** When exporting very large databases, there may be a short delay as the database is copied and file integrity is verified.
Custom Templates	Any user-defined templates
Reports	All generated reports
User Accounts	All User Account information (usernames, passwords, assigned roles, etc.)

Click **Next** to continue to the second step of the export process

Here, you are presented with a time stamp for the last export made of the same data type (Ex. Configuration, Database, Custom Templates, or Reports). Also, you may password protect the exporting zip file by selecting the "Yes" radio button and providing the password in the appropriate fields.

Additionally, you can select the check box to "Zip file relative to the data directory?" This will make it so the zip file generated starts with the store's data directory instead of at the root of the server. For example, the old zip file would have a path like this: home/data/stuff With the new export functionality the zip file will just have the path /stuff

Click **Download** to finish the export process and download the .zip archive

Facebook Connect for ShopSite

Using Facebook Connect for customer registration and login requires that the merchant register as a Facebook developer. The majority of the code for the application is already embedded in ShopSite, but the merchant must provide an application to Facebook before Facebook Connect will work.

To become a Facebook developer:

1. Log on to your company Facebook account
2. Locate the Facebook Developer app on Facebook (http://www.facebook.com/apps/application.php?id=2345053339)
3. Click "Go to App" button
4. Click "Allow" button on the "Request for Permission" page, which will redirect you to http://www.facebook.com/developers/
5. You may need to Confirm your developer status using one of Facebook's authentication services (http://www.facebook.com/confirmphone.php or https://secure.facebook.com/cards.php)

Now that you are a Facebook developer, you will need to create a Facebook application to work with your ShopSite store.

To create the application:

1. Open the Facebook Developer application within Facebook
2. Click "+ Set Up New App" button
3. Provide the application's name in the "App Name" field (the name will show up when customers choose to register using Facebook Connect, so the name should be indicative of the merchant's store)
4. Select the "Agree" radio button, and click the "Create App" button
5. Verify the Security Check
6. Many of the details within the app are up to the merchant. We recommend that the description field be filled out, as the text from that field will be displayed to any customer using this feature. An icon or company image should also be used. While many of the fields are unnecessary for Facebook Connect to work with ShopSite, the **Site URL** field (the URL where your store is located, found under the "Website" section of the "Basic" settings) and the **App Domain** field (the domain where your store is hosted) are necessary for proper communication between Facebook and ShopSite.
7. When you are done editing the details, click the "Save Changes" button to finish.

An overview of your application should be displayed. Copy the App ID and App Secret to the Configure Customer Registration page of the back office.

Facebook Settings

ShopSite can provide buttons on a merchants web pages through which customers can post the content that they find directly to their Facebook wall. They can also be given the opportunity to "like" a merchant's commercial Facebook page.

Facebook Store

The Facebook store feature is a good way to advertise your products on the web. That being said, there is a bit of preparation needed before implementing the feature. First, you are going to need a Facebook page for your store. Next, you will need to create a product page in the ShopSite back office especially for Facebook. There is a page template (FacebookStandard.sst) available for this purpose. We suggest that you create a new page using this template and assign the products you want to advertise on Facebook to this page. It will also be helpful if you name the page accordingly. For example, naming the page Facebook Products, Facebook Storefront, or something similar.

<table>
<tr><td>Name for the store tab on Facebook</td><td>Provide the name you want to appear for the store tab on your Facebook page.</td></tr>
<tr><td>Contents of your Facebook store</td><td>The Facebook store on your Facebook page can display a single html page of your products. Pick which page you want displayed. For best results, the page should be no wider than 520 pixels. You may wish to create a custom page for this store. Select whether the page is from your ShopSite store or a non-ShopSite URL. If you do use a non-ShopSite URL, upload the facebook_addtab.html file to the directory where the non-ShopSite URL is hosted.</td></tr>
<tr><td>Create Facebook Store</td><td>Before clicking this button, make sure to have a company page on Facebook and that you have disabled the secure Facebook browsing. This button will take you to the ShopSite Store Creator app on Facebook (http://www.facebook.com/apps/application.php?id=138127812876469). You may need to log in to your company Facebook account.

Clicking the button will take you to a set of instructions on how to manually set up a store page on your Facebook page. They are duplicated in a generic manner (italicized text below serves as placeholder text autopopulated by ShopSite in the instructions):

1. Go to https://developers.facebook.com/apps. You may be asked to install Developer app.
2. Click on "Create New App". Enter "Online Store" as your app name and "shopsite_zcroz" as your app namespace. You may need to verify either your mobile phone or credit card number with Facebook before you can create an app. If you already have an app set up for Facebook Connect, you can use that app instead of creating a new one.
3. Click on "App on Facebook". Put "http://shop.store.com/cgi-bin/sc/" into Canvas URL field. Put "https://shop.store.com/cgi-bin/sc/" into Secure Canvas URL.
4. Click on "Page Tab". Put "Online Store" into Page Tab Name. Put "http://shop.store.com/cgi-bin/sc/tellfriend.cgi?storeid=casp3pro&facebook=retrieve" into Page Tab URL. Put "https://shop.store.com/cgi-bin/sc/tellfriend.cgi?storeid=casp3pro&facebook=retrieve" into Secure Page Tab URL.
5. Click "Save Changes".
6. Click on "Advanced" under "Settings" on the top-left of the screen. Paste "http://fb.shopsite.com/creator/index.php?mode=remove&fb_sig_user=1267994301&storeid=store&sb_url=http%3A%2F%2Fshop.store.com%2Fcgi-bin%2Fsc%2F" into Deauthorize Callback URL field.
7. Click "Save Changes".
8. Click on "Basic" under "Settings" on the top-left of the screen. Look for your new app's App ID. Paste it here:
9. Click "Enable my Facebook store" button on this page.</td></tr>
</table>

See the video below for a walkthrough of setting up a Facebook store:

Facebook Fan Page

Enable Follow Button	Toggle whether or not you want Follow on Facebook functionality enabled.
Image to use	Decide whether to use the default Facebook image or provide your own custom image.
Alt Text for the Image	This is the text that will appear when a customer hovers over the link. The text defaults to "Like our Facebook".
Facebook Page URL	This should be the URL for the commercial Facebook page that the customers will be sent to when they click the "Like" button. It should appear in the following format: `http://www.facebook.com/XXXXXXXX/StoreName`

Facebook 'Share' Button

Allow link on Pages	This will place the link code on every Product page.
Allow link on More Info Pages	This will place the link code on every Product More Info page.
Image to use	Decide whether to use the "Like" button, the default Facebook "Share" image, or provide your own custom image.
Alt Text for the Image	This is the text that will appear when a customer hovers over the linking Facebook image. The text defaults to "Share on Facebook".

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the **Merchandising** screen.

FedEx License Agreement

You must agree to the FedEx License Agreement before you can use FedEx shipping within ShopSite. Please read the agreement so you can be aware of the rights and restrictions that apply to using this service. There is a link at the end of the agreement that will let you print it for reference or easier reading. You can also return to the agreement at any time from your FedEx Account Information screen

Note: FedEx shipping is currently only available to merchants shipping from locations within the United States.

After reading the agreement, check the box indicating you have done so. Click on the **I Accept** button to accept the agreement and continue to the FedEx Account Information screen. If you do not accept the agreement, you can not use the FedEx shipping tools in ShopSite, and you will be returned to the Shipping Configuration screen.

FedEx Registration Overview

This screen describes the FedEx registration process. It will only appear if you have not previously configured FedEx shipping. Click on **Proceed** to continue to the FedEx License, which you must agree to before you can use their services.

Note: FedEx shipping is currently only available to merchants shipping from locations within the United States.

FedEx Shipping Configuration

If you have not previously configured FedEx shipping, you will be required to Register for FedEx Shipping before seeing this screen. After you have entered your FedEx account information, you can configure various options that will determine how shipping costs will be calculated.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

Note: FedEx shipping is currently only available to merchants shipping from locations within the United States.

FedEx Services

This section configures which FedEx shipping methods you will allow.

Ground Shipping	Select which types of FedEx Ground shipping you will use. Options include: FedEx Home Delivery; FedEx Ground; and FedEx International Ground
Express Shipping	Select the express shipping services you want to offer. You may offer any, all, or none of the options by setting or clearing the boxes beside the desired services. Options include: FedEx First Overnight; FedEx Priority Overnight; FedEx Standard Overnight; FedEx 2nd Day; FedEd Express Saver; FedEx International First; FedEx International Priority; FedEx International Economy; FedEx 1Day Freight; FedEx 2Day Freight; FedEx 3Day Freight; FedEx International Priority Freight; FedEx International Economy Freight
Express Delivery Type	Select whether your express shipping is primarily to businesses or to residences by selecting the appropriate radio button.

Rate API Version

Select Version	Select from the dropdown menu the API version you will use. V13 or V8. V8 was used previously by ShopSite, and can be selected for legacy support. V13 is the most current implementation.

FedEx SmartPost

FedEx SmartPost uses the United States Postal Service to deliver a FedEx package to a residence or P.O. Box, APO, FPO, and DPO destination.

SmartPost Configuration	Select the radio button to include SmartPost in rate requests. Use the first dropdown menu to select which USPS hub is closest to the address you ship from, and the second dropdown menu to select the equivalent type of USPS postage that will be used.

FedEx Drop-off Types

Select Drop-off Type	Select the radio button beside the package drop-off method you will use.

FedEx Special Services

Select Special Services	Select any special services, such as FedEx Delivery Signature or Saturday pickup or delivery. FedEx Delivery Signature requires an additional selection for how it should be handled. Options include: Indirect Signature; Direct Signature; and Adult Signature.

FedEx Shipping Rates

Select Shipping Rates	Select the method to use for determining shipping rates. Options include: Account Rates or List Rates. You also have the option of adjusting the rates before they are displayed to the customer by providing + or - a particular percentage. For example, if you use List Rates and want to add 10% to the rate before it is shown to the customer, select the List Rate radio button and enter 10 in the accompanying text field.
Delivery Day / Transit Time	Set the checkbox to include an estmated delivery date or transit time with the shipping rate quote.

Declared value -- Limit of Liability

This is not insurance.

Declared Value Options	Set the check boxes beside the shipping options you wish to cap a value on. This can be especially important with international orders that may charge the customer additional tariffs based on the value of the shipment before delivery.

Maximum Package Weight

Maximum weight per package	Select the maximum weight an individual package can weigh. Multiple products in an order will be combined in a single package up to the specified weight. The maximum allowed weight for FedEx Home Delivery (Ground) is 70 lbs. For other services, the maximum weight is 150 lbs.

Minimum Order Weight

A Minimum Order Weight can be substituted if the estimated package weight is below a specified level.

Use minimum order weight if total order weight is less	Check the box to use a minimum order weight, then enter the weight you want to use as a minimum. If the total order weight is below the minimum weight, FedEx will calculate the costs based off the minimum weight value.

Missing Product Weight

ShopSite allows you to indicate a weight per product, which will be used to calculate the order weight. If you have not indicated a product weight, you can apply a generic product weight, and have ShopSite notify you when products without a weight are ordered.

E-mail alert settings	Click the **Change** button to configure E-mail alert options. Clicking the button will create a pop-up window that will let you turn e-mail notification on or off, specify a recipient e-mail address, and a message that will be sent.
Use minimum product weight	Check the box to automatically apply a minimum product weight for products without a weight specified. Enter the minimum weight to be used in the text box.

Time-out

Number of seconds to wait for a response from FedEx before informing the customer	Use the dropdown menu to select the number of seconds ShopSite should wait for a response from FedEx for a returned rate. Defaults to 15.

Customer Messages

Configure messages customers will see if ShopSite encounters an error trying to calculate FedEx shipping costs.

Header for Error Messages	The text in this box will be included at the beginning of any FedEx error message the customer sees.

No FedEx server response	The text in this box will appear in the error message if ShopSite is unable to contact the FedEx server to calculate shipping costs.
No FedEx service for shipping address	The text in this box will appear in the error message if FedEx indicates they do not ship to the address specified.

Buttons

Clicking on **Zero Weight Products** or **Save** will save your changes made on this screen. Any other button will abandon your changes.

Subscriber Info	Click on this button to view your FedEx account information.
Zero Weight Products	Click this button to see a list of products in your store that do not have shipping weights specified.
Register	Click this button if you want to change your FedEx account.
Save	Click this button to save changes on this screen and return to the Shipping Configuration screen.
Cancel	Click this button if you want to abandon your changes and return to the Shipping Configuration screen.

FedEx Account Information

In order to use FedEx shipping, you must first create a FedEx account on www.fedex.com. After creating your account, enter the same information into the ShopSite FedEx configuration.

Note: FedEx shipping is currently only available to merchants shipping from locations within the United States.

Contact Name	Enter the contact name for the FedEx account. Required.
Company Name	Enter the company name, if any, associated with the FedEx account.
Phone Number	Enter the phone number associated with the FedEx account. Required.
Fax Number	Enter the fax number, if any, associated with the FedEx account.
E-mail Address	Enter the same e-mail address, if any, used to create the FedEx account.
Address 1	Enter the street address associated with the FedEx account. Required.
Address 2	Enter the second line of the street address, if any, associated with the FedEx account.
City	Enter the city associated with the FedEx account. Required.
State	Select the appropriate state associated with the FedEx account. Required.
Postal Code	Enter the postal code associated with the FedEx account. Required.
Country	Select the country associated with the FedEx account. Required.
FedEx Account Number	Enter your FedEx account number. Required.

After filling out the fields, click **Proceed** to save your settings. Your account information will be displayed on the next screen. Click **OK** to go to the FedEx configuration screen.

Not Finding the Help You Need?

Use the links on this page to send comments about ShopSite or the online help, and to find ShopSite support resources. We review all comments and enhancement requests, however, we cannot respond to each request or comment.

- Get Support Resources
- Suggest an Enhancement
- Report a Documentation Problem
- Contact ShopSite Sales

Thank you,
ShopSite, Inc.

Upload a File

To upload a file from your local computer to sell in your store as a digital download:

1. If you know the pathname of the file that you want to upload, type it in the first box. Otherwise, use the **Browse** button to navigate to the file.
2. If you want to give the file a different file name in your store's download directory, type the new name in the second box. You can give it a long, descriptive name, but it can't have spaces in the name (use periods or underscores) and it must have the appropriate suffix for its file type.
3. Click the Upload File button. The upload process starts and the file is added to your store's download directory. When the upload completes, you will be back at the Digital Download Files screen, and you will see the new file in the list.

Alternate Ways of Uploading Files

The file upload feature is convenient for uploading files one at a time, but FTPing is more convenient for large batches of files. All of your digital download files are stored in the download directory of your store, which you can find in italics at the bottom of the Digital Download Files screen. Ask your host administrator to set up FTP access for you to that directory, and then you can use FTP software to upload several files in one operation.

This is an example of a footer produced from the E-mail and Comment fields in the Wizard. We’ve simply added a contact telephone number and copyright information.

Email customer_service@yourstore.com
If you have questions or comments, you can contact us toll free at 800.555.1345. We appreciate your patronage.
©2000 Yourstore, Inc.

You can view and copy the source code for this footer by using the View Source function of your browser. You can include the copyright symbol (©) by typing `©` in the footer text. Some HTML editors use "©" but not all browsers recognize that as the copyright symbol.

Configure Google Shopping

Note: Google Merchant Center is the name of the new tool for submitting product information to Google Shopping (formerly called Froogle) and to Google's main web search. Throughout ShopSite, the terms *Froogle* and *Google Merchant Center* are used interchangably when discussing the product information submission process.

In order to send product information directly from ShopSite to Google Merchant Center, you must do the following:

1. Sign Up for Google Merchant Center
2. To use FTP, Register your FTP Upload File
3. Configure ShopSite to use Google Merchant Center
4. Select the Products to Submit to Google Merchant Center

Sign Up to use Google Merchant Center

Before you can submit your product information, you need to create a Google Merchant Center account:

1. Go to the Google Merchant Center Sign in Page.
2. All Google tools, including Google Merchant Center, use the same account for access.
   - If you already use a Google tool (AdWords, Analytics, Gmail, etc.) you can sign in using that account.
   - If you do not already have a Google account, click the link to **Create an account now**. After creating a new account, you will be brought back to the Google Merchant Center Sign in page and can sign in using your new account.
3. The first time you sign in to Google Merchant Center, you will be required to accept the Google Merchant Center Terms of Service. Read through the terms and click the **I accept the Google Merchant Center Terms of Service. Continue >>** button if you agree to the terms. You must agree to the Terms of Service in order to use Google Merchant Center.
4. After accepting the Terms of Service, you will be taken to a screen where you can post an individual item. You have finished creating your Google Merchant Center account at this time.

You can select either the API or FTP to submit a feed. If you have a large number of products (a few hundred), or if you frequently encounter problems submitting a feed using the Google Merchant Center API, you should use FTP to submit your feed.

Register your FTP Upload File

To submit your feed to Google Merchant Center using FTP (instead of the API), you will need to register your FTP Upload file with Google Merchant Center:

1. If you are not still signed in to Google Merchant Center, go to the Google Merchant Center Sign in page and sign in.
2. Click the link to **Register a new bulk upload file**.
3. On the **Specify a bulk upload file** screen, enter `froogle-bulk.xml` in the **File name** field, then select **Products** from the **Item type** pull-down menu. If you are using a Multi-client account, `froogle-bulk.xml` may not be available. In such cases, write down the file name you use in this step so that ShopSite can be properly configured to use Google Merchant Center.
4. Click **Register bulk upload file and continue to formatting instructions**.
5. ShopSite will create a properly formatted upload file for you, but you may want to read through the formatting instructions for ideas on what sort of attributes you may want to send. When you are ready, scroll to the end of the page and click **I'm done formatting my file. Continue to upload.**.
6. Click the link on the right side of the screen to **Sign Up** for **FTP uploading**.
7. Enter an FTP username and password in the appropriate fields. You will enter the username and password into your ShopSite configuration screen, but you may want to use information you can remember. Click **Create FTP account** to continue.

Configure ShopSite to use Google Merchant Center

Once you have a Google Merchant Center API Key or FTP account, you can configure how ShopSite submits product information to Google Merchant Center. Configure the following options on your store's back office Google Merchant Center Configuration screen:

Submittal method	Select whether to use FTP or the Google Merchant Center API to submit your feed. If you have more than a few hundred products or if you are encountering errors submitting via the API, you should use the FTP method.

FTP Method

FTP User Name	If you are using FTP to submit the feed, enter the FTP user name you configured when you Registered your FTP file.
FTP Password	If you are using FTP to submit the feed, enter the FTP password you configured when you Registered your FTP file.
File Name to use for FTP registration	This file name but must be the same as that which was entered when registering an FTP bulk upload file. If you registered a different file name with Google Merchant Center (the default is assumed to be `froogle-bulk.xml`), change this file name to match.

API Method

Merchant's Account ID	If you are using the API submittal method, paste your Google Merchant's Account ID (found on the Merchant Account Dashboard next to the Account Name.) into this field.

Expiration

Items Expire	Select how often you want the Google Merchant Center listings of your products to expire. Expired items will not be searchable until you re-submit them.
Reminder	ShopSite can send you an e-mail reminder that your products are about to expire on Google Merchant Center. Select **Yes** to have ShopSite send you a reminder. If you do not want an e-mail reminder, select **No**.
To	Enter the e-mail address you want the reminder sent to. By default, this is the merchant e-mail address (from your store **Preferences** > **Hosting Service** screen).
CC Addresses	Enter the additional e-mail addresses you want the reminder e-mail sent to.
Subject	Enter the subject to be used for your reminder e-mail.
Message	Enter the message to be used in your reminder e-mail.

Indicate which ShopSite field maps to the corresponding Google Merchant Center field

Select what ShopSite product fields will be mapped to the Google Merchant Center information fields.

Title	Select whether to send the **Product** name, the **SKU**, or a **Product Field** (Product Field 1, Product Field 2, etc.) as the Title of the product on Google Merchant Center.
Description	Select whether to send the **Product Description**, the **More Info Page Text**, the **More Info Meta:Description**, or a **Product Field** (Product Field 1, Product Field 2, etc.) for Google Merchant Center to use as the product description.
Price	Select what price you want to submit as the list price on Google Merchant Center. Select **Regular** to submit the regular product Price. If you select **On Sale/Lowest**, ShopSite will look at the Sale Price and submit the lowest price to Google Merchant Center. NOTE:If Quantity Pricing is enabled in the back office, ShopSite will also compare the Price and Sale Price of the first row (Starting Quantity of '1') before submitting.
Image	Select whether to send the URL of the **Product Image** or the **More Info Page Image** to Google Merchant Center.

Additional Images	Select whether or not to send any additional URLs for the "Extra More Info" images (between 1-10) to Google Merchant Center.
Availability	Select how to send inventory information to Google Merchant Center. • Select **Use Availability Product Field** to send the Availability specified in the Availability product field. • Select **Use ShopSite Inventory Tracking** to send the Availability based on your current Quantity On Hand. Note: Inventory Tracking must be enabled to use this option.
Free Shipping	Set the check box if you want products to appear on Google as having free shipping if the "No Shipping Charges" field is set for the product. (See Add a Product or Edit Product for more information on the No Shipping Charges field.)
Weight	Select what weight information to send to Google Merchant Center: • Select **Do Not Specify** if you do not want a weight sent. • Select **Use Product Weight** to send the produt's weight.
Product URL (Landing Page)	Select where Google Merchant Center should send people who find your product. • **A page the product is assigned to** will send people to a page the product appears on. • **More Info Page** will send people to the product More Information Page. • **Search Destination** will send people to the same location they would get sent to from a store Search Results page.
Product Type (category)	Google Merchant Center uses the Product Type to create categories for your products. By default, ShopSite will send the product's **Froogle/Google (Product Type)** value. You may alternately select to have ShopSite send the **Page Name** of a page the product appears on, or one of the **Customizable Product Fields**.

Indicate any Attributes That Are To Be Included

Google Merchant Center allows you to assign additional descriptive attributes to your products. When you add or edit a product, there are Google Merchant Center fields for the **Brand**, **Product Type**, and **Condition**. You can use the Customizable Product Fields to add any additional attributes.

Attributes	Check the boxes for the product fields you want to be included as attributes for your product. The customizable field name will be used as the attribute name, and the field itself will be used as the attribute information.

After making changes to your configuration, click on **Save** to save your settings or **Cancel** to abandon your changes.

Select the Products to Submit to Google Merchant Center

Before you can Send your Product Information to Google Merchant Center, you need to select which products you want to include in your feed. By default, new products are selected to be included in the feed, so you only need to change the setting for products you *don't* want submitted.

1. Go to your Back Office **Products** screen.
2. Click on **List All Products** or **Search** for the products you want to list on Google Merchant Center.
3. Select the products you want listed on Google Merchant Center from the list of products and click on **Power Edit**
4. Scroll down the **Information** list and select **Google Merchant Center**. Check the radio button to set a **Global** value, then click on **Proceed**.
5. Check the box to **Include in data feed**, then click **Save Changes**.

The **Google Merchant Center** checkbox can also be edited when you **Add Products** or **Edit Product Info**.

Once you have selected what products to send to Google Merchant Center, you can go to the **Froogle/Google Merchant Center** screen in your Back Office and Submit your Product Information to Google Merchant Center.

Google Shopping

Google Merchant Center allows you to submit your individual products to be searchable on Google Shopping (formerly called Froogle) and the main Google web search. Simply configure how ShopSite should send product information, select the products you want included, and then click a button to submit your products to Google Merchant Center.

Note: VAT is automatically added to the product if the feature (VAT) is enabled.

Note: Google Merchant Center is the name of the new tool for submitting product information to Google Shopping (formerly Froogle) and to Google's main web search. Throughout ShopSite, the terms *Google Shopping* and *Google Merchant Center* are used interchangably when discussing the product information submission process.

See the **Google Merchant Center Configuration** help for instructions on signing up to use Google Merchant Center.

Froogle/Google Merchant Center Datafeed

Feed Last Submitted	The time and date you last submitted a feed is displayed as a link. You can see the feed report log by following the link.
Number of Products submitted	The number of products included in the most recent feed.
Send Feed	Click this button to submit your product information to Google Merchant Center. See the Submitting a Feed to Google Merchant Center section below for more information.
Merchant Center	Click this button to go to your Google Merchant Center account in a new window.
Configure	The Configure screen sets up your options for how information will be submitted to Google Merchant Center
Cancel	Click the **Cancel** button to return to the Google Features screen.

Submitting a Feed to Google Merchant Center

To submit your product information to Google Merchant Center:

1. Make sure you have completed *all* the steps to Configure ShopSite to send product information to Google Merchant Center.
2. In your store back office, go to **Merchandising** > **Google** > **Product Search** and click the **Send Feed** button.
3. If you are using the API, you may need to click the button to **Grant Access** for your shopsite store to submit your product information to Google Merchant Center
4. If you are using the API and are not already signed in on Google, you will be prompted to enter your Google account and password.
5. ShopSite will submit your product information to Google Merchant Center. Once the submission completes, click on **Cancel** to return to the Froogle/Google Merchant Center information screen.

It can take several hours for Google to process your submission before it will be available on Google Merchant Center.

Note: When you submit a feed, you will see a summary of the submission, including the number of products submitted, and if there were any errors generated. You can also see the summary of your most recent submission by clicking on the **Feed Last Submitted** date. The summary screen has a link to display the raw feed.

The video below provides an example of how to configure Google Shopping to work with ShopSite.

Google Merchant Center Submission

The Submission Progress screen displays while your products are being submitted to Google Merchant Center. When the submission is completed, you will see how many products were submitted, and if any errors occurred while submitting.

If there were no errors in your submission, click on **Cancel** to return to your store's main Google Merchant Center screen. It can take several hours for Google to process your completed submission before it will be available on Google Merchant Center.

Troubleshooting Errors

The following information may be useful if you have an error when your submission completes:

Submission Error

This is an error that prevents your submission from being accepted by Google Merchant Center. If the submission fails for some reason, you will be informed that the submission failed, including an error message indicating the cause of the failure. In many cases, submission errors are caused by temporary connection problems between servers, and submitting your feed again will succeed.

If you are repeatedly unable to submit your feed to Google Merchant Center, the error message may have useful information about the problem. You can look up more about your specific error message at the Google Merchant Center Help Center.

Product Error

If one or more of your products has errors, your submission will still be accepted by Google Merchant Center, but the problem products will not. When the submission completes, you will see a message indicating if any products had errors.

If you get a product error, you can see what it was in the feed details. To see the feed details, click **Cancel** to return to the main store Google Merchant Center screen, then click the **Feed Last Submitted** timestamp. Products with errors will be highlighted in red text. The error information should indicate which product field had the error, and what the error was.

For more details on specific product errors, look up the reason for the error at the Google Merchant Center Help Center.

After modifying the product information to resolve any errors, you may want to submit your feed again.

Configure Gift Certificates

Use this screen to enable and disable gift certificates, to configure gift certificate parameters, and to define the text for the page where customers purchase gift certificates.

Setup

These fields define the types of gift certificates that customers can purchase.

<table>
<tr><td>Gift Certificates</td><td>Set this field to On to allow customers to purchase and redeem gift certificates, or Off to stop using gift certificates in your store.</td></tr>
<tr><td>Gift Certificate Template</td><td>Select the gift certificate template you want to use. The template controls the appearance of the certificate order form and the actual gift certificates.</td></tr>
<tr><td>Delivery Method</td><td>This field lets you select what kinds of gift certificates you want to sell. Select one of the following options:

E-mail (digital) - An e-mail certificate can be automatically delivered to the recipient's e-mail address. Here is an example of how the gift certificate might appear to the recipient:


Mail (printed) - Mail certificates must be printed out and delivered by mail to the recipient's shipping address. There is an option to add a handling charge for printed certificates to cover printing and postage. Here is an example of how the gift certificate might appear for printing:
</td></tr>
</table>

Note: Mailed gift certificates must be printed off through the back office interface.

- **E-mail or Mail** - Allow the customer to select whether the certificate will be delivered electronically or by mail.

Only Purchase One	Check the box to allow a customer to only purchase one gift certificate per order.
To	Check the box to allow the **To** field to be optional on the Gift Certificate order form.
From	Check this box to allow the From field to be optional on the Gift Certificate order form.
Expires	You can choose to have certificates expire after a certain number of days, or set them to never expire. New certificates will be automatically set to expire using this setting, and you can optionally reset a certificate's expiration date using this setting from the **Edit Gift Certificate** screen.
Send E-mail on Checkout	Check this box to have ShopSite automatically send e-mail gift certificates when a purchase is completed. If you do not check this box, you can tell ShopSite to send the e-mail messages when you view orders. This option should only be used if you are using a real-time payment gateway, as you run the risk of not getting paid if you deliver the certificate before processing the payment.
Shipping Charges	Check this box if you want to add a shipping charge for gift certificates that you must print and mail.
Weight of Each Letter	If you are charging shipping for printed gift certificates, enter a weight to be used to calculate the shipping costs.
Maximum Size of Message	Enter the maximum number of characters that customers can enter for the personal message on each gift certificate.

Values

These fields control the gift certificate amounts and how customers select those amounts.

Minimum Value	Set the lowest amount for a gift certificate.
Maximum Value	Set the highest amount for a gift certificate.

Use Pull Down Menu	Choose whether to let customers type in a gift certificate value or select from a pull-down list of possible values. Use the **step value** setting to define the increment for values displayed in the pull-down list (for example, `10` would create a pull down menu with $10 increments between the minimum and maximum values).

Security

Because gift certificates represent real money, security is very important. ShopSite will limit the number of times that a customer can enter invalid gift certificate information (certificate number and PIN).

Number of attempts	If a valid gift certificate number is used to redeem a certificate, but the customer fails to enter a valid PIN within the specified number of attempts, the gift certificate will automatically be locked (the merchant can re-enable the gift certificate manually by unlocking it on the Edit Gift Certificate screen).

Gift Certificate Page Colors

Select the colors to use for the specified sections of the Gift Certificate screen.

Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitory has already visited. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Header and Footer Text

Text at the top of the screen	Enter any text and HTML that you want to appear at the top of the page where customers purchase gift certificates. This field supports use of the HTML Editor.
Text at the bottom of the screen	Enter any text and HTML that you want to appear at the bottom of the page where customers purchase gift certificates. This field supports use of the HTML Editor.

Customer Instructions and Store Policy

These fields allow you to provide information and instructions for the customer, in addition to general information about the form.

Instructions	The Instructions are displayed at the top of the certificate order form. You can use this field to provide instructions for filling out the form, such as what fields are required and how much a certificate can be for. This field supports use of the HTML Editor.
Policy	The Policy section provides you space to mention rules and limitations such as how long a certificate is valid for after purchase, any limits on the number of certificates that can be purchased at a time, and that customers can not pay for gift certificates using another gift certificate. The Policy is usually displayed within or below the form section. This field supports use of the HTML Editor.

Link

Gift Certificate Link	This provides an HTML anchor tag that you can copy onto custom pages or store pages that do not have a template-generated link to the gift certificate order form.

When you are finished editing your settings, click **Save Changes** to save your settings and return to the Gift Certificates screen, or click **Cancel** to return without saving your changes.

Create Gift Certificate

The Create gift certificate screen allows merchants to create and send new gift certificates to customers. These certificates can be used for promotions, or to give "store credit" to customers.

To	Name of the certificate recipient
From	Name of the sender of the certificate
Message	Message included with the certificate
Amount	Monetary value of the certificate.
Type of Gift Certificate	Indicates whether the certificate is to be delivered via E-mail or mail.
E-mail Address	E-mail address of the recipient of the certificate (required for E-mail delivery).

After filling out all the required information, click **Create** to create the certificate. Click **Cancel** to abandon changes on this screen.

Delete Gift Certificates

You can delete Gift Certificates that have expired, been used up, or are from invalid orders. From the **Gift Certificates** screen, select the certificates you want to delete, then click **Delete**. On the confirmation screen, click **Yes** to confirm that you want to delete the gift certificates, or click **No** to cancel the deletion.

Download Gift Certificates

Use the Gift Certificate download feature to download selected gift certificate data as a tab-delimited text file. Select the certificates you want to download, then click **Download**, or click **Download All** to download all the gift certificates.

Edit Gift Certificate

The Edit gift certificate screen allows you to view and update the status of existing certificates.

Certificate ID	ID number of the certificate. Gift Certificates with an ID number beginning with an *M* are merchant-created certificates.
Expiration Date	Certificate expiration date. You can click the **Reset Expiration Date** link to set the expiration date to the specified number of days (set in the Gift Certificate Configuration screen) from the current date. Gift certificates that are set to never expire will be re-set to never expire.
Lock Status	The lock status allows you to temporarily disable a certificate. Gift Certificates can not be redeemed when they are locked. Click the radio button beside **Locked** to disable the certificate, or **Unlocked** to enable the certificate.
Status	Indicates the status of the certificate. The certificate can be `active`, `expired`, `used` (zero balance), or `locked`.
Delivery Method	Indicates whether the certificate is to be delivered via E-mail or mail. For E-mail certificates, there are buttons to send the certificate via E-mail, or to send an E-mail to the buyer. For mail certificates, there is a button to print the gift certificate.
Buyer's E-mail	E-mail address of the customer who purchased the certificate.
Recipient E-mail	E-mail address of the recipient of the certificate (required for E-mail delivery). This field can be edited to change the E-mail address (for example, if the customer typed in the recipient's address incorrectly). You may need to re-send the certificate after changing this field.
Presented To	Name of the certificate recipient
From	Name of the sender of the certificate
Message	Message included with the certificate
Address	Shipping address for mail certificate
History	Activity history for the certificate, indicating when parts of the balance were used, or if the certificate has been locked. Merchants can modify the current balance for refunds or if the customer uses the gift certificate in a brick and mortar store.

Date	The date a change was made
Action	The change made. A change can be `Created`, `Debit` (part of the certificate was used), `Merchant changed` (the merchant modified the balance), `Locked`, `UnLocked`, `Email sent to buyer`, `Email sent` (the Gift Certificate), or `Printed`.
Order #	The Order Number when the certificate was purchased or when part of the certificate was redeemed.
Amount	The balance change made by the action. The initial creation will be a positive number, a `Debit` will have a negative value, and a change by a merchant can be either positive or negative.
Balance	The current balance of the certificate (the initial value plus any balance changes). To make a merchant change to the balance (if the gift certificate is used in your brick and mortar store, for example), change the balance to the new value (so to deduct $15.00 from a $40.00 certificate, you would enter `25.00`) and click **Save**. The next time you edit the certificate, there will be a `Merchant changed` action with an Amount of `-15.00`.

Click **Save** to save changes made on this screen, or click **Cancel** to abandon your changes, and return to the **Gift Certificates** screen.

Gift Certificates

You can entice customers to give gifts from your store by selling gift certificates. You can sell both e-mail certificates and printed gift certificates that you mail to recipients. You can also create merchant Gift Certificates for use in promotions. ShopSite will keep track of all certificates, including those that have been partially redeemed and still have some value left.

To begin using gift certificates, click the **Configure** button to enable the feature and set some initial values. After enabling Gift Certificates, you will need to publish your store to include Gift Certificate links on your Store Pages.

Once a gift certificate has been created, you can search for specific certificates, or click **List All** to view all the certificates. You can manage certificates using the following buttons:

View	View information for selected gift certificates
Edit	Edit Certificate settings
Delete	Delete the selected gift certificates
Download	Download selected gift certificate information to your local computer. You can use the **Download All** button to download information of all the existing gift certificates.
Download All	Selecting this will dowload all your gift certificate information in a tab-delimited text file.
Create Certificate	Create a gift certificate to send to a customer.
Configure	Enable/disable gift certificates, set gift certificate parameters, and modify the layout of the gift certificate purchase page.

Gift Certificate Information

The Gift Certificate Information screen allows you to view an overview of the selected certificates. You can click on the Certificate ID to edit the certificate.

Certificate ID	Identification number of the gift certificate. Click on the Certificate ID to edit the certificate. Gift Certificates with an ID number beginning with an *M* are merchant-created certificates.
Date Created	The date the certificate was originally ordered.
Expiration Date	Expiration date of the certificate.
Status	Status of the gift certificate.
Delivery Method	Indicates whether the certificate was ordered for delivery via E-mail or mail.
Buyer's E-mail	E-mail address of the customer who purchased the certificate.
Recipient E-mail	E-mail address of the recipient of the gift certificate (required for E-mail certificates).
Order Number	The number for the order the certificate was bought with.
Initial Amount	The original monetary value of the certificate.
Balance	Remaining unused balance on the certificate.
Totals	The total unused balance on all selected gift certificates.
Done	Click on **Done** to return to the certificate list screen.

Advertising Advertising Advertising on the Internet is just coming into its own. There is a big advantage in that the actual ad need only be a teaser to bring people into the Web site, not a self-contained document, like a print ad. Paying for advertising, if done correctly, is the best way to bring large numbers of interested people through your Web site. Advertising on well-traveled sites like Yahoo!, CNN, or Infoseek is very effective (though expensive). A better approach to online advertising is to determine which sites are most popular with your target clientele, and advertise there. BackButton Back Button The most well-used option on most people's browser is the Back button. It allows the user to leave the present page and go back to the one before it. Many Web sites have built-in Back buttons or Home buttons, but it is generally faster to use the browser's Back button because the browser will usually not have to access the information again, but can simply pull it out of the disk cache. ButtonBar Button Bar A button bar is a graphic that acts as a directory to other pages in a Web site. The ShopSite button bar provides links to the most often used ShopSite screens (Pages, Products, Orders, etc.) from any other page. You can make a button bar for your store, either with graphical links or with plain text links and put it in the store header or footer so it will appear on every page. ClickableImage Clickable Image Just as you can use text as a link to another document or section, you can also use an image as a link. Sometimes the image will have a colored border around it, more often it will not (it's an option that the HTML author can choose). An image map is a single image that contains multiple links. ControlClick CustomPageTrick It is possible to link from standard pages to custom pages by using extra standard pages as placeholders. 1. For every custom page that you want to link to from standard pages, create a standard page and give it the same file name as the custom page. For example, if you have a custom page with sporting goods on it and you name that page sports.html, create a standard page and enter sports.html in the File Name field. You can name the page (with the Page Name field) anything that you like, but it is best to use a name that describes the contents of the custom page. 2. In the Link Location field of the Add a Page screen, check the box next to the standard pages that you want to have links to the custom page. Don't fill in any other fields for the standard page; it is only a placeholder and will never be seen. 3. Repeat the above steps to create placeholder standard pages for each custom page that you want to link to. 4. Publish your store. ShopSite replaces the links to the standard pages with links to the custom pages of the same name. Database Database A database is a collection of information stored in a computer. ShopSite uses databases to store information about products, pages, and orders. When you make changes in ShopSite, you are making changes to the databases. When you click the Publish tab, your Web site is regenerated based on the data in the database. It is the database format that allows you to make a few small changes that alter a great many pages in your site, without having to edit each page individually. You can upload previously existing data into your ShopSite store to save time. You can then use the ShopSite software to modify and configure that data for inclusion in your store. DomainName Domain Name A domain name is the '.com' address of your store on the Internet. The real address of your store is an IP address, but it is much easier for customers to remember your domain name. Forms Forms Fill-in forms are the boxes, buttons, menus and assorted places to enter information on line. ShopSite is full of them. Some browsers, old ones mostly, do not support fill-in forms correctly. FTP FTP File Transfer Protocol (FTP) is a method of transferring files that is much older than the World Wide Web. Before the Web, it was the primary way people transferred files. You can access FTP servers with your Web browser and download files from them, but to upload files to a remote server and perform functions like renaming and creating directories, you will need special FTP software. You should be able to get the software from any large shareware archive like GIF GIF Graphics Interchange Format was invented by CompuServe and is the standard for images on the World Wide Web. GIF images can be identified by the .gif suffix. JPEG, a compressed image format, is also accepted by all but the most antiquated Web browsers. GIF files can be made transparent, so that the background shows through, or interlaced, so the images first appear fuzzy and then become sharper as the site finishes loading. See the for more information. Hits Hits When speaking about a site's traffic, people often use the term 'hits'. Hits are a good way of measuring how close a server is to reaching its capacity, but are not very useful as a practical measure of how many people are visiting a web site. To find out why measuring hits is an inaccurate way of calculating traffic, read. Host Host A 'host' in Internet terminology is a server that is owned and operated by an ISP. You, as a seller, buy hosting services from the ISP. The HTML files that make up your store reside on their server, and so does the ShopSite software that you use to access your store and orders. Hotlink Hotlink A hotlink (or just 'link') is a word or image within the text of a Web site that links to another document, another section of the same document, or another Web site. It is usually a different color from the body text, and, depending on the browser, the user's mouse cursor changes shape when over a link. HTML HyperText Markup Language. This is the code that World Wide Web documents are written in. A Web browser interprets this code to decide where and how to display images and links in a Web document and how to lay out the text. Web browsers are not standard, however, and some support certain HTML tags in different ways, or don't support them at all. If you view the source of a Web page (look on the View menu of your browser) you can see what an HTML document looks like. All HTML code is enclosed in the < and the > characters. For example, the HTML code to make this looks like: Netscape There are several online guides to help you learn basic and advanced HTML. Some of them are listed under ImageMap Image Map An image map is an image on a Web page that contains several different links to other Web documents. If you click on a particular area of the image, it will take you to a new page. The ShopSite button bar is an example of an image map; it is one image, but each button links to a different area of ShopSite. Creating a clickable image map is not incredibly difficult, but your server's administrator may have to help you do it. Images Images Images are what makes the World Wide Web different from other methods of presenting data on the Internet. Most Web browsers are capable of reading only two image formats: GIF and JPEG. As a rule of thumb, GIF format is better for drawings and logos, and JPEG is better for photographs. On the Web, an image can be made into a link so that clicking on the image is the same as clicking on highlighted text. Internet Internet The Internet is a worldwide network of computers. Thousands of separate computers, called servers, are connected to each other via high-speed phone lines, and are constantly exchanging information. Millions of people are then connected to these larger computers and are able to participate in this exchange of information. Commonly, people connect their personal computers to the servers with a modem. Some of the information that passes between these servers is e-mail, Web documents, downloadable software, and online databases. InternetDirectory Internet Directory There are many large directories that catalog and classify Internet sites. Many of these sites, like Yahoo! and Infoseek, also contain search engines. If you are looking for a specific type of site, these are a good place to begin. To increase traffic to your store, you should register your store with these directories. is an easy way to take care of this InternetHostingService Internet Hosting Service Providing space on an Internet server is known as hosting. Most companies or individuals who have Web sites do not own servers. Maintaining an Internet server is time consuming and requires a lot of know-how, and most of the sites on the Web do not need to have a dedicated server. It's better to share a powerful server with other Web sites. Commercial sites requiring a secure server would have to cover the additional expense of setting up security on their server if they had their own. Most ISPs and IPPs can provide hosting services. Invoice Invoice A record of the fact that an order has been fulfilled, either partially or in its entirety. Invoices are created for each action on an order. Credits, cancellations, backorders, and shipment are just some examples of actions that generate unique invoices. IP IP Address When you use the telephone system, you enter in numbers that determine whom you call. On the Internet, combinations of letters, numbers, and punctuation make up an IP address, which is like an Internet phone number. The letters in a domain name represent an IP address. For example, openmarket.com stands for 12.11.162.110. You can type those numbers into your Web browser to visit the Open Market home page. IPP Internet Presence Provider An Internet presence provider is an individual or company that provides not only server space for people to set up Web sites, but designs and usually maintains the site as well. Their fees range from under a hundred dollars to tens of thousands of dollars for their services, depending on the size and complexity of the site, and many other factors. The prices that Web designers and ’Internet consultants’ charge can vary wildly. Be a shrewd consumer. An IPP generally offers more services than a hosting provider, although the definitions are similar. ISP Internet Service Provider An Internet service provider, or ISP, generally provides e-mail accounts, dial-up access to the Internet via PPP, access to newsgroups, and sometimes Web site hosting for individuals and businesses. Quality, cost, and breadth of services vary tremendously, so shopping around is important. To compare different ISPs available in your area, check JPEG JPEG In the early days of the Web, browsers could only display images that were in the GIF format. But GIF only supported 256 colors, and large or detailed GIF images meant large files, which are slow for users to download. The JPEG format was created, which allows images to be displayed in millions of colors and compresses image files so that they takes up less disk space. However, most image special effects, such as transparency and animation, are only supported by GIF format. In general, JPEG is better for photographs, and GIF is better for drawings and logos. Logo Logo A logo containing the name of a company or store has a tremendous effect on a site's overall look. Hiring a graphic designer to create a professional-looking logo is well worth the money. On the Web, logos should generally be saved in GIF format, unless they contain photos, in which case they should be saved in JPEG format. Mailto Mailto Link A mailto link is a special kind of hotlink that, rather than bringing up another Web page, brings up a window in your browser that allows you to send an e-mail message to someone. Most Web sites have a mailto link to the site's Webmaster. All commercial sites should have at least one mailto link so that customers can contact the company via e-mail. Making a mailto link is easy -- just insert the following HTML into your store: your.name.or.other.highlighted.text Mosaic Mosaic Mosaic is the venerable Kung Fu master of Web browsers. Netscape drew from its design and Microsoft actually bought a version of it to use as the basis for its Internet Explorer browser. It holds a place in the annals of Internet history, but no further development is being done and it currently lacks important features that Netscape Navigator and Microsoft Internet Explorer have. MyStore My Store The My

Store button opens a new window and displays your store. When you are done making changes and would like to see how your store looks, this is a quick shortcut. If you click on the My Store button and you have not your store, you will be asked if you would like to do so. The only reason to say no is if you haven't made any important changes, and you don't want to wait for your store to generate. Netscape Netscape Navigator and Microsoft Internet Explorer are the two leading World Wide Web browsers. The fierce competition between them has benefited consumers by compelling both Microsoft and Netscape to constantly strive to improve their products. With each release, the browsers have included more features and more bells and whistles, however, Internet Explorer has not become quite as bloated as Navigator, and therefore requires less RAM to run. Navigator, on the other hand, still beats Internet Explorer feature for feature, but the hard reality is that many features are little used, and some are nearly useless. Most important, the browser wars have all but pushed out the myriad other browsers that once cluttered the field. This is good, in a way, because many of the other browsers did not support important formatting and functional features like security, tables, frames, and JavaScript. Without security, for example, doing business on the Web is a risky venture. For another browser to enter the melee, it would have to meet a certain minimum requirement to pose any threat to the big two. To the question interface. You may find that you prefer one over the other. You can download versions of both programs for free at the following locations: Download Netscape Navigator at OnlineServices Online Services Since the early days of modems, there have been companies that link up people from around the country in virtual communities. The ones that charge a fee for the services are known as online services. America Online, CompuServe, Prodigy, and The Microsoft Network are the best known, and there are others out there. With the proliferation of the Internet, these companies began offering access to the members of their internal networks. That Internet access has grown steadily, and is now generally on a par with what is available from local Internet service providers. OrderForm Order Form An order form is a feature, much like a virtual shopping cart, that lets customers browse through an online store's selection and ’pick up’ items as they go along, without having to enter payment information until the end. The order form in ShopSite is sophisticated, configurable, and secure, allowing the seller to personalize the customer's experience, advise the customer of important details, and ask for specific information. PPP PPP A PPP connection is the most common way for users to access the Internet from their home computers. It allows computers to connect with an Internet server, and, using various specialized applications, use e-mail, browse the Web, FTP, gopher, telnet, and other Internet functions. RecordNumber Security Security Information flows freely on the Internet, and it's relatively easy for someone to tap into some of that flow and retrieve information. Your e-mail can be read without you knowing it, and the information that you submit and retrieve from Web sites is similarly vulnerable--unless you're using security. The Netscape and Microsoft browsers allow for information coming into and going out of your computer over the Internet to be encrypted, so that if it is intercepted it will be illegible. That way, confidential information like credit card numbers can be transmitted securely. To indicate a secure page, both Netscape Navigator and Microsoft Internet Explorer show a closed lock at the bottom of the page, like this: Server Server A server is a computer that is connected to the Internet and is specially configured to ’serve’ files to other machines connected to the Internet. In other words, a server hosts Internet sites. Every Internet site you can access through your Web browser is hosted on a server somewhere. Most servers are powerful computers hooked up to the Net by super-fast data lines.Many servers are on T1 lines, which transfer data at 1.544 MB per second. To put that into perspective, the average modem transfers at 28.8 K per second, which means that a T3 is 1553 times faster than a modem. Shareware Shareware Shareware is software that is available to be freely distributed by friends or associates, or for online download. Many programs are only available for free use during a trial period. If you decide to use it often and keep it, you are expected to pay a shareware fee. Information about registering and paying fees is distributed with the software. ShoppingCart Shopping Cart A shopping cart is a feature, much like a virtual order form, that lets customers browse through an online store's selection and ’pick up’ items as they go along, without having to enter payment information until the end. The shopping cart in ShopSite is sophisticated, configurable, and secure, allowing the seller to personalize the customer's experience, advise the customer of important details, and ask for specific information. ShopSite ShopSite This is the screen that ShopSite merchants enter in order to make changes to their store’s pages and products, receive orders, and check statistics. The first page of ShopSite contains a menu of all ShopSite functions. The ShopSite button bar appears at the top of every page in ShopSite and can be used as a launching place to edit the store quickly and easily. SKU SKU SKU stands for Stock Keeping Unit and is a number associated with a product for inventory purposes. In some countries it is more commonly called a ’stock code.’ Even if you don't track your products by SKU you can use this field as a kind of second name field. You can choose to display the SKU field in your store or keep it hidden (see). If it is hidden, it will only be displayed after the product has been ordered. You can also configure the search function to allow customers to search for product SKUs. SLIP SLIP A SLIP connection is a way to connect your personal computer to the Internet via phone lines. It is neither as good nor as popular as a PPP connection. StoreID Store ID

The ShopSite software keeps track of your store with a store ID, a single-word code, usually based on your site's URL. SubmitIt Submit It! is a Web site that helps you submit the URL for your store or any Web site to various search engines and Internet directories. It is available at Suffix Suffix A suffix is a group of letters appended to a file name that specifies what kind of file it is. Bluesky.jpg is a JPEG (picture) document and '.jpg' is the suffix. Index.html is an HTML (Web) document and '.html' is the suffix. Suffixes are usually very important and if you omit them or make a typo, the file will not be recognized correctly. The most common suffixes that you'll see on the World Wide Web are: .html or .htm Web documents .jpg or .jpeg graphics files, usually photos .gif graphics files, usually line drawings T1 T1 A T1 line is a high-speed connection to the Internet that is available for several hundred dollars per month through your phone company. Most Internet servers are connected by a T1 or faster connection. TCP TCP/IP TCP/IP is the protocol that computers on the Internet use to communicate with one other. Web browsers, e-mail programs, FTP software, news readers, telnet applications, and other Internet-specific programs all make use of TCP software. Thumbnail Thumbnail Graphic A thumbnail is a small graphic in a Web site that a customer can click on to see a larger version of the same graphic. Thumbnail images load much faster than their larger counterparts. Thumbnail images are especially useful if you are using More Information pages for your products. On the page where you list the products, you can display a thumbnail image of the item and make it a hotlink to the More Information page, or just to a larger image of the product. To make an active thumbnail using HTML: + Create full-size and thumbnail versions of the image that you would like to display. + Use the following HTML code to make the thumbnail a hotlink to the full-size image: URLx URL Uniform Resource Locator: This is the code that identifies the location of an Internet resource. All URLs for nonsecure World Wide Web resources begin with http:. For example, the URL for CNN is http://www.cnn.com. Most Web browsers will display other Internet resources, besides Web resources. For example FTP (URLs beginning in ftp:), gopher, (gopher:) and newsgroups (news:). VirtualServer Virtual Server A virtual server is like a dedicated Internet server, but instead of being an individual computer hooked to the Internet to serve files, it is a portion of a computer, which is configured to act just like a server. It is virtually indistinguishable, and the only drawback to using a virtual server is that you have to share bandwidth and processor power with other Web sites, but in most cases there is little to no difference. The big advantage to a virtual server is cost and support. It is much less expensive, and somebody else is maintaining the hardware. Visitor Visitor Each person who visits your store will be logged in your store's Reports. For more information on how ShopSite calculate your site's traffic, see . Browser Web Browser A Web browser is software that translates HTML files into documents that integrate text and images. The HTML files are located on servers all over the world. Combinations of letters, numbers, and characters, called URLs, guide your Web browser to retrieve these files and display them. Most Web documents also contain links to other Web documents, either on the same server or elsewhere. There are many different Web browsers available, but it is generally a good idea to use Netscape Navigator or Microsoft Internet Explorer, since they have become Internet standards. Older or less-than-full-featured browsers will not be able to read new HTML files correctly. WWW World Wide Web The World Wide Web is the connection of hundreds of thousands of different pools of data around the Internet that can be accessed with a Web browser. Your browser, reading a code called a URL, retrieves information from remote locations and displays it on your monitor.

Adding Google Analytics to ShopSite Manually

Note:	The instructions on this page are for manually adding the old (Urchin) tracking code to a store. Starting with version 8.2, ShopSite includes a utility to Automatically Configure Google Analytics for your store. Google has released a new tracking script to replace the Urchin code, which will no longer be maintained. The new script is supported by the Google Analytics integration in ShopSite starting with version 10.0.

Google's web analytics service enables advertisers and publishers to make their marketing campaigns more efficient and their websites more effective. ShopSite Merchants can use Google Analytics to track customer activity throughout the store, including purchases. Analytics integrates with other Google tools, including Google AdWords.

There are three steps to manually implementing Google Analytics in your ShopSite store:

1. Obtain and Configure a Google Analytics account
2. Put Google Analytics Code on Store Pages
3. Put Google Analytics Code on Shopping Cart Pages

Obtain and Configure a Google Analytics account

1. Go to the Google Analytics Website and click on the link to **Sign Up**.
2. If you already have a Google account (all Google services use a single account for access), sign in using that account. If you do not yet have a Google account, click on the link to create a new account.
3. After you are signed in to Google, click on **Sign Up** to create a Google Analytics account.
4. Fill out the form to create your initial account settings. This configures Google Analytics to monitor your Website:
   - **Website URL** - Select HTTP or HTTPS (secure), then enter the domain name of your ShopSite store.
   - **Account Name** - This is the Analytics account name, which is different from your Google account name. You will later have the option of giving other Google accounts access to your Analytics account. Your domain name will be automatically assigned as your account name, but you may change the name to something else if you prefer.
   - **Time Zone Country or Territory** - This is the timezone that will be used for the reports. You may want to use the timezone where your office is for this, although if your server is in a different timezone, you may want to use that timezone instead.
   - **Time Zone** - This is the timezone that will be used for the reports. You may want to use the timezone where your office is for this, although if your server is in a different timezone, you may want to use that timezone instead.

   Click on **Continue**.
5. Enter your Contact Information into the form fields, then click on **Continue**.
6. Read through the User Agreement. If you agree to the terms, check the box below the agreement then click **Create New Account**.
7. The next screen contains the code that you must add to every Web page you want to track. You may want to copy and paste the code into a text file on your local computer until you are ready to edit your store pages. The code can be accessed from your Analytics account later, also.
8. When you click on **Continue**, you will be taken to your Google Analytics account management screen.

Put Google Analytics Code on Store Pages

You must include the Google Analytics code in any Web pages you want to have tracked. If you are using ShopSite generated pages, the easiest way to get the code on all your pages is to include the code in your Universal Store Footer:

1. Copy the analytics code. If you saved the code to a file on your computer, open that file in a text editor. You can also get the code again from Google Analytics:
   - Go to the Google Analytics Website and sign in.
   - From the account management screen, find the **Website Profiles** section, and **Edit** the profile for your store.
   - Click on the link to **Check Status** near the top right corner of the **Profile Information** section.
   - Find the **Instructions for Adding Tracking** section, and select the code in the textbox. The code will look something like this (note that your *_uacct* code will be different):

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-XXXXXX-X";
urchinTracker();
</script>
```

Windows users, click inside the textbox and hold down the **Ctrl** key and press the **A** key to select the text, then the **C** key to copy the text.

2. Log in to your ShopSite store, click on **Preferences**, then **Layout Settings**.
3. Scroll down the page to the **Footer** section and position your cursor after any text already in the textbox.
4. Paste the analytics code into the textbox. If you use Microsoft Windows, hold down the **Ctrl** key while you press the **V** key.
5. Click on **Save Changes** at the bottom of the screen.
6. Click on the **Pages** link in the top navigation menu.
7. Click on **List All Pages** or use the Search Tool to find the pages you want to include the code on.
8. Select all the pages you want the code to appear on from the list. If you use Microsoft Windows, hold down the **Ctrl** key and click on the name of each page you want to use, or hold down **Ctrl** and press the **A** key to select everything in the list.
9. Click the **Power Edit** button.
10. Select **Display Universal Footer?** from the **Layout** menu.
11. Select the **Global** radio button and click **Proceed**.
12. Select the Checkbox to display the Universal Page Footer, then click **Save Changes**.
13. To include the footer on Product More Information pages, go to **Store Preferences** > **More Info Pages** and select the **Show Page Footer** checkbox, then click **Save Changes**.
14. You can also include the footer on Search pages. Go to **Store Preferences** > **Search Settings** > **Search Layout**, select the **Page Footer** checkbox and click **Save Changes**.
15. Click on **Publish** to publish your store with the tracking code in the footer.

If you want to include the code in pages not generated by ShopSite, Google Analytics recommends pasting the code just before the </body> tag on your pages.

Once the analytics code is on your pages, you can check to make sure tracking is working by going to the Google Analytics Management Screen and looking at the **Status** of your store profile. If the status is **unknown**, there will be a link to **Check Status**. When you click on that link, Google Analytics will test your site to see if the code is present and working. If your status is **Waiting for Data**, your code is working properly and Google Analytics is gathering information. When your status becomes **Receiving Data**, Google Analytics has gathered information long enough to start creating reports.

Put Google Analytics Code on Shopping Cart Pages

Tracking customer activity through the checkout process is a valuable tool for knowing how effective your Website is. Google Analytics makes it possible not just to see how many visitors convert into sales, but you can also track what is being sold.

The first part of tracking Shopping Cart activity is to include the analytics code on your shopping cart pages.

Note: These instructions work for merchants whose shopping cart is on the same domain as their store. There are special instructions in the Google Analytics help for configuring tracking across multiple domains, which you can implement with Custom Templates.

1. If necessary, repeat step 1 in Put Google Analytics Code on Store Pages

   Note: In order to work on secure pages without generating a security warning, the URL in the Google Analytics code must also be a secure URL. If you have ShopSite configured to use SSL, replace the non-secure *urchin.js* URL:

   `http://www.google-analytics.com/urchin.js`

   with the secure URL:

   `https://ssl.google-analytics.com/urchin.js` on your **Checkout**, **Confirmation**, and **Thank You** screens.

2. In your ShopSite store, go to **Commerce Setup** > **Order System**.
3. Click on **Shopping Cart** and paste the code into the **Text at the Bottom of the Shopping Cart Screen** text box, then click **Save Changes**.
4. Click on **Checkout** and paste the code into the **Text at the Bottom of the Shipping Screen** text box, then click **Save Changes**.
5. If you are using a confirmation screen, click on **Confirmation** and paste the code into the **Text at the Bottom of the Confirmation Screen** text box, then click **Save Changes**.
6. Click on **Thank You** and paste the code into the **Text at the Bottom of the Thank You Screen** text box, then click **Save Changes**.

Once tracking is working on your shopping cart screens, you can include JavaScript on your Thank You screen to pass the contents of the cart to Google Analytics.

1. Log in to Google Analytics and configure it for Commerce tracking:
   - Go to the Google Analytics Website and sign in.
   - From the account management screen, find the **Website Profiles** section, and **Edit** the profile for your store.
   - Find the section named **Website Profile Information** and click the **Edit** link to edit your profile.
   - Select **Yes** for the **E-Commerce Website** option, then click **Save Changes**
2. In your ShopSite store and go to **Commerce Setup** > **Order System** > **Thank You**.
3. Insert the following JavaScript in the same field as you entered the tracking code, *after* the tracking code:

```
<form style="display:none;" name="utmform">
<script language="javascript" type="text/javascript">
   document.write("<textarea id=\"utmtrans\">");
   document.write("UTM:T|" + ss_ordernum + "|" + ss_associate + "|");
   document.write(ss_ordertotal + "|" + ss_taxtotal + "|" + ss_shiptotal + "|");
   document.write(ss_city + "|" + ss_state + "|" + ss_country + "\n");
   for (var p = 0 ; p < number_products ; p++) {
      document.write("UTM:I|" + ss_ordernum + "|" + ss_sku[p] + "|" + ss_name[p] + "|Products|");
      document.write(ss_price[p] + "|" + ss_quantity[p] + "\n");
   }
   for (var c = 0 ; c < number_coupons ; c++) {
      document.write("UTM:I|" + ss_ordernum + "|" + ss_coupon_name[c] + "|" + ss_coupon_name[c]);
      document.write("|Coupons|" + ss_coupon_discount[c] + "|1" + "\n");
   }
   document.write("</textarea>\n");
</script>
</form>

<script language="javascript" type="text/javascript">__utmSetTrans();</script>
```

Note: This JavaScript is provided as an example, and is not guaranteed to work. If you have troubles implementing this code, please consult your own JavaScript programmer for help.

4. Click on **Save Changes** to save your changes.

The next time someone purchases something from your store, the cart contents should be sent to Google Analytics. It may take up to 24 hours before purchase history is available in your Google Analytics reports.

Google Wallet Fraud Protection

When using Google Wallet as the payment processor, ShopSite will compare information returned from Google to what was originally sent. If there is a difference, ShopSite will generate a Fraud Alert for the merchant.

In the case of a Fraud Alert, ShopSite will prepend a warning to the merchant's order notification e-mail, and will display a warning and set the order quantity to 0 (zero) in the back office order information. ShopSite will also not deliver the payment receipt to the customer. The e-mail messages from Google to the merchant and shopper, including the amount paid, will not be affected by a Fraud Alert.

Note: A Fraud Alert is a warning that the Google Wallet information did not match the information ShopSite was expecting. There are some rare circumstances which could trigger an alert but which are not intentional fraud attempts by the shopper. Merchants who receive a fraud alert may want to contact the shopper to attempt to resolve the discrepancy.

Google Services

Several Website marketing tools from Google are integrated into ShopSite. Select one of the services to configure your ShopSite store to use that service.

Google Shopping	Use ShopSite to submit your product information to Google Merchant Center, which can list your products on Google Shopping and Google's main web search.
Sitemap	Have ShopSite create a Google Sitemap to help improve your content listings on Google's main web search.
Analytics	Automatically include Google Analytics tracking code in all your store pages, including your shopping cart.

Quantity Pricing Groups

Merchants can use Quantity Pricing Groups to offer quantity discounts on combinations of similar products. When a customer purchases several products in the same group, the quantity of each qualifying product in the cart is added together to create the number used to calculate the discount according to the quantity pricing table for each individual product.

This screen allows you to create quantity pricing groups. You can then go to the **Products** screen and create quantity pricing tables and assign groups to specific products.

Current Groups	This section lists the groups you have created.
Delete	Select a group from the **Current Groups** list, then click **Delete** to delete that group. In the pop-up warning, click **OK** to confirm the action.
Create a New Group	Enter the name of the new group you want to create, then click **Add**. Once the group is created, it will appear in the **Current Groups** list.
Done	Click this button to return to the Merchandising screen after managing your groups.

Help Using ShopSite Help

Note: ShopSite Help is designed to be viewed with a version 4 or higher browser capable of displaying frames and running JavaScript.

The Table of Contents to the left contains an outline of the ShopSite Help, allowing you to view any page without getting lost and without having to repeatedly return to the Home Page.

- The size of the frame containing this page may be increased by reducing the width of the Table of Contents frame (drag the vertical bar to the left).
- To expand a section click on the ⊞ icon.
- To collapse a section click on the ⊟ icon.

Buttons

Above the table of contents are four text buttons:

Expand All:	Expands all section headings in the outline (only available when viewing the Table of Contents).
Collapse All:	Collapses all expanded section headings in the outline (only available when viewing the Table of Contents).
Help:	>Displays this page.
Home:	Displays the ShopSite Help home page.

Note: There is a known bug in Internet Explorer 4 that MAY cause the error:

```
Due to security restrictions imposed by your browser, I cannot change modes while a
page from another server is being displayed. The default home page for this site
will be displayed instead.
```

even when the displayed page is *not* from another server. This problem is caused by a bug in MSIE. You can fix this problem by upgrading to a newer version of Internet Explorer.

Hosting Service

If your store has been successfully installed, most of the hosting service settings were set during installation. You can change some settings, and view others.

Merchant Settings

"My Store" URL	Specify the page that ShopSite opens when you click on the **My Store** button in the ShopSite button bar, and the store URL that is included on customer receipts.
Merchant e-mail address	Specify the return e-mail address that appears on receipts sent to customers. This is the customer's primary method of remembering your address for future correspondence. ShopSite will also send e-mail to this address to notify the merchant that an order has been placed. To include a display name with the e-mail address (such as "Tina's Toys" instead of "tina@tinastoys.com"), type the name inside square brackets before the address, like this: `[Tina's Toys] tina@tinastoys.com`

Order notifications Cc:	Enter any additional e-mail addresses that you would like ShopSite to send messages to when an order has been placed in the store, such as a fulfillment house or warehouse. Enter one address per line, in this format:
	`name1@mystore.com`
	`name2@mystore.com`
	You can include a display name with any e-mail address by putting the name inside square brackets either before or after the address.

SSL Security Settings

If you check the **Use SSL Security** boxes and fill in the correct URLs, ShopSite will use the secure SSL Web server when the customer enters payment information, such as a credit card number. Also when the merchant later views the order information, ShopSite sends the payment information to the merchant's browser in a secure (encrypted) fashion.

PCI Security Guidelines require shopping carts that accept credit card payment methods to use SSL. Contact your hosting provider for information about configuring your Web server to use SSL.

Usually the URL for the secure shopping cart is the same as the URL for the nonsecure shopping cart with the substitution of **https:** instead of **http:**. For example if your regular URL was

```
http://www.mydomain.com/cgi-bin/sc
```

the secure URL would be

```
https://www.mydomain.com/cgi-bin/sc
```

or if you shared a secure Web server

```
https://www.shared-secure.com/cgi-bin/sc
```

It is important to get the domain part of the URL of the secure Web server exactly right. **www.mydomain.com** is *not* the same as **mydomain.com** when it comes to secure URLs.

Use SSL security in Shopping Cart	Check this box to have ShopSite use SSL for Shopping Cart and Customer Registration screens.
Shopping Cart secure URL	Enter the secure URL for your Shopping Cart directory. *Do not* include a trailing slash.
Secure Store URL	Enter the secure URL for your Store (HTML Output) directory. *Do not* include a trailing slash.
Use SSL security in ShopSite (Merchant Interface)	Check this box to have ShopSite use SSL for secure screens of ShopSite back office.
ShopSite secure URL	Enter the secure URL for your ShopSite back office directory. *Do not* include a trailing slash.

ShopSite Images secure URL	Enter the secure URL for your ShopSite Images directory. *Do not* include a trailing slash.

Store Settings

These are the IDs and URLs ShopSite uses to find its CGIs (program files) when a customer clicks on an order, or the seller clicks on ShopSite menu options.

ID	The unique ID of the store (Read Only).
Store URL	The Web address where your store pages are located, not including page names (Read Only). This URL is set in your **store.auth** file. To change this address, you must get a new auth file.
ShopSite Images URL	The location of standard images used by ShopSite, such as buttons for the back office (Read Only).
Merchant CGIs URL	Enter the URL for your ShopSite back office directory. *Do not* include a trailing slash.
Shopping Cart CGIs URL	Enter the URL for your shopping cart directory. *Do not* include a trailing slash.

Product Information

Product	This field indicates which ShopSite product you are running (Read Only).
Version	This field indicates the version of ShopSite that your store is running (Read Only).
Serial Number	The serial number of the store (Read Only).
Code	Coded information about your store to assist support personnel (Read Only).

Hosting Service Configuration

OS	The operating system that the ShopSite server is running (Read Only).
Partner ID	The unique ID of the ShopSite Partner that is hosting this store (Read Only).
Data Directory	The data directory is where ShopSite stores the databases and most configuration files for your store. Typically the data directory is not located in or below the output directory. In other words the data directory is not part of the Web server's document root (e.g., htdocs, WWW, or HTML directories) (Read Only).
Output Directory	This field indicates the directory where ShopSite is to place the output (HTML) files when it updates the store (Read Only).
Media Directory	This field shows where the image files used in your store are located (Read Only).
Digital Download Directory	This field shows where the digital download files used in your store are located (Read Only).
XML Orders Download URL	This field shows where the XML order CGI is located (Read Only).
Sendmail Location	(UNIX/Linux systems only) If ShopSite is configured to use sendmail for sending e-mail, this field shows the location of the sendmail program (Read Only).
SMTP Host	If ShopSite is configured to use SMTP for sending e-mail, this field shows the name of the SMTP host (Read Only).

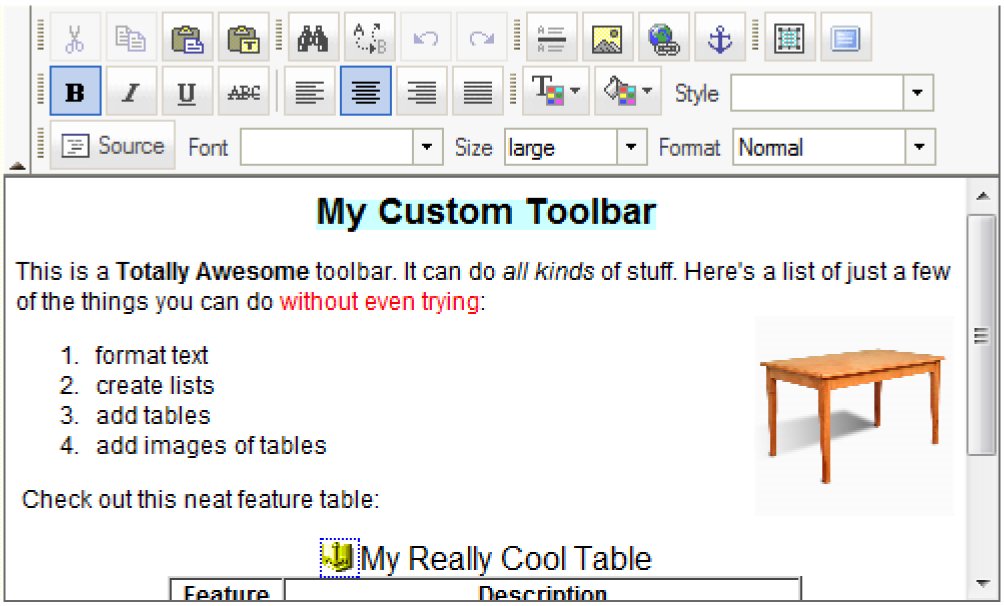
HTML Editor

The HTML Editor allows you to enter text and add formatting and layout visually, much like you would using Microsoft® Word. When you use the HTML Editor to edit text, the editor will automatically convert the visual formatting you apply into HTML. You can even create tables, add images, and include links using the toolbar at the top of the editor.

Because you are only editing the content of specific text fields, and not the entire HTML page, what you see in the editor won't be exactly like what you'll see on the final page. The final appearance and layout of the text will be influenced by the Store Theme or Custom Template used. Themes and templates usually focus on the overall appearance of a page, such as the location, alignment, colors, and font. When you are using the HTML Editor, you should pay most of your attention to the content specific formatting, such as paragraph blocking, text highlights (bold, underline, italics, etc.), lists, and tables. In other words, leave the default look up to the template, and concentrate on the *exceptions*.

Using the HTML Editor

If you have Enabled the HTML Editor, text fields that can use the editor will have an `[Editor]` link above them. When you click the link, the editor will replace the default text entry box. Here's an example of the HTML Editor using the default toolbar:



At the top of the editor is the toolbar which has various tools to help you edit and format the contents of the field. The tool buttons are generally intuitive, and function like they would in Word. You can even use common keyboard shortcuts, such as `Ctrl-C` to copy, or `Ctrl-B` for bold. Each row of a toolbar stacks incrementally on top of the previous row. For example, Row 2 is found above Row 1, etc. You can create additional rows and add them to an existing toolbar or create a new toolbar, customized to fit your editing needs (see the HTML Editor Toolbar Editor help page for more information). The default tools on the `Basic` toolbar are (from left to right and top to bottom):

Row 3

Cut *	Click this button or type `Ctrl-X` to remove the selected content to the clipboard.
Copy *	Click this button or type `Ctrl-C` to copy the selected content to the clipboard.
Paste *	Click this button or type `Ctrl-V` to insert the contents of the clipboard at position of the cursor.
Paste As Plain Text *	Click this button to insert the text from the clipboard without preserving any of the formatting. A pop-up window will open with a text field where you must paste the text (using `Ctrl-V`) to remove the formatting, then click **OK** to close the pop-up window and paste the unformatted text into the document at the position of the cursor.
Find	Click this button to search for text in the field. A pop-up window will open to allow you to enter the text you want to search for.
Replace	Click this button to search for text in the field and replace it with alternate text.
Undo	Click this button to undo your most recent changes. You can Configure how many undo steps the

	editor will keep.
Redo	Click this button to redo changes you've undone.
Insert Horizontal Line	Click this button to insert a horizonal line (`<hr>`) at the cursor.
Insert/Edit Image	Click this button to insert an image (`<img>`), or select an image and click this button to edit that image's properites.
Insert/Edit Link	Click this button to insert a link (`<a>`) to an HTML page or an anchor.
Insert/Edit Anchor	Click this button to insert an anchor point you can link to.
Select All	Click this button or type `Ctrl-A` to select all the contents of the editor field.
Maximize Editor	Click this button to maximize the HTML editor in your browser window. Click the button again to restore the normal screen view.

***** - Firefox has a security feature that prevents applications such as the HTML Editor buttons from accessing the clipboard. You can still use the keyboard shortcuts to copy, cut, and paste. There is also an article on the mozillaZine website about Granting JavaScript access to the clipboard.

Row 2

Bold	Click this button or type `Ctrl-B` to bold (`<b>`) the text you type. Click the button again to end bolding the text. You can also select text and click the button to bold the selected text.
Italic	Click this button or type `Ctrl-I` to italicize (`<i>`) the text you type. Click the button again to end italicizing the text. You can also select text and click the button to italicize the selected text.
Underline	Click this button or type `Ctrl-U` to underline (`<u>`) the text you type. Click the button again to end underlining the text. You can also select text and click the button to underline the selected text.
Strike Through	Click this button to strike out (`<strike>`) the text you type. Click the button again to end striking out the text. You can also select text and click the button to strike out the selected text.
Left Justify	Click this button to left-justify (align text to the left margin) the text you type. You can also select text and click the button to left-justify the selected text.
Center Justify	Click this button to center (align text to the center of the field) the text you type. You can also select text and click the button to center the selected text.
Right Justify	Click this button to right-justify (align text to the right margin) the text you type. You can also select text and click the button to right-justify the selected text.
Block Justify	Click this button to block-justify (align text to both margins) the text you type. You can also select text and click the button to block-justify the selected text.
Text Color	Click this button to change the text color. A color-selection menu will allow you to select the new text color. You can also select text and click this button to change the color of the selected text.
Background Color	Click this button to change the background color. A color-selection menu will allow you to select the new background color. You can also select text and click this button to change the background color for the selected text.
Style	Use this pull-down menu to select a pre-defined text style. There are several pre-defined styles to choose from.

Row 1

Source	Click this button to view or edit the (unformatted) HTML source. Click the button again to exit source view and return to the visual editor view.
Font	Use this pull-down menu to select a font to use for your text. Your theme already uses a default font, so selecting a font here will override the default for your page. The fonts available in the list are ones that are available on most computers.
Size	Use this pull-down menu to select a relative size for your text. Your theme already has a default font size, so selecting a size from this menu will either increase or decrease the font size.
Format	Use this pull-down to add common formatting, such as headers, to your text.

HTML Editor Configuration

The HTML Editor allows you to enter text and add formatting and layout visually, much like you would using Microsoft® Word. When you use the HTML Editor to edit text, the editor will automatically convert the visual formatting you apply into HTML. You can even create tables, add images, and include links using the toolbar at the top of the editor.

Before you can use the HTML Editor, you must enable and configure it. If you aren't sure what a certain configuration option does, just leave it alone; the default settings will meet most merchant's needs. You can also view the effect of your configuration changes by using the example editor field at the bottom of this screen.

<table>
<tr><td>HTML Editor feature</td><td>Select the On radio button to enable the HTML Editor feature. This allows you to launch the HTML Editor to edit specific store fields. To disable the HTML editor, select the Off radio button.</td></tr>
<tr><td>Toolbars</td><td>Use the pull-down menu to select which toolbar to display with the HTML editor. The default <code>Basic</code> toolbar contains most of the tools you are likely to use.
<table>
<tr><td>Edit</td><td>Click the Edit link to edit the tools available in the selected toolbar. The toolbar editor will open in a pop-up window.</td></tr>
<tr><td>Copy</td><td>Click the Copy link to create a copy of the selected toolbar. A pop-up window will prompt you for a name for the new toolbar. Enter a name for the new toolbar and click Proceed to create the new toolbar. You can then use the toolbar editor to make changes to the tools available in the new toolbar.</td></tr>
<tr><td>Add</td><td>Click the Add link to create a new toolbar from scratch. A pop-up window will prompt you for a name for the new toolbar. Enter a name for the new toolbar and click Proceed to create the new toolbar. The new toolbar will be created with no tools selected, and the toolbar editor will open in the pop-up window.</td></tr>
<tr><td>Rename</td><td>Click the Rename link to change the name of the selected toolbar. A pop-up window will prompt you for a new name for the toolbar. Enter the new name and click Proceed to change the name of the toolbar.</td></tr>
<tr><td>Delete</td><td>Click the Delete link to delete the selected toolbar and remove it from the list. A pop-up window will ask you to confirm the action. Click Proceed to delete the toolbar, or Cancel to retain the toolbar.</td></tr>
</table></td></tr>
</table>

Editor Behavior

<table>
<tr><td>Paste as plain text</td><td>Check this box if you want the Paste function to remove any text formatting before inserting the text. If you leave this box unchecked, text formatting will be preserved when you insert text using the standard paste feature.

Note: How and if formatting is preserved in copied text depends on the program the text is copied from. The HTML Editor can only preserve formatting if the original text was copied from a program that included compatible formatting.</td></tr>
<tr><td>Undo levels</td><td>Enter the number of Undo steps the HTML Editor will remember. Each remembered undo step uses up memory, so if the HTML Editor is being unresponsive or slow, you may want to try reducing the number of undo steps to save.</td></tr>
</table>

HTML Output

Select how the HTML Editor will interpret different keystrokes.

<table>
<tr><td>Enter key</td><td>Select what HTML tag to insert when you hit <code>Enter</code>.

 — The <code>Enter</code> key will start a new line, but will not end the current paragraph. If you select this option, the SHIFT + Enter key option will be disabled.
<p> (default) — The <code>Enter</code> key will end the current paragraph and begin the next one.
<div> — The <code>Enter</code> key will end the current paragraph and begin the next one, but the HTML Editor will use <div> tags to enclose paragraphs instead of the normal <p> tag.
</td></tr>
</table>

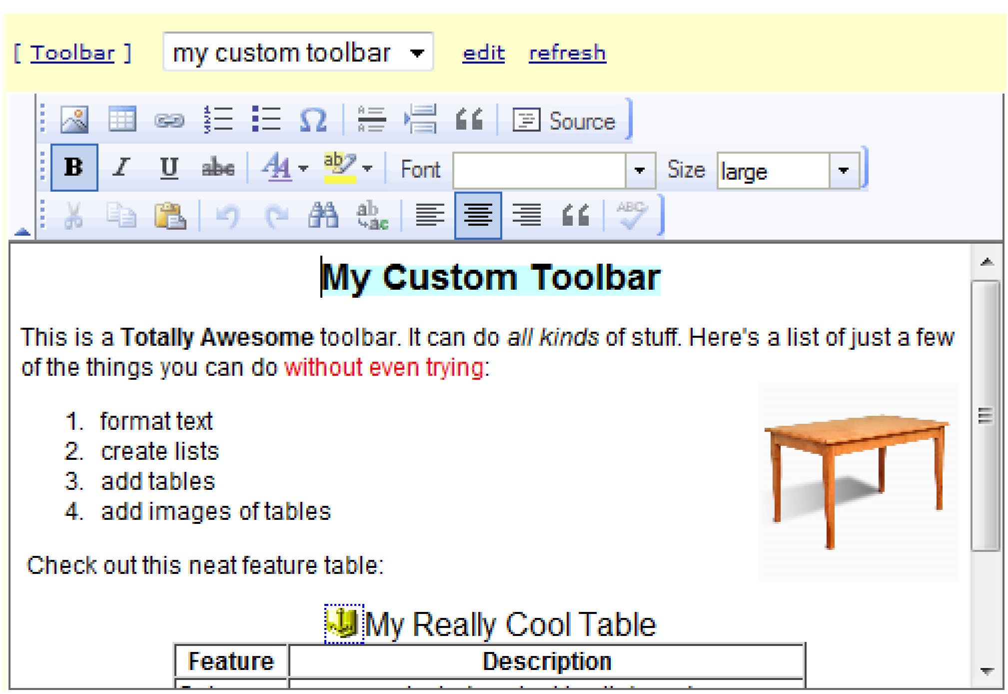
SHIFT + Enter key	Select what HTML tag to insert when you hold down the `Shift` key when you press `Enter`. This option is disabled if you select ** ** for the **Enter** key output. • ** ** (default) — `Shift-Enter` will start a new line, but will not end the current paragraph. • **<p>** — `Shift-Enter` will end the current paragraph and begin the next one. • **<div>** — `Shift-Enter` will end the current paragraph and begin the next one, but the HTML Editor will use `<div>` tags to enclose paragraphs instead of the normal `<p>` tag.
Format source	Check this box to have the HTML Editor display the HTML source in a reader-friendly format when you are in **Source** view. This will not alter the actual source, only the way it is displayed.
Format output	Check this box to have the HTML Editor save the HTML source in a reader-friendly format. This will modify the way the source is saved and displayed, but will not alter the way the HTML output appears.
Encode HTML output	Check this box to have the HTML Editor replace reserved HTML characters (such as `&`, `>`, `<`, etc.) with *HTML Entities*. This will replace any of your HTML markup (including anything generated by the HTML Editor) with characters that will be displayed instead of interpreted by a browser. Most merchants will want to leave this box *unchecked*.
Tab spaces	Enter the number of non-breaking spaces (` `) to insert when you hit the `Tab` key. HTML normally treats any number of spaces, tabs, and line-feeds in the source as a single blank space when displaying it in a browser. The ` ` tag can be used to insert a single non-breaking space, or it can be used repeatedly to insert several spaces in a row.

User Interface

Show Borders	Check this box to have the HTML Editor display table borders when editing a table, even if the borders will not be displayed in the final output.
Expand Toolbar	Check this box to have the HTML Editor start with the toolbar expanded. If your toolbar is collapsible, un-checking this box will cause the HTML Editor to start with the toolbar collapsed.

Textarea with Editor

Try it out	Use this sample textarea to test the HTML Editor with your *saved* settings. See the HTML Editor help for a guide to using the HTML Editor. When you launch the HTML Editor, you will see a `[Toolbar]` link above the editor (see example below). When you click the link, you will be shown a pull-down menu with the available toolbars. Simply select the toolbar from the pull-down menu, and that toolbar will load in the editor. This allows you to create custom toolbars and test them without having to reload the page.



	Bedside the toolbar pull-down is an `Edit` link, which will launch the toolbar editor to let you edit that toolbar. There is also a `refresh` link which will reload the editor (with the selected toolbar) and text field contents.

When you have finished configuring the HTML Editor, click **Save** to save your changes and return to the **Utilities** screen, or click **Cancel** to abandon your changes.

HTML Editor Toolbar Editor

The Toolbar Editor for the HTML Editor allows you to change the tools available in the toolbar. You can use the Toolbar Editor to create a new toolbar, or to modify an existing one. Because you can save multiple toolbars and select the one you prefer to use, you can safely try different toolbar configurations on a copy without losing a toolbar that works for you.

Each store theme has its own style and layout settings which will influence the look of whatever content you enter using the HTML Editor. Because of this, you may find that some tools aren't useful. There are other tools, however, which you will find yourself using again and again. The Toolbar Editor not only allows you to decide which tools to display in the toolbar, it lets you determine the order they will display in. You can also create different separators between sections of the toolbar.

An easy way to get a feel for the Toolbar Editor is to make a copy of the built-in *Basic* toolbar and use that as a starting point. The default toolbar already has many of the tools you are most likely to use, and you can modify it to your taste.

Using the Toolbar Editor

Select the toolbar you want to edit from the **Toolbars** drop-down list on the HTML Editor Configuration screen, then click **Edit**. The selected toolbar will be loaded into the Toolbar Editor, which will open in a pop-up window.

The Toolbar Editor allows you to add, remove, and re-organize the tools that will be included in the selected toolbar, as well as set some general toolbar options. At the top of the editor window are the general toolbar settings:

Toolbar Name	**Read-only**. The name of the toolbar you are editing. To change the name of the toolbar, return to the HTML Editor Configuration screen and select the **Rename** option.
Skin	Select the visual appearance you want your toolbar to have. Each skin has a unique look to the buttons in the toolbar, allowing you to pick a look that suits your preference.
Collapsible	Select whether or not you want to make your toolbar collapsible. Collapsing the toolbar hides the tools at the top of the editor box so you have more room to see what you're editing. You can expand the toolbar to display and use the tools when you want it.

Toolbar Buttons

The list boxes and buttons allow you to add, remove, or reorganize the tool buttons included on the selected row of the toolbar. The toolbar editor *remembers* tools you select, either by clicking on the tool name in the **Editor Buttons** list, or by clicking on a tool name in the **Toolbar Row** list and clicking the **Remove** button. You can then insert the remembered tool to the **Toolbar Row** list by clicking on the name of the tool you want to appear immediately *before* the tool you are inserting, or clicking the **Add** button to append the remembered tool at the end of the list. You can

Editor Buttons	Click the name of a tool in this list to *remember* the tool you selected. Available tools are sorted by category.
Toolbar Row	Click the row number above the list box to change between toolbar rows. The tools in the selected row will be listed in the list box under the row name.
Add	Click this button to add the *remembered* tool to the end of the list in the **Toolbar Row** list box. You can also insert the *remembered* tool into a specific position in the **Toolbar Row** list by clicking the name of the tool you want to appear immediately before the tool you are inserting.
Remove	Select a tool name from the **Toolbar Row** list box, then click this button to *remember* the tool and remove it from the list.
Delete	Select a tool name from the **Toolbar Row** list box, then click this button to delete the tool from the list. Deleted tools are not *remembered*
Move Up	Select a tool name from the **Toolbar Row** list box, then click this button to move the tool one position up the list.
Move Down	Select a tool name from the **Toolbar Row** list box, then click this button to move the tool one position down the list.

When you have finished modifying your toolbar, click **Save** to save your settings and close the pop-up window, or click **Cancel** to abandon your changes. After you close the pop-up window, you can continue configuring the HTML Editor.

Upload an Image

Note: In order to avoid problems when your images are included in your store pages, you should avoid using any of the HTTP reserved characters in your image names. An HTTP-friendly file name can contain any combination of letters or numerals, as well as the following symbols: - (hypen), . (period), or _ (underscore). Any other symbols, including spaces, should be avoided.

You may upload images from your local computer to use in your store with the **Upload an Image** feature. Files uploaded to your `media` directory can be accessed anywhere on the Web if you know the correct URL (which is displayed on the **View Images** screen). The Image and Button Selection Tool is an easy way to include images where they are most commonly used. You can also include <img> tags (or other HTML tags referencing content in your `media` directory) in any of the Back Office fields that allow HTML content, or on pages not generated by ShopSite.

You can configure ShopSite to resize the original image, and to create resized copies of the image when it is uploaded. To upload an image file from your local computer for use in your store:

Note: ShopSite can resize `gif`, `jpg`, and `png` images. Any other file type (including other image formats) will *not* be resized.

1. Select **Browse** to navigate to and select the file to upload, or type the local path of the file into the box.
2. If you want to give the image a different file name in your destination directory, type the new name in the second box. You can give it a long, descriptive name, but it can't have spaces in the name (use periods or underscores) and it must have the appropriate suffix (.gif, .jpg, .png).
3. Check the box if you want ShopSite to create additional resized images (according to your settings on the Images **Configuration** screen). The resized images are smaller versions of the original image available *in addition to* the original image. You can select which size image to use for the product image on a Store Page, More Information Page, Search Results screen, or in the Shopping Cart contents. ShopSite can resize `gif`, `jpg`, and `png` images.
4. Click the **Upload File** button. After uploading a file, you will be returned to the **Images** directory listing.

Note: Although ShopSite will allow you to upload any type of file to the `media` directory, you should *not* select a non-image file with the Image and Button Selection Tool, as the file will most likely not display properly. If you upload a non-standard image format, or a non-image file, you may have to make changes to your server configuration to handle the file type correctly (contact your Hosting Provider).

Alternate Ways of Uploading Files

The image upload feature is convenient for uploading files one at a time, but FTP is more convenient for large numbers of files. All of your graphics and other media files are stored under the `media` subdirectory of your store's Output directory, which you can find listed in the Hosting Service page in the Preferences section of ShopSite. Ask your host administrator to set up FTP access for you to that directory, and then you can use FTP software to upload several files in one operation.

Note: If you use FTP to upload images files to your media directory, you will need to set the image attributes using the Reset Attributes feature.

Image Configuration

The Image Configuration options define how you will select images for use in your store, what default attributes to apply to new images, and how to create resized images.

Image Gallery

When selecting images in the back office, you can enable an image gallery to display the images for selection.

Enable	Set the "Enable" check box to turn on the image gallery feature; clear it to turn the feature off.
Segmentation (for a large number of images)	Use the text boxes to set the number of images to display in the gallery at one time. Too many images will increase load time and affect performance.
Gallery dimensions (leave blank for default size)	Use the text boxes to set the dimensions (in pixels) for the gallery. Defaults to a width of 600 and a height of 400.
Open Gallery thumbnail (optional)	You can optionally provide a URL to an image to use as a thumbnail for the image gallery.

Image Selection

Image selection allows you to configure how you will select images within the back office. Your choice does not affect what your customers see, but only how you work with images in the back office of your store.

Choose Selection Method	Select whether to choose images (in , for example, a product page) using a pop-up window or a pull-down menu. See Image and Button Selection Tool to learn how each of the available methods is used when selecting an image.

Image Upload

This setting allows Internet Explorer users the option to select multiple images using a flash-based interface. The Flash-based interface provides a number of improvements over the standard image upload, including the ability to queue more than 30 images for upload and easy image selection through the Windows File Explorer interface.

Choose file upload method	If you are using Internet Explorer and want to use the flash-based upload method, select "Adobe Flash Player". Otherwise, leave this set to "Basic HTML Submit Form".

Adobe Flash Player Options

These options apply to the Flash-based image uploads. They only appear when "Adobe Flash Player" is selected as the image upload method.

File types for selection	Provide the extension for the desired image file types. For example, "jpg, gif, png" would allow users to select image files that had .jpg, .gif, and .png extensions.
Server response time	Adjust this field (time in seconds) for servers that require more time to respond to requests. This field defaults to "20".
Upload details	This check box provides additional details when uploading images.

Image Layout Defaults

Select default settings to use for the *original* images. These defaults will be applied to new images when you upload them, and will be the default values on the **Reset Images** screen.

In addition to the configurable attributes below, when you upload an image, ShopSite will automatically use the image filename for the required `alt` attribute of the original and any resized images. You can customize the alternate text using the **Edit Images** feature.

Referenced as	Enter a name to be used to reference the original image size in the back office. This name will appear in the list of available image sizes that you can select to use when a product appears on a Store Page, More Information Page, Search Results Screen, or in the Shopping Cart contents.
Image size	When you upload a compatible image using the **Upload an Image** utility, ShopSite can check to see if it's larger than specified dimensions, and shrink it to fit within the dimensions if it is larger. To have this happen, check the box beside **If needed, reduce image on upload to:**, then enter the maximum **width** and **height** (in pixels) you want the image to be. ShopSite will resize the image to fit within those dimensions without altering the original aspect ratio (height:width) of the image. ***Note:*** ShopSite can resize `gif`, `jpg`, and `png` images. Any other file type (including other image formats) will *not* be resized.
Border	This specifies the default value of the image tag `border` attribute. • If there is no value in this field, the attribute will not be included in the tag. The image will not have a border, unless it is within an <a> tag. • If you set the value to *0*, the image will not have a border, even if it is within an <a> tag. • Any other number (positive integer) will set the width (in pixels) of the border.
Image spacing	These values are used in the tag `vspace` and `hspace` attributes. The image will be padded (separated by blank space) from other content on the page by the number of pixels specified. If either of the fields has no value, the corresponding attribute will not be included in the tag.
Other attributes	Use this field to add any other attributes you want included in the tag. Allowed attributes include: `name`, `class`, `id`, `style`, `title`, `usemap`, `ismap`, and `align` (using the `align` attribute is *not recommended*).
JPEG image compression quality	You can control how much compression to use when converting image files to the JPEG format. Higher compression will result in a poorer visual quality. The compression can be set between 0 (maximum compression) and 95 (minimum allowable compression) with 75 being accepted as a good compromise. If this field is left blank, no compression will be used.

Resized Images

ShopSite allows you to create up to three resized copies, in addition to the original image. This makes it possible to upload one image, then include different sizes of the image in different locations.

Note: ShopSite can resize `gif`, `jpg`, and `png` images. Any other file type (including other image formats) will *not* be resized.

One example of using resized images:

- Use the **Original Image** on Product More Information Pages.
- Resize the **First Resized Image** to 75% of the original image, and use this size on the Store Pages.
- Resize the **Second Resized Image** to 50% of the original image, and use this size in Search Results.
- Resize the **Third Resized Image** to a maximum of 60px wide or 60px high, and use this size in the Shopping Cart.

Resized images are created using these settings when you **Create Resized Images** or (optionally) when you **Upload An Image**.

Create Resized Image	Select whether or not this size will be used when resized images are created.
Referenced as	Enter a name to be used to reference this image size in the back office. This name will appear in the list of available image sizes you can choose to use when a product appears on a Store Page, More Information Page, Search Results Screen, or in the Shopping Cart contents.
Image size	This field allows you to specify the size of the resized image. You can specify either a percent

	value or maximum dimensions. • To reduce the resized image to a **percentage** of the original image, select the percent radio button and enter a percentage (whole numbers between 1 and 99). • To specify **maximum dimensions** for the resized image, select the dimension radio button and change the max. width and max. height values. Dimension values are in *pixels*. The resized image will be reduced in size so it is no larger than either of the specified maximum dimensions, but will maintain the original aspect ratio (proportion of height:width). If the original image is smaller than the maximum dimensions, the resized image will be the same size as the original.
Border	This specifies the default value of the image tag `border` attribute. This field functions the same way it does for the original image.
Image spacing	These are used to create padding between the image and other HTML content. These fields function the same way they do for the original image.
Other attributes	This allows you to add other attributes into the tag. This field functions the same way it does for the original image.

After making changes on this screen, click on **Save** to save the new settings, or **Cancel** to abandon your changes. Saving your settings will *not* automatically update existing images using the new default settings.

Create Directory

Enter the name of the directory that you want to create and click **OK**. You can enter only a directory name; you cannot enter a path and directory name. If the path displayed is not where you want to create the directory, go back to the Images screen and select the correct parent directory.

Delete Directory

You can delete empty media subdirectories to reduce clutter in the back office. You cannot delete the **media** directory, and you cannot delete subdirectories that contain files. You must first delete all the files in the directory before you can delete the directory.

Delete Images

You can delete images that you are no longer using in your store. ShopSite does not verify that the images are not being used. If you delete images that you are using, your store will show them as broken image links.

Edit Images

This screen allows you to rename or change the size of images, as well as modify attributes for the <img> tags for the image and any existing resized images. The Image **Configure** screen allows you to set default options for many fields on this screen.

URL	Displays the full URL of the image. This is the value used in the <img> tag `src` attribute for the original image. Use **Rename to** or **Images** > **Move Images** if you want to change the image URL.
Rename to	The image name is displayed in this field. If you want to change the name of the image, change the name in this box. The name will be changed when you click on **Save Changes**. You can *not* change the format of the image.
Resize to	This field allows you to reduce the size of the *original* image either by a percent value or by specifying maximum dimensions. • To leave the image the **same size**, leave the percent radio button selected, and the percent value *100*. Selecting the dimension option and leaving the original values will have the same effect. • To reduce the image to a **percentage** of the original size, leave the percent radio button selected and enter a percentage (whole numbers between 1 and 100). • To specify **maximum dimensions** for the image, select the dimension radio button and change the max. width and max. height values. Dimension values are in *pixels*, and can not be larger than the original image size. The image will be reduced in size so it is no larger than either the specified maximum dimensions, but will maintain the original aspect ratio (proportion of height:width). The image will be resized when you click the **Save Changes** button. ***Note:*** ShopSite can resize `gif`, `jpg`, and `png` images. Any other file type (including other image formats) will *not* be resized.

<img> Tag Attributes

This section allows you to modify the attributes which will be included in the HTML <img> tag. Making changes to any of these fields will *not* modify the image itself, just the way it looks on HTML pages. The **Alternate Text** value is applied to the image and any resized images; all other values can be individually set for the resized images.

Note: Image tag attributes can be overriden by CSS definitions. If the attributes you set here are not displaying on store pages after publishing, check to see if the store pages have any CSS rules that may be modifying the appearance of the image.

Alternate text	The contents of this field are put in the required `alt` attribute of the tag for the original *and any resized images*. The default value is the image name. This attribute is especially important for describing the contents of the image to search engines and browsers for the visually impaired.
Size	This specifies the image `height` and `width` values (in pixels) included in the tag for the original image. It does not affect the size of the actual image. The browser will display the image with these dimensions regardless of the size of the actual image. If either of the fields has no value, the corresponding attribute will not be included in the tag.
Border	This specifies the value of the image tag `border` attribute. • If there is no value in this field, the attribute will not be included in the tag. The image will not have a border, unless it is within an <a> tag. • If you set the value to *0*, the image will not have a border, even if it is within an <a> tag. • Any other number (positive integer) will set the width (in pixels) the image border will be.

Image spacing	These values are used in the tag `vspace` and `hspace` attributes. The image will be padded (separated by blank space) from other content on the page by the number of pixels specified. If either of the fields has no value, the corresponding attribute will not be included in the tag.
Other attributes	Use this field to add any other attributes you want included in the tag. Allowed attributes include: `name`, `class`, `id`, `style`, `title`, `usemap`, `ismap`, and `align` (using the `align` attribute is *not recommended*).
Image Tag	This is a full image tag using the attributes indicated above. The contents of this tag will change dynamically when you make changes to the fields above. You can copy and paste this tag to include this image in any HTML content (either a ShopSite field that allows HTML, or an HTML page not generated by ShopSite).

Resized Image Attributes

If the original image has any resized images associated with it, fields for editing the <img> tag attributes for each of those images will be displayed. Resized images use the same `alt` attribute as the original image. **These fields all function the same way they do for the original image**.

If you aren't seeing the resized images you expect, check your settings on the **Configure** screen, then use the **Create Resized Images** feature to create resized images.

Size	These values are used in the tag `height` and `width` attributes. The default values are the height and width of the actual image.
Border	This is the width (in pixels) of the image border.
Image Spacing	These are used to create padding between the image and other HTML content.
Other Attributes	This allows you to add other attributes into the tag.
Image Tag	The full image tag for the resized image

After you have finished making changes, click on **Save Changes** to save your changes and return to the **Images** screen, or click **Cancel** to return without saving your changes. You can use the **Reset Images** feature to restore default attributes.

Images

The Images feature allows you to manage images or other media files (Digital Download files are managed in a different area) to use in your store . You can upload, rename, resize, and set HTML attributes for images using the tools listed below:

Directories

The Directories list shows your store's media directory and any subdirectories. Select a directory from the list to view the contents of that directory in the Images list. The buttons on the right of the Directories list allow you to manage the selected directory.

Create	Select a directory from the Directories list and click **Create** to create a new subdirectory under the one you selected.
Rename	Select a directory from the Directories list and click **Rename** to change the name of the directory. If you are using images from that directory, you will have to update the directory name wherever you have used those images.
Delete	Select an *empty* directory from the Directories list and click **Delete** to remove that directory. You cannot delete the **media** directory, and you cannot delete a directory that contains images.

Images

The Images list shows all of the images in the currently selected directory.

View Images	Select one or more images from those listed, then click **View Images** to view the selected images.
Edit Images	Select one or more images from the list, then click the **Edit Images** button to rename, resize, or modify attributes of the *original* images. You can also modify attributes for the *resized* images.
Delete Images	Select one or more images from those listed, then click the **Delete Images** button to delete the images (and any associated resized images) from the directory.
Move Images	Select one or more images from those listed and click the **Move Images** button to move the images (and any associated resized images) to a different directory.
Reset attributes	Select one or more images from the list and click the **Reset attributes** button to apply selected attribute settings to the image. To apply attribute settings to *all* images in your **media** directory and any sub-directories, click on the **Reset All attributes** button . If you use FTP to upload images to the **media** directory or any sub-directories, you should reset those images before using them in your store.
Create Resized Images	ShopSite allows you to create up to three resized copies, in addition to the original image. This makes it possible to upload one image, then include different sizes of the image in different locations. One way to do this might be to upload a large image for the Product More Information Page, then use the first resized copy as a slightly smaller version on Store Pages, the second resized copy as a small version to include in Search Results, and the third resized copy as a thumbnail to include on shopping cart screens. Select one or more images from the list and click the **Create Resized Images** button to create resized copies of the images. You can control how resized images are created from the Images **Configure** screen.
Upload Images	Copy an image file or other media file from your local computer for use in your store.

Click on the **Configure** button to control how you select images throughout the back office, set default attributes, and control resized image options.

Move Images

Select the new location (either the *Media* directory, or one of its sub-directories) where you want to move the images. If you want to overwrite images with the same name in the destination directory, click on the checkbox to **Overwrite existing files**. Select the **Reset attributes for moved images** checkbox to automatically reset the images after moving them. Click **OK** to move the images, or **Cancel** to return to the Images screen without moving the images.

Note: If you are using the image anywhere on a store page, and you want to continue using the image after you have moved it, you will need to reset the image, edit the store page and re-select the image with the new path, and publish those pages again.

Rename Directory

Verify that the directory shown is the one that you want to rename, then enter a new name for the directory and click **Yes**.

Note: If your store references any images in this directory, changing the directory name will break the image links and images will not appear on pages. To fix the links you will need to:

1. Reset all the images in this directory and any sub-directories.
2. Go to the appropriate screens in the back office and re-select the image using the new directory name.
3. Click on the **Publish** tab to re-publish the pages that have been modified.

Reset Attributes

You can use the **Reset Attributes** feature to apply some or all default settings to selected images. The **Reset All Attributes** button will apply the settings to all the images in your *media* directory and all its sub-directories.

- If you have moved images (including a directory containing images), renamed images, reduced the size of original images, changed resized image configuration options, or uploaded new images using FTP, you should reset the affected images.
- Moving and renaming images also requires you to re-select the images using the new path anywhere the image is used in your store.
- You will need to re-publish any store pages with reset images before the changes will take effect on those pages.

You can change the default values for these options (except the alternate text) and configure resized image settings from the Images **Configure** screen.

Original Image Attributes

Select which attribute settings to reset for the *original* image. This will modify only the <img> tag attributes, *not* the image itself.

Border	This specifies the value of the image tag `border` attribute. • If there is no value in this field, the attribute will not be included in the tag. The image will not have a border, unless it is within an <a> tag. • If you set the value to *0*, the image will not have a border, even if it is within an <a> tag. • Any other number (positive integer) will set the width (in pixels) of the image border.
Image spacing	These values are used in the tag `vspace` and `hspace` attributes. The image will be padded (separated by blank space) from other content on the page by the number of pixels specified. If either of the fields has no value, the corresponding attribute will not be included in the tag.
Replace Alternate text	Select whether or not to replace alternate text with the image name. Alternate text is put in the required `alt` attribute. This attribute is especially important for describing the contents of the image to search engines and browsers for the visually impaired. If you have not already configured custom alternate text for the image, you should probably replace the alternate text with the image name.
Replace Other attributes	Select whether or not to modify other attributes in the tag. If you select **Yes**, use the provided field to add any other attributes you want included in the tag. Allowed attributes include: `name`, `class`, `id`, `style`, `title`, `usemap`, `ismap`, and `align` (using the `align` attribute is *not recommended*).

Resized Image Attributes

If the original image has any resized images associated with it, fields for editing the <img> tag attributes for each of those images will be displayed. These fields all function the same way they do for the original image.

Border	This is the width (in pixels) of the image border.
Image spacing	These are used to create padding between the image and other HTML content.
Replace Alternate text	Select whether or not to replace alternate text with the image name.
Replace Other attributes	Select whether or not to modify other attributes in the tag.

Create Resized Images

ShopSite allows you to create up to three resized copies, in addition to the original image. This makes it possible to upload one image, then include different sizes of the image in different locations.

Note: ShopSite can resize `gif`, `jpg`, and `png` images. Any other file type (including other image formats) will *not* be resized.

One example of using resized images:

- Use the **Original Image** on Product More Information Pages.
- Resize the **First Resized Image** to 75% of the original image, and use this size on the Store Pages.
- Resize the **Second Resized Image** to 50% of the original image, and use this size in Search Results.
- Resize the **Third Resized Image** to a maximum of 60px wide or 60px high, and use this size in the Shopping Cart.

You can control settings for each of the three resized images (including whether or not to make them) on the Images **Configure** screen. Each product lets you select a product image and a More Information Page image, then select which of the available sizes to use. The Search Layout and the Order System Layout screens include the option to include the Product Image in the search results or shopping cart contents, and which of the available sizes to use.

When you select images from the **Images** screen and click the **Create Resized Images** button, you will get a confirmation screen that includes information about the resized images that will be created. Click on **Proceed** to create the resized images using those settings, or click **Cancel** to return to the **Images** screen without creating the resized images.

Upload an Image

Note: In order to avoid problems when your images are included in your store pages, you should avoid using any of the HTTP reserved characters in your image names. An HTTP-friendly file name can contain any combination of letters or numerals, as well as the following symbols: - (hypen), . (period), or _ (underscore). Any other symbols, including spaces, should be avoided.

You may upload images from your local computer to use in your store with the **Upload an Image** feature. Files uploaded to your `media` directory can be accessed anywhere on the Web if you know the correct URL (which is displayed on the **View Images** screen). The Image and Button Selection Tool is an easy way to include images where they are most commonly used. You can also include <img> tags (or other HTML tags referencing content in your `media` directory) in any of the Back Office fields that allow HTML content, or on pages not generated by ShopSite.

You can configure ShopSite to resize the original image, and to create resized copies of the image when it is uploaded. To upload an image file from your local computer for use in your store:

Note: ShopSite can resize `gif`, `jpg`, and `png` images. Any other file type (including other image formats) will *not* be resized.

HTTP-based Upload Method

1. Decide how many images you wish to upload and use the drop-down list to specify the desired number (up to thirty).
2. Select **Browse** for each slot to navigate to and select the file to upload, or type the local path of the file into the box.
3. Check the box if you want ShopSite to create additional resized images (according to your settings on the Images **Configuration** screen). The resized images are smaller versions of the original image available *in addition to* the original image. You can select which size image to use for the product image on a Store Page, More Information Page, Search Results screen, or in the Shopping Cart contents. ShopSite can resize `gif`, `jpg`, and `png` images.
4. Click the **Upload File** button. When all specified uploads are complete, you will be returned to the **Images** directory listing.

Flash-based Upload Method

This option is only available in Internet Explorer. See Configure Images for more information on this upload method.

1. Click **Select Files**
2. Navigate to the directory that contains the desired images.
3. Select the images you want to upload by dragging the mouse cursor over the desired images. Holding `Ctrl` or `Shift` while clicking images is another method of selecting multiple images.
4. Click **Open** to view the queue of images to upload. You can remove images from the queue by clicking the "-" to the left of an image name.
5. Check the box if you want ShopSite to create additional resized images (according to your settings on the Images **Configuration** screen). The resized images are smaller versions of the original image available *in addition to* the original image. You can select which size image to use for the product image on a Store Page, More Information Page, Search Results screen, or in the Shopping Cart contents. ShopSite can resize `gif`, `jpg`, and `png` images.
6. When you are satisfied with the list, click **Upload** to begin the upload process. You may click the **Cancel** button after the upload has started to interrupt the image upload and stop after the current image is uploaded.

Note: Although ShopSite will allow you to upload any type of file to the `media` directory, you should *not* select a non-image file with the Image and Button Selection Tool, as the file will most likely not display properly. If you upload a non-standard image format, or a non-image file, you may have to make changes to your server configuration to handle the file type correctly (contact your Hosting Provider).

Alternate Ways of Uploading Files

The image upload feature is convenient for uploading files one at a time, but FTP is more convenient for large numbers of files. All of your graphics and other media files are stored under the `media` subdirectory of your store's Output directory, which you can find listed in the Hosting Service page in the Preferences section of ShopSite. Ask your host administrator to set up FTP access for you to that directory, and then you can use FTP software to upload several files in one operation.

Note: If you use FTP to upload images files to your media directory, you will need to set the image attributes using the Reset Attributes feature.

View Images

The **View Images** option displays selected images in an HTML <img> tag with the configured attributes, similarly to the way it will appear on store pages. The full URL of the image is also displayed here.

You can use the **Edit Images** feature to reduce the size of the image or to change the attributes included in the HTML <img> tag. You can also **Reset Images** to set selected image attributes to default values.

Note: Image tag attributes can be overriden by CSS definitions. If your images look different here than they look on store pages, check to see if the store pages have any CSS rules that may be modifying the appearance of the image.

Once you are done with the View Images screen, click the **OK** button to return to the main Images screen.

shopsite®

ShopSite Pro version 12 Help and Resource Center

The ShopSite® Help and Resource Center has documentation divided into sections to make it easier to find the information that you're looking for:

- View a list of new features in ShopSite 12.
- Getting Started with ShopSite - An introduction to E-Commerce and using ShopSite to sell your products online.
- Back Office Screen Reference - Detailed documentation with explanations of content on each ShopSite back office screen.
- Video Tutorials - Demonstrations of how to use many of ShopSite's most popular features.
- ShopSite Technical Information - Documentation about security, customizing, and installing ShopSite.

Use the Table of Contents in the left pane to navigate through these sections, or use the Index and Search functions to find help on specific topics.

We support the following browsers in the ShopSite Back Office (Merchant interface):

- Internet Explorer 7+
- Firefox 3+
- Safari 4+
- Opera 10+
- Chrome 4+

If you aren't finding the help that you need or are experiencing technical problems with ShopSite, please go to our feedback page.

ShopSite Pro version 12
Help and Resource Center

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Custom Inventory Tracking Add-on

The Custom Inventory Tracking Add-on feature allows you to track your store inventory using a third-party add-on module. The settings you use on this screen will be determined by the add-on module you are using. For information about developing an add-on, see the Custom Inventory Tracking Add-on Specification.

Custom Inventory Tracking CGI	Enter the path and filename of your custom tracking add-on program file. The default location for the program file is your store's Shopping Cart CGI directory. You may alternately select the radio button labeled **URL of Tracking CGI**, and enter the full URL for your add-on. Click the **Test Add-on** button to have ShopSite attempt to run your add-on in the specified location.
Display Errors	Check this box if you want ShopSite to display error messages when they occur. This can be useful for testing and troubleshooting your add-on module, but you should disable error messages when you are ready to start taking live orders.

Timeouts if using URL

If your inventory tracking module is hosted on a remote server, you can configure ShopSite to wait a specified time for a response from your module. If you or your customers are getting frequent timeout errors, you should increase the timeout period by a few seconds. Ideally, you should keep the timeout as short as possible without getting timeouts during heavy traffic periods on your store.

Number of seconds to wait for a connection to the server	Select the number of seconds you want your store to wait for your add-on to accept a connection. The default period is 5 seconds.
Number of seconds to wait for a response from the program	Select the number of seconds after the initial connection that your store should wait for a response from your add-on. The default wait is 15 seconds after the connection is established.

Extra Fields

You may optionally include up to eight custom fields to pass to the inventory tracking add-on. These fields will be the same for every request.

Additional Parameter 1-8	Enter the text you want sent to the add-on for each of the eight available fields.

Extra Product Fields

You may optionally include any of the custom product fields for each of your products. The selected product fields will be sent to the add-on, along with individual product information.

Pass (Product Field 1-25)	Check the box beside each of the custom product fields you want to pass to the add-on module.

After you have configured your custom inventory tracking add-on settings, click **Save** to save your settings, or click **Cancel** to abandon your changes, and return to the main Inventory Tracking screen.

Custom Inventory Tracking Add-on Specification

ShopSite's Custom Inventory Tracking Add-on allows you to manage store inventory using a third-party application. When a customer adds a product to the cart, the add-on is called to determine if there is enough of the product in stock. The check is made again at each step through the checkout process. When the order is finalized, the add-on is notified of the completed purchase.

Invoking the add-on

Once you have configured ShopSite to use your add-on, the add-on will be called using an HTTP POST, with the parameters passed in URL encoded name-value pairs:

`http://mystore.domain/cgi-path/my_inventory_add-on.cgi?value1=myvalue&value2=yourvalue`

When the add-on is called, the following information is sent:

General Order Information

The following order information is passed once per call:

Field Name	Description	Values

inv_status	What type of inventory check ShopSite is making:
	• `available` - check to see if the product is available to order.
	• `purchased` - notification that the product has been ordered.
	• `level` - request for the quantity of the product currently available.
	• `test` - test the add-on for a reply without making an inventory call.
		`available`
		`purchased`
		`level`
		`test`

storeid	The Store ID.	*any valid Store ID (alphanumeric)*
storeurl	The store URL. This is a unique string that can be used to identify the store.	*any valid URL*
Serialnum	The store Serial Number	*any valid ShopSite Serial Number (numeric)*
ordernum	The order number, if *inv_status=purchased*. otherwise, blank.	*any valid order number (numeric)*
locale	The merchant locale.	*any valid HTTP language code (e.g. en-US)*
parm*N*	Any of the eight configurable additional parameters (where *N* is the parameter number).	*any string (alphanumeric)*
item_total	The total number of *unique* products in the request. Items with the same name but different order options are treated as different items.	*any positive integer (numeric)*

Line Item Information

The following order information is passed once for each unique item in the request (where *X* is the line-item number for each unique product):

Field Name	Description	Values
p*X*name	The product name. Each ShopSite product should have a unique name.	*any string (alphanumeric)*
p*X*sku	The product SKU in ShopSite.	*any string (alphanumeric)*

p*X*option_total	The number of ordering options for this product. The possible values are:
	• `-1` - There are order option menus for the product, but at least one has not been selected.
	• `0` - There are no order option menus for the product.
	• *`N`* - A positive integer representing the number of order option menus for the product.
		`-1`
		`0`
		`any positive integer (numeric)`

p*X*option*N*	The selected value for the product ordering option menu. Repeats for each of the order option menus indicated in `pXoption_total` for the product (where *N* is an incrementing integer representing the ordering option menu number). Unselected values for order option menus are *not* passed.	*`any string (alphanumeric)`*
p*X*quantity	The total quantity of the product ordered.	*`any positive integer (numeric)`*
p*X*type	The product type. May be: • `T` - Tangible products (subject to inventory control). • `D` - Download products (not subject to inventory control).	`T` `D`
p*X*field*N*	Any of the ten configurable extra product fields (where *N* is the extra product field number).	*`any string (alphanumeric)`*

Add-on Responses

The following values may be sent in a response from the add-on to ShopSite. The add-on should send the response to standard out in the form of URL encoded name-value pairs separated by a newline (linefeed) character.

General Order Information

The following order information is passed once per response:

Field Name	Description	Values
product_count	The total number of inventory products. This *must* match the **item_total** in the call.	*`any positive integer (numeric)`*

Line Item Information

If **inv_status** is **`Available`** or **`Level`**, the following order information should passed once for each unique item in the request *in the same order the items were listed in the request* (where *X* is the line-item number corresponding to the same line-item number for each unique product in the request):

Field Name	Description	Values
p*X*quantity	The number of products available: • `0` - indicates the product is out of stock. Customers will not be allowed to continue an order with a zero-quantity product in the cart, and will see a message explaining this. • *`any positive integer`* - indicates the current inventory available for the product. This will be interpreted to indicate the customer may continue with the checkout process. • `less than` *`N`* - indicates that **p*X*quantity** is greater than the available number of products (where *N* is the available number of products). Customers will be notified and required to decrease the product quantity to a number no greater than the quantity available.	*`Any non-negative integer`* `or less than` *`N`*
p*X*newsku	**Optional**. A new SKU to assign to the product. This may be used if you have multiple SKUs for products with different order options (e.g. small, medium, and large shirts). The new SKU will be displayed in the cart and order, but will *not* alter the ShopSite product SKU or the SKU passed in later calls to the add-on from ShopSite.	*`any string (alphanumeric)`*

Inventory Tracking

ShopSite's inventory tracking feature allows you to let ShopSite track the amount of stock you have on hand and notify you of low-stock and out-of-stock conditions, and optionally prevent customers from adding products to the cart if they are out-of-stock. If you only want to track some products, you can enable inventory tracking for your entire store, but only activate it for those particular products.

Store-wide Inventory Tracking	Select how you want to do inventory tracking in your store: • Select **ShopSite Inventory Tracking** to use the built-in inventory tracking method. • Select **Custom Inventory Tracking Add-on** if you have a third-party add-on module you wish to use, then click **Configure** to configure your add-on. • Select **None** if you do not want to track product inventory in your ShopSite store.

More Info Page

These fields let you modify a message showing the availability of the product. Note: To use this feature, ShopSite Inventory Tracking must be selected in the Store-wide Inventory Tracking field, above.

In Stock	Set the check box if you want a message to appear when a product meets the "in stock" condition (as determined by the thresholds set within the product). The default message is "In Stock". Use the [qty] placeholder to insert the actual quantity listed in inventory (also set within the product.)
Out of Stock	Set the check box if you want a message to appear when a product meets the "out of stock" condition (as determined by the thresholds set within the product) and specify the message you want appended. The default message is "Out of Stock".
Low Stock	Set the check box if you want a message to appear when products meet the "low stock" condition (as determined by the thresholds set within the product) and specify the message you want appended. The default message is "Only [qty] left". The [qty] placeholder will be replaced by the actual quantity listed in inventory (also set within the product.)

Cascading Menus

If you are using cascading menus with the Advanced ordering Options, these fields let you modify a message that will be appended to low stock or out of stock items in the option's drop down list. Note: To use this feature, ShopSite Inventory Tracking must be selected in the Store-wide Inventory Tracking field, above.

Out of Stock	Set the check box if you want a message appended to Advanced Ordering Options that are out of stock (as determined by the thresholds set within the product) and specify the message you want appended. The default message is "Out of Stock".
Low Stock	Set the check box if you want a message appended to Advanced Ordering Options that are low stock (as determined by the thresholds set within the product) and specify the message you want appended. The default message is "Only [qty] left". The [qty] placeholder will be replaced by the actual quantity listed in inventory (also set within the product.)

Low Stock Notification

ShopSite can send you an e-mail each time the Quantity on Hand for a product drops below that product's Low Stock Threshold. ShopSite will include the Product Name and Quantity on Hand, along with any other information you specify here, in the e-mail message.

To	Specify the e-mail address you want the Low Stock Notification set to. If you leave this blank, ShopSite will not send an e-mail.
Subject	Enter text to be put in the notification e-mail subject line.
Message	You may optionally enter text to include in the e-mail notification. This will be included in the message body along with the Product Name and current Quantity on Hand

Out of Stock Notification

If you are using built-in inventory tracking, ShopSite will send you an e-mail each time the Quantity on Hand for a product drops below that product's Out of Stock Threshold. ShopSite will include the Product Name and Quantity on Hand, along with any other information you specify here, in the e-mail message.

To	Specify the e-mail address you want the Out of Stock Notification set to. If you leave this blank, ShopSite will not send an e-mail.
Subject	Enter text to be put in the notification e-mail subject line.
Message	You may optionally enter text to include in the e-mail notification. This will be included in the message body along with the Product Name and current Quantity on Hand

Cannot Order Notification

If you are using built-in inventory tracking, ShopSite will send you an e-mail each time a customer tries to add an Out of Stock product to the shopping cart. ShopSite wil include the Product Name and Quantity on Hand, along with any other information you specify here, in the e-mail message.

To	Specify the e-mail address you want the Cannot Order Notification set to. If you leave this blank, ShopSite will not send an e-mail.
Subject	Enter text to be put in the notification e-mail subject line.
Message	You may optionally enter text to include in the e-mail notification. This will be included in the message body along with the Product Name and current Quantity on Hand

Note: ShopSite does not decrement the product inventory until after a customer has completed an order. Because of the time which can pass between adding a product to the cart and completing an order, multiple customers who place orders at the same or close to the same time could place orders for more of an item than you have in inventory. It is a good idea to set your out-of-stock limit high enough above your actual quantity on hand to ensure your ability to fulfill orders placed if such a situation occurs.

Item Unavailable Message

When the Quantity on Hand for a product goes below the Out of Stock Threshold, ShopSite will prevent customers from adding the product to the cart or proceeding to the billing/shipping information screen, and will display this message.

Message	Enter the text to display to customers who try to checkout with an out of stock product in their shopping cart. You may want to suggest that the customer try again later, after you have replenished your inventory.

Item Available Message

ShopSite will not allow customers to proceeding to the billing/shipping information screen if the product quantity in the shopping cart would cause the Quantity on Hand to go below the Out of Stock Threshold. This message will be displayed to the customer when this happens.

Message	Enter the text to display to customers who try to checkout with more than the available quantity of a product in their shopping cart. You may want to suggest lowering the quantity for the product or that the customer try again later, after you have replenished your inventory.

Shopping cart Out of Stock message text

This text is included with the Product Name and Quantity on Hand information displayed in notification e-mails and in the checkout failure messages to the customer.

Product	Text to precede the product name.
In stock	Text to precede the maximum quantity a customer will be allowed to checkout with.
Quantity on Hand	Text to precede the current Quantity on Hand.
Checkout Suspended	Text to notify customer that the checkout process can not complete because the product inventory is too low.

After you have configured your global inventory tracking settings, click **Save Changes** to save your settings, or click **Cancel** to abandon your changes, and return to the Store Preferences screen.

A

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

B

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

C

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

D

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

E

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

F

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

G

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

H

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

I

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

J

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

K

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

L

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

M

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

N

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

O

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

P

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

Q

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

R

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

S

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

T

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

U

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

V

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

W

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

X, Y, Z

A - B - C - D - E - F - G - H - I - J - K - L - M
N - O - P - Q - R - S - T - U - V - W - X - Y - Z

Merchant Key Configuration

Use this screen to configure how ShopSite uses your asymmetric Merchant Key. Merchants will only be able to see this screen if they have already created their Merchant Key.

Merchant Key Encryption	Select **Yes** to turn on Merchant Key encryption on ShopSite orders. This will cause the payment information in all new orders to be encrypted using the merchant key. ***Note:*** Any orders encrypted using a merchant key can *only* be decrypted with the matching key. If you lose the key, you will not be able to view encrypted order information. Prior to turning on Merchant Key Encryption, you need to make sure you **Back up your Merchant Key** to a safe, secure location.
Change Merchant Key	This option will only appear if you are not currently using Merchant Key encryption. Click on the **Change** button to be taken to the Merchant Key Upload screen. Uploading a merchant key from this screen will turn on Merchant Key encryption.
Generate New Merchant Key	For maximum security, you should change the merchant key on a regular basis. You may also need to generate a new key if you have lost your old key. Click on the **Create New Key** button to be taken to the Key Generation Wizard.
Inactive period before being signed out	This setting determines how long ShopSite should wait after a merchant last viewed an order before deleting the decryption key from the server and locking the payment information. You should keep this time period as low as you reasonably can for maximum security. Merchants can also manually log out by going to the Order Screen and clicking on the **Unlocked** link near the top, right side of the screen.

Upload Merchant Key

In order to view Merchant Key encrypted orders, you must upload the merchant key to the server. The merchant key must also be uploaded before ShopSite can begin using the key to encrypt orders.

Identify the Merchant Key on your local system	Click on the **Browse...** button to navigate to the merchant key stored on your local computer, or type the path to the key into the text box, then click **Upload** (click the **Next** button if you are in the Key Wizard) to upload the key to the server.

Key Generation Wizard Steps

The Key Generation Wizard will guide you through the process of creating and implementing a new Merchant Key. If you have been using Merchant Key encryption and are replacing the existing key, make sure you no longer need to access payment information saved with orders created under the old key. **Payment information can only be decrypted using the key matching the one used to encrypt it**. Generating a new key will effectively make payment information from previous orders inaccessible.

If you have been using Merchant Key encryption already, you should turn off Merchant Key encryption prior to continuing with the Key Generation Wizard. This will prevent problems viewing payment information for any orders recieved between when the wizard is started and when the new key is uploaded.

Note: You will not be able to generate or upload a merchant key if ShopSite is not configured to use SSL. You **must** enable SSL on your server before generating a Merchant Key.

The next step is to Generate the Merchant Key.

Generate Key

Click on the **Generate Key** button to generate a key. The key will be generated on the server, then you will be prompted to save it somewhere on your local computer. You should save the file to a location you can easily remember, although it's probably not a good idea to put it on your desktop.

After the key has been saved on your computer, you should make a copy of the key file in a separate location, such as a portable USB drive or CD.

Note: For maximum security, your Merchant Key file should not be stored in a publicly accessible location, and only one employee should have access to the Merchant key. You should store the key file on a secure computer or a removable device you can keep secure. Backup copies of your key should be stored on removable devices that you can store in a secure location.

Once you have saved your Merchant Key, click on the **Next** button to Upload the Key.

Locale

The fields on the Locale screen control the languages that you and your customers see, and the currency used in your store.

Merchant Language	This field sets the language and currency punctuation that you will see in ShopSite as you are working with products and pages, viewing reports, and working with orders. The language that you choose here does not affect what customers see in your store.
Customer Language	This field sets the language and currency punctuation that customers will see in your store, including the shopping cart, order form, and receipt pages. Note that changing the customer language resets all of the fields in all of the Store Text screens. If you have customized any of those fields, your changes *will be overwritten*.
Currency (primary)	Select the primary currency for use in your store. This field controls the currency symbol and its placement in prices.
Currency (alternate)	If you want to display prices in your store in two currencies, select a second currency here. Selecting a currency in this field activates the two-currency feature. Note that prices and totals on the order form are only calculated and displayed in the first currency.
Exchange Rate	Enter the exchange rate to convert product prices in the primary currency to prices in the alternate currency. When you create or modify a product, you enter the price in the primary currency only. ShopSite multiplies that price by the exchange rate that you set here to determine the price in the alternate currency.
Round Shopping Cart Values	Some countries are discontinuing the use of monetary denominations smaller than five cents (or the country's equivalent). Set this check box to round the value of every item, cost (like shipping) and tax in the Shopping Cart up or down to the nearest five cents (or equivalent). This means that X.X1 and X.X2 round down to X.X0; X.X3 and X.X4 round up to X.X5; X.X6 and X.X7 round down to X.X5; and X.X8 and X.X9 round up to X.10. Note: You can still set prices for your products to any value, but the price change will occur in the shopping cart.

Ready to Lock Key

This screen allows you to confirm the selection to lock your orders. When payment information is locked, ShopSite will remove the merchant key from the server, making it impossible to view encrypted payment information. You will need to upload the key again before you can view any payment information. Click **Yes** to lock payment information, or **No** to return to the orders screen without locking the payment information.

Extra Fields Configuration

ShopSite Pro stores allow merchants up to 25 custom-defined fields for pages and for products as well as up to 20 images for More Info pages. This screen allows you to configure the number of fields and names for those fields.

Product Extra Fields

Configure the number and names for extra product fields.

Number of product extra fields to display	Use the pull-down menu to select the number of extra fields to use for products. There will still be fields to give names to all 25 possible fields on this screen, but when you add or edit products, only the selected number of extra fields will be available.
Product Field Names	You can optionally define a custom name for each of the extra product fields. If you do not define a name, the default name `Product Field` *N* (where *N* is a number) will be used.

Page Extra Fields

Configure the number and names for extra page fields.

Number of page extra fields to display	Use the pull-down menu to select the number of extra fields to use for pages. There will still be fields to give names to all 25 possible fields on this screen, but when you add or edit pages, only the selected number of extra fields will be available.
Page Field Names	You can optionally define a custom name for each of the extra page fields. If you do not define a name, the default name `Page Field` *N* (where *N* is a number) will be used.

More Info Extra Image Fields

Configure the number and names for More Info page extra image fields.

Number of More Info extra Image Fields to display	Use the pull-down menu to select the number of extra image fields to use for More info pages. There will still be fields to give names to all 20 possible fields on this screen, but when you add or edit products, only the selected number of extra fields will be available.
Image Field Display Name	You can optionally define a custom name for each of the extra image fields. If you do not define a name, the default name `More Information Image` *N* (where *N* is a number) will be used.

Click **Save** to save changes you make on this screen, or **Cancel** to abandon your changes.

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--- ShopSite Help & Resource Center ---
+expand all -collapse all ?help home

ShopSite Pro version 12 Help and Resource Center

The ShopSite® Help and Resource Center has documentation divided into sections to make it easier to find the information that you're looking for:

- View a list of new features in ShopSite 12.
- Getting Started with ShopSite - An introduction to E-Commerce and using ShopSite to sell your products online.
- Back Office Screen Reference - Detailed documentation with explanations of content on each ShopSite back office screen.
- Video Tutorials - Demonstrations of how to use many of ShopSite's most popular features.
- ShopSite Technical Information - Documentation about security, customizing, and installing ShopSite.

Use the Table of Contents in the left pane to navigate through these sections, or use the Index and Search functions to find help on specific topics.

We support the following browsers in the ShopSite Back Office (Merchant interface):

- Internet Explorer 7+
- Firefox 3+
- Safari 4+
- Opera 10+
- Chrome 4+

If you aren't finding the help that you need or are experiencing technical problems with ShopSite, please go to our feedback page.

Merchandising

Use the merchandising features of ShopSite to help build your business.

Merchandising Tools

These ShopSite tools and features can help you to expand the reach of your store beyond the store pages.

OrderAnywhere	Quickly turn your existing Web site into a commerce Web site by generating [Add to Cart] buttons that you can paste into any Web page editor or use in E-mail messages and banner ads.
Coupons	Create per-product and per-order coupons to entice customers to buy at your store. You can put the coupons in your store, in E-mail messages, in banner ads, or any place else that can link to your store.
Associates	Direct potential customers to your store by paying a commission to other sites that place links to your store on their pages.
Custom Templates	Upload and edit page, product, search, tell a friend, customer registration, gift certificate, and shopping cart templates for your store. Custom templates give you complete control over the layout and look of all the pages in your store.
Custom Pages	A Legacy feature which allows merchants to embed ShopSite commands into regular HTML. When you publish (update) your store, ShopSite will change the commands into HTML code. With this feature, your custom HTML pages can contain products that you can manage and update through ShopSite.
Discounts	Define volume discounts to entice customers to order more products.
Gift Certificates	Create or allow customers to purchase gift certificates that can be redeemed in your store.
Reward Program	Reward loyal customers and encourage new ones with incentives such as "buy 3 get 1 free" or "free socks when you buy two pairs of shoes."
Order API	Point ShopSite to the location of a CGI program to use during order processing. The program could query an inventory database to ensure that a product was in stock, or generate a key to unlock software for download, or perform many other functions.
Social Media	Put links on pages and More Info pages that allows customers to post messages to popular social networking sites or send email messages, all with page links to your store.
Auctions	Sell your products on online auction services such as eBay.
Google Services	Configure your ShopSite store to use various Google tools, including Sitemaps, Analytics, and Google Shopping/Google Merchant Center (Formerly Froogle).
Cross-sell	Configure ShopSite to display cross-sell products in the Shopping Cart.
buySAFE	Configure your store to include buySAFE merchant certification and order bonding.
Marketplace	Register your store to be listed in the ShopSite marketplace.
Wishlist	Configure your store to include universal wishlist capabilities.
Constant Contact	Configure your store to share customer contact information with your Constant Contact account.
Product Reviews	Configure your store to allow customer written product reviews and manage submitted reviews.

Merchandising Services

ShopSite can help you build a great store, and these merchandising services can help draw customers to your store.

E-Marketing	Links to e-marketing services that offer a wide array of marketing ideas, expert advice and free and affordable marketing services that can help you to grow your on-line business.

Search Engines	Information and links to help you get your store listed with Internet search engines.
Advertising	Information and links to help you advertise your store on search engines and banner ads.

Merchant Search

ShopSite Pro stores include a merchant search feature in the back office. This feature, which provides a search tool to find specific items quickly and easily, is available for Pages, Products, Coupons, Gift Certificates, Registered Customers, and Rewards.

Search Results List

The search results list is a select field that allows you to select items and perform actions on them. Different actions are available based on the feature you are working with, and you should see the individual help screens for details on these features. The Search Results List will only appear after a search has been performed.

Search Tool

The search tool appears below the search results list (or alone, if no search has been performed yet). Merchants can search for individual items or groups of items based on specified criteria.

Search Field	This field contains a list of table fields to use in the search. Different fields are available based on the type of item you are editing. The default is the item name. Other examples of useful fields to search are Product Descriptions, Page Text fields, Coupon discounts, or Gift Certificate recipients. If you are using Doba, you can search for Doba information in Products and Orders.
Operator	The operator allows you to specify how the search will use the keywords. By default, the operator is *Contains*, which will search the selected field and return any results that contain the search keywords. Other options include *Is* for exact matches, *Is Not* for anything that does not contain the keyword, or *Is Less Than* and *Is Greater Than* for numeric comparison searches.
Search Keywords	This text field allows you to enter the term you want to search for (based off the selected operator). You can enter any string you want to search for, or use the asterisk *(*)* or question-mark *(?)* as wildcards. The asterisk wildcard will allow the substitution of any number of characters where the asterisk is (for example, searching for *be*r* would return any items with *bear* and *better*. The question-mark wildcard is a single character substitution, so searching for *be?r* would return *bear* but not *better*.
Search Button	Click this button to perform a search using the criteria selected above.
List All Button	This button will return a complete listing of items.
Remember Search	Check this box if you want to see the same search results list when you return to this screen later.
Sorting	This drop-down menu only appears on the Orders screen. Sorting allows you to specify the sorting applied to the displayed orders. By default, sorting is set to *Order Number Ascending*, which will sort the orders from lowest order number to highest. Other options include *Order Number Descending*, *Search Criteria Ascending* (which uses the supplied search criteria to return a list that is then sorted from lowest order number to highest), and *Search Criteria Descending*. Click the Search button to sort based on this drop-down menu. ***Note:*** When selecting the Seach Criteria Ascending and Search Criteria Descending options from the Sorting drop-down box, some options in the Search Field drop-down box are not used when sorting; instead, they will default to the order number. These options include: Orders using Gift Certs; PayPal Pending; PayPal Complete; buySAFE; Doba Products; Notes; and Order Source.

More Info Page Settings

Use the fields on this screen to customize the look of any More Info pages that you create. You can make More Info pages look like other pages in your store by applying the same colors and background image, and you can display your store's header and footer.

Text Color	This is the color that will be used for normal (non-link) text on More info Pages. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of More info Pages. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on More info Pages. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already visited. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.
Display Page Header	Check this box to place your store's page header at the top of More info Pages. You can edit the page header for your store by going to **Preferences > Layout Settings** in your store's back office.
Display Page Footer	Check this box to place your store's page footer at the bottom of More info Pages. You can edit the page footer for your store by going to **Preferences > Layout Settings** in your store's back office.

Image Roll Over

These options apply to the additional images used in the extra more info image fields.

Number of Images in a row	Provide the number of images to display on each row. This value defaults to 5.
Use Image box size	This feature creates a fixed-size box as a container for the rollover image. This is especially useful for those products that have a variety of different sized images. Instead of shifting the rows of images around based on the size of the rollover image of the currently highlighted image, the fixed-size box contains the rollover image and prevents such shifting from occuring. Enable this feature by setting the check box. Provide the desired height and width of the box (in pixels). The default length and width is 300 pixels.
Image popup	Provide the dimensions (width and height) for the popup image. This defaults to 300 pixels.

Navigation

Provide drop-down navigation for customers of your online store.

Add	Add a menu/link item by clicking this button. To add a child menu item, select the parent menu item from the list before clicking the "Add" button. Note: Left, Footer, and Right Page Links can only be nested 2 deep.
Edit	Edit an existing menu/link item by selecting it from the list and then clicking the "Edit" button.
Move Up/Down	Select a menu item and use these buttons to control the placement of the specified menu item. Child menu items can only be moved within the governing parent menu item.
Delete	Select a menu item and click "Delete" to remove the item from the menu.
Configure	Click this button to go to the Navigation Configuration page, where you can enable the menu navigation features for your store.
Preview Menu	Click this button to open a preview window that shows what the navigation menu will look like.
Cancel	Click this button to return to the previous page. (Store Preferences)

Navigation Configuration

Provide drop-down navigation for customers of your online store.

Enable Page Menu Feature	Set this checkbox to use the menu navigation on the merchants web site. Clear the check box to remove the menu.
Style for left most menu border	This setting controls the look of the left-most border of each menu item. It defaults to "border-left: 1px solid black".
Enable Page Left Links	Set this checkbox to use the Left Links navigation on the merchants web site. Clear the check box to remove the navigation.
Enable Page Footer Links	Set this checkbox to use the Footer Links navigation on the merchants web site. Clear the check box to remove the navigation.
Enable Page Right Links	Set this checkbox to use the Right Links navigation on the merchants web site. Clear the check box to remove the navigation.

Click the "Save" button to save these settings and return to the previous screen. Click the "Cancel" button to return to the previous screen without saving.

New Custom Template

Use this screen to create a new custom template or include file. Type in a name for the new file and click **Create** to create the template and return to the Custom Template screen. To help you get started with your template, ShopSite automatically puts the required `[-- DEFINE --]` tags in the new template.

Merchant Alerts Configuration

Number of Alerts per page	This field controls the pagination of the alerts. Provide the number of alerts you wish to see on each page. Setting this field to '0' will display all alerts on the first page.
Log these types of Alerts	You can specify which types of alerts you want ShopSite to log by selecting the desired options in this field. Options include: Payment Alerts, Shipping Alerts, and Tax Alerts. For definitions of these alert types, see "Alert Types that Generate E-Mails," below.

E-mail Notification

Enable E-mail Notification	Choose whether or not to enable E-Mail notifications for Merchant Alerts.
E-mail Address	Provide the destination email address for the notifications.
Alert Types that Generate E-mails	Select which types of alerts you you wish to receive. Choices include: • Success Alerts - These alerts are sent after one of the other alerts to notify you that the customer completed their order. These alerts are only sent if the order is completed during the same session that generated the first alert. • Payment Alerts - These are generated when communication with a payment gateway (like Authorize.Net or PayPal) fails. • Shipping Alerts - These are generated when communication with a shipping service (like UPS or FedEx) fails. • Tax Alerts - These are generated when communication with a tax service (like AvaTax or a custom tax API) fails.
Subject for Failure Notification	Defaults to "ShopSite Alert: Failure in [MODULE] for [STOREID], Tracking ID: [TrackingID]" where [MODULE] tells where in ShopSite the error occured, [STOREID] is ShopSite's storeID (useful if you have more than one ShopSite store), and [TrackingID] is the ID of the customer's session (helpful in determining if the same customer is encountering multiple problems or errors, and for recognizing matching success notifications).
Subject for Success Notification	Defaults to "ShopSite Alert: SUCCESS after failure for [STOREID]. Tracking ID: [TrackingID]" where [STOREID] is ShopSite's storeID (useful if you have more than one ShopSite store) and [TrackingID] is the ID of the customer's session (helpful for recognizing matching failure notifications).

Click **Save** to keep any changes or **Cancel** to discard them and return to the Merchant Alerts screen.

Order API

Use this screen to configure ShopSite to run one or more CGI applications when customers make purchases. Your custom programs could do things like:

- Update a third-party inventory database
- Generate a dynamic page with a key for unlocking software for download
- Stuff the order information into another system in real time

Be sure that your applications conform to the Order API Specification.

Note: Windows programmers should be aware of the Special considerations for Windows Servers.

Note: Some Order API applications may be incompatible with the PayPal payment method. If the PayPal payment method is enabled, the Order API application must *not* send any output to the browser (stdout).

Custom CGI Location	(Read only) The path to the ShopSite shopping cart directory. Order API applications can only be run from that directory.
Custom CGI Filename(s)	Enter the file name of the custom CGI application in the shopping cart directory. If you want ShopSite to run more than one application, enter the names in the order in which you want them run, separated by commas. *Only* enter the file names of the custom CGI applications if you are sure they are ready to run. If improper permissions are set on the custom CGI, **no** orders will be processed. You can enter `customdump.cgi` to see a sample program run; it should already be in your shopping cart directory. It will display all the information that is passed to it and display it on the receipt screen. You can also study the sample Perl CGI program as an example. It simply passes through all of the information that it receives, like the customdump.cgi program.
E-mail receipts to buyer, merchant?	Check this box if you still want ShopSite to e-mail receipts to buyers and merchants.
Screen receipt for buyer?	Check this box if you still want ShopSite to display a receipt on the customer's screen. If your custom API displays a receipt to the customer, leave this box unchecked.
Remove html from Ordering Instructions	Setting this check box will remove any html the shopper may have entered in the Ordering Instructions field in the shopping cart.
Remove html from Comment Field?	Setting this check box will remove any html the shopper may have entered in the Comments/More Information field on the billing screen.
Do not pass the input from thankyou.cgi	Setting this check box prevents the values from the billing screen from being passed to thankyou.cgi. For example, the output from the sample program customdump.cgi starts at the F-Name= field and everything before that is not passed. From the Order API Spec, the entire section from "Input to thankyou.cgi" to the "F- Values" section will not be passed.
Pass Payment Information?	Select whether or not payment information such as Credit Card numbers should be sent to the external CGI. If you include payment information and are using merchant key encryption for credit card numbers, the card number will be encrypted in the Order API output.
Additional Parameters	Use these fields to enter any values required by your custom CGI applications, such as your account number.

Order API Specification

Note: Windows programmers should be aware of the Special considerations for Windows Servers.

Interface

From the point of view of the CGI, it's running like any other CGI called with the POST method. It's input is an '&' delimited series of name value pairs (name=value) and the whole thing is URL-encoded.

The CGI should find the pairs, determine the name and value for each, and decode the name and value. The CGI can then do whatever CGIs do. Anything written to standard output will go to the server, etc.

The input is currently in five parts.

Input to thankyou.cgi

The first set of input values contains the original input to thankyou.cgi:

prevlocation The location (and QUERY method string) where the order entered the shopping cart system of CGIs.

sbid Shopping basket id. A unique identifier for the shopping cart making the CGI calls.

storeid The unique identifier of the store. This value is also contained in the store's `store.auth` file.

snoreid An encrypted value for the store ID. (Yes, that's "snoreid" and not "storeid.") Note: This parameter may not be available when the order is placed through a 'hosted' payment gateway such as PayPal Payments Standard, Google Checkout, Authorize.Net SIM, etc.

rnd1 A random number used for security

rnd2 A random number used for security

tax Indicates if tax was calculated for the purchase.

Submit this Order.x The horizontal cursor location when the Submit button was clicked.

Submit this Order.y The vertical cursor location when the Submit button was clicked.

pay1 The encrypted Payment 1 field. This is the credit card number for credit card payments.

cvv2 The encrypted CVV2 value.

The next set of items are those entered by the customer in the shopping cart and shipping forms.

Name

ShipName

paytype Number code for the payment type used. The number codes correlate to the following payment types:

0 - Visa

1 - MasterCard

2 - Discover

3 - American Express

4 - Purchase Order

5 - Cash On delivery
6 - Check
7 - PayPal (standard)
8 - Generic Payment Option 1
9 - Generic Payment Option 2
10 - Diner's Club
11 - Fire Pay
12 - eCheck
13 - WorldPay
14 - PayPal Express
15 - Google Checkout
16 - NetBanx
17 - Solo
18 - Switch
19 - Delta
20 - Visa Electron/UK
21 - JCB
22 - Maestro
99 - No payment required

Comments	The text supplied by the customer in the Comments box.
Title	
First	
Middle	
Last	
Suffix	
Company	
Email	
Address	
Address2	
City	
State	
Zip	
Country	
Phone	

Shipping information.

ShipTitle	
ShipFirst	
ShipMiddle	

ShipLast

ShipSuffix

ShipCompany

ShipAddress

ShipAddress2

ShipCity

ShipState

ShipZip

ShipCountry

ShipPhone

The next few items reflect the payment method.

pay1 **pay2** **pay3** **pay4** **pay4_1** **pay4_2**	These differ according to the PayType. For most credit cards: `pay1` is the card number `pay2` is the name on card `pay3` is the company name on the card `pay4` is replaced by `pay4_1` containing the expiration month and `pay4_2` containing the expiration year. For PayType C.O.D. all of these will be '--'.
cvv2	the card CVV2 number
field*nn*	The values for any custom checkout fields filled in by the customer. "*nn*" will be the field number, such as `field02`.
input_image_number	The security image number the customer was required to input.

F- Values

The next block of name value pairs come from an internal thankyou.cgi table. All are prefaced by 'F-'.

Items from the Checkout form:

F-Name

F-Company

F-Email

F-Address

F-Address2

F-City

F-State

F-Zip

F-Country

F-Phone

The following "Ship" fields are only present if the order includes a separate shipping address.

F-ShipName

F-ShipCompany

F-ShipAddress

F-ShipAddress2

F-ShipCity

F-ShipState

F-ShipZip

F-ShipCountry

F-ShipPhone

The PayType values again:

F-paytype see paytype values above.

F-pay1

F-pay2

F-pay3

F-pay4 credit card expiration date in the form mm/yyyy.

Miscellaneous information:

F-ShipOn "checked" if the shipping address and billing address were entered separately. If this field is empty, the customer selected to use the same address for billing and shipping.

F-OrderInst The text of any customer-supplied ordering instructions.

F-Comments The text of any customer-supplied comments.

F-ProductTotal The total price of all products in the order, before any discounts, surcharges, tax, and shipping.

F-TaxTotal The total amount of tax for the order.

F-ShippingTotal The total shipping charge for the order.

F-GrandTotal The amount charged to the customer for the order, including all products, surcharges, discounts, tax, and shipping.

F-OrderInfo This field is only included if realtime credit card processing was used to pay for the order. It contains the response from the payment gateway.

F-Shipping The name of the shipping method selected by the customer.

F-cvv2 The CVV2 number from the credit card.

F-EmailList Set to on if the customer checked the e-mail box, or no if the box was not checked.

F-IP_Addr The IP address from which the customer placed the order.

F-Total_Weight The total shipping weight for the order.

F-Custom Fields The names and values of any custom fields, separated by a pipe symbol (|).

F-Title

F-First

F-Middle

F-Last

F-Suffix

F-ShipFirst

F-ShipLast

F-tax_percent Tax percentage for zip-code based tax calculation.

F-tax_string Zip code location name for zip-code based tax calculation

F-doba_shipping Shipping rate for Doba products

F-doba_order_info Doba product ID and merchant cost.

O- Values (Order Information)

The next block of name value pairs come from the record for this order in the orders database. Each name is prefixed by 'O-' and the name is the field name in the data base.

O-Date Date of the order

O-OrderNum Order number

Items from the various forms:

O-Name

O-Company

O-Email

O-Address

O-Address2

O-City

O-State

O-Zip

O-Country

O-Phone

Items for the shipping information. If the shipping information is the same as the billing information, these fields will have no value.

O-ShipName

O-ShipCompany

O-ShipAddress

O-ShipAddress2

O-ShipCity

O-ShipState	
O-ShipZip	
O-ShipCountry	
O-ShipPhone	

PayType values:

O-paytype **O-PayType**	see paytype values above
O-pay1	
O-pay2	
O-pay3	
O-pay4	

More form values:

O-ShipOn	
O-OrderInst	
O-Comments	
O-ProductTotal	
O-TaxTotal	
O-ShippingTotal	
O-GrandTotal	

Last, some items not on the form.

O-NumItems	Number of items in this order
O-OrderData	Some miscellaneous binary coded data. Usually a couple of random bytes (BSDI, Linux) or nothing (Solaris).
O-Viewed	Whether the order has been viewed from ShopSite by the merchant. 'n' or 'y'.
O-Shipping	The shipping method selected by the customer.
O-Discount	The amount of any discount applied to the order.
O-Surcharge	The text of the surcharge selection chosen by the customer, including the method for modifying the price.
O-RefName	Associate name, if the customer arrived at the store via an associate referral
O-AllTotals	A text line containing various totals in the order, separated by a pipe (|) character.
O-Coupons	
O-OrderInfo	
O-cvv2	
O-EmailList	
O-IP/Hostname	The IP address and hostname of the customer placing the order.

O-TotalWeight	The total weight of all products in the order.
O-CustomFields	
O-Title	
O-First	
O-Middle	
O-Last	
O-Suffix	
O-ShipTitle	
O-ShipFirst	
O-ShipMiddle	
O-ShipLast	
O-ShipSuffix	
O-TaxRate	
O-TaxName	
O-GiftCertificate	If a gift certificate is redeemed, the certificate number, the remaining balance, and the used balance of the certificate.
O-ShopSiteTransactionID	
O-Time	
O-DobaShipping	
O-DobaOrderInfo	

B Values (Basket information)

Information for each of the products and coupons in the order from the basket db. Each name starts with 'B' and a two or more digit preface, which differs for each product/coupon. The products and coupons are numbered starting with '01'. So, for the first product (item) in the basket, the prefix will be 'B01-'.

The names and functions can be best understood by looking in the back office in the Products -> Add Product form.

B*nn*-Download Key	The download key for downloadable products. This field will not appear if B*nn*-Product Type is not "Download"
B*nn*-Name	
B*nn*-Price	The price of the product. This value will be negative for coupons that have been applied, and 0 for coupons that were not applied.
B*nn*-Quantity	
B*nn*-Sub-total	
B*nn*-Finite Options	Customer-selected ordering options
B*nn*-Freeform Options	Text entered into the ordering options text box.
B*nn*-OrigDB	The database that the product information came from.

B*nn*-OrigRNum	The product record number in the database.
B*nn*-ship1	
B*nn*-ship2	
B*nn*-ship3	
B*nn*-Options Box?	
B*nn*-Option Text	
B*nn*-Option Finite Text	
B*nn*-Taxable	
B*nn*-SKU	
B*nn*-Base Price	
B*nn*-ship4	
B*nn*-ship5	
B*nn*-ship6	
B*nn*-ship7	
B*nn*-ship8	
B*nn*-ship9	
B*nn*-ship10	
B*nn*-SuperNum	The item number of the parent product if the product ordered is a subproduct (AKA Cross-Sell).
B*nn*-Page Ordered From	The URL of the page from which the product was ordered.
B*nn*-recid	
B*nn*-NoShipping	
B*nn*-Product Type	`Tangible`, `Download`, or `coupon`
B*nn*-Product Type Data	The file name of a digital download product.
B*nn*-record_number	
B*nn*-rec_type	Set to `cpn` for coupons
B*nn*-coupon_ret_val	0 if the coupon was not applied; all other values indicate the coupon was applied. 1 indicates a normal coupon, 2 indicates a one-time coupon, 8 indicates a free-shipping coupon, 9 indicates a one-time free shipping coupon.
B*nn*-Dimension	The dimensions of the shipping box for this product, in the form LxWxH.
B*nn*-Weight	The shipping weight of the product.
B*nn*-Handling_Charge	The product-specific handling charge for this product.
B*nn*-QBImport	The QuickBooks account and sales categories for this product, which are only used when exporting order information in QuickBooks format.

B*nn*-Field1 through B*nn*-Field25	Information from extra Product Fields may be included, depending on the Extra Product Field settings.
B*nn*-Quantity Pricing	If Quantity Pricing is enabled for this product, this value contains all of the information from the Quantity Pricing table. The important values, such as price, quantity, and sub-total, can be found in other fields.
B*nn*-OnSaleFlag	`checked` if the product was on sale.
B*nn*-ActualBasePrice	The base product price (not the sale price)
B*nn*-RewardIDQuantity	The ID number of the reward group the product earns reward credit for.
B*nn*-RewardIDReward	The ID number of the reward group the product is a reward for.
B*nn*-RewardStatus	The product reward status. `1` indicates the product is eligible for a reward, `Free` indicates the product is a reward item.
B*nn*-FedExPackageType	The package type used for FedEx shipping calculations.
B*nn*-Customer Text Header	The customer Text Entry header text.
B*nn*-Customer Text Rows	The height setting of the customer text entry box.
B*nn*-Customer Text Columns	The width setting of the customer text entry box.
B*nn*-Minimum Quantity	The minimum order quantity for this product.
B*nn*-Graphic	The name of the Product Graphic.
B*nn*-PQP Group	The Product Quantity Pricing group to which the product belongs.
B*nn*-USPSPackageType	The Package Type used for USPS shipping calculations.
B*nn*-UUID	Unique product ID number.
B*nn*-VAT	The VAT category assigned to this product.
B*nn*-DobaItemID	The Doba ID for this product.
B*nn*-TaxCode	The Tax Code assigned to this product. This field is only used by AvaTax or a custom tax API. If a Tax Code is used, a Tax Rate will not be used, and vice versa.
B*nn*-TaxRate	The Tax Rate (or percentage) assigned to this product. This field is only applicable when using the ZIP Code to determine tax, a value added tax, or a shopper selected tax. If a Tax Rate is used, a Tax Code will not be used, and vice versa.
B*nn*-SubscriptionProduct	`checked` if this product is a subscription product.
B*nn*-SubPaymentIntervalUnit	weekly, monthly, yearly, quarterly, twice-yearly
B*nn*-SubRegularPaymentAmount	The amount that will be billed each payment interval.
B*nn*-SubEndingPeriod	The number of payment intervals to bill before stopping billing.
B*nn*-SubBillOn	For monthly payment intervals, this is the date on which the customer's account will be billed.
B*nn*-SubTrialCheckBox	`checked` if a trial subscription is offered.
B*nn*-SubTrialPaymentAmount	This is the amount that is charged each payment interval for a trial subscription.
B*nn*-SubTrialPeriods	This is the number of payment intervals that the trial subscription will last.

B*nn*-SubOneTimeCheckBox	`checked` if there is a one time fee associated with the trial subscription.
B*nn*-SubOneTimePaymentAmount	This is the one time fee amount.

S- Values (Store Settings)

The next block of pairs represents the settings file for the store. All names are prefaced by 'S-'. Many of these may be seen in the Hosting Service screen.

S-storeid	The unique identifier of the store. This value is also contained in the store's `store.auth` file.
S-datadir	Data directory
S-bo_dir	URL of ShopSite CGIs
S-smtp_host	The name of the host that ShopSite uses for SMTP services.
S-keep_sb_days	The number of days that ShopSite keeps shopping carts.
S-sb_secure_url	Secure URL of shopping cart CGIs
S-sb_prompt_orderinst	Prompt for ordering instructions
S-bo_use_security	Use Security in ShopSite?
S-from_addr	"From" address in e-mail receipts
S-bo_reg_url	URL of ShopSite CGIs
S-mystore	The storefront URL that the merchant sees by clicking the My Store button.
S-customcgi	Location of custom CGI
S-separator	The separator character used in large currency amounts.
S-decimal	The decimal separator used in currency for this locale.
S-bo_secure_url	The secure URL of back office CGI programs.
S-delim_infield	
S-image_url	The URL where standard ShopSite images are stored.
S-image_dir	The pathname where standard ShopSite images are stored.
S-smartbuild	(ignore)
S-image_url_secure	The secure URL where standard ShopSite images are stored.
S-inventory_tracking	Inventory tracking status
S-indexbuild	(ignore)
S-MerchantLocale	Full description of the merchant locale, as defined in the localeinfo.dat file.
S-sb_use_security	Use security in shopping cart?
S-AdvancedUser	(ignore)
S-sb_dir	Shopping cart (basket) directory
S-pagesbuild	(ignore)

S-altcurrency	The alternate currency used in the store.
S-ccprocessor	Credit card processor type
S-sb_prompt_comments	Prompt for comments?
S-sb_reg_url	URL of shopping cart CGIs
S-outputurl	URL of store
S-delim_betfield	(ignore)
S-sitemapbuild	Whether or not to build a sitemap.
S-currencyratio	primary/seconday currency conversion rate.
S-outputdir	Output directory
S-BuyerLocale	Full description of the merchant locale, as defined in the localeinfo.dat file.
S-currency	The currency defined for the store, in the format of the currency.dat file.
S-sendmail_loc	Location of sendmail executable.
PayType	see paytype values above
orderapi1 **orderapi2** **orderapi3** **orderapi4**	The values that the merchant entered into the **Additional Parameter** fields on the Order API screen.
CCemail	The e-mail addresses and names entered by the merchant in the **Order Notifications CC:** field on the Hosting Services screen.
cgi	The file name of the currently running CGI program.
number_cgis	The total number of CGI programs that are to be run by the Order AIP interface.
current_cgi	The number of the current CGI program out of the total number to run.

Order Management

In addition to viewing order information, the Order Management screen allows you to track the status of an order, add notes to an order, provide tracking information to the customer, and resend receipts.

Status	This field lists the last six actions relevent to the order. It might include: when it was placed; when the shipping tracking number was sent; or when the receipt was resent.
Merchant Notes	This section allows merchants to leave notes on orders. Use the text field to enter the note and click the "Add" button to append the entry to the bottom of the note. You can also edit the entire note to make changes to previous entries.
Bill To	The billing name and address on the order.
Ship To	The shipping name and address on the order.
Payment	This field contains information on the payment method used, transaction number, as well as information on the network from which the order was placed, such as the IP Address.
Shipping	This field contains information on the shipping method selected by the customer. Clicking the "Send Tracking" button will open a pop-up window with fields for entering and sending the order's tracking number.
Other Information	This field is contains information that may not be applicable to every order. For example, here you can find the name of the associate who referred the order, the type of device that placed the order, or the tax status of the order.

Orders Configuration

The Order configuration screen allows you to add content for headers and footers on Orders and Packing Slips, and to set whether or not to display prices on packing slips.

View Order

View Order Header	Insert text or HTML to be displayed above the main order information section. This field supports use of the HTML Editor.
View Order Footer	Insert text or HTML to be displayed below the main order information section. This field supports use of the HTML Editor.
Display Product Image	Set this checkbox to include images with the products on orders received. Use the drop-down box to select which image size to use. ***Note:*** You can specify the different image sizes from the **Images > Configure** page of ShopSite's backoffice.
Display product weight	Set this checkbox to include the product's weight on orders received.
Display total order weight	Set this checkbox to include the order's total weight on orders received.
Table Shade Color	You can specify the color of the table used when displaying an order. Enter the hex value for the desired color in the box or click the "pick" link to use a color wheel. A preview of the color used in the table can be seen surrounding the hex value. ***Warning:*** Do not use the color black (#000000), as it will mask the text within the table!

Packing Slip

Packing Slip Template	Select the template to use for packing slips. Defaults to om-1.sst
Display Monetary Values	Select **On** to display prices on the packing slips, or **Off** to hide prices.
Display Doba Products	Select **On** if you want Doba products to be displayed on packing slips, or select **Off** to leave Doba products off the packing slip.
Display Custom Checkout Fields	Select **On** to display custom checkout fields on the packing slips, or **Off** if you do not want the custom checkout fields displayed.
Display Product Image	Set this checkbox to include images with the products on packing slips. Use the drop-down box to select which image size to use. ***Note:*** You can specify the different image sizes from the **Images > Configure** page of ShopSite's backoffice.
Display product weight	Set this checkbox to include the product's weight on the packing slip.
Display total order weight	Set this checkbox to include the order's total weight on the packing slip.

Display shipping method	Set this checkbox to include the shipping method on the packing slip.
Display product's merchant field	Set this checkbox to include the product's merchant field on the packing slip.
Table Shade Color	You can specify the color of the table used when displaying an order. Enter the hex value for the desired color in the box or click the "pick" link to use a color wheel. A preview of the color used in the table can be seen surrounding the hex value. ***Warning:*** Do not use the color black (#000000), as it will mask the text within the table!
Packing Slip Header	Insert text or HTML to be displayed above the main packing slip information section. This field supports use of the HTML Editor.
Packing Slip Footer	Insert text or HTML to be displayed below the main packing slip information section. This field supports use of the HTML Editor.

Product Sort Order

When viewing orders, you may select to have the products in the order sorted for your convenience.

Sort By	Select how products in orders will be sorted: • **None** - Select this option to have products listed in the order they were added to the shopping cart. • **SKU** - Select this option to use the product SKU to sort the products. • **Name** - Select this option to use the product Name to sort the products.
Sort Order	Select whether products should be listed in **Ascending Order** (A-Z) or **Descending Order** (Z-A).

Notes

The notes section can be used to log information about the order for future use. Notes will not show up on the packing slip.

Add Note text box	This field controls how many columns and rows are visible for a note. The note itself can be longer, but only the amount defined here is visible when editing the note. The default is 40 columns and 4 rows.
Add server date and time to note	This whether or not the note is time stamped when it is saved.
Add username to note	If user acounts have been enabled, this field controls whether or not the username of the person adding the note is appended to the note when it is saved.

Barcode

The barcode section can be used to provide a barcode for orders to the merchant and can be used to place a barcode on the packing slip.

Display barcode on Order	Select whether or not to display the barcode on the order.
Display barcode on Packing Slip	Select whether or not to display the barcode on the packing slip.
Position to display barcode	Use the drop-down menu to select where the barcode will be positioned in relation to the order. Choices include: "Below", "Above", "Left", and "Right".
Type of barcode	Use the radio buttons to select the type of barcode to use. Choices include: "Standard 2 of 5", "Interleaved 2 of 5", "Code 11", "Code 39 (default)", "Code 93", "Code 128", "Codabar", and "MSI". Examples of the barcode are displayed in the Example barcode field, below.

Example barcode (read only)	This field displays an example of the barcode type, selected above.

Order Manager

Number of log entries to display	Use the drop-down menu to configure the number of log entries to display for a particular order. More information on the Order Management log can be found on the Order Management page.
Subject of Tracking Email	Defaults to "Shipping tracking Number for Order: [ORDER_NUM]"
Body of Tracking Email	Defaults to "Your order [ORDER_NUM] has been shipped. Use this tracking # [TRACKING_NUM] to monitor it's progress."

Text

Use the fields found below to configure the text that displays when an order is selcted for Order Management.

Order Number	Defaults to "Order Number"
Order #	Defaults to "Order #"
Order Date	Defaults to "Order Date"
Bill To	Defaults to "Bill To"
Ship To	Defaults to "Ship To"
Email	Defaults to "Email"
Phone	Defaults to "Phone"
Ship to Phone	Defaults to "Ship to Phone"
Shopsite Transaction ID	Defaults to "Shopsite Transaction ID"
Order Messages	Defaults to "Order Messages"
Order Source	Defaults to "Order Source"
Doba Order Info	Defaults to "Doba Order Info"
Payment type	Defaults to "Payment type"
Payment Processing Info	Defaults to "Payment Processing Info"
Associate Name	Defaults to "Associate Name"
No Associate Name for this order.	Defaults to "No Associate Name for this order."
Qty.	Defaults to "Qty."
Image	Defaults to "Image"
Name	Defaults to "Name"
SKU	Defaults to "SKU"
Weight	Defaults to "Weight"
Each	Defaults to "Each"
Total	Defaults to "Total"
Order Instructions	Defaults to "Order Instructions"
Comments	Defaults to "Comments"
Shipping Method	Defaults to "Shipping Method"

Total Order Weight	Defaults to "Total Order Weight"
Warehouse	Defaults to "Warehouse"

OrderAnywhere Linker

The OrderAnywhere Linker is the easiest way to add a ShopSite shopping cart to an existing Web site. It allows you to place an [Add to Cart] button next to each product in your Web site without having to re-create all of your pages in ShopSite. You can use your favorite Web page creation program to create your store's pages, and then place order buttons anywhere on those pages.

If you haven't already set up your store, you may want to use the New Store Wizard and select the option to **add order buttons to my existing site**. This option will guide you through all the essential steps to place Add To Cart links on your existing pages and begin taking orders in ShopSite.

Note: Watch the Order Anywhere Video Tutorial to see how easily you can add order buttons to your Web site.

With the OrderAnywhere Linker there are three types of Order Anywhere HTML code that can be copied and pasted from ShopSite into your Web page creation program. To see the code, select the product or products you wish to get the code for and click the "Show Code" button. The HTML code is shown by default, but the URL and Embed code can be displayed by clicking the respective "Show" buttons.

- HTML
- URL
- Embed

HTML Code

The HTML Code shows the HTML required to display the Add to Cart and View Cart buttons as part of a form that will be submitted. If changes are made to a product using the HTML Code, the Order Anywhere code will need to be updated and manually copied back into the HTML of the product's page. It is often in a format similar to the following:

```
<form action="http://www.domain.com/cgi-bin/sc/order.cgi" method="post">
<input type=hidden name="storeid" value="*14884e29aaf84026184106d4">
<input type=hidden name="dbname" value="products">
<input type=hidden name="function" value="add">
<input type=hidden name="guid" value="c6240b02-6966-11e1-929b-000347315335">
<input type=submit value="Add To Cart">
<input type=submit name="checkout" value="View Cart">
</form>
```

URL

The URL Code contains two HTML links. The HTML links can be used in places where an HTML form is not allowed, such as on many blogs. It is often in a format similar to the following:

Add to Cart: http://www.domain.com/cgi-bin/sc/order.cgi?storeid=*StoreID&dbname=products&guid=c6240b02-6966-11e1-929b-000347315335&function=add

or

Add to Cart: http://www.domain.com/cgi-bin/sc/order.cgi?storeid=*14884e29aaf84026184106d4&dbname=products&sku=6001&function=add

View Cart: http://www.domain.com/cgi-bin/sc/order.cgi?

storeid=*14884e29aaf84026184106d4&function=show

Embed

The Embed Code uses an iFrame to show products. It has the advantage of ShopSite template support as well as automatically updating the Order Anywhere product when changes are made to the product in the back office. The Embed Code is often in a format similar to the following:

<iframe src="http://www.domain.com/cgi-bin/sc/ss_page.cgi?storeid=*14884e29aaf84026184106d4&guid=c6240b02-6966-11e1-929b-000347315335&from=embed&template=em_BasicLayout.sst" height=240 width=300 frameborder="0"></iframe>

or

<iframe src="http://www.domain.com/cgi-bin/sc/ss_page.cgi?storeid=*14884e29aaf84026184106d4&sku=6001&from=embed&template=em_BasicLayout.sst" height=240 width=300 frameborder="0"></iframe>

When you're done copying OrderAnywhere code to the appropriate pages, click the "Ok" button to return to the OrderAnywhere Linker page.

Ordering Options

Ordering Options allow you to provide your customers with variations or customization of your products. ShopSite allows you to create pull-down menus to allow customers to select various options (such as colors or sizes), and you can even modify the price of the product based off the customer's selection. In addition, ShopSite can include a text-entry box for each product. You can use the text-entry box alone, or in conjunction with the pull-down menus, to allow customers to customize the product (such as including a monogram or a special message).

Order Options Pull-Down Menus

Creating order options pull-down menus is a very simple process. When you are adding or editing Product information, the **Order Options Description** textbox allows you to provide information, such as a description or instructions, about the menu. You can then create the menu contents in the **Pull-down Menus** textbox. All you have to do is type each of the options into the text box in the order you want them to appear, with each option on a new line:

```
Option 1
Option 2
Option 3
```

This will create a pull-down menu that looks like this:

Option 1

To create more than one pull-down, simply leave a blank line between lists of options:

```
First Option 1
First Option 2

Second Option 1
Second Option 2
Second Option 3
```

This will create two pull-down menus that look like this:

First Option 1 | Second Option 1

Special Rules

ShopSite allows you to include options in your pull-down menus that do something special, such as modifying the product price based off the selection. The following Special Rules exist:

Rule Name	Rule Indicator	Rule Description	Rule Example
Invalid Option	n	A comment or option description, useful for instruction. It is not a valid selection and the shopper can not checkout if the product in the cart has this option selected.	`Select a Color;n`
Increase Price	*none*, +	Adds the value after the indicator to the product price.	`Metalic Ink;3.75` `Gold Ink;+4.50`
Decrease Price	-	Subtracts the value after the indicator from the product price.	`Black Ink;-0.65`

Multiply Price[1]	*, x, X	Multiplies the product price by the value after the indicator.	`Set of Two Pens;*2`
			`Set of Three Pens;x3`
			`Set of Four Pens;X4`

Divide Price[1]	/, %	Divides the product price by the value after the indicator.	`No Extra Ink;/2` `No Storage Case;%3`
Set Price	=	Sets the product price to the value after the indicator.	`Every Color Ink Bundle;=25.00`

As illustrated in the examples in the table above, to indicate a special rule, simply put a semi-colon (;) at the end of the option description, then put the indicator and the value. For example:

```
(Ink Color);n
Black (-$0.15);-0.15
Red
Blue
Silver (+$0.45);+0.45
Gold (+$0.65);+0.65
```

The previous text would create the following pull-down menu:

(Ink Color)

Note that the semi-colon, rule indicator, and value are not visible in the pull-down menu. If this were a real product, however, the customer would not be able to purchase the product if the *Ink Color* option were selected. If the customer selected *Black* ink, one of this item would cost $0.15 less than the regular product price, and 3 of this item would cost $0.45 less than the regular product price.

Because the rule is not visible in the pull-down, it is usually a good idea to indicate the affect a rule will have on the selection, either in the pull-down description or in the option description itself (as in the example above). Because the invalid options are usually descriptive, and the customer will be prevented from adding the product to the cart or checking out with an invalid option selected, you may not need to do anything special to indicate such options.

As the semi-colon is used to indicate the end of an option description, you can not use a semi-colon as part of the description. You should also avoid using any other reserved characters (such as ", ?, <, >, etc.).

Advanced Options

Advanced Options requires an understanding of the basic ordering options, as it builds off of them. Instructions for Advanced Options can be found here.

Using Pull-Downs with the Text-Entry Box

You can use the Text-Entry Box to allow the customer to add information such as customization instructions. This can be done alone, or in conjunctions with the pull-down menus. For example, if you were selling pens that could have a monogram engraved on the barrel, you could have pull-down menus to select a font and the number of letters to engrave. The customer could then enter the actual letters to be engraved into the text-entry box. By using a pull-down for the number of characters, you have the option to charge per character, and to set a clear limit on how many characters can be engraved on the pen. You can also alter the price based off the font selected.

Select the font and number of characters for your monogram:

None | 0

Enter the characters you want in your monogram below. Enter upper-case letters if you want them engraved in upper-case, or lower-case letters if you want them in lower-case. *We will only engrave as many letters as you select above, regardless of how many letters you enter here.*

[1] If Special Rules are used before switching to Advanced Ordering Options, any multiplication or division used in the Special Rules will be ignored. Multiplication and division can, however, be added back in to individual product options using the Advanced Ordering Options.

Orders Access Log

The orders access log records information about every time the Order system was accessed.

Date/Time	Date and time of the order system access
Trusted	Whether the computer used to access the sytem is in the Trusted list
ID	Security ID of the computer used to access the system
IP	IP address of the computer used to access the order system.
Domain	Domain name (if available) of the computer used to access the order system.
Action	order screens or actions performed.
Extra Info	details about actions taken.
Accessed Securely	Whether the order screen was accessed using an SSL connection.

Orders Download Tab-Delimited Text File Format

Each line in the downloaded file is an order (except for the first line). The first line indicates the name and sequence of each field found in the remaining records. For example the first three fields of the first record (line) would contain:

```
Order Date   Order Number   Customer Name
```

The next two records might have the following in the first three fields:

```
Thu Nov 20 14:55:11 1997 1235 Joe Cool
Thu Nov 20 16:35:31 1997 1236 Sally Smith
```

Each field is separated by a tab. The first field is the date and time the order was placed, the second is the order number, and the third is the customer name. Note that empty fields indicate the customer did not enter any information in that field.

Here are the definitions of each field in version 10. If you selected a format from a previous version for compatibility reasons, you can click these links to find the details of those formats:

version 9.0 version 8.3 version 7.1 version 7.0 version 6.3 version 6.2 version 6.1 version 6.0 version 5.0 version 4.3

Order Date
: The date and time of the order as a string, such as "Tue Jan 22 13:53:49 2002"

Order Number
: The order number for this order. All orders have unique numbers.

Customer Name
: The customer's first and last name from the shipping page.

Title
: The customer's title from the billing address.

First Name
: The customer's first name from the billing address.

Middle Name
: The customer's middle name from the billing address.

Last Name
: The customer's last name from the billing address.

Suffix
: The customer's name suffix from the billing address.

Company Name
: The company name from the order form.

Address 1
: The first field of the customer's billing address.

Address 2
: The second field of the customer's billing address.

City
: The city from the customer’s billing address.

State
: The state from the customer’s billing address.

Zip
: The ZIP or postal code from the customer’s billing address.

Country
: The country from the customer’s billing address.

Phone
: The phone number from the customer’s billing address.

Email
: The customer’s e-mail address

Ship To
: The name from the shipping address.

Ship Title
: The name title from the shipping address.

Ship First Name

The first name from the shipping address.

Ship Middle Name
The middle name from the shipping address.

Ship Last Name
The last name from the shipping address.

Ship Suffix
The name suffix from the shipping address.

Ship Company
The company name from the shipping address.

Ship Address 1
The first field from the shipping address, normally the street address.

Ship Address 2
The second field from the shipping address.

Ship City
The city from the shipping address.

Ship State
The state from the shipping address.

Ship Zip
The ZIP code or postal code from the shipping address.

Ship Country
The country from the shipping address.

Ship Phone
The phone number from the shipping address.

Payment Method
Contains a string showing the payment method the customer used (e.g. *Visa*, *Master Card*, *eCheck*, *COD*).

Payment Info 1
For most pay types, this field contains the customer's credit card number, or an encrypted value for the card number.

Payment Info 2
The name on the credit card.

Payment Info 3
The company name on the credit card.

Payment Info 4
The credit card expiration date.

Card Verification Value
The CVV2 value entered by the customer, or "xxx" if using online payment processing. For manual processing, if the order has already been downloaded or viewed online, the CVV2 value will be "`**purged**`".

Payment Gateway
The payment processing method used to process the order.

Payment Status
The status of the payment.

Payment Processing Info
When the customer paid with a credit card, this field contains the authorization information returned by the payment gateway.

Shipping Method
The field label for the shipping method chosen by the customer.

Order Instructions
The text that the customer entered in the ordering instructions box.

Order Comments
The text that the customer entered in the Comments box.

Email List
Indicates whether the customer checked the box to be included in the store's e-mail list.

Referred By
The name of the associate site that the customer came from before placing the order.

Order Medium

Remote IP/Host Name
The IP Address and Host Name of the computer the customer was using.

Product Total

The cost of all products ordered. This value is based on sale prices if any products are on sale. It does not include coupon discounts, tax, shipping, or surcharges.

Coupon Total
The total amount of any coupon discounts applied to the order.

Gift Certificates
Identifies if a Gift Certificate was used as part of the purchase.

Discount
The amount of any volume discount applied to the order.

Surcharges
The text labels of any surcharge applied to the order.

Surcharge Total
The total amount of any surcharge applied to the order.

Tax Name
The name of the tax applied to this order. The merchant defines the names and rates, but they are either selected by the customer or automatically applied based on the shipping ZIP/postal code.

Tax Rate
The tax rate applied to this order. The merchant defines the names and rates, but they are either selected by the customer or automatically applied based on the shipping ZIP/postal code.

Tax Total
The amount of tax charged for the order.

Shipping Total
The amount of shipping charged for the order.

Order Total
The total amount charged to the customer. This amount includes all product charges, all coupon and volume discounts, all taxes, shipping, and surcharges.

Order Weight
The total shipping weight of the products in the order.

BuySafe Amount
The cost used by buySAFE

BuySafe Text
Text displayed with the buySAFE amount.

BuySafe Cart ID
The ID used by buySAFE to identify the order.

Doba Shipping
Shipping rate for Doba products.

Doba Order Info
Order information for Doba products. For example, this field might contain: `ID: 322163|Total: $731.60`

Custom Fields
The names and values of all custom fields, in this format:
field01 = *value*

ShopSite Transaction ID
A unique ID number assigned to the order, which can be used to associate ShopSite orders with payments.

Customer ID
The customer ID number in ShopSite, if the customer was registered and logged-in when the order was placed.

VAT ID

Order UTC
The Universal Time Code for when the order was placed.

Notes

Log

Tracking Number

Shipper

Number of Items
The number of separate products that were ordered (not to be confused with "Quantity," which indicates the number of a specific product that was ordered.) For example, if Sally orders 5 copies of the book *Selling on the Web using ShopSite* then NumItems would be 1 and Quantity would be 5. But if Joe orders 1 copy of *Selling on the Web using ShopSite* and 1 copy of *ShopSite for Dummies* then NumItems would be 2 and Quantity would be 1 for each product in the order record. Note that all product-specific fields would be repeated in the order record for Joe, because Joe ordered two separate products. It is therefore important for a program to read the NumItems field so the number of

remaining fields can be correctly calculated for that order record.

Product Name*
The name of the product ordered.

Product SKU*
The SKU of the product.

Unit Price*
The price per unit (or sale price, if applicable) of the product ordered.

Quantity*
The number of units of the product ordered.

Extended Price*
The subtotal for the product ordered, which is the Price multiplied by the Quantity.

Taxable*
Contains "checked" if the product is taxable.

Tax Rate

Product Type*
Indicates the type of product, such as "Tangible," "Download," "Coupon", or "Gift Certificate."

Product Type Data*
Information about the product type, such as the coupon ID number.

Product Options*
The values that the customer selected in pull-down menu options (e.g., small, medium, large, or x-large) for the product. If the product had multiple ordering options, each value is separated by |n|.

Other Options*
The contents of the ordering options text box for the product.

Merchant Info

From Wishlist

Total Item Weight*
The shipping weight for this line item, which is the product weight multiplied by the quantity.

Product Dimensions*
The box dimensions for shipping the product.

QuickBooks Info*
The QuickBooks Item Type and Sales Account selected for this product.

Doba Item ID*
The Doba ID for the product.

---

*This field is repeated for every product in the order.

Download Orders QuickBooks Format

When you select to download orders in QuickBooks for Windows format, ShopSite creates a file that you can import into QuickBooks for Windows (version 2000 or newer). On the Database Download screen, select **QuickBooks import file format** (If this is the first time downloading orders in QuickBooks Format, you will need to Configure it). You should set the file extension to `.iif`, since that is the file type that QuickBooks is expecting.

After downloading the orders, start QuickBooks and select **File > Utilities > Import** and navigate to the `.iif` file containing the orders. QuickBooks should read the file and then display a message saying that the file has been imported.

Each order in your store will be imported into QuickBooks as a sales receipt containing the details of that order. A new account will be created (if it doesn't already exist) called "online sales," and each line item from each order will be listed there. The orders will also be visible in the Undeposited Funds register.

Note: QuickBooks may have trouble importing product names that contain double quotes or single quotes, such as inch and foot designations. You need to rename your products with "inch" or "foot" or some other term.

Orders Download XML

When you select to download orders in XML format, ShopSite creates a text file that contains your store’s order information with XML markup, based on ShopSite's DTD, found here. You should be able to import this ShopSite-created file into any XML-aware application. On the Database Download screen, you should set the file extension to `.xml`.

Automatic XML Orders Download

Note: The information on this page applies to Orders only. For information on automated XML uploads and downloads of Products or Pages, see Database Automated XML Upload/Download.

Note: To implement this feature as intended, you should familiarize yourself with the sample OAuth source code. It can be downloaded here: OAuth_Sample.zip

If you plan to implement OAuth in PHP, we've created a pair of files that can be used to accelerate your development. The first, oauth.php, is an OAuth module that can be plugged directly in to your custom PHP script. The second, oauth_tester.php, contains examples of how to use the module with ShopSite. The zip file containing these files can be downloaded here:
OAuth_PHP.zip

You can use a merchant-supplied program to automatically download a store's orders as an XML-formatted text file. This help page describes the programmatic interface; the XML DTD is described on Orders Download XML Format.

Your orders download program must send a request to a ShopSite Authorization CGI program (`authorize.cgi`) and provide authentication to receive a token that can authorize a request to a ShopSite Download CGI program (`db_xml.cgi`) to start the download. To keep order information secure, the ShopSite CGI program must be invoked through a secure connection (https). If the connection is not secure, customer credit card information will not be included in the download.

The `db_xml.cgi` program can accept these optional parameters:

- **`version`** - The order database format, based off the ShopSite version. You may need to specify an earlier version for compatibility with third-party applications. If a version is not specified, ShopSite will default to the version selected in the Order Download configuration screen, or the version of the original ShopSite installation (not the current version). Available versions are: 6.3, 7.0, 7.1, 8.0, 8.1, 8.2, 8.3, 9.0, 10.0, 10.1, 10.2, 11.0, 11.1, and 11.2.
- **`startorder`** - The order number of the first order to include in the download. If not specified, the download starts with the oldest order.
- **`endorder`** - The order number of the last order to include in the download. If not specified, all orders after `startorder` will be included, or until `maxorder` is reached.
- **`startdate`** - The date of the oldest orders to download, in mm/dd/yyyy format. The date is based on server time.
- **`enddate`** - The date of the newest orders to download, in mm/dd/yyyy format. The date is based on server time.
- **`maxorder`** - The maximum number of orders to download.
- **`pay`** - Include payment information (credit card details) in the download. The recommended value for this parameter is "yes". If this parameter is not included in the command line or if a secure connection is not used, the download will not include payment information.

  Note: CVV2 information is only stored by ShopSite when the store is accepting credit cards for manual processing. This information is purged from ShopSite when orders are viewed or downloaded. Sometimes it is necessary to download the order information before authorizations occur, such as when using order managing software. For example, let's say that you manually authorize your credit card transactions and have an order manager that automatically downloads information from ShopSite. When those orders are downloaded to the order manager, the CVV2 information is purged from ShopSite, even if it is not used by the order manager. By setting the value for the "pay" parameter to "no_cvv" (pay=no_cvv), the CVV2 information will remain in ShopSite until the order is viewed or downloaded through the back office.
- **`html`** - Display downloaded orders as HTML output in the browser window.
- **`dkey`** - The URL encoded key used to decrypt payment information if merchant key encryption is used. If the merchant is using merchant key encryption, the key must be read into a buffer from a file on the merchant's client, URL encoded (keys may include carriage returns, line feeds, and plus characters that must be converted to their hexadecimal codes, `%0D`, `%0A`, and `%2B` respectively), and transmitted securely to the server as the value for the `dkey` attribute, or else encrypted payment information will not be readable.

While it is possible to use `startorder` and `endorder` or `startdate` and `enddate` to download a specific set of orders, you do not have to use both the start and end value. You could, for example, use `startdate` without `enddate` to download all the orders that have come in since the last time you downloaded orders.

The `db_xml.cgi` will output the following line, followed by the XML order information:

```
Content-type: application/x-www-form-urlencoded\n\n
```

Example Program

This example program functions as though the client has already entered the appropriate information on the Applications screen of the back office. The example also relies heavily on the sample OAuth source code found in the OAuth_Sample.zip which you should download and review.

From the back office:

- client id = B9D3299B
- authorization code = MTQxMDZ8ZGViYmllfDJ8
- secret key = CCAB-DFB5-C73A-5228

Generated by the OAuth sample code:

- nonce for token request = 80026bc7
- nonce for download request = 503bb763
- client credentials (client id: nonce for token) = B9D3299B: 80026bc7
- encoded credentials (base64 encoded client credentials) = QjlEMzI5OUI6ODAwMjZiYzc=
- token = MTMwMjA5NjAyOHxkZWJiaWV8MnxCYWlsZXl8MjU2fA==
- timestamp = 1302101084
- signature for token request (encoded credentials, signed with secret key, then base64 encoded) = rfw0k21l9YdXl0r240Uw+3aa9A4=
- signature for download request (request URL and query string, signed with secret key, then base64 encoded) = LXIUwI9RSLqzd19GpOJnbO0hTQg=

This example uses a non-secure connection to request order information. Because the CGI directory on the server requires authentication, the program first requests a token from ShopSite, passing the authentication keys set up on the Application screen in the back office. It then passes the token as authentication for the order information request. This program does not process the XML, so it does not test the response values (Success or Failure).

```
if ((msg_socket = getconnection("mystore.com",80)) == -1)
{
  printf("Big trouble, no socket connection\r\n");
  exit(1);
}

    /* create the HTTP header for authentication request */
sprintf(send_msg,
  "POST /cgi-bin/sc/authorize.cgi HTTP/1.1\r\n"
  "Host: mystore.com\r\n"
  "Content-Length: 127\r\n
  "Content-Type: application/x-www-form-urlencoded\r\n\r\n"
  "grant_type=authorization_code&code=MTQxMDZ8ZGViYmllfDJ8&client_credentials=QjlEMzI5OUI6ODAwMjZiYzc=&signature=rfw0k21l9YdXl0r240Uw+3aa9A4=");
    /* send the HTTP header for authentication request */
resource = send(msg_socket, send_msg, strlen(send_msg),0);

    /* create the HTTP header for download */
sprintf(send_msg,
  "POST /cgi-bin/sc/db_xml.cgi HTTP/1.1\r\n"
  "Host: mystore.com\r\n"
  "Content-Length: 164\r\n
  "Content-Type: application/x-www-form-urlencoded"\r\n\r\n
  “clientApp=1&dbname=orders&version=11.0&token=MTMwMjA5NjAyOHxkZWJiaWV8MnxCYWlsZXl8MjU2fA==&timestamp=1302101084&nonce=503bb763&signature=LXIUwI9RSLqzd19GpOJnbO0hTQg=”);


    /* send the HTTP header for download */
count = send(msg_socket, send_msg, strlen(send_msg),0);

    /* loop to receive order info */
while (count = recv(msg_socket, buf, 2048, 0))
{
  buf[count] = '\0';
  printf("%s",buf); /* since just testing write the order info to the screen */

    /* Here is where you would create a buffer */
    /* containing all the order info */
    /* and then process that information */
}

close(msg_socket);
```

The `getconnection()` function creates a socket link to the specified host. Once the socket connection has been established the program will "send" the HTTP header that specifies the CGI to be invoked, the Host and the Authorization which is needed because the CGI is in a oAuth protected web server directory.

Configure Orders Download for QuickBooks

When you download order information from ShopSite to a QuickBooks Import File, order and product information is assigned to QuickBooks accounts and item types. Use the fields on this screen to configure which QuickBooks accounts and item types are used.

Transactions

Each order from your ShopSite store will be converted to a QuickBooks transaction when you download it, and it will be assigned to a specific transaction type and account. Select the transaction type and account that you want to use.

Transaction Type and Account	Select whether to download your orders as **Invoice** transactions or **Cash Sale** transactions, then select the account to use with the transaction type that you choose.
Transaction Memo	You can optionally enter a text memo here that will be added to each transaction when you download orders. You can use this field to make it easy to identify ShopSite transactions by entering something like "ShopSite."

Import Products with Orders

ShopSite can optionally include product information when you download order information for QuickBooks. If you track your inventory in QuickBooks, you should enable this feature. You can assign ShopSite products to a specific QuickBooks item type, and you can record product sales in a specific sales account. The values that you set here are default values; you can assign different item types and sales account for individual products when you add or edit those products.

Import Products	Check this box to have ShopSite include product information when you download order information for QuickBooks.
Item Type	Select the default Item Type to assign products in QuickBooks. This will be used unless you have specified another Item Type on the Edit Product Information screen. If you are unsure which type to select, choose **Non-inventory part item**, because QuickBooks allows you to change that type later.
Sales Account	Select a QuickBooks account to track product sales.

Sales Tax

If you have configured ShopSite to calculate sales tax on orders, tax information will be included with each order that you download for QuickBooks. Use these fields to select how you want to record that information in QuickBooks.

Tax Item	Select the QuickBooks tax item that you want assigned to the tax on each order.
Tax Account	Select the tax account that you want to use to track sales from your ShopSite store.
Tax Agency	Select the tax agency that you use to report your sales tax.
Tax Memo	Optionally enter a text memo to be added to each ShopSite tax item downloaded for QuickBooks.

Click **Save Changes** to save your settings, or click **Cancel** to abandon changes, and return to the **Database Download Options** screen.

Orders

After receiving an e-mail notification that someone has placed an order in your store, you can go to the Orders screen in ShopSite to view order information. The Order screen lists all orders in your store, and new orders are preceded by an asterisk (*). The list of orders shows the order number and the customer name.

Note: Order information is not sent by e-mail because e-mail is not secure. Viewing or downloading your orders from your browser is secure if your store is configured to use secure sockets layer (SSL) protocol (e.g., https://). If you see a warning at the top of the Orders screen, your store is not configured to use SSL. Contact your host administrator to enable SSL for your store.

Card Security	The security level indicated on your Orders screen tells you what level of data protection is in place for your ShopSite store. Click on the indicated level or on the **Security** button, then **Security Status** to learn more about data security elements.
Credit Cards	This information is only displayed if you are using Merchant Key (asymmetric) encryption. If Merchant Key encryption is turned on, you must upload the Merchant Key in order to view credit card information. If the key has not been uploaded, the Credit Cards will be **Locked** (not viewable). To unlock the payment information, click on **Locked** to be taken to the Upload Merchant Key screen. After uploading the Merchant Key, the Credit Cards will become **Unlocked** and viewable. You can click on **Unlocked** to have ShopSite expire the session and remove the decryption key from the server.
View Orders	Select one or more orders in the list that you would like to view and click **View Orders**. You can view one, several, or all of your orders this way. You can also print your orders by clicking the **Print** button. If you are selling digital download products, you can send download keys to customers from this screen. ***Note:*** If your store is using manual (offline) payment processing, and you are capturing CVV information, after you view or download an order for the first time **the CVV data will be removed** from ShopSite. If the order is viewed or downloaded again, the CVV data will be replaced with `"**purged**"`. If you are not ready to process payment for the order, you should use the **View Packing Slip** option instead.
View Packing Slip	A Packing Slip is an order without the payment information, which can be used by order fulfillment personnel. Select the orders you want to view packing slips for, then click the **View Packing Slip** button to view the packing slips, where you can **Print** them.
Bill Orders	This button will appear if you are using real-time credit card processing to Authorize transactions and capture payment later, you will have the option to bill orders once they are ready to be shipped. From the **Orders screen**, select the orders you want to capture the funds for, and click **Bill Orders**. The Bill Orders screen will display a list of all the orders you have selected to process. The **Status** field will display information about the payment status.
Bill Google Orders	This button will appear if you are accepting payments via Google Wallet. When a customer pays for an order using Google Wallet, the fund transfer will be authorized, ensuring the funds for the purchase are available. After you are ready to ship the order, you can capture the funds to your merchant account by selecting the order number from the list and clicking on the **Bill Google Orders** button.
Delete Orders	Select the orders you want to delete from the order list and click this button to delete the selected orders from your store. You should *only* delete orders if you are certain you will no longer need the order information (after payment has been collected and the order has been exported to a backup or external order manager application).
Search	Use the search feature to find orders based on specified criteria. See the Merchant Search help page for more information.
List All	Click this button to display all orders. This is especially useful to replace the results of a previous

	search with a list of all orders.
Download Orders	Click this button to go to the Database Download screen where you can download your orders to your local computer. You can download order information in three formats; click these links for more information: • Tab-delimited text file • QuickBooks file format • XML text file, manual download or automatic download ***Warning:*** If you download the orders database to your local computer, you must ensure that customer information remains private and secure. ShopSite cannot encrypt or protect information on your local computer. ***Note:*** If your store is using manual (offline) payment processing, and you are capturing CVV information, after you view or download an order for the first time **the CVV data will be removed** from ShopSite. If the order is viewed or downloaded again, the CVV data will be replaced with "`**purged**`". If you are not ready to process payment for the order, you should use the **View Packing Slip** option instead.
Security	Shop Site uses an intruder detection system and other security features to help protect your vital information. The **Security** button will take you to a screen that allows you to view and manage your security status.
Configure	Click on the **Configure** button to add header and footer information to the Order information and Packing Slips, and to configure whether or not to display prices on the Packing Slips.

Copy Page

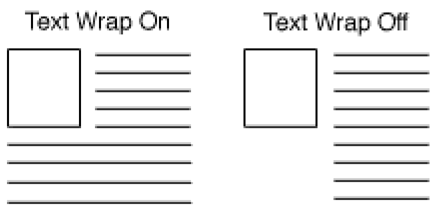
You can create a new page for your store by copying an existing page. The new page will keep most of the settings from the original page, which can save you time and ensure that your pages are consistent throughout your store.

Original Page	(Read only) The name of the page that the new page will be copied from. If this is not the correct page, click Cancel and select a different page.
Copy Page Name	Type the name that you want for the new page. This field is required.
Include Page links and Assigned Products	Check this box to copy the assigned page links and products from the original page to the new page. When this box is checked, the new page will have all the same settings as the original page except for these fields: • Page Name • Link Location • File Name Note that the new page will have the same links *to other pages* as the original page, but no pages will have links to the new page. After copying the page, select the new page and click **Edit Page Content** to add links to the new page by checking the boxes in the Link Location field.
File name	This setting is optional. Use this field to give the page a file name that describes the page's contents, such as "wooden_toys.html" or "customer_service.html." Be sure to put a .html or .htm suffix on the end of the file name, or the page will not display correctly. If you do not assign a name to the page, it will have a default file name, such as page1.html or page2.html. The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'

When you have configured the copy settings, click the **Copy** button to copy the page, or click **Cancel** to return to the Pages screen without copying the page.

Configure Page Defaults

Instead of inserting the same information each time you create a new page, this lets you configure default values for many of the fields of a new page. The fields will still be editable, but will have these values prefilled for your convenience.

Name Toggle	Check this box if you want the Page Name to be displayed at the top of the page. This box is checked by default. The name will usually appear beside the Page Graphic, if there is one.
Graphic Toggle	Check this box if you want to display a graphic on this page. This box is checked by default. This will not change the Banner Graphic settings, but the selected graphic will not be displayed on the page if you uncheck this box.
Link Text Wrap	If this option is set to **On** (default), and you have both a graphic and text for your page link, the text will wrap around under the image. Otherwise, it will appear to the right of the image in a straight column. 

Layout Info

Page Template	There are several page themes and templates to choose from to customize your store's look and feel. If you have applied a theme to your store, selecting a different template here may give unexpected results. See the Page Templates documentation for a description of the different page themes and templates. There are also several product templates you can use to control how individual products are displayed.
Item Alignment	Choose how you would like products and page links aligned in each column. This setting does not affect the Text1, Text2, and Text3 fields. Remember that you can also apply Product Templates to further customize how each product image lines up with the product name, price, and description.
Columns	This setting affects the products and may affect the links, but does not affect the Text1, Text2, and Text3 fields. Laying out your products or links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns. But remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Page Link Columns	This setting determines the number of columns that will be used for links on the page. Laying out your links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns, but remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Column Borders	Checking this box will create a border around each product and (depending on the template) link on your page.
Page Width	Setting the page width to less than 100% will create margins on the page. If you set the width to 90%, the page will have a 5% margin on each side, and the contents of the page will be displayed in the remaining 90% in the middle. Margins can improve the aesthetic quality and readability of a page.
Page Header	Check this box to place your store's page header at the top of this page (or down the left, depending on the page template you choose). You can edit the page header for your store by going to **Preferences > Layout Settings** in your store's back office.
Page Footer	Check this box to place your store's page footer at the bottom of this page. You can edit the page

	footer for your store by going to **Preferences > Layout Settings** in your store's back office.
Global Cross Sell	If your template supports the feature, check this box to place your store's Global Cross Sell items at the bottom of this page. You can edit which products are Global Cross Sell products for your store by going to **Merchandising > Cross Sell** in your store's back office.
Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already viewed. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Page Arrangement Settings

Order	Select either ascending (0-9, A-Z) or descending (9-0, Z-A) sort order for products and page links, or select None to turn off any special sort order.
Product Sort Field	Select to sort products on this page by name, SKU, price, or description.
Page Sort Field	Select to sort links to other pages by page name or link name.
Products on Top	Check this box to sort all products above links on this page. In most cases, this will not actually affect the appearance of the page.
Product Search Field	Check this box to include a Product Search box on this page, which allows customers to search for products in your store.
Index	Check this box to allow this page to be indexed so it can be found when customers search for products on your site. This box is checked by default.
Google Sitemap Settings	Check the **Include in Sitemap** box to include this page in your Sitemap. This box is checked by default. You can optionally use the **Priority** pull-down menu to indicate the importance of this page in your site.

Pagination

Number of Products per generated page	Enter the maximum numbers of products that you want ShopSite to display on a page. If you assign more than this number of products to this page, ShopSite will automatically generate additional pages as needed. Each page will have navigation links to let customers move between the pages. (You can set the maximum number of pages generated on the Publish screen.)

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the previous screen.

Layout Settings

Use this screen to create a standard header or footer to appear on Store Pages and More Info Pages. You might want to include links to important documents, or your e-mail address, phone number, or copyright information. If you are familiar with HTML, you can even create a graphical navigation bar.

You can select whether or not to include the Layout Settingsfor individual pages on the Edit Page Layout screen, and whether or not to include the Layout Settings on product More Information Pages on the More Info Page settings screen.

Page Header and Footer

The following text appears at the top and bottom of each page in your store.

Header	Enter the text or HTML to display at the top of Store Pages and product More Information Pages. This field supports use of the HTML Editor.
Footer	Enter the text or HTML to display at the bottom of Store Pages and product More Information Pages. This field supports use of the HTML Editor.

Central Control for Colors, Background Image and Page Width

These options give you control over formatting the colors, background image, and width of your page.

Text Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker. This will be the default color of the text in your store.
Background Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker. This will be the background color of the each page in your store.
Link Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker. This will be the color used to inform visitors of a hyperlink within your store.
Visited Link Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker. This will be the color that a hyperlink will turn if it has already been visited.
Active Link Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker. This will be the color a hyperlink will appear when a visitor hovers over the link.
Table Shade Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Advanced Search Form Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Quantity Price Background Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Quantity Price Comment Background Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Quantity Price On Sale Background Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Field Warning Highlight Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Field Warning Shade Color	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Background Image	Enter the image URL or directory path, or click **Select** to select an image.
Page Width	Use the drop-down list to select the page width format ('%' or 'px') and provide a number in the textbox.
Using the above values change the	Use the check boxes to select where you want to apply the above formatting. The options are: Page, Product more Information, Product Quantity Pricing, Search, Order System, Gift Certificate,

fields for these features	and Mobile. When you finish making selections, click the **Apply** button to make the changes.

Fonts

Use these options to control which font is used and how big it should appear.

Font	Use the drop-down list to select a font or type in the font name.
Font Size	Use the drop-down list to select the font size format ('pt', 'px', 'em', or '%') and provide a number in the textbox.

Images

These fields control whether to use a company logo and header image as well as two additional images that can be used in custom templates.

Company Logo and URL	Set the check box to use a company logo in your template. Specify which image to use for the logo, what size image to use (if you created multiple sizes of the image when you uploaded it), and where the company logo should direct visitors who click on it (either the homepage created by ShopSite or another URL).
Header image and URL	Specify which image to use for the logo, what size image to use (if you created multiple sizes of the image when you uploaded it), and where the header image should direct visitors who click on it (either the homepage created by ShopSite or another URL).
Payment Logo	Enter the image URL or directory path, or click Select to select an image. Specify which image to use for the logo, what size image to use (if you created multiple sizes of the image when you uploaded it), and where the payment logo should direct visitors who click on it (either the homepage created by ShopSite or another URL).
Image 1 and URL	Specify which image to use for the logo, what size image to use (if you created multiple sizes of the image when you uploaded it), and where the image should direct visitors who click on it (either the homepage created by ShopSite or another URL).
Image 2 and URL	Specify which image to use for the logo, what size image to use (if you created multiple sizes of the image when you uploaded it), and where the image should direct visitors who click on it (either the homepage created by ShopSite or another URL).

Extra Color Fields

These fields can be used to specify particular colors for use in your custom templates.

Color 1	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Color 2	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Color 3	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Color 4	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.
Color 5	Enter a Hexadecimal color value or use the `Pick` link to select a color from the color picker.

Text

Use these fields to display custom HTML or text. Often, this is a block of text known as "boilerplate" and it is useful when you need to repeat information on several pages.

Text A	Enter the text or HTML to display in your custom template. This field supports use of the HTML Editor.
Text B	Enter the text or HTML to display in your custom template. This field supports use of the HTML Editor.

Examples

Below is an example of putting a simple store navigation bar in the footer. To do this, you must set the File Name field for all pages in your store, so that you can use those file names in the links for the navigation bar.

Enter the following text and HTML into the footer section

Footer

```
<center><small>
<a href="index.html">Home</a> |
<a href="loud.html">Loud Toys</a> |
<a href="quiet.html">Quitet Toys</a> |
<a href="tub.html">Tub Toys</a> |
<a href="traditional.html">Traditional Toys</a>
</small>
<p>
Email <a href="mailto:tina@toys.com">tina@toys.com</a> or
call 1-888-tina-toy with questions.
</center>
```

and the text comes out looking like this, with the red and blue text being hotlinks:

Home | Loud Toys | Quiet Toys | Tub Toys | Traditional Toys

Email tina@toys.com or call 1-888-tina-toy with questions.

This is an example of a footer containing contact and copyright information.

Email customer_service@yourstore.com

If you have questions or comments, you can contact us toll free at 800-555-1345. We appreciate your patronage.

©2000 Yourstore, Inc.

You can view and copy the source code for this footer by using the View Source function of your browser. You can include the copyright symbol (©) by typing **©** or **©** in the footer text.

Page Templates

ShopSite provides several different page templates that you can choose from to customize the look of your store. You can select the same page template for each page in your store, or you can use different templates for different pages. However, using the same template on each page provides a consistent look and makes it easier for your customers to navigate your store.

Some of the templates are based on page themes, which means that those templates apply the layout of a theme, but not the color scheme. If you have selected a theme for your store, the name of that theme appears in the Page Template field.

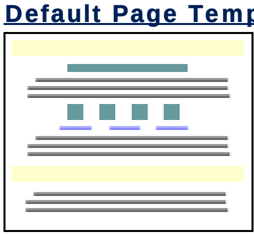
All of the page templates include the same elements, such as space for headers and footers, graphic images, product information, and the Text 1, Text 2, and Text 3 fields. Each page template arranges the elements differently, though.

Note: For most templates, nonexistent elements do not leave a blank space in the templates. For example, if you choose the default template and do not define a universal header, the banner graphic will be at the top of the page. Likewise, if you don't define a universal header or a banner graphic, the Text 1 field will be the first element on the page.

You can select a template for a page when you add the page or edit the page layout. Sometimes applying a page template to a page when you already have a theme in place will combine some aspects of both the template and the theme. To ensure a clean application of a page template, you should first go to the Layout & Color Theme screen in the Preferences section of ShopSite and select the Plain theme.

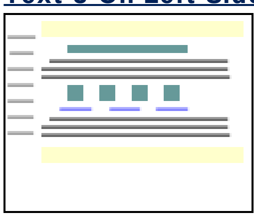
Click on the name or thumbnail image of a template to see a sample page using that template.

Default Page Template



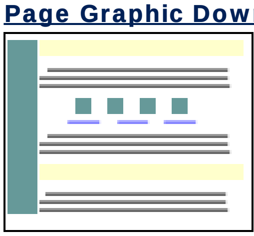
The default template uses a straight-forward "top to bottom" approach. The universal header is placed at the top of the page, followed by the banner graphic and the Text 1 field. Any products and links to other pages appear under the Text 1 field. The Text 2 field is under the links, and the bottom of the page has the universal footer and then the Text 3 field.

Text 3 On Left Side



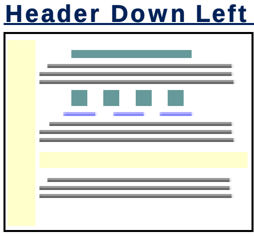
Instead of placing the Text 3 element below the page footer, the Text 3 On Left Side template places it on the left side of the screen. You can include HTML code within the Text 3 field, thereby creating navigation links to other pages in your store, if desired.

Page Graphic Down Left Side



The Page Graphic Down Left Side template is very similar to the default template, except that the banner graphic is displayed at the left side of the page, and all other elements are moved to the right.

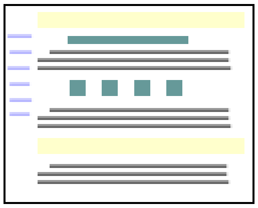
Header Down Left Side



The Header Down Left Side template is similar to the Text 3 Left template, except that the universal header is run down the left side of the page instead of the Text 3 element. Though the difference may seem subtle, this template may be a good choice if you want your banner graphic to be at the top of the page, but don't want to waste the universal header field.

Page Links Down Left Side

The Page Links Down Left Side template places links to other pages to the left of all of the other elements, creating a left-side navigation bar.



Matte Theme

The Matte theme frames all page elements in a two-color border, like the matte on a framed picture.

Mondrian Theme

The Mondrian theme puts a thin border around each page. The page name and banner graphic are put against a colored rectangle just inside the border at the top. All text fields and product information are displayed in a wide column below the page name against a white background. Page links are in a narrow colored column to the right of the product information.

Lefty Theme

A wide vertical stripe of one color runs down the left side of the page in the Lefty theme, containing the page banner graphic and links to other pages in your store, if any. All other page elements are displayed to the right of the stripe.

Topnotch Theme

The Topnotch theme puts a horizontal strip of color across the top of pages, with the page banner graphic in the top right corner and the page name to the left of the graphic. Links to other pages are in a narrow column down the left side of the page, and all product information and text fields, including the page header and footer, are in a wide column that fills the rest of the page.

Rounded Theme

The Rounded theme uses complementary or contrasting colors to create a colored top and left side. The corners of the colors are rounded off for a finished look. The page banner graphic is in the top left corner, and page links are in the left column. All text fields and product information fill the remainder of the page.

Stained Glass (sg) Theme

The Stained Glass theme uses several graphic components to create a border around the page. The page has a fixed width, but can be as tall or short as necessary. The page name and buttons for page links also have graphic backgrounds. All text fields and product information is in the main part of the page.

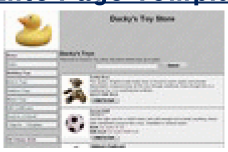
Sidebar Theme

The Sidebar theme is similar to the Lefty theme, but with a little more finesse. The page graphic and navigation links are in the left column, and text fields and product information are in the main column.

Tab Theme

The Tab theme puts the page header and graphic at the top of the page, and then puts all the page links in horizontal rows of tabs below that. The page name and all product information are below the tabs. The Tab theme supports all the features in the current version of ShopSite.

Elite Page Template



The Elite page template uses the Universal Header as the page banner, and places page links vertically down the left-hand side of the page. The Page Name and graphic, along with the product information, is located to the right of the links. The Elite page template incorporates all the latest ShopSite features, but may take a bit of effort to get looking exactly the way you want. The Elite theme supports all the features in the current version of ShopSite.

Awesome Orange Page Template

The Awesome Orange Page template is used by the Awesome theme. It is intended to provide merchants with an easy way to get a good-looking store. The Awesome Orange Page template is designed to be used as a part of the Awesome theme, and may not work properly if used with other templates. The colors used on pages are determined by the theme, and changing page colors will have no affect when using this template. The Awesome theme supports all the features in the current version of ShopSite.

Classy Page Template

The Classy Page template displays the universal page header in a colored banner at the top. Page links and the search field (if available) will appear in the left-hand column. The center column displays the product list. A third column contains customer registration, minicart, gift certificate, and Tell A Friend information if they are on. The color used for the banner and the left-hand and right-hand columns is the Shopping Cart Shade Color. The Classy Theme supports all the features in the current version of ShopSite.

Cross Sell-Sky

The Cross Sell template puts the universal header at the top of the page, with a row of links across the page below it. These links can include customer registration, Tell A Friend, minicart, and Gift Certificates, if they are enabled. There is a block on the left-hand side of the page that contains the search feature (if enabled) and page links. Products are displayed to the right of the page links. The Cross Sell theme supports all the features in the current version of ShopSite.

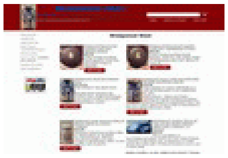
Gradient

The Gradient theme frames the page with a gradient background. The universal header is across the top, with a bar below it containing the search, customer registration, gift certificate, and send to friend links, if they are enabled. Page links are down the left side, with the products featured in the center. The minicart, if enabled, is on the right-hand side. The Gradient theme was introduced in ShopSite version 8.2, and supports all the features in the current version of ShopSite.

Modern

The Modern theme displays the universal header at the top, with a navigation bar down the left side, and a merchandising bar down the right side of the page. The products are displayed in the center of the page. The Modern theme does not support the MiniCart. The Modern theme was introduced in ShopSite version 9.0 and supports most of the features in the current version of ShopSite.

Clean



The Clean theme displays the universal header at the top left of the page, with search and tell-a-friend to the right. The page and merchandising links are in a bar down the left, with the products to their right. The Clean theme does not include Customer Registration links or the MiniCart on the page. The Clean theme was introduced in ShopSite version 9.0 and supports most of the features in the current version of ShopSite.

Pages

Your entire store is made up of pages, from the welcome page to those listing products to pages that give more information about products. Once you've created pages, you can assign products to appear on those pages, and you can create links that allow customers to navigate between the pages.

- To add a ShopSite shopping cart to your existing Web site, use the OrderAnywhere Linker.
- To use your favorite HTML editor to create your store and integrate the ShopSite databases into those pages, use the Custom Templates feature.
- To see all the pages in your store, click **List All Pages**.
- To search for specific pages, enter the criteria to search for, then click **Search**. See the Merchant Search help page for more information.
- To add and edit the pages in your store, use the following features:

Add a Page	Create a new page for your store by defining page content and layout. You can use the page to display products, for customer service, to explain store policies, or for any other purpose required.
Add Several Pages	Create and fill several pages at once, as a time-saving feature.
Edit Page Content	After selecting a page, use this feature to enter or edit page content fields.
Edit Page Layout	After selecting a page, use this feature to choose how you want it to look, and how the contents of the page should be displayed.
Power Edit	Use this feature to edit one or more page attributes on any or all of your store's pages at once. For example, if you want to change the background color for half of your store's pages, select those pages, click **Power Edit**, and then choose Background Color from the list of fields. A new screen will appear containing the name of each page selected and a background color menu, allowing you to easily make the change.
Assign Items	After selecting a page, use this feature to put products and links to other pages on the selected page.
Arrange Items	After selecting a page, use this feature to set the order in which products and links to other pages appear on it.
Copy Page	Select a page and copy it to create a new page that has many of the same settings as the original page.
Delete Pages	Select one or more pages, then use this feature to permanently remove those pages from your ShopSite store.
Preview	Select one page, then click this button to see what that page will look like to customers when you Publish your store. ***Note:*** Previewing a page does not actually publish the changes for customers to see; it just shows you a preview. You must still click the Publish tab when you want customers to see your changes.
Basic Editing	Click this button to use the simplified interface for creating and managing pages.

Change Password

Your ShopSite back office is protected by a password to keep unauthorized people from accessing or changing your store. Sensitive information such as orders can not be viewed, and store settings can not be modified, unless you sign-in using the password.

Note: If you are running ShopSite on a Windows Server, this feature is not available. You can change your ShopSite back office password by changing the password of the Windows User Account you use to access the back office. Contact your System Administrator if you have problems or questions about changing your password.

The Change Password feature lets you change your ShopSite back office password. You should change your password frequently, and you should follow Password Security Guidelines to protect your store and customers. To change your password, go to the **Utilities** screen and click **Change Password.** You will be required to type in your old password, then type in your new password twice (to ensure you typed it correctly), then click **Change Password**. If you have forgotten your old password, contact the provider who sold you the software. Creating a new password is not easy, so try not to forget yours.

Accept Safe

Host	The name of the server that will process your transactions. This field defaults to "ws.processnow.com".
Port	The port on the server for sending transaction information. This field defaults to "443"
Authorize Script	The path and filename of the script that authorizes transactions. This field defaults to "/portal/merchantframework/MerchantWebServices-v1"

Authentication

You must enter your login credentials.

Gateway ID	Enter your Gateway ID provided by Accept Safe.
RegKey	Enter your registration key (RegKey) provided by Accept Safe.

Transaction Settings

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Settle (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	
	`Authorize Only`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Accept Safe for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	
	`Authorize and Settle (Sale)`
	This method authorizes a transaction and settles funds all at once. ShopSite sends a transaction to Accept Safe for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to settle funds because they are captured at the time of the order.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a Accept Safe account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Fill in the proper values and click **Save Changes**.

ACH Direct PaymentsGateway Setings

Overview

Merchants with an ACH Direct PaymentsGateway account can easily configure ShopSite to process payments in real-time using their gateway account. Customers can enter credit card or e-check billing information on the ShopSite checkout screen, and the payment information will automatically be forwarded to ACH Direct for processing. ACH Direct will then verify that the account information is valid, and that there are sufficient funds in the account and notify ShopSite that the order has been authorized, and ShopSite will display a reciept for the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to ACH Direct to capture the funds for that order, and the funds will be transferred to your merchant account, usually within a couple of business days.

Click here to sign up for an ACH Direct PaymentsGateway account.

ShopSite Setup

After you have registered with ACH Direct and received your merchant information, follow these steps to configure your store to process payments using ACH Direct:

Host	(Read-only) The host name of the ACH Direct PaymentsGateway processing server.
Port	(Read-only) The port number used to access the ACH Direct PaymentsGateway processing server.
Transaction Mode	Use the pull-down menu to select which processing mode to use for transactions: • Select **`Test Transaction`** mode to test your settings without actually billing payment accounts. • Select **`Live Transaction`** mode when you are ready to begin processing real payments.

Authentication

Enter your ACH Direct PaymentsGateway account information to allow ShopSite access to your account.

Merchant ID	(Required) Enter the Merchant ID you were assigned when you created your account.
Password	Enter the password associated with your Merchant ID.

Transaction settings

Select how ShopSite will submit transactions to ACH Direct PaymentsGateway.

Credit Card Order Transaction Type	Use the pull-down menu to select what order transaction type to use for credit card orders: • Select **`AuthOnly`** if you need time to prepare orders for shipping. When you are ready to ship the order, you will be able to capture the funds by clicking on **Bill Orders** on the **Orders** screen. • Select **`Sale`** if your orders ship immediately, such as digital downloads. This option authorizes and captures the funds at the same time, so you should not use this if you need time to prepare orders to ship.
Credit Card Billing Transaction Type	Select **`Capture`** to have ShopSite capture funds when you click the **Bill Orders** button on the **Orders** screen.
eCheck Order Transaction Type	Use the pull-down menu to select what order transaction type to use for e-check ordeers: • Select **`AuthOnly`** if you need time to prepare orders for shipping. When you are ready to ship the order, you will be able to capture the funds by clicking on **Bill Orders** on the **Orders** screen. • Select **`Sale`** if your orders ship immediately, such as digital downloads. This option authorizes and captures the funds at the same time, so you should not use this if you need

	time to prepare orders to ship.
eCheck Billing Transaction Type	Select **`Capture`** to have ShopSite capture funds when you click the **Bill Orders** button on the **Orders** screen.
Timeout	(Required) Enter the number of seconds for ShopSite to wait for a response from the payment processor server.
Display CVV2 Entry Box	Check this box to have ShopSite display a box for the customer to enter CVV2 information on the checkout screen.
Require CVV2 Entry	Check this box to have ShopSite require the customer to enter CVV2 information on the checkout screen.
AVS processing	Use the pull-down menu to select how ShopSite should handle address validation: • Select **`Do not perform check`** if you do not want to use the address validation service. • Select **`Check only, do not decline on fail`** to validate the address, but continue with the order if validation fails. • Select **`Check and decline on fail`** to validate the address and decline the credit card if validation fails.
Use enhanced buyer identification	Check this box to use the enanced buyer identification feature for echeck payments. If this is enabled, the customer will be required to provide a second form of identification, such as a Tax ID or Driver's License, along with the checking account information.
Display Error Details	Check this box to have ShopSite display detailed error messages when processing payments. This feature can be helpful for testing or tracking down problems, but can be left off for normal use.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

Checkout by Amazon

Checkout by Amazon is the new payment management system available from Amazon. When you enable Checkout by Amazon, customers will be presented with a pre-shopping cart screen allowing them to select either the standard ShopSite checkout process, or Checkout by Amazon.

NOTE: You will need your Marketplace ID if you want to bill Amazon orders from within ShopSite, which is only attainable during registration. If you don't have your Marketplace ID, go through the steps to register using the same information that you provided before to get your Marketplace ID. If you prefer to bill orders directly through Seller Central, you won't need the Marketplace ID. All other fields can be retrieved from your Seller Central account.

In order to accept payments using Checkout by Amazon, you must do the following:

1. Create an Amazon Merchant Account
2. Configure ShopSite to use Checkout by Amazon

Create an Amazon Merchant Account

In order to accept payments using Checkout by Amazon, you must first have an Amazon Merchant account. If you already have an Amazon Merchant account, skip down to Configure ShopSite to use Checkout by Amazon.

NOTE: You will need your Marketplace ID, which is only attainable during registration. If you don't have your Marketplace ID, go through the steps to register using the same information that you provided before to get your Marketplace ID. All other fields can be retrieved from your Seller Central account.

1. Go to the Amazon Merchant sign up page.
2. Click the "Register now" link
3. Choose "Sell Professionally" by clicking the appropriate "Start Selling" button.
4. Follow the on-screen prompts to finish setting up your Amazon Seller Account.

Leave both the Amazon Seller Central and ShopSite back office browser windows open. You will need both windows open when you configure ShopSite to use Checkout by Amazon.

Configure ShopSite to use Checkout by Amazon

1. If you didn't leave them open, you will need to navigate to the Checkout by Amazon Integration screen in one browser window, then open another browser window to your ShopSite Checkout by Amazon configuration screen (Commerce Setup > Checkout By Amazon Settings).
2. Copy the appropriate information from Amazon Seller Central to the respective fields in ShopSite's back office. Navigation to the information is provided with the information about the particular fields in the table below.
3. Use the table below for information about other fields on the ShopSite Checkout by Amazon configuration screen.

Note: If you charge sales tax, configure ShopSite to **Use Zip Code to determine Tax**.

Note: Checkout by Amazon receives shipping charge information from ShopSite. If your ShopSite store gets real-time shipping quotes from UPS, FedEx, or USPS (Custom Shipping add-ons are not supported with Checkout by Amazon), you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. Additionally, if you are using Checkout by Amazon in conjunction with UPS real-time shipping quotes, you should be aware that Amazon will not warn the customer or block an order if the customer enters a P.O. Box for the shipping address. UPS does not ship to P.O. Boxes, and it is the merchant's responsibility to address such situations if they arise.

Setup

On the Commerce Setup screen, select Payment, then check the box for Checkout by Amazon and click on **Configure**. You will see a screen with the following fields:

Host and Authentication

Host	Select whether to use the Live server or the Test server. In order to use the test server, you must switch your account to a sandbox account on Seller Central. NOTE: Orders placed while using the test server will not reach ShopSite and will not show up in the back office. Use Seller Central to view orders placed on the test server.
Merchant ID	Enter the Merchant ID assigned to you when you created your merchant account. You can find your merchant ID by signing-in to your Amazon Seller Central merchant account and selecting **Settings** > **Checkout Pipeline Settings**.
Access Key ID	Enter the Access Key ID assigned to you when you created your merchant account. You can find your access key ID by signing-in to your Amazon Seller Central merchant account and selecting **Integration** > **Access Key**.
Secret Access Key	Enter the Secret Access Key assigned to you when you created your merchant account. You can find your secret access key by signing-in to your Amazon Seller Central merchant account and selecting **Integration** > **Access Key**. Click "Show" to reveal your Secret Access Key.

Billing settings (required if you want to bill Amazon orders from within ShopSite)

Merchant Token	Enter the Merchant Token assigned to you when you created your merchant account. You can find your merchant token by signing-in to your Amazon Seller Central merchant account and selecting **Settings** > **Account Info**.
Marketplace ID	Enter the Marketplace ID assigned to you when you created your merchant account. This field is only available when you first create your merchant account. If you did not make a copy your Marketplace ID when you first created your account, you can get it by recreating your merchant account with Amazon, providing the same information that you submitted when the account was created.
MWS Access Key ID	Enter the MWS Access Key ID assigned to you when you created your merchant account. You can find your mws access key id by signing-in to your Amazon Seller Central merchant account and selecting **Integration** > **MWS Access Key**.
MWS Secret Access Key	Enter the MWS Secret Access Key assigned to you when you created your merchant account. You can find your mws secret access key by signing-in to your Amazon Seller Central merchant account and selecting **Integration** > **MWS Access Key**.

Integration settings

Display Error Details	Check this box to have detailed error messages appear when a Checkout by Amazon error occurs during the order processing.
Checkout by Amazon Button Size	Select a button size to use for the Checkout by Amazon button. The Checkout by Amazon button size should be no smaller than your regular Checkout Button. Choices include: Medium, Large, and Extra Large. Defaults to "Large".
Checkout by Amazon Button Color	Select a color to use for the Checkout by Amazon button. Choices include: Orange and Tan. Defaults to "Orange".
Checkout by Amazon Button Background	Select a background to use for the Checkout by Amazon button. Choices include: White, Light, and Dark. Defaults to "White".
Address widget width	Supply the width (in pixels) for the Addresss widget. Choices range from 280 pixels to 600 pixels in 10 pixel increments. Defaults to 400 pixels.
Address widget height	Supply the height (in pixels) for the Addresss widget. Choices range from 230 pixels to 400 pixels in 10 pixel increments. Defaults to 230 pixels.
Payment widget width	Supply the width (in pixels) for the Payment widget. Choices range from 280 pixels to 600 pixels in 10 pixel increments. Defaults to 400 pixels.

Payment widget height	Supply the height (in pixels) for the Payment widget. Choices range from 230 pixels to 400 pixels in 10 pixel increments. Defaults to 230 pixels.

Thank you screen text

Text used instead of payment information	After a customer selects the Checkout by Amazon payment method and continues with checkout, instead of seeing a summary of their payment information, they will instead see this message. Defaults to "Payment information selected via Amazon."
Note at the bottom of payment information	Supply the text that will appear at the bottom of the payment information. Defaults to "Amazon is processing your order. You should get an email receipt in about 15 minutes."
Text used instead of street address	Supply the text to be used in place of the street address. Defaults to "[Address on file]"
Text after the "Order Number" and before the Amazon Order ID	Supply the text that will appear between the Order number and the Amazon Order ID. Defaults to "[Pending approval by Amazon] Amazon Order ID:"

After completing the steps above, click on **Save Changes** to save your configuration settings and return to the Payment Configuration screen, or click **Cancel** to abandon changes on this screen.

Screen: ShopSite > Commerce Setup > Payment > Configure Processor

Important information about ShopSite and Authorize.Net Security Features

Authorize.Net SIM

Overview

If you have an Authorize.Net merchant account, you can configure ShopSite to process credit card orders in real time using Authorize.Net's Server Integration Method (SIM) to communicate with the Authorize.Net servers. Your customers will begin the checkout process on ShopSite by filling out their billing and shipping information. Next, they will be taken to Authorize.net to enter in their credit card information for verification. Finally, they will be taken back to the ShopSite Thank You page to show that the order has been successfully submitted.

Go to the Orders screen in the back office, select the order and click **Bill Orders** to start the process for receiving payment. ShopSite will send a request to Authorize.Net to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

Getting Started

Follow the steps below to get started with Authorize.Net SIM.

1. If you do not already have an Authorize.Net account contact e-onlinedata to obtain a merchant bank account and/or a credit card processing account with Authorize.Net. e-onlinedata is an Authorize.Net reseller and has a program in place just for ShopSite merchants.
2. Use the account information for your new accounts to fill in the fields in the ShopSite Authorize.Net SIM Settings screen, as explained below.
3. Begin processing transactions.

Setup

From the Commerce Setup screen, select **Payment**, then scroll down and select the box for Authorize.Net SIM labelled **Authorize.Net Secure Checkout**, then click **Configure**. You will see a screen with the following fields:

Host	(read only) The name of the Authorize.Net server that will process your transactions.
Port	(read only) The port on the Authorize.Net server to send transaction information to.
Authorize Script	(read only) The path and filename of the script that authorizes transactions.

Authentication

You must enter your Authorize.Net login ID and Transaction Key.

API Login ID	Enter your Authorize.Net login ID
Transaction Key	Enter your Authorize.Net Transaction Key here.
MD5 Hash Value	MD5 Hash Value is a secret string that may be added to the merchant authentication used by the gateway. If you configure a value in the Authorize.Net Merchant Portal, that same string must be added here.

Transaction Settings

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products. `Authorize Only` This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Authorize.Net for authorization, the transaction is

	authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**. `Authorize and Capture (Sale)` This method authorizes a transaction and captures funds all at once. ShopSite sends a transaction to Authorize. Net for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to capture funds because they are captured at the time of the order.
Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `Prior Auth Capture`.
Transaction Currency	Select a currency type that Authorize.Net will use.
Order Description	This is text to identify that the billing originated with your ShopSite store, and is most commonly seen on credit card statements.
Display Error Details	Check this box only when setting up a new Authorize.Net account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Gateway confirmation email

Note: To send confirmation emails from Authorize.Net SIM, a sender email address must be configured in the User Administration section within the Authorize.Net account.

From within the User Administration section of the account, click on Account and then User Profile. From the User Profile page, click on Edit Profile Information. Ensure that there is an email address on file within the profile and then scroll down to the bottom of the page to verify that the sender is marked.

Send email to customer	Select whether Authorize.net should send a payment confirmation email to the customer. You can select **True** to send an email, **False** to not send an email, or you can select **Use gateway default setting**.
Email address for merchant copy	Email address to which the merchant copy of the gateway confirmation email will go. Leave this blank, no merchant copy will be sent.
Email receipt header	Optional: HTML for the header that will appear on the receipt.
Email receipt footer	Optional: HTML for the footer that will appear on the receipt.

Payment page customization

As customers are taken to Authorize.Net's servers to make their payments, these fields allow merchants to customize the look of the payment page using HTML to mimic the rest of their website.

Payment form header	HTML for the header that will appear on the payment page.
Payment form footer	HTML for the HTML footer that will appear on the payment page.
Return to Store link text	The text from this field is used to generate a link back to the merchant's store from Authorize.Net's payment information page. This link allows customers to return to the merchant's store before finalizing their purchase.

Fill in the proper values and click **Save Changes**.

Important information about ShopSite and Authorize.Net Security Features

Authorize.Net AIM

Overview

If you have an Authorize.Net merchant account, you can configure ShopSite to process credit card orders in real time using Authorize.Net's Advanced Integration Method (AIM) to communicate with the Authorize.Net servers. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to Authorize.Net for verification. If the information is correct and there are funds available to cover the cost of the order, Authorize.Net will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to Authorize.Net to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

Getting Started

Follow the steps below to get started with Authorize.Net.

1. If you do not already have an Authorize.Net account contact e-onlinedata to obtain a merchant bank account and/or a credit card processing account with Authorize.Net. e-onlinedata is an Authorize.Net reseller and has a program in place just for ShopSite merchants.
2. Use the account information for your new accounts to fill in the fields in the ShopSite Authorize.Net Settings screen, as explained below.
3. Begin processing transactions.

Setup

From the Commerce Setup screen, select **Payment**, then scroll down and click the Authorize.Net radio button, then click **Configure Processor**. You will see a screen with the following fields:

Host	(read only) The name of the Authorize.Net server that will process your transactions.
Port	(read only) The port on the Authorize.Net server to send transaction information to.
Authorize Script	(read only) The path and filename of the script that authorizes transactions.
ARB Host	(read only) The name of the Authorize.Net server that will process your Automated Recurring Billing transactions.
ARB Port	(read only) The port on the Authorize.Net server to send Automated Recurring Billing transaction information to.
ARB Script	(read only) The path and filename of the script that authorizes Automated Recurring Billing transactions.
Automated Recurring Billing (ARB) enabled on your Authorize.Net account	Set this check box to acknowledge that you have Automated Recurring Billing enabled on your Authorize.Net account and to enable Automated Recurring Billing and subscription services for your ShopSite store. After selecting this option, Automated Recurring Billing becomes available as an option in the ShopSite back office for your products. Further information on configuring products to use Automated Recurring Billing can be found on the Add Products page.
ARB Credit Card Update URL	(read only) The URL to update subscription credit card information. By providing this URL with the customer's subscription ID (provided by Authorize.Net) attached to the end, a customer can update their credit card information for subscription-based products. Cancellations must be done by the merchant through Authorize.Net.

Authentication

You must enter your Authorize.Net login ID and Transaction Key.

API Login ID	Enter your Authorize.Net login ID
Transaction Key	Enter your Authorize.Net Transaction Key here.

Transaction Settings

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	
	`Authorize Only`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Authorize.Net for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Authorize and Capture (Sale)`
	This method authorizes a transaction and captures funds all at once. ShopSite sends a transaction to Authorize. Net for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to capture funds because they are captured at the time of the order.

Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `Prior Auth Capture`.
Transaction Currency	Select a currency type that Authorize.Net will use.
Order Description	This is text to identify that the billing originated with your ShopSite store.
Timeout	The number of seconds that ShopSite should wait for a response from the Authorize.Net server.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new Authorize.Net account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Gateway confirmation email

Send email to customer	Select whether Authorize.net should send a payment confirmation email to the customer. You can select **True** to send an email, **False** to not send an email, or you can select **Use gateway default setting**.
Email address for merchant copy	Enter the email address for the account you want the merchant copy of the gateway confirmation email to go to. If you leave this blank, no merchant copy will be sent.

AVS Setting

Reject on AVS Failure	Click **Go to Authorize.Net** to open a new browser window where you can log into your Authorize.Net account. From there you can enable the Authorize.Net Address Verification Service for transactions in your account. If the billing address entered by the customer does not match what the Authorize.Net system thinks it should be, the transaction will not be authorized. This is optional; you do not have to enable AVS.

	Note: When an AVS check fails, the gateway notifies ShopSite of the failure, but still authorizes the transaction. If you have configured ShopSite to reject on AVS faiure, the order will not go through and no funds will be transferred from the customer's account to the merchant account. However, the gateway still places a "hold" on the customer's account for the amount of the order. The authorization will eventually time out and the hold will be released, but you may see the authorization when you view transactions in your gateway account.

Fill in the proper values and click **Save Changes**.

Braintree

Overview

The Braintree Payment Gateway provides merchants with a way to accept credit cards in a PCI-compliant manner without storing credit card information locally or sending customers to another website to complete their transactions.

Getting Started

Follow the steps below to get started with Braintree.

1. If you do not already have an Braintree account, contact Braintree.
2. Use the account information for your new account to fill in the fields in the ShopSite Braintree Settings screen, as explained below.
3. Begin processing transactions.

Setup

From the Commerce Setup screen, select **Payment**, then scroll down and select the radio button for Braintree labelled **Braintree Payment Gateway**, then click **Configure Processor**. You will see a screen with the following fields:

Host	Choose either Test Server or Live Server. By selecting the test server, you can test your payment gateway settings before switching over to the live server. Select the Live Server to start accepting credit cards.
Merchant ID for API	Enter the Merchant ID for API provided by Braintree.
Merchant public key	Enter the Merchant public key provided by Braintree.

Merchant private key

Enter the Merchant private key provided by Braintree.

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	`Authorize Only`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite forwards the transaction to Braintree for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Authorize and Capture (Sale)`
	This method authorizes a transaction and captures funds all at once. ShopSite forwars a transaction to Braintree for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to capture funds because they are captured at the time of the order.

Store transactions in the Braintree Vault	Specify whether or not you want Braintree to store transactions in the Braintree Vault. This will allow you to view the stored transactions at a later time by logging in to your Braintree acount and visiting the Braintree Vault.
Display CVV2 Entry Box	Check this box to provide customers with the option to provide the Card Verification Value (CVV2) for the credit card they wish to use. More information on CVV2 can be found here.
Require CVV2 Entry	Check this box to require customers to enter the Card Verification Value (CVV2) for the credit card they wish to use. More information on CVV2 can be found here.

Display Error Details	Check this box only when setting up a new Braintree account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Turn this option off when you are ready to accept real transactions.

Fill in the proper values and click **Save Changes**.

Manual Check Processing

Overview

For merchants who accept physical checks and electronic fund transfers from their customers, this payment option allows those customers and merchants to conduct business online.

Setup

On the Commerce Setup screen, select Payment, then check the box for Check and click on **Configure**. You will see a screen with the following fields:

Display address	This check box controls the display of your address (provided in the next field) on the checkout screen. This provides the customer with the address of your store for their records, so they can recognize the purchase on their bank statements.
Address	This is the address that will appear on the checkout screen.
Display Routing and Account fields	This check box determines whether routing numbers and account numbers are required of the customer on the checkout screen.

Fill in the proper values and click the **Save Changes** button.

Note: ClickPay has been purchased by WorldPay, and they are not currenly offering new accounts that work with ShopSite. WorldPay is continuing to process payments from existing ClickPay accounts. The information below is only applicable if your ShopSite store is already configured to work with your ClickPay account.

ClickPay

The ClickPay service provides complete online credit card processing and merchant accounts from a single service provider. You can open a ClickPay merchant account by calling +1 212 514 7248, or by using the sign-up form available at the ClickPay site.

Note: ClickPay is only available on Solaris/SPARC and Linux operating systems. See the Payment Processor Matrix for a list of payment processors available on each operating system.

Getting Started

Follow the steps below to get started with ClickPay. You must complete all the steps before you can use ShopSite and ClickPay to process payment cards in real-time.

1. Contact ClickPay or use the sign-up form at the ClickPay site to apply for a credit card processing account.
2. Wait until you receive your merchant account information by e-mail.
3. Fill in the fields in the ShopSite ClickPay Settings screen as explained below.
4. Begin processing transactions.

Setup

From the Commerce Setup screen, select Payment, then click the ClickPay radio button and click on Configure Processor. You will see a screen with the following fields:

Merchant Host	The name of the ClickPay server that will process your transactions
SK Host	The name of the ClickPay server that will process your transactions
Mall ID	The ClickPay Mall ID that was given to you by ClickPay
Currency	The Currency code you chose with ClickPay
Store ID	The ClickPay Store ID that was given to you by ClickPay
Display Error Details	Check this box only when setting up a new ClickPay account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. **Turn this option off when you are ready to accept real transactions.**

Fill in the proper values, click the Save Changes button, and you're all set.

How ShopSite Works with ClickPay

When ShopSite is using ClickPay and an order is placed, the credit card information is sent to the ClickPay server. The server checks to see if the card is authorized to charge the amount indicated and sends back information -- no actual charges are executed. If the card is authorized, ShopSite stores the transaction information in the orders database under Ordering Instructions.

If there is an error in the transaction, ShopSite displays an error screen to the customer and invites the customer to correct the errors (if possible) or to notify the seller.

Viewing

Viewing orders is unchanged except that ClickPay data is stored in the Ordering Instructions field of the orders database and is visible when viewing orders. The information begins with ***CPAY_AUTH***.

Billing

Once you set up ClickPay as your store's credit card processor, you'll see a Bill Orders button on the Orders screen. Select one or more credit card orders and click this button to send a payment request for those orders to the ClickPay server.

Again, if the request succeeds, the information returned by the server is appended to the earlier information in the Ordering Instructions field. The information begins with ***CPAY-BILL***.

If an error occurs, an error screen with further information is displayed.

Testing

You can do some testing before going live by using your ClickPay account information.

1. On the ClickPay settings screen, enter your ClickPay account information.
2. Go to your store and purchase a product using a credit card. For test purposes, you can use a Visa credit card number of 4000 0000 0000 0010.
3. After you see the screen receipt from ShopSite, go to the Orders screen in ShopSite, select the order you just made, and click View Order.
4. You should see a line with the words ***CPAY*: *transaction#*:** under Ordering Instructions.
5. Press OK to return to the Orders screen.
6. Select the order again and click Bill Order. You should see something like:

Order	Name Company	Amount	Status
1237	Typical Shopper Open Market	1.00	Billed

7. Return to the main Orders screen, select the order, and click View Order again. The Ordering Instructions line should now contain ***CPAY-BILL*.**

If you get these results, you can be sure that the software is working correctly and that the ClickPay client program was able to reach the ClickPay server.

Note: PayPal, the owner of CyberCash, has discontinued development for the CyberCash payment gateway. PayPal has stated that they will continue to *maintain* CyberCash for existing merchants, but are encouraging merchants to switch to the **PayPal Payflow Pro** gateway. At the time of this writing, CyberCash merchants could switch to PayPal Payflow Pro for free. Future versions of ShopSite will no longer include support for the CyberCash payment gateway. **We strongly encourage CyberCash merchants to switch to the PayPal Payflow Pro gateway**.

CyberCash

Note: New ShopSite stores do not have the CyberCash Payment Gateway option. Merchants who have upgraded their version of ShopSite but were previously using CyberCash will still be able to view and manage CyberCash configuration options.

Overview

ShopSite Pro and ShopSite Manager have built-in support for CyberCash CashRegister service, which provides a secure, automated environment for online merchants to accept credit card payments and their customers to make quick and easy purchase decisions. The CyberCash software is already installed in ShopSite; merchants do not need to download any additional software.

Note: It is highly recommended that your CyberCash account and your Internet merchant account be set up for "Auth/PostAuth" processing, which may also be called "authonly." This means that funds are *authorized* when a customer makes a purchase, and *captured* (transferred to your merchant account) when you use the ShopSite Bill Order function after shipping the products. The other type of processing, "Auth/Capture," transfers funds as soon as the customer clicks the Submit this Order button on the order form. Occasionally a customer will click that button two or three times for various reasons, and it is possible that the customer would be charged two or three times for the order.

The CyberCash "auto-mark" feature is also incompatible with normal ShopSite transaction processing. Do not enable this feature in your CyberCash account.

ShopSite Setup

Follow these steps to configure your store to use CyberCash for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **CyberCash** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store, or use the default values to configure a test account.

CyberCash ID	Your merchant ID, given to you when you registered for a CyberCash account.
Merchant Key	Your secure merchant key, given to you when you received your CyberCash account.
Payment Services Host Location	The URL to the CyberCash payment processor. This URL was given to you when you received your CyberCash account.
E-Commerce Services Manager	The URL to the CyberCash E-Commerce Services Manager, given to you when you received your CyberCash account.

Admin Login	Your CyberCash login name, given to you when you received your CyberCash account.
Admin Password	Your CyberCash password, given to you when you received your CyberCash account.
Maximum time to Wait for a Response from CyberCash	The number of seconds to wait for CyberCash to respond when validating a credit card. *You should not need to change this number.* The default value—`120`—should allow enough time for the connection to the CyberCash server to be made.
ISO Standard Currency	The type of currency in which payment is to be received. If your currency is not listed in the drop-down list, select the second button and type in your currency in ISO standard format, such as **usd** for United States Dollars .
Use AVS	Check this box if you signed up for the CyberCash FraudPatrol™ service, which checks the biling address that a customer enters against the address on file for the credit card. (AVS stands for "Address Verification Service.") If you enable AVS, you can use the **Reject on:** field to reject orders that do not pass AVS for various reasons, which may help prevent credit card fraud.
Reject on:	Check the boxes to reject orders that fail the Address Verification Service for various reasons.

Note: When an AVS check fails, the gateway notifies ShopSite of the failure, but still authorizes the transaction. If you have configured ShopSite to reject on AVS faiure, the order will not go through and no funds will be transferred from the customer's account to the merchant account. However, the gateway still places a "hold" on the customer's account for the amount of the order. The authorization will eventually time out and the hold will be released, but you may see the authorization when you view transactions in your gateway account.

4. Click **Save Changes** after you have entered your information.
5. At this point, you may want to place some test transactions to verify that everything is set up correctly.
6. When you are ready to process real transactions, log in to your account at CyberCash and put your account into "live" mode. Your new CyberCash merchant account is in "debug" mode until you make this change, and all transactions entered will be regarded as test transactions, and will not result in any charges or payments.

Transaction Flow

The steps in processing a credit card transaction with CyberCash are:

1. The customer makes a purchase in the store and enters a credit card number and a billing address.
2. ShopSite sends the credit card and address information to the CyberCash server.
3. The CyberCash server checks to see if the card is authorized to charge the amount indicated, and if the billing address that the customer entered matches the billing address on file for the credit card (assuming Address Verification Service is turned on).
4. If the card is not over limit, the CyberCash server sends authorization information back to ShopSite, including the status of the AVS check.
5. If the merchant enabled AVS checking, ShopSite checks the status code returned by CyberCash against the **Reject on:** criteria specified by the merchant.
6. If the purchase is not authorized on that card, or if the AVS check failed, ShopSite displays an error message to the customer and invites the customer to correct the errors (if possible) or to notify the seller. ShopSite does not allow the transaction to be completed if the charge is not authorized or the AVS check fails.
7. Assuming that there are no problems with the authorization or AVS, ShopSite displays a receipt to the customer and creates a transaction record in the orders database. At this point, the purchase is only authorized; no actual charges have been placed against the card.
8. When the merchant accesses the Orders section of ShopSite, the transaction is displayed as a new order (there is an asterisk next to the customer name). The merchant selects the order and clicks **Bill Order**.
9. ShopSite sends the transaction information to the CyberCash server and request that the customer's credit card be billed and the merchant's account credited for the transaction amount. This is also called "settling" a transaction.
10. The CyberCash server sends information back to ShopSite indicating that the transaction has been settled.

11. ShopSite marks the transaction as billed in the orders database.

Testing

Before putting your CyberCash account into "live" mode, you can process some test transactions to verify that you have set everything up correctly and that ShopSite can communicate with the CyberCash servers.

1. Follow the ShopSite Setup instructions to enter your CyberCash account information in ShopSite.
2. Click the **My Store** icon to view your store.
3. Make a purchase using a credit card. (No charges will be made to the card because your CyberCash account is still in "debug" mode.)
4. Go to the Orders section of ShopSite and select the order you just made, then click **Show Order**.
5. You should see the line:

   `CyberCash Order ID:`*`342183747466272172`*

   under Ordering Instructions (the Order ID number will be different from the one shown here).
6. Click OK to return to the Orders menu.

Note the test account does not allow you to use the Bill Orders feature.

The Transaction Group
(formerly E-Commerce Exchange)

Overview

If you have an E-Commerce Exchange (ECX) merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the checkout screen and ShopSite will forward that information to ECX for verification. If the information is correct and there are funds available to cover the cost of the order, ECX will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to ECX to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

Click here to begin the application process for an ECX account.

ShopSite Setup

After you have registered with E-Commerce Exchange and received your merchant information, follow these steps to configure your store to use E-Commerce Exchange for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **E-Commerce Exchange** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store, or use the default values to configure a test account.

Processor	(read only) Indicates that you will be processing credit card transactions with E-Commerce Exchange.
Host	(read only) The name of the ECX server that will process your transactions.
Port	(read only) The port on the ECX server to send transaction information to.
Authorize Script	(read only) The path and filename of the script that authorizes transactions.
Capture Script	(read only) The path and filename of the script that captures funds from transactions.
Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to AUTH_ONLY. If your store sells digital download products, you may want to set this to AUTH_CAPTURE to ensure that the funds are actually captured before customers are given access to the online products.

AUTH_ ONLY
: AUTH_ONLY stands for "Authorization Only" and it is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to ECX for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.

AUTH_ CAPTURE
: AUTH_CAPTURE authorizes a transaction and captures funds all at once. ShopSite sends a transaction to ECX for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant.

PRIOR_ AUTH_ CAPTURE
: A PRIOR_AUTH_CAPTURE transaction is used to capture funds authorized previously using an AUTH_ONLY transaction.

CAPTURE_ ONLY
: CAPTURE_ONLY transactions are used when an AUTH_ONLY is obtained through any means other than the ECX system.

Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `PRIOR_AUTH_CAPTURE`.
Timeout	The number of seconds that ShopSite should wait for a response from the ECX server before displaying a polite error message to the customer.
Login ID	Your ECX merchant ID, given to you when you registered for an E-Commerce Exchange account.
Password	Your ECX password, given to you when you received your E-Commerce Exchange account.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Send Tax Amount	Check this box to send tax information to ECX with each order. Ask the bank that has your merchant account if they require this information.
Display Error Details	Check this box only when setting up a new ECX account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.
Reject on AVS Failure	Click **Configure** to open a new browser window where you can log into your ECX account. From there you can enable the ECX Address Verification Service for transactions in your account. If the billing address entered by the customer does not match what the ECX system thinks it should be, the transaction will not be authorized. This is optional; you do not have to enable AVS.

Note: When an AVS check fails, the gateway notifies ShopSite of the failure, but still authorizes the transaction. If you have configured ShopSite to reject on AVS faiure, the order will not go through and no funds will be transferred from the customer's account to the merchant account. However, the gateway still places a "hold" on the customer's account for the amount of the order. The authorization will eventually time out and the hold will be released, but you may see the authorization when you view transactions in your gateway account.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

Gateway Emulator

Overview

There are a number of payment gateways that emulate the functionality of an Authorize.Net gateway. ShopSite can be configured to work with these gateway emulators by allowing the merchant to edit the fields that would be read-only on an Authorize.Net gateway. Some of the gateways that claim emulation of Authorize.Net gateways include:

- eProcessing Network
- GoEmerchant
- QuantumGateway
- BluePay
- SwipeFast
- PayJunction
- USA ePay
- NMI
- InternetSecure
- Fast Charge
- Electronic Transfer, Inc.
- PayTrace
- PromoPayment
- Instabill
- Pivotal Payments
- RedFin Network
- gotoBilling
- SkyBank Financial
- SecurePay
- AMG SecurePay
- Durango Merchant Services
- American Payment Solutions
- DataPayPro

Setup

From the Commerce Setup screen, select **Payment**, then scroll down and click the "Gateway Emulator" radio button, then click **Configure Processor**. You will see a screen with the following fields:

Host	The name of the server that will process your transactions. For example, if your payment gateway is accessed from https://secure.domain.com:234/gateway/transact.dll, secure.domain.com goes in this field.
Port	The port on the server for sending transaction information. For example, if your payment gateway is accessed from https://secure.domain.com:234/gateway/transact.dll, 234 goes in this field. If no port number is included in your gateway's URL, then it should be using the default SSL port of 443.
Authorize Script	The path and filename of the script that authorizes transactions. For example, if your payment gateway is accessed from https://secure.domain.com:234/gateway/transact.dll, /gateway/transact.dll goes in this field.

Authentication

You must enter your emulator login ID and Transaction Key.

API Login ID	Enter your emulator login ID
Transaction Key	Enter your emulator Transaction Key here.

Transaction Settings

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products. `Authorize Only` This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Authorize.Net for authorization, the transaction is

	authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "settled" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**. `Authorize and Capture (Sale)` This method authorizes a transaction and settles funds all at once. ShopSite sends a transaction to the Authorize.Net gateway emulator for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to capture funds because they are captured at the time of the order.
Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `Prior Auth Capture`.
Transaction Currency	Select a currency type that the emulator will use.
Order Description	This is text to identify that the billing originated with your ShopSite store.
Timeout	The number of seconds that ShopSite should wait for a response from the server.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new emulator account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Gateway confirmation email

Send email to customer	Select whether the emulator should send a payment confirmation email to the customer. You can select **True** to send an email, **False** to not send an email, or you can select **Use gateway default setting**.
Email address for merchant copy	Enter the email address for the account you want the merchant copy of the gateway confirmation email to go to. If you leave this blank, no merchant copy will be sent.

Fill in the proper values and click **Save Changes**.

First Data Global Gateway e4 Settings

Overview

If you have a First Data Global merchant account, you can configure ShopSite to process credit card orders through the First Data Global Gateway in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to First Data Global for verification. If the information is correct and there are funds available to cover the cost of the order, First Data Global will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to First Data Global to capture the funds for that order, and the funds will be transferred to your First Data Global merchant account, usually within a couple of business days.

Click here to begin the application process for a First Data Global Gateway account.

ShopSite Setup

After you have registered with First Data Global and received your merchant information, follow these steps to configure your store to use First Data for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment Setup**.
2. In the Credit Card Processing section of the screen, click the **First Data Global Gateway e4** link, which opens a popup screen containing the fields listed below. Fill in the fields with the information for your store.
3. Go to Commerce Setup > States and Countries and select the option to use both state and country pull-down lists instead of text fields. This is required for First Data Global processing so that ShopSite sends the correct state and country information to the First Data Global server.

Note: You *must* set ShopSite to use state and country pull-down lists with the First Data e4 Gateway.

Host	Select whether to use the `Test Server` or the `Live Server`. You should use the Live Server unless you are testing your configuration or debugging payment processing errors.
Gateway ID (Exact ID)	
Password	
Key id	
HMAC key	

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize (PREAUTH)`. If your store sells digital download products, you may want to set this to `Authorize and Capture (SALE)` to ensure that the funds are actually captured before customers are given access to the online products.
	
	`Authorize (PREAUTH)`
	`Authorize (PREAUTH)` is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to First Data Global for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	
	`Authorize and Capture (SALE)`
	`Authorize and Capture (SALE)` authorizes a transaction and captures funds all at once. ShopSite sends a transaction to First Data Global for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant.
	
	`POST AUTH`
	A `POSTAUTH` transaction is used to capture funds authorized previously using an `PREAUTH transaction`.

Store Name	Your First Data Global store name (often a number), given to you when you registered for a First Data Global account.

Digital Certificate	You must paste your First Data Global digital certificate into this field. Since the digital certificate is long and difficult to type exactly, you should open the e-mail message that you received from First Data Global containing your digital certificate, select the private key and certificate with your mouse and copy it (it's the really long string of letters and numbers), and then paste it into the field on the ShopSite screen. You must copy and paste the *entire* certificate, which includes both the RSA PRIVATE KEY part and the CERTIFICATE part. Copy everything, starting with the line that says
	`-----BEGIN RSA PRIVATE KEY-----`
	and ending with the line that says
	`-----END CERTIFICATE-----.`

Verification

Choose payment verification and security options that you would like ShopSite to use with First Data Global payment processing.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Reject on CVV2 failure	Check this box to have ShopSite reject payments when the CVV2 value does not validate.
Reject on AVS Street Address Failure	Check this box to have ShopSite reject payments when the street address does not validate.
Reject on AVS ZipCode Failure	Check this box to have ShopSite reject payments when the Zip code does not validate.
Display Error Details	Check this box only when setting up a new First Data Global account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is only you making test purchases. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

On November 20th, 2013, Google will shut down its Checkout product. We recommend you switch to PayPal Express and/or Checkout by Amazon

Google Wallet

Google Wallet is the new payment management system available from Google. Merchants can accept credit card payments without having to obtain a merchant account. In addition, merchants that use Google AdWords will have an icon on their ad to indicate they accept Google Wallet, driving more shoppers to their store.

In order to accept payments using Google Wallet, you must do the following:

1. Create A Google Wallet Merchant Account
2. Configure Google Wallet to work with ShopSite
3. Configure ShopSite to use Google Wallet

Note: The Google Wallet payment method is incompatible with some ShopSite features, including one time coupons, free shipping coupons, Gift Certificates, Rewards over time, Customer Registration, and Surcharges.

Create A Google Wallet Merchant Account

In order to accept payments using Google Wallet, you must create a Google Wallet Merchant account. If you already have a Google account (such as Gmail, Google AdWords, or Google Analytics) you can use it when you sign up.

1. Go to the Google Wallet Merchant sign up page.
2. Click **Sign up now >>**.
3. Follow the on-screen instructions to either sign up using an existing Google account or create a new Google account to use.
4. Enter the required information about your company:

   Provide your **Private contact info** for Google to use if they need to contact you:

   a. Enter your **Primary contact name** and **Primary contact email**.
   b. Select your country from the **Location** pull-down.
   c. Enter your **Address** and **Phone number**.

   Provide your **Public contact info** which Google will provide to customers:

   a. Enter the **Business name** Google should display.
   b. Provide a **Customer Support Email** and optionally the URL of your **Business website**.
   c. Select what **Business Address** customers should see. You may either **Use same address as above**, or **Use a different address**. If you use a different address, you will need to enter the new address in the provided form fields.
   d. Enter a **Credit card statement name** (maximum 14 characters) that will identify your company on the customer's credit card statement.

   Fill out the **Financial Info**:

   a. Select your company's **Current sales volume** from one of the provided options.
   b. Provide the **Credit information** Google needs to verify your identity. You may provide your **Federal tax ID (EIN)** or your **Credit card and Social Security number**. If you select to provide your **Credit card only**,

Google will limit the money they will transfer to your bank account each month.

5. Read the Terms of Service, then check **I agree to the Terms of Service**, and click **Complete sign up**.

Configure Google Wallet to work with ShopSite

After you have a Google Wallet Merchant account, you need to tell Google Wallet about your ShopSite store:

1. If you haven't already, Sign in to your Google Wallet Merchant account.
2. Click **My Sales** in the top-right navigation menu to see your merchant account information.
3. Click the **Settings** tab.
4. Click **Integration** in the left-side navigation menu.
5. Check the box to indicate **My company will only post digitally signed carts.**
6. In a new browser window (do not close your current window), go to your ShopSite back office, and go to **Commerce Setup** > **Payment**, then check the box to use **Google Wallet** and click **Configure**.
7. Find the **API Callback URL** field, and copy it.
8. Return to the browser window open to Google Wallet, and paste the **API callback URL** into the provided field.
9. Select **XML** as the **Callback method**.
10. Click **Save**.

Leave both the Google Wallet and ShopSite back office browser windows open. You will need both windows open when you configure ShopSite to use Google Wallet.

Configure ShopSite to use Google Wallet

After you have configured Google Wallet to work with your ShopSite store, you need to configure your store to work with Google Wallet.

1. If you didn't leave them open, you will need to navigate to the Google Wallet Integration screen in one browser window (see steps 1-4 above), then open another browser window to your ShopSite Google Wallet configuration screen (see step 6 above).
2. Go to the Google Wallet Integration window and copy the **Google merchant ID**.
3. Switch to your ShopSite Google Wallet configuration screen and paste the ID into the **Merchant ID for API** field.
4. Return to the Google Wallet Integration window and copy the **Google merchant key**.
5. Switch back to your ShopSite Google Wallet configuration screen and paste the key into the **Merchant key** field.
6. Use the table below for information about other fields on the ShopSite Google Wallet configuration screen.
7. Click **Save Changes** to save your settings.
8. If you charge sales tax, configure ShopSite to **Use Zip Code to determine Tax**.
9. Google Wallet will calculate shipping charges based off your ShopSite Shipping settings. If your ShopSite store gets real-time shipping quotes from UPS, FedEx, or USPS (Custom Shipping add-ons are not supported with Google Wallet), you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider.

Note: If you are using Google Wallet in conjunction with UPS real-time shipping quotes, you should be aware that Google will not warn the customer or block an order if the customer enters a P.O. Box for the shipping address. UPS does not ship to P.O. Boxes, and it is the merchant's responsibility to address such situations if they arise.

Setup

On the Commerce Setup screen, select Payment, then check the box for Google Wallet and click on **Configure**. You will see a screen with the following fields:

Host and Authentication

Host	Select whether to use the Live server or the Test server. In order to use the test server, you must have a sandbox merchant account.

Merchant ID for API	Enter the API Merchant ID assigned to you when you created your merchant account. You can find your merchant ID by signing-in to your Google Wallet merchant account and selecting **Account information** > **Settings** > **Integration**.
Merchant key	Enter the Merchant Key assigned to you when you created your merchant account. You can find your merchant key by signing-in to your Google Wallet merchant account and selecting **Account information** > **Settings** > **Integration**.
Continue Shopping URL	Enter a URL to use as a Continue Shopping link after the customer finishes the Google Wallet process. You may want to use your **My Store URL** from the **Preferences** > **Hosting Service** screen in the back office.

Google Wallet Pre-Order Screen

Do not display the pre Google Screen	This checkbox determines whether or not to display a landing page for Google Wallet. By setting this field, customers will bypass the landing page and be taken directly to checkout.

Google Wallet Integration Settings

API callback URL	Copy this URL and paste it as the Callback URL in your Google Wallet merchant account Store Integration Settings screen. ***Note:*** After ShopSite receives a callback indicating an order has been paid for, the order will appear in your ShopSite Back Office. When a Google Wallet order arrives in your back office, make sure to check the **Payment Processing Info** section when you view the order. New orders will usually appear with an order state of `NEW:REVIEWING`. Once Google Wallet has authorized the fund transfer, a new line will display the order state as `NEW:CHARGEABLE`. After you bill the order, either in ShopSite or in the Google Merchant Center, a new line will display `NEW:CHARGED` to indicate the funds have been captured. You *should not* ship orders until you have verified the funds have been captured. Whenever you ship, cancel, or refund an order paid for through Google Wallet, you *must* indicate this in the Google Merchant center. Failure to do so will cause discrepancies in your Google Merchant account.
Google Wallet Button Size	Select a button size to use for the Google Wallet button. The Google Wallet button size should be no smaller than your regular Checkout Button.
Google Wallet Button Position	Select what position you want the Google Wallet button displayed, relative to the standard Checkout button. You can display the Google Wallet button above, below, or to either side of the standard Checkout button.
Optional Text Between Checkout Buttons	Text entered here will be displayed between the Checkout button and the Google Wallet button. You may want to use this field to indicate that customers have a choice to pick one method or the other.
Display Error Details	Check this box to have detailed error messages appear when a Google Wallet error occurs during the order processing.
3rd-party affiliate tracking XML (encoded)	If you are using a compatible affiliate tracking utility, you can specify information for including the tracking code on Google Wallet screens. See Understanding Google Wallet Support for Third-Party Conversion Tracking for a complete explanation of how to use this functionality.
Default shipping cost for 3rd-party shipping	If you are using a shipping provider that returns real-time shipping rates (UPS, FedEx, USPS, or the shipping API), if the shipping provider takes too long to provide information, ShopSite will use the rate provided in this field as a default rate, so Google Wallet doesn't error out for the customer. This field defaults to 999.00.
Default tax rate for 3rd-party taxes	If you are using a tax service that returns real-time tax rates (Avalara AvaTax or the tax API), if the tax sevice takes too long to provide information, ShopSite will use the rate provided in this field as a default rate, so Google Wallet doesn't error out for the customer. This field defaults to

	0.0.

After completing the steps above, click on **Save Changes** to save your configuration settings and return to the Payment Configuration screen, or click **Cancel** to abandon changes on this screen.

First Data Global Gateway (formerly LinkPoint/YourPay) Settings

Overview

If you have a First Data Global (formerly LinkPoint/YourPay) merchant account, you can configure ShopSite to process credit card orders through the First Data Global Gateway in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to First Data Global for verification. If the information is correct and there are funds available to cover the cost of the order, First Data Global will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to First Data Global to capture the funds for that order, and the funds will be transferred to your First Data Global merchant account, usually within a couple of business days.

Click here to begin the application process for a First Data Global Gateway account.

ShopSite Setup

After you have registered with First Data Global and received your merchant information, follow these steps to configure your store to use FirstData for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **LinkPoint** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store, or use the default values to configure a test account.
4. Go to Commerce Setup > States and Countries and select the option to use both state and country pull-down lists instead of text fields. This is required for First Data Global processing so that ShopSite sends the correct state and country information to the First Data Global server.

Note: You *must* set ShopSite to use state and country pull-down lists with the FirstData Global Gateway.

User Information

Enter information that identifies your First Data Global account.

Host	Select whether to use the `Test Server` or the `Live Server`. You should use the Live Server unless you are testing your configuration or debugging payment processing errors.
Port	**Read-only**. The port that ShopSite will connect to the First Data Global server on. If you are having trouble connecting to the First Data Global server, make sure that your hosting provider isn't blocking this port.

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize (PREAUTH)`. If your store sells digital download products, you may want to set this to `Authorize and Capture (SALE)` to ensure that the funds are actually captured before customers are given access to the online products.
	
	`Authorize (PREAUTH)`
	`Authorize (PREAUTH)` is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to First Data Global for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	
	`Authorize and Capture (SALE)`
	`Authorize and Capture (SALE)` authorizes a transaction and captures funds all at once. ShopSite sends a transaction to First Data Global for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of

	the business day without any further action by the merchant. `POST AUTH` A `POSTAUTH` transaction is used to capture funds authorized previously using an `PREAUTH` `transaction.`
Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `POSTAUTH`.
Store Name	Your First Data Global store name (often a number), given to you when you registered for a First Data Global account.

Digital Certificate	You must paste your First Data Global digital certificate into this field. Since the digital certificate is long and difficult to type exactly, you should open the e-mail message that you received from First Data Global containing your digital certificate, select the private key and certificate with your mouse and copy it (it's the really long string of letters and numbers), and then paste it into the field on the ShopSite screen. You must copy and paste the *entire* certificate, which includes both the RSA PRIVATE KEY part and the CERTIFICATE part. Copy everything, starting with the line that says
	`-----BEGIN RSA PRIVATE KEY-----`
	and ending with the line that says
	`-----END CERTIFICATE-----.`

Options

Send Shopper email address to gateway	Check this box if you would like the gateway to send a payment confirmation email to the shopper.

Verification

Choose payment verification and security options that you would like ShopSite to use with First Data Global payment processing.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Reject on CVV2 failure	Check this box to have ShopSite reject payments when the CVV2 value does not validate.
Reject on AVS Street Address Failure	Check this box to have ShopSite reject payments when the street address does not validate.
Reject on AVS ZipCode Failure	Check this box to have ShopSite reject payments when the Zip code does not validate.
Display Error Details	Check this box only when setting up a new First Data Global account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is only you making test purchases. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

RBS Lynk (formerly Lynk Systems)

Overview

If you have a Lynk Systems merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to Lynk for verification. If the information is correct and there are funds available to cover the cost of the order, Lynk will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to Lynk Systems to capture the funds for that order, and the funds will be transferred to your merchant account, usually within a couple of business days.

Click here to begin the application process for a Lynk Systems account.

ShopSite Setup

After you have registered with Lynk Systems and received your merchant information, follow these steps to configure your ShopSite store to use Lynk for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **Lynk Systems** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store, or use the default values to configure a test account.

Host	(read only) Indicates which Lynk Systems server will be used to process credit card transactions.
CGI Path	(read only) Indicates which ShopSite component will be used with Lynk Systems.
Store ID	Enter your Lynk Systems Store ID, which was sent to you in an e-mail message when your Lynk Systems account was set up.
Merchant ID	Enter the Merchant ID of your Lynk Systems merchant account. This defines which bank account funds are deposited into.
Terminal ID	Enter a Lynk Systems Terminal ID for this store, which was sent to you in an e-mail message when your Lynk Systems account was set up. Your Lynk Systems merchant account can have multiple terminal IDs, and the one you enter here will identify transactions in your ShopSite store.
Seller ID	Enter your Lynk Systems Seller ID (username), which was sent to you in an e-mail message when your Lynk Systems account was set up. Your Seller ID and Password are used to settle transactions.
Password	Enter your Lynk Systems password, which was sent to you in an e-mail message when your Lynk Systems account was set up.

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	`Authorize Only`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Lynk Systems for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Authorize and Capture (Sale)`
	This authorizes a transaction and captures funds all at once. ShopSite sends a transaction to Lynk Systems for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to capture funds because they are

	captured at the time of the order.
Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `Capture (Settle)`.
Order Description	Enter a brief description to accompany ShopSite transactions in your Lynk Systems account record.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new Lynk Systems account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is only you making test purchases. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

Accepting Payments with ShopSite

In order to actually sell anything on your store, you have to be able to accept payments from your customers. To avoid driving away potential customers, you should be prepared to accept payments using whatever methods your customers are most accustomed to using. Payment methods fall into three basic categories:

- **Credit Cards**
- **Online Payment Services**
- **Other Payment Methods**

ShopSite allows merchants to accept Credit Card payments using a payment gateway, and offer multiple Online Payment Services and other payment methods, giving the customer the choice of how to pay.

Accepting Credit Cards

Credit Cards are the most common method for paying for purchases over the Internet. ShopSite allows you to use a manual (off-line) processing system or a real-time payment gateway to process credit card payments from your customers. Whichever method you use, you must have a compatible Merchant Account. For more information on selecting a payment gateway and merchant account provider that are compatible, see Credit Card Processing in ShopSite.

ShopSite supports the following real-time payment gateways:

Authorize.Net	**Cardservice International/First Data (formerly LinkPoint/YourPay)**	**PayPal Payments Pro** OR **PayPal Payflow Pro (formerly VeriSign)**
RBSLynk (Lynk Systems)	**Optimal Payments**[1]	**Paymentech Orbital Gateway**[1]
WorldPay[1]	**PSiGate**[1]	**RX-Payments**
ACH Direct PaymentsGateway	**Sage Pay (formerly Protx)**[1]	

1 - Payment gateway supports international merchants.

Once you have an account with one of the integrated payment gateways, simply go to **Commerce Setup** > **Payment**, and select the radio button for your payment gateway. Click the **Configure Processor** button to enter the information ShopSite needs to communicate with your payment gateway. Once you save your settings, your ShopSite store will be able to accept real-time credit card payments.

Payment Services

Online payment services are growing increasingly popular because their convenience and security. Many merchants also like using online payment services because the fees are often lower than regular payment gateways. Unlike a regular payment gateway, an online payment service usually uses a separate Website provided by the payment service for the customer to provide payment information.

ShopSite has integrated support for the following online payment services:

PayPal Payments Pro
OR
PayPal Payments Standard[2]

Google Wallet

World Pay[2]

NetBanx[2]

Checkout by Amazon

2 - Payment service supports international merchants.

Other Payment Methods

ShopSite allows merchants to accept payments via check, Purchase Order, C.O.D., Authorize.net eCheck (authorize.net merchants only), or up to two customizable payment methods. These methods are less common, but are available for merchants who need to offer them. If you offer any of these methods, you will need to verify and process payment outside of ShopSite.

NetBanx Settings

NetBanx is an online payment processing service based in the UK. Merchants who wish to use the NetBanx service must first obtain an account from NetBanx. More information about applying for a NetBanx account is available on the NetBanx Website.

URL for transaction POST	Paste the URL you were provided when you set up your NetBanx account into this field.
Secret Key	Paste the Secret Key you were provided when you set up your NetBanx account into this field.

After entering the required information, click on **Save Changes** to save the information and begin using NetBanx in your ShopSite shopping cart.

VirtualPAY

Overview

If you have an NPC VirtualPay merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to NPC for verification. If the information is correct and there are funds available to cover the cost of the order, NPC will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to NPC to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

VirtualPAY Setup

Before configuring ShopSite to process credit cards with VirtualPAY, you must have an Internet merchant account (available through NPC) and and a VirtualPAY account. Be sure to type "ShopSite" as your **Storefront/Shopping Cart Software**.

ShopSite Setup

After you have registered with NPC and received your merchant information, follow these steps to configure your store to use VirtualPAY for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **VirtualPAY** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store.

User Information

Enter information that identifies your VirtualPay account.

Name	The name that you use to log into your VirtualPAY account.
Password	Your VirtualPAY password.
ClientId	The Client ID number given to you for your VirtualPAY account.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new VirtualPAY account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.
Reject on AVS Failure	Check this box to reject transactions in which the ZIP code doesn't pass the Address Verification test. ***Note:*** When an AVS check fails, the gateway notifies ShopSite of the failure, but still authorizes the transaction. If you have configured ShopSite to reject on AVS faiure, the order will not go through and no funds will be transferred from the customer’s account to the merchant account. However, the gateway still places a "hold" on the customer’s account for the amount of the order. The authorization will eventually time out and the hold will be released, but you may see the authorization when you view transactions in your gateway account.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

Note:	Place a test order after you finish configuring your store to be sure that the ShopSite server can contact the NPC server. If there are problems, contact your ShopSite Hosting Partner to verify that port 11500 is open on the server; that port must to be open for the NPC software to work.

Manual (offline) Processing Settings

Overview

When you enable manual processing, ShopSite will collect credit card information when a customer places an order, but will not to contact any payment gateway to authorize transactions or capture funds. You might want to use this method if you already have a POS system for a brick-and-mortar store and want to use that for transaction processing.

When configured for manual processing, ShopSite will only check that the customer’s credit card number is in the correct format. If it is, ShopSite will display a receipt to the customer, which most customers will assume to mean that the transaction has been approved. If you encounter a problem with the customer’s credit card when you are processing it manually, you will have to contact the customer using the information given on the order form. The Orders screen in ShopSite will list all orders and allow you to view them and download them, but the **Bill Orders** button will not be displayed.

Note: If your store is using manual (offline) payment processing, and you are capturing CVV information, after you view or download an order for the first time **the CVV data will be removed** from ShopSite. If the order is viewed or downloaded again, the CVV data will be replaced with `"**purged**"`.

Manual Processing Settings

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.

Payment Setup

The Payment Setup screen allows you to configure how customers pay you, and how you will collect that money. ShopSite includes support for numerous payment systems such as PayPal or Google Wallet, as well as the ability to process payments through several traditional payment gateways. For help deciding what payment processor or service to use, see Accepting Payments with ShopSite.

Before setting up payment methods, verify that the "Your country" drop-down box in the top right is accurate. The country selected will impact which payment methods are available for your use. If the country is incorrect, select the appropriate country from the drop-down list and click the "Update" link.

Payment Methods Accepted

Use this section to configure what sources of funds you are willing to accept payments from. In order to accept payments using any method, you must have a merchant account or account with the individual service which allows you to process the payments. You may want to configure a real-time payment gateway before deciding what payment methods you will accept.

PayPal Express Checkout and/or credit cards through PayPal	Check this box and select either PayPal Express or PayPal Standard. After selecting which PayPal option you wish to use, click **Configure**. PayPal Payments Standard takes customers who select this option to the PayPal website, where they can pay from their PayPal account. The funds will be deposited in your PayPal account. Customers who select PayPal Express Checkout can pay using a PayPal account or a Credit Card, and the funds will be deposited in your PayPal account.
Amazon Payments	Check this box then click **Configure** to accept payments using Checkout by Amazon. When you select this option, customers will be presented with a pre-checkout cart screen which allows them to select whether to pay using Checkout by Amazon or the regular ShopSite checkout. Customers who select to pay using Checkout by Amazon will be taken to Amazon, where they can enter their account information. The funds will be deposited to your Amazon merchant account.
Other Payment Methods	You can accept other payment methods by checking the box for any of the following options. • **eCheck** - This option is only available to merchants using a payment processor which supports eChecks. Customers will be prompted to enter their bank routing number, checking or savings account number, account type, bank name, and the name on the account. The account information will then be sent to the processor to validate, and funds will be captured to your merchant account. • **Purchase Order** - Customers will be prompted to enter a purchase order number on the Checkout screen. You must have an account that allows you to accept purchase orders, and ShopSite will not automatically verify or process these transactions. • **C.O.D.** - Customers who select Cash On Delivery will not be prompted to enter any payment information on the Checkout screen. If you wish to accept Cash On Delivery payments, you must use a service that allows this option. ShopSite will not automatically process Cash On Delivery transactions. • **Check** - Customers who select to pay using a Check will be prompted to enter their bank account and routing number on the Checkout Screen. You may then manually process the payment as an electronic check. ShopSite will not automatically verify or process Check payments. • **Generic Payment Options** - You may configure ShopSite to accept payments from one or two non-integrated payment methods. For example, if you wanted to provide a line of store credit, you could use these fields to prompt for the customer's name and store credit account number (to be handled offline; ShopSite will not automatically process these transactions.). Check the box(es) for the Generic Payment Options (1 and/or 2) you wish to use. Up to four fields can be used to collect customer information. You can configure the names of the payment options and the names of the fields on **Preferences** > **Store Text** > **Checkout** Changes made to the names will be reflected on the Payment Options page. You can mask or hide some of the data entered in these fields on the customer's receipt by setting the checkbox next to the desired fields. Any fields that will not be used to gather customer information will need to be cleared. This means that if you only plan to use the first two fields of Generic Payment Option 1, you will need to clear the text from "Generic Payment Option 1 Field 3" and "Generic Payment Option 1 Field 4".

	The 4 check boxes below each Generic Payment Option are used to indicate which of the 4 possible data fields for that payment method will be masked on the Thank You screen and email receipts. This allows you to mask critical information such as an account number or special code so they won't be visible on the receipt. If the box is not checked the data from the field will be visible on receipts.

Credit Cards

In order to process credit card payments on your Website, you must have a compatible Merchant Account. ShopSite has integrated support for several real-time payment gateways, or you can manually process payments off-line.

Processor

Select the desired payment processing option you want to use from the drop-down list, then click **Configure** to configure ShopSite to use the selected real-time payment gateway. You can only use one payment processor at a time.

manual (off-line)	Select this option from the drop-down menu to process payments manually. To process a payment, view or download the order and enter the payment information into your payment processing system. Click **Configure** to modify your manual payment processing options.
Authorize.Net AIM	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using Authorize.Net.
PayPal Payflow	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using PayPal Payflow.
PayPal Payments Pro	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using PayPal Payments Pro. Selecting this option will automatically select the option to accept payments using PayPal Payments Pro (Express Checkout).
Paymentech Orbital Gateway	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using Paymentech Orbital Gateway.
LinkPoint	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using First Data Global Gateway (formerly LinkPoint).
YourPay	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using First Data Global Gateway (formerly YourPay).
Optimal Payments	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using Optimal Payments.
Lynk Systems	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using RBSLynk.
RX-Payments	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using RX-Payments.
PSiGate	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using PSiGate.
Sage Pay (formerly Protx)	Select this option from the drop-down menu then click **Configure Processor** to process payments in real-time using Protx.
ACH Direct Payments Gateway	Select this option from the drop-down menu then click **Configure** to process payments in real-time using ACH Direct Payments Gateway.
Gateway Emulator	Select this option from the drop-down menu then click **Configure** to process payments in real-time using a Gateway Emulator.
Transaction Express	Select this option from the drop-down menu then click **Configure** to process payments in real-time using Transaction Express[1].
Accept Safe	Select this option from the drop-down menu then click **Configure** to process payments in real-time using Accept Safe[1].
WorldPay	Check this box then click **Configure** to accept payments using the WorldPay

	Payment Service. WorldPay is an international payment service that allows customers to checkout in their own language, using their local currency. WorldPay works with most existing internet merchant account providers, or you can set up a WorldPay merchant account.
NetBanx	Check this box, then click **Configure** to accept payments using the NetBanx payment service. NetBanx is a UK based payment service which requires you to set up a NetBanx merchant account. Customers who select to pay using NetBanx will be taken to the NetBanx website, where they can enter their payment information.
Authorize.Net SIM	Check this box, then click **Configure** to accept payments using the Authorize.Net SIM payment service. Customers who select to pay using Authorize.Net SIM will be taken to the Authorize.Net website, where they can enter their payment information.

Credit Cards	Select which credit cards you want to accept payments from. If you are using a real-time payment gateway, you should check to see what cards your gateway accepts, and what the fees for those cards are. **Some cards types may not be available for the gateway you use.** Check the box beside the card name to accept payment from that card. You can select any (or all) of the following, based on your payment gateway: • **Visa** • **MasterCard** • **Discover** • **American Express** • **Diner's Club/Carte Blanche** • **Fire Pay** • **Solo** • **Switch** • **Delta** • **Visa Electron/UK** • **JCB** • **Maestro**
CVV2 Help Text	Enter the text to be used for the CVV2 Help Link. If your credit card processor is configured to include a CVV2 field with the payment information, this text will be displayed as a link beside the field.
CVV2 Help URL	This is the URL to be used for the CVV2 Help Link. When a customer clicks the link beside the CVV2 field, a new window will open to this URL. You can use the default URL or you can create your own page explaining what a CVV2 is and where to find it on a credit card.

Human Validation

If you are having trouble with *bots* (automatic scripts) testing stolen credit card numbers on your site, you can use this feature to verify that the form is being completed by a real, human customer. Based on your settings, ShopSite can create an image with random numbers in it. The customer will be required to enter those numbers into the form to continue the checkout process. Because of the way the image is generated, bots are unable to read the numbers, and therefore are unable to test the stolen credit cards using your shopping cart.

Display Image	Select the radio button for the option you want: • **Off** - never display a human validation image. • **Always On** - always display a human validation image. • **On, but only after the number of failed attempts has been reached** - Specify a **Failed Attempts Limit**. If a customer submits bad payment information the specified number of times, ShopSite will display a human validation image for any further attempts to submit payment information by that customer.
CAPTCHA/image	Select the radio button for the option you want:

type	• **Basic** - . • **Advanced** - . • **reCAPTCHA (by Google)** - .

[1] This Payment Gateway is available in ShopSite 11sp2 r4 and later. Click the ShopSite logo in the top left hand corner of the back office and scroll to the bottom of the dashboard screen to see your service level (Pro, Manager, or Starter) and version number, including service pack (sp1, sp2, etc.) and release number (r1, r2, etc.)

Orbital Gateway

Overview

ShopSite can work with your Paymentech Orbital Gateway account to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the checkout screen and ShopSite will forward that information to the Orbital gateway for verification. If the information is correct and there are funds available to cover the cost of the order, the gateway will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to the gateway to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

Getting Started

Follow the steps below to get started with the Paymentech Orbital Gateway.

1. Contact Paymentech to obtain a merchant account for use with the Orbital gateway.
2. Use the account information for your new account to fill in the fields in the ShopSite Orbital Gateway Settings screen, as explained below.
3. Begin processing transactions.

Setup

From the Commerce Setup screen, select **Payment**, then scroll down and click the Paymentech Orbital Gateway radio button, then click **Configure Processor**. You will see a screen with the following fields:

Host	Select whether to use the `Live Server` or the `Test Server` for transactions. The Live Server should be used unless you are testing your settings or debugging problems with the gateway.
CGI Path	(read only) The path to the ShopSite program that communicates with the Orbital gateway.
Merchant ID	Enter the Merchant ID of your Orbital gateway merchant account. This defines which bank account funds are deposited into.
Terminal ID	Enter your Orbital gateway Terminal ID for this store. The Terminal ID is most likely 001.
BIN	Select the BIN your Orbital payment account is associated with.
Time Zone	Select a timezone from the pull-down list.

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize`. If your store sells digital download products, you may want to set this to `Authorize/Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	`Authorize`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to the Orbital gateway for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Authorize/Capture (Sale)`
	This tells ShopSite to authorize a transaction and captures funds all at once. ShopSite sends a transaction to the Orbital gateway for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles during the next settlement period without any further action by the merchant.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.

Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new Orbital gateway account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Fill in the proper values, then click **Save Changes**.

PayPal PayFlow version 4 Payment Services

ShopSite contains fully-integrated support for the PayPal PayFlow version 4 (formerly VeriSign) payment service. PayFlow delivers a flexible service designed to accommodate the varied processing needs of sellers, from those who have a few orders a day to those who process thousands of transactions daily.

Obtain a PayPal PayFlow Account

In order to use PayPal PayFlow, you must have a PayFlow account and a compatible internet merchant account. If you don't already have a merchant account, you can obtain both a merchant account and a PayFlow account through Transcom.

To sign up for a PayFlow account:

1. Go to https://manager.paypal.com/ and click the **I would like to create a new account** link near the bottom of the page.
2. Provide the required information. They will ask you for information about your business, primary contact, billing contact, and merchant bank and processor. You may want to have this information ready before you begin the sign-up process.

ShopSite Configuration

Once you have a PayFlow account linked to your merchant account, you can configure ShopSite to work with your PayFlow account:

1. Sign in to your ShopSite back office.
2. Go to **Commerce Setup** > **Payment**.
3. Scroll down to the **Credit Card Processing** section and select **PayPal Payflow version 4** as your payment processor.
4. Click the **Configure Processor** button next to your selection.
5. Configure your processor by following the **Setup** instructions below.

Setup

To configure ShopSite to use your PayPal PayFlow account to process payments in real-time, complete the form with the following information:

Host	Select which host to use when orders are placed: • **Test Server - pilot-payflowpro.paypal.com** - Select this host to run *test* transactions which *will not* actually be billed. • **Live Server - payflowpro.paypal.com** - Select this host when you are ready to begin taking orders on your ShopSite store.
Port	**Read-only**. The port on the PayFlow server to send transaction information to.
PayPal PayFlow Partner ID	Enter your PayFlow Partner ID. If you don't know your Partner ID, contact your PayFlow account representative.
PayPal PayFlow Vendor Name	Enter the name of the PayFlow vendor or partner through which you signed up with PayFlow. If you don't know your Vendor Name, try using your PayFlow Login Name.
PayPal Payflow User Name	Enter the user name you use to log in to your PayFlow account.
PayPal PayFlow Password	Enter the password for your PayFlow account.

Transaction Settings

Order Transaction Type	Select whether to process payments as **Authorization** or **Sale** transactions: • **Authorization** - Select this option if you will need time to prepare your products for shipment. PayFlow will check for available funds and place a hold on the payment

	ammount. Once your products are ready to be shipped, you can go to the ShopSite **Orders** screen and click **Bill Orders** to capture the funds to your merchant account. • **Sale** - Select this option if your products can be delivered as soon as the order is completed, such as for Digital Download products. PayFlow will check for available funds *and* capture them when the order is placed.
Billing Transaction Type	Select how to bill orders if you are using the **Authorization** transaction method (above). The **Delayed Capture** transaction type will capture funds when you click the **Bill Orders** button on the **Orders** screen.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to require customers to enter CVV2 codes from their credit cards when placing orders.
Reject on CVV2 Failure	Check this box to reject orders if the CVV2 code entered by the customer does not match the code for the credit card.
Reject on AVS Address Failure	Check this box to reject orders if the billing address entered by the customer does not match the address for the credit card. AVS matches the credit card number and address that the customer supplied against the billing information for the credit card account. By using AVS, you may be able to get a lower rate with your bank. AVS can only be used in the United States.
Reject on AVS ZIP Code Failure	Check this box to reject orders if the ZIP Code entered by the customer does not match the ZIP Code for the credit card. AVS matches the credit card number and address that the customer supplied against the billing information for the credit card account. By using AVS, you may be able to get a lower rate with your bank. AVS can only be used in the United States.
Order Comments	Select which information to include in the two comments fields in the order. When you are logged into PayFlow's Web interface, you can use this information to identify ShopSite transactions, including searching for these values in the comment fields.
Billing Comments	Select which information that you would like included with billing transactions (when you click **Bill Order** and the funds are captured) as they are submitted to PayFlow. Using the `Transaction Reference` will let you cross-reference the order and billing transactions. Using the `Order Number` will let you cross-reference ShopSite orders with PayFlow transactions.
Display Error Details	Check this box to have ShopSite display error messages from PayFlow. You should leave this option unchecked unless you are having problems processing payments and need the error messages to track down the source of the problems.
Error Verbosity	Select how much detail you want included in the error messages. You can select `Low` for minimal detail, or `Medium` for a more detailed message.

PayFlow Fraud Protection Services

Use PayFlow Fraud Service	Check this box to use the PayFlow fraud protection services in your shopping cart. Some Fraud Control filters require specific country codes be passed to PayPal. To ensure the correct country codes are passed, go to the **Commerce Setup** > **State and Country** screen and select the option to **Use pull down menu containing the Country List**.
Reject on Service Outage	Check this box to reject orders if your store is unable to connect to the PayFlow Fraud Service system.
Use Buyer Authentication (Verified by Visa, MasterCard SecureCode)	Check this box to use the buyer authentication system.

Fill in the proper values and click **Save Changes**.

PayPal

Overview

If you have a PayPal Premier or Business account, you can configure your ShopSite store to let customers pay through PayPal. With PayPal, you can accept credit card payments without having to have a merchant account, and your customers can also pay by check and bank transfer. It doesn't matter to you how they choose to pay -- the payments are simply deposited into your PayPal account.

When a customer selects PayPal as their payment method and clicks **Submit This Order**, ShopSite passes the order information to PayPal and redirects the customer's browser to PayPal so that the customer can complete the payment. (The order information includes the total price, your PayPal e-mail address, and the address information filled in by the customer.) When the customer completes the payment, PayPal notifies ShopSite and ShopSite notifies you of the order.

Note: ShopSite only notifies you of *completed* PayPal orders. Until the customer's funds are actually in your PayPal account, ShopSite will not send you e-mail about a PayPal order and the order will not be displayed in the list of orders in the back office. If a customer pays with a credit card through PayPal immediately after placing the order in your store, you will be notified quickly. However, if the customer pays by eCheck or other delayed payment methods, or if a payment method requires you to log into your PayPal account and approve it, you will not see the order in ShopSite until the funds have fully cleared, which could take several days.

Note: The PayPal payment method may be incompatible with some Order API applications. If the PayPal payment method is enabled, the Order API application must *not* send any output to the browser (stdout).

If you don't have a PayPal account, click here to fill out the simple application. To apply for a Business Account, click the **Business** link at the top of the Sign Up form. To apply for a Premier Account, select the **Yes** button at the bottom of the form. If you already have a PayPal Personal account, you can upgrade it to a Premier or Business account on the PayPal Web site.

Setup

On the Commerce Setup screen, select Payment, then check the box for PayPal and click on **Configure**. You will see a screen with the following fields:

Merchant's PayPal billing e-mail	Enter the e-mail address that is associated with your PayPal account.
PayPal Account Currency	Select the currency type your PayPal account funds will be in.
Allow PayPal shipping address	Checking this box will 1) allow shoppers with an existing PayPal account to select a shipping address they have entered in their PayPal account to be associated with the PayPal transaction when they complete the PayPal side of the checkout process and 2) allow shoppers without an existing PayPal account to specify both a billing AND shipping address when completing the PayPal checkout.
Allow PayPal buyer note	Check this box to have PayPal display a space where buyers can type in a note. ShopSite's order form includes a customer comments box, but you may want to allow for additional comments on the PayPal screen.
Caption for note field	If you enabled the PayPal buyer note, you can enter text here that you would like to use as a caption for the note space.
Set PayPal background to black	By default, the PayPal payment screen has a white background. Check this box if a black background would work better with the color scheme of your store.
Return URL	Specify the URL that you want customers to return to after they complete a payment at PayPal. The default address is the first page of your store, but you can enter a different address. Note that customers may decide not to click the button on the PayPal screen that returns them to this address, even though they complete the payment.

Cancel Return URL	Specify the URL that you want customers to return to if they click the Cancel button while paying with PayPal.
Order Description displayed by PayPal	PayPal displays a line near the top of the Payment Details screen that says, "`Payment For:`" followed by the description that you type here. For example, you could enter "ShopSite Order" and it would look like this: `Payment For: ShopSite Order` You can then quickly differentiate ShopSite orders from other orders in your PayPal account.
150 x 50 pixel logo secure URL for PayPal	If you would like to display your store's logo on the PayPal payment screen, enter the full URL to that logo (you cannot just type the name of a graphic file in your ShopSite media directory). Note that the logo must not be larger than 150x50 pixels, and the URL must be secure -- that is, it must start with `https:` -- because the rest of the PayPal payment screen is secure.
Host	**Read-only**. The hostname of the PayPal server.
Payment Script	**Read-only**. The name of the script called on the PayPal server.

Fill in the proper values, click the **Save Changes** button, and you're all set.

PayPal Payments Advanced

ShopSite contains fully-integrated support for the PayPal Payments Advanced payment service. PayPal Payments Advanced delivers a flexible service designed to accommodate the varied processing needs of sellers, from those who have a few orders a day to those who process thousands of transactions daily.

ShopSite Configuration

1. Sign in to your ShopSite back office.
2. Go to **Commerce Setup** > **Payment**.
3. Select **PayPal Payments Advanced** as your payment processor with the drop-down menu in the Credit Cards column of the "Choose payment methods accepted in your store" section of the page.
4. Click the **Configure Processor** button next to your selection.
5. Configure your processor by following the **Setup** instructions below.

Setup

To configure ShopSite to use your PayPal Payments Advanced account to process payments in real-time, fill in the following fields where necessary:

Host	**Read-only**. The host web address where transactions are sent. payflowpro.paypal.com
Host prefix	This field can be used to add a prefix to the host field above, enabling test transactions.
Port	**Read-only**. The port on the PayPal Payments Advanced server that receives transaction information. 443
Partner Name	Enter your PayPal Payments Advanced Partner Name. If you don't know your Partner Name, contact your PayPal Payments Advanced account representative.
Merchant Login	Enter the user name you use to log in to your PayPal Payments Advanced account.
User	
Password	Enter the password for your PayPal Payments Advanced account.

Transaction Settings

Order Transaction Type	Select whether to process payments as **Authorization** or **Sale** transactions: • **Authorization** - Select this option if you will need time to prepare your products for shipment. PayFlow will check for available funds and place a hold on the payment ammount. Once your products are ready to be shipped, you can go to the ShopSite **Orders** screen and click **Bill Orders** to capture the funds to your merchant account. • **Sale** - Select this option if your products can be delivered as soon as the order is completed, such as for Digital Download products. PayFlow will check for available funds *and* capture them when the order is placed.
Billing Transaction Type	Select how to bill orders if you are using the **Authorization** transaction method (above). The **Delayed Capture** transaction type will capture funds when you click the **Bill Orders** button on the **Orders** screen.

Fill in the proper values and click **Save Changes**.

Payflow Link

ShopSite contains fully-integrated support for the Payflow Link payment service. Payflow Link delivers a flexible service designed to accommodate the varied processing needs of sellers, from those who have a few orders a day to those who process thousands of transactions daily.

ShopSite Configuration

1. Sign in to your ShopSite back office.
2. Go to **Commerce Setup** > **Payment**.
3. Select **Payflow Link** as your payment processor with the drop-down menu in the Credit Cards column of the "Choose payment methods accepted in your store" section of the page.
4. Click the **Configure Processor** button next to your selection.
5. Configure your processor by following the **Setup** instructions below.

Setup

To configure ShopSite to use your Payflow Link account to process payments in real-time, fill in the following fields where necessary:

Host	**Read-only**. The host web address where transactions are sent. payflowpro.paypal.com
Host prefix	This field can be used to add a prefix to the host field above, enabling test transactions.
Port	**Read-only**. The port on the Payflow Link server that receives transaction information. 443
Partner Name	Enter your Payflow Link Partner Name. If you don't know your Partner Name, contact your Payflow Link account representative.
Merchant Login	Enter the user name you use to log in to your Payflow Link account.
User	
Password	Enter the password for your Payflow Link account.

Transaction Settings

Order Transaction Type	Select whether to process payments as **Authorization** or **Sale** transactions: • **Authorization** - Select this option if you will need time to prepare your products for shipment. PayFlow will check for available funds and place a hold on the payment ammount. Once your products are ready to be shipped, you can go to the ShopSite **Orders** screen and click **Bill Orders** to capture the funds to your merchant account. • **Sale** - Select this option if your products can be delivered as soon as the order is completed, such as for Digital Download products. PayFlow will check for available funds *and* capture them when the order is placed.
Billing Transaction Type	Select how to bill orders if you are using the **Authorization** transaction method (above). The **Delayed Capture** transaction type will capture funds when you click the **Bill Orders** button on the **Orders** screen.

Fill in the proper values and click **Save and Enable**.

PayPal Payments Pro and Express Checkout Settings

Overview

If you have a PayPal Business account, you can configure your ShopSite store to let customers pay to your PayPal account via credit card or PayPal. With PayPal, you can accept credit card payments without having to have a merchant account, and your customers can also pay by check and bank transfer. It doesn't matter to you how they choose to pay — the payments are simply deposited into your PayPal account.

PayPal Payments Pro includes two features. The first is **Express Checkout**, which allows you to accept payments from customers with PayPal accounts. Express Checkout fields are marked below by an asterisk (*). Fields without asterisks aren't necessary for Express Checkout. The second feature, the **Direct Payment API**, is an optional additional feature which allows you to accept PayPal and credit card payments to your PayPal account. The Direct Payment API behaves like a payment gateway, and you will be charged monthly and per-transaction fees for using it. Using the Direct Payment API also requires you to accept PayPal payments using Express Checkout.

To use the **Direct Payment API**, you must complete all the steps, including steps 2 and 3, below, and you must select **PayPal Payments Pro** as your **Credit Card Processor** on the **Payment** configuration screen.

If you don't have a PayPal account, click here to fill out the simple application. To apply for a Business Account, click the **Business** link at the top of the Sign Up form. If you already have a PayPal Personal account, upgrade it to a Business account on the PayPal Web site.

Note: Because the process of setting up a PayPal account to use PayPal Payments Pro is controlled by PayPal, the process could change without warning. These instructions are based off the way it worked when this document was written.

1. **Set Up a PayPal account ***
   If you don't already have a PayPal account, you will need to create one here.

   If you have a standard PayPal account, you will need to upgrade to a Business account. You can upgrade by clicking on the **Upgrade Account** link after logging in to the PayPal website.

   If you want to use the **Direct Payment API**, complete the next two steps. You can skip to step four if you will *not* use the **Direct Payment API**.
2. **Apply for Payments Pro** (Direct Payment API only)
   If you want to use the **Direct Payment API**, you must apply to use Payments Pro. You may see a link to do this from your main PayPal account screen. If not, go to **Merchant Tools** and click on **Payments Pro**. Click on the **Submit Application** link, which you will find partway down the screen at the end of the right-hand column.

   Follow the application instructions. You must fill out every field not marked as *(Optional)*, and agree to all the terms and agreements.
3. **Accept Billing Agreement** (Direct Payment API only)
   If you want to use the **Direct Payment API**, after you have completed the Payments Pro application, you will need to accept the billing agreement. To do this, return to the **Overview** screen under the **My Account** tab, and click on the link to **Accept Billing Agreement**.
4. **Create A Certificate**
   From the **My Account** tab, go to the **Profile** screen, and click on the **API Access** link, where you should find an **Request API Credentials** link. Click on that, then select an **API SSL client-side certificate**, agree to the Terms Of Use, and click **Continue**.
5. **Download the Certificate**
   Once the certificate has been generated, you will be prompted to download it. Save the certificate in a location you will remember. You will be prompted to copy the certificate contents into ShopSite's PayPal configuration screen later, along with the API Username you were assigned. If you don't remember your API Username, or forget where you stored the certificate, you can go back to the **API Access** screen and view your username and download the certificate again.

Your PayPal account is now configured to use Payments Pro. The information below will help you set up ShopSite to use your PayPal settings.

Setup

On the Commerce Setup screen, select Payment, then check the box for PayPal Payments Pro under Payment Methods Accepted and click on **Configure**. If you wish to use PayPal Payments Pro for credit card processing (using the Direct Payment API), you will also need to check the box for PayPal Payments Pro under the Credit Card Processing section.

When you click on the **Configure** button for PayPal Payments Pro (either as a payment method or a credit card processor), you will see a screen with the following fields:

Host

<table>
<tr><td>Host</td><td>Select whether you want to use the PayPal sandbox server (for testing) or the Live payment server.

Note: The PayPal sandbox server can not be used in conjunction with a standard PayPal account. You must create a sandbox account if you wish to use the sandbox server. Sandbox accounts can be created by members of the PayPal Developer Network.</td></tr>
</table>

Authentication

<table>
<tr><td>Authorization Method *</td><td>Use the radio buttons to pick which authorization method to use.
<table>
<tr><td>Use Accelerated Boarding Authentication *</td><td>This authentication method is unique in that the merchant doesn't have to establish their PayPal merchant account until the first payment is posted. This makes it possible for the merchant to have their store up and accepting orders before they take the time to establish their PayPal merchant account. The merchant's email address is used as the account identifier.
<table>
<tr><td>Merchant Email Address *</td><td>Enter the email address that will be associated with your PayPal Merchant Account.</td></tr>
</table></td></tr>
<tr><td>Use API Certificate Authentication</td><td>This authentication method uses a digital certificate, generated by PayPal for API Access for Payments Pro. This method is more secure than the digital signature, but has a greater risk of user error.
<table>
<tr><td>API Username</td><td>Enter the API username that you were given when you generated your API Access Certificate for Payments Pro.</td></tr>
<tr><td>API Password</td><td>Enter the password that you set up when you signed up for Payments Pro.</td></tr>
<tr><td>API Certificate</td><td>Copy the digital certificate you received from PayPal into this box. Be sure to include the entire certificate, including the RSA Key.</td></tr>
</table></td></tr>
<tr><td>Use API Digital Signature Authentication</td><td>This authentication method is PayPal's preferred method of authentication. Similar to the API Certificate Authentication, this method uses a digital signature, generated by PayPal for API Access for Payments Pro.
<table>
<tr><td>API Username</td><td>Enter the API username that you were given when you generated your API Access Certificate for Payments Pro.</td></tr>
<tr><td>API Password</td><td>Enter the password that you set up when you signed up for Payments Pro.</td></tr>
<tr><td>API Digital Signature</td><td>Copy the digital signature you received from PayPal into this box.</td></tr>
</table></td></tr>
</table></td></tr>
</table>

3rd-Party Account	If you have authorized a 3rd-party account to access your PayPal information, you can put that account API ID here. Most merchants will want to leave this blank.
Order Payment Action *	Select whether to use Sale (authorize and capture) or Authorize (authorize only) mode when processing payments. If you must prepare products for shipping, you should use authorize only mode, then when your products are ready to ship, you can capture the funds from the **Orders** screen.

Express Checkout Settings

Order Description Displayed by PayPal *	PayPal displays a line near the top of the Payment Details screen that says, "`Payment For:`" followed by the description that you type here. For example, you could enter "ShopSite Order" and it would look like this: `Payment For: ShopSite Order` You can then quickly differentiate ShopSite orders from other orders in your PayPal account.
PayPal Page Locale *	Select a locale for PayPal to use. This configures which country and language PayPal will use when displaying content (login/confirmation pages, etc.).
PayPal Custom Page Style *	If you have created a custom checkout page style in PayPal, you may optionally specify that style name here. If you do not specify a style, the default PayPal checkout page style will be used.
Display Express Checkout Button *	Check this box to display a separate PayPal Express Checkout button on the shopping cart screen. Customers can click this button to pay for purchases using a PayPal account. PayPal will not appear in the payment methods pull-down menu if this button is displayed.

Error Reporting Settings

Display Error Details	Check this box to have detailed error messages appear when a PayPal error occurs during the order processing.

Fill in the proper values, click the **Save Changes** button, and you're all set.

Plug'nPay Settings

Overview

Here you can setup or modify settings for the Plug'nPay gateway payment processor. If you have an Plug'nPay merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to Plug'nPay for verification. If the information is correct and there are funds available to cover the cost of the order, Plug'nPay will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to Plug'nPay to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

Getting Started

Follow the steps below to get started with Plug'nPay.

1. If you do not already have a Plug'nPay account contact e-onlinedata to obtain a merchant bank account and/or a credit card processing account with Plug'nPay. e-onlinedata is a Plug'nPay reseller and has a program in place just for ShopSite merchants.
2. Use the account information for your new accounts to fill in the fields in the ShopSite Plug'nPay Settings screen, as explained below.
3. Begin processing transactions.

Setup

On the Commerce Setup screen, select Payment, then select Plug'nPay and click on **Configure**. You will see a screen with the following fields:

Host	pay1.plugnpay.com (read only) The name of the Plug'nPay server that will process your transactions.
Port	443 (read only) The port on the Plug'nPay server to send transaction information to.
Authorize Script	/payment/pnpremote.cgi (read only) The path and filename of the script that authorizes transactions.

Authentication

Username	This required field must contain your Plug'nPay account username.
Password	Provide your Plug'nPay account password.

Transaction Settings

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Capture (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	
	`Authorize Only`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Plug'nPay for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	
	`Authorize and Capture (Sale)`
	This method authorizes a transaction and captures funds all at once. ShopSite sends a

	transaction to Plug'nPay for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to capture funds because they are captured at the time of the order.
Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `Prior Auth Capture`.
Transaction Currency	Select a currency type that Plug'nPay will use.
Order Description	This is text to identify that the billing originated with your ShopSite store.
Timeout	The number of seconds that ShopSite should wait for a response from the Plug'nPay server.
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new Plug'nPay and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Gateway confirmation email

Send email to customer	Select whether Plug'nPay should send a payment confirmation email to the customer. You can select **True** to send an email, **False** to not send an email, or you can select **Use gateway default setting**.
Email address for merchant copy	Enter the email address for the account you want the merchant copy of the gateway confirmation email to go to. If you leave this blank, no merchant copy will be sent.

Fill in the proper values and click **Save Changes**.

Sage Pay (formerly Protx) VSP Direct Settings

Overview

ShopSite merchants in the UK can use the Sage Pay (formerly Protx) VSP Direct payment gateway to process online payments in real-time. When a customer places an order on a Sage Pay-enabled ShopSite store, ShopSite will automatically forward the billing information to Sage Pay and authorize the funds in real-time before displaying the receipt. If funds are not available, or the billing information is invalid, the order will not be completed, and the customer will be notified of the problem.

Using Sage Pay real-time payment processing can protect you by complying with PCI Security requirements. Because the payment information is immediately sent directly to Protx, you do not have to store credit card information on your server (See Credit Card Storage for details).

If you are like most merchants and need a little time to prepare an order before shipping it, you can have ShopSite authorize the funds in real-time, then wait for you to go to the **Orders** screen in the ShopSite back office and click the button to **Bill Orders** to settle the transaction and transfer the funds into your account. If you are selling digital download products, or can ship the order immediately, you may have Sage Pay automatically settle the transaction (usually the next morning) after the funds are authorized. You will usually see the funds appear in your account within a few days of settling the transaction.

To get started, go to the Sage Pay website and sign up for a VSP Direct account.

Configuration

After you have an active Sage Pay VSP Direct account, you can configure your ShopSite store to process orders in real-time using Sage Pay:

Host	Select which server to use for payment processing. When you first configure ShopSite to process payments using Sage Pay, it is a good idea to run a few test transactions using the testing server before switching to the live server. ***Note:*** When using the testing server, you can not test using 3D Secure enabled cards. Testing of 3D Secure enabled cards is only possible by running a transaction on the live server.
Port	(Read Only) The port ShopSite uses to connect to the Sage Pay server.
Order Path	(Read Only) The path on the Sage Pay server to the order processing application.
3D Secure Callback Path	(Read Only) The path on the Sage Pay server to the callback (order verification) application.
Bill Path	(Read Only) The path on the Sage Pay server to the billing application.
Vendor Login Name	Enter your Sage Pay account login name.

Transaction settings

Order Transaction Type	Select the transaction type to use when an order is initially placed: • **Payment** - This option authorizes the fund transfer immediately and settles the transaction automatically (usually early the next morning). This option is good for merchants who sell digital download products or are ready to ship orders immediately. • **Deferred** - This option authorizes the fund transfer immediately, but does not settle the transaction until you manually release the funds. This option is good for merchants who need time to prepare orders for shipment, so they can be sure the order has shipped before collecting payment.
Billing Transaction Type	(Read Only) The **Release** billing transaction type is used to manually settle a transaction after shipping a **Deferred** transaction order.
Order Description	(Required) Enter a descriptive name or leave the default text (`ShopSite Order`) to identify shopsite orders in your Sage Pay account.

Display CVV2 Entry Box	Check this box to have ShopSite display a CVV2 number entry box on the Billing Information screen.
Require CVV2 Entry	Check this box if you want ShopSite to require customers to enter a CVV2 number.
Display Error Details	Check this box if you want ShopSite to display detailed information about error messages received during a transaction. You should usually only select this option if you are having problems completing transactions and need more detailed information about the problem.

PSiGate

Overview

If you have a PSiGate merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to PSiGate for verification. If the information is correct and there are funds available to cover the cost of the order, PSiGate will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to PSiGate to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

PSiGate Setup

Before configuring ShopSite to process credit cards with PSiGate, you must have an PSiGate account. Click here to begin the application process for a PSiGate account.

ShopSite Setup

After you have registered with PSiGate and received your merchant information, follow these steps to configure your store to use PSiGate for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **PSiGate** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store.

Host	The Host server that ShopSite will connect to.
Port	The Port ShopSite will connect to the PSiGate server on.
CGI Path	(Read Only) the name of the script ShopSite uses when connected to the PSiGate gateway
Store ID	The store ID you received from PSiGate.
Passphrase	The security passphrase you configured when you created your PSiGate account.

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `PreAuth`. If your store sells digital download products, you may want to set this to `Sale` to ensure that the funds are actually captured before customers are given access to the online products.
	`PreAuth`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to the Orbital gateway for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Sale`
	This tells ShopSite to authorize a transaction and captures funds all at once. ShopSite sends a transaction to the Orbital gateway for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles during the next settlement period without any further action by the merchant.

Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to `PostAuth`.
Order Mode	This lets you set the system into a live transaction mode to take real orders, or any of several test modes you can use to check that you have the gateway configured properly.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new RX-Payments account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

RX-Payments

Overview

If you have an RX-Payments merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to RX-Payments for verification. If the information is correct and there are funds available to cover the cost of the order, RX-Payments will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to RX-Payments to capture the funds for that order, and the funds will be transferred to your merchant bank account, usually within a couple of business days.

RX-Payments Setup

Before configuring ShopSite to process credit cards with RX-Payments, you must have an RX-Payments account.

Click here to begin the application process for an RX-Payments account.

ShopSite Setup

After you have registered with RX-Payments and received your merchant information, follow these steps to configure your store to use RX-Payments for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **RX-Payments** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store.

Host	(Read Only) The Host server that ShopSite will connect to.
Port	(Read Only) The Port ShopSite will connect to the RX-Payments server on.
Authorize Script	(Read Only) the name of the script ShopSite uses when connected to the RX-Payments gateway
Merchant E-mail	the E-mail address you used to register with RX-Payments
Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new RX-Payments account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

SureFire Commerce Payment Processing

Overview

If you have a SureFire Commerce merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the checkout screen and ShopSite will forward that information to SureFire for verification. If the information is correct and there are funds available to cover the cost of the order, SureFire will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to SureFire to capture the funds for that order, and the funds will be transferred to your merchant account, usually within a couple of business days.

Click here to begin the application process for a SureFire Commerce account.

ShopSite Setup

After you have registered with SureFire Commerce and received your merchant information, follow these steps to configure your ShopSite store to use SureFire Commerce for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **SureFire Commerce Payment Processing** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store, or use the default values to configure a test account.

User Information

Enter information that identifies your SureFire account.

Processor	(read only) Indicates that you will be processing credit card transactions with SureFire Commerce.
Merchant ID	Enter your SureFire Commerce user name, which was sent to you in an e-mail message when your SureFire Commerce account was set up. Be sure to enter the user name for real-time transaction processing, not the one for accessing SureFire's merchant interface on the Web.
Merchant Password	Enter your SureFire Commerce password, which was sent to you in an e-mail message when your SureFire Commerce account was set up. Be sure to enter the password for real-time transaction processing, not the one for accessing SureFire's merchant interface on the Web.
Account Number	Enter your SureFire Commerce account number, given to you when you received your SureFire Commerce account.

Verification

Choose payment verification and security options that you would like ShopSite to use with SureFire Commerce payment processing.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new SureFire Commerce account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is only you making test purchases. Turn this option off when you are ready to accept real transactions.

Reject on AVS Failure Check this box to enable the SureFire Commerce Address Verification Service for transactions in your account. If the billing address entered by the customer does not match what the SureFire Commerce system thinks it should be, the transaction will not be authorized. This is optional; you do not have to enable AVS.

> ***Note:*** When an AVS check fails, the gateway notifies ShopSite of the failure, but still authorizes the transaction. If you have configured ShopSite to reject on AVS faiure, the order will not go through and no funds will be transferred from the customer's account to the merchant account. However, the gateway still places a "hold" on the customer's account for the amount of the order. The authorization will eventually time out and the hold will be released, but you may see the authorization when you view transactions in your gateway account.

Transaction Type

Operation Select the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize-Settle`. If your store sells digital download products, you may want to set this to `Purchase` to ensure that the funds are actually captured before customers are given access to the online products.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

Optimal Payments Settings

Overview

If you have a Optimal Payments (formerly SureFire) merchant account, you can configure ShopSite to process credit card orders in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to Optimal Payments for verification. If the information is correct and there are funds available to cover the cost of the order, Optimal Payments will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office, select the order, and then click **Bill Orders** to start the process to receive payment. ShopSite will send a request to Optimal Payments to capture the funds for that order, and the funds will be transferred to your merchant account, usually within a couple of business days.

Click here to begin the application process for a Optimal Payments account.

ShopSite Setup

After you have registered with Optimal Payments and received your merchant information, follow these steps to configure your ShopSite store to use Optimal Payments for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **Optimal Payments** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store.

Merchant ID	Enter your Optmal Payments user name, which was sent to you in an e-mail message when your Optimal Payments account was set up. Be sure to enter the user name for real-time transaction processing, not the one for accessing Optimal Payments' merchant interface on the Web.
Merchant Password	Enter your Optimal Payments password, which was sent to you in an e-mail message when your Optimal Payments account was set up. Be sure to enter the password for real-time transaction processing, not the one for accessing the merchant interface on the Web.
Account Number	Enter your Optimal Payments account number, given to you when you received your Optimal Payments account.

Verification

Choose payment verification and security options that you would like ShopSite to use with Optimal Payments payment processing.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a new Optimal Payments account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is only you making test purchases. Turn this option off when you are ready to accept real transactions.
Reject on AVS Failure	Check this box to enable the Optimal Payments Address Verification Service for transactions in your account. If the billing address entered by the customer does not match what the Optimal Payments system thinks it should be, the transaction will not be authorized. This is optional; you do not have to enable AVS. ***Note:*** When an AVS check fails, the gateway notifies ShopSite of the failure, but still authorizes the transaction. If you have configured ShopSite to reject on AVS faiure, the order will not go through and no funds will be transferred from the customer's account to the merchant account.

	However, the gateway still places a "hold" on the customer's account for the amount of the order. The authorization will eventually time out and the hold will be released, but you may see the authorization when you view transactions in your gateway account. When using this option, do NOT use the 'Purchase' option for the payment operation, because the 'Purchase' option will cause the payment to be both authorized and settled, and would not time out if the orders were rejected because of AVS failure.

Transaction Type

Operation	Select the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize-Settle`. If your store sells digital download products, you may want to set this to `Purchase` to ensure that the funds are actually captured before customers are given access to the online products.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

Transaction Express

Host	The name of the server that will process your transactions. This field defaults to "ws.processnow.com".
Port	The port on the server for sending transaction information. This field defaults to "443"
Authorize Script	The path and filename of the script that authorizes transactions. This field defaults to "/portal/merchantframework/MerchantWebServices-v1"

Authentication

You must enter your login credentials.

Gateway ID	Enter your Gateway ID provided by Transaction Express.
RegKey	Enter your registration key (RegKey) provided by Transaction Express.

Transaction Settings

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize Only`. If your store sells digital download products, you may want to set this to `Authorize and Settle (Sale)` to ensure that the funds are actually captured before customers are given access to the online products.
	`Authorize Only`
	This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to Transaction Express for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Authorize and Settle (Sale)`
	This method authorizes a transaction and settles funds all at once. ShopSite sends a transaction to Transaction Express for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant. If you select this transaction type, you will not be able to use the **Bill Order** button on the Orders screen to settle funds because they are captured at the time of the order.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Display Error Details	Check this box only when setting up a Transaction Express account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is you just making test purchases. Turn this option off when you are ready to accept real transactions.

Fill in the proper values and click **Save Changes**.

WorldPay

Overview

WorldPay allows merchants all over the world to take payments in different currencies, and in the customer's native language. If you already have an Internet Merchant Account, WorldPay should work with that, or you can obtain a merchant account from WorldPay.

Setup

On the Commerce Setup screen, select Payment, then check the box for WorldPay and click on **Configure**. You will see a screen with the following fields:

Installation ID	Enter the Installation ID number provided to you when you set up your WorldPay account. This field is required in order to use WorldPay.
Order Description displayed by WorldPay	Enter the text you want WorldPay to display as a description of the order.
Currency	Select which currency WorldPay should use.
Transaction Mode	In order to confirm that WorldPay is processing orders correctly, you can set the transaction mode to a test mode where every transaction succeeds, or where every transaction fails. Make sure that you set the transaction mode to `Live Transactions` when you are ready to start taking orders using WorldPay.
Host	This indicates which WorldPay processing host is being used.
Payment Script	This field indicates the name of the script that is being used by WorldPay.

Fill in the proper values and click the Save Changes button.

Configuring WorldPay

Next, you must configure WorldPay to send completed transaction information back to ShopSite:

1. Go to your WorldPay account Web Administration tool (you can usually access this at https://select.worldpay.com/wcc/admin)
2. Click on **Configuration options** next to the **Installation ID** that should be configured for ShopSite
3. Check the **Callback enabled** checkbox.
4. Enter the following information into the **Callback URL** field:
   `<WPDISPLAY ITEM=MC_callback>`
5. Scroll to the bottom of the page and click on **Save Changes**

xDSpot

Overview

xDSpot merchants can use their existing payment gateway (setup on xDSpot) to handle payments for ShopSite. To enable ShopSite to work with xDSpot, you will need information from your xDSpot merchant account, so it is best to have a separate browser window open to that site when setting up xDSpot on ShopSite. The instructions assume you have an xDSpot account already and have created an "Offer" before.

A new account can be created by visiting xDSpot's website.

Setup

On the Commerce Setup screen within ShopSite, select xDSpot in the "All processors" drop-down list, then click **Configure**. Copy and paste the appropriate fields from your xDSpot Merchant Account into the ShopSite fields.

Merchant ID	The Merchant ID provided by xDSpot. It can be accessed from your Merchant Account on the xDSpot website under **Settings**.
API Key	The API Key provided by xDSpot. It can be accessed from your Merchant Account on the xDSpot website under **Settings**.
Interaction Link	The Interaction Link is provided by xDSpot when you create an "Interaction" under the "Build" tab.
Display Error Details	Decide whether or not to display error details when a transaction fails. These will appear to the customer in their shopping cart.

Text strings and messages

You will be taken to xDSpot to complete your payment	Defaults to "You will be taken to xDSpot to complete your payment".

Fill in the proper values and click the Save Changes button.

First Data Global Gateway (formerly LinkPoint/YourPay) Settings

Overview

If you have a First Data Global (formerly LinkPoint/YourPay) merchant account, you can configure ShopSite to process credit card orders through the First Data Global Gateway in real time. Your customers can enter their credit card information (including billing address) on the shipping screen and ShopSite will forward that information to First Data Global for verification. If the information is correct and there are funds available to cover the cost of the order, First Data Global will tell ShopSite that the order is authorized and ShopSite will display a receipt to the customer.

After you ship an order, you can go to the Orders screen in the back office and select the order and click **Bill Orders** to start the process to receive payment. ShopSite will send a request to First Data Global to capture the funds for that order, and the funds will be transferred to your First Data Global merchant account, usually within a couple of business days.

Click here to begin the application process for a First Data Global Gateway account.

ShopSite Setup

After you have registered with First Data Global and received your merchant information, follow these steps to configure your store to use FirstData for payment processing:

1. Go to the Commerce Setup screen in ShopSite and click **Payment**.
2. In the Credit Card Processing section of the screen, click the **YourPay** radio button.
3. Click **Configure Processor**, which brings you to a screen containing the fields listed below. Fill in the fields with the information for your store, or use the default values to configure a test account.
4. Go to Commerce Setup > States and Countries and select the option to use both state and country pull-down lists instead of text fields. This is required for First Data Global processing so that ShopSite sends the correct state and country information to the First Data Global server.

Note: You *must* set ShopSite to use state and country pull-down lists with the FirstData Global Gateway.

User Information

Enter information that identifies your First Data Global account.

Host	Select whether to use the `Test Server` or the `Live Server`. You should use the Live Server unless you are testing your configuration or debugging payment processing errors.
Port	**Read-only**. The port that ShopSite will connect to the First Data Global server on.

Order Transaction Type	Specify the type of transaction that you want ShopSite to process when a customer places an order. For most situations, you should leave this set to `Authorize (PREAUTH)`. If your store sells digital download products, you may want to set this to `Authorize and Capture (SALE)` to ensure that the funds are actually captured before customers are given access to the online products.
	`Authorize (PREAUTH)`
	`Authorize (PREAUTH)` is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to First Data Global for authorization, the transaction is authorized, and ShopSite is notified of the authorization. A "hold" for the amount of the purchase is placed on the customer's credit card, but the funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks **Bill Orders**.
	`Authorize and Capture (SALE)`
	`Authorize and Capture (SALE)` authorizes a transaction and captures funds all at once. ShopSite sends a transaction to First Data Global for approval, the transaction is approved, ShopSite is notified of the approval, and the transaction automatically settles at the end of the business day without any further action by the merchant.

	POST AUTH A POSTAUTH transaction is used to capture funds authorized previously using an PREAUTH transaction.
Billing Transaction Type	Specify the type of transaction that you want ShopSite to process when you click the **Bill Orders** button. For most situations, you should leave this set to POSTAUTH.
Store Name	Your First Data Global store name (often a number), given to you when you registered for a First Data Global account.
Digital Certificate	You must paste your First Data Global digital certificate into this field. Since the digital certificate is long and difficult to type exactly, you should open the e-mail message that you received from First Data Global containing your digital certificate, select the private key and certificate with your mouse and copy it (it's the really long string of letters and numbers), and then paste it into the field on the ShopSite screen. You must copy and paste the *entire* certificate, which includes both the RSA PRIVATE KEY part and the CERTIFICATE part. Copy everything, starting with the line that says -----BEGIN RSA PRIVATE KEY----- and ending with the line that says -----END CERTIFICATE-----.

Options

Send Shopper email address to gateway	Check this box if you would like the gateway to send a payment confirmation email to the shopper.

Verification

Choose payment verification and security options that you would like ShopSite to use with First Data Global payment processing.

Display CVV2 Entry Box	Check this box to have ShopSite include a text box on the order form for customers to enter the CVV2 value from their credit cards. See the Payment Setup help for an explanation of CVV2.
Require CVV2 Entry	Check this box to make the CVV2 field a required field on the order form.
Reject on CVV2 failure	Check this box to have ShopSite reject payments when the CVV2 value does not validate.
Reject on AVS Street Address Failure	Check this box to have ShopSite reject payments when the street address does not validate.
Reject on AVS ZipCode Failure	Check this box to have ShopSite reject payments when the Zip code does not validate.
Display Error Details	Check this box only when setting up a new First Data Global account and making test purchases. If there are any problems with the transactions, the customer will see details about the error. Hopefully that customer is only you making test purchases. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. At this point, you may want to place some test transactions to verify that everything is set up correctly.

PayPal Fraud Protection

When using PayPal as the payment processor, ShopSite will compare information returned from PayPal to what was originally sent. If there is a difference, ShopSite will generate a Fraud Alert for the merchant.

In the case of a Fraud Alert, ShopSite will prepend a warning to the merchant's order notification e-mail, and will display a warning and set the order quantity to 0 (zero) in the back office order information. ShopSite will also not deliver the payment receipt to the customer. The e-mail messages from PayPal to the merchant and shopper, including the amount paid, will not be affected by a Fraud Alert.

Note: One common mistake that can trigger the PayPal Fraud Protection feature is if your PayPal account is configured to calculate shipping charges (which will then be added in addition to your ShopSite shipping charges). To avoid this error, make sure your PayPal account has the option to "allow transaction-based shipping charges to override profile shipping settings" selected on the Shipping Calculations screen (in PayPal).

PCI Security Practices

Merchants who accept credit card payments should be aware of the *PCI (Payment Card Industry) Data Security Requirements* from the major credit card companies. These requirements have been developed to ensure safe handling of sensitive payment information, such as storage and transfer of credit card information. PCI is the umbrella program for other programs, such as Visa Cardholder Information Security Program (CISP) and Master Card Site Data Protection (SDP). This document contains instructions for configuring ShopSite to meet PCI requirements. Merchants may also need to implement other procedures for handling credit card information outside of the ShopSite Shopping Cart Software.

These guidelines are for merchants who handle and process credit card information. If you do not accept credit cards, PCI requirements do not apply to you. You should, however, still follow good security practices and implement applicable guidelines included here.

Installation

Your hosting provider should have already installed ShopSite for you. Instructions to securely install ShopSite can be found in the ShopSite Installation help.

You and your hosting provider should always use a secure connection (SSH, SFTP, FTP over SSH, etc.) and two-factor (password plus public key) authentication when connecting to the server for administrative purposes. This includes when you connect to install or upgrade ShopSite, or when you connect to perform other administrative tasks on your server.

The server Operating System and other applications such as the Web server and E-mail server must be kept up to date with the most recent security patches. Your hosting provider is usually responsible for this, and should already be doing it. For more details regarding this subject, see the PCI Security Standards Council Web page. Additionally, PCI compliance requires that the OS and web-server support and implement an active access log. For information on enabling and configuring access logging in IIS on Windows Server 2008, see this knowledgebase article. For information on enabling and configuring access logging in Apache Web Server on CentOS, see Apache's documentation. More information on access logging can be found in the respective OS-appropriate installation guide.

If you are storing credit card numbers or other sensitive personal information, you are requred to store the information on a remote database in an internal network zone (see PCI DSS requirement 1.3). ShopSite can be configured to use a remote PostgreSQL database to store sensitive order information, but you are responsible for setting up the database in compliance with PCI security guidelines.

Upgrading

When upgrading to a newer version of ShopSite, you should follow the same security practices as if you were installing a new store (described above). **If you are upgrading from a version of ShopSite prior to 8.1, you must remove orders placed prior to the upgrade** to be PCI compliant. More information about upgrading can be found in the Upgrading ShopSite help.

Accepting Credit Cards

There are several ways to accept credit cards with a ShopSite store. The first is with a payment method like PayPal or Checkout by Amazon. The second is with a payment gateway where the shopper enters their payment information either on the merchant's server or the gateway's. Finally, merchants can manually process credit card information. With this method, the shopper enters their payment information in the cart and the merchant later retrieves it and later processes it.

- **Payment methods** typically have their own checkout button (e.g., PayPal Express or Checkout by Amazon) and when the shopper clicks that button, they are taken from the merchant's site and enter their payment information on the vendor's secure server (as is done by PayPal Express) or it appears that they are still on the merchant's site, but where they enter their payment information is actually on the vendor's server (as is done with Checkout by Amazon). Using these methods can make your ShopSite store PCI compliant as long as the external processor is PCI compliant.
- **Payment gateways** may or may not have the shopper enter their payment information on their server. Gateways like Authorize.Net SIM and WorldPay take the shopper to their site to enter the payment information. Even though gateways like Braintree and PayPal Advanced appear to leave the shopper on the merchant's site, the section where the shopper enters payment information is actually on the vendor's server. Other gateways (like Authorize.Net or First Data E4) have the shopper enter payment information securely on the merchant's server. In either case, the merchant's store can be PCI compliant, but if the merchant uses a gateway that has the shopper enter payment information on the merchant's server, it requires more work. For example, PCI requires that any time credit card information is gathered within the shopping cart, ShopSite **must be configured to use SSL**. To learn more about configuring SSL, see the Hosting Service Configuration screen help.

  When using one of these payment processors, the payment information is immediately sent to the payment processor, and there is no further need to store the payment information in ShopSite. For maximum security, ShopSite recommends that if you are using one of these processors, select the option to **not store credit card information**. See the Credit Card Storage screen help to learn how to configure your store not to keep credit card information. If you feel it is necessary to temporarily store the credit card information, follow the guidelines for manual payment processing below.

- **Manual payment processing** requires the merchant to collect payment information in the shopping cart, then manually bill the card using a separate payment processing method. When ShopSite is configured for manual payment processing, PCI requires that **SSL be used for any screen where payment information is gathered or viewed**. See the Hosting Service Configuration screen help for instructions to configure ShopSite to use SSL.

  By default, ShopSite will store credit card information using symmetric encryption. For PCI compliance, you must **store sensitive Credit Card information on a remote server in an internal network zone (see PCI DSS requirement 1.3,)**, and you should be using Merchant Key (asymmetric) encryption. Only one employee should have access to the Merchant Key and billing information. See the Remote Database Configuration help to learn how to configure your store to use a remote database. See the Credit Card Storage help to learn how to configure your store to use Merchant Key encryption. Even with a remote order database and Merchant Key encryption turned on, you should **not store credit card information any longer than absolutely necessary** to bill the order. Merchants should **view or download any order on the same day** it is created, then **delete the order from ShopSite once the order has been billed**.

Security Logs

PCI guidelines require merchants to log all access to payment information, and to retain those logs for 12 months. ShopSite's Access Log records every time someone views an order. The current month's log is viewable from the Back Office, and the previous 12 months are automatically stored. See the Access Log Help for more information.

Determining Compliance

ShopSite includes a feature to help you know how well your store complies with PCI security guidelines for credit card processing and storage. On the ShopSite Order Screen you will see a security level indicator near the top left corner of the screen. If you have a high security level, your ShopSite store is configured to comply with PCI requirements. If your security level is Medium or Low, you are not meeting all the PCI requirements regarding your ShopSite store. **Even if your security level in ShopSite is High, you may still need to do other things to comply with PCI requirements**. See the PCI Security Standards Council Web page for the complete PCI DSS requirement specification.

Additional Requirements

In addition to the guidelines for storing credit card information, PCI requirements include numerous additional guidelines regarding safe practices. You must meet all the guidelines to be PCI compliant. Some of those relevant to managing ShopSite stores are listed below.

- **Access Payment Information Securely**. Whenever you access payment information, do it from a computer that is behind a firewall and which has frequent spyware and anti-virus scans. You should never use a shared (public) computer to access payment information. Always access payment information using an encrypted connection (SSL), and *never* send payment information via E-mail.
- **Use Secure Connections**. Unencrypted internet connections, such as Telnet and FTP, could be intercepted and read by malicious hackers. Any time you connect to your server for administrative purposes, you should use a secure internet connection, such as SSH instead of telnet, FTP over SSH or SFTP instead of FTP, and of course HTTPS instead of HTTP. Two-factor authentication (password plus public key) is required for any administrative access. You also need to avoid using unencrypted wireless network connections, especially in public places.
- **Use Unique Passwords and User Accounts**. The local computer from which you access payment information should require users to log in using a unique username and password. You should also have a different username and password for administrative access to the Web server than you use to access the ShopSite back office.
- **Disable unused accounts** on your local computer and on your Web server. All user accounts, whatever they are used for, should either have strong passwords or have user access disabled.
- **Use Strong, Secure Passwords**. The passwords you use, especially the ones for accessing payment information, should be difficult for malicious intruders to guess. See our Password Security Guidelines for details regarding good password practices.
- **Change your Passwords and Merchant Key regularly.** You should change your passwords and merchant key every 90 days (3 months) as a precautionary measure. You should also change them if you think they have been or may be compromised. Whenever you release an employee who had access to payment information, or if you see suspicious behavior on your server, you should change the access information.

See the PCI Security Standards Council Web page for the complete PCI requirement specification.

Pinterest Settings

ShopSite can add links to popular social networking sites that allows your customers to share their shopping experience with friends and family. This feature supports the following services by default:

Follow on Pinterest

Enable 'Follow me on Pinterest' Button	Toggle whether or not you want Follow me on Pinterest functionality enabled.
Pinterest Username	Provide the Pinterest commercial account that customers will be following. This should be anything after the '@' symbol.
Image to use	Decide whether to use the default Pinterest image or provide your own custom image.
Alt Text for the Image	This is the text that will appear when a customer hovers over the link. The text defaults to "Follow me on Pinterest".

Pin It on Pinterest

Allow link on More Info Pages	This will place the link code on every Product More Info page that uses a supporting template and that has a More Information Page Graphic assigned to the product. The More Information Page Graphic is the image that will be pinned on Pinterest.

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the **Merchandising** screen.

Google +1 Button Configuration

ShopSite can provide buttons on a merchant's web pages through which customers can '+1'.

Enable +1 Button	Toggle whether or not you want Google +1 functionality enabled.
Size	Use the drop-down menu to choose the size of the button. Options include: Small(15px), Medium(20px), Standard(24px), and Tall(60px).
Include count	Select this check box to include the count for the total number of times people have '+1' the page or product.
Language	Use the drop-down menu to choose which language the button will display.

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the **Merchandising** screen.

Remote Database Wizard Steps

The Remote Database Wizard guides you through the steps of configuring ShopSite to store sensitive order information in a PostgreSQL database on a remote server. This makes it possible for merchants who store credit card information to comply with PCI Security Guidelines requiring credit card information to be stored behind a firewall.

ShopSite only stores order information in the remote database. The other databases (products, pages, etc.) are *not* put in the remote database.

In order to use a remote database, ShopSite requires a PostgreSQL database server accepting port connections and using username/password authentication. PCI guidelines require the database be located behind a firewall on a separate server from your ShopSite store. PCI guidelines also require that the password for the database conform to PCI standards (at least seven alphaumeric characters in length, using both letters and numbers). Contact your system administrator or hosting provider to learn how to set up your remote PostgreSQL database server.

Note: The PostgreSQL database must to be configured for Latin1 encoding.

You will need to know the following information about your remote database to configure ShopSite to communicate with it:

- **Hostname** - the domain name or IP address of the server hosting your PostgreSQL database.
- **Port number** - the port number on which your PostgreSQL database is listening for remote connections.
- **Login name** - the user ID to use when connecting to your database.
- **Login password** - the password to use when connecting to your database.
- **Database name** - the name of the database ShopSite should use to store order information in.

Before you begin configuring ShopSite to use a remote database, you should prepare your store by doing the following:

- **View your orders** - When you go to the Orders screen, ShopSite checks for new orders or updates to the status of existing orders, and updates the information in your order database. You should make sure your database has the most recent status for your orders before transferring orders to the new database.
- **Delete old orders** - The time it takes to transfer your orders to the new database depends on how many orders are in the current database. If you have a large number of processed orders that you don't need to keep, deleting them will save you time during the transfer.
- **Backup your existing database** - Before you do any major changes to your databases, you should create a backup in case anything goes wrong.

Once you are ready to configure ShopSite to use a remote PostgreSQL database, click **Next**.

Remote Database Configuration

Enter the information ShopSite uses to connect to the remote database

Server Hostname	Enter the domain name or IP address of your remote database server in this field.
Server Port Number	Enter the port number to use when ShopSite connects to the remote database. The default value, *5432*, is the standard port most PostgreSQL databases use.
User	Enter the username ShopSite should use when connecting to the remote database. PCI guidelines also require that the password for the database conform to PCI standards (at least seven alphaumeric characters in length, using both letters and numbers).
Password	Enter the password for the user account on the remote database.
Database Name	Enter the database name ShopSite should use to store orders on the remote database server.

After entering the remote database information, click **Test Database** to have ShopSite run a test to make sure it can connect to the new database. If the test is successful, you will see a success notification at the top of the screen, and a **Next** button appear at the bottom of the screen. If the test fails, it will return error information to help you determine what needs correcting.

After successfully testing the remote database connection, click **Next** to continue.

Copy Orders to Remote Database

Once you have set up your Remote Database settings, ShopSite is ready to copy order information over to the remote database. After the existing orders are transferred to the remote database, all new orders will be stored in the remote database as well.

Click **Activate and Copy** to begin copying your orders to the remote database. A progress bar will appear at the top of the screen while orders are being copied. After the orders are copied properly, you will see a **Next** button appear.

Click **Next** to continue.

Remove Orders From (old) ShopSite Database

After your orders have been copied to the new database, ShopSite is ready to remove the old order database. You must delete the old database to comply with PCI requirements. This is the only screen where you can delete the old database.

Click the **Delete Orders** button to clear out the previous order database. You may skip this step by clicking the **Next** button instead.

Congratulations

You have now successfully configured your store to use a remote database. Click **Next** to return to the Postgres Configuration screen.

Power Edit Pages

Power Edit is a time-saving feature that allows you to select multiple pages in your store and edit one or more of their attributes all at once. For example, you could change the background color for half of your pages, or you could add a link image to all your new pages.

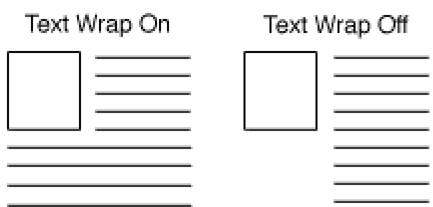
1. From the Pages screen, control-click to select the page or pages that you would like to edit, then click the **Power Edit** button.
2. In the resulting Power Edit page, control-click in the **Information** and **Layout** lists to select the attributes you want to edit.
3. If you want to set the fields you selected to the same value on each page, such as setting each page to have the same background color, click the **Global** edit button. If you want to set different values for some pages, click to edit the pages individually.
4. Click the **Proceed** button.
5. A screen appears containing a section for each page that you selected in Step 1, with each section showing the fields that you selected in Step 2. (If you selected to edit the pages globally, there is only one section.) Make the desired changes, and then click one of the buttons at the bottom of the page.

Here is a list of fields that you can change using the Power Edit Pages feature:

Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. You may optionally also display the name at the top of the page.
Name Toggle	Check this box if you want the Page Name to be displayed at the top of the page. This box is checked by default. The name will usually appear beside the Page Graphic, if there is one.
Title	This field allows you to specify text to be used in the HTML title tag, the contents of which are displayed in the browser window title bar. If this is left blank, most templates will use the Page Name for this field.
Banner Graphic	Select the graphic, if any, that you want to appear on the top of this page. It will appear above the text and products on the page or down the left side of the page, depending on the page theme or template that you choose. See the Image Tool help for more information on selecting an image. If you want to insert an image anywhere else on the page, use an HTML tag in that field.
Graphic Toggle	Check this box if you want to display a page graphic on this page. This box is checked by default. This will not change the Banner Graphic settings, but the selected graphic will not be displayed on the page if you uncheck this box.
Text 1	This is the primary text on the page. It will usually appear beside or below the banner graphic, depending on the page theme or template that you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 2	This is the secondary text on the page. It will usually appear below the products, depending on the page theme or template that you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 3	This is a third field for text on the page. It will usually appear just above the page footer, depending on the page theme or template that you choose. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.

Link Info

If other pages in the site are going to display links to this page, use these fields to configure the content of the link. Note that this determines how links *to* this page will appear on other pages.

Link Name	Use this field to indicate the name of the page in the link. You may want to make this the same as the Page Name, or you may want to use a different name. For example, the main page (index.html) for your store may have *Welcome* as the Page Name, but you may want to use *Home* for the Link Name. You may also leave this field blank and use a graphic instead. If you leave this field blank, and there is no Link Graphic or Link Text, the Page Name will usually be used to create links to the page.
Link Graphic	You can optionally include a graphic in your page links, either with or without other link content. For example, you could create an icon or button that indicates the destination of the link, or you can use a generic graphic for all your page links, or you could use a small image to indicate new pages on your site. You should consider keeping link graphics relatively small (less than 50px by 50px) to keep the links from taking over the page. See the Image Tool help for more information on selecting an image.
Link Text	You may optionally include additional descriptive text in your link. This text is usually displayed in a smaller font than the Link Name, and may not actually be part of the link, although it will always be beside or below the link. This field supports use of the HTML Editor.
Link Text Wrap	If this option is set to **On** (default), and you have both a graphic and text for your page link, the text will wrap around under the image. Otherwise, it will appear to the right of the image in a straight column. 
Links to Page	Click on the **Select** button to bring up a new window that will allow you to select which pages you want links *to* this page to appear on. The top box lists all the pages that are set to have links to your current page. To remove a page from the list, select it and click on the **Delete** button. The page name will now appear in the lower box, which is a list of pages that do not have links to the current page. You can select pages from the lower box and click on the **Add** button to move the pages to the top box. When you are finished making changes, click on **OK** to save your changes, or **Cancel** to close the window without saving.

Layout Info

These options give you control over formatting the products and page links that appear on your page.

Page Template	There are several page themes and templates to choose from to customize your store's look and feel. If you have applied a theme to your store, selecting a different template here may give unexpected results. See the Page Templates documentation for a description of the different page themes and templates. There are also several product templates that you can use to control the way that individual products are displayed.
Item Alignment	Choose how you would like products and page links aligned in each column. This setting does not affect the Text1, Text2, and Text3 fields. Remember that you can also apply Product Templates to further customize how each product image lines up with the product name, price, and description.
Columns	This setting affects the products and may affect the links, but does not affect the Text1, Text2, and Text3 fields. Laying out your products or links in two or three columns is often a good idea, aesthetically. Depending on how wide the items are, you may even be able to fit more columns, but remember that not everyone can view wide pages without scrolling. It is usually safe to design the page to be viewed at 800x600 resolution.
Column Borders	Checking this box will create a border around each product and (depending on the template) link on your page.
Page Width	Setting the page width to less than 100% will create margins on the page. If you set the width to 90%, the page will have a 5% margin on each side, and the contents of the page will be displayed in the remaining 90% in the middle. Margins can improve the aesthetic quality and readability of

	a page.
Page Header	Check this box to place your store's page header at the top of this page (or down the left, depending on the page template you choose). You can edit the page header for your store by going to **Preferences > Layout Settings** in your store's back office.
Page Footer	Check this box to place your store's page footer at the bottom of this page. You can edit the page footer for your store by going to **Preferences > Layout Settings** in your store's back office.
Text Color	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on your page. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitory has already visited. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Advanced Info

The fields in the Advanced Info section help search engines to find your pages, and help customers to find products on your pages.

File Name	This setting is optional. Use this field to give the page a file name that describes the page's contents, such as "wooden_toys.html" or "customer_service.html." Be sure to put a .html or .htm suffix on the end of the file name, or the page will not display correctly. If you do not assign a name to the page, it will have a default file name, such as page1.html or page2.html. The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'
Meta Keywords	Meta keywords are used by search engines such as Google, Yahoo!, and Lycos to match searches to the information on a page. Enter keywords that search engines should match to find this page.
Meta Description	Enter a description that you want search engines to display for this page when a search matches this page. Not all search engines use the Meta description text. You can also use this field to insert meta tags and other material into the `<HEAD>` section of the page, such as META fields or JavaScript code. First, type in any text that you want within the `<META desciption= >` tag and close the tag with ">. Then type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a `META name` tag, you might enter something like this: `your, keywords, go, here"><META name="your meta tag" content="your content`
Product Search Field	Check this box to include a Product Search box on this page, which allows customers to search for products in your store.

Index	Check this box to allow this page to be indexed so that it can be found when customers search for products on your site. This box is checked by default.
Google Sitemap Settings	Check the **Include in Sitemap** box to include this page in your Sitemap. This box is checked by default. You can optionally use the **Priority** pull-down menu to indicate the importance of this page in your site.

Page Arrangement Settings

Use the fields in this section to set the order in which products and page links are displayed on this page.

Note: Using the Arrange Items feature to sort the products on this page will override any Page Arrangement Settings you make here and set the Order field back to None.

Order	Select either ascending (0-9, a-z) or descending (9-0, z-a) sort order for products and page links, or select None to turn off any special sort order.
Products Sort Field	Select to sort products on this page by name, SKU, price, or description.
Pages Sort Field	Select to sort links to other pages by page name or link name.
Products On Top	Check this box to sort all products above links on this page. In most cases, this will not actually affect the appearance of the page.

Pagination

Pagination makes it easy to break up long pages into multiple, shorter pages. Rather than having to create several identical pages yourself, then decide which products to assign to which page, you can have ShopSite automatically break the page up into several identical pages that are linked together.

Number of Products per Generated Page	Enter the maximum numbers of products that you want ShopSite to display on a page. If you assign more than this number of products to this page, ShopSite will automatically generate additional pages as needed. Each page will have navigation links to let customers move between the pages. (You can set the maximum number of pages generated on the Publish screen.)

Extra Fields

ShopSite lets you Configure up to 10 extra fields to use with your page. You can use these extra fields in any number of ways. If you are using a custom template to create this page, you can use the Page Fields to include additional information about this page that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed.

These fields support use of the HTML Editor.

Power Edit Products

The Power Edit feature is designed to help save time and effort when editing products by only showing the fields you want to change. You can edit any number of products at a time, and you can edit any number of the Information or Layout fields for each of those products. You could, for example, want to change the price and quantity on hand for several products. Rather than having to edit each product individually and scroll through all the information for each product, you can use Power Edit to view only the Price and Quantity On Hand fields for those products, all on one screen.

The Global Power Edit option allows you to make the same changes to several products at a time. Rather than listing each field separately, this lists the fields only once, and applies the new settings to all the selected items. For example, if you are having a 15% off sale on a group of items, you could select each of those items and then globally edit the Sale Price and On Sale fields for them all at the same time.

To use Power Edit, simply do the following:

1. On the **Products** page, search for the products you want to edit, or click on **List All Products**.
2. Select all the products you want to edit from the list (you may have to hold down the `Ctrl` key to select more than one product), then click **Power Edit**.
3. Select the product fields you want to edit in the **Information** or **Layout** lists. You can select multiple fields from either or both lists. The options in each list correspond to fields you would find on either the **Edit Product Info** screen or the **Edit Product Layout** screen, and are listed below for your reference.
4. If you want to set each of the fields to the same value for all the selected products, click on the **Global** radio button.
5. Click **Proceed** to continue to the screen listing the products and fields you selected. When you are done, click **Save Changes** to save the changes, or click **Cancel** to abandon your changes.

Information List

The following fields can be selected from the **Information** selection list:

<table>
<tr><td>Name</td><td>This is the name of the product that will appear wherever the product is displayed, and also the name of the product used in the Back Office. You must enter a unique name for the product, although you may toggle whether or not to display the name to customers.</td></tr>
<tr><td>Price</td><td>Enter the regular price the product will sell for (in your primary currency). This price will be used in calculating the order total, unless you have the product on sale or if the customer qualifies for quantity pricing. You can toggle whether or not the price is displayed on Store Pages and Product More Info Pages.</td></tr>
<tr><td>Sale Amount</td><td>If you enter a value here, it will be used to calculate the price of the product when you have it On Sale. You can have ShopSite calculate the sale price as a percent off the regular price by entering the percent off, including a percent sign (%), or you can enter a specific sale price (in your primary currency).</td></tr>
<tr><td>Doba Product Information</td><td>Read-only. If this product was imported from a Doba watch list, this field will contain product information provided by Doba. The field is empty if this is not a doba product.
<table>
<tr><td>Item ID</td><td>The Doba product ID. This is used to correlate your product with the product on your Doba watch list. You can use the Merchant Search feature to search for a <code>Doba Item Number</code>.</td></tr>
<tr><td>Watch List ID</td><td>The Doba watch list ID. This is used to track which Doba watch list this product is associated with. You can use the Merchant Search feature to search for a <code>Doba Watch List</code> number. One way to take advantage of this feature is to create categorical watch lists, then assign all products from a specific watch list to a single page.</td></tr>
<tr><td>Stock</td><td>Indicates whether the product is <code>in-stock</code> or not. If a product is out of stock, you may want to temporarily remove the item from your store.</td></tr>
<tr><td>MSRP</td><td>Indicates the Manufacturer Suggested Retail Price for the product. ShopSite automatically sets this as the Price of the product the first time you import the product into your store.</td></tr>
<tr><td>Whole Sale Price</td><td>Indicates the standard wholesale price you will be required to pay to Doba when someone orders the product through your store.</td></tr>
</table>
</td></tr>
</table>

Pre Pay Price	Indicates the PrePay price that will be deducted from your PrePay account, if you have one. Merchants who set up a PrePay account save 3% of the standard wholesale price on products.
Ship Cost	Indicates the direct shipping cost for the product. This cost will automatically be calculated as the product's **Direct Ship** cost in the customer's shopping cart, unless the product qualifies for free shipping.
Drop Ship Fee	Indicates the drop shipping fee charged by the supplier. This fee is *not* automatically calculated in the cart. The drop ship fee is charged once per order, regardless of the number of products, for *each supplier* who will be shipping a product. You may choose to add a per-product or per-order handling charge to offset the drop ship fee.
Minimum Advertised Price	Indicates the minimum price you may charge for this product. Selling or listing a product for below the MAP can result in suspension of your Doba account.
Supplier	Indicates the name of the supplier which will ship the product. Products from different suppliers will ship separately from different locations. Each supplier may also have different policies regarding such things as shipping restrictions, return policies, and drop ship fees. You should look at the **Supplier Notes** accopanying each product for details.
Supplier Notes	Policy or information statement provided by the supplier. This may contain information such as shipping restrictions, return and warranty policies. You will need to ensure that customers are aware of, or that your store policies are in compliance with, any restrictions or regulations included in this section.
Last Updated	Indicates the last time the supplier provided updated information about this product to Doba.

Note: If you have already imported a Doba product into ShopSite, the Doba *Last Updated* time will be checked the next time the product is imported. If Doba has updated any product information, the product will be updated in ShopSite as well. Any product fields with information provided by Doba (see the list below) will be set to the Doba-supplied value. *This includes the product price*.

When you import or update a Doba product into your store, the following fields will also be updated with information provided by Doba or the supplier:

- Product Name
- Price
- SKU
- Product Image
- MoreInfoPage Image
- Product Description
- MoreInfoPage Description
- Weight
- Brand

Variable Price?

Variable pricing allows your customers to specify the price of a product, and optionally the product name and SKU, too. Variable pricing works well with auction payments, where the price of the item is determined by the high bid. It can also be used for donations or gift certificates, where customers can enter the amount they want to give.

Note: The Mondrian, Lefty, Matte, Top Notch, and Plain themes do not support variable pricing. Turning on variable pricing will not have any effect in these themes.

Variable Pricing	Check this box to enable variable pricing for this product. On your store’s pages, the product price will be replaced by a text box the customer can fill in with the amount they want to pay. That amount will be compared with

	the product price (above), and will not be accepted if it is lower than the product price. You cannot put a variable price product on sale.
Variable Name	If you have enabled Variable Pricing, you may also check this box to let customers enter their own name for the product.
Variable SKU	If you have enabled Variable Pricing, you may also check this box to let customers enter their own SKU for the product.

Minimum Quantity	You may specify a per-product minimum quantity that a customer can buy. This allows you to sell items individually (rather than in sets), but if it is cost-prohibitive to sell extremely small quantities of an item, you can require customers to buy at least the number you specify. Customers will not be able to check-out if the purchase quantity in the shopping cart is lower than the minimum quantity specified here. You can configure ShopSite to automatically increase the quantity to the minimum by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen.

Quantity Pricing

Product Quantity Pricing allows you to set the price of a product based on the quantity a customer orders. For example, you could charge full price for orders of less than 10 units, reduce the price for orders of 10 to 20 units, and reduce the price even more for orders of more than 20 units. You can also set a sale price for each quantity level. A Product Quantity Pricing table for a product might look like this in a store:

Quantity	1 - 9	10 - 19	20 - 99	100+
Price	$10.00	$9.00	$8.00	$7.00
On Sale!	$9.50	$8.50	$7.50	$6.50
Buy more and save!				

Quantity Pricing	Check this box to turn on Product Quantity Pricing for this product. ShopSite will not use the values of the Price and Sale Price fields to calculate the cost of an order, but will only use the quantity prices. You may want to turn off (uncheck) the Price Toggle so the regular price is not displayed. You also may want to turn on the Display Order Quantity checkbox so customers can enter a quantity before clicking the [Add to Cart] button.
Quantity Pricing Ranges	**Starting Quantity**: This field sets the starting value for each quantity range. The ending value for each range is defined by the Starting Quantity in the next row. For example, the first row sets the price and sale price for quantities starting with 1; if the second row has a Starting Quantity of 10, then the prices set in the first row would apply to quantities of 1-9. The quantity range for the last row does not have an upper limit, for example, orders of 100 units or greater. **Price / Unit**: This field sets the regular price per unit for orders in the defined quantity range. **On Sale Price / Unit**: This field sets the sale price per unit for orders in the defined quantity range. You must use a specific price value, not a percent discount. Note that sale prices will not be displayed or used if the **On Sale Toggle** is not checked.
Quantity Pricing Comment	Enter any text you want to appear below the quantity pricing table, such as "Call us for larger quantities."
Quantity Background Color	This is the color for the first row of the table, which lists the quantity ranges (i.e., 1-10, 11-20, etc.). Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Price and Comment Background Color	This color is used for the background on the price and comment rows. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
On Sale Background Color	This is the background color for the row with the sale prices, if the product is on sale. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.

Quantity Pricing Group	Select a group from the pull-down to assign this product to a Quantity Pricing Group, or select **None**. When a customer purchases several products in the same group, the quantity of each qualifying product in the cart is added together to create the number used to calculate the discount according to the quantity pricing table for each individual product.

Product Information

Taxable	Leave this box checked to have ShopSite calculate sales tax for this product. If you un-check the box, this product will not be included in sales tax calculations, regardless of any other settings. You can set the tax rates in the **Commerce Setup** > **Sales Tax** section.
VAT	If you have Configured VAT calculation in ShopSite, use the pull-down menu to select which VAT rate to apply for this product.
SKU	The *Stock Keeping Unit* or *SKU* is a code used to identify billable items. If you have a SKU system, or any other tracking system (UPC, EAN, ISBN, etc.), you can enter the code in this field. The SKU does not appear on pages by default (although there is a toggle to enable that, if you want), but is included in the order information so you can use it for fulfillment.
Product Image	This is the image that will appear next to or above the product information (the arrangement depends on which product template you choose). See the Image Tool help for more information on selecting an image.
Product Image Size	Select one of the available Image Sizes to use for the product image.
Search Keywords	Enter a comma-delimited list of terms you want associated with this product when customers search your site. Words or phrases you enter here, along with the content of any other product fields you choose to include (see **Preferences** > **Search Settings**), will be associated with this product in the search index. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description.
Search Make Page	Select where you want customers to be directed to learn more about or buy products they find using the Search feature. Select the radio button beside the pull-down menu to use one of the following options: • Select the **Store** option from the pull-down menu to provide customers with links to all the indexed store pages that include the product. • Select the **More Info** option from the pull-down menu to provide customers with a link to the product More Info Page for this product. • Select the **Made** option from the pull-down menu to have ShopSite create a link to a special page just for this product. You can use this option if your product is not included on any store pages, but you want the product to show up in a search. • Select the **None** option if you do not want this product to be included in search results. This tells ShopSite not to index this product, even if the product appears on a page that is being indexed. You can use a custom URL, such as a custom page with Order Anywhere links, by selecting the radio button beside the text box, then entering the URL for the destination page in the text entry box. You can configure how the products and links appear in search results by going to **Preferences** > **Search Settings** > **Search Layout**.
Product Description	You can use this field to provide customers with important information about your product. Enter a brief descriptive summary including highlights about the product, and be sure to mention any significant features your customers will want to know about. You may want to include HTML content (such as a key feature list) to improve the presentation of the information. It is usually a good idea to keep the Product Description relatively short so it doesn't take up too much of the page. You can use a More Info Page to provide a more extensive description of the product. This field supports use of the HTML Editor.
Weight	If you are using weight-based shipping (including UPS or FedEx), you must enter the weight for your product here so ShopSite can calculate shipping costs. Do not specify a unit of measurement

	(pounds, ounces, kilograms, etc.), but use the same unit of measurement for all products in your store.
Dimension Options	If you are using a shipping option that uses specific package sizes as part of the shipping cost calculation (such as UPS or a Custom Shipping Add-On), you may need to specify the dimensions of the package this product will ship in. If you are using FedEx or USPS, use the carrier-specific settings (below) to configure your container. If you specify a package size here, ShopSite will calculate the shipping costs as if the package were being shipped individually (even if multiple packages could be shipped within a single larger box). You have three options for specifying product package dimensions: • Select the radio button to **Ship by weight only** if this product is relatively small and light-weight, and could be shipped in a package with other products in the order. ShopSite will calculate the shipping cost as if all products (up to the specified maximum package weight, if there is one) in an order were being shipped in a single package. • Select the radio button beside the **LxWxH Text Box** to specify the dimensions of the package for this product. Use this option if this product will not fit in a standard-size shipping package. Enter each of the package dimensions into the text-box, separated by an *x* (for example, if the package is 34 inches long, 14 inches wide, and 7 inches high, you would enter `34x14x7`). • Select the radio button beside the **<select standard box size>** if this product will be individually packaged inside one of your standard package sizes. Use the pull-down menu to select from one of the standard package sizes configured on the shipping configuration screen.
FedEx Container	If your store is configured to generate real-time FedEx shipping quotes, select the container type you will use when shipping the product. This will be used along with the product weight and the customer's Zip Code to determine the FedEx shipping rates.
USPS Container	If your store is configured to generate real-time USPS shipping quotes, select the container type you will use when shipping the product, then select any applicable checkboxes. This information will be used with the product weight and customer's Zip Code to determine the USPS shipping rates.
No Shipping Charges	Check this box if you do not want ShopSite to calculate any shipping and handling charges for this product. *This feature overrides any other shipping charge configuration for this product.* It can be useful for downloadable products and items such as gift certificates.
Extra Handling Charge	You can optionally enter an additional handling charge for this product. This is a per-item charge (if this product has a handling charge of $1 and a customer orders 3 of this product, the customer will be charged $3) that will be added to any per-order handling charges configured on the Shipping Configuration screen.
Product Type	Choose the product type: • **Tangible** goods are physical objects, such as a book or a DVD. Use this option for any products that do not include a digital download. • **Download** goods are any products that exist as a digital file that can be downloaded once the customer has paid for it. ShopSite includes a tool for managing Digital Download Files in the **Commerce Setup** section of your store's Back Office. Use this option for any products that include a digital download file, even if there is also a physical object that will be shipped in addition to the download (for example, a video game that can be downloaded, but which will also be shipped on a CD-ROM). ***Note:*** If you have shipping charges for tangible goods, but do not want to charge shipping for digital downloads, you **must** also check the **No Shipping Charge** box above. You can leave the box un-checked if your product includes a tangible object that you will ship in addition to the download file.
Product Download Location	Select the file you want customers to be able to download when they buy this product. See the Digital Download Configuration help for information about using either the drop-down menu or pop-up window method for selecting the file.
Shipping Charges	If you have either Base Shipping or Base Plus Shipping selected in the shipping options, you will

	see each of the configured shipping methods listed. Enter the shipping charges for each of the methods selected.
Quantity on Hand	Enter the number of units of this product you have available to ship. ShopSite will decrement this number when customers buy this product. You can either update this number manually when you restock this product, or you can use the Database Upload feature to import the information from a database file.
Low Stock Threshold	Use this field to indicate when ShopSite should notify you that you are running low on this product. ShopSite will send you an E-mail when your **Quantity on Hand** changes to match this value. Leave this field blank if you do not want to get low stock notifications.
Out of Stock Limit	Use this field to tell ShopSite when to stop allowing customers to order this product. You will get an E-mail notification when your **Quantity on Hand** changes to match this value. In addition, if a customer tries to place an order that would cause your **Quantity on Hand** to go below this value, you will receive an E-mail notification and the customer will not be allowed to complete the order.

Ordering Options

The Ordering Options fields allow you to provide your customers with variations or customization of your products using pull-down menus, a text-box, or both. The pull-down menus can be used to select variations (such as different colors or sizes) of a single product, and the text-box allows the customer to provide special information (such as a monogram or a message). See the Ordering Options Help for detailed instructions and examples of how to use these fields, including modifying the product price based on menu selections.

Order Options Description	This field allows you to provide a description or instructions for the ordering options pull-down menus. It is displayed directly above the pull-down menus.
Pull-down Menus	Enter each menu option on a separate line. Leave a blank line to start a new pull-down menu. See the Ordering Options Help for a detailed explanation and examples of how to use this field. To display Ordering Options pull-downs on your Store Pages and Product More Info Pages, you must check the **Display Ordering Options** checkbox. Selected ordering options are also displayed with the product in the Shopping Cart contents. You can select whether or not customers can change ordering options on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office.
Customer Text Entry Box	Check this box to include a text-box with the Ordering Options. Customers will be able to enter text (such as initials for a monogram or a special message to be printed on the product) into this box. If you want the text-box to be shown on Store Pages and Product More Info Pages, you must check the **Display Ordering Options** checkbox. The text-box will also be displayed with the product in the Shopping Cart contents. You can select whether or not customers can change the text-box contents on the initial Shopping Cart screen by going to the **Commerce Setup** > **Order System** > **Shopping Cart** screen in your Back Office.
Customer Text Entry Header	This field allows you to provide a description or instructions for the ordering options text-box. It is displayed directly above the text-box.
Customer Text Columns	Select a width and height for the text-box. The **Columns** value is the number of text characters wide the box will be, and the **Rows** value is the number of text characters high the box will be (so a 20x2 box would be able to display a total of 40 characters). This does not limit how many characters can be entered, only the display size of the box.
Cross-Sell Products	Click the **Select** button to add or remove cross-sell products. The text box indicates how many cross-sell products are currently assigned to this product. Cross-sell products will be displayed on the shopping cart screen when this product is added to the cart, based on your settings in **ShopSite** > **Merchandising** > **Cross-sell**. ***Assigned cross-sell products*** This pop-up window allows you to select, sort, or remove cross-sell products. **Assigned cross-sell products**: This box displays the products that have been selected as cross-sell items.

Move Up	Select a product in the **Assigned cross-sell products** list and click **Move Up** to move that product up one position in the list.
Move Down	Select a product in the **Assigned cross-sell products** list and click **Move Down** to move that product down one position in the list.
Delete	Select a product in the **Assigned cross-sell products** list and click **Delete** to remove that product from the list. The product will then appear in the **Products not assigned** list.
Products not assigned	Use the Merchant Search to find specific items, or click **List All Products** to display all unassigned products in the **Products not assigned** box.
Add	Select a product from the **Products not assigned** box, then click **Add** to add it as a cross-sell product. The product will then appear in the **Assigned cross-sell products** list.
OK	Click this button to save your changes and return to the Cross-sell Configuration screen.
Cancel	Click this button to return to the Cross-sell Configuration screen without saving your changes.

Product Pages	Click on the **Select** button to open a new window that will allow you to select which Store Pages this product will be displayed on. The top box contains pages that will list this product. To remove a page from the list, select the page(s) and click the **Delete** button. The page will now be in the lower list, which contains all the pages that do not have this product on them. Select pages from the list and click **Add** to move the pages to the top list. When you are finished making changes, click on **OK** to save your changes, or click **Cancel** to close the window without saving your changes.

More Info Pages

You can create a More Info Page for this product to display details about it. Unlike Store Pages, the More Info Page is *only* about this product. This gives you more space to provide all the details about this product that your customers will want to know, such as more detailed images or product specifications. The appearance of your More Info Pages is configurable by going to **Preferences** > **More Info Pages** in your Back Office.

More Info Page	Check this box to have ShopSite generate a More Info Page for this product. This will cause the Product Name and Product Graphic on Store Pages to become links to the More Info Page.
More Info Title	This field sets the HTML Title tag contents, which are displayed in the browser window title bar, for the More Info Page. If this field is empty, most templates will use the Product Name for the title. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Page Text	Enter the product information you want to include on the More Info Page. You may want to use the Product Description text followed by additional details, or you can make this completely different. You can include HTML content (such as a specification table) to improve the presentation of the information in this field. This field supports use of the HTML Editor.
More Information Graphic	Choose a graphic from the files in your media directory for the More Info Page. See the Image Tool help for more information on selecting an image.
More Informaion Image Size	Select one of the available Image Sizes to use for the more info page image.
More Information Meta:Keywords	Enter a comma-delimited list of terms you want search engines to associate with this page. Words or phrases you enter here, along with other page content, are used by Search Engines such as Google, Yahoo, and Ask to help people find what they're looking for. You may want to use the same keywords as your **Search Keywords**. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Information Meta:Description	Enter a short description you want search engines to associate with this page. This may be the same as your product description, but should be tailored to optimizing your search engine ranking. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.

	Note: You can also use this field to insert meta tags and other material, such as META fields or JavaScript code, into the <HEAD> section of the page. First, type in any text you want within the <META description= > tag and close the tag with ">. Then type in any additional tags or scripts (the field scrolls to hold more lines). Do *not* put the closing "> at the end of your last tag, as ShopSite will add that automatically. For example, to add a META name tag, you might enter something like this: `This is your description."><META name="your meta tag" content="your content`
File Name	You may optionally specify a file name to use for the More Information page. Do not use reserved characters (*&*, *"*, *'*, *<*, *>*, etc.) or spaces in the file name. You should also make sure to include the `.html` or `.htm` (or another valid filename extension). If you do not specify a name, ShopSite will give it a generic name (such as *page1.html*).
Include In Sitemap	Check the box to include this product More Info Page in your sitemap, then optionally change the priority of the page.
Google Merchant Center	Leave this box checked if you want this product to be included when you submit products to Google Merchant Center (formerly Froogle). If you uncheck this box, this product will not be included in submissions.
Brand	If you want to submit this product to Google Merchant Center, you need to specify a product brand name. If you produce your own merchandise, this could be your company name. This field is required for Google Merchant Center submissions.
GTIN (ISBN or UPC)	Use this field if you want to provide the ISBN or UPC for the product to Google.
MPN (Manufacturer Part Number)	Use this field if you want to provide the MPN of the product to Google.
Product Type	If you want to submit this product to Google Merchant Center, you need to specify a product type. This is usually a description of what the product is used for, for example *clothing*, *jewelry*, or *furniture*. This field is required for Google Merchant Center submissions.
Condition	If you want to submit this product to Google Merchant Center, you need to specify the product condition. This can be **New**, **Used**, or **Refurbished**. This field is required for Google Merchant Center submissions.
Import Options	Select the radio button to either add the product to QuickBooks or to associate this product with a product already in QuickBooks. Use the pull-down menus below the radio button you selected to assign specific QuickBooks product attributes to the product. To create a new product, you need to specify a QuickBooks Item Type (which has tax implications) and a sales account to include the product with. For existing products, you can specify an item name and description to use in QuickBooks transactions.

Extra Fields

ShopSite lets you Configure up to 10 extra fields to use with your product. You can use these extra fields in any number of ways, including as additional attributes for Froogle/Google Merchant Center. If you are using a custom product template to display this product, you can use the Product Fields to include additional information about this product that does not fit in any of the predefined fields. Your custom template must include tags for these fields or the information will not be displayed. These values are also available via the Order API.

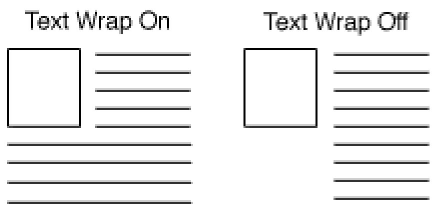
These fields support use of the HTML Editor.

Layout List

The following fields can be selected from the **Layout** selection list:

Template	Select which template to use when displaying this product. Product templates determine the order and layout of product information on Store Pages and on Product More Info Pages. See the

	Product Templates Help for details about how different templates work. This field is set when you pick a theme. Some product templates are designed to be used with a specific Page Template, and may not display information correctly if they are not used together.
Display Name?	Leave this box checked to include the Product Name on Store Pages and More Info Pages.
Display SKU?	Check this box if you want the Product SKU to be displayed on Store Pages and More Info Pages.
Display Price?	Leave this box checked to include the Product Price on Store Pages and More Info Pages. If this box is unchecked, the product will not display price, sale price, or quantity pricing information.
Sale On	Leave this box checked to put your product on sale, or uncheck the box to sell the product for the regular price. If this box is checked, the sale price will be displayed on Store Pages and More Info Pages, and used to calculate shopping cart totals. With this box unchecked, the sale price will not be displayed or used, regardless of the contents of the On Sale Price field.
Display Graphic	Leave this box checked to display the product image on Store Pages and Search Results. This does not affect the More Info Page image. You can select whether or not to display the product image in the Shopping Cart by going to **Commerce Setup** > **Order System** > **Layout Info**.
Display Order Quantity?	Check this box to include a field on Store Pages and More Info Pages that allows customers to select how many of this item to add to the shopping cart. Customers can modify the quantity from the initial Shopping Cart Screen as well (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Ordering Options?	Check this box to display your ordering options on Store Pages and More Info Pages. Customers can also select any configured ordering options on the initial Shopping Cart screen (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Name Style	Select the text style to use for the Product Name on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Name Size	Select the font size to use for the Product Name on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Price Style	Select the text style to use for the Product Price on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Price Size	Select the font size to use for the Product Price on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
SKU Style	Select the text style to use for the SKU on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
SKU Size	Select the font size to use for the SKU on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Description Style	Select the text style to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Description Size	Select the font size to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Image Alignment	Select where the Product Image or More Info Page Image will be displayed, relative to other product information. You can pick from **Left**, **Right**, or **Center**. The way this selection affects your product layout depends on your Product Template and your **TextWrap** setting (below).
Text Wrap	Select whether or not you want your product information to wrap around your product image. If this is set to **On**, information such as the Name, Price, Description, and Add to Cart button could wrap around the image. If this is set to **Off**, the product image is set apart from the other product

	information. How this selection affects your product layout depends on your Product Template and your **Image Alignment** setting (above). 
Add to Cart Button	Enter text or select an image to use for the product Add to Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.
View Cart Button	Enter text or select an image to use for the product View Cart Button. See the Button Tool help for more information on selecting a button. This field is set when you pick a theme. The default value is set on the **Preferences** > **Store Text** > **Store Pages** screen.

Store Preferences

Use the Store Preference features to customize the text that customers see on your store's pages and shopping cart, and to examine and set your store's configuration on the host server.

Store Text	Change the text messages that appear throughout your store and shopping cart. You can change them to another language, or just change the wording to suit the style of your store.
Search Settings	Fine-tune and customize the product search function for your store.
Themes	Select a page layout and color scheme for the pages in your store.
Layout Settings	Create headers and footers to appear on every page in your store and manually set options for background images, fonts, colors, etc..
More Info Pages	Set colors and other values for product More Info Pages.
Navigation	Controls drop-down menu navigation for the store
Locale	Select the language for merchant screens and store pages and the primary and alternate currency for the store.
Extra Fields	Configure the number and names for extra Page and Product fields.
Inventory Tracking	Enable inventory tracking and configure low-stock and out-of-stock notifications.
Hosting Service	Tailor the software to your server's needs and abilities.

Copy Product

You can create a new product for your store by copying an existing product. The new product will keep most of the settings from the original product, which can save you time and ensure that your products are consistent throughout your store.

Original Product	This is the name of the product you are making a copy of. You can not edit this field.
Copy Product Name	Enter a name for the new product. All products must have a name, and it must be unique.
Original Product SKU	This is the SKU of the product you are making a copy of. You can not edit this field.
Copy Product SKU	You can optionally enter a SKU for the new product.
Include Assigned Subproducts	Check this box if your original product has subproducts assigned to it, and if you want the new product to have the same subproducts assigned to it.
Include Assigned Cross Sell products	Check this box if your original product has cross sell products assigned to it, and you want the new product to have the same cross sell products assigned to it.

When you click on **Copy**, a new product will be added to your store, but the new product will *not* be added to any store pages. The new product will be identical to the copied product, except for the differences specified above, and the **More Info Page File Name** field will blank (If the product will have a More Info Page, the filename will be assigned by ShopSite, or you can **Power Edit** the new product to specify a filename). You will probably want to assign the product to a page before you **Publish** your store.

Configure Product Defaults

Instead of inserting the same information each time you create a new product, this lets you configure default values for many of the fields of a new product. The fields will still be editable, but will have these values prefilled for your convenience.

Product Information

Taxable	Leave this box checked to have ShopSite calculate sales tax for this product. If you un-check the box, this product will not be included in sales tax calculations, regardless of any other settings. You can set the tax rates in the **Commerce Setup** > **Sales Tax** section.
Product Image Size	Select one of the available Image Sizes to use for the product image.
No Shipping Charges	Check this box if you do not want ShopSite to calculate any shipping and handling charges for this product. *This feature overrides any other shipping charge configuration for this product.* It can be useful for downloadable products and items such as gift certificates.
Product Type	Choose the product type: • **Tangible** goods are physical objects, such as a book or a DVD. Use this option for any products that do not include a digital download. • **Download** goods are any products that exist as a digital file that can be downloaded once the customer has paid for it. ShopSite includes a tool for managing Digital Download Files in the **Commerce Setup** section of your store's Back Office. Use this option for any products that include a digital download file, even if there is also a physical object that will be shipped in addition to the download (for example, a video game that can be downloaded, but which will also be shipped on a CD-ROM). ***Note:*** If you have shipping charges for tangible goods, but do not want to charge shipping for digital downloads, you **must** also check the **No Shipping Charge** box above. You can leave the box un-checked if your product includes a tangible object that you will ship in addition to the download file.
Customer Text Entry	Check this box to provide customers with a text entry box at checkout.
Customer Text Entry Box	Use the Columns and Rows fields to customize the size of the Customer Text Entry Box.

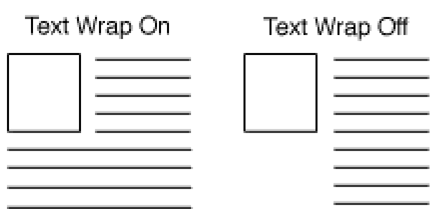
More Info Pages

More Info Page	Check this box to have ShopSite generate a More Info Page for this product. This will cause the Product Name and Product Graphic on Store Pages to become links to the More Info Page.
More Info Page Image Size	Select one of the available Image Sizes to use for the more info page image.
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap, then optionally change the priority of the page.
More Info Product Cross Sell	Check the box to display the cross sell products (if template supports the feature).
More Info Global Cross Sell	Check the box to display the global cross sell products (if template supports the feature).
More Info Extra	Use the drop-down list to select a pre-defined size for the image.

Image Size	

Product Layout Info

Template	Select which template to use when displaying this product. Product templates determine the order and layout of product information on Store Pages and on Product More Info Pages. See the Product Templates Help for details about how different templates work. This field is set when you pick a theme. Some product templates are designed to be used with a specific Page Template, and may not display information correctly if they are not used together.
Name Toggle	Leave this box checked to include the Product Name on Store Pages and More Info Pages.
SKU Toggle	Check this box if you want the Product SKU to be displayed on Store Pages and More Info Pages.
Price Toggle	Leave this box checked to include the Product Price on Store Pages and More Info Pages. If this box is unchecked, the product will not display price, sale price, or quantity pricing information.
On Sale Toggle	Leave this box checked to put your product on sale, or uncheck the box to sell the product for the regular price. If this box is checked, the sale price will be displayed on Store Pages and More Info Pages, and used to calculate shopping cart totals. With this box unchecked, the sale price will not be displayed or used, regardless of the contents of the On Sale Price field.
Image Toggle	Leave this box checked to display the product image on Store Pages and Search Results. This does not affect the More Info Page image. You can select whether or not to display the product image in the Shopping Cart by going to **Commerce Setup** > **Order System** > **Layout Info**.
Display Order Quantity	Check this box to include a field on Store Pages and More Info Pages that allows customers to select how many of this item to add to the shopping cart. Customers can modify the quantity from the initial Shopping Cart Screen as well (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Quantity Pricing?	Check this box to turn on Product Quantity Pricing for this product. ShopSite will not use the values of the Price and Sale Price fields to calculate the cost of an order, but will only use the quantity prices. You may want to turn off (uncheck) the Price Toggle so the regular price is not displayed. You also may want to turn on the Display Order Quantity checkbox so customers can enter a quantity before clicking the [Add to Cart] button.
Display Ordering Options	Check this box to display your ordering options on Store Pages and More Info Pages. Customers can also select any configured ordering options on the initial Shopping Cart screen (unless you have disabled that option on the **Commerce Setup** > **Order System** > **Shopping Cart** screen).
Display Add to Cart	Select which pages display the Add to Cart buttons when Products are present. Choices include: All Pages, More Info, and Not Displayed. This field defaults to "All Pages", so that Add to Cart buttons will appear wherever there is a product. Limiting it to "More Info" will hide the buttons on all pages except More Info pages. The Not Displayed option will prevent all Add to Cart buttons from being generated.
Product Name Style	Select the text style to use for the Product Name on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Name Size	Select the font size to use for the Product Name on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Price Style	Select the text style to use for the Product Price on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Price Size	Select the font size to use for the Product Price on Store Pages and More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product SKU Style	Select the text style to use for the SKU on Store Pages and More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product SKU Size	Select the font size to use for the SKU on Store Pages and More Info Pages. You can pick from

	Big, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Product Description Style	Select the text style to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Bold**, **Italic**, **Typewriter** (usually a fixed-width courier font), and **Plain**.
Product Description Size	Select the font size to use for the Product Description on Store Pages and the More Info Page Text on More Info Pages. You can pick from **Big**, **Small**, or **Normal**. The exact size for each of these options is controlled by the product template you are using.
Image Alignment	Select where the Product Image or More Info Page Image will be displayed, relative to other product information. You can pick from **Left**, **Right**, or **Center**. The way this selection affects your product layout depends on your Product Template and your **TextWrap** setting (below).
Text Wrap	Select whether or not you want your product information to wrap around your product image. If this is set to **On**, information such as the Name, Price, Description, and Add to Cart button could wrap around the image. If this is set to **Off**, the product image is set apart from the other product information. How this selection affects your product layout depends on your Product Template and your **Image Alignment** setting (above). 
Quantity Background Color	This is the color for the first row of the table, which lists the quantity ranges (i.e., 1-10, 11-20, etc.). Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
Price and Comment Background Color	This color is used for the background on the price and comment rows. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.
On Sale Background Color	This is the background color for the row with the sale prices, if the product is on sale. Click on the description text link to use the Color Picker to change the color. This color is *not* set or affected by themes.

Google Shopping/Merchant Center Feed

Google Merchant Center	Leave this box checked if you want this product to be included when you submit products to Google Merchant Center (formerly Froogle). If you uncheck this box, this product will not be included in submissions.
Availability	Use the drop-down menu to assign an availability to the product. Options include: "in stock", "available for order", "out of stock", and "preorder".
Condition	If you want to submit this product to Google Merchant Center, you need to specify the product condition. This can be **New**, **Used**, or **Refurbished**. This field is required for Google Merchant Center submissions.
Age Group	Choose the appropriate age group for the product, "kids" or "adults", from the drop-down menu.
Gender	Choose the appropriate gender for the product , "male", "female", or "unisex", from the drop-down menu.
Variant Options in Google Feed	Shoes and Clothing Products are required to submit color and size for each variant. Check this box if this item has color, size, pattern, and/or material variants setup using either basic or advanced ordering options, then use the drop-down menu items to assign which column (color, size, material, and pattern) belongs with which variant field (1, 2, 3, or 4).

List as Free Shipping on Google	Check the box to list as product as shipping for free on Google product feed. Note: This has no effect on the shipping price of the product on the merchant's store.

Product Menu Fields to Search

Max number of characters to display for the name field	Specify the number of characters to allow for the Name field of a product. Defaults to 70.
Text used to mark Disabled Products	This text is appended to the front of a product's name in the back office when the product has been disabled through the Edit Product Info or Add a Product pages. Defaults to (x).
Display / Not Display Menu Fields	Use the buttons and checkboxes to select which fields will be used when customers search for a product.

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the previous screen.

Product Templates

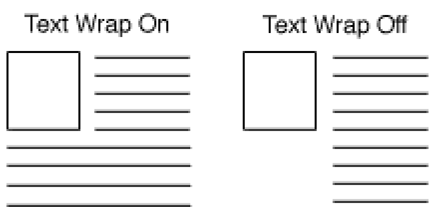
ShopSite uses Product Templates, along with other individual product options, to control the layout of your product information on Store Pages, More Info Pages, and Search Results screens. Each template will present product information in a different manner.

Product Templates are set by Themes, and several of the built-in templates were created to work with a specific theme (these usually include the theme name in the template name). You can also select product templates when you add a product or edit a product. There are several built-in templates that you can pick from, or you can create your own Custom Product Template.

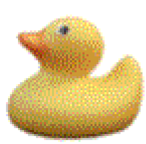
Some product templates are designed to be used for specific purposes, and may not work well when used differently. The `classy_se_prod_template.sst`, `elite_001_se_prod_template.sst`, and `search_product` templates are designed to be used as search override templates (see **Preferences** > **Search Settings** > **Search Layout**) and do not create More Info Pages. The `awesome_blue_001_pr_template.sst`, `awesome_orange_001_pr_template.sst`, `sg_product_template`, and `tab_product_template` are designed to be used as part of a theme, and may not work properly if used without the appropriate Page Template. None of the previously mentioned templates are included in the list below.

Template Examples

The examples below demonstrate how the product will be presented in various built-in templates. The **Image Alignment** and **TextWrap** product layout settings will affect the position of the product image relative to other product information:



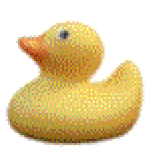
Default Product Template - This is a very basic layout that displays all product information on separate rows, with the graphic to the side or centered above (based off the **Image Alignment** setting). This template is used by the **Mondrian**, **Lefty**, **Matte**, **Top Notch**, and **Plain** themes, and *does not support the **variable price** feature*. You can not copy or modify this template.



Product Name
$9.99
123456
This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description.

[Add to Cart] [View Cart]

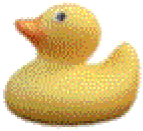
Graphic Over Text - This is a simple layout that displays product information on separate rows, with the graphic at the top. The **Image Alignment** and **TextWrap** settings have **no effect** on this template. This template *does not support the **variable price** feature*. More Info Pages are identical to the **Default Product Template**. You can not copy or modify this template.



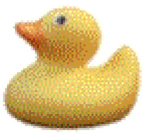
Product Name
$9.99
123456

This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description.
[Add to Cart] [View Cart]

Compact - This is a minimal template, displaying all product information except the description on a single line, with the description below it. The **Image Alignment** and **TextWrap** settings have **no effect** on this template. This template *does not support the **variable price** feature*. More Info Pages are identical to the **Default Product Template**. You can not copy or modify this template.

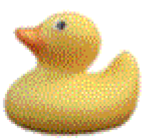
 **Product Name $9.99** 123456 [Add to Cart] [View Cart]
This is the Product Description. This is the Product Description.

Compact with Graphic over Text - This template displays the product image on one line, the other product information except the description on the next line, and the description on a third line. The **Image Alignment** and **TextWrap** settings have **no effect** on this template. This template *does not support the **variable price** feature*. More Info Pages are identical to the **Default Product Template**. You can not copy or modify this template.

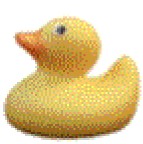


Product Name $9.99 123456 [Add to Cart] [View Cart]
This is the Product Description. This is the Product Description.

Inline - This minimal template displays the product image, name, price, and SKU on one line, with the product description on a second line, then the purchase information on a third line. The **Image Alignment** and **TextWrap** settings have **no effect** on this template. This template *does not support the **variable price** feature*. More Info Pages are identical to the **Default Product Template**. You can not copy or modify this template.

 **Product Name $9.99** 123456
This is the Product Description. This is the Product Description.
[Add to Cart] [View Cart]

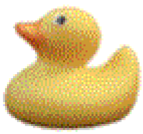
Inline with Graphic over Text - This template displays the graphic on one line, with the name, price, and SKU on a second line. The Product description and purchase info are on the third and fourth lines respectively. The **Image Alignment** and **TextWrap** settings have **no effect** on this template. This template *does not support the **variable price** feature*. More Info Pages are identical to the **Default Product Template**. You can not copy or modify this template.



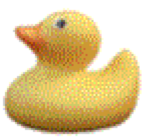
Product Name $9.99 123456
This is the Product Description. This is the Product Description.

[Add to Cart] [View Cart]

One Line - This template displays everything on a single line, starting with the image, name, and SKU, then the product description, price, and purchase information. The **Image Alignment** and **TextWrap** settings have **no effect** on this template. This template *does not support the **variable price** feature*. More Info Pages are identical to the **Default Product Template**. You can not copy or modify this template.

 **Product Name** 123456 This is the Product Description. **$9.99** [Add to Cart] [View Cart]

DefaultCustomProductTemplate - This template displays product information on individual lines, with the graphic beside or above the other information (based off the **Image Alignment** setting). This template is used by the **Tabbed**, **Rounded**, **Sidebar**, and **Stained Glass** themes. It supports all current ShopSite settings. More Info Pages are essentially the same as the product, without any additional layout elements.



Product Name
$9.99
123456
This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description. This is the Product Description.

Add to Cart

Classy Product Template (`classy_pr_template.sst`) - The Classy template is used by the Classy theme, but it can also be used on its own. This template was introduced in version 8.1 and implements all the options available in the Back Office, except it does not display a `[View Cart]` button. The presentation is divided into four blocks: Info (Name, SKU, Price), Purchase (Add to Cart button, Quantity box, etc.), Graphic, and Description. How these blocks are arranged depends on your **Image Alignment** and **TextWrap** settings. More Info Pages use the same format within a Classy page layout.

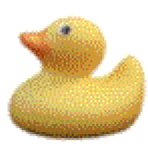
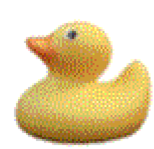
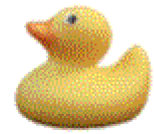
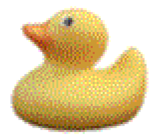
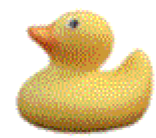
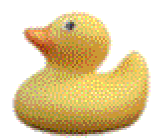
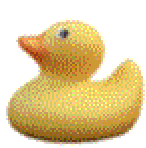
Layout Settings	Product Appearance
TextWrap: On **Image Alignment: Left**	Product Name 12345 **$9.99** Quantity: 1 Add to Cart  This is the coolest product ever made. You want to buy it. Everybody wants one.
TextWrap: On **Image Alignment: Right**	Product Name 12345 **$9.99** Quantity: 1 Add to Cart This is the coolest product ever made. You want to buy it. Everybody wants one. 
TextWrap: On	Product Name 12345 **$9.99** Quantity: 1 Add to Cart

Image Alignment: Center	 This is the coolest product ever made. You want to buy it. Everybody wants one.
TextWrap: Off **Image Alignment: Left**	 Product Name 12345 **$9.99** Quantity: 1 [Add to Cart] This is the coolest product ever made. You want to buy it. Everybody wants one.
TextWrap: Off **Image Alignment: Right**	Product Name 12345 **$9.99** Quantity: 1 [Add to Cart] This is the coolest product ever made. You want to buy it. Everybody wants one. 
TextWrap: Off **Image Alignment: Center**	 Product Name 12345 **$9.99** Quantity: 1 [Add to Cart] This is the coolest product ever made. You want to buy it. Everybody wants one.

Cross Sell Template (`CrossSell-Sky-product`) - This template, designed for the **Cross Sell** theme, displays the product name, description, SKU, price, and purchase information on separate rows. It was introduced in version 8.1. With **TextWrap** turned off, the image is above the other information, aligned according to the **Image Alignment** setting. If you turn **TextWrap** on with the image aligned either left or right, the image will appear beside the other information on the designated side. This template uses Sub-products as cross-selling products that are listed on the product More Info Page. More Info Pages use the same format on a Cross Sell page layout.



Product Name

A Product Description Like None Other!

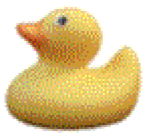
SKU 123456

9.99

[Add to Cart] [View Cart]

Gradient Template (`gradient1-product.sst`) - This template, designed for the **Gradient** theme is identical to the **Cross Sell Template**, except that Sub-products are treated as normal Sub-products instead of as cross-sell items. It was added in version 8.2. More Info Pages use the same format within a Gradient page layout.

Elite Product Template (`elite_001_pr_template.sst`) - The Elite product template is designed for use with the Elite theme, but it can also be used with other Page templates as well. This template supports all the product options in the back office, except that it does not display a `[View Cart]` button. More Info Pages use the same format within an Elite page layout.



Product Name
123456
This is the Product Description. It is, in fact, a very, very long product description that takes up a whole lot of space. Lots of space, really. It's even bigger than a breadbox. It takes up more space than space itself. Space like you wouldn't believe. Huge, enormous, gargantuan quantities of space, just to describe this product. It must be a very important, special product indeed. Well, actually, it's not really that big at all, and it really doesn't say anything, so I'm really not even sure why it's here to begin with.

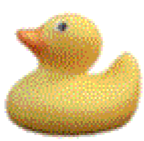
Select a color:

red

Quantity: 1 **$9.99**

Add to Cart

Modern Product Template (`ModernProductTemplate.sst`) - The Modern Template, used by the Modern and Clean themes, can be used with most page templates. Subproducts using this template are displayed with an individual checkbox and a single `[Add To Cart]` button for all the subproducts. This template supports most of the product display options in the back office, but does not display a `[View Cart]` button.



Lorem ipsum
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam ornare nonummy lacus. Proin nulla quam, tincidunt eget, porta at, fermentum sit amet, lectus. Integer lectus. Sed sollicitudin egestas nulla. Cras consectetuer leo a felis. Nullam non mi. Duis sed turpis. Phasellus arcu elit, malesuada sagittis, congue in, auctor non, odio. Nunc sed neque id felis adipiscing mollis. Praesent sapien. Etiam risus eros, faucibus dictum, tincidunt quis, tristique sed, risus. Nunc sed quam. Nam lobortis nisi quis felis.

☐ Nullam non mi **$19.95**

☐ Consectetuer leo a felis **$24.95**

Add to Cart

Configure Products Download for eBay® Turbo Lister

ShopSite can download product information into an eBay Turbo Lister format. If you sell your inventory on eBay, you can use this to import information from your ShopSite store into eBay. If you are unfamiliar with the fields within eBay's Turbo Lister, it may be helpful to have a product that you have already created within Turbo Lister open while configuring this download. If you haven't created any products within Turbo Lister, it may be useful to have Turbo Lister running, as you can quickly see where each field will end up.

Please note that any field, whether included in the download or not, can still be modified later within Turbo Lister.

Auction Defaults

SiteID	This country code used by eBay to determine the market (US, GB, etc.) in which the auction will appear.
Category	This field defines which category the product should be listed under. This can be specified by the name of the category or the number. Up to two categories can be specified, separated by a '?'.
Duration	This drop-down list determines how long the auction is expected to last, in days. Your options include: 1, 3, 5, 7, and 10 days

Auction Prices

These fields are used to set prices.

Start price	Decide whether to use the default price for products or the sale price (as determined when the Product is first created).
Reserve price	This is the optional value for a minimum bid that must be met before an auction can be won. It is set as a percentage above the Start price.
Buy it now price	This is the optional value that customers can pay to get the product without bidding. It is set as a percentage above the Start price.

Product Information

These fields are assigned based on information provided when you created the products in ShopSite. For most of these fields, you can specify whether to use the information found on a product's Product Page or the information found on the product's More Info Page. Use the checkboxes to include the desired fields.

Title	Include a title (either from the Product Name or More Info Title) for each product in the download file.
Subtitle	Include a subtitle (either from the Product Name or More Info Title) for each product in the download file.
Description	Include a description (either from the Product Description or More Info Page text) for each product in the download file.
Image	Include an image (either from the Product Image or More Info Page Image) for each product in the download file.
Quantity	Include the quantity for each product in the download file.

Shipping Information

These fields include information that you provided when you created the products in ShopSite.

Weight	Include the weights associated with the products.
	Include the dimensions asociated with the products.

Dimensions	
Shipping Type	Choose whether the shipping rate will be flat, calculated, or the products are for local pickup only.

Payment Information

This field includes information on accepted payment methods.

Payment Methods	Select the payment methods you will accept for your products. Your choices include: PayPal, Visa/Master Card, American Express, and Discover. You may be able to configure additional payment methods from within eBay Turbo Lister.

Other Options

These miscellaneous fields include customizations to the downloaded data.

Best Offer	Determines whether to use the "best offer" rules in an eBay store. Note that this is different from a private auction and is used only for items in an eBay store
Empty Field	You can have ShopSite replace empty fields in the downloaded file with either spaces or tildes (~).

Click **Save Changes** to save your settings, or click **Cancel** to abandon changes, and return to the **Database Download Options** screen.

Configure Products Download for QuickBooks®

ShopSite can download product information in QuickBooks IIF format. If you track your inventory in QuickBooks, you can use this to import information from your ShopSite store into QuickBooks. You can either download just product information, or have product information included when you download order information for QuickBooks. You can assign ShopSite products to a specific QuickBooks item type.

Item Type	Select the default Item Type to assign products in QuickBooks. This will be used unless you have specified another Item Type on the Edit Product Information screen. If you are unsure which type to select, choose **Non-inventory part item**, because QuickBooks allows you to change that type later.
Sales Account	Select a QuickBooks account to track product sales.

Click **Save Changes** to save your settings, or click **Cancel** to abandon changes, and return to the **Database Download Options** screen.

Products

The products you offer for sale are what bring people to your store and keep them coming back, so you should take special care to present them in the best manner possible. Once you've added products, you can assign them to appear on specific pages.

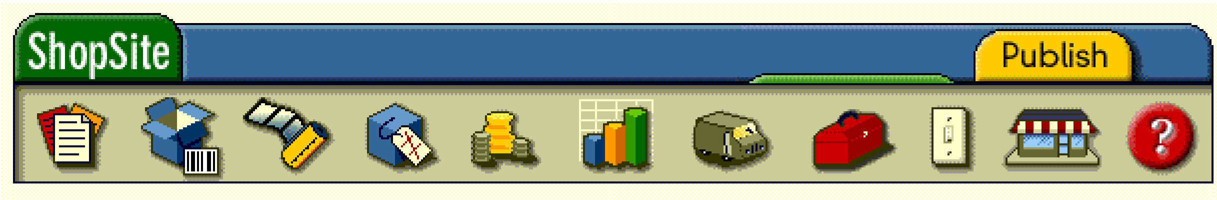
- To see all the products in your store, click **List All Products**.
- To search for specific products, enter the criteria to search for, then click **Search**. See the Merchant Search help page for more information.
- To add and edit the products in your store, use the following features:

Add a Product	Add a product to sell in your store.
Add Several Products	Add several products at once, as a time-saving feature.
Edit Product Info	After selecting a product, use this feature to enter or edit information about that product.
Edit Product Layout	After selecting a product, use this feature to configure how you want the product to appear on pages in your store.
Power Edit	Use this feature to edit one or more attributes on any or all of your store's products at once. For example, if you would like to change the price for half of your products, select them, click **Power Edit**, and then select Price from the list of fields. A new screen will appear containing the name of each product selected and its current price, allowing you to make the change easily.
Copy Product	Select a product and copy it to create a new product that has many of the same settings as the original product.
Select Subproducts	Click a product name and then click Select Subproducts to choose related products to be displayed with it.
Arrange Subproducts	Click a product name and then click Arrange Subproducts to change the order on the page of the subproducts you have chosen for it.
Delete Products	Delete one or more products from your database. You do not, however, need to delete a product to make it not appear in your store. If you do not specify any pages for a product to appear on, it will exist in your database, but not show on your store’s pages. This is good for out-of-stock items. You can specify the page on which a product appears in the Edit Product Info screen.
Download	Click this button to download the selected product(s). This feature can be used when you want to download specific products instead of the entire product database.
Basic Editing	Click this button to use the simplified interface for creating and managing products.

Publish

Whenever you make changes that affect Store Pages, ShopSite will need to regenerate the affected pages before the changes will be visible to customers. ShopSite will notify you when you make changes that require the pages to be regenerated, but the updates will not actually be made until you tell ShopSite to publish them. This allows you to make multiple changes in the back office, then update the site all at once.

ShopSite will notify you when you have made changes that require you to regenerate pages by displaying the **Publish** tab in the ShopSite navigation bar:



When you are ready, simply click the **Publish** tab to tell ShopSite to regenerate the affected pages.

If you have made changes that have not been published when you click on the **My Store** icon in the ShopSite navigation bar, ShopSite will notify you and prompt you to publish the changes. You can select to continue without publishing the changes, if you want to.

Both the **Publish** tab and the button on the **My Store** notification screen will only regenerate the content ShopSite knows has been changed. This avoids creating an unnecessary load on your server by publishing pages that have not changed.

You can also go to **Utilities** > **Publish** to regenerate site content. The **Publish** screen allows you to configure store generation settings, as well as regenerating *all* the store content. The following options can be controlled on this screen:

<table>
<tr><td>Index for Search During Update</td><td>Check this box to have ShopSite update the search index when site content is published. You should leave this box checked unless you have turned off Customer Site Search.</td></tr>
<tr><td>Publish files (css, js, ...) during update</td><td>Check this box to generate the Style Sheets and JavaScript files used by the selected ShopSite theme. These generated files are placed in the "data/html/publish" directory off of the default ShopSite installation location.</td></tr>
<tr><td>Generate HTML Pages During Update</td><td>Check this box to have ShopSite create HTML pages, such as Store Pages and product More Information pages, when you publish. If you are using Order Anywhere links on your own pages, and do not use any ShopSite-generated pages, you may un-check this box to have ShopSite only update the search index when you publish. Most merchants will want to be sure this box is checked.
<table>
<tr><td>Use subproduct's template for More Info Pages</td><td>Check this box to have ShopSite generate More Info Pages for subproducts using the product template assigned to the subproduct. If this box is not checked, the parent product template will be used to generate the More Info Page for any assigned subproducts.</td></tr>
<tr><td>Do not display the 'Adding Product' messages</td><td>Check this box to turn off listing of each product added to a page. This can create a small speed improvement when publishing stores with very large numbers of products, but may hide helpful product or template debugging information.</td></tr>
<tr><td>Maximum Number of Pages for Pagination</td><td>Enter the maximum number of pages that will be made when ShopSite sub-divides a Store Page based on the number of products displayed on an individual Store Page setting (see Pagination on the Edit Page Layout screen). If ShopSite reaches the maximum number of pages indicated here, it will include all the remaining assigned products on the final page, regardless of the products-per-page limit.</td></tr>
<tr><td>For each Pagination page the number of page links shown</td><td>Select how many sub-divided page links will be displayed on sub-divided pages. If a Store Page is sub-divided over several HTML pages, customers will see numbered links to navigate between the sub-divided pages. ShopSite can display all the sub-divided page links, or you can specify a maximum number of links to display on each sub-divided page.</td></tr>
</table></td></tr>
<tr><td></td><td></td></tr>
</table>

Generate Google Type SiteMap during update	Check this box to have ShopSite generate an updated Google Sitemap when you publish your store. If ShopSite has previously generated a sitemap and you uncheck this option, the ShopSite generated sitemap will be removed when you click **Save** or **Regenerate**.
Generate Custom Pages (legacy option, typically not used)	If you are using ShopSite's legacy Custom Pages feature to create some store content, you should check this box. Most merchants can leave this box un-checked.

Click **Regenerate** to save changes to this screen and publish your entire site using the new settings. Click **Save** to save your changes, or click **Cancel** to abandon your changes, without regenerating your site.

Publish Results

When you publish your store, either by clicking on the **Publish** tab or by clicking **Regenerate** on the **Publish** screen, ShopSite will display a screen providing information on the regeneration process.

While the regeneration is in progress, you will see a progress bar near the top of the screen. Each step in the generation process will also be noted on the screen. The information on this screen can be used to discover and fix potential problems with your site. If ShopSite encounters an error during generation, the error will be displayed in red text.

The information displayed on the Publish Results screen depends on your store content and publish settings. Some useful information includes:

Generating Page

Each store page generated will be indicated by name, with products added to the page listed below (unless product listing is turned off on the Publish screen). If you see an error, you can look at the page or product name immediately before the error to know what product or page caused the error.

Index

If you configured ShopSite to update the search index when the store was published, the names of the indexed products will be listed in this section, with any errors listed below the name of the problem product.

If you have configured ShopSite to Display keywords during indexing, any words not already in the stoplist that appear more often than the minimum specified threshold will be displayed after the product list. To exclude any listed words from the index, check the box beside the words to be excluded, and click **Add to Stoplist**.

Adding pages to the Google Sitemap

If you have configured ShopSite to generate a Google Sitemap, this section will display how many Store Pages were successfully added to it.

Adding More Information Pages to the Google Sitemap

If you have configured ShopSite to generate a Google Sitemap, this section will display how many product More Information Pages were successfully added to the sitemap.

Marketplace

Click **Register Now** to register your store with ShopSite, Inc. You will receive the ShopSite Merchant Newsletter and e-mail notices of software updates. Your store will also be listed in the ShopSite Marketplace, an online store directory that showcases hundreds of stores that use ShopSite.

Edit Reward Quantity

Use this screen to modify the number of qualifying products a registered customer has purchased.

Reward Program	This is the name of the program you are editing the qualifying credit for.
Current Quantity	Set this number to the number of qualifying products the customer should have credit for purchasing.
Save	Click this button to save the changes you have made and return to the **Modify Reward Quantity** screen.
Cancel	Click this button to return to the **Modify Reward Quantity** screen without making any changes

Modify Reward

This screen allows you to update registered customer reward program credit. You may need to add credit for purchases in your brick-and-mortar store, or you may need to remove credit for canceled orders.

Select the customer on the **Customer Registration** screen, then click **Modify Reward** to begin.

Edit	Select the reward program you want to modify from the list, then click on the **Edit** button to change the number of qualifying products the customer has credit for.
Cancel	Click this button to return to the main Customer Registration screen.

Force Reload of Pages

On Windows: Ctrl + r; Ctrl/Shift + F5; Ctrl/Shift + Browser Refresh Button

On Macintosh: Apple/Command + r; Apple/Command + Browser Refresh Button

On Linux: Ctrl + r; Ctrl/Shift + F5; Ctrl/Shift + Browser Refresh Button

Automatic Reload of Pages

In Microsoft Internet Explorer 6+:

1. Select the Tools pull-down menu.
2. Select Internet Options.
3. Select the General tab.
4. Under Temporary Internet Files/Browsing History, click the "Settings" button.
5. Under "Check for newer versions of stored pages," select "Every visit to the page" and click "Ok".

Remote Database Configuration

Note: If you have not already configured ShopSite to use a remote PostgreSQL database, you will see the PostgreSQL Wizard starting screen instead of this screen.

PCI Security Guidelines require merchants who store sensitive information, such as credit cards, to store it on a remote server in an internal network zone (see PCI DSS requirement 1.3). If you are using a payment service such as PayPal or Google Wallet, or a real-time payment gateway, you can configure ShopSite not to store credit card information. If you process credit cards manually, or if you store credit card information for any other reason, you should use this feature to configure ShopSite to store the sensitive information in a remote PostgreSQL database. You may use this screen to modify settings, or you can click the **Remote Wizard** button to launch the Remote PostgreSQL Database configuration Wizard.

Note: Transmitting credit card data wirelessly is not recommended. If, however, it is necessary to do so, PCI compliance dictates that the the wireless network complies with PCI DSS Requirements 1.2.3, 2.1.1, and 4.1.1. In short, the network must be secured using the appropriate firewalls and must use an encryption protocol stronger than WEP. See the specific sections for more information.

Use PostgreSQL database for storage of orders	Select the **Enabled** radio button to have ShopSite store sensitive order information using the remote database, or **Disabled** to have shopsite store the information locally. Once you have started using the remote database, you should avoid unnecessarily switching between using a remote and local database. **Note:** The PostgreSQL database must be configured for Latin1 encoding.

PostgreSQL Settings

Use these fields to set or modify the settings ShopSite uses to connect to your remote PostgreSQL database. The initial values for these fields were set when you completed the configuration wizard.

Server Hostname	Enter the domain name or IP address of your remote database server in this field.
Server Port Number	Enter the port number to use when ShopSite connects to the remote database. The default value, *5432*, is the standard port most PostgreSQL databases use.
User	Enter the username ShopSite should use when connecting to the remote database.
Password	Enter the password for the user account on the remote database. PCI guidelines also require that the password for the database conform to PCI standards (at least seven alphaumeric characters in length, using both letters and numbers).
Database Name	Enter the database name ShopSite should use to store orders on the remote database server.

Click **Test Connection** to have ShopSite test whether or not it can connect to the remote database using the settings on this screen. Click **Save** to save your current settings and return to the Security Settings screen, or click **Cancel** to abandon your changes.

Reports Configuration

This screen allows you to set, clear, or update information used to generate Reports. If you have not previously configured your reports, you will see this screen when you click the **Reports** link in the ShopSite back office.

Whenever a visitor comes to your Web site, information about what gets sent from your Web server to the visitor's browser gets logged by your server. ShopSite can use the information in your server's log files to create useful reports about visitor and customer habits.

In order to create reports, ShopSite requires your log files to be in *NCSA Common Log File Format*. Many Web servers use this format by default, and nearly all servers can use this format. If your store is hosted on a Windows server, you may have to configure IIS to use NCSA Common Log File Format. Your Webmaster or Hosting Provider should be able to help you find out more about configuring your Web server to use NCSA Common Log File Format.

Report Configuration Settings

Server log file path	The system path to the Web server log file. Ask your Webmaster or Hosting Provider if you do not know where to find your log files.
Server log file name	The name of your Web server log file (sometimes called an *access log*). Ask your Webmaster or Hosting Provider if you do not know the name of your server log file.
Additional Text Filter (optional)	If your Web server log files are shared with sections of your site, or other sites, that are not part of your store, you can use this field to identify traffic to your store. Enter a part of your store's URL that is unique to the store, and not used by any other sites or parts of your site. For example, if your store uses a different domain name than other sites or parts of your site, you could use the domain name. You may also have your store in a separate sub-directory from other content, in which case you could use the sub-directory name. If you do not share your log file, leave this field blank.
Creation of ISTAT files	Select the **Yes** radio button to have ShopSite generate Pages, Hosts, and Referrers summary reports. Select **No** if you do not want ShopSite to store information for these reports. Information linking sales and revenue to specific pages and hosts is stored in ISTAT files and used to generate the summary reports. If you are concerned about disk space limitations, it may be a good idea not to create ISTAT files.
Number of days to keep Page and Referrer details	Select how many days worth of detailed log information to keep in your logs. When reports are generated, information older than the specified number of days will be cleared out of your ISTAT log files. If you are concerned about disk space limitations, you can use this to prevent ISTAT files from growing too large.

Click **OK** to save changes, or **Cancel** to abandon changes made on this screen and return to the Reports screen.

Log File Management

These options allow you to manage the files that store the report information. You can use these options to test or troubleshoot report generation. *Clearing counters or emptying logs will permanently remove all the indicated information from your reports*.

Clear Sales Counters	Click this button to reset the Sales Statistics in your reports. All sales statistics in all your reports will be set to zero (0). This can be used to clear any testing statistics from your reports before opening your site for business.
Clear Traffic Counters	Click this button to reset the Traffic Statistics used in reports. All traffic statistics in all your reports will be set to zero (0). This can be used to clear any testing statistics from your reports before opening your site for business.
Empty Order Log	Click this button to empty the ISTAT file used to create the Page Summary. All Page Summary report information will be deleted. This can be used to clear any testing statistics out before opening your site for business, or to free up disk space.
Empty Store Log	Click this button to empty the ISTAT file used to create the Host Summary and Referrer Summary. All Host and Referrer Summary information will be deleted, and this could possibly affect your Traffic Counters for that day. This can be used to clear any testing statistics out before opening your site for business, or to free up disk space.
Update Store Log Now	Click this button to update your reports. Whenever you view the main Reports page, your reports are automatically updated. This button is useful for testing configuration settings without having to leave this page.

Current Logfile	Whenever your reports are updated, this field will be updated to indicate the path and name of the Web server log file used to generate the report, or `not found` if ShopSite could not find a log file in the indicated location. To test changes or troubleshoot problems with report generation, compare this to the name and path settings above and the **Last logfile read** below.
Last Update	This is the most recent time and date when ShopSite generated a report. This can be compared to the most recent information in your reports and in your Web server log files to test or troubleshoot report generation.
Last logfile read	The path and name of the most recent Web server log file that ShopSite was able to *successfully* read. This can be compared to the **Current Logfile** for testing or troubleshooting report generation.
Reset Date and Time	This section allows you to repair problems creating reports. • For normal operation, leave the **Don't reset last date/time read** option selected. The next time ShopSite generates a report, only information more recent than the **Last Update** time and date will be added to the reports. This allows ShopSite to skip information already in the reports. • If ShopSite has generated reports without successfully reading new information from the correct log file, you can select the **Reset last date/time read according to last request in your store log** radio button once you have configured ShopSite to read the correct log file. This will cause ShopSite to use the most recent event in your reports as the starting point for adding new information to the reports. • As a last resort, you can select **Reset last date/time read to the following** and indicate a specific date and time for ShopSite to start adding information to your reports. *If you use this option and set it to overlap previously reported information, that information will be reported twice.*

Reports Configuration

This screen allows you to set, clear, or update information used to generate Reports. If you have not previously configured your reports, you will see this screen when you click the **Reports** link in the ShopSite back office.

Whenever a visitor comes to your Web site, information about what gets sent from your Web server to the visitor's browser gets logged by your server. ShopSite can use the information in your server's log files to create useful reports about visitor and customer habits.

In order to create reports, ShopSite requires your log files to be in *NCSA Common Log File Format*. Many Web servers use this format by default, and nearly all servers can use this format. If your store is hosted on a Windows server, you may have to configure IIS to use NCSA Common Log File Format. Your Webmaster or Hosting Provider should be able to help you find out more about configuring your Web server to use NCSA Common Log File Format.

Report Configuration Settings

Server log file path	The system path to the Web server log file. Ask your Webmaster or Hosting Provider if you do not know where to find your log files.
Server log file name	The name of your Web server log file (sometimes called an *access log*). Ask your Webmaster or Hosting Provider if you do not know the name of your server log file.
Additional Text Filter (optional)	If your Web server log files are shared with sections of your site, or other sites, that are not part of your store, you can use this field to identify traffic to your store. Enter a part of your store's URL that is unique to the store, and not used by any other sites or parts of your site. For example, if your store uses a different domain name than other sites or parts of your site, you could use the domain name. You may also have your store in a separate sub-directory from other content, in which case you could use the sub-directory name. If you do not share your log file, leave this field blank.
Creation of ISTAT files	Select the **Yes** radio button to have ShopSite generate Pages, Hosts, and Referrers summary reports. Select **No** if you do not want ShopSite to store information for these reports. Information linking sales and revenue to specific pages and hosts is stored in ISTAT files and used to generate the summary reports. If you are concerned about disk space limitations, it may be a good idea not to create ISTAT files.
Number of days to keep Page and Referrer details	Select how many days worth of detailed log information to keep in your logs. When reports are generated, information older than the specified number of days will be cleared out of your ISTAT log files. If you are concerned about disk space limitations, you can use this to prevent ISTAT files from growing too large.

Click **OK** to save changes, or **Cancel** to abandon changes made on this screen and return to the Reports screen.

Log File Management

These options allow you to manage the files that store the report information. You can use these options to test or troubleshoot report generation. *Clearing counters or emptying logs will permanently remove all the indicated information from your reports*.

Clear Sales Counters	Click this button to reset the Sales Statistics in your reports. All sales statistics in all your reports will be set to zero (0). This can be used to clear any testing statistics from your reports before opening your site for business.
Clear Traffic Counters	Click this button to reset the Traffic Statistics used in reports. All traffic statistics in all your reports will be set to zero (0). This can be used to clear any testing statistics from your reports before opening your site for business.
Empty Order Log	Click this button to empty the ISTAT file used to create the Page Summary. All Page Summary report information will be deleted. This can be used to clear any testing statistics out before opening your site for business, or to free up disk space.
Empty Store Log	Click this button to empty the ISTAT file used to create the Host Summary and Referrer Summary. All Host and Referrer Summary information will be deleted, and this could possibly affect your Traffic Counters for that day. This can be used to clear any testing statistics out before opening your site for business, or to free up disk space.
Update Store Log Now	Click this button to update your reports. Whenever you view the main Reports page, your reports are automatically updated. This button is useful for testing configuration settings without having to leave this page.

Current Logfile	Whenever your reports are updated, this field will be updated to indicate the path and name of the Web server log file used to generate the report, or `not found` if ShopSite could not find a log file in the indicated location. To test changes or troubleshoot problems with report generation, compare this to the name and path settings above and the **Last logfile read** below.
Last Update	This is the most recent time and date when ShopSite generated a report. This can be compared to the most recent information in your reports and in your Web server log files to test or troubleshoot report generation.
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Reset Date and Time	This section allows you to repair problems creating reports. • For normal operation, leave the **Don't reset last date/time read** option selected. The next time ShopSite generates a report, only information more recent than the **Last Update** time and date will be added to the reports. This allows ShopSite to skip information already in the reports. • If ShopSite has generated reports without successfully reading new information from the correct log file, you can select the **Reset last date/time read according to last request in your store log** radio button once you have configured ShopSite to read the correct log file. This will cause ShopSite to use the most recent event in your reports as the starting point for adding new information to the reports. • As a last resort, you can select **Reset last date/time read to the following** and indicate a specific date and time for ShopSite to start adding information to your reports. *If you use this option and set it to overlap previously reported information, that information will be reported twice.*

Sales Reports History

This screen shows the cumulative sales and traffic history for the current day, month, and year. Click the Review Last Year button to see statistics for the previous year.

Sales Field Definitions

Sales	The number of orders the store has received.
Currency	The total amount of sales.
Units	The number of products that were ordered. For example, an order for one videotape and two CDs counts as one sale and three units.

Traffic Field Definitions

Hits	On the Web, a hit is every image or HTML page that is viewed by a visitor. If your initial page had five images on it, each time it is viewed counts for six hits (five images plus the HTML text). As you can see, just measuring hits is not a very meaningful statistic, which is why ShopSite also counts pages and hosts.
Pages	As the name implies, each site page that has been viewed equal one page. So if we use the example above, which counted six hits, the pages viewed count would be 1.
Hosts	Every visitor to a Web page can be identified by the Internet Service Provider (ISP) they use. For example, someone coming from America Online has aol.com as part of their host name, Microsoft Network users have msn.com. The hosts count is a way to get an idea of the number of visitors to your store. The hosts statistic is only an approximation because one host can be shared by multiple users. For example visitors from AOL may be identified by the Web server as modem5.aol.com, so two different visitors from AOL may appear as one host, because they were coming to your site from the same AOL modem gateway to the Internet.

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This screen shows the cumulative sales and traffic history for the current day, month, and year. Click the Review Last Year button to see statistics for the previous year.

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Host Summary

This report provides information about the activities of individual visitors on your site. ShopSite tracks visitors based off the IP address of the browser's computer (host), allowing you to associate individual visitor activity with purchases. This method protects the individual's privacy while allowing you to track and improve your site's effectiveness.

Summary Date Range

View Summary For	Select the time range you want to view, then click **OK** to view a summary for that time range. • **Today** - Select this option to only display statistics for the current day. This is the default view for this screen. • **Last 7 Days** - Select this option to display statistics for the current day and the six previous days. • **Last 30 Days** - Select this option to display statistics for the current day and the 29 previous days. • **Custom** - Select this option, then select the start and end dates for the period you want to view.
Summary Starts On	Select a day, month, and year for the first day of a **Custom** date range.
Summary Ends On	Select a day, month, and year for the last day of a **Custom** date range.

Hosts Summary Table

This table displays page and purchase statistics sorted by the visitor's IP address.

Remote Host	This is the visitor's IP address. It is used as a unique identifier with no other real significance. It is also a link, which will take you to a page listing the names of the individual pages viewed by this visitor.
Visits	This is the total number of pages viewed by this host during the specified date range.
Units Sold	This is the number of products purchased by this host during the specified date range.
Sales Amount	This is the net revenue from this host during the specified date range.

Click **Return to Reports** to return to the main reports screen, or click the Host Name to see page views for that host.

Host Page Views

Each host name on the Hosts Summary is a link to a page that will display a list of each page viewed by that host in the order the pages were visited. You can use this information to help improve customer's ability to find what they're looking for. The following information is available on the Host Page Views screen:

Page	This is the path and file name of the page on your site.
Date/Time	This is the date and time the page was viewed. It is used to sort the list, but can also give you an idea of how long a customer spends on that page before moving on to the next.
Referrer	This is the full URL of the page containing a link to this page, which the visitor followed. This provides additional information about the visitor's browsing, such as if the visitor left and came back, or returned to look at more products after checking out.

Click the **Return to Summary** button to return to the main Host summary report screen.

Host Summary

This report provides information about the activities of individual visitors on your site. ShopSite tracks visitors based off the IP address of the browser's computer (host), allowing you to associate individual visitor activity with purchases. This method protects the individual's privacy while allowing you to track and improve your site's effectiveness.

Summary Date Range

View Summary For	Select the time range you want to view, then click **OK** to view a summary for that time range. • **Today** - Select this option to only display statistics for the current day. This is the default view for this screen. • **Last 7 Days** - Select this option to display statistics for the current day and the six previous days. • **Last 30 Days** - Select this option to display statistics for the current day and the 29 previous days. • **Custom** - Select this option, then select the start and end dates for the period you want to view.
Summary Starts On	Select a day, month, and year for the first day of a **Custom** date range.
Summary Ends On	Select a day, month, and year for the last day of a **Custom** date range.

Hosts Summary Table

This table displays page and purchase statistics sorted by the visitor's IP address.

Remote Host	This is the visitor's IP address. It is used as a unique identifier with no other real significance. It is also a link, which will take you to a page listing the names of the individual pages viewed by this visitor.
Visits	This is the total number of pages viewed by this host during the specified date range.
Units Sold	This is the number of products purchased by this host during the specified date range.
Sales Amount	This is the net revenue from this host during the specified date range.

Click **Return to Reports** to return to the main reports screen, or click the Host Name to see page views for that host.

Host Page Views

Each host name on the Hosts Summary is a link to a page that will display a list of each page viewed by that host in the order the pages were visited. You can use this information to help improve customer's ability to find what they're looking for. The following information is available on the Host Page Views screen:

Page	This is the path and file name of the page on your site.
Date/Time	This is the date and time the page was viewed. It is used to sort the list, but can also give you an idea of how long a customer spends on that page before moving on to the next.
Referrer	This is the full URL of the page containing a link to this page, which the visitor followed. This provides additional information about the visitor's browsing, such as if the visitor left and came back, or returned to look at more products after checking out.

Click the **Return to Summary** button to return to the main Host summary report screen.

Reports

ShopSite can help you track customer sales and activity in your store using your Web server log files. The activity report generated gives you information about sales and general traffic on your Web store.

Note: If you have not previously configured reports, you will be taken directly to the Reports Configuration screen.

ShopSite will compile new reports every time you visit this page and display information about recent sales. How this information is displayed is controlled by the following fields:

Date range	Use the drop down menu to select which preset date range (Today, Current week, Current month, Current year, All time, Yesterday, Last week, Last month, Last year, Custom dates) you would like to report off of. If you decide to use custom dates, provide the date range and click "Generate Report" to request the data for that specific date range. Otherwise, the table should automatically populate when you make your selection.
Graph by	There are four options available for displaying your data. Each option can be useful depending on the circumstances. • Summary - This will display a pie chart showing how each part contributes to the overall whole. • Month - This will display a bar chart, with each bar representing a month. • Week - This will display a bar chart, with each bar representing a week. • Day - This will display a bar chart, with each bar representing a day. You may need to click and drag to select an area of the chart to zoom in on the data. Note: This option is not available for Inventory reports.
View	Decide whether you want to view the report in a chart or spreadsheet format. If you choose the spreadsheet format, you can also decide whether you want the results grouped or not. Note: This option is not available for Inventory reports.

Select Report Type

There are a number reporting options available that can be used to discover key metrics for your company. Working with the settings specified above, these fields allow you to focus on the different statistics recorded by ShopSite.

Sales	This is the default report type that is displayed whenever you navigate to the Reports page. It shows the gross sales for your store and also provides information on money received for shipping, taxes, and surcharges.

Product	For products, decide which product qualities to base the report on and determine which products to display:
	• What to report:
	  ◦ Product sales ($)
	  ◦ Units sold (qty.)
	  ◦ Rewards value ($)
	• For which products:
	  ◦ Top X products - Use the dropdown box to select the number of products to display.
	  ◦ Specific products - Manually enter which products to display using the provided text box.
	• Combine product options - This refers to the Advanced Ordering Options of products. Check the box to combine all product options under a single product.

Merchandising	This field provides information on potential expenses, such as customer rewards, coupons, discounts, and redeemed gift certificates.
Coupon	Coupons, decide which coupon metrics to base the report on and determine which coupons to display:

	What to report: ◦ Redeemed coupons ($) ◦ Coupons used (qty.) • For which coupons: ◦ Top X coupons - Use the dropdown box to select the number of coupons to display. ◦ Specific coupons - Manually enter which coupons to display using the provided text box.
Gift certificate	Gift certificates, decide which gift certificate metrics to base the report on: • What to report: ◦ Gift certificate sales ($) ◦ Redeemed gift certificates ($) Note: There are no pie charts for this report, only bar charts.
Inventory report	Inventory, decide which products to display: • For which products: ◦ X low stock products - Use the dropdown box to select the number of products to display. Use the checkboxes to specify whether you want to see all low stock products, including "Out of stock" products, just low stock products or just out of stock products. ◦ Top X products - Use the dropdown box to select the number of products to display. Use the checkboxes to to control which specific products you want to view in the report. ◦ Specific products - Manually enter which products to display using the provided text box.
Associate	Associates, decide which associate sales metrics to base the report on and determine which associates to display: • What to report: ◦ Orders ($) ◦ Orders (qty.) ◦ Redeemed coupons ($) ◦ Discounts applied ($) ◦ Rewards value ($) ◦ Gift certificate sales ($) ◦ Redeemed gift certificates ($) • For which associates: ◦ Top X associates - Use the dropdown box to select the number of associates to display. ◦ Specific associates - Manually enter which associates to display using the provided text box.
Customer	Customers, decide which customer sales metrics to base the report on and determine which customers to display: • What to report: ◦ Orders ($) ◦ Orders (qty.) ◦ Redeemed coupons ($) ◦ Discounts applied ($) ◦ Rewards value ($) • For which associates: ◦ Top X customers - Use the dropdown box to select the number of customers to display. ◦ Specific customers - Manually enter which customers to display using the provided text box.

Shipping	Shipping, decide which shipping metrics to base the report on and determine which shipping options to display: - What to report: - Orders ($) - Orders (qty.) - Shipping costs ($) - Surcharges ($) - For which shipping options: - Top X shipping options - Use the dropdown box to select the number of shipping options to display. - Specific shipping options - Manually enter which shipping options to display using the provided text box.
Payment types	Payment types, decide which payment metrics to base the report on and determine which payment types to display: - What to report: - Orders ($) - Orders (qty.) - Tax collected ($) - For which payment types: - Top X payment types - Use the dropdown box to select the number of payment types to display. - Specific payment types - Manually enter which payment types to display using the provided text box.
State and country	State and country, decide which location metrics to base the report on and determine which locations to display: - What to report: - Orders ($) - Orders (qty.) - Tax collected ($) - Shipping costs ($) - For which locations: - Top X locations - Use the dropdown box to select the number of locations to display. - Specific locations - Manually enter which locations to display using the provided text box.

Click the **Configure Reports** button to specify Web server log file information. Note: This link only appears when Reports have not yet been set up.

Click the **Go to Google Analytics** link to open a new window to your Google Analytics account.

Click the **Review historic data** link to view report data from before the upgrade to the new reports feature. Note: This link only appears for those who have upgraded to ShopSite 11 from a previous release.

Reports

ShopSite can help you track customer activity in your store using your Web server log files. The activity reports give you information about sales and general traffic on your Web store.

ShopSite will compile new reports every time you visit this page, and display information about recent sales and visitors to your site. Below the summary report are buttons to see additional reports or to configure your reports settings.

The report on this screen displays a summary of activity on your site over the past seven days. It is divided into two sections. The **Sales** section summarizes purchases made on your store, and the **Traffic** section summarizes visitor activity on your store pages.

By comparing relationships between these statistics over time, it is possible to get a good idea of how effective site changes or advertising campaigns are. For example, you may see that by reducing the number of products listed on your store pages (Hits:Pages), your customer conversions (Hosts:Sales) improve. You may also find that changing search engine keywords may decrease the number of page views for each visitor (Pages:Hosts) and increase the number of products a customer buys (Units:Sales).

Day	This column displays the date for the last seven days in descending order (most recent to oldest). The Sales and Traffic reported on that row took place on the day indicated.
Sales	Sales information is broken down into three categories for each day: • **Sales** - The number of purchase transactions completed on the indicated day. • **Units** - The number of products purchased on the indicated day. • **$** - The total (gross) revenue from purchases on the indicated day.
Traffic	Traffic on your Web site is broken down into three categories for each day: • **Hits** - The number of HTTP requests on the indicated day. An HTTP request can be for an HTML page, an image included in a page, a CGI page (such as a checkout screen), or any other object sent to a browser from your Web server. This information can be useful when compared to the number of pages viewed. You should be aware, however, that hits may include shopping cart or back office CGIs, as well as any images accessed by those CGIs. • **Pages** - The number of HTML pages viewed on the indicated day. • **Hosts** - The number of unique hosts (individual computers) that viewed HTML pages on the indicated day.
Last Update	Below the week's statistics are the date and time when the statistics were last compiled. Statistics are compiled when you open this page, so you can click your browser's **Refresh** button to update the statistics.

Additional Reports

There are several reports available that provide more detailed information about site traffic over specified time ranges. These reports can be useful for more precise fine-tuning than can be done using the report on this page.

New Reports	This will switch the Reports interface from ShopSite v10 sp2 to the new method in ShopSite 11. To get an idea of what information the new reports provide, take a look at the new Reports help page.
Page Summary	This report provides a summary of traffic and sales performance for individual pages on your site. You can use this report to see how effectively individual store pages convert visitors into customers.
Host Summary	This report provides a summary of traffic and sales from individual hosts (computers) that visited your site. You can use this report to see the number of pages individual visitors view, as well as how successfully you are converting visitors to customers.
Referrer Summary	This report provides a summary of where your visitors came from. You can use this report to see how much traffic is being generated from advertising, search engines (including keywords), or affiliate programs.
View History	This report summarizes your Sales and Traffic statistics for the day, month, and year. From it, you can also **Review Current Year** and **Review Last Year** summaries broken down by month.

Click the button to specify Web server log file information or to reset, clear, or update report settings.

Configure Reports

Page Summary

This report provides information about traffic and sales on individual pages in your store. Any HTML page, such as Store Pages and More Info Pages, that has been visited during the specified time range will be listed.

Summary Date Range

View Summary For	Select the time range you want to view, then click **OK** to view a summary for that time range. • **Today** - Select this option to display statistics only for the current day. This is the default view for this screen. • **Last 7 Days** - Select this option to display statistics for the current day and the six previous days. • **Last 30 Days** - Select this option to display statistics for the current day and the 29 previous days. • **Custom** - Select this option, then select the start and end dates for the period you want to view.
Summary Starts On	Select a day, month, and year for the first day of a **Custom** date range.
Summary Ends On	Select a day, month, and year for the last day of a **Custom** date range.

Page Summary Table

This table displays the sales and traffic information for pages viewed during the selected date range. Pages are listed in order of frequency of visits, with the most visited pages at the top.

Page Name	The path and file name of the page
Visits	The total number of page views during the specified period.
Units Sold	The number of products sold that were added to the shopping cart from this page.
Sales Amount	The net revenue from products added to the shopping cart from this page.

Click on **Return to Reports** to return to the main Reports screen.

Page Summary

This report provides information about traffic and sales on individual pages in your store. Any HTML page, such as Store Pages and More Info Pages, that has been visited during the specified time range will be listed.

Summary Date Range

View Summary For	Select the time range you want to view, then click **OK** to view a summary for that time range. • **Today** - Select this option to display statistics only for the current day. This is the default view for this screen. • **Last 7 Days** - Select this option to display statistics for the current day and the six previous days. • **Last 30 Days** - Select this option to display statistics for the current day and the 29 previous days. • **Custom** - Select this option, then select the start and end dates for the period you want to view.
Summary Starts On	Select a day, month, and year for the first day of a **Custom** date range.
Summary Ends On	Select a day, month, and year for the last day of a **Custom** date range.

Page Summary Table

This table displays the sales and traffic information for pages viewed during the selected date range. Pages are listed in order of frequency of visits, with the most visited pages at the top.

Page Name	The path and file name of the page
Visits	The total number of page views during the specified period.
Units Sold	The number of products sold that were added to the shopping cart from this page.
Sales Amount	The net revenue from products added to the shopping cart from this page.

Click on **Return to Reports** to return to the main Reports screen.

Referrer Summary

This report provides information about where visitors to your site came from. When someone clicks on a link in a Web page that takes them to a page on your store, the browser can send your Web server the URL of the page that the original link was on. You can use this information to find out what Web sites send you the most visitors, as well as what pages on your site visitors are using to get to other pages on your site.

Summary Date Range

View Summary For	Select the time range you want to view, then click **OK** to view a summary for that time range. • **Today** - Select this option to only display statistics for the current day. This is the default view for this screen. • **Last 7 Days** - Select this option to display statistics for the current day and the six previous days. • **Last 30 Days** - Select this option to display statistics for the current day and the 29 previous days. • **Custom** - Select this option, then select the start and end dates for the period you want to view.
Summary Starts On	Select a day, month, and year for the first day of a **Custom** date range.
Summary Ends On	Select a day, month, and year for the last day of a **Custom** date range.

Referrers Summary Table

This table displays information about the referring pages for the time period specified. Referrers are listed in alphabetical order.

Visits	The number of visitors who followed a link on this page to a page on your site.
Referrer	The full URL of the page containing the link to your site. Links from search engines will often include the search keywords as part of the URL. For example, the following Google URL was from a search using *example*, *key* and *words* as the keywords: `http://www.google.com/search?hl=en&q=`**`example`**`+`**`key`**`+`**`words`**`&btnG=Google+Search` This can help you pick what keywords to emphasize and use on your pages and in META tags to improve your search engine rankings.

Referrer Summary

This report provides information about where visitors to your site came from. When someone clicks on a link in a Web page that takes them to a page on your store, the browser can send your Web server the URL of the page that the original link was on. You can use this information to find out what Web sites send you the most visitors, as well as what pages on your site visitors are using to get to other pages on your site.

Summary Date Range

View Summary For	Select the time range you want to view, then click **OK** to view a summary for that time range. • **Today** - Select this option to only display statistics for the current day. This is the default view for this screen. • **Last 7 Days** - Select this option to display statistics for the current day and the six previous days. • **Last 30 Days** - Select this option to display statistics for the current day and the 29 previous days. • **Custom** - Select this option, then select the start and end dates for the period you want to view.
Summary Starts On	Select a day, month, and year for the first day of a **Custom** date range.
Summary Ends On	Select a day, month, and year for the last day of a **Custom** date range.

Referrers Summary Table

This table displays information about the referring pages for the time period specified. Referrers are listed in alphabetical order.

Visits	The number of visitors who followed a link on this page to a page on your site.
Referrer	The full URL of the page containing the link to your site. Links from search engines will often include the search keywords as part of the URL. For example, the following Google URL was from a search using *example*, *key* and *words* as the keywords: `http://www.google.com/search?hl=en&q=`**`example`**`+`**`key`**`+`**`words`**`&btnG=Google+Search` This can help you pick what keywords to emphasize and use on your pages and in META tags to improve your search engine rankings.

Reports - Year In Review

This page displays summary information about sales and traffic in your store for the previous year.

Column Definitions

Sales	The number of orders the store received.
Currency	The total amount of sales
Units	The number of products that were ordered. For example, an order for one videotape and two CDs counts as one sale and three units.
Hits	On the Web, a hit is every image or HTML page that is viewed by a visitor. If your initial page had five images on it, each time it is viewed counts for six hits (five images plus the HTML text). As you can see, just measuring hits is not a very meaningful statistic, which is why ShopSite also counts pages and hosts.
Pages	As the name implies, each site page that has been viewed equal one page. So if we use the example above, which counted six hits, the pages viewed count would be 1.
Hosts	Every visitor to a Web page can be identified by the Internet Service Provider (ISP) they use. For example, someone coming from America Online has aol.com as part of their host name, Microsoft Network users have msn.com. The hosts count is a way to get an idea of the number of visitors to your store. The hosts statistic is only an approximation because one host can be shared by multiple users. For example visitors from AOL may be identified by the Web server as modem5.aol.com, so two different visitors from AOL may appear as one host, because they were coming to your site from the same AOL modem gateway to the Internet.

Reports - Year In Review

This page displays summary information about sales and traffic in your store for the previous year.

Column Definitions

Sales	The number of orders the store received.
Currency	The total amount of sales
Units	The number of products that were ordered. For example, an order for one videotape and two CDs counts as one sale and three units.
Hits	On the Web, a hit is every image or HTML page that is viewed by a visitor. If your initial page had five images on it, each time it is viewed counts for six hits (five images plus the HTML text). As you can see, just measuring hits is not a very meaningful statistic, which is why ShopSite also counts pages and hosts.
Pages	As the name implies, each site page that has been viewed equal one page. So if we use the example above, which counted six hits, the pages viewed count would be 1.
Hosts	Every visitor to a Web page can be identified by the Internet Service Provider (ISP) they use. For example, someone coming from America Online has aol.com as part of their host name, Microsoft Network users have msn.com. The hosts count is a way to get an idea of the number of visitors to your store. The hosts statistic is only an approximation because one host can be shared by multiple users. For example visitors from AOL may be identified by the Web server as modem5.aol.com, so two different visitors from AOL may appear as one host, because they were coming to your site from the same AOL modem gateway to the Internet.

Click **Review Last Year** to display the data from the preious year. This button shows when viewing this year's data.

Click **Review This Year** to display the data from the this year. This button shows when viewing last year's data.

Click **Return To Reports** to return to the new Reports feature.

Review Configuration

Main settings

Enable Reviews feature	Set the checkbox to enable the Reviews feature.
Who can write a review	Set the checkbox to only allow shoppers that have purchased the product to write reviews. Note: If this field is set, the "Enable Email Reminder" field below must also be set, as it will be through the email reminder that the customer can choose to write a product review. If you want shoppers to be able to write product reviews from within your store, this field must be cleared.
Minimum review length	Specify the minimum number of characters to allow for a product review.
Maximum review length	Specify the maximum number of characters to allow for a product review.
Enable CAPTCHA	Set this checkbox to enable reCAPTCHA human validation when shoppers submit their reviews.
Suggestions for the reviewers	Use this text box to provide shoppers with helpful suggestions when they write a review. Defaults to "Detailed reviews help other people the most. For example, you can list pros vs. cons, or you can review the product based on several criteria, such as ease of use, functionality, design, etc."
Enable Schema.org microdata	Set this checkbox to include additional HTML around products that may help with search engine optimization for the products that receive reviews.

Email reminder settings

Enable email reminder	Set this checkbox to send an email to shoppers, reminding them to write a review. Note: This is the only way to get product reviews if the "Who can write a review" field above is set.
How many days before the reminder	Specify the number of days after receiving the order that ShopSite should wait before sending the reminder email. This defaults to '10'.
Email subject	The subject line for the reminder email. Defaults to "Would you like to review your recent purchase?"
Email content	The content of the reminder email. Defaults to "Dear [BUYER_NAME], You have recently purchased the following products: [PRODUCT_LIST] Would you like to review them?"
Enable CAPTCHA for buyers	Set this checkbox to require human validation through reCAPTCHA for requested reviews.

Review display settings

Featured reviews	When enabled, featured reviews allow the merchant to present customers with the product reviews that best represent a product, both the positive and the negative, so customers can make the best decision for themselves. Set the checkbox to display featured reviews. Provide the number of positive reviews and the number of negative reviews to display. ShopSite will select the longest reviews as featured reviews by default, but the merchant can manually select which reviews are to be featured.
Maximum number of stars	Provide the number of stars to use for rating a product. '5' and '10' are the most common, but any number can be used.

Star image	Select which image to use for the product rating.
Date format	Select which date format to use when displaying reviews. The options include: mm/dd/yyyy dd.mm.yyyy yyyy-mm-dd
Reviews page title	Provide the title for the reviews page. Defaults to "Reviews".
Text on reviews page	Provide any other text you want to appear on the reviews page.
Reviews page template	Select which template to use for the layout of the reviews page. Defaults to "rv_ReviewsDefault.sst".
Reviews page width	Select the width of the reviews page. Choose whether you want the width to be a set number of pixels or a percentage of the screen size. Remember: the reviews page is a popup window.
Text Color	Actively set the text color for the reviews page. This will overwrite whatever the default color is for the selected template.
Background Color	Actively set the background color for the reviews page. This will overwrite whatever the default color is for the selected template.
Link Color	Actively set the link color for the reviews page. This will overwrite whatever the default color is for the selected template. The link color is the color of the linking text.
Visited Link Color	Actively set the visited link color for the reviews page. This will overwrite whatever the default color is for the selected template. The visited link color is the color the link turns after it has been clicked. This includes returning to the page after clicking the link.
Active Link Color	Actively set the active link color for the reviews page. This will overwrite whatever the default color is for the selected template. The active link color is the color the link turns when moused over.

Review approval settings

Approve reviews	Select whether you want to approve all reviews manually or automatically approve reviews that meet certain criteria. The criteria can include rating minimums and can exclude reviews with blacklisted words. Click the "this list" link to add or remove words from the blacklist. ***Note:*** As adding reviews to a merchant's site requires republishing the HTML pages, setting automatic approval for the Product Reviews feature will not automatically post the reviews to the merchant's site. It will, however, pop up the "Publish" notification in the back office whenever a review is approved. The merchant will still need click "Publish" to post the review.

Text strings

Reviews	The heading that appears above the featured reviews on more info pages. Defaults to "Reviews".
Write a review	The text for the link to write a review. Defaults to "Write a review".
Read all reviews	The text for the link to the reviews page for a product. Defaults to "Read all reviews".
Featured positive reviews	The sub-heading that appears above the featured positive review(s) on the More Info page. Defaults to "Featured positive reviews".
Featured negative reviews	The sub-heading that appears above the featured negative review(s) on the More Info page. Defaults to "Featured negative reviews".

Name to display	The label for the text box where customers put their name when writing a review. Defaults to "Your name".
Your email (not displayed)	The label for the text box where customers put their email address when writing a review. Defaults to "Your email".
Review title	The label for the text box where customers put the title for the review when writing a review. Defaults to "Review title".
Please enter your name	The error text that appears when a customer forgets to fill in the "Your name" textbox when writing a review. Defaults to "Please enter your name".
Please enter your email	The error text that appears when a customer forgets to fill in the "Your email" textbox when writing a review. Defaults to "Please enter your email".
Please enter a valid email	The error text that appears when a customer enters an invalid email address in the "Your email" textbox when writing a review. Defaults to "Please enter a valid email".
Please enter review title	The error text that appears when a customer forgets to fill in the "Review title" textbox when writing a review. Defaults to "Please enter review title".
Please enter product rating	The error text that appears when a customer forgets to rate the product when writing a review. Defaults to "Please enter product rating".
Please write a longer review, at least	The error text that appears when a customer's review does not meet the minimum number of characters required for a review to be accepted. (See "Minimum review length", above) When displayed, this text is followed by the value provided in the Minimum review length field above, then the " characters" field below. The entire error text is taken from the "Please write a longer review, at least" field + the "Minimum review length" field + the " characters" field. Defaults to "Please write a longer review, at least".
characters	The error text that appears when a customer's review does not meet the minimum number of characters required for a review to be accepted. (See "Minimum review length", above) This text is preceded by the "Please write a longer review, at least" field above, and by the value provided in the Minimum review length field above. The entire error text is taken from the "Please write a longer review, at least" field + the "Minimum review length" field + the " characters" field. Defaults to " characters".
Write your review	The label for the text box where customers put the text of their review. Defaults to "Write your review".
Remaining characters	The label next to the number of remaining characters for the review. Defaults to "Remaining characters".
CAPTCHA error. Try again.	The error text that appears when a customer enters an invalid CAPTCHA. Defaults to "Please enter a valid email".
Submit review	The text on the submit button. Defaults to "Submit review".
Working...	The text that appears on the "Submit review" button while CAPTCHA is verified. The button is disabled while CAPTCHA is verified, but this message should keep customers from repeatedly clicking the "Submit review" button. Defaults to "Working...".
By	The label that appears next to the reviewer's name above the review. Defaults to "By".
reviews (in "5 reviews" etc.)	The text that appears after the number of approved reviews on the More info page. this lets customers know the total number of reviews written for the product. Defaults to "reviews".
No reviews for this product.	The text that in the Featured Reviews section that appears when there are no approved reviews for the product. Defaults to "No reviews for this product."
Average rating	Label next to the stars that show the average rating for the product on the product more info page. Defaults to "Average rating"
Your rating	Label next to the stars rating on the Write a review popup. Defaults to "Your rating"
Type the following	The label that appears above the CAPTCHA of the Review Submission popup. Defaults to "Type the following words".

words	
Thank you for your review!	The message to display after the customer submits the review if ShopSite is set to automatically approve reviews. Defaults to "Thank you for your review!"
Thank you for your review! Give us a couple of days to go over it (we won't edit anything, just approve it or not).	The message to display after the customer submits the review if reviews must be manually approved. Defaults to "Thank you for your review! Give us a couple of days to go over it (we won't edit anything, just approve it or not)."
Close this window	The text for the button that will close the reviews popup after the shopper submits the review. This button appears when shoppers are allowed to review products that they haven't purchased. Defaults to "Close this window".
Go to store front	The text for the button that will close the reviews popup after the customer submits the review. This button appears when customers review products that they've purchased by clicking the emailed link. Defaults to "Go to store front"

List of Reviews

This page shows submitted product reviews.

- To see all the product reviews for your store, click **List All**.
- To search for specific products, enter the criteria to search for, then click **Search**.
- To view or delete the product reviews for your store, use the following features:

View	View the selected reviews. When viewing reviews, you can set the status of the review. Depending on how you configured ShopSite to accept product reviews, the status of the review may already be set. You can also click the reviewer's name to send athem an email. This is useful for contacting customers about their reviews.
Delete	Delete the selected reviews. This will remove the selected reviews from the store's database and cannot be recovered.
Pending Reviews	This button allows the merchant to quickly approve or disapprove reviews in bulk. It is similar to selecting all of the pending reviews to view all at once. Additionally, it includes two buttons to "Approve All" or "Disapprove All" reviews.
Configure	This button takes you to the Review Configuration screen.

Reward Program

Reward programs allow you to offer incentives to customers for frequent or large orders. The rewards can be for the same products purchased (buy 10 get 1 free), or they can be for different products (buy a pair of shoes, get a free pair of socks).

Note: Prior to creating individual reward programs, you must first create the appropriate reward Categories for the programs to use.

Edit	Edit Reward settings
Delete	Delete the selected Reward
Search	Use the search feature to find rewards based off specified criteria. See the Merchant Search help page for more information.
List All	Click this button to display all rewards. This is especially useful to replace the results of a previous search with a list of all rewards.
Add a Reward	Create a new reward program.
Category	View, modify, and create reward categories. This must be done prior to creating an individual reward program.
Configure	Enable/disable rewards, set reward parameters, and modify the reward information text.

API Tax Add-on Configuration

This screen allows you to configure ShopSite to use a third-party add-on application to calculate tax rates for your store. The add-on gets invoked whenever ShopSite needs to calculate tax rates in the shopping cart (see the specification for details on when this happens). ShopSite passes information about the cart contents and the shipping address to the API, which will respond with a tax total calculated using that information. The tax is then displayed in the shopping cart.

Developers who wish to create an add-on application should refer to the Sales Tax API Specification for information on making an application compatible with the tax API.

To configure your store to calculate tax using an add-on, select the Use API Tax Add-on option on the Configure Tax screen, then click Configure. You can then provide the following information about the add-on you are using:

Configuration Options

The settings you configure here *must* match those expected by the add-on. Contact the add-on provider for information about what settings you should use.

<table>
<tr><td>Custom Tax Add-on</td><td>Select whether you are using an add-on hosted on the same server as your ShopSite store, or on a remote server:
<table>
<tr><td>ShopSite Server</td><td>Select the file location option and enter the location of your tax add-on program, relative to the path of your shopping cart CGIs (indicated above the text box).</td></tr>
<tr><td>Remote Server</td><td>Select the URL option and enter the full URL of your tax add-on program.</td></tr>
</table>
After entering the location of your add-on, click the Test Add-on button to have ShopSite post a test call to your add-on.</td></tr>
</table>

Time-outs if using URL

Select how long ShopSite should wait for a remote server to respond to API calls. Time-out values only apply if the add-on is hosted on a remote server.

Number of seconds to wait for a connection to the server	Select the number of seconds ShopSite should wait for the add-on server to establish a connection. The default wait time is *5* seconds.
Number of seconds to wait for a response from the program	Enter the number of seconds ShopSite should wait for the add-on server to respond to the API request. The default wait time is *15* seconds.

Extra Parameters

These parameters are passed to the add-on for use when calculating the tax rate. They are not displayed to the customer.

Additional Parameter *N*	(where *N* is the parameter number) Enter any parameters the add-on requires your store to pass as part of the API call. There are a total of ten parameters that can be configured.

Tax Codes

These codes are used to create a pull-down menu on the Edit Product Information screen. You can then assign each product a specific tax code which will be passed to the add-on as part of the product information. The add-on can use these codes when determining how to calculate tax rates.

Tax Codes used to create pull down list when editing products	Enter the tax codes that can be assigned to your product. Each code should appear on a line by itself.
Default Product	Enter the default product code for a new product, or for existing products that don't already have a tax code assigned.
Shipping	Enter the tax code to use for tax calculated on shipping fees.
Surcharge	Enter the tax code to use for tax calculated on surcharges.

Messages

Tax Recalculated	This message is displayed when the tax rate is recalculated using additional address information entered on the Billing screen. The default message is: Tax was recalculated due to better address information

Extra Product Fields

Select which Extra Product Fields will be passed to the add-on for each product.

Pass *name* (Product Field *N*)	(where *name* is the field name configured in Preferences > Extra Fields and *N* is the field number) Check the box to have ShopSite pass the specified product field to the add-on.

Sales Tax API Specification

ShopSite's Sales Tax API allows developers to create add-on applications that can be used to calculate tax rates using information from the shopping cart. In order to use an add-on, the merchant must first configure ShopSite to use the add-on. This document discusses what information is passed between ShopSite and the add-on, and how that information is passed.

How ShopSite Calculates Tax

ShopSite calculates tax several times during the checkout process. Each time this is done, ShopSite will call the Add-on and pass it information about the shopping cart contents.

There are several different times ShopSite will make a call to the Add-on:

- **Cart Update** – Tax is calculated on the Shopping Cart Screen each time the shopping cart contents are modified, such as adding a product to the cart or updating product quantities in the cart. This is also done if the customer enters or changes the shipping ZIP or postal code or clicks on a button to recalculate the cart totals. This request may be made several times for a single cart.
- **Shipping Update** – Tax is again calculated when the customer has provided a complete shipping address on the Checkout screen and clicks the button to complete the order. If the tax total changes, or if there is an error, the customer will be returned to the Checkout to confirm the totals before completing the order.
- **Final Check** – Tax is calculated one last time on the Confirmation Screen (if it is being used). For the final check, the order will complete even if the Add-on responds with an error.
- **Add-on Test** – ShopSite will also call the Add-on to test connectivity when the merchant first configures the Add-on. The test call passes a dummy ZIP code, country, and product to the Add-on.

Each time the Add-on is called, it will respond with a tax total, which is displayed to the customer in the Shopping Cart. The Add-on should also include other information in the response, which may be used by the shopping cart or a third-party service.

What ShopSite Sends to the Add-on

Each time ShopSite needs to calculate sales tax, it will create an HTTP POST request, and information about the shopping cart will be sent as parameters in the HTTP request. The following information is sent to the add-on for use in calculating sales tax:

Cart Info

The following information is included once per call:

Parameter	Description	Allowed Values	Notes
api_tax_type	The call type ShopSite is making. There are four types of calls ShopSite may make: • `calculate` – Cart updates. The only address information available is the ZIP/postal code and country. • `pre_final` – Shipping update. The complete shipping address is available for use in tax calculation. • `final` – Final check. The calculation made when the order is finalized.	• calculate • pre_final • final • test	

	• `test` – Add-on Test. A test call with a dummy ZIP, country, and product.		
storeid	The StoreID of the store calling the Add-on. This can be used with the store URL and serial number to uniquely identify the store.	*Unrestricted text*	
storeurl	The URL of the store calling the Add-on. This can be used with the StoreID and serial number to uniquely identify the store.	*Any valid URL*	
serialnum	The serial number of the store calling the Add-on. This can be used with the StoreID and store URL to uniquely identify the store.	*10 digit numeral (e.g. 1234567890)*	
docid	A unique cart ID number. This can be used by the Add-on to associate multiple requests for the same Shopping Cart. If the Add-on is tracking the tax collected by the merchant, this can ensure that the tax is only calculated once for each order.	*Unique Number (e.g. 4321)*	
locale	The store locale.	*Any valid country/language locale code (e.g. en-US).*	Set by the merchant on the locale screen.
parm*X*	Additional Parameters 1-10 (where *X* is the field number). These may be used for any additional information the developer requires.	*Unrestricted text*	Configured on the Sales Tax Add-on screen. Developers should provide merchants with expected values.
addr	The first line of the customer shipping address. Not available for `calculate` calls.	*Unrestricted text*	Entered by the customer on the Checkout screen.
addr2	**Optional**. The second line of the customer shipping address. Not available for `calculate` calls.	*Unrestricted text*	Entered by the customer on the Checkout screen.
city	The shipping address city. Not available for `calculate` calls.	*Unrestricted text*	Entered by the customer on the Checkout screen.
region	The shipping address state or region. The merchant may configure ShopSite to use a pre-populated pull-down to ensure region codes match those expected by the Add-on and other third-party services. Not available for `calculate` calls.	*Unrestricted text*	Entered by the customer on the Checkout screen. The pull-down is configured by the merchant on the States and Countries screen.
postalcode	The shipping address ZIP or postal code. This is usually the primary mechanism for determining the tax zone.	*Unrestricted text*	Entered by the customer on the Checkout screen.
country	The shipping address country. The merchant may configure ShopSite to use a pre-populated pull-down to ensure country names match those expected by the Add-on and other third-party services.	*Unrestricted text*	Entered by the customer on the Checkout screen. The pull-down is configured by the merchant on the States and Countries

			screen.
shipping_amount	The shipping rate total, if the merchant selected to calculate tax on shipping fees.	*Currency value (e.g. 1.95)*	Configured by the merchant on the Sales Tax screen.
shipping_taxcode	The shipping tax code, if the merchant selected to calculate tax on shipping fees. The Add-on developer should inform the merchant what to use for this code.	*Unrestricted text*	The merchant configures the tax code to use for shipping on the Sales Tax Add-on screen.
surcharge_amount	The order surcharge, if the merchant selected to add a surcharge and calculate tax on it.	*Currency value (e.g. 1.95)*	Configured by the merchant on the Sales Tax screen.
surcharge_taxcode	The surcharge tax code, if the merchant selected to add a surcharge and calculate tax on it. The Add-on developer should inform the merchant what to use for this code.	*Unrestricted text*	The merchant configures the tax code to use for shipping on the Sales Tax Add-on screen.
item_total	The total number of unique products in the order. This number tells the Add-on how many products to expect, and how many products to include in the response.	*Non-zero positive integer*	
coupon_total	The total number of coupons applied to the order. This number tells the Add-on how many coupons to expect.	*Non-zero positive integer*	
cXamount	The discounted amount in dollars, represented by a negative number. For example, -2.95 would be a total discount of two dollars and ninety-five cents.	*Negative number*	
cXname	The name of the coupon (as it will appear in the shopping cart).	*Alphanumeric character string*	
cXapplied_type	The type of coupon being applied, which dictates how the coupon is applied. For example, OneTimeApplied means that the coupon can only be used once, where as FreeShipApplied means that the coupon applies to all items in the cart.	• Applied • OneTimeApplied • FreeShipApplied • OneTimeFreeShipApplied	
cXitem_num	The coupon database record number.	*Non-zero positive integer*	

Product Info

The following information is included once for each product. The *X* in the field name represents the item number from 1 through the value of *item_total*.

Parameter	Description	Allowed Values	Notes
p*X*item_num	The product ID in the Shopping Cart.	*Any number*	
p*X*name	The product name. HTML in the product name is stripped out.	*Unrestricted text*	The merchant sets the product name on the Add A Product screen.
p*X*sku	The product SKU	*Unrestricted text*	The merchant sets the product SKU on the Add A Product screen.
p*X*quantity	The quantity of the product being ordered.	*Non-zero positive integer*	Set by the customer on the Shopping Cart screen.
			Calculated in

p*X*amount	The total price for the product (product price multiplied by quantity).	*Currency value (e.g. 1.95)*	the Shopping Cart.
p*X*taxcode	The tax code selected for the product. The Add-on developer may specify what tax codes are allowed.	*Unrestricted text*	The tax code list is configured by the merchant on the Sales Tax Add-on screen. The Add-on developer should provide a list of tax codes that are allowed.
p*X*type	The product type.	• Tangible • Download	The product type is set by the merchant on the Add A Product screen.
p*X*dfield*N*	The product Extra Fields (where *N* is the field number from 1 through 25). If necessary, the developer may require the merchant to include required information in one or more extra fields.	*Unrestricted text*	The product Extra Fields are configured by the merchant on the Add A Product screen.
p*X*taxable	The product taxable field is included so that that the API can determine which products need tax calculated.	• checked • unchecked	The product Taxable field is configured by the merchant on the Add A Product or Edit Product screen.

What the Add-on Returns to ShopSite

After being invoked by ShopSite, the Add-on is expected to return the following information to ShopSite:

Cart Info

The following information is included once per response:

Parameter	Description	Allowed Values	Notes
taxapi_status*	Indicates whether or not the Add-on was able to calculate tax for the order.	• success • failed	*For ShopSite 10 SP1 merchants, this response field is named status instead of taxapi_status.
message	If the tax calculation status returns a *failed* response, this should define the error message that is displayed to the customer.	*Unrestricted text*	
total_tax	The total tax for the order. The Add-on should return a value, even if the tax total is zero (0.00).	*Currency value (e.g. 1.95)*	
tax_name	**Optional**. The name of the tax line-item in the Shopping Cart totals.	*Unrestricted text*	
product_count	The total number of products included in the response. This must be the same as the *item_total* sent in the call.	*Non-zero positive integer*	

Product Info

The following information is included once for each product. The *X* in the field name represents the item number from 1 to the value of *product_count*.

Parameter	Description	Allowed Values	Notes
p*X*item_num	The product ID in the Shopping Cart. This must match the product ID passed from the Shopping Cart.	*Any number*	
p*X*tax_rate	The tax rate for this product that was used to calculate the tax total.	*percent multiplier (e.g. 0.067)*	The tax rate is required for compatibility with some third-party payment services.

AvaTax

AvaTax provides you with on-the-fly and up-to-date tax calculations. This feature requires a current AvaTax OnDemand account. To access your AvaTax account or to create a new account, please visit the AvaTax website.

AvaTax Setup

Server	Choose whether to use the test server or the production server. Only select the test server if you have an AvaTax test account.
Account Number	Your AvaTax account number goes here.
License Key	The AvaTax license associated with your account goes here.
Company Code	The AvaTax company code that correlates with this business/store.
AvaTax Timeout	This will determine how long ShopSite will wait for a response from AvaTax before timing out the connection. This connection is established every time a product is added to the customer's shopping cart or the recalculate button is pressed.

Merchant Address

Street	Provide the street name and number for your business address in this field.
City	Provide the city of your business address in this field.
State/Province	Provide the state or province for your business address in this field.
Postal Code	Provide the postal code for your business address in this field.
Country	Provide the country for your business address in this field.

Tax Codes

Tax Codes	Using AvaTax, determine the tax codes you wish to assign to the products in your online store and type them here. These codes can then be assigned to your products using the Add Product/Edit Product interface.
Default	The default tax code, specified here, is used when no tax code is provided for a given product.
Non-Taxable	Set the check box if you have non-taxable products. A default tax code, specified in the text box, will be used when no tax code is provided for a non-taxable product.
Shipping	All tax is handled by AvaTax. If you need to tax shipping for products, provide a shipping tax code here.
Surcharge	All tax is handled by AvaTax. If you need to tax surcharges for products, provide a surcharge tax code here.

Shopper Messages

Tax Recalculated	This message will appear when address information is provided by the customer during checkout. It is displayed in order to inform customers of possible changes to the listed tax. The default message is "Tax was recalculated due to better address information".

Sales Tax

ShopSite provides several tools to help you calculate and collect sales taxes you are responsible for.

Choose a tax system	Select which tax calculation method you want ShopSite to use. You can select *one* of the following methods: • **Use ZIP Code to determine sales tax** - ShopSite will match the customer's ZIP Code to a tax rate table and calculate the appropriate tax. Click **Configure** to set up your tax rate table. • **Use AvaTax** - Using your AvaTax account credentials, ShopSite will communicate with AvaTax servers to retrieve the required tax information. Click **Configure** to provide account credentials and to set up your tax rate table. • **Use value added tax (VAT/GST)** - ShopSite will calculate VAT/GST based off your location and the postal code of your customer. Click **Configure** to set up your VAT calculation tables. • **Use shopper selected tax** - Your customers will be presented with a pull-down menu that they can use to select the tax rate that applies to them. Click **Configure** to set up the pull-down menu and tax rates the customer can choose from. • **Use API Tax Add-on** - ShopSite can be configured to use custom or third-party software API's to generate or retrieve tax information. Click **Configure** to test a custom API and to set up your tax rate table. • **Use no sales tax** - ShopSite will not calculate sales tax.
Compute taxes on taxable products and	ShopSite will calculate the tax for taxable products. Select additional method(s) ShopSite should use to calculate sales tax from: • **Shipping** - check this box to have ShopSite calcuate tax on shipping costs. Use the radio buttons to select whether shipping tax will be displayed as part of the shipping cost, or as part of the sales tax. • **Surcharges** - check this box to have ShopSite calcuate tax on surcharges.

When you are finished configuring your sales tax settings, click **Save Changes** to save your settings, or click **Cancel** to abandon your changes.

Note: The tax system is set and saved when a radio button is selected, not when the **Save Changes** button is clicked. This means that once a tax system is set, clicking the **Cancel** button will not revert the change.

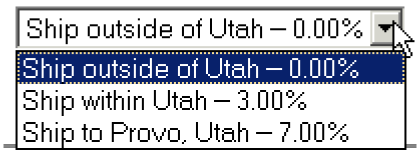
Shopper Selected Sales Tax

This screen lets you configure the pull-down menu and tax rates to use when allowing the customer to select what tax rate to apply.

A simple pull-down could have only two options:

```
Ship outside of [your state] - 0% tax
Ship within [your state] - X% tax
```

You may also need to change the tax rate based on the city, as well as the state. The drop-down list on the shopping cart screen for Provo, Utah might look like this:



The table for configuring shopper selected tax has the following columns:

Column Name	Description	Example
Use?	Check the box beside the rates you want to include in the pull-down. Unchecked options will not be included in the pull-down menu.	(checked)/(unchecked)
Customer Choice	Enter the tax zone description to use in the pull-down menu. This is the information the customer will use to decide what tax rate to select, so you should make the description clear and consise.	I live in Colorado
Tax	Enter the tax rate to use when calculating sales tax for this zone.	6.25

By default, the tax rate table only displays rows for five tax zones. If you need to have more tax zones, simply select how many rows you want the table to display:

Number of tax zones to use	Use the pull-down menu to select how many tax zones to display in the table. ShopSite allows you to configure as many as 200 different tax zones.

When you are finished configuring your tax rate table, click **Save Changes** to save your settings and return to the **Commerce Setup** screen, or click **Cancel** to return without saving your changes.

Value Added Tax (VAT/GST)

This screen lets you configure ShopSite to calculate Value Added Tax (VAT/GST) based off your country and the country and Postal Code of your customer.

European Union VAT configuration	Select your country from the pull-down menu, and ShopSite will automatically populate the VAT rates, countries, and exemptions.
Configure VAT/GST rates	Enter the tax calculation rates to use for the default tax rates and tax rate 1 through 4. You can then select which rate applies to individual products.
Charge VAT/GST in the following countries	Click **Configure** to go to the **States and Countries** configuration screen and select which countries to calculate VAT/GST for. A list of currently selected countries will appear beside the **Configure** button.
Configure geographical exemption areas	Use the pull-down menu to select how many geographical exemption areas to use. For each exemption area, select the appropriate country from the pull-down menu, then enter the Postal Code matching pattern for the exemption area. You can use an asterisk (`*`) to match any number of characters (e.g. `*49` would match both `249` and `12749`, and `AE*` would match `AET`, `AERO`, and `AELUT`), or use a question mark (`?`) to match any *one* character (e.g., `809??` would match `80943` and `809F2`, but not `8093`).
VAT/GST options	Check this box to have ShopSite include the VAT/GST rate as part of the product price on Store Pages and More Information Pages. This setting *does not* affect Shopping Cart screens.
Display EU VAT-ID	Check this box to display the EU VAT-ID. There are also fields for the text to display both for the customer's VAT-ID entry box and for the error message displayed when customers enter an invalid VAT-ID.

When you have finished configuring your VAT/GST settings, click **Save Changes** to save your settings and return to the **Commerce Setup** screen, or click **Cancel** to return without saving your changes.

Sales Tax by Zip Code

This screen lets you set up the tax code tables for ShopSite to calculate sales tax using the customer's Zip Code.

Apply tax to selected countries	Check this box to turn on the Sales Tax by Zip Code feature for the listed countries. Click the **Configure** button to go to the **States and Countries** screen and select which countries to include. ShopSite will use the Zip Code to calculate the sales tax only for the selected countries.

Column Name	Description	Example
Use?	Check the box beside the Zip Code patterns you want to calculate tax for. If the customer's Zip Code doesn't match one of the pattens you are using, the default (first) tax code will be applied.	(Checked)/(Unchecked)
Pattern	Enter the Zip Code patterns you want to use for this tax zone. By default, ShopSite has definitions for the 5-digit Zip Codes used in the United States. You can use a question mark (?) as a match for any final characters. For example, `8086?` would match any ZIP code from 80860 to 80869, and `808??` would match any code between 80800 and 80899. If two patterns match the code entered by a customer, ShopSite will use the pattern that has the most precise match. For example, if you define one pattern as `808??` and another one as `8086?` and a customer enters 80863, ShopSite will apply the tax rate defined for `8086?` because it is a more precise match. ShopSite will match Five-plus-Four Zip Codes with 5-digit patterns in this table if there are no Five-plus-Four patterns defined. For example, if the customer enters 12345-6789, it will match with the pattern `123??`. If you are using Five-plus-Four patterns, you may want to include variations, such as using a hypen (-) or space to separate the four digit block.	71???, 808??, 8090?, 809013???, 80901-3???, 80901 3???
Tax Zone	Enter the name for the tax zone defined by the Zip Code pattern. By default, ShopSite has tax zone names for the United States. The tax zone name is used for the sales tax line-item in the shopping cart totals.	Colorado Tax
Tax	Enter the percent tax rate to use when calculating tax for this zone. The tax rate will be displayed with the tax zone name for the sales tax line-item in the shopping cart totals.	6.25

Once you have finished configuring your Zip Code based sales tax table, click **Save Changes** to save your settings and return to the Commerce Setup screen, or click **Cancel** to abandon your changes.

ShopSite Screen Reference

Welcome to the ShopSite Screen Reference. This document contains information about every screen of the ShopSite back office, with an explanation of the features available. Click one of the feature categories below to get started:

Pages	Manage Store Pages. Your entire store is made up of pages, from the welcome page to those listing products to pages that give more information about products. Once you've created pages, you can assign products to appear on those pages, and you can create links that allow customers to navigate between the pages.
Products	Manage Products in your inventory. The products you offer for sale are what will bring people to your store and keep them coming back, so you should take special care to present them in the best manner possible. Once you've added products, you can assign them to appear on specific pages.
Images	Manage images or other media files to use on your store. You can use images with products, on store pages, as buttons, and more.
Merchandising	Manage merchandising features. ShopSite includes many merchandising features to help you attract customers to your store, and keep them coming back.
Orders	View and manage orders placed at your store. After receiving an e-mail notification that someone has placed an order, you can go to the Orders screen in ShopSite to view order information.
Reports	View and manage store activity reports. ShopSite can help you track customer activity in your store using your Web server log files. The activity reports give you information about sales and general traffic on your Web store.
Commerce Setup	Manage commerce features. Use the Commerce Setup features to configure your store's ordering system, payment methods, shipping, customer registration, and sales tax calculation.
Utilities	General store management utilities, including the Store Builder Wizard and database management utilities.
Preferences	Manage general store preferences, such as customizing store text or selecting a theme layout and color scheme.

Search Content Settings

This screen allows yout to configure the content of Search Results page. This is similar to the Edit Page Contents screen for Store Pages.

Page Name	The name of the Search Results page.
Banner Graphic	Select the graphic, if any, that you want to appear on the top of this page. See the Image Tool help for more information on selecting an image. If you want to insert an image anywhere else on the page, use an HTML tag in that field.
Text 1	This is the primary text on the page. It will usually appear beside or below the banner graphic. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 2	This is the secondary text on the page. It will usually appear below the Search Results. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Text 3	This is a third field for text on the page. It will usually appear just above the page footer. You can enter any combination of text and HTML into this field. This field supports use of the HTML Editor.
Extra Fields	There are five generic custom fields that template designers can use to include additional fields in the results pages. These fields support use of the HTML Editor.

Search Details

The Search Details screen allows you to research the search habits of visitors to your store. This information, especially in comparison to orders, can be very useful for you to optimize your store so customers find what they are looking for quickly.

You can use the date range, term filter, and search type fields to select what information to display, then click on a column name to sort the results by the contents of that column.

Display Controls

Use these fields to decide what information you want displayed in the table below.

Date range	Select the range of dates you want to see search information for using one of the following methods: • **Select** - Click on the radio button for this option, then use the pull-down menu to select a preset date range to view. • **Enter** - Click on the radio button for this option, then enter a start and end date for the range to view. You may click on the **Start Date** or **End Date** links under the input fields to open a javascript calendar pop-up tool to help you select the date you want.
Show only searches that contain	Leave the * (asterisk) in this field to show all search terms, or enter a specific term to display results for.
Display	Select the type of information you want displayed in the table from this pull-down: • **All Searches** - display the search term, number of searches, and average number of results for all qualifying searches. • **Successful Searches** - display the search term, number of searches, and average number of results only for qualifying searches that had results. • **Failed Searches** - display the search term, number of searches, and average number of results only for qualifying searches that had no results. • **Individual Searches** - display the date/time, search term, number of results, and originating IP and domain name for each qualifying search.
Show Searches	Click this button to display a table of searches using the settings you have chosen.

Table of Searches

The table of searches shows the details of search activity on your site, according to your settings above. You can sort the details by clicking on the column name of the column you want to sort. Clicking on the column name a second time will reverse the sort order.

Term	The first column in the table (second colum in **Individual Searches** table) displays the keyword that was searched for.
# of Searches	This column indicates the number of times the keyword was searched for (not included on **Individual Searches** table).
Average # of Results	This column indicates the average number of results found for the keyword over all qualifying searches (not included on **Individual Searches** table).
Date/Time	This column on the **Individual Searches** table indicates the date and time when the search was performed.
Results	This column on the **Individual Searches** table indicates the number of results returned when the search was performed.
IP	This column on the **Individual Searches** table indicates the IP address of the computer where the search originated.
Domain	This column on the **Individual Searches** table indicates the domain name (if there is one) associated with the IP address where the search originated.
Do not log	Check this box if you do not want ShopSite to log searches for this keyword in the future, then click **Do not log selected**.

Results Page Links	If you have multiple pages of results, links to other results pages will be displayed below the table.
Results per Page	Select the number of results in the table to display on a single page.

Buttons

Weekly Summary	Click this button to go to the weekly summary screen.
Configure	Click this button to configure your search logging settings, such as how long to keep a history of searches.

ShopSite Pro 12 Search

Matching Any Words

Matching All Words

Search

Search the ShopSite Pro 12 Help files by entering the word or words you want to search for in the field above, then click **Search**.

Search Indexing Settings

This screen allows you to configure how the customer site search index is generated. You can control what words are indexed or ignored, as well as what product fields are included in the index.

Stop List

The Stop List controls what words are included and which are ignored in the index. Very common words (such as *the* or *and*) are included in the Stop List to keep them from influencing search results. For example, if a customer entered `The Beatles` as search keywords, *The* would be ignored because it is on the Stop List, and the customer would get all results for *Beatles*.

Stop List Operations	This section allows you to view the current Stop List and either add or remove words from the list: **Add Keyword** — To add a specific word to the Stop List, enter the word in the blank and click **Add Keyword**. That word will then appear in the Stop List. **Remove Keyword** — To remove a word from the list, select the word from the Stop List and click **Remove Keyword**.
Click here to move indexed keywords to stoplist	Click **Show Words** to view a list of words currently included in the search index, along with the number of times the word was found. To remove a word from your index and add it to the Stop List, check the box beside the word and click **Add to Stoplist**. There is an option below to display this list on the **Publish Results** screen.

Indexing Configuration

Configure what product information is indexed and manage index creation settings.

Indexable Product Fields	Check the box beside any product information fields you want to be used to create the keyword index, then select a relevance factor for each selected field. Keywords found in highly relevant fields will have a bigger influence on the search result order than keywords in less relevant fields.
Index Numbers	Check this box to have ShopSite include stand-alone numbers in the search index. If any of your products are differentiated by numbers (*24 carat gold ring* vs. *18 carat gold ring*, for example), you should check this box so customers will be able to use the numbers as search keywords. ***Note:*** This option only refers to standalone numbers. Numbers within words and hyphenated word-number combinations, such as "24-carat," will be indexed and searchable even if you do not check the Index Numbers box.
Ignore Subproducts during indexing	Checking this box will cause ShopSite not to index subproducts as part of a parent product. This is useful if you are using subproducts in a cross-sell scenario, and you don't want the search to return links to the pages where the product is being cross-sold.
Display Keywords During Indexing	Check this box to include the Keyword list on the **Publish Results** screen. This will display each word in the index, along with the number of times it occurs, on the **Publish Results** screen. To remove a keyword from the index, check the box beside the word and click **Add to Stoplist**. If you do not want to see the entire list of indexed words on the **Publish Results** screen, you can still manage your index by clicking on **Show Words** above.
Count Threshold	Enter the minimum number of times ShopSite should encounter a word before the word will be included in the search index. ShopSite will include any words not in the Stop List that are encountered at least the specified number of times. The default value is `3`, but you may want to set this higher if unwanted uncommon words are getting indexed.

Search Layout Settings

This screen controls the way the Search Results screen looks, including the template, colors, and what information is displayed. It is similar to the Edit Page Layout screen for Store Pages.

Name Toggle	Check this box to display the Page Name on the Search Results page.
Graphic Toggle	Check this box to display the page graphic on the Search Results page.

Layout Info

These options give you control over formatting the products and page links that appear on Search Results screens.

Search Template	Select the search template you want to use to format the search results page. If you have applied a theme to your store, selecting a different template here may give unexpected results.
Link Template Override	Check the override box to force all page links on the search results page to use the override template instead of the template associated with the page. This helps keep the search results page consistent without interfering with your ability to customize page appearance. If you have applied a theme to your store, selecting a different template here may give unexpected results.
Product Template Override	Check the override box to force all products listed on the search results page to use the override template instead of the template associated with the product. You can use this to present a consistent and more consise report on the search results pages without affecting the look of your product pages. If you have applied a theme to your store, selecting a different template here may give unexpected results.
Use Resized Product Images	Check the box to use a different size of the Product Image in the search results than is used on Store Pages, then select one of the available Image Sizes to use.
Item Alignment	Choose how you would like products and page links aligned in each column of the search results. This setting does not affect the Text1, Text2, and Text3 fields. Remember that you can also apply a Product Template Override to further customize how each product image lines up with the product name, price, and description.
Columns	Select how many columns to use to display search results on the screen. **ShopSite treats each product *or* link as an individual item in the layout, which may cause unwanted results for multiple column layouts.** If you will always have a 1:1 relation for products and links (if the Search Destination is not a Store Page, or if each product only appears on one Store Page), you can select 2 or 4 columns, but may want to avoid 3 or 5 columns. If you use Store Page as the Search Destination for products which appear on more than one Store Page, you may need to stick to 1 column. The **Classy** and **Gradient** themes have special Search Templates that do not have this problem: If you select the **Gradient** theme, products and links are displayed in a single space (each product/link group takes up exactly one column and one row, regardless of how many links there are). Selecting a 3 column layout would cause three products to appear side-by-side, with the relevant links beneath the product information. If you select the **Classy** theme, the layout of products and links depends on whether you select an odd or even number of columns: • 1, 3, or 5 columns will cause the products and links to be displayed together, as is done in the Gradient theme. • 2 or 4 columns will cause products and links to be displayed side-by-side, with the products in odd-numbered columns, and *all* associated links in even-numbered columns. Selecting a 2 column layout would cause a product to appear in the first column, and all links for that product in the second column, on the same row. The next row would have the next product in the first column and that product's links in the second column.
Column Borders	Checking this box will create a border around each product and (depending on the template) link on your page.

Page Width	Setting the page width to less than 100% will create margins on the page (unless the content is wider than the window). If you set the width to 90%, the page will have a 5% margin on each side, and the contents of the page will be displayed in the remaining 90% in the middle. Margins can improve the aesthetic quality and readability of a page.
Page Header	Check this box to place your store's page header at the top of Search Results screens. You can edit the page header for your store by going to **Preferences > Layout Settings** in your store's back office.
Page Footer	Check this box to place your store's page footer at the bottom of Search Results screens. You can edit the page footer for your store by going to **Preferences > Layout Settings** in your store's back office.
Text Color	This is the color that will be used for normal (non-link) text on Search Results screens. This color is set when you select a theme, or you can change it using the Color Picker Tool. Page text should usually be a dark color that contrasts with the background color.
Background Color	This is the color that will be used in the background of Search Results screens. This color is set when you select a theme, or you can change it using the Color Picker Tool. If there is a background image, the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
Link Color	This is the color that will be used for unvisited links on Search Results screens. This color is set when you select a theme, or you can change it using the Color Picker Tool. It is usually a good idea to make the link color easily distinguishable from the text color.
Visited Link Color	This is the color that will be used for links that a visitor has already visited. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is usually, but not always, different from the link color.
Active Link Color	This is the color that will be used for links that are *active*, meaning a customer has clicked on them. Several templates also use this for the link *hover* color, meaning the link will change to this color when a customer's cursor is over the link. This color is set when you select a theme, or you can change it using the Color Picker Tool. This color is frequently the same as the visited color.
Background Image	A background image is an image displayed behind the content of the page (but in front of the background color), and can significantly improve the visual appeal of the page. This image is set when you select a theme, or you can change it using the Image Tool. Most templates will *tile* the background image, repeating it across and down the page, to cover the entire page. For this reason, it is usually a good idea to use an image specifically designed as a background image. The *Elite* and *Gradient* Page Templates are great examples of using a background image to add a distinctive look to the page.

Search Page Configuration

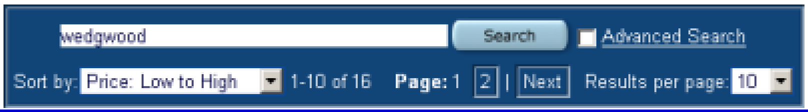
Use these options to control how search results are displayed on the page.

strip HTML tags from the product description	Check this box to have ShopSite leave HTML tags out of product descriptions on Search Results screens. You can use this in conjunction with the maximum character limit (below) and a minimal override product template to make the search results more compact.
Maximum number of characters displayed for the product description	Select the maximum number of characters (including spaces) from a product description to display on Search Results screens. Product descriptions longer than the allowed number will be cut off at the limit with an elipsis (. . .). You can use this in conjunction with Strip HTML tags (above) and a minimal override product template to make search results more compact.
Quantity Pricing Flag	Some override product templates are too compact to display a quantity pricing table. If you are using one of these templates, products with quantity pricing turned on will display the text (including HTML) you enter here as an anchor to indicate to the customer that the product has quantity pricing. The anchor will link to the Quantity Pricing Message, which will be displayed as a footnote.
Quantity Pricing Message	Enter the text you want to include in the footnote indicating that flagged products have quantity pricing enabled.
Variable Price Flag	Some override product templates are too compact to display a variable price input field. If you are using one of these templates, products with variable price turned on will display the text

	(including HTML) you enter here as an anchor to indicate to the customer that the product has a variable price. The anchor will link to the Variable Price Message, which will be displayed as a footnote.
Variable Price Message	Enter the text you want to include in the footnote indicating that flagged products have a variable price.

Search Results Header/Footer

ShopSite can display a header or footer for the search results, optionally displaying a search form, the number of results, a user-selectable number of results per page, links for additional results pages, and user-selectable sorting options. The following example shows how this might look in a store:



Position	Check the box beside **Top** to display a search results header. Check the box beside **Bottom** to display a search results footer. If both boxes are unchecked, customers will have no way to see additional results or sort the results.
Display layout	Select whether the elements of the results header/footer should be displayed in a **Horizontal** layout (across the page) or a **Vertical** layout (down the page).
Search Field	Check the box if you want to include a search field in the header/footer, then select the number of columns (characters) wide the keyword text input box should be. It is a good idea to keep this box checked unless you already have a keyword search form somewhere else on the page.
Result Count	Check this box to display the number of results showing and the total number of results found in the header/footer.
Pagination	Check this box to display links for additional results pages in the header/footer.
Maximum number of results (0 = show all)	Enter the maximum number of results to return for a search, or enter 0 (zero) to return all results.
Results per page	Enter the default number of results you want to display on each search results screen. Check the **Display dropdown menu** and select a step value for the pull-down to include a pull-down menu on the header/footer allowing the customer to select the number of results to display on the screen.
Allow sorting by	Check the boxes beside the sorting options you want to allow the customer to use. By default, searches are sorted by relevance, but you may allow the customer to sort the results by the product name or the price.

Advanced Search

This section contains options for providing advanced search functionality on the search form. Advanced search allows customers to use *Operators* to refine the search. You can learn more on the Advanced Search Help page.

Advanced Search	Select **Always** to enable advanced search on Store Pages and Search Results pages. Select **Only On Search Pages** to only enable advanced search on Search Results pages. Select **None** if you do not want to make advanced search available.
Search Terms Are	Select how ShopSite should match search terms with indexed keywords. • **Whole words** - search terms must be exact matches of indexed keywords (`table` would not match *tables*). Exact matching is faster than stem matching, but could ommit desired results. • **Stems** - search terms can match parts of indexed keywords (`table` would match *tables* or *stable*). This method is slower than exact matching, and could include unwanted results. • If you are using Whole word matching, you may want to check the box to **Auto new search with stems if nothing found.** • If you are using stem matching (either initially or only if whole word matches return no results), check the box before ***STEM*** to allow characters before the term (`table` would match *stable*), and check the box after ***STEM*** to allow characters after the term (`table` would match *tables*).

	Regardless of your settings here, ShopSite will always allow customers to force stem matching by including an asterisk (*) wildcard as part of the search term.
Display Advanced Search Field	Check this box to allow customers to select whether or not to use advanced search. This option will only appear on screens where you have enabled advanced search.
Default Advanced Search Field To	Select whether search forms with the advanced search selection box should default to **Basic** or **Advanced** search.
Text for Advanced Search Field	If you checked **Display Advanced Search Field**, use this field to enter the text that you want to appear beside the checkbox to enable advanced search on the search form.
Text for Help Link	If Advanced Search is enabled, the text here will be displayed on the search form as a link to a help page explaining how to use Advanced Search.
Help URL	Enter the destination URL for the Advanced Search Help link. You can use the default URL, a generic page provided by ShopSite, or copy the information from the default page to a customized page for your site.
Advanced Search Form Color	This is the color that will be used as the background color for the search form. This color is set when you select a theme, or you can change it using the Color Picker Tool.

Search Logging Configuration

Use this screen to manage your search log settings.

Enable search logging	Check this box to have ShopSite log searches performed on your store.
Keep search history for this number of days	Enter the number of days to keep information in your search log. Search records will automatically be cleared out of the log after the specified number of days.
Current search log size	This indicates the file size of your log. If you have an extremely large log, you may want to consider keeping the history for a shorter time period. You can also click the **Compact** button to clean up and compact the log.
Do not log search queries from (one IP or domain per line)	Enter the IP address or domain name for any clients you do not want to log searches. This can be used to exclude your own computer so your own testing doesn't skew the logs.

Buttons

Save Changes	Click this button to save changes on this screen and return to the search report you were previously viewing.
Cancel	Click this button to abandon your changes and return to the search report you were previously viewing.

Search Weekly Summary

This screen displays a summary of searches performed by visitors to your store over the past week. You can use this information to see what customers are searching for and whether or not they are finding it. If you know that customers are searching for something but not finding results, you can adjust your product information and search settings to help customers find the right products. You can also compare the top search terms with results to the products ordered and use that information to help customers find the products more quickly.

Summary Table

Day	The day that the searches were performed, starting with the current day and going back through the previous week.
# of Searches	The total number of keyword searches performed on your site during that day.
Top Term with Results	The most frequently searched-for term that returned any results and the number of times that term was searched for. If no searches returned results, the field will display "N/A".
Top Term without Results	The most frequently searched-for term that returned no results, along with the number of times that term was searched for. If all searches returned results, the field will display "N/A".

Buttons

Search Details	Click this button for a configurable, detailed report of search activity on your site, including keyword filtering and date range selection.
Configure	Click this button to configure your search logging settings, such as how long to keep a history of searches.

Search Settings

Select one of the buttons below to configure the way customers search for products on your store.

Search Indexing	Click this button to configure how ShopSite generates the search index the keywords, stop list, and product elements that are indexed.
Search Content	Click this button to configure the page information displayed on Search Results pages.
Search Layout	Click this button to configure the page layout of Search Results pages.
Search Logging	Click this button to configure and view a log of searches performed on your site.

Search Results

###ARCHITEXT###

Password Security Guidelines

Having a good password is an important key to protecting payment information and other sensitive data. Passwords are the front-line tool for keeping intruders out, and good password practices in all situations are essential for security. The following guidelines are intended to help you create and use good passwords.

A good password must be:

- Unique
- Hard to Guess
- Long and Mixed
- Changed Frequently

Uniqueness

One of the best ways to keep a password safe is to **use unique passwords for each system**. This means that the login password on your local PC is different from the login password on your server, and the login password you use for ShopSite is different from either of the others. Remembering multiple passwords may be a headache, but it's considerably easier than dealing with the consequences of a malicious hacker gaining access to your customer payment information.

There are numerous methods that can be used to help with passwords. One of the easiest to use is a mnemonic, or a memorable word or phrase. For example, if you enjoy classical music, you could base a password on the name of a favorite composer or piece of music. Remember not to use something easy to guess; if you are selling classical music, the same technique might not be as prudent. Another great mnemonic technique is to form a group of letters into a word you can remember. You may remember the word "Qwerty" from learning to type; coming up with a way to pronounce the letters in your password can be equally useful.

Hard to Guess

A good password is difficult for someone to guess. That means **not using easy to obtain information** such as your name, birthday, phone number, or the year you graduated from high school, or similar information from family members, pets, or your business. If you are basing your password on something memorable, pick obscure references that are not easily associated with you.

The second element of making passwords hard to guess is to **avoid using words or phrases that would be found in a dictionary**. This applies as much to words in other common languages as to your own language. Substituting numerals for similar letters will make your password harder to guess, but won't prevent a competent hacker from guessing a password based on a common dictionary word.

Completely random strings are the most difficult to guess, but can also be the hardest to remember unless you can come up with a mnemonic for it. Blending parts of words together to form a new word can be one way to make a memorable password; *Bach's Toccata and Fugue in D Minor* could become "t0cnfgdm1n", which is considerably less likely to be guessed.

Long and Mixed

The more characters in your password, the lower the probability that it will be guessed. Security experts recommend a **minimum of seven characters** for a strong password. Making a password too long may make it difficult to remember, and there are limits to password length in many systems, so you may want to avoid passwords longer than 10 characters.

A good password must also **combine alphabetic characters with numerals**. Your password should have at least one numeral in it, preferably not at the beginning or end. Substituting a numeral for a similar character is a popular practice, and as a result, malicious hackers are likely to try similar substitutions. If your password is difficult to guess in other respects, alpha-numeric substitutions may be fine, but you should not assume that changing the letter "L" to the numeral "1" will make it harder to guess an otherwise easy password.

Frequent Changes

The final aspect of a safe password is that it changes on a regular basis. The **minimum recommended period between changing your password is 90 days**, or three months. ShopSite will regularly remind you to change your password. When you do, you should avoid re-using a password you have used before, or a password very similar to one you have used; changing a "1" to a "2" is unlikely to be enough of a change to keep your new password from being guessed.

Minimum Requirements

The following are the minimum requirements for a secure password, as defined in the PCI specification:

- Do not use group, shared, or generic accounts/passwords
- Change user passwords at least every 90 days
- Require a minimum password length of at least seven characters
- Use passwords containing both numeric and alphabetic characters
- Do not allow an individual to submit a new password that is the same as any of the last four passwords he or she has used

With regards to access management, Administrators should also be aware of these additional requirements, as defined in the PCI specification:

- Users are to be locked out after six invalid login attempts
- The lockout duration must be a minimum of 30 minutes
- The access session must timeout after 15 minutes of idle time

See the Visa CISP Information Page for detailed information on PCI requirements.

Access Log

The access log is used to help detect if order information may have been accessed by an unauthorized user. The best way to avoid unauthorized access to order information is to change your Back Office password on a frequent basis. It is also a good idea to remove completed orders from the system. If you want to keep a history of customers and orders, you should download your orders and save them on your local system *without credit card information*. The access log is designed to notify merchants of possible unauthorized access, but only good security practices can prevent it.

The current month's access log can be viewed by the merchant at any time by clicking on the **View Log** button (see below). PCI Security Guidelines require merchants to keep a full year of logs. The previous twelve months logs are automatically stored in the *[datadir]/stats* directory in your ShopSite installation, with the name *order_log.*n (where *n* is a number between 1 and 12, representing how many months prior to the current month the file represents, so *order_log.2* would be for two months ago, and *order_log.8* would be eight months ago.

Note: If you are concerned about the amount of disk space the security logs take up, you may want to compress the log files or copy them to your local computer. Contact your hosting provider for information on how to compress old log files.

The access log uses browser cookies (a small file stored on your computer) to identify an authorized computer. The first time you access the order page, ShopSite will assign an ID (in a cookie) to your browser. If a different computer views the order page, a warning will be displayed indicating that an unrecognized computer has accessed the order system. All access to the order system is logged.

There are several possible reasons why a warning might be displayed, even if you are the only person to access the order system. Any time you use a new computer *or* a new browser on the same computer, or if you clear your browser's cookies, the security system will think you are a new user.

Note: The access log requires cookies to be enabled on the merchant's client computer(s) in order to accurately track and report unauthorized access to the order system, although access logging will continue regardless of whether or not cookies are enabled.

Security Configuration

Maximum number of entries to display from current log	Set how many entries from the log file will be displayed when you click the **View Log** button.
View Log	View the log information. The log records the time/date, whether the computer was trusted, the ID, the IP (internet) address, the domain, what action was taken, and whether the order system was accessed securely.
Download	Packages up all log information for the past year into a zip file to be downloaded to your computer.

E-mail Warnings

Shopsite will send the merchant an E-mail warning message if any of the following things happen:

- **Any computer is added to the trusted list.**
  The computer ID, IP address, and domain name (if available) of any computer added to the list will be E-mailed to the merchant to help prevent someone from accidentally or maliciously adding a computer that should not be trusted.
- **The trusted list file is modified.**
  If any other program or person changes the file that contains the list of trusted computers, ShopSite will send a warning E-mail to the merchant indicating the file has been changed.
- **The access log file is modified.**
  If any other program or person changes the file that contains the access log, ShopSite will send a warning E-mail to the merchant indicating the file has been changed.

Security Settings

Security Status	The Security Status screen displays the different security settings in your store and how they affect the overall store security status.
Intruder Detection	Shop Site uses an intruder detection system to help keep your order information secure. The **Intruder Detection** button will take you to a screen that allows you to manage the intruder detection system. ***Note:*** The intrusion detection system requires cookies to be enabled on the merchant's client computer(s) in order to accurately track and report unauthorized access to the order system, although access logging will continue regardless of whether or not cookies are enabled.
Credit Card Storage	Click on the **Credit Card Storage** button to view and configure credit card storage and retrieval settings.
Remote Database	Click the **Remote Database** button to configure ShopSite to store order information in a remote PostgreSQL database. This can help you comply with PCI Security guidelines which require you to store sensitive customer information (such as credit card numbers) behind a firewall.

Select Subproducts

Subproducts let you list related products underneath a "main" product wherever the main product appears in your store. You can use this feature in two ways:

- To encourage customers to buy the subproducts when buying the main product
- Use the main product to provide a description for a category of related products, such as different sizes of the same item.

To list related products

Display related items to encourage customers to buy them together. For example, you could list various special papers for sale underneath an inkjet printer to encourage customers who buy the printer to also buy paper. To implement this model:

1. Use **Add Product** to create product entries for the inkjet printer and all of the various papers. You don't need to create descriptions for the papers, as only the description of the main product is displayed. (You may want to use descriptive names for the papers.)
2. On the List of Products screen, select the printer, then click **Select Subproducts**.
3. On the resulting Select Subproducts screen, either search for all of the papers and the printer, or click **List All Products**.
4. From the search results list, select all of the paper products *and* the printer to "attach" them as subproducts to the printer. If you don't attach the printer as a subproduct to itself, the printer's price and [Add to Cart] button will not be displayed.
5. Click **Arrange Subproducts** to set the order for listing the subproducts. You probably want to list the printer first.

To list a category of products

Display categories of products or different models of the same product, or even different colors or sizes of a product. For example, you could sell "500 mg Vitamin C Capsules" in 50, 100, and 500 capsule bottles. To implement this model:

1. Use **Add Product** to create a main product to serve as the product type, in this case, the Vitamin C Capsules, and create a separate product for each of the different sizes that you are going to sell. Since only the product description for the main product will be displayed, make sure that it describes all of the variations. You don't need to give the main product a real price (though you must enter something), since the main product is not actually for sale. All of the products for the different sizes need real prices.
2. On the List of Products screen, select the main product, such as the Vitamin C Capsules, then click **Select Subproducts**.
3. On the resulting Select Subproducts screen, search for all of the products that represent the different sizes.
4. From the search results list, select the different size products; do not select the main product.
5. Either click **OK** button, or click **Arrange Subproducts** to set the order for listing the subproducts.

Share with Friends

ShopSite can add links to popular social networking sites that allows your customers to share their shopping experience with friends and family.

Settings

Share with Friends feature	Choose whether or not to Share with Friends (addthis.com integration) or Disable the sharing feature.
Allow link on Pages	This will place the link code (either the addthis.com integration or the email link) on every Product page.
Allow link on More Info Pages	This will place the link code (either the addthis.com integration or the email link) on every Product More Info page.
Share Link Code	Decide whether to use the default code or provide your own custom code. You can copy and paste the default code to use as a guide for your custom code.

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the **Merchandising** screen.

Custom Shipping Add-On Examples

ShopSite Input to Shipping Program Example

This is an example of what a two-item order might look like to the shipping program. Each field is shown here on a separate line for clarity, but there are no line breaks in actual operation.

```
?locale=en-US
&storeid=MyStore
&cust_zip=80863
&cust_country=US
&merch_zip=93257
&merch_country=US
&parm1=testing
&parm2=testing2
&currency_code=USD
&item_total=2
&weight_unit=LBS
&p1name=Hewlett%20Packard%20OfficeJet%20d145
&p1sku=1234-56
&p1uprice=410.99
&p1price=410.99
&p1option_total=0
&p1ship=Y
&p1quantity=1
&p1weight=30
&p1dimension=20x18x18
&p1type=T
&p1customer_text=
&p2name=Inkjet%20Paper
&p2sku=9876-12
&p2uprice=4.99
&p2price=9.98
&p2option_total=2
&p2option1=20lb
&p2option2=Photo%20quality
&p2ship=Y
&p2quantity=2
&p2weight=6
&p2dimension=
&p2type=T
&p2customer_text=To%20Sharon%2C%20our%20dearest%20friend.
```

Shipping Program Data Returned to ShopSite Example

This example shows the data returned by a shipping program for three shipping options.

```
status=pass
option_count=3
s1option=Ground
s1price=14.95
s2option=2-Day%20Air
s2price=29.00
s3option=Overnight%20Air
s3price=40.00
```

Shipping Program Error Message Example

This is an example error message returned from a shipping program.

```
status=fail
error=Shipping%20options%20not%20currently%20available%20-
%20try%20again%20in%20a%20few%20minutes.
```

Shipping Program Warning Message Example

This is an example of a warning message returned by a shipping program.

```
status=warn
error=Ground%20shipping%20not%20availble%20to%20Hawaii
option_count=2
s1option=2-Day%20Air
s1price=29.00
s2option=Overnight%20Air
s2price=40.00
```

Sample Perl Program

This Perl program displays sample shipping choices.

```
#!/usr/bin/perl
if ($ENV{'REQUEST_METHOD'} =~ /get/i) {
    $buffer = $ENV{'QUERY_STRING'};
print "buffer=$buffer\n";
    $method = "Get";
}
else {
    read(STDIN, $buffer, $ENV{'CONTENT_LENGTH'});
    $method = "Post";
}

@nvpairs = split(/&/, $buffer);
foreach $pair (@nvpairs)
{
  ($name, $value) = split(/=/, $pair);

  $name  =~ tr/+/ /;
  $name  =~ s/%([a-fA-F0-9][a-fA-F0-9])/pack("C", hex($1))/eg;
  $value =~ tr/+/ /;
  $value =~ s/%([a-fA-F0-9][a-fA-F0-9])/pack("C", hex($1))/eg;

  print "$name = $value\n";
  $pos = index($name,"quantity");
  if ($pos != -1)
  {
    $quantity = $value;
  }
  $pos = index($name,"weight");
  if ($pos != -1)
  {
    if ($value != 0.00)
    {
      $total += ($quantity * $value);
      $quantity = 0.00;
    }
  }
}
# output status=pass if everything is okay
print "status=pass\n";
#
# output status=warn if everything is okay but you need to tell the
# customer something so also output the error=....
#print "status=warn\n";
#print "error=Items%20will%20be%20shipped%20in%20several%20boxes\n";

print "option_count=3\n";
print "s1option=API%20Ground\n";
printf ("s1price=%0.2f\n",1.00*$total);
print "s2option=API%20Next%20Week\n";
printf ("s2price=%0.2f\n",2.00*$total);
print "s3option=API%20Tomorrow\n";
printf ("s3price=%0.2f\n",4.00*$total);
```

Custom Shipping Add-On

If you have a custom CGI application that you want ShopSite to call to calculate shipping charges, enable it on this screen by specifying its location. Be sure that your application conforms to the Shipping API Specification

ShopSite will invoke the Custom Shipping Add-on application whenever an item is added to or deleted from the shopping cart (unless there is no Zip code or country), when the quantity of an item is changed, and when the customer Zip code or country is changed. ShopSite will pass information about the order to the shipping application. The shipping application will process the information and pass back to ShopSite a list of possible shipping options and their associated charges. ShopSite will display those options and charges in a drop-down list on the shopping cart screen.

Web developers can use this feature to write programs to interface with shipping services that are not built-in to ShopSite.

Add-On File Name	Enter the file name of the Custom Shipping Add-on CGI application. The application file must be in the shopping cart directory (shown on the screen). **Note:** *Only* enable the Custom Shipping Add-on if you are sure the CGI is ready to run. If the Custom Shipping Add-on is selected as the shipping option but this field is empty or the file cannot be found, ShopSite will not add any shipping charges to orders.
Header for Error Message	Enter text to be displayed in the header of any error messages generated by the Custom Shipping API.
Ship From Country	Select the name of the country your products will ship from. ShopSite will pass this value to the Custom Shipping Add-on.
Ship From Zip/Postal Code	Enter the Zip or Postal Code your products will ship from. ShopSite will pass this value to the Custom Shipping Add-on.
Invoke Add-On if price changes	Check this box if you want ShopSite to recalculate shipping charges if the price of a product changes. This is only necessary if shipping costs could be affected by a price change (volume discounts, free shipping for orders over a given value, etc.).
Pass Customer Text to Add-On	Set this check box to pass the Customer Text field for each product to the Add-on as *p#customer_text*

Shipping Services	List the names of any shipping services (e.g. ground, second day, overnight, etc.) offered by your add-on in the text box, one service per line. Click **Services** to have ShopSite call your add-on and generate the list automatically. This list will be passed to features that require a list of shipping services, such as Google Wallet and Free Shipping Coupons.
Optional Additional Parameters	Use these eight fields to provide any additional information required by the Custom Shipping Add-on that you are using. You might want to pass a `test` parameter while testing your store, or you might need to pass a list of shipping methods that your store offers.
Weight Units	(Read only) This field shows the unit of weight used in your store, either pounds or kilograms. This value is set when you select a locale for your store.
Optional Product Fields	Check the boxes for any extra product fields you want passed to the Shipping API.

Shipping API Specification

Interface

The CGI for the Custom Shipping Add-On is called with the POST method. Its input is an '&' delimited series of name-value pairs (name=value) and the whole thing is URL-encoded.

The CGI application returns information to ShopSite by simply writing its data to standard out.

ShopSite Input to Shipping Program

ShopSite sends information to the shipping program is in the form of '&' delimited name-value pairs (see the example).

The following characters are used to indicate value types in these fields:

- a - character
- n - digit
- b - character or digit
- f - floating point

Services Information

Some features, such as Google Wallet and Free Shipping Coupons require a list of methods before a customer ZIP code is provided. This field is passed to request such a list:

`api_services_only=yes`	Request the API to return a list of all services.

Order Values

These fields contain information that applies to the entire order, including store information and customer information.

`locale=aa-AA`	The merchant locale, such as `en-US` or `en-CA`.
`storeid=aaaaa…`	A character string indicating the store’s ID.
`cust_zip=bbbbb…`	The zip/postal code as entered by the customer.
`cust_country=aa`	The customer’s country as entered by the customer.
`merch_zip=bbbbb…`	The Zip/postal code that the merchant is shipping from, as configured in ShopSite.
`merch_country=aa`	The country that the merchant is shipping from, as configured in ShopSite.

`parm1=bbbb…`
`parm2=bbbb…`
`parm3=bbbb…`
`parm4=bbbb…`
`parm5=bbbb…`
`parm6=bbbb…`
`parm7=bbbb…`
`parm8=bbbb…`
	Additional Parameters that the merchant may have entered when configuring the Custom Shipping Add-On.

`item_total=nnnn`	The total number of line items in the order. Each line item in the order increases this value by 1, regardless of how many units are ordered in a given line.
`currency_code=AAA`	Three-character currency code indicating the store’s primary currency, such as `USD` or `GBP`.
`weight_unit=AAA`	An indicator of the unit of weight used in the store, either `LBS` or `KGS`.

Line Item Values

These fields will be repeated for each line item in the order. `X` is the line item number, from `1` to the `item_total`.

`pXname=bbbbb…`	The product name.
`pXsku=bbbbb…`	The product SKU.
`pXorigsku=bbbbb…`	The product's original SKU. When using Advanced Options for Ordering Options, the product SKU

	can change based on what the customer selects. This field gives merchants the original, unmodified SKU of the product.
`pXoption_total=nn`	Number of Ordering Option menus for this product. 0 if this product has no Ordering Options.
`pXoptionN=bbbbb…`	The value of the selected Ordering Options for this product. This field is repeated for each menus choice, where `N` is the option number from 1 to `pXoption_total`. This field is not present if `pXoption_total` is 0.
`pXuprice=ffff.ff`	Per unit price of this product. If the product is on sale, this price is the sale price.
`pXprice=ffff.ff`	Total price of all products on this line. If the product is on sale, this price reflects the sale price, but does not include any coupons or discounts.
`pXship=A`	Set to `N` if no shipping charge for this product, `Y` if shipping charges apply.
`pXquantity=nnnnn`	The number of units ordered for this product.
`pXweight=fffff`	The shipping weight of one product.
`pXdimension=nnxnnxnn`	The shipping box dimensions of one product in the form LxWxH.
`pXtype=A`	The Product Type of this product, either `T` for tangible products or `D` for digital download products.
`pXapi_fieldF=bbbbb…`	Information from up to 25 extra Product Fields may be included, depending on the Extra Product Field settings and the Shipping Add on configuration.
`pXcustomer_text=bbbb…`	Contents of the Customer Text field. This will often be special instructions or words for a card.

Shipping Program Data Returned to ShopSite

The shipping program should simply write its output to standard out. The data is made of name-value pairs, URL-encoded, with each pair separated by a newline (line feed) character (See the example).

Order Values

These fields contain information that applies to the entire order.

`status=aaaa`	A four-character string indicating the status of the request, either `pass`, `warn`, or `fail`.
`error=bbbbb…`	A text string containing an error message to be displayed to the customer. If `status=fail` then this field will exist and describe the problem and no other fields will be expected. This message will be displayed to the customer at the top of the shopping cart screen, and the shipping total field will be displayed as `-----` (See the example). If `status=warn` then this message will be displayed but processing of return data will continue as with `status=pass`.
`option_count=nn`	Total number of shipping options

Option Values

These fields must be repeated for each shipping option. `X` is the shipping option number, 1 to `option_count`.

`sXoption=aaaaa…`	The name of the shipping option, such as "Second Day Air."
`sXprice=fffffff`	The price of this shipping option.

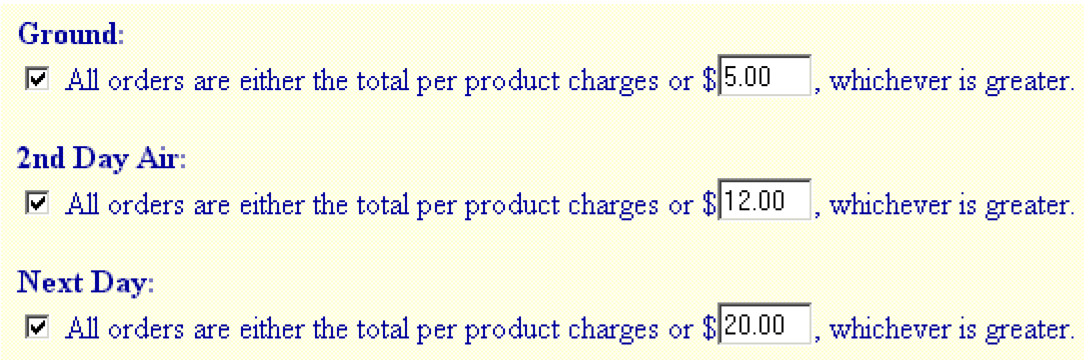
Base Shipping

Base Shipping lets you set a minimum shipping charge and a shipping charge for each product. The customer is charged the total of all the individual shipping charges or the minimum shipping charge, whichever is greater. The base charge should be the minimum it would cost to ship any product.

For example, suppose you have set $3.00 as your base shipping charge. A small item has been given a shipping charge of $.50 while a larger item has been given a charge of $4.00. The small item ordered alone would be $3.00 to ship. The larger item would be $4.00. The two ordered together would be $4.50 in shipping charges.

A shipping charge field for each delivery method (next day, second day, etc) will appear on the Add New Product and Edit Product Info pages (advanced editing). You can also use the Power Edit Pages or Database Upload features to set shipping charges for each product. By default, three delivery methods are enabled, but you can enable up to 10 or disable any that you don't need. You can change the names of the delivery methods in **Preferences** > **Store Text** > **Shipping**.

A Base Shipping table might look like this:



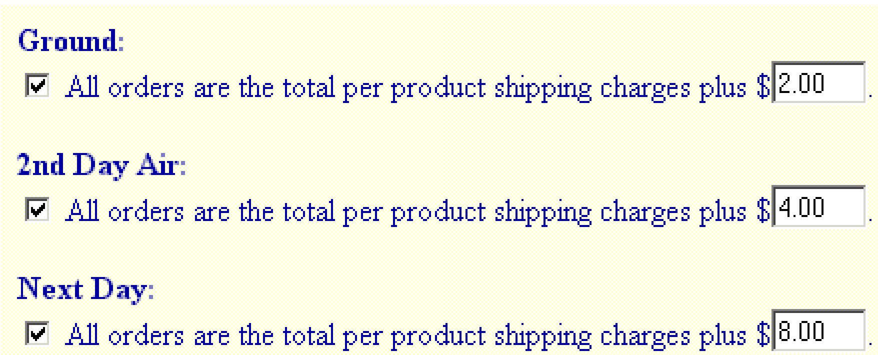
Base Plus Shipping

Base Plus Shipping lets you set a base shipping charge and a shipping charge for each product. The customer is charged the total of all the individual shipping charges plus the base shipping charge. You can consider the base shipping charge as a "handling charge."

For example, suppose you have set $3.00 as your base shipping charge. A small item has a shipping charge of $.50 while a larger item has a shipping charge of $4.00. The small item ordered alone would be $3.50 to ship. The larger item would be $7.00.

A shipping charge field for each delivery method (next day, second day, etc) will appear on the Add New Product and Edit Product Info pages (advanced editing). You can also use the Power Edit Pages or Database Upload features to set shipping charges for each product. By default, three delivery methods are enabled, but you can enable up to 10 or disable any that you don’t need. You can change the names of the delivery methods in **Preferences** > **Store Text** > **Shipping**.

A Base Plus Shipping table might look like this:



Shipping by Currency

The Shipping by Currency table lets you define how much your store will charge for shipping based on the total cost of the order and the delivery method that the customer chooses. By default, three delivery methods are enabled, but you can enable up to 100 or disable any that you don't need. You can change the names of the delivery methods by editing the text fields above each column.

To use Shipping by Currency, simply define your rate table on this screen. Each row represents a price range, and you can display any number of rows between 20 and 200, but you don't have to use all of the rows. ShopSite adds up the total price for all products in an order and charges the shipping amount set here in the table.

Note: The shipping charge is based on the cost of the order *after* any discounts are applied but before coupons are applied.

When you define your table, it is best to include two decimal places in the price ranges -- such as "0.00 to 9.99" and "10.00 to 19.99" -- to be sure to cover all possibilities. To set a maximum charge, set the "To" value in the last defined range to a cost beyond what customers will spend on a single order, such as 9999.99.

Note: "N/A" can be used for currency amounts for which you don't want to provide a particular shipping option. For example, you may want to ship small value orders only by 2nd Day Air or Next Day, since you can make a little extra on the product by shipping that way. So for orders that are for 5.00 or less you put n/a in the Ground column, but for orders more than that you put a dollar value. 2nd Day Air and Next day would have values in all rows of the table.

A Shipping by Currency table might look like this:

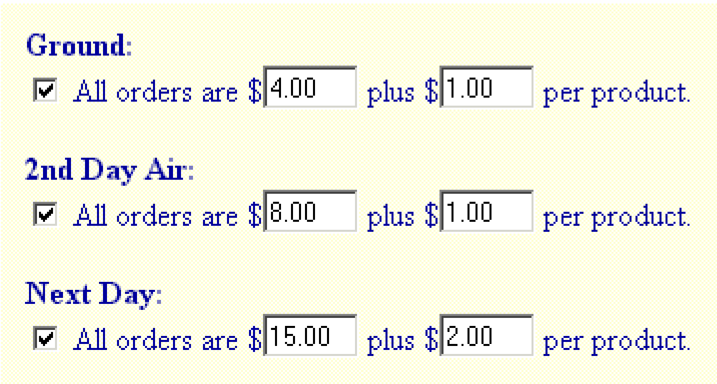
From	To		Ground	2nd Day Air	Next Day
			☑	☑	☑
$ 0.00	$ 10.00	=	3.00	5.00	8.00
$ 10.01	$ 20.00	=	5.00	7.50	11.00
$ 20.01	$ 50.00	=	7.00	10.00	14.00
$ 50.01	$ 100.00	=	9.00	12.50	17.00
$ 100.01	$ 999.99	=	11.00	15.00	20.00

Flat Base Each Shipping

With Flat Base Each Shipping, every order is charged a base shipping rate plus a fixed amount per product, depending on the delivery method chosen. By default, three delivery methods are enabled, but you can enable up to 10 or disable any that you don't need. You can change the names of the delivery methods in **Preferences** > **Store Text** > **Shipping**.

Flat Base Each Shipping is a good choice if all of your products are essentially the same size and weight.

A Flat Base Each Shipping table might look like this:



Flat Each Shipping

With Flat Each Shipping, every product is charged the same shipping rate, depending on the delivery method chosen. The total shipping charge is the shipping rate multiplied by the number of products in the order. By default, three delivery methods are enabled, but you can enable up to 10 or disable any that you don’t need. You can change the names of the delivery methods in **Preferences** > **Store Text** > **Shipping**.

A Flat Each Shipping table might look like this:

Flat Shipping

With Flat Shipping, every order is charged the same shipping rate, depending on the delivery method chosen. By default, three delivery methods are enabled, but you can enable up to 10 or disable any that you don't need. You can change the names of the delivery methods in **Preferences** > **Store Text** > **Shipping**.

Flat Shipping is the simplest method of charging for shipping, but it is also the least flexible. Flat Shipping is a good choice if the majority of orders in your store are packaged so that they are close to the same size and weight.

A Flat Shipping table might look like this:

Select and Configure Shipping Services and Rates

ShopSite includes a variety of methods for calculating shipping rates for orders. Select what shipping calculation methods will be offered, and how shipping and handling rates will be calculated for orders.

Note: If you need to charge tax on shipping costs, you can enable that in Commerce Setup > Sales Tax. You should consult a tax expert on this, as shipping charges may or may not be taxable, depending on where your store is located, whether you add a "handling" charge, whether your shipping rates are exact or approximate, and whether passage of title occurs before or after you ship.

Shipping Rate Calculations and Services

Select which shipping rate calculation methods or services you wish to use for orders, then click **Configure** to configure settings for that service.

<table>
<tr>
<td>ShopSite Shipping Rate Calculations</td>
<td>You may use a simple table to calculate shipping rates for up to ten different shipping methods. ShopSite calculated shipping can be done using one of the following tables:

Shipping by Weight - Calculate shipping charges using the product weight and a table you create. Click Configure to create the rate table.
Shipping by Currency - Calculate shipping charges based off the product cost and a table you create. Click Configure to create the rate table.
Flat Shipping - Charge a single shipping rate for all orders. Click Configure to specify the rate for each selected shipping method.
Flat Base Each Shipping - Calculate shipping charges based off a flat base rate, plus an additional charge for each product ordered. Click Configure to specify the base and per-product rate for each selected shipping method.
Flat Each Shipping - Calculate the shipping rate using a flat rate for each item ordered. Click Configure to specify the per-product rate for each selected shipping method.
Base Shipping - Calculate total shipping as the sum of specified shipping prices for each product. You may also specify a minimum shipping rate to use if the combined shipping rate is less than the minimum. Click Configure to specify a minimum rate for each selected shipping method.
Base Plus Shipping - Calculate shipping as the sum of specified shipping prices for each product, plus a base shipping charge. Click Configure to specify the base charge for each selected shipping method.
None - Select this option if you do not want to use a table to calculate shipping rates. You should generally only select this option if you are using a Custom Shipping Add-on or do not charge shipping for any orders.

</td>
</tr>
<tr>
<td>Shipping Carriers</td>
<td>ShopSite has integrated support for real-time shipping quotes provided by the shipping carriers below. Select the box for any shipping carriers you wish to offer, then Configure rate calculation for the selected carriers.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

UPS - To use the United Parcel Service real-time shipping calculator, click Configure to set up your shipping options. Note that configuring UPS requires registration with UPS. After configuring your shipping options, check the box for UPS.
Federal Express - To use the Federal Express real-time shipping calculator, click Configure to set up your shipping options. Note that configuring FedEx requires registration with FedEx. After configuring your shipping options, check the box for FedEx.

</td>
</tr>
</table>

	• **U.S. Postal Service** - To use the United States Postal Service real-time shipping calculator, click **Configure** to set up your shipping options. Note that configuring USPS requires registration with USPS. After configuring your shipping options, check the box for USPS. • **Canada Post** - To use Canada Post real-time shipping calculator, click **Configure** to set up your shipping options. Note that configuring Canada Post requires registration with Canada Post. After configuring your shipping options, check the box for Canada Post. • **Australia Post** - To use Australia Post real-time shipping calculator, click **Configure** to set up your shipping options. Note that configuring Australia Post requires registration with Australia Post. After configuring your shipping options, check the box for Australia Post.
International	**GlobalShopex International** provides an alternative to the merchant handling payment from and shipping to international customers. Click **Configure** to set up the GlobalShopex International feature.
Custom Shipping	Check this box if you want to have ShopSite use a custom shipping add-on program to calculate shipping rates. Click **Configure Add-on** to specify the program and options to use.

Shopping Cart Screen

Select how you would like the available shipping options displayed to customers in the shopping cart.

Display Shipping Options As	Select how you want ShopSite to display the shipping options: • **Pull-down menu** - shipping methods will be displayed as options in a pull-down menu. This is a compact way to display a large number of shipping options. • **Radio buttons** - shipping methods will be displayed in a list of radio buttons. This displays all the shipping options at the same time. • **By Shipping Carrier** - shipping carriers will be displayed in a selectable list. The shipping methods for the selected carrier will be displayed in a list of radio buttons below the carrier name. Enter the name you want to display on the shopping cart for each carrier.
Shipping Option Sort Order	Select the order in which shipping options should be displayed *within each shipping service*. Use the **Shipping Service Display Order** (below) to set the order the services will appear in.
Default Selected Shipping Option	Select whether you want the first listed shipping option to be selected by default when the Shipping page loads..
Shipping Service Display Order	Select **Services in this order:**, then use the **Move Up** or **Move Down** buttons to arrange selected services in the desired order. If you want to emphasize one shipping service, you may want to have it displayed first. If you want to display all shipping methods from all services sorted by cost, choose **All service options together**.
If no shipping service is available to ship the entire order	Select how to handle orders where a single shipping option is not available for all products in the cart.
Shipping carrier warning and error messages	Check this box to have all shipping-related error messages and warnings displayed to the customer.

Shipping Box Dimensions

If you are using UPS or a Custom Shipping Add-on to calculate shipping charges, you may need to specify the dimensions of each product's shipping box as well as the product weight to get the correct shipping charges.

Unit of Measure	Select whether your box measurements are in inches or centimeters, whichever is appropriate for your country.
Standard Box Sizes	Enter the dimensions of your standard shipping boxes in the format LxWxH (Length by Width by Height). When you are adding a product or editing product info, you will be able to select from these box sizes in a pull down menu. You can add an optional text description for each box by typing a semicolon between the dimensions and the description. You can list the dimensions or the description first, like this: `24x24x24; Big Square Box`

	or `Big Square Box; 24x24x24` Only the dimensions will be sent to UPS or the Custom Shipping Add-On. You may want to look up the UPS Box Sizes or FedEx Box Sizes.

Handling Charges

In addition to shipping charges, you can add a handling charge to each order. If you have enabled tax on shipping, handling charges will also be taxed.

Handling Charge	Check this box to add a handling charge to each order, based on the values that you define here. The handling charge will be included in the shipping charge; it will notbe displayed as a separate line item in the shopping cart

Handling Charge Formula	Use these fields to create a formula for calculating handling charges. You can define a simple formula, or one based on other costs in the order.
	• **Base** - Enter an optional base handling charge for each order. You can enter just a Base charge, just a Plus charge, or a combination of the two. Any Base charge will be added to all orders, regardless of the number of products or the amount of the order, etc.
	• **Plus/Times** - Select a criteria for calculating handling charges - in addition to any Base charge that you defined - and then select a multiplication factor. Here are some example:
	  ◦ **None** - only the Base charge will be added to orders.
	  ◦ **Subtotal** - The handling charge will be calculated as a percentage of the product subtotal, in addition to any Base charge. For example, if you select Subtotal times .05, the handling charge will be 5% of the product subtotal.
	  ◦ **Total Number of Products** - The handling charge will be calculated based on the number of products in an order, in addition to any Base charge. For example, if you select Total Number of Products times 1.25, the handling charge will be $1.25 for each product ordered.
	  ◦ **Weight** - The handling charge will be calculated as a percentage of the total weight of the order, in addition to any Base charge. For example, if you select Weight times .5, the handling charge will be $0.50 per pound.
	  ◦ **Shipping** - The handling charge will be calculated as a percentage of the shipping charge, in addition to any Base charge. For example, if you select Shipping times .1, the handling charge will be 10% of the shipping charge.

Maximum Handling Charge	Enter an optional maximum handling charge for each order. If the calculated handling charges exceed this amount, ShopSite will charge the maximum instead of the calculated amount. Note that the calculated amount includes the per order charge defined here and any Extra Handling Charges defined for individual products.
Turn Off Handling Charge if this Subtotal reached	Enter an optional value at which ShopSite will not add a handling charge to an order. Leave this field blank to add a handling charge based on the Handling Charge Formula, regardless of the order subtotal.

Free Shipping

Enable Free Shipping	Check this box to enable free shipping, based on the settings in the other fields.
Minimum Amount	Choose whether to use the Product Total (the combined product cost before coupons or volume discounts are calculated) or the Subtotal (after discounts, but before tax and handling charges are applied) to determine the minimum cart subtotal to qualify for free shipping. If the selected total meets the minimum value, the free shipping option will be selected automatically, though the customer will still have the option to select a different shipping method.
Shipping Option Name	Enter the text that you want displayed in the shopping cart for the free shipping option.
Free Shipping	Text of message displayed in shopping cart when the free shipping option becomes available.

Message	
Allowed Countries	Click **Configure** to select which countries will have Free Shipping enabled. This will take you to the **Commerce Setup** > **States and Countries** screen, where you can check the **Free Ship** checkbox for any countries to which free shipping will be allowed. You can use the **Exclude ZIP Postal Codes** option below to restrict free shipping within allowed countries. This field is used for Free Shipping Coupons, even if you have not enabled free shipping.
Excluded ZIP Postal Codes	Enter the ZIP or Postal Codes for regions in allowed countries you want excluded from free shipping. For example, a merchant offering free shipping in the contiguous 48 U.S. states would enter the ZIP codes for Alaska and Hawaii to exclude those states. This field is used by Free Shipping Coupons, even if you have not enabled free shipping.

Free Shipping Coupon

You may create special Coupons that offer free shipping as the discount. This section allows you to enable the Free Shipping option for coupons, and to specify which shipping method to use for free shipping.

Free Shipping coupons will be valid only for countries and ZIP/Postal Codes where Free Shipping is enabled (above).

Enable Free Shipping Coupon Usage	Check this box to enable Free Shipping Coupons. You do not need to have Free Shipping enabled in order to create Free Shipping Coupons. You may then create the coupons by going to **ShopSite** > **Merchandising** > **Coupons**.
Shipping Service to use	Select which of your configured shipping methods to use for free shipping coupons.

International Shipping using GlobalShopex

With this feature enabled, GlobalShopex can handle international payments and shipping. When international customers go to check out, they are presented with the option to use international checkout. This will redirect them to GlobalShopex to complete their order. Upon completion, GlobalShopex will notify ShopSite to send the products to the GlobalShopex routing center in Florida. From there, GlobalShopex will send the order to the international customer.

To provide GlobalShopex as an international shipping method, you will need to have a merchant account with them. Go to their website to sign up.

Merchant ID	Copy the Merchant ID from from your GlobalShopex account to this field.

Shipping to GlobalShopex

Standard shipping to GlobalShopex:	Select which shipping method to use to ship products to GlobalShopex's routing center when the customer selects standard shipping.
Expedited shipping to GlobalShopex:	Select which shipping method to use to ship products to GlobalShopex's routing center when the customer selects expedited shipping.

Merchant Ship to Countries

Countries merchant directly ships to:	Click "Configure" to select which countries the merchant directly ships, bypassing GlobalShopex. It leads to the same "States and Countries" configuration screen as used in the other shipping systems.
Country Selection Text:	This text is appended to the list of countries in the Country selection box. Selecting it will change the checkout button to redirect to the GlobalShopex site for order completion. It defaults to "All other countries".

Checkout Button and Back to Cart URL

As international checkout is handled on the GlobalShopex site, you can specify a different checkout button for international checkout.

Checkout button Image:	This is the image that will be used for international checkout. See the Image Tool help for more information on selecting an image.
URL for back to store button:	This is the merchant's store URL. If the customer decides to return to the store (either before or after completing the order), a button on the GlobalShopex site will use this URL to do so. You must copy this URL into your GlobalShopex configuration.

Shipping by Weight

The Shipping by Weight table lets you define how much your store will charge for shipping based on the weight of the order and the delivery method that the customer chooses. By default, three delivery methods are enabled, but you can enable up to 100 or disable any that you don't need. You can change the names of the delivery methods by editing the text fields above each column.

Each row in the table represents a weight range, and you can display any number of rows between 20 and 200, but you don't have to use all of the rows. For each weight range and delivery method, enter the shipping charge.

To use Shipping by Weight, you must define your rate table on this screen *and* you must enter a weight for each product in your store. ShopSite adds up the total weight for all products in an order and charges the shipping amount set here in the table.

Note: ShopSite will not add any shipping charges for products that do not have a weight specified.

When you define your table, it is best to include two decimal places in the weight ranges -- such as "0.00 to 3.99" and "4.00 to 5.99" -- to be sure to cover all possibilities. To set a maximum charge, set the "To" value in the last defined range to a large weight, such as 999.99.

Note: "N/A" can be used for weights for which you don't want to provide a particular shipping option. For example, an order that weighs 50lbs can't be shipped by Next Day air (or perhaps it is prohibitively expensive to do so), so you put n/a in the Next Day Air columm for the row repesenting 50 lbs. or greater.

A Shipping by Weight table might look like this:

From	To		Ground	2nd Day Air	Next Day
			☑	☑	☑
0.00	2.00	=	5.00	8.00	12.00
2.01	5.00	=	8.00	9.00	13.00
5.01	10.00	=	12.00	16.00	20.00
10.00	999.99	=	15.00	20.00	30.00

* Shipping

Note: If you have not previously configured * shipping, you will be required to Register for * Shipping before seeing this screen.

Use the fields on this screen to select the * services that you want to offer your customers and to configure additional * shipping options. You must also configure ShopSite to use state and country pull-down lists on the States and Countries screen.

When obtaining * shipping rates for an order, ShopSite uses some default settings that are correct for most orders. * charges may be higher if an order does not meet these qualifications:

- The order will be picked up as part of a regular daily pickup.
- You are using your own packaging materials.
- The package dimensions do not exceed * standards and do not require dimensional weight calculations. You can find information on dimensional weight calculations on the * site.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

* Services

Select * Services	Check the * shipping services that you want to offer to your customers. Note that not all services are available for all destinations. For example, you cannot use UPS Ground to deliver a package from the U.S. mainland to Hawaii. The UPS system will compare the store location with the customer's shipping address and only display charges for services that are actually available.

* Delivery

Residential or Commercial	Select **Residential Delivery** if the majority of your shipments go to residential addresses. Select **Commercial Delivery** if most of your shipments are delivered to businesses. UPS rates are slightly higher for residential delivery.

* Pickup Types

Select * Pickup Type	Select the method that you use for * pickups. Some pickup methods are more expensive than others. Options may include: Daily Pickup, Customer Counter, One Time Pickup, On Call Air, and Letter Center.

* Shipping Rates

Select Shipping Rates	Select the method to use for determining shipping rates. Some methods are more expensive than others. Options may include: Retail Rates, Daily Rates, Standard List Rates, and Account Based Rates. You also have the option of adjusting the rates before they are displayed to the customer by selecting the check box and providing + or - a particular percentage.

* Address Validation

*** UPS Address Validation**	Check this box to use UPS Address Validation to ensure that the shipping address information entered by customers is consistent. This does not check that the address actually exists, but that the city, state, and ZIP code all match. All combinations of city, state and ZIP code must be for addresses within the United States. All other addresses are assumed to be okay.

	Note: When using * Address Validation, it is strongly recommended that you configure the order form to use a pull-down menu for selecting states. You can do this on the **Commerce Setup** > **States and Countries** screen.
Display Error Details	Only check this box if you or your customers are experiencing problems with UPS Address Validation. Checking this box will cause ShopSite to display an error screen to the customer when there is a problem with address validation. Note that an invalid address is not an error, and that Address Validation will always display a message and recommend address changes if the address entered is invalid.

Maximum Package Weight

Maximum weight per package (up to 150 lbs.)	et the maximum weight that you will put in each box that you ship. (Note that you must use the same unit of measure throughout your store, either pounds or kilograms.) If the combined weight of all products in an order exceeds this weight, ShopSite will charge for multiple boxes. This value should be at least as large as the weight of the heaviest product that you sell.

Minimum Order Weight

Use minimum order weight if total order weight is less	Check this box and enter a minimum weight to have ShopSite use the minimum order weight if the combined weight of all products in an order is less than the minimum specified.

Missing Product Weight

<table>
<tr><td>E-mail alert settings</td><td>Click on Change to configure missing product weight E-mail settings. A pop-up window will open and let you set the following options:

E-mail Settings
<table>
<tr><td>Send E-mail</td><td>Check this box to have ShopSite send you an E-mail when it encounters a product with no weight configured.</td></tr>
<tr><td>E-mail Address</td><td>Enter the E-mail address ShopSite should send the alert to.</td></tr>
<tr><td>This message will be added to the e-mailed alert, just under the product name.</td><td>Enter any text you want included in the message after the name of the product without a configured weight.</td></tr>
</table></td></tr>
<tr><td>Use minimum product weight</td><td>Check this box and enter a minimum product weight to have ShopSite charge shipping based on the minimum product weight for all products that have no weight defined.</td></tr>
</table>

Customer Messages

Header for Error Messages	Enter a description for the UPS error messages that will be displayed to the customer.
No * server response	Enter a message that you want customers to see when the * server does not respond after ShopSite requests shipping charges for an order. This should be a very rare occurrence.
No * service for shipping address	Enter a message that you want customers to see when there is no * service available for the shipping address. For example, if you have only enabled UPS Ground and the customer enters a shipping address that requires air delivery, this message would be displayed.

Buttons

Subscriber Info	Click this button to view your * User ID, password, and Access License key.
Zero Weight Products	Click this button to see a list of products in your store that have a weight of zero. Products with zero weight will not incur the correct shipping charges. In most cases, you should define a real weight for each product.
Register	Click this button to go through the * registration process again. You should re-register if you need to change your store's address or other information.

shopsite

Google Sitemap Configuration

A Sitemap lets you tell Google's search engine what you want them to know about your Web site, and can help improve your Google ranking. ShopSite can automatically create a sitemap for your ShopSite generated pages, and update it whenever you publish new content.

If you have not created and registered a sitemap before, you may want to use the **Sitemap Wizard** to help guide you through the process, including signing up with Google and filling out the fields below.

Sitemap Configuration Settings

Enter the sitemap information in the form fields below.

Google Site Verification File	When you are registering your site with Google, you will be required to create a file on your site to prove you actually manage the site. Google will provide you with a filename to create. Enter the filename here and click **Save** to have ShopSite create the file.
Sitemap URL	This is the URL where your sitemap will be created. When you register your sitemap with Google, enter this URL.
Page Change Frequency	This value is included in your sitemap to tell Google how frequently your site changes. You should set this based off the average frequency you update your site. Setting the frequency to a higher-than-average frequency will *not* improve your ranking.
Include Custom Sitemap (optional)	If you want to include information about non-ShopSite generated content on your site, you can create a sitemap and upload it to your Store's HTML Output directory. To include it in your ShopSite sitemap, enter the filename of the sitemap here.

Click the **Save** button to save your settings, or click **Cancel** to abandon your changes and return to the Google Services screen

- ShopSite will automatically update your sitemap whenever you publish your store. To change whether or not ShopSite updates your sitemap when you publish, go to **Utilities** > **Publish** in your ShopSite back office and toggle the checkbox to **Generate Google Type SiteMap during update** and click **Save**.
- By default, all your Store Pages and Product More Info Pages are included in your sitemap. You can toggle whether or not to include individual pages, as well as assign a sitemap priority, when you add or edit Pages or Products.

You can click the **Wizard** button to go through the Sitemap Wizard, even if you have already configured ShopSite to generate a sitemap.

Click the **Go to Google Tools** button to open the Google Webmaster Tools website in a new window.

The video below provides an example of how to configure a sitemap using Google and ShopSite.

Google Sitemap Wizard Step 1 of 4

In order to register your sitemap with Google, you must sign up to use Google's Webmaster Tools:

Note: When using the Sitemap Wizard, you will need to switch between the Google site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. Click on the **Go to Google Tools** button to open the Google Webmaster Tools site in a new window.
2. All Google tools, including the Webmaster Tools, use the same account for access.
   - If you already use a Google tool (AdWords, Analytics, Gmail, etc.) you can sign in using that account.
   - If you do not already have a Google account, click the link to **Create an account now**. After creating a new account, you will be brought back to the Google Webmaster Tools Sign in page and can sign in using your new account.
3. After you have signed in, you will be prompted to enter the URL of your website. Enter the exact URL of your store's html output directory, then click **OK**.

   Note: You *must* enter the correct URL on this screen. In order to avoid any mistakes, you may want to copy the URL from the Wizard screen (which should still be open in another window). You can also copy the URL from the **Store URL** field under **Store Settings** on the **Preferences** > **Hosting Service** screen in your ShopSite back office.

4. The next step is to Verify Ownership of your site. At the top of the Google Webmaster Tools screen, find the note and click on the link to **Verify your site**.
5. On the Site Verification screen, select the option to **Upload an HTML File** from the pull-down menu.
6. Google will generate a filename that you are supposed to upload to your site. Copy that filename and paste it into the **Verify Ownership File** box in the ShopSite sitemap wizard (which should still be open in another window).

   Note: If you are not using the wizard, you would paste the filename into the **Google Site Verification File** field on the main **Sitemap** configuration screen.

7. Click **Next** on the Wizard screen to create the file and continue registering your Site with Google.

Google Sitemap Wizard Step 2 of 4

When you clicked the **Next** button on the Step 1 screen, ShopSite generated the ownership verification file. Now you can complete registering your site with Google.

Note: When using the Sitemap Wizard, you will need to switch between the Google site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. Switch to the window open to the Google Webmaster Tools Site Verification screen and click the button to **Verify** your site. Google will check that the file was created. If Google fails to verify your site, check that Google is using the correct URL for your store.
2. Once your site is verified, you will be returned to the Google Tools website information screen. Switch back to the window open to the ShopSite sitemap wizard
3. Select how frequently you update your site. This value is included in your sitemap to tell Google how frequently your site changes. You should set this based off the average frequency you update your site. Setting the frequency to a higher-than-average frequency will *not* improve your ranking.
4. ShopSite can only generate a sitemap for pages generated by ShopSite. If you have non-ShopSite generated pages and have created a Google sitemap for them, you can include that sitemap with your ShopSite generated Sitemap by entering the sitemap filename in the provided field.

   Note: If you have not already created a sitemap for non-ShopSite generated pages, you can create one later and include it in your ShopSite sitemap by entering the filename on the **Merchandising** > **Google** > **Sitemap** screen in your ShopSite Back Office.

5. Click the **Next** button to create a sitemap and continue with the Wizard.

Google Sitemap Wizard Step 3 of 4

When you clicked the **Next** button in Step 2, ShopSite generated a sitemap using your current settings. You can now register your sitemap with Google

Note: When using the Sitemap Wizard, you will need to switch between the Google site and your ShopSite back office several times. Make sure you **keep both windows open** as you go through the Wizard.

1. Switch to the window open to the Google Webmaster Tools site. Find the tab labeled **Sitemaps** and click on it.
2. Click the link to **Add a Sitemap**, then select the option to **Add a General Web Sitemap**
3. Enter the URL of your sitemap into the form field and click the **Add Web Sitemap** button.

   Note: You *must* enter the correct URL on this screen. In order to avoid any mistakes, you may want to copy the URL from the Wizard screen (which should still be open in another window). You can also find the sitemap URL on the **Merchandising** > **Google** > **Sitemap** screen in your ShopSite back office.

4. Switch back to window open to the ShopSite sitemap wizard and click **Next** to continue.

Google Sitemap Wizard Step 4 of 4

When you finished Step 3 you completed the process of creating and registering a sitemap with Google.

- It takes a while (usually a few hours) for Google to process your sitemap, analyze your site, and start gathering information. Once Google has gathered information about your site, you can return to the Google Webmaster Tools website by clicking on the **Go to Google Tools** on the **Merchandising** > **Google** > **Sitemap** screen in your ShopSite back office.
- ShopSite will automatically update your sitemap whenever you publish your store. To change whether or not ShopSite updates your sitemap when you publish, go to **Utilities** > **Publish** in your ShopSite back office and toggle the checkbox to **Generate Google Type SiteMap during update** and click **Save**.
- By default, all your Store Pages and Product More Info Pages are included in your sitemap. You can toggle whether or not to include individual pages when you add or edit Pages or Products.

Click the **Finish** to exit the wizard and return to the Sitemap Configuration screen.

Smart Tags Specification

Note: Custom Pages is a deprecated tool, included mainly for legacy compatibility. The preferred method for customizing your ShopSite store is with Custom Templates, a more robust and powerful tool. Because Custom Pages is no longer being updated, newer ShopSite features may not be available in pages created with the Custom Pages tool.

You use Smart Tags to integrate the information in the ShopSite products and pages databases into custom HTML pages created outside of ShopSite.

The tags and their usage are listed here. Some simple examples are shown after the tag definitions.

Smart Tag Definitions

A parameter in square brackets (`[parameter]`) is optional. A parameter in *italics* is a placeholder showing where you need to provide a real value. A pipe symbol (`|`) means "or."

```
<uheader>
```

Inserts the store's page header

```
<ufooter>
```

Inserts the store's page footer

```
<curdb="products">
<curdb="pages">
```

Current Database. Sets the default database for subsequent Smart Tags to either the products or pages database. Use this tag so that you don't have to specify a database in other tags. The specified database will remain the default until another `<curdb=" ">` tag is encountered.
You can override this setting for any tag by including the `db` parameter in that tag.

```
<recname="record_name">
```

Record Name. Sets the default database record for subsequent Smart Tags by the name of the record (i.e., product name or page name). The record name is case-sensitive, and must match exactly with the information in the specified database. The specified record will remain the default record until another `<recname=" ">` or `<currec=" ">` tag is encountered.
You can override this setting for any tag by including the `record` parameter in that tag.

Note: Do not use double quotes in record names (product and page names) within Smart Tags. If you need double quotes in a record name, use the HTML character string `"` both in the product/page name and in the Smart Tag.

```
<currec="record_number">
```

Current Record. Sets the default database record for subsequent Smart Tags by the record number. Use this tag so that you don't have to specify a record in other tags. This record will remain the default until another `<currec=" ">` or `<recname=" ">` tag is encountered.

You can override this setting for any tag by including the `record` parameter in that tag.

```
<order [db="database_name"]
[record="record_name" |
rnum="record_number"]>Order</order>
```

Add to Cart button. This tag creates a link that adds the current record to the shopping cart. You can specify a record by name (`record`) or by number (`rnum`). If you don't specify a record, the value of the last specified `<recname>` or `<currec>` tag is used. You can specify a database with the `db` parameter. If you don't specify a database, the database last specified by `<curdb>` is used. *[Add to Cart]* is the text that is displayed as the link on the page. You can use any text here, or you can use an HTML `<img>` tag to display a graphic order button.

```
<checkout>Checkout</checkout>
```

View Cart button. This tag creates a checkout button that will redirect the customer to the shopping cart. *[View Cart]* is the text that is displayed as the link on the page. You can use any text here, or you can use an HTML `<img>` tag to display a graphic checkout button.

```
<field [db="database_name"]
[record="record_name" |
rnum="record_number"]
name="field_name">
```

This tag displays the contents of the specified database field for the given record. For example, `<field db="products" record="Bouncy Ball" name="Price">` will display the price for the product "Bouncy Ball." You can specify a record by name (`record`) or by number (`rnum`). If you don't specify a record, the value of the last specified `<recname>` or `<currec>` tag is used. You can specify a database with the `db` parameter. If you don't specify a database, the database last specified by `<curdb>` is used. You must include the `name` parameter to specify the field that you want to display. The name of the field must match one of those listed for Database Upload. Note that these field names are not the same as the field names that you see when you add or modify a page or product using the standard interface.

Note: Each <field> tag must be the first text on a line in the source file, as shown in the examples. It can be preceeded by spaces and followed by other tags and text, but it must be the first text.

```
<curalign="right | left | center">
```

Optional tag to specify the alignment used in the `<product>` and `<pagelink>` tags.

```
<product [record="record_name" |
rnum="record_number"] [align="right
| left | center"]>
```

This tag places an entire product, including [Add to Cart] and [View Cart] buttons, on your page. The product information is formatted according to its assigned template and other formatting options for that product. You can specify a record by name (`record`) or by number (`rnum`). If you don't specify a record, the value of the last specified `<recname>` or `<currec>` tag is used. You can optionally specify the alignment of the product on your page or it will default to the value of the last `<curalign>` tag. The `<product>` tag only searches the products database, so you don't need to specify a database.

Note: Each <product> tag must be the first text on a line in the source file, as shown in the examples. It can be preceeded by spaces and followed by other tags and text, but it must be the first text.

```
<pagelink [record="record_name" |
rnum="record_number"] [align="right
| left | center"]>
```

Page Link. This tag creates a link from this page to the ShopSite page specified in the current record, using the information defined on that page for creating the link. You can specify a record by name (`record`) or by number (`rnum`). If you don't specify a record, the value of the last specified `<recname>` or `<currec>` tag is used. You can optionally specify the alignment of the product on your page or it will default to the value of the last `<curalign>` tag. The `<pagelink>` tag only searches the pages database, so you don't need to specify a database.

Note: Each <pagelink> tag must be the first text on a line in the source file, as shown in the examples. It can be preceeded by spaces and followed by other tags and text, but it must be the first text.

Smart Tag Examples

- To display an entire product record for a running shoe:

  ```
  <curdb="products"><recname="Running Shoe">
  <product>
  ```

- To display the name, price, and [Add to Cart] buttons for a kitchen spatula and a whisk:

  ```
  <curdb="products">
  <recname="Spatula">
  <field name="Name">, 
  $<field name="Price">, 
  <order>Order Now!</order>
  <field record="Wire Whisk" name="Name">, 
  $<field record="Wire Whisk" name="Price">, 
  <order record="Wire Whisk">Order Now!</order>
  ```

  Note that the Smart Tags for the whisk use the `record` parameter instead of first setting the current record with the `<recname>` or `<currec>` tags.

- To put a link to the Sports page on a custom page:

  ```
  <curdb="pages"><recname="Sports"><pagelink>
  ```

Setting the `<curdb>` tag isn't really necessary, since the `<pagelink>` tag only searches the pages database.

Social Media

ShopSite can add links to popular social networking sites that allows your customers to share their shopping experience with friends and family.

Share with Friends	AddThis social media integration. AddThis can be configured as a gateway to most social networking sites, including basic access to Facebook and Twitter.
Facebook	Facebook integration that can provide direct links for customers to "Like" a merchant's Facebook page or "Share" page content on a customer's Wall
Twitter	Twitter integration that can provide direct links for customers to "Follow" a merchant's Twitter feed or "Share" page content within a customer's own Twitter feed.
Google +1	Google +1 integration that can provide direct links for customers to "+1" a merchant's products.

Reset Sales Counters

Confirm whether or not to reset all sales statistics in your reports. All sales statistics in all your reports will be reset to zero (0). Any sales statistics history will be *permanently* removed.

Click **Yes** to reset your sales statistics, or click **No** to cancel the action and return to the Reports screen.

Store Text: Checkout

The fields on the Checkout screen allow you to change the text that customers see when they are entering information to pay for their purchases. You can change the text fields to whatever you require.

General

Checkout	Checkout screen title text.
Confirm	Confirmation screen title text.
Comments / More Information	Comments entry box title text.
Payment	Payment section title.

Address

The address information is used as description text for the various fields used in the billing and shipping address forms and displays. You can configure which fields to display and which are required in the **Commerce Setup > Order System > Checkout** screen.

Name	Name row description text.
Title	Customer title (Mr, Mrs, etc.) row description text.
First	Customer first name row description text.
Middle	Customer middle name row description text.
Last	Customer last name row description text.
Suffix	Customer name suffix (jr, sr, etc.) row description text.
Email	Customer email address row description text.
Email Validation	Customer email address validation row description text. You can turn email address validation on or off from the **Commerce Setup > Order System > Checkout** screen.
City	Customer city row description text.
State/Province	Customer state row description text.
Zip Code	Customer postal code row desription text.
Phone Number	Customer phone number row description text.
Country	Customer country row description text

Billing Address

Billing Address	Billing address section title text.
PayPal Information	Text indicating billing information was obtained from PayPal. This is used when someone selects PayPal as their payment method.
Address 1	First address row description text.
Address 2	Second address row description text.
	Company rown description text

Company	

Shipping Address

Shipping Address	Shipping address section title.
Shipping Address 1	First shipping address row description text.
Shipping Address 2	Second shipping address row description text.
Shipping Company	Shipping company row description text.

Credit Card Payment

These fields are displayed if a customer selects a credit card as the payment method.

Credit Card	Credit Card section title
Card Verification Value	CVV2 or CVC row description text.
(required)	This text is displayed after the CVV description text if ShopSite is configured to require a CVV value on the **Commerce Setup > Payment > Configuration** screen.
Card Number	Credit card number row description text.
Name on Card	Cardholder name row description text.
Business Name	Cardholder business name row description text.
Expiration Date	Credit card expiration date row description text.
Start Date	Credit card start date row description text. Used for some debit cards.
Issue Number	Credit card issue number row description text. Used for some debit cards.

Credit Card Month

1 - 12	Month names listed in the credit-card expiration month pull-down menu.

Check Payment

Check	Check payment section title.
Check Routing Number	Check routing number row description text.
Account Number	Checking account number row description text.
eCheck	eCheck selection option, if the configured payment processor supports eCheck payments.
Account Type	Account type selection description text.
Checking	Checking account option text in the account type selection.
Savings	Savings account option text in the account type selection.
Bank Name	Bank name row description text.
Name on Account	Account holder name row description text.
Identity Verification	Identity Verification section title.

Tax ID or SSN	First ID verification option description text.
Number	Text displayed with the first ID verification option
OR	Text displayed when customer can choose which ID verification option to use.
Drivers License	Second ID verification option description text.
Number	Text displayed with the second ID verification option
State	Second ID verification option issuing state field title text.
Date of Birth (MM DD YYYY)	Customer date of birth field title text.

Other Payment

Text for miscellaneous payment options available in ShopSite

Purchase Order	Purchase order section title text.
Purchase Order Number	Purchase order number row description text.
C.O.D.	Cash On Delivery payment option title text.
You will be taken to PayPal to complete payment	Informational text displayed to customers using PayPal payment option prior to being re-routed to the PayPal website.
You will be taken to WorldPay to complete payment	Informational text displayed to customers using WorldPay payment option prior to being re-routed to the WorldPay website.
You will be taken to NetBanx to complete payment	Informational text displayed to customers using NetBanx payment option prior to being re-routed to the NetBanx website.
no information is required	Informational text displayed to customers using a payment option that does not require additional information to be collected.

Generic Payment

ShopSite's Generic Payment Options let you accept forms of payment that are not built-in to ShopSite. For example, you could use one of these options to let customers pay with store credit or gift certificates. Note that you must verify and process this type of payment manually -- ShopSite will record the information, but it has no way to verify it.

To use either of the Generic Payment Options, you enter text for the fields that you need and delete the text in any fields that you don't need. Change **Generic Payment Option 1** to the name of the new payment type, then enter text in the associated fields to prompt customers for whatever information you require to process the payment. Delete the text in any generic payment option fields that you don't need, and they will not be displayed on the order form.

Generic Payment Option 1-2	Name of the payment option section title.
Generic Payment Option Field 1-4	Name of the payment option field description text.

Human Validation

To help prevent fraud enter the number displayed below.	Text displayed above the human validation section of the checkout screen, if human validation is turned on.
Please copy the	Warning displayed if a customer fails to enter the human validation number.

number in the image.	

Shopper Messages

(Return to Cart to change)	Text displayed if a registered customer selected a payment method or shipping address on the previous screen.
has changed, please press Return to Cart	Warning text displayed if a customer changes a field that is used to calculate the total price.
Email and Email Validation do not match	Warning text displayed if email address validation is turned on and the two addresses entered are different.

Buttons

Use the radio buttons to select whether to use text or an image for the buttons, then select the image or enter the image path or text in the appropriate text box. See the Button Tool help for more information on selecting a button.

Add Shipping Address	Add shipping address button.
Submit this Order	Submit order button, displayed on the checkout screen or, if enabled, confirmation screen.
Return to Cart	Button to return to the shopping cart screen.
Confirm	Confirm button, displayed on the checkout screen if the confirmation screen is enabled.
Make Changes	Button to return to the checkout screen from the confirmation screen.
Return to Store	Button to return to the store home page from thank you screen and e-mail. This uses the **My Store URL**, set on the **Store Preferences** > **Hosting Service** screen.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text: Gift Certificate

All of the fields on the Gift Certificate screen set the text that customers see when they order Gift Certificates. You can change any of these fields to the language or wording that you want your customers to see. You can use either text or a graphic for some of the fields.

Gift Certificate

These text fields are used in the gift certificate order form, or on the gift certificate itself.

Gift Certificates	Title text for multiple gift certificates.
Gift Certificate	Title text for a single gift certificate
Presented To	Description text for recipient field.
From	Description text for sender field.
Message	Description for message field
character limit	description text for maximum number of characters in the message field.
Number of gift certificates	Description text for quantity selection field.
Amount of each gift certificate	Description text for certificate value selection field.
Mail Certificate(s)	Description text for mailed (printed) gift certificates.
Store gift certificate Policy	Description text for store policy statement.
Select type of gift certificate	Description text for certificate type selection.
Certificates will be mailed to the address specified during the checkout process.	Recipient address instructions for printed gift certificates.
E-mail Certificate(s)	Description text for e-mailed gift certificates.
E-mail Address(es) - one for each certificate purchased, separated by commas.	Instruction text for recipient e-mail address entry field.
Gift certificate for	Description text for store name.
Number	Description text for gift certificate ID number.
PIN	Description text for gift certificate PIN.
In order to redeem this gift certificate please click on this link	Instruction text for links in e-mail gift certificates.
On the order screen you will be able to	Instruction text for redeeming printed gift certificates.

redeem this gift certificate by entering the following number and PIN values.	
In order to redeem this gift certificate please use your computer web browser and go to the following URL	Instruction text for URL in e-mail gift certificates.
Does not expire	Notification text if gift certificate has no expiration date.

Shopping Cart

Text from this section will be displayed on the Shopping Cart screen.

If you have a gift certificate, enter the number and PIN then press	Instructions for redeeming a gift certificate.
E-mail	Description text for e-mail gift certificates in cart.
Gift Certificate:	Text for subject line of Gift Certificate e-mail.
Gift Cert	Abbreviated description text for gift certificates being redeemed in cart.
unused	Text indicating unused portion of Gift certificate value.
E-mail Gift Certificate	Description text for E-mail gift certificates.
Mail Gift Certificate	Description text for printed gift certificates.

Warnings

The Gift Certificate feature is currently not available	Warning text displayed if a customer tries to redeem a gift certificate when gift certificates are disabled.
Gift certificates cannot be purchased with a gift certificate.	Warning text displayed if a customer tries to purchase a gift certificate with a different gift certificate.
The amount value is too high	Warning text displayed if the selected gift certificate value is higher than the maximum allowed value.
The amount value is too low	Warning text displayed if the selected gift certificate value is lower than the minimum allowed value.
The amount is not a legal value	Warning text displayed if the selected gift certificate value is not an allowed value.
Please fill in the amount field	Warning text displayed if there is no selected gift certificate value.
The quantity is not a legal value	Warning text displayed if a customer tries to purchase more than the allowed number of gift certificates
Please indicate the number of gift certificates required	Warning text displayed if a customer does not enter the number of gift certificates to be purchased.

Empty or missing E-mail address	Warning text displayed if no sender e-mail address is entered.
Badly formed E-mail address	Warning text displayed if the e-mail address entered does not contain a *user@domain.name* format.
The number of gift certificates and the number of E-mail addresses do not match	Warning text displayed if e-mail gift certificate quantity and the number of recipient e-mail addresses are not the same.
Please fill in the E-Mail field	Warning text displayed if the recipient E-mail address is not entered for an E-mail gift certificate.
Please fill in the To field	Warning text displayed if the recipeint name field is empty. This will not be displayed if the merchant sets the To field as optional in the **Merchandising > Gift Certificate > Configuration** screen.
Please fill in the From field	Warning text displayed if the sender name field is empty. This will not be displayed if the merchant sets the From field as optional in the **Merchandising > Gift Certificate > Configuration** screen.
Message has too many characters	Warning text displayed if message text exeeds the maximum number of characters set in the **Merchandising > Gift Certificate > Configuration** screen.
The gift certificate(s) have been removed from your shopping cart.	Warning text indicating that an ordered gift certificate has been removed from the shopping cart.
amount is no longer valid	Warning text indicating the gift certificate amount is not valid.
is no longer active	Warning text indicating the gift certificate is no longer active.
is no longer valid	Warning text if a gift certificate value is not valid.
A PIN is required for the gift certificate	Warning text displayed if a customer fails to enter a PIN when trying to redeem a certificate.
The Gift Certificate is not valid.	Warning text displayed if a customer enters an invalid gift certificate number.
Gift Certificate: You have exceeded the number of allowed attempts.	Warning message displayed if a customer enters invalid certificate information more than the allowed number of times.
Gift Certificate already in use	Warning text displayed if a customer tries to redeem a gift certificate multiple times in a single shopping cart.
Gift Certificate has expired	Warning text displayed if a customer tries to redeem an expired gift certificate.

Buttons

Use the radio buttons to select whether to use text or an image for the buttons, then select the image or enter the image path or text in the appropriate text box. See the Button Tool help for more information on selecting a button.

Back to Store	Button link to return to the store.
Buy Gift Certificate	Button link to add the gift certificate to the shopping cart.
Redeem Certificate	Button link to redeem certificate in shopping cart. This will only be displayed if the shopping cart is configured to display a specific button to redeem gift certificates in the **Commerce Setup > Order System > Shopping Cart** screen.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text

The screens in the Store Text section of ShopSite allow you to customize the text and buttons displayed to customers. You may want to change Store Text to use a different language, or simply to add your own touch to the messages.

The Store Text pages display the default text for each field and a space where you can change that text to whatever you want. You can use HTML tags in any text field.

Store Pages	Click this button to view or change text and buttons that appear on Store Pages, including the default Add to Cart button, Search text, pagination links, and minicart text.
Shopping Cart	Click this button to view or change text and buttons that appear on the Shopping Cart screen.
Shipping	Click this button to view or change text used for shipping options.
Checkout	Click this button to view or change text and buttons that appear on the Billing and Shipping screen and the Confirmation screen.
Messages	Click this button to view or change text used in various error messages customers may see.
Receipts	Click this button to view or change text and buttons that appear on the Thank You screen and e-mail reciepts.
Customer Registration	Click this button to view or change text and buttons that are used for Customer Registration.
Gift Certificates	Click this button to view or change text and buttons that are associated with the Gift Certificate feature.

Store Text: Checkout Messages

The fields on the Checkout Messages screen set the text that customers see when ShopSite encounters difficulties processing their transactions, such as an invalid credit card number. You can change the text to the wording or language that best meets the needs of your store.

Please specify a valid value for the	Message text displayed when a customer does not fill in a required field.
Please press the Back button on your browser, then correct the following error(s):	Message text displayed if a customer enters inconsistent or invalid information.
Please enter a valid email address of the form yourname@host.com.	Message text displayed if a customer does not enter a complete email address.
Please enter a valid credit card number.	Message text displayed if a customer enters a credit card number that fails basic validation
Payment Processing Error	Message text displayed if ShopSite encounters an error trying to process payment.
Your order was not processed	Message text displayed if ShopSite is unable to process an order.
There was a problem processing your credit card information.	Message text displayed if ShopSite is unable to process the Credit Card payment.
Please verify that the following were entered correctly:	Message text displayed to request customer verification of data that may have caused a processing failure.
If you repeatedly see this message, complete your order by contacting the merchant directly.	Message text giving instructions to customer if multiple attemtps to process payment fail.
Detailed error message:	Message text indicating specific error message information is available.
This product requires a menu selection	Message text displayed if a customer tries to process an order without selecting a valid order option.
Error in Form!	Generic error message displayed if form input is invalid.
We're sorry, but there was an error in your form data!	Error message displayed if form input is invalid.
Please press the Back button on your browser to correct the error.	Instructions displayed if the customer needs to return to a previous page to correct an error.
To preserve your data and go back and make corrections press the button below	Instructions displayed if the customer needs to correct an error on an earlier page without losing information already entered.

Data Entry Problem	Data entry error message text.
OK	OK message text.
Please select a	Message text displayed if a required selection has not been made on a form.
Please fill in	Message text displayed if a required field has not been filled in on a form.
Credit Card has expired	Message text displayed if the credit card expiration date is earlier than the current date on the server.
Credit Card not yet valid	Message text displayed if the credit card is not yet valid.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text: Receipts

The fields on the Receipts screen set the text that customers see on the receipt page after they have completed a purchase at your store. You can change any of these fields to the language or wording that you want your customers to see.

Thank you!	Receipt title text.
Thank you for your business!	Receipt information text.
Customer name	String used to describe the customer name.
Here is a copy of your receipt.	Receipt instruction text
Order Number:	Order number description text.
Qty	Quantity description text.
Tax Total	Tax total description text.
Ship Total	Shipping total description text.
Grand Total	Grand total description text.
Your Receipt	Receipt description text.
Store URL:	Store URL description text.
Payment type:	Payment method description text.
The shipping address is the same as the above address	Shipping address is same as billing address description text.
This store is powered by ShopSite web catalog software.	Powered by ShopSite description text.
Click on the Product Names to download	Product download link description text.
URL for downloading	Product download URL description text.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text: Registration

All of the fields on the Registration screen set the text that customers see as a part of the Customer Registration tools. You can change any of these fields to the language or wording that you want your customers to see. You can use either text or a graphic for some of the fields.

Cart

Text from these customer registration fields are displayed in the customer registration area of the shopping cart.

New Customer?	Text prefixed to registration link.
Click here to Register	Text for registration link.
Returning Customer?	Text prefixed to sign in link.
Click here to Sign In	Text for sign in link.
View/Edit Account	Text for account management link.
Sign Out	Text for sign out link.
You are no longer signed in	Warning text indicating customer has been signed out.
Display Name	Text for displayed name.

Registration

These text fields are displayed on customer registration sign-up screen.

New Registration	Title text for registration screen
(this will be used to sign in to your account)	Information for e-mail address entry field.
Minimum password length allowed is	Minimum password length warning text.
Re-enter E-mail Address:	Description text for second e-mail address field. This is only displayed if ShopSite is configured to require the customer to enter the e-mail address twice in the **Commerce Setup > Customer Registration > Configure** screen.
Re-enter Password	Description text for second password field. This is only displayed if ShopSite is configured to require the customer to enter the password twice in the **Commerce Setup > Customer Registration > Configure** screen.
Question:	Title text for the challenge question selection table.
What format do you want your e-mail receipts in?	Question for E-mail format.
Answer	Title text for the challenge question answer entry field.
HTML	Text for the option to select HTML as the e-mail format.
Text	Text for the option to select text as the e-mail format.

Do you want us to save your Payment Information?	Question text for option to save payment information. This is only displayed if the merchant has enabled saving payment in the **Commerce Setup > Customer Registration > Configure** screen.
Yes, save my payment information when I order	Text for option to save payment information. This is only displayed if the merchant has enabled saving payment in the **Commerce Setup > Customer Registration > Configure** screen.
No, I will re-enter payment information on future orders	Text for option not to save payment information. This is only displayed if the merchant has enabled saving payment in the **Commerce Setup > Customer Registration > Configure** screen.

Sign In

Sign In	Sign in screen title text.
Enter the same e-mail address used when you registered.	Login instruction text.
Enter E-mail Address:	Description text for e-mail address entry field.
Enter Password:	Description text for password entry field.
I forgot my password	Text used for link to help remember password (using challenge question).
I'm a new customer, I need to register	Text used for link to new customer registration screen.

Account Information

This text is displayed on the Account Information screen.

Account Information	Account information title text.
To view or change your account information click on a button below.	Account information screen instruction text.

Orders

Orders	Order screen title text.
Select the order below and click View to see that order's information.	Order screen instruction text.
Delete only removes the order from this list. The actual order cannot be deleted.	Delete order instruction text.
The following order(s) will be removed from the select list, press	Delete order confirmation text.

YES if you wish to proceed.	
View Order	View order link description text.
Delete Orders	Delete order link description text.
When viewing, only one order can be selected	Warning displayed if more than one order is selected to be viewed.

Preferences

Preferences	Preferences screen title text.
This e-mail address is your sign-in name. For security purposes any changes to your account will be e-mailed to this address.	E-mail address instruction text.
Your sign-in name has been changed.	Sign in name changed notification text.
You have changed the following fields in your account with	Text notifying account information has been modified.
Your Sign-In address has been changed	Text indicating sign-in address has been changed.

Shipping

Ship To	Shipping screen title text.
Select the ship to address below and click Edit to view or change your shipping information.	shipping screen instruction text.
Delete will remove the shipping information for the selected item.	Delete buttion instruction text.
Edit Shipping	Edit shipping button description text.
This name is used to select the shipping option when you order.	Shipping option name instructions.
Delete Shipping	Delete shipping button description text.
This shipping option will be removed, press YES if you wish to proceed.	Delete shipping option confirmation text.
Note: Once	Delete shipping option warning text.

removed the shipping information cannot be recovered.	

Payment

Payment Accounts	Payment account screen title text.
Select the payment option below and click Edit to view or change your payment information. Delete will remove the payment information for the selected item.	Payment account screen instruction text.
To Add another Payment Option simply select a new option when you place your next order. The new payment option will then be saved.	Add payment account instruction text.
Edit Payment Account	Edit payment account link description text.
This name is used to select the payment option when you order and will be displayed in your receipt. Use a name such as "Corporate AMEX Card" or "My Visa Card". Do not put your entire credit card number or other valuable payment information in this field.	Payment account name instruction text.
Payment Information	Payment information title text.
Billing Address associated with this payment information	Billing address title text.
Delete Payment Account	Delete payment account link description.
This payment type will be deleted, press YES if you wish to proceed.	Delete payment account confirmation text.
Note: Once removed the payment type	Delete payment account warning text.

cannot be recovered.	

Change Password

Change Password	Change password screen title text.
Current Password	Current password entry field description text.
New Password	New password entry field description text.
Re-enter New Password	Second new password entry field description text.
Challenge Question	Challenge question section title text.
The challenge question is used if you ever forget your password. To change the question click the Button Below.	Challenge question instructions.

Change Challenge

Change Challenge	Change challenge title text.
The challenge question is used if you ever forget your password.	Change challenge question instruction text.
Current Question:	Current challenge question title text.
New Answer	New challenge answer field description text.
New Question:	New challenge question selection description text.

Sign Out

Sign Out Confirmation	Sign out screen title text.
Do you really want to sign out?	Sign out confirmation instruction text.

Forgot Password

Forgot Password	Forgot password screen title text.
If you forgot your password enter the e-mail address you used to register. We will e-mail you a link that will allow you to enter a new password.	
Forgot E-mail Sent	Message text when a link to recover the password has been sent via e-mail.
The e-mail has been	Instruction text for forgotten password e-mail.

sent. Use the link contained in the email to change your password.	
Please click on the link below in order to change your password.	Instruction text in forgotton password e-mail.
We don't have you as a registered customer. Please register by clicking on the link below.	Warning text displayed if e-mail address entered does not match a registered customer.
Get Answer	Answer challenge question title text.
To reset your password, please answer the following question.	Answer challenge question instruction text.
Enter Your New Password	New password instruction text.
Set New Password	New password description text.

Warnings

Registration Message	Warning title text.
Password	Password field description text.
E-mail	E-mail address field description text.
Second E-mail	Second e-mail address description text.
The two e-mail addresses do not match	Warning message displayed if e-mail addresses do not match.
Your Account has been locked	Warning message indicating the customer's account has been locked.
Second Password	Second password description text
The two passwords fields do not match	Warning message indicating the passwords entered are not the same.
You must be signed in to complete your order.	Warning message displayed if customers are required to be registered in order to check out.
Bad Login	Warning message displayed if an invalid sign in name was entered.
Email address already in use	Warning message displayed if a customer tries to create an account using an e-mail address already in use.
Please try again	Instruction text displayed if a customer was unable to log in.
Forgot Password	Forgot password description text.
Your Account	Your account description text.
New Challenge Question and	New challenge question title text.

Answer	
Select Challenge Question and enter the response. This will be used if you forget your password.	New challenge question instruction text.
Maximum number of retries has been reached, please use the forgot password link	Warning indicating that the maximum number of attempts to log in has been exceded.
Account is locked, please contact the merchant	Warning instructions displayed if an account is locked.
Bad Try	Notification text if a login attempt failed.
Sorry, you are not registered	Notification text displayed if a customer is not registered.
Sorry, you have been logged off, please sign in again	Notification text displayed if a customer tries to access customer registration options after they have signed out.
Registration requires the use of cookies, please enable cookies in your browser and try again.	Warning text displayed if ShopSite is unable to set a customer registration cookie.
Registration is currently not enabled.	Warning text displayed if customer registration is disabled.
Sorry, your account is locked	Warning text displayed if a customer account is locked.
Sorry, your link has timed out	Warning text displayed if a customer tries to follow an expired link.
New Sign-In address	New sign in address title text.
You are currently not signed in.	Warning text indicating a customer is not signed in.
No selection	Warning text indicating a required selection was not made.
Your session has timed out, please sign in again.	Warning text displayed if a registered customer tries to access customer registration information after their session has timed out.
No Customer Record	Warning text displayed if customer information does not exist.

Buttons

Use the radio buttons to select whether to use text or an image for the buttons, then select the image or enter the image path or text in the appropriate text box. See the Button Tool help for more information on selecting a button.

Save	Save changes and return to previous screen.
Cancel	Return to previous screen without saving changes.

Sign In	Sign in to account.
Submit	Submit form to create customer registration account.
Orders	Order screen link button on Account Information screen.
Preferences	Preferences screen link button on Account Information screen.
Ship To	Shipping screen link button on Account Information screen.
Payment	Payment screen link button on Account Information screen.
Password	Password screen link button on Account Information screen.
Done	Button to return to previous screen.
Change Password	Link button to change password.
Change Challenge	Link button to change challenge question.
Yes	Confirm current action link button.
No	Do not perform current action link button.
Edit	Edit selected information link button.
Delete	Delete selected information link button.
View	View selected information link button.
Back to Cart	Return to shopping cart link button.
Add	Create a new information link button.
Log out	Log the customer out link button.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text: Shipping

The fields on the Shipping screen set the names of the delivery methods that your customers will be able to choose from. You can change the names of the three default methods (Ground, 2nd Day Air, NextDay), and you can add names for any additional shipping methods that you want to offer your customers.

Note that setting a name for additional shipping methods does not enable those shipping methods, and you do not have to offer the three default methods. You actually enable shipping methods on the Shipping screen in Commerce Setup.

Ground	Ground (first) shipping method name
2nd Day Air	2nd Day Air (second) shipping method name
Next Day	Next day (third) shipping method name.
Shipping 3 - 9	Optional additional shipping method names

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text: Shopping Cart

All of the fields on the Shopping Cart screen set the text that customers see when they click on an [Add to Cart] button for a product and are directed to the store shopping cart. You can change any of these fields to the language or wording that you want your customers to see. You can use either text or a graphic for some of the fields.

Your Shopping Cart	Text displayed at the top of the Shopping Cart screen.
Show me my shopping cart every time I order something.	Text displayed by the checkbox to select whether to show the cart every time a product is added to the cart. The default selection and whether or not to display the checkbox can be configured in the **Commerce Setup > Order System > Shopping Cart** screen.
Your shopping cart is empty	Text displayed if the cart is empty.
Processing...	Text that appears on the overlay when ShopSite is working in the background, such as with communications to shipping providers or tax services.
Quantity	Quantity column header text in the shopping cart contents table.
Name	Name column header text in the shopping cart contents table.
SKU	SKU column header text in the shopping cart contents table.
Each	Price per item column header text in the shopping cart contents table.
Total	Row total price column header text in the shopping cart contents table.
Image	Column Header for Image column in shopping cart contents table.
Delete	Delete text
Product Total	Product Total text
Discount	Discount text
Subtotal	Subtotal row header in the order totals table.
Taxable Amount	Taxable Amount row header in the order totals table
Exempt	Exempt text that will appear when the registered customer has been given tax exempt status.
Tax	Tax row header in the order totals table
Shipping	Shipping row header in the order totals table and shipping method selection title.
Ship to Country	Shipping desination country select description text.
Ship to Zip/Postal Code	Shipping destination postal code select description text.
has changed, please press Recalculate	Text for warnings that a value which affects the price has been changed.
Surcharge	Surcharge row header in the order totals table.
Ordering Instructions	Ordering instructions description text.
Use separate shipping address	Use separate shipping address description text.
Choose a Shipping option	Shipping option selection text. This is only displayed if a registered customer has a saved shipping address.

Select payment type	Payment method selection description text.
Choose a Payment option	Payment option selection text. This is only displayed if a registered customer has a saved payment method.
Your IP Address is	IP address display description text.
New Ship To	Create new shipping address selection text. This is only displayed if a registered customer has a saved shipping address
Variable -	Variable Name/Price description text in shopping cart table.
Variable SKU -	Variable SKU description text in shopping cart table.
Your total savings	Total Savings row header in the order totals table. This is only displayed if the total savings is greater than 0 AND the option to display this row is selected in the **Commerce Setup > Order System > Shopping Cart** screen.
No variable price specified, item not added to the shopping cart.	Warning text displayed if a customer fails to enter a price for a variable price product.
The selected item is no longer available	Message displayed if selected item is out of stock and can not be purchased.
Input price is too low, changing to minimum value.	Warning text displayed if a customer enters a price below the minimum for a variable price product.
The price has increased from [INITIAL PRICE] to [NEW PRICE] since the product was added to your cart.	Warning text displayed if a product's price increases between the time that the product was added to the cart and checkout.
The price has decreased from [INITIAL PRICE] to [NEW PRICE] since the product was added to your cart.	Warning text displayed if a product's price decreases between the time that the product was added to the cart and checkout.
Is out of stock or no longer offered and has been removed from your shopping cart.	Warning text displayed if a customer adds a product to the cart that is out of stock or that has been deleted or disabled in the back office between the time that the customer views the page with the product and adds the product to the cart.
Menu option -	Menu option text. This text works with the next two fields to create a warning text.
is no longer offered or the price has changed, please make a selection again.	Warning text displayed if a customer has a product in their cart that is deleted or disabled in the back office or the price was changed before the customer checks out.
is no longer offered, please make a new selection.	Warning text displayed if a customer has a product in their cart that is deleted or disabled in the back office before the customer checks out.
Selected menu option is no longer valid, please make a new selection.	Warning text displayed if a customer selects a menu option and that menu option is removed in the back office before the customer checks out.

If you have a coupon, enter the code and press recalculate	Coupon entry field instruction text. This is only displayed if the option to display an Apply Coupon button is not selected in the **Commerce Setup > Order System > Shopping Cart** screen.
Select Tax	Tax selection description text.
Select Ship To Address	Shipping address selection description text. This is only displayed if a registered customer has a saved shipping address
New Payment Type	Create new payment method selection description text. This is only displayed if a registered customer has a saved payment method.
You can not Checkout since there are no items in your cart.	Warning displayed when a customer tries to checkout with an empty cart.
With the "New Payment Type" selected you must also select the manual shipping fields.	Warning displayed if a registered customer selects a new payment type with an invalid shipping option.
Any changes above should be verified by pressing 'Recalculate' before clicking on 'Checkout'.	Instruction text displayed near the Checkout button.
Shipping Rates have been recalculated based upon your zip code. Please review them before continuing with your order.	Warning text displayed when the shipping destination postal code is changed.
The entered Postal Code did not match the value retuned from PayPal.	Warning text displayed if PayPal payment method is used and postal code from the cart and PayPal don't match.
The Country does not match the value returned from PayPal.	Warning text displayed if PayPal payment method is used and country selection from the cart and PayPal don't match.
PayPal Express did not respond correctly, please try again.	Warning text displayed if PayPal payment method is used and ShopSite is unable to connect to PayPal for checkout.
Please wait, processing already started	Message displayed if customers click checkout button after clicking it a first time and before the payment has been processed.
The product was not added because the SKU could not be found, please notify the merchant	Message displayed if the product SKU does not match any products in the database.
Checkout processing was not completed, please try again	Message displayed if a timeout occurred before the checkout could be completed.

Shipping costs cannot be computed for some items in your cart. Please contact the merchant	Message displayed if a timeout prevents ShopSite from getting real-time shipping quotes.
A problem has occurred getting shipping costs for your order. Please contact the merchant.	Message displayed if an error is returned when getting real-time shipping quotes.
Price appears to have been modified. Please contact the merchant.	Message is displayed if a product is added to the cart with a price that does not match the price in ShopSite's database.
has product options which do not match what is in the database.	Message displayed if a product is added to the cart with an ordering option does not exist for the product in ShopSite's database.
has no options.	Message displayed if a product is added to the cart with ordering options when there are no ordering options for the product in ShopSite's database.
has no options and has not been added to the cart.	Message displayed if a product is added to the cart with ordering options when there are no ordering options for the product in ShopSite's database.
Please reselect the options below.	Message displayed if no ordering options are selected for a product in the cart.

Buttons

Use the radio buttons to select whether to use text or an image for the buttons, then select the image or enter the image path or text in the appropriate text box. See the Button Tool help for more information on selecting a button.

Continue Shopping	Button to return to the store. The customer will be returned to the previous store page, or a specified page set in the **Commerce Setup > Order System > Shopping Cart** screen.
Recalculate	Button to recalculate totals if cart content is changed.
Checkout	Button to continue to the checkout (shipping/billing) screen.
Empty Cart	Button to empty all content from the shopping cart.
Apply Coupon	Button to apply coupon. This is only displayed if you have selected the option to display the coupon in the **Commerce Setup > Order System > Shopping Cart** screen.
Tax/Shipping	Tax/Shipping button.
Remove	Remove line-item button. This is displayed in the shopping cart contents table, if configured in the **Commerce Setup > Order System > Shopping Cart** screen.
Update	Update line-item button. This is displayed in the shopping cart contents table, if configured in the **Commerce Setup > Order System > Shopping Cart** screen.
Print	Button to print the customer's order and/or receipt.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Store Text: Store Pages

The fields on the Store Pages screen set the text (or images) that customers will see as they browse your store. You can override some of these fields when you add or modify products.

[Add to Cart]	This field sets the default text or image of the [Add to Cart] button for products that you add to your store. You can change this button when you create or edit a product by changing the product's Add to Cart Button field. See the Button Tool help for more information on selecting a button. ***Note:*** Changing this field does not change the button for products that already exist in your store. You can change the button for an existing product by editing the product layout. You can use the Power Edit feature to change the button on several products at once.
[View Cart]	Like the [Add to Cart] field, but it sets the default value for the [View Cart] button for products. See the Button Tool help for more information on selecting a button.
More Info	Like the [Add to Cart] field, but it sets the default value for the More Info button for products. See the Button Tool help for more information on selecting a button.
Price	This is the text used to indicate the price of a product.

On Sale!	This field controls what is displayed next to the price for products that you put on sale. You can enter plain text, or text with HTML tags for emphasis, or HTML tags to use a graphic image that you provide.
	
	This HTML tag would print **On Sale!** in bold, red letters:
	
	`<span style="font-weight: bold; color: #FF0000;">On Sale!</span>`
	
	This HTML tag would cause ShopSite to use a graphic image for the On Sale button:
	
	`<img src="http://www.server.com/media/onsale.gif" height=25 width=50 border=0>`

Quantity	This field can be used to indicate a quantity, and may be associated with a quantity input form field.
Search	This is the text or image to be used on the Search button. See the Button Tool help for more information on selecting a button.
Search	Search text
Go	Go text
Search results for	This is the text that appears at the top of the search results page.
No products for the search:	This text is displayed with the search term when a search is not successful.
Result Pages	This text is used on search results pages to indicate the pages which contain products which match the search.
Sort by:	This text is used on search results pages if the merchant has configured the store to allow customers to select how to sort the search results.
Relevance	This text is used in the search results sorting pull-down menu for the option to sort the results by the relevancy score.
Price: Low to High	This text is used in the search results sorting pull-down menu for the option to sort the results by price, starting with the lowest price.
Price: High to Low	This text is used in the search results sorting pull-down menu for the option to sort the results by price, starting with the highest price.
Alphabetical: A to Z	This text is used in the search results sorting pull-down menu for the option to sort the results alphabetically, starting at the letter A.

Alphabetical: Z to A	This text is used in the search results sorting pull-down menu for the option to sort the results alphabetically, starting at the letter Z.
Results per page:	Text used on the search results screen to indicate how many results are being shown on the page. If the customers can select the number of results to display, this will appear before a pull-down menu or text entry box to select how many results to show.
All	Text used on the search results screen to indicate all the available results are displayed on the current page.
of	Text used on the search results screen to indicate how many results of the total number are being displayed (e.g. `1-10 of 28`).
Page:	Text used on the search results screen to indicate links for multiple results pages.
Go to...	(depricated) In earlier versions of ShopSite, if your search results span over more than one page, this text is displayed above the links to the other search results pages.
Prev	Text used for the button on the search results screen to take you to the previous page of search results.
Prev Set	(depricated) In earlier versions of ShopSite, this text would be displayed to link to the previous set of search results.
Next	Text used for the button on the search results screen to take you to the next page of search results.
Next Set	(depricated) In earlier versions of ShopSite, this text would be displayed to link to the next set of search results.
Back	This text may be displayed as a link on a page (such as a More Info Page) to return to the previously viewed page.
Home	This text may be displayed as a link on a page (such as a More Info Page) to return to the store's home page.
More Details	This text may be used on store pages or search results pages as a link to the product more information page.
Related Products	This text may be used to indicate the availability of cross-sell or sub-products related to a parent product.
Inventory:	This text is used for real-time inventory pop-up or SSI displays, either as a link for the pop-up window, or before the available quantity for SSI displays.
This Product is currently not available	This text is used for real-time inventory displays to indicate that the product is currently unavailable.
Information not available	This text is used for real-time inventory displays to indicate that the system was unable to access inventory information for the product.
This Product is not under inventory control	This text is used for real-time inventory displays to indicate that ShopSite is not tracking inventory for this product.
This Product is on back order	This text is used for real-time inventory displays to indicate that the product is currently on back order.

Mini Shopping Cart

Mini Shopping Cart	This text is used as the name of your MiniCart.
Item	Text used to indicate a single item in the MiniCart.
Items	Text used to indicate multiple items in the MiniCart.
Contains	Text used to indicate the contents in the MiniCart.
Product	Text used to indicate the product in the MiniCart.
Total Quantity	Text used to inidicate the number of products in the MiniCart.

Quantity Pricing

Price	This is the text used to indicate the quantity pricing price of a product.

On Sale!	This field controls what is displayed next to the quantity pricing price for products that you put on sale. You can enter plain text, or text with HTML tags for emphasis, or HTML tags to use a graphic image that you provide.
	This HTML tag would print **On Sale!** in bold, red letters:
	`<span style="font-weight: bold; color: #FF0000;">On Sale!</span>`
	This HTML tag would cause ShopSite to use a graphic image for the On Sale button:
	`<img src="http://www.server.com/media/onsale.gif" height=25 width=50 border=0>`

Quantity	This field can be used to indicate a quantity, and may be associated with a quantity input form field of a quantity pricing product.

Variable Pricing

To see any of these fields in your store, Variable Pricing must be enabled for the product.

Donate	This field labels the Variable Pricing entry box when the donation template is selected on the Edit Product Layout page for the product.
Company Name	This field labels the first entry box (to specify the invoiced company) when the invoice template is selected on the Edit Product Layout page for the product. To see this field, Variable Name must also be enabled.
Invoice Number	This field labels the second entry box (to specify the invoice number) when the invoice template is selected on the Edit Product Layout page for the product. To see this field, Variable SKU must also be enabled.
Invoice Amount	This field labels the third entry box (to specify the invoice amount) when the invoice template is selected on the Edit Product Layout page for the product. This will be the price added to the cart that will be paid at checkout.
Name Your Price	This field labels the Variable Pricing entry box when the auction template is selected on the Edit Product Layout page for the product.

Store Name

Store Name	Sets the name of the store, which is used on the Store Registration form.

Click **Save** to save your changes, or **Cancel** to abandon your changes. Click **Reset to Default** to return all fields to their default settings.

Successful Upload

When you successfully upload your Merchant Key using the Key Wizard, you will see this screen.

Inactive period before being signed out	This setting determines how long ShopSite should wait after a merchant last viewed an order before deleting the decryption key from the server and locking the payment information. You should keep this time period as low as you reasonably can for maximum security. Merchants can also manually log out by going to the Order Screen and clicking on the **Unlocked** link near the top, right side of the screen.

After selecting an inactivity period, click on **Next** to continue to the Activate Merchant Key Encryption screen.

Surcharges

In addition to the regular costs calculated by ShopSite, such as taxes and shipping, some sellers need to charge extra for particular services. For example:

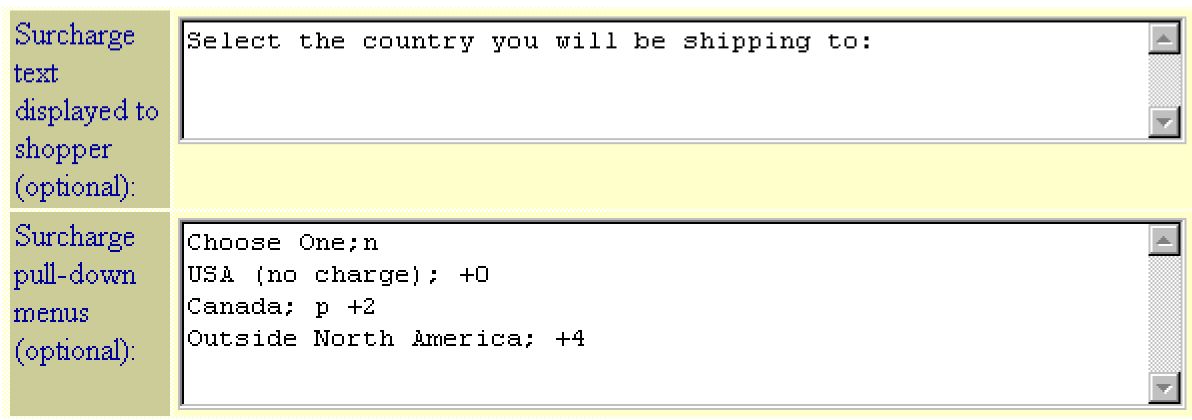
- A seller uses one of the current ShopSite shipping methods to calculate shipping costs. However, if the order is to be shipped from the U.S. to Canada, an extra $10.00 is charged per order. If the order is to go outside the U.S. and Canada, an extra $20.00 is added to the shipping costs.
- Same as above except the surcharge is $2.00 per product outside the U.S.
- The seller wants to charge extra for purchase orders.
- The seller wants to offer gift wrapping.

Implementation

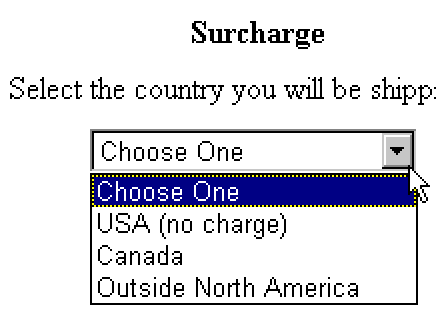
To create a drop-down list of surcharges, enter a description of the surcharge in the **Surcharge Text** box. Then enter each possible surcharge on a line by itself. Each line must have the name of the surcharge (e.g., country) that you want to show up in the drop-down list, followed by a semi-colon (;) then an operator character, and the value to add or subtract. Valid operators are:

> n - Not valid as a selection. Typically, the first option is something like "Choose One." If none of the other options are picked, an error message is generated, reminding the customer to select from this field.
>
> o - The surcharge is added to the total order (this is implied by default if no operator is specified).
>
> p - The surcharge is multiplied by the number of products.

For example, if the seller enters the following:



The shopping cart will have this text and drop-down list:



If the customer selects:

- "USA," no extra charges are incurred.
- "Canada," then $2.00 is added as a surcharge for each product ordered.
- "Outside North America," $4.00 is added to the order, *regardless of the number of products ordered*.
- "Choose One" (or leaves it as the default), ShopSite displays an error message informing the customer that "Choose One" is not a valid option.

On the Finalize Order page the customer sees a total similar to the following:

Product Total	$10.00	
Discount	-$5.00	
Subtotal	$5.00	
Tax	$0.50	
Shipping: Ground	$5.00	
Surcharge: Canada	$2.00	**Total: $12.50**

Note that you can only use a period as a decimal separator; you cannot use a comma.

 onMouseOver="return parent.setStatus('Click to get help on using this site.');" onMouseOut="return parent.clearStatus();"> onMouseOver="return parent.setStatus('Click to go to the Home page.');" onMouseOut="return parent.clearStatus();">

onMouseOver="return parent.setStatus('Click to get help on using this site.');" onMouseOut="return parent.clearStatus();"> onMouseOver="return parent.setStatus('Click to go to the Home page.');" onMouseOut="return parent.clearStatus();">

 onMouseOver="return parent.setStatus('Click to get help on using this site.');" onMouseOut="return parent.clearStatus();"> onMouseOver="return parent.setStatus('Click to go to the Home page.');" onMouseOut="return parent.clearStatus();">

ShopSite Custom Template Tags

Global Tags

(These tags can be used in any template type)

INCLUDE

[-- INCLUDE filename --]	Places the contents of filename into the output file.
[-- INCLUDE filename PROCESS --]	Reads in filename and processes any custom template tags, then places the processed contents into the output file.

VAR

[-- VAR.somename value --]	Set somename to value
[-- VAR.somename STORE.field --]	Set somename to the value of the **STORE** field
[-- VAR.somename PAGE.field --]	Set somename to the value of the specified page database field
[-- VAR.somename PRODUCT.field --]	Set somename to the value of the specified product database field
[-- VAR.somename --]	Display the value of somename
[-- VAR.somename INC --]	Increment somename value by one
[-- VAR.somename DEC --]	Decrement somename value by one

IF

[-- IF parameter --]	Tests if a parameter is checked or not empty (True), and processes the following code if True.
[-- IF parameter1 parameter2 --]	Tests if parameter1 is equal to parameter2 (True), and processes the following code if True.
[-- ELSE --]	Start the code block that is used if the **IF** test is false.
[-- ELSE_IF parameter --]	Tests another parameter if the **IF** test and preceding **ELSE_IF** tests were false, and processes the following code if True.
[-- ELSE_IF parameter1 parameter2 --]	Same as **ELSE_IF** but with two parameters.
[-- END_IF --]	Marks the end of the **IF**/**ELSE** blocks
[-- IF ANALYTICS_MULTI_DOMAIN --]	Used to test if you should include Google Analytics cross-

	domain link handling to anchor and form tags

CALL External Program

[-- CALL program (parameters,...) --]	Invokes a program, may have many parameters

Display Message

[-- DISPLAY_MESSAGE "message" --]	Display message on page generation screen
[-- DISPLAY_MESSAGE "message" VAR.name --]	Display message and value of VAR.name on page generation screen
[-- DISPLAY_MESSAGE "message" PAGE.name --]	Display message and value of PAGE.nameon page generation screen
[-- DISPLAY_MESSAGE "message" PRODUCT.name --]	Display message and value of PRODUCT.name on page generation screen

Store Tags

(Can be in all templates, and can be used with the REMOVE_HTML parameter)

Store Identification

[-- STORE.Name --]	The store's name
[-- STORE.Type --]	The store's type, i.e. **PROFESSIONAL, MANAGER**, or **STARTER**.
[-- STORE.ID --]	Store ID (encrypted)
[-- STORE_Serial_Number --]	Store serial number

Store URLs

[-- MyStoreURL --]	String from the "My Store" URL field, generally the URL to the store's index.html page.
[-- STORE.Output_URL --]	URL of the store's HTML directory.
[-- OUTPUT_DIRECTORY_URL --]	URL of the store's HTML directory.
[-- SHOPPING_CART_URL --]	URL to store's shopping cart
[-- SHOPPING_CART_URL Base --]	URL to the store's shopping cart directory
[-- ShopSite_Images --]	URL to the store's ShopSite Images directory
[-- STORE.CSS_SECURE_URL --]	URL to the store's ShopSite Images directory, secure or non-secure, depending on where the tag is located

E-Mail Addresses

[-- STORE.Email --]	Merchant e-mail address.
[-- STORE.EmailTo --]	A **mailto** link using merchant's e-mail address.

Date and Time

[-- STORE.Date --]	Server date
[-- STORE.Time --]	Server time

Store Navigation

[-- PageMenu {CSS, no_jscript} --]	Adds the JavaScript necessary for the drop-down menu navigation. The optional CSS parameter utilizes the default

	ShopSite CSS. The optional no_jscript parameter turns off the output of javascript.

Mobile

[-- SS_MOBILE_PC --]	Link between the static (non-mobile) version of a page and the mobile page (and vice versa).

Text Field Tags

(The default values for these fields are shown here, but the merchant can change the text.)

[-- STORE.Product --]	Product
[-- STORE.ProductName --]	Name
[-- STORE.Price --]	Price
[-- STORE.OnSaleText --]	On Sale!
[-- STORE.SKU --]	SKU
[-- STORE.Item --]	Item
[-- STORE.Items --]	Items
[-- STORE.Contains --]	Contains
[-- STORE.Subtotal --]	Subtotal
[-- STORE.Qty --]	Qty
[-- STORE.QP_Price --]	Price
[-- STORE.QP_OnSale --]	On Sale!
[-- STORE.QP_Quantity --]	Quantity
[-- STORE.TotalQuantity --]	Total Quantity
[-- STORE.Back --]	Back
[-- STORE.URL --]	Store URL:
[-- STORE.YourIP --]	Your IP Address is
[-- STORE.Home --]	Home
[-- STORE.OrderQuantity --]	Order Quantity
[-- Store.MoreDetails --]	More Details
[-- Store.RelatedProducts --]	Related Products
[-- Store.Inventory --]	Inventory
[-- STORE.AddToCart --]	The value defined for the Add To Cart button defined in Preferences > Store Text > Store Pages, either a text string or the media subdirectory and file name of an image.
[-- STORE.DisplayAddToCartText --]	Returns "checked" if **[-- STORE.AddToCart --]** is text.
[-- STORE.ViewCart --]	The value defined for the View Cart button defined in Preferences > Store Text > Store Pages, either a text string or the media subdirectory and file name of an image.
[-- STORE.DisplayViewCartText --]	Returns "checked" if **[-- STORE.ViewCart --]** is text.
[-- STORE.SearchImage --]	The Search button image name.
[-- LOCALE_NAME --]	Displays locale's name; i.e., en-US.

Page Tags

Special Page Tags

Defines

[-- DEFINE PAGE --]	The beginning of HTML for a page template
[-- END_DEFINE PAGE --]	The end of HTML for a page template
[-- DEFINE LINK_TO_PAGE --]	The beginning of HTML for the link to the current page
[-- END_DEFINE LINK_TO_PAGE --]	The end of HTML for the link to the current page

Header and Footer

[-- PAGE.DisplayPageHeader --]	True if the merchant wants the Page Header displayed.
[-- IF HEADER --]	True if the merchant has created content for the page header.
[-- HEADER --]	Page Header
[-- PAGE.DisplayPageFooter --]	True if the merchant wants the Page Footer displayed.
[-- IF FOOTER --]	True if there is content in the page footer.
[-- FOOTER --]	Page Footer

Loops

[-- LOOP PRODUCTS --]	Start of the product Loop for outputting product information
[-- LOOP PRODUCTS PAGE.Columns --]	Start of the product loop, uses the database value to determine the number of columns to generate
[-- LOOP PRODUCTS VAR.somename --]	Start of the product loop, uses the VAR value to determine the number of columns to generate
[-- LOOP PRODUCTS number --]	Start of the product loop, uses the number value to determine the number of columns to generate
[-- LOOP PRODUCTS NOANAME --]	Start of the product loop, prevents the insertion of the default anchor.
[-- PRODUCT --]	Create the product information using the template defined for the product
[-- PRODUCT template --]	Create the product information using the specified product template
[-- END_LOOP PRODUCTS --]	End of the Product Loop
[-- LOOP LINKS --]	Start of the Link Loop for outputting Product information
[-- LOOP LINKS PAGE.Columns --]	Start of the links loop, uses the database value to determine the number of columns to generate
[-- LOOP LINKS VAR.somename --]	Start of the links loop, uses the VAR value to determine the number of columns to generate
[-- LOOP LINKS number --]	Start of the links loop, uses the number value to determine the number of columns to generate
[-- LINK --]	Create page link information by invoking the Link section of the target page
[-- LINK template --]	Create page link information by invoking the Link section of the target page and using the specified page template
[-- END_LOOP LINKS --]	End of the Link Loop
[-- LOOP ITEMS --]	Start of the Product/Link Loop for outputting Product

	information and Link information
[-- ITEMS --]	Create the Product information and the page link information
[-- END_LOOP ITEMS --]	End of the Link Loop

Search

[-- SEARCH_FORM --]	Insert the search form

Tell A Friend

[-- TELLAFRIEND *LinkText* --]	Create a Tell A Friend link to the page.

Mini Cart

[-- MiniCart --]	Display mini cart on page

Customer Registration

[-- RegistrationSignIn --]	Customer Registration Sign in/Register links
[-- STORE.NewCustomer --]	text: New Customer?
[-- STORE.ToRegister --]	text: Click here to register
[-- STORE.RetCustomer --]	text: Returning Customer?
[-- STORE.ToSignIn --]	text: Click here to sign in
[-- STORE.ViewEdit --]	text: View/Edit account
[-- STORE.SignOut --]	text: Sign out

Gift Certificates

[-- IF GiftCert --]	Display link to purchase gift certificates on page?
[-- GiftCertlink --]	Link to page where customers can purchase gift certificates.

High Security Image

[-- IF ShopSiteSecurityImage --]	True if ShopSite is configured to display the High Security image.
[-- ShopSiteSecurityImage --]	Returns the HTML code to display the High Security image on the page.

Page Database Tags

(Can be used with the IF tag and REMOVE_HTML parameter)

Name

[-- PAGE.Name --]	Page Name
[-- PAGE.DisplayName --]	True if the merchant wants the page name displayed.

Banner Graphic

[-- PAGE.Graphic --]	Full <img src> tag for the page banner graphic.
[-- IMAGE PAGE.Graphic --]	File name of the page banner graphic
[-- PAGE.DisplayGraphic --]	True if the merchant wants the page banner graphic displayed.

Text

[-- PAGE.Text1 --]	Text 1
[-- PAGE.Text2 --]	Text 2
[-- PAGE.Text3 --]	Text 3

Link

[-- PAGE.LinkName --]	Link Name
[-- PAGE.LinkGraphic --]	Link Graphic
[-- PAGE.LinkText --]	Link Text
[-- PAGE.TextWrap --]	"on" if Link Text Wrap is enabled.

Layout

[-- PAGE.Layout --]	The page alignment setting
[-- PAGE.Columns --]	The number of columns for the page
[-- PAGE.DisplayColumnBorders --]	True if column borders are to be displayed.
[-- PAGE.PageWidth --]	Page Width

Colors and Background

[-- PAGE.TextColor --]	Text Color
[-- PAGE.BackgroundColor --]	Background Color
[-- PAGE.LinkColor --]	Link Color
[-- PAGE.VisitedLinkColor --]	Visited Link Color
[-- PAGE.ActiveLinkColor --]	Active Link Color
[-- PAGE.BackgroundImage --]	Background Image

File Name

[-- PAGE.FileName --]	File name

Search Result Product Link Fragment

[-- SEARCHPRODUCTLINK --]	Fragment anchor for search links (#*product_id*)

Meta Tags

[-- PAGE.MetaKeywords --]	Meta Keywords
[-- PAGE.MetaDescription --]	Meta Description

Search

[-- PAGE.SearchProductField --]	True if the merchant wants a product search form on this page.
[-- PAGE.IndexedForSearch --]	True if the merchant wants the products on this page indexed for search.

Multipage Generation

[-- PAGE.ProductsPerPage --]	Number of products to appear on a generated page; 0 = all.
[-- PrevNext --]	Insert multipage navigation links
[-- PrevNext NoCenter --]	Insert multipage navigation links without center tags

Assigned Items

[-- PAGE.NumProducts --]	Number of products assigned to the page
[-- PAGE.NumLinks --]	Number of links assigned to the page
[-- PAGE.NumItems --]	Combined number of links and products assigned to the page

Merchant-Definable Fields

[-- STORE.PageField1 --]	Name of Extra Field 1
[-- STORE.PageField2 --]	Name of Extra Field 2
[-- STORE.PageField3 --]	Name of Extra Field 3
[-- STORE.PageField4 --]	Name of Extra Field 4
[-- STORE.PageField5 --]	Name of Extra Field 5
[-- STORE.PageField6 --]	Name of Extra Field 6
[-- STORE.PageField7 --]	Name of Extra Field 7
[-- STORE.PageField8 --]	Name of Extra Field 8
[-- STORE.PageField9 --]	Name of Extra Field 9
[-- STORE.PageField10 --]	Name of Extra Field 10
[-- PAGE.Field1 --]	Extra Field 1
[-- PAGE.Field2 --]	Extra Field 2
[-- PAGE.Field3 --]	Extra Field 3
[-- PAGE.Field4 --]	Extra Field 4
[-- PAGE.Field5 --]	Extra Field 5
[-- PAGE.Field6 --]	Extra Field 6
[-- PAGE.Field7 --]	Extra Field 7
[-- PAGE.Field8 --]	Extra Field 8
[-- PAGE.Field9 --]	Extra Field 9
[-- PAGE.Field10 --]	Extra Field 10

Product Tags

Special Product Tags

Defines

[-- DEFINE PRODUCT --]	The beginning of HTML for a product template
[-- END_DEFINE PRODUCT --]	The end of HTML for a product template
[-- DEFINE SUBPRODUCT --]	The beginning of HTML for a subproduct template
[-- END_DEFINE SUBPRODUCT --]	The end of HTML for a subproduct template
[-- DEFINE MORE_INFO_PAGE --]	The beginning of HTML for a more info page template
[-- END_DEFINE MORE_INFO_PAGE --]	The end of HTML for a more info page template

Subproducts

[-- LOOP SUBPRODUCTS --]	Start of the subproduct loop for outputting Product information for the assigned subproducts
[-- LOOP SUBPRODUCTS VAR.somename --]	Start of the subproduct loop, uses the VAR value to determine the number of columns to generate
[-- LOOP SUBPRODUCTS number --]	Start of the subproduct loop, uses the number value to determine the number of columns to generate
[-- SUBPRODUCTS template_name --]	Create the Subproduct information by invoking the Subproduct section of the template named, or if there is none, the current template.
[-- END_LOOP SUBPRODUCTS --]	End of the Subproduct Loop
[-- PRODUCT.SubProduct --]	A comma delimited list of product record IDs representing this product's subproducts
[-- PRODUCT.NumSubProducts --]	Number of subproducts assigned to this product
[-- PRODUCT.Parent --]	Returns the product ID of the parent product. All subproducts *must* include this tag as a hidden form field with the name "super", like this: **<input type=hidden name="super" value="[-- PRODUCT.Parent --]">**

Product Database Tags

(Can be used with the IF tag and REMOVE_HTML parameter)

Name

[-- PRODUCT.Name --]	Name
[-- PRODUCT.DisplayName --]	Display name?
[-- PRODUCT.NameStyle --]	The font style for the product name, i.e. **BOLD, ITALIC, TYPEWRITER**, or **PLAIN**.
[-- PRODUCT.NameStyle Begin --]	The opening HTML tag for the font style of the product name, i.e., ****
[-- PRODUCT.NameStyle End --]	The closing HTML tag for the font style of the product name, i.e., ****
[-- PRODUCT.NameSize --]	The font Size for the product name, i.e. **Normal, Big**, or **Small**.
[-- PRODUCT.NameSize Begin --]	The opening HTML tag for the font Size of the product name, i.e., **<big>**
[-- PRODUCT.NameSize End --]	The closing HTML tag for the font Size of the product name, i.e., **</big>**
[-- PRODUCT.VariableName? --]	Does product have variable name enabled?

Price

[-- PRODUCT.Price --]	Price
[-- PRODUCT.SaleAmount --]	Sale amount
[-- PRODUCT.DisplayPrice --]	Display price?
[-- PRODUCT.SaleOn --]	Display sale price?
[-- PRODUCT.PriceStyle --]	The font style for the product price, i.e. **BOLD, ITALIC, TYPEWRITER**, or **PLAIN**.
	The opening HTML tag for the font style of the product price,

[-- PRODUCT.PriceStyle Begin --]	i.e., ****
[-- PRODUCT.PriceStyle End --]	The closing HTML tag for the font style of the product price, i.e., ****
[-- PRODUCT.PriceSize --]	The font Size for the product price, i.e. **Normal, Big**, or **Small**.
[-- PRODUCT.PriceSize Begin --]	The opening HTML tag for the font Size of the product price, i.e., **<big>**
[-- PRODUCT.PriceSize End --]	The closing HTML tag for the font Size of the product price, i.e., **</big>**
[-- PRODUCT.AltPrice --]	Price in second currency
[-- PRODUCT.AltSaleAmount --]	Sale amount in second currency
[-- PRODUCT.QuantityPricing --]	Display the Quantity Pricing table
[-- PRODUCT.DisplayOrderQuantity --]	Let customers enter quantity on store pages?
[-- PRODUCT.VariablePrice? --]	Does product have variable pricing enabled?

Tax

[-- PRODUCT.Taxable --]	True if the product is taxable.

SKU

[-- PRODUCT.SKU --]	SKU
[-- PRODUCT.DisplaySKU --]	Display SKU?
[-- PRODUCT.SKUStyle --]	The font style for the product SKU, i.e. **BOLD, ITALIC, TYPEWRITER**, or **PLAIN**.
[-- PRODUCT.SKUStyle Begin --]	The opening HTML tag for the font style of the product SKU, i.e., ****
[-- PRODUCT.SKUStyle End --]	The closing HTML tag for the font style of the product SKU, i.e., ****
[-- PRODUCT.SKUSize --]	The font Size for the product SKU, i.e. **Normal, Big**, or **Small**.
[-- PRODUCT.SKUSize Begin --]	The opening HTML tag for the font Size of the product SKU, i.e., **<big>**
[-- PRODUCT.SKUSize End --]	The closing HTML tag for the font Size of the product SKU, i.e., **</big>**
[-- PRODUCT.VariableSKU? --]	Does product have variable SKU enabled?

Graphic

[-- PRODUCT.Graphic --]	Full <img src> tag for the product graphic.
[-- PRODUCT.Graphic Remove_HTML --]	All information defined for the product graphic including the file path and attributes.
[-- IMAGE PRODUCT.Graphic --]	The media subdirectory and file name of the product graphic
[-- PRODUCT.DisplayGraphic --]	Display Graphic?
[-- PRODUCT.ImageAlignment --]	Image Alignment
[-- PRODUCT.TextWrap --]	Text Wrap

Description

[-- PRODUCT.ProductDescription --]	Product Description
[-- PRODUCT.DescriptionStyle --]	The font style for the product description, i.e. **BOLD, ITALIC, TYPEWRITER**, or **PLAIN**.
[-- PRODUCT.DescriptionStyle Begin --]	The opening HTML tag for the font style of the product description, i.e., ****
[-- PRODUCT.DescriptionStyle End --]	The closing HTML tag for the font style of the product description, i.e., ****
[-- PRODUCT.DescriptionSize --]	The font Size for the product description, i.e. **Normal, Big**, or **Small**.
[-- PRODUCT.DescriptionSize Begin --]	The opening HTML tag for the font Size of the product description, i.e., **<big>**
[-- PRODUCT.DescriptionSize End --]	The closing HTML tag for the font Size of the product description, i.e., **</big>**

Shipping Charges

[-- PRODUCT.ShippingCharge --]	Shipping charge (for Flat-Rate Shipping)
[-- PRODUCT.GroundShipping --]	Ground shipping charge
[-- PRODUCT.SecondDayShipping --]	Second Day Shipping charge
[-- PRODUCT.NextDayShipping --]	Next Day Shipping charge
[-- PRODUCT.Shipping0 --]	Shipping 0 charge
[-- PRODUCT.Shipping1 --]	Shipping 1 charge
[-- PRODUCT.Shipping2 --]	Shipping 2 charge
[-- PRODUCT.Shipping3 --]	Shipping 3 charge
[-- PRODUCT.Shipping4 --]	Shipping 4 charge
[-- PRODUCT.Shipping5 --]	Shipping 5 charge
[-- PRODUCT.Shipping6 --]	Shipping 6 charge
[-- PRODUCT.Shipping7 --]	Shipping 7 charge
[-- PRODUCT.Shipping8 --]	Shipping 8 charge
[-- PRODUCT.Shipping9 --]	Shipping 9 charge
[-- PRODUCT.NoShippingCharges --]	No Shipping Charges
[-- PRODUCT.Weight --]	Weight
[-- PRODUCT.DimensionOptions --]	Dimension Options
[-- PRODUCT.DimensionText --]	Dimension Text
[-- PRODUCT.DimensionSelected --]	Dimension Selected
[-- PRODUCT.ExtraHandlingCharge --]	Extra Handling Charge

Ordering Options

[-- PRODUCT.DisplayOrderingOptions --]	Display ordering options on store pages?
[-- PRODUCT.OptionText --]	Ordering options description
[-- Order_Option_Menu Line --]	Create the order option menu(s) in a line
[-- Order_Option_Menu Line SKU --]	Create the order option menu(s) in a line, use SKU instead of record number
[-- Order_Option_Menu Column --]	Create the order option menu(s) in a column

[-- Order_Option_Menu Column SKU --]	Create the order option menu(s) in a column, use SKU instead of record number
[-- Order_Option_Menu NoFormat --]	Create the order option menu(s) without any table formatting
[-- Order_Option_Menu NoFormat SKU --]	Create the order option menu(s) without any table formatting, use SKU instead of record number
[-- PRODUCT.OptionFiniteText --]	Pull-down menu text in a format that needs to be processed by a CALL program.
[-- PRODUCT.OptionsBox --]	Text entry box displayed in the shopping cart?

Add / View Buttons

[-- PRODUCT.AddToCartURL --]	The URL of the Add to Cart link
[-- Shopping_Cart_URL --]	The URL of the View Cart link
[-- STORE.AddToCart --]	The value defined for the Add To Cart button defined in Preferences > Store Text > Store Pages, either a text string or the media subdirectory and file name of an image.
[-- STORE.DisplayAddToCartText --]	Returns "checked" if **[-- STORE.AddToCart --]** is text.
[-- STORE.ViewCart --]	The value defined for the View Cart button defined in Preferences > Store Text > Store Pages, either a text string or the media subdirectory and file name of an image.
[-- STORE.DisplayViewCartText --]	Returns "checked" if **[-- STORE.ViewCart --]** is text.
[-- PRODUCT.AddToCartButton --]	The value of the Text field for the Add to Cart button
[-- PRODUCT.ViewCartButton --]	The value of the Text field for the View Cart button
[-- PRODUCT.OrderCheckout --]	Complete Add to Cart and View Cart buttons, including hyperlinks, text or graphics, and complete **<FORM>** tags if required by the product settings.
[-- AddImage? --]	True if using an image for Add to Cart button
[-- AddImage --]	The **src** and parameters for the Add to Cart image, or "none" if no image
[-- AddImage Image_Name --]	The media subdirectory and file name of the Add to Cart image
[-- AddText --]	Text for the Add to Cart link, or null if an image is used.
[-- ViewImage? --]	True if using an image for View Cart button
[-- ViewImage --]	The **src** and parameters for the View Cart image, or "none" if no image
[-- ViewImage Image_Name --]	The media subdirectory and file name of the View Cart image
[-- ViewText --]	Text for the View Cart link, or null if an image is used.

Inventory Tracking

[-- PRODUCT.QuantityOnHand --]	Quantity On Hand
[-- PRODUCT.LowStockThreshold --]	Low Stock Threshold
[-- PRODUCT.OutOfStockLimit --]	Out Of Stock Limit
[-- ProductInventoryPopUp *{optional string}* --]	Create a link that will make a pop-up window displaying the Quantity On Hand, where *link name* is the text for the link.
[-- ProductInventoryActual *path_to_shopping_cart_cgi {optional string}* --]	Display current Quantity On Hand on the page using Server Side Includes (SSI), where *description text* appears before the number.

Search

[-- PRODUCT.SearchKeywords --]	Search Keywords

Google Merchant Center Fields

[-- IF Product.UseFroogle --]	Test if the product will be included in Google Merchant Center feeds.
[-- Product.GoogleGTIN --]	The Google Merchant Center *GTIN* (ISBN or UPC) attribute.
[-- Product.GoogleMPN --]	The Google Merchant Center *MPN* (Manufacturer Part Number) attribute.
[-- Product.Brand --]	The Google Merchant Center *Brand* attribute.
[-- Product.GoogleProductCategory --]	The Google Merchant Center *Product Category* attribute.
[-- Product.GoogleAgeGroup --]	The Google Merchant Center *Age Group* attribute.
[-- Product.GoogleGender --]	The Google Merchant Center *Gender* attribute.
[-- Product.GoogleAvailability --]	The Google Merchant Center *Availability* attribute.
[-- Product.GoogleProductType --]	The Google Merchant Center *Product Type* attribute.
[-- Product.GoogleCondition --]	The Google Merchant Center *Condition* attribute.

Merchant-Definable Fields

[-- STORE.ProductField1 --]	Name of Extra Field 1
[-- STORE.ProductField2 --]	Name of Extra Field 2
[-- STORE.ProductField3 --]	Name of Extra Field 3
[-- STORE.ProductField4 --]	Name of Extra Field 4
[-- STORE.ProductField5 --]	Name of Extra Field 5
[-- STORE.ProductField6 --]	Name of Extra Field 6
[-- STORE.ProductField7 --]	Name of Extra Field 7
[-- STORE.ProductField8 --]	Name of Extra Field 8
[-- STORE.ProductField9 --]	Name of Extra Field 9
[-- STORE.ProductField10 --]	Name of Extra Field 10
[-- PRODUCT.Field1 --]	Extra Field 1
[-- PRODUCT.Field2 --]	Extra Field 2
[-- PRODUCT.Field3 --]	Extra Field 3
[-- PRODUCT.Field4 --]	Extra Field 4
[-- PRODUCT.Field5 --]	Extra Field 5
[-- PRODUCT.Field6 --]	Extra Field 6
[-- PRODUCT.Field7 --]	Extra Field 7
[-- PRODUCT.Field8 --]	Extra Field 8
[-- PRODUCT.Field9 --]	Extra Field 9
[-- PRODUCT.Field10 --]	Extra Field 10

Miscellaneous

[-- PRODUCT.RecordNumber --]	The record number of the product
[-- PRODUCT.ProductType --]	The product type; can be "Download" or "Tangible"

[-- IF PRODUCT.ProductType "Download" --]	True if the product is a download.
[-- PRODUCT.DobaItemID --]	The Doba item ID if the product is a Doba item.
[-- IF PRODUCT.DobaItemID --]	True if the product is a Doba item.

Product More Info Page Tags

Defines

[-- DEFINE MORE_INFO_PAGE --]	The beginning of HTML for a more info page template
[-- END_DEFINE MORE_INFO_PAGE --]	The end of HTML for a more info page template

Product Information

[-- PRODUCT.DisplayMoreInformationPage --]	Create a More Info page for this product?
[-- PRODUCT.MoreInformationText --]	Product description for More Info page
[-- PRODUCT.MoreInformationGraphic --]	Returns a full <img src> tag for the product More Info Page graphic.
[-- IMAGE Product.MoreInformationGraphic --]	Returns the path and file name of the product More Information Page graphic, relative to the store's media directory.
[-- PRODUCT.MoreInformationFileName --]	The file name of the product More Info Page.
[-- PRODUCT.MoreInfoURL --]	URL of product's More Info page
[-- PRODUCT.MoreInformationProductCrossSell --]	Cross-sell items that appear on the More Information page.
[-- MoreInfoInventoryActual --]	The values output by this tag are enabled and configured on the Preferences > Inventory Tracking screen.
[-- PRODUCT.MoreInfoImage1 --]	More Info Image1
[-- IMAGE PRODUCT.MoreInfoImage1 --]	Path and file name of More Info Image1
[-- PRODUCT.MoreInfoImage2 --]	More Info Image2
[-- IMAGE PRODUCT.MoreInfoImage2 --]	Path and file name of More Info Image2
[-- PRODUCT.MoreInfoImage3 --]	More Info Image3
[-- IMAGE PRODUCT.MoreInfoImage3 --]	Path and file name of More Info Image3
[-- PRODUCT.MoreInfoImage4 --]	More Info Image4
[-- IMAGE PRODUCT.MoreInfoImage4 --]	Path and file name of More Info Image4
[-- PRODUCT.MoreInfoImage5 --]	More Info Image5
[-- IMAGE PRODUCT.MoreInfoImage5 --]	Path and file name of More Info Image5
[-- PRODUCT.MoreInfoImage6 --]	More Info Image6
[-- IMAGE PRODUCT.MoreInfoImage6 --]	Path and file name of More Info Image6
[-- PRODUCT.MoreInfoImage7 --]	More Info Image7
[-- IMAGE PRODUCT.MoreInfoImage7 --]	Path and file name of More Info Image7
[-- PRODUCT.MoreInfoImage8 --]	More Info Image8
[-- IMAGE PRODUCT.MoreInfoImage8 --]	Path and file name of More Info Image8
[-- PRODUCT.MoreInfoImage9 --]	More Info Image9
[-- IMAGE PRODUCT.MoreInfoImage9 --]	Path and file name of More Info Image9
[-- PRODUCT.MoreInfoImage10 --]	More Info Image10
[-- IMAGE PRODUCT.MoreInfoImage10 --]	Path and file name of More Info Image10

[-- PRODUCT.MoreInfoImage11 --]	More Info Image11
[-- IMAGE PRODUCT.MoreInfoImage11 --]	Path and file name of More Info Image11
[-- PRODUCT.MoreInfoImage12 --]	More Info Image12
[-- IMAGE PRODUCT.MoreInfoImage12 --]	Path and file name of More Info Image12
[-- PRODUCT.MoreInfoImage13 --]	More Info Image13
[-- IMAGE PRODUCT.MoreInfoImage13 --]	Path and file name of More Info Image13
[-- PRODUCT.MoreInfoImage14 --]	More Info Image14
[-- IMAGE PRODUCT.MoreInfoImage14 --]	Path and file name of More Info Image14
[-- PRODUCT.MoreInfoImage15 --]	More Info Image15
[-- IMAGE PRODUCT.MoreInfoImage15 --]	Path and file name of More Info Image15
[-- PRODUCT.MoreInfoImage16 --]	More Info Image16
[-- IMAGE PRODUCT.MoreInfoImage16 --]	Path and file name of More Info Image16
[-- PRODUCT.MoreInfoImage17 --]	More Info Image17
[-- IMAGE PRODUCT.MoreInfoImage17 --]	Path and file name of More Info Image17
[-- PRODUCT.MoreInfoImage18 --]	More Info Image18
[-- IMAGE PRODUCT.MoreInfoImage18 --]	Path and file name of More Info Image18
[-- PRODUCT.MoreInfoImage19 --]	More Info Image19
[-- IMAGE PRODUCT.MoreInfoImage19 --]	Path and file name of More Info Image19
[-- PRODUCT.MoreInfoImage20 --]	More Info Image20
[-- IMAGE PRODUCT.MoreInfoImage20 --]	Path and file name of More Info Image20
[-- MoreInfoImageRow --]	All of the More Info page images, displayed in rows, as defined in Preferences > More Info Pages.

Header and Footer

[-- MORE_INFO.DisplayPageHeader --]	True if merchant wants the Page Header on More Info pages.
[-- MORE_INFO.DisplayPageFooter --]	True if merchant wants the Page Footer on More Info pages.

Search

[-- SEARCH_FORM --]	Insert the search form

Customer Registration

[-- RegistrationSignIn --]	Inserts links for customer registration and login.
[-- STORE.NewCustomer --]	text: New Customer?
[-- STORE.ToRegister --]	text: Click here to register
[-- STORE.RetCustomer --]	text: Returning Customer?
[-- STORE.ToSignIn --]	text: Click here to sign in
[-- STORE.ViewEdit --]	text: View/Edit account
[-- STORE.SignOut --]	text: Sign out

Mini Cart

[-- MiniCart --]	Displays the Mini Cart on store pages.

High Security Image

[-- IF ShopSiteSecurityImage --]	True if ShopSite is configured to display the High Security image.
[-- ShopSiteSecurityImage --]	Returns the HTML code to display the High Security image on the page.

Colors and Background

[-- MORE_INFO.BackgroundColor --]	Background color
[-- MORE_INFO.BackgroundImage --]	Background image
[-- MORE_INFO.TextColor --]	Text color
[-- MORE_INFO.LinkColor --]	Link color
[-- MORE_INFO.VisitedLinkColor --]	Visited link color
[-- MORE_INFO.ActiveLinkColor --]	Active link color

Search Tags

Special Search Tags

Defines

[-- DEFINE SEARCH_RESULTS --]	The beginning of HTML for a search template
[-- END_DEFINE SEARCH_RESULTS --]	The end of HTML for a search template

Header and Footer

[-- PAGE.DisplayPageHeader --]	True if the merchant wants the Page Header displayed.
[-- HEADER --]	Page Header
[-- PAGE.DisplayPageFooter --]	True if the merchant wants the Page Footer displayed.
[-- FOOTER --]	Page Footer

Forms

[-- IF SEARCHTOP --]	True if search form should be displayed above results
[-- IF SEARCHBOTTOM --]	True if search form should be displayed below results.
[-- SEARCHRESULT_FORM --]	Complete search form.
[-- SEARCHRESULT_FORM FORM_ONLY --]	HTML for opening of search form and (if enabled) keyword input and search button.
[-- IF SearchResultCount --]	True if result count should be displayed
[-- SearchResultCount --]	Generates result count
[-- IF SearchPrevNext --]	True if pagination links should be displayed
[-- SearchPrevNext --]	Generates pagination links
[-- IF SearchResultsPerPage --]	True if results per-page field should be displayed
[-- SearchResultsPerPage --]	Generates results per-page field
[-- IF SearchSortBy --]	True if result sort field should be displayed
[-- SearchSortBy --]	Generates result sort field
[-- SEARCHSTRING --]	Keywords for which results are displaying
[-- STORE.SearchImage --]	URL of search button image

Loops

[-- LOOP SEARCH --]	Start of the search loop for outputting search results.
[-- LOOP SEARCH PAGE.Columns --]	Start of the search loop for outputting search results. Uses the database value to determine the number of columns to generate.
[-- LOOP SEARCH VAR.somename --]	Start of the search loop for outputting search results. Uses the VAR value to determine the number of columns to generate.
[-- LOOP SEARCH number --]	Start of the search loop for outputting search results. Uses the number value to determine the number of columns to generate.
[-- SEARCHRESULT --]	Create the search result using the template defined for the the product or link.
[-- IF SEARCHPRODUCT --]	Is the search result a Product?
[-- IF SEARCHLINK --]	Is the search result a Link?
[-- IF SEARCHACTIVE --]	True if search results screen is being generated
[-- END_LOOP SEARCH --]	End of the search loop for outputting search results.

Search Database Tags

Name

[-- PAGE.Name --]	Page Name
[-- PAGE.DisplayName --]	True if the merchant wants the page name displayed.

Banner Graphic

[-- PAGE.Graphic --]	Full <img src> tag for the page banner graphic.
[-- IMAGE PAGE.Graphic --]	File name of the page banner graphic
[-- PAGE.DisplayGraphic --]	True if the merchant wants the page banner graphic displayed.

Text

[-- PAGE.Text1 --]	Text 1
[-- PAGE.Text2 --]	Text 2
[-- PAGE.Text3 --]	Text 3
[-- Store.SearchResults --]	Search Results text field.
[-- Store.SearchResultPage --]	Results Pages text field.
[-- STORE.QuantityPricingFlag --]	Quantity Pricing Flag field.
[-- Store.QuantityPricingMsg --]	Quantity Pricing Message text field.
[-- STORE.VariablePricingFlag --]	Variable Pricing Flag text field.
[-- Store.VariablePricingMsg --]	Variable Pricing Message text field.

Layout

[-- PAGE.Layout --]	The page alignment setting
[-- PAGE.Columns --]	The number of columns for the page
[-- PAGE.DisplayColumnBorders --]	True if column borders are to be displayed.

[-- PAGE.PageWidth --]	Page Width

Colors and Background

[-- PAGE.TextColor --]	Text Color
[-- PAGE.BackgroundColor --]	Background Color
[-- PAGE.LinkColor --]	Link Color
[-- PAGE.VisitedLinkColor --]	Visited Link Color
[-- PAGE.ActiveLinkColor --]	Active Link Color
[-- PAGE.BackgroundImage --]	Background Image

Merchant-Definable Fields

[-- PAGE.Field1 --]	Extra Field 1
[-- PAGE.Field2 --]	Extra Field 2
[-- PAGE.Field3 --]	Extra Field 3
[-- PAGE.Field4 --]	Extra Field 4
[-- PAGE.Field5 --]	Extra Field 5

Shopping Cart Tags

(These tags are organized by the pages in which they typically would be used. Some tags are shown on multiple pages.)

Special Shopping Cart Tags

(These tags can be used on any shopping cart page)

[-- STORE.SC_YourShoppingCart --]	Text field: Your Shopping Cart
[-- SC_JavaScript Extras --]	The JavaScript required on shopping cart pages
[-- ShopSiteMessages --]	Displays any (error) messages to the shopper.
[-- SC_FORM --]	The opening **<FORM>** tag and a few hidden values for the shopping cart. This tag MUST precede most of the other **SC_** tags.
[-- IP_ADDR --]	The IP address of the shopper
[-- SC_USE_SECURITY --]	Returns checked if the shopping cart is set to use a secure URL.
[-- STORE.Secure_Image_URL --]	Returns the ShopSite Images secure URL.
[-- STORE.SC_Secure_Image_URL --]	Returns the Secure Store URL.
[-- IF Cart_Image --]	True if product images will be displayed in the shopping cart.

Colors and Background

[-- STORE.SC_BackgroundColor --]	Shopping cart background color
[-- STORE.SC_TextColor --]	Shopping cart text color
[-- STORE.SC_LinkColor --]	Shopping cart link color
[-- STORE.SC_VisitedLinkColor --]	Shopping cart visited link color
[-- STORE.SC_ActiveLinkColor --]	Shopping cart active link color
[-- STORE.SC_BackgroundImage --]	Shopping cart background image

[-- STORE.SC_ShadeColor --]	Shopping cart table shade color

Shopping Cart Page

(These tags are used on the first shopping cart page)

Defines

[-- DEFINE ShoppingCart --]	The beginning of the HTML for the shopping cart template
[-- END_DEFINE ShoppingCart --]	The end of the HTML for the shopping cart template

Header and Footer

[-- ShoppingCartHeader --]	Text at the top of the Shopping Cart Screen
[-- IF ShoppingCartHeader --]	True if there is content in the Shopping Cart Header field.
[-- ShoppingCartFooter --]	Text at the bottom of the Shopping Cart Screen
[-- IF ShoppingCartFooter --]	True if there is content in the Shopping Cart Footer field.

Customer Registration

[-- SC_Registration {optional INLINE} --]	Links to register or sign in. (Also **IF**)
[-- SignedIn? --]	True if the customer is signed in
[-- SC_Must_Register --]	True if the customer must be registered to check out
[-- RegisteredName --]	Customer's name if signed in

Table of Products Ordered

[-- SC_ShowBasket --]	The "Show me my basket every time I order something" checkbox.
[-- SC_Remove_Button --]	True if the merchant wants "Remove" buttons for each product
[-- SC_Cart --]	The table showing the products ordered and the order subtotal
[-- SC_Cart delete quantity image name sku price total --]	The table showing the products ordered and the order subtotal, with the fields in the order specified.

Tax and Shipping

[-- SC_Tax_Shipping --]	The form fields for tax and shipping
[-- SC_Tax_Shipping Button --]	The form fields for tax and shipping, plus a "Tax/Shipping" button to recalculate
[-- BUTTON TaxShipping --]	Tax/Shipping button

Coupons

[-- SC_Coupon --]	The form field for the customer to enter a coupon name/number. (Also **IF**)
[-- SC_Coupon_Button --]	True if the merchant wants the "Apply Coupon" button
[-- STORE.CouponCaption --]	Text field: Coupon Code:
[-- STORE.EnterCoupon --]	Text field: If you have a coupon, enter the code and press recalculate
[-- BUTTON ApplyCoupon --]	"Apply Coupon" button

Gift Certificates

[-- SC_GiftCert --]	The form field for the customer to enter a gift certificate number and PIN. (Also **IF**)
[-- SC_GiftCert_Button --]	True if the merchant wants the "Redeem Certificate" button
[-- STORE.GiftCertCaption --]	Text field: Gift Certificate:
[-- STORE.EnterGiftCert --]	Text field: If you have a gift certificate, enter the number and PIN then press recalculate
[-- GiftCert_Redeem --]	Store text: Redeem Certificate
[-- STORE.GiftCert_Recalculate --]	Store text: Recalculate
[-- BUTTON ApplyGiftCert --]	"Redeem Certificate" button

Reward Program

[-- SC_REWARD_PROGRAM --]	Creates a table showing the customer's reward program status (Also **IF**)

Global Cross-sell

[-- IF Global_Cross_Sell --]	True if Global cross-sell is enabled
[-- STORE.GlobalCrossSellHeader --]	Header text for global cross-sell table
[-- LOOP GLOBAL_Cross_Sell --]	Begin global cross-sell loop
[-- GLOBAL_CROSS_SELL --]	Insert global cross-sell item within loop
[-- END_LOOP Global_Cross_Sell --]	End global cross-sell loop

Product Cross-sell

[-- IF Cart_Cross_Sell --]	True if product specific cross-sell in the cart is enabled
[-- STORE.CartCrossSellHeader --]	Header text for product cross-sell table
[-- LOOP CART_Cross_Sell --]	Begin product cross-sell loop
[-- CART_CROSS_SELL --]	Insert product cross-sell item within loop
[-- END_LOOP Cart_Cross_Sell --]	End product cross-sell loop

Surcharges

[-- SC_Surcharge --]	The form fields for surcharges

Totals

[-- SC_Totals --]	Displays product subtotal, shipping charges, tax charges, and the order total
[-- STORE.SC_AnyChanges --]	Text field: Any changes above should be verified by pressing 'Recalculate' before clicking on 'Checkout'.

Ordering Instructions

[-- SC_OrderingInstructions --]	Ordering instructions heading and text box (Also **IF**)
[-- SC_OrderingInstructions {rows columns} --]	The ordering instructions text and box with specified box dimensions

Payment

[-- SC_PaymentSelection --]	The form fields for selecting payment type

High Security Image

[-- IF ShopSiteSecurityImage --]	True if displaying the High Security logo is turned on
[-- ShopSiteSecurityImage --]	The HTML to display the High Security logo

Buttons

[-- BUTTON Recalculate --]	The "Recalculate" button
[-- BUTTON Update --]	The "Update" button
[-- BUTTON EmptyCart --]	The "Empty Cart" button
[-- BUTTON ContinueShopping --]	The "Continue Shopping" button
[-- BUTTON Checkout --]	The "Checkout" button

Billing / Shipping Page

(These tags are used on the shipping page)

Defines

[-- DEFINE Shipping --]	The beginning of the HTML for the shipping template
[-- END_DEFINE Shipping --]	The end of the HTML for the shipping template

Header and Footer

[-- ShippingHeader --]	Text at the top of the Shipping Screen
[-- IF ShippingHeader --]	True if there is content in the Shipping screen Header field.
[-- ShippingFooter --]	Text at the bottom of the Shipping Screen
[-- IF ShippingFooter --]	True if there is content in the Shipping screen Footer field.
[-- STORE.Ship_Checkout --]	Text field: Checkout

Table of Products Ordered

[-- SC_Cart --]	The table showing the products ordered and the order subtotal
[-- SC_Cart quantity name sku price total --]	The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]	Displays product subtotal, shipping charges, tax charges, and the order total

Comments

[-- SC_Comments {rows columns} --]	Customer comments heading and text box with specified dimensions (Also **IF**)

Billing and Shipping Address

[-- SC_Address --]	Billing and shipping address forms, horizontal arrangement
[-- SC_Address Vertical --]	Billing and shipping address forms, vertical arrangement
[-- SC_Address Right--]	Billing and shipping address forms, field labels on right

E-Mail List

[-- Email_List --]	Text and checkbox for "add to e-mail list" (Also **IF**)

Payment

[-- SC_Payment --]	Form for entering payment information

Custom Checkout Fields

[-- CustomHTML --]	True if Custom Checkout Fields are enabled
[-- Ship_CustomHTML n --]	Insert the Custom Checkout Field where n is 1 to 5

Human Validation Image

[-- IF SecurityImage --]	True if the human validation image feature is enabled
[-- ShipSecurityImage --]	Includes the human validation image elements on the payment screen.

High Security Image

[-- IF ShopSiteSecurityImage --]	True if displaying the High Security logo is turned on
[-- ShopSiteSecurityImage --]	The HTML to display the High Security logo

Buttons

[-- BUTTON SubmitOrder --]	The "Submit This Order" button, or the "Confirm" button if confirmation page is enabled
[-- BUTTON ReturnToCart --]	The "Return to Cart" button

Confirmation Tags

(These tags are used on the optional confirmation page)

Defines

[-- DEFINE Confirmation --]	The beginning of the HTML for the confirmation template
[-- END_DEFINE Confirmation --]	The end of the HTML for the confirmation template

Header and Footer

[-- ConfirmationHeader --]	Text at the top of the Confirmation Screen
[-- IF ConfirmationHeader --]	True if there is content in the Confirmation screen Header field.
[-- ConfirmationFooter --]	Text at the bottom of the Confirmation Screen
[-- IF ConfirmationFooter --]	True if there is content in the Confirmation screen Footer field.

Table of Products Ordered

[-- SC_Cart --]	The table showing the products ordered and the order subtotal
[-- SC_Cart quantity name sku price total --]	The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]	Displays product subtotal, shipping charges, tax charges,

	and the order total

Ordering Instructions

[-- IF SC_OrderingInstructions_Text --]	True if customer entered any text in the Ordering Instructions box
[-- SC_OrderingInstructions --]	Ordering instructions text entered by customer

Custom Checkout Fields

[-- CustomHTML_Values --]	Display Custom Checkout Fields and values. (Also **IF**)

E-Mail List

[-- Email_List --]	Display the text of the e-mail signup

Comments

[-- SC_Comments --]	Customer comments text and box (Also **IF**)
[-- SC_Comments_Text --]	True if comments entered by customer

Billing and Shipping Address

[-- SC_Address --]	Display the billing and shipping addresses

Payment

[-- SC_Payment --]	Display the payment information

High Security Image

[-- IF ShopSiteSecurityImage --]	True if displaying the High Security logo is turned on
[-- ShopSiteSecurityImage --]	The HTML to display the High Security logo

Buttons

[-- BUTTON Confirmation --]	The "Submit This Order" button
[-- BUTTON MakeChanges --]	The "Make Changes" button

Thank You Tags

(These tags are used on the Thank You page)

Defines

[-- DEFINE ThankYou --]	The beginning of the HTML for the thank you template
[-- END_DEFINE ThankYou --]	The end of the HTML for the thank you template

Header and Footer

[-- ThankYouHeader --]	Text at the top of the Thank You Screen
[-- IF ThankYouHeader --]	True if there is content in the ThankYou screen Header field.
[-- ThankYouFooter --]	Text at the bottom of the Thank You Screen
[-- IF ThankYouFooter --]	True if there is content in the ThankYou screen Footer field.
[-- STORE.SC_ThankYou --]	Text field: Thank you!
[-- STORE.SC_YourReceipt --]	Text field: Here is a copy of your receipt.

[-- STORE.SC_OrderNumber --]	Text field: Order Number
[-- SC.ThankYouBusiness --]	Text field: Thank you for your business!
[-- ThankYouOrderNumber --]	The order number
[-- ThankYouReturnStore --]	"Return to Store" button or text

Table of Products Ordered

[-- SC_Cart --]	The table showing the products ordered and the order subtotal
[-- SC_Cart quantity name sku price total --]	The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]	Displays product subtotal, shipping charges, tax charges, and the order total

Ordering Instructions

[-- IF SC_OrderingInstructions_Text --]	True if customer entered any text in the Ordering Instructions box
[-- SC_OrderingInstructions --]	Ordering instructions text entered by customer

Custom Checkout Fields

[-- CustomHTML_Values --]	Display Custom Checkout Fields and values. (Also **IF**)

Comments

[-- SC_Comments --]	Customer comments text and box (Also **IF**)
[-- SC_Comments_Text --]	True if comments entered by customer

Thank You E-Mail Tags

(These tags are used on the e-mail receipt)

Defines

[-- DEFINE ThankYou_Email --]	The beginning of the HTML for the thank you e-mail
[-- END_DEFINE ThankYou_Email --]	The end of the HTML for the thank you e-mail

Header and Footer

[-- ThankYouHeader --]	Text at the top of the Thank You Screen
[-- IF ThankYouHeader --]	True if there is content in the ThankYou screen Header field.
[-- ReceiptFooter --]	Text at the bottom of the e-mail receipt
[-- STORE.SC_ThankYou --]	Text field: Thank you!
[-- ThankYouReturnStore --]	"Return to Store" button or text
[-- ThankYouOrderNumber --]	The order number

Table of Products Ordered

[-- SC_Cart --]	The table showing the products ordered and the order subtotal

[-- SC_Cart quantity name sku price total --]	The table showing the products ordered and the order subtotal, with the fields in the order specified.

Totals

[-- SC_Totals --]	Displays product subtotal, shipping charges, tax charges, and the order total

Payment

[-- SC_Payment --]	Display the payment information

Ordering Instructions

[-- IF SC_OrderingInstructions_Text --]	True if customer entered any text in the Ordering Instructions box
[-- SC_OrderingInstructions --]	Ordering instructions text entered by customer

Custom Checkout Fields

[-- CustomHTML_Values --]	Display Custom Checkout Fields and values. (Also **IF**)

Comments

[-- SC_Comments --]	Customer comments text and box (Also **IF**)
[-- SC_Comments_Text --]	True if comments entered by customer

Billing and Shipping Address

[-- SC_Address --]	Display the billing and shipping addresses

Global Cross-sell

(These tags are used in the global cross-sell section)

Defines

[-- DEFINE GLOBAL_CROSS_SELL --]	The beginning of the HTML for the global cross-sell product.
[-- END_DEFINE GLOBAL_CROSS_SELL --]	The end of the HTML for the global cross-sell product.

Links

[-- IF CROSS_SELL_LINK --]	True if cross-sell product links enabled
[-- CROSS_SELL_LINK --]	URL of cross-sell link destination

PRODUCT tags

Any PRODUCT database tag can be used in a cross-sell definition.

[-- PRODUCT.Name --]	Name of the product
[-- PRODUCT.Price --]	Price of the product
[-- PRODUCT.Graphic --]	IMG tag for product graphic
[-- PRODUCT.AddToCartURL --]	URL of add-to-cart link for product. **REMINDER:** Do NOT use form elements within cross-sell definitions!

Product Cart Cross-sell

(These tags are used in the product cart cross-sell section)

Defines

[-- DEFINE CART_CROSS_SELL --]	The beginning of the HTML for the cart product cross-sell product.
[-- END_DEFINE CART_CROSS_SELL --]	The end of the HTML for the cart product cross-sell product.

Links

[-- IF CROSS_SELL_LINK --]	True if cross-sell product links enabled
[-- CROSS_SELL_LINK --]	URL of cross-sell link destination

PRODUCT tags

Any PRODUCT database tag can be used in a cross-sell definition.

[-- PRODUCT.Name --]	Name of the product
[-- PRODUCT.Price --]	Price of the product
[-- PRODUCT.Graphic --]	IMG tag for product graphic
[-- PRODUCT.AddToCartURL --]	URL of add-to-cart link for product. **REMINDER:** Do NOT use form elements within cross-sell definitions!

WishList Tags

[-- IF WishList --]	Test if there is content in the WishList field.
[-- WishList --]	WishList content

Gift Certificate Tags

Special Gift Certificate Tags

Header and Footer

[-- GiftCertHeader --]	Text at the top of the Gift Certificate Screen
[-- IF GiftCertHeader --]	True if there is content in the Gift Certificate Header field.
[-- GiftCertFooter --]	Text at the bottom of the Gift Certificate Screen
[-- IF GiftCertFooter --]	True if there is content in the Gift Certificate Footer field.

Text

[-- GiftCertInstruction --]	instructions for ordering gift certificates.
[-- GiftCertPolicy --]	the policy regarding Gift Certificates
[-- Store.GiftCert_Policy --]	text: Gift Certificate Policy
[-- STORE.SC_GiftCertificate --]	text: Gift Certificate
[-- Store.GiftCert_From --]	text: From
[-- Store.GiftCert_Message --]	text: Message
[-- Store.GiftCert_To --]	text: Presented To

[-- Store.GiftCertNumber --]	text: Number
[-- Store.GiftCertPIN --]	text: PIN
[-- STORE.GiftCert_ToRedeem --]	text: In order to redeem this gift certificate please click on this link
[-- GiftCert_OnOrderScreen --]	text: On the order screen you will be able to redeem this gift certificate by entering the following number and PIN values.
[-- Store.GiftCert_ToRedeemCutPaste --]	text: In order to redeem this gift certificate please cut and paste this link into your web browers

Layout

[-- STORE.GiftCert_BackgroundImage --]	Background Image
[-- STORE.GiftCert_BackgroundColor --]	Background Color
[-- STORE.GiftCert_TextColor --]	Text color
[-- STORE.GiftCert_LinkColor --]	Link color
[-- STORE.GiftCert_VisitedLinkColor --]	Visited link color
[-- STORE.GiftCert_ActiveLinkColor --]	Active link color

Gift Certificate Order Page

(These tags are used on the gift certificate order page)

Defines

[-- DEFINE GIFT_CERTIFICATE --]	The beginning of the HTML for the gift certificate template
[-- END_DEFINE GIFT_CERTIFICATE --]	The end of the HTML for the gift certificate template

Shopping Cart Code

[-- SC_JAVASCRIPT --]	
[-- ShopSiteMessages --]	

Order Form Segments

[-- SC_FORM --]	opening form section. close form with </form> tag.
[-- GiftCertNumberAmount --]	certificate monetary value form section
[-- GiftCertEmailMail --]	E-mail/Mail selection form section
[-- GiftCertToFromMsg --]	To, From, and Message form sections

Buttons

[-- BUTTON BackToStore --]	Back To Store button
[-- BUTTON BuyGiftCertificate --]	Buy Gift Certificate button

E-mail Gift Certificate

(These tags are used in the gift certificate E-mail)

Defines

[-- DEFINE GIFT_CERTIFICATE_EMAIL --]	The beginning of the HTML for the gift certificate E-mail
[-- END_DEFINE GIFT_CERTIFICATE_EMAIL --]	The end of the HTML for the gift certificate E-mail

Certificate Text

[-- GiftCert_Amount --]	Monetary value of certificate
[-- GiftCert_To --]	Certificate recipient
[-- GiftCert_From --]	presenter of certificate
[-- IF GiftCert_Message --]	is there a message?
[-- GiftCert_Message --]	optional message
[-- GiftCert_Number --]	certificate redemption number
[-- GiftCert_PIN --]	certificate redemption PIN
[-- GiftCert_Date --]	certificate expiration date
[-- GiftCert_Date --]	certificate expiration date

Printed Gift Certificate

(These tags are used on the print gift certificate page)

Defines

[-- DEFINE GIFT_CERTIFICATE_MAIL --]	The beginning of the HTML for the gift certificate print page
[-- END_DEFINE GIFT_CERTIFICATE_MAIL --]	The end of the HTML for the gift certificate print page

Mail Certificate Information

[-- IF FIRST_MAIL_GIFTCERT --]	is this the first certificate?
[-- IF LAST_MAIL_GIFTCERT --]	is this the last certificate?

Certificate Text

[-- GiftCert_Amount --]	Monetary value of certificate
[-- GiftCert_To --]	Certificate recipient
[-- GiftCert_From --]	presenter of certificate
[-- IF GiftCert_Message --]	is there a message?
[-- GiftCert_Message --]	optional message
[-- GiftCert_Number --]	certificate redemption number
[-- GiftCert_PIN --]	certificate redemption PIN
[-- GiftCert_Date --]	certificate expiration date

Customer Registration Tags

(These tags are organized by the pages in which they typically would be used. Some tags are shown on multiple pages.)

Global Tags

(These tags can be used on any CR page.)

[-- CR_Form --]	The opening **<FORM>** tag for most CR pages. This tag MUST precede most of the other **CR_** tags.
[-- CR_JavaScript --]	The JavaScript required by CR pages

[-- CR_Header --]	Inserts the "Text at top of Customer Registration Screens."
[-- IF CR_Header --]	True if there is content in the Customer Registration Header field.
[-- CR_Footer --]	Inserts the "Text at bottom of Customer Registration Screens."
[-- IF CR_Footer --]	True if there is content in the Customer Registration Footer field.
[-- CR_HTML_Email --]	True if registered customer wants HTML e-mail

New Registration Page

[-- DEFINE New_Registration --]	The beginning of HTML for the New Registration page.
[-- END_DEFINE New_Registration --]	The end of HTML for the New Registration page.
[-- STORE.NewRegistration --]	Text field: New Registration
[-- CR_Name --]	Form for customers to enter their name when registering
[-- IF CR_Show_Company --]	Checks the value of Show Comapny on the Custpmer Registration configuration screen
[-- CR_Company --]	Form for customers to enter their company when registering
[-- CR_Email_Password --]	Form for entering e-mail address and password during registration.
[-- CR_Challenge --]	Form for selecting a challenge question and answer during registration.
[-- CR_Email_Type --]	Radio buttons for selecting HTML or text e-mail receipts
[-- CR_Save_Payment --]	Radio buttons for selecting whether ShopSite should save payment information

Sign In Page

[-- DEFINE Sign_In --]	The beginning of HTML for the Sign In page.
[-- END_DEFINE Sign_In --]	The end of HTML for the Sign In page.
[-- STORE.SignIn --]	Text field: Sign In
[-- STORE.UseSignInEmail --]	Text field: Enter the same e-mail address used when you registered.
[-- CR_SignIn_Email_Password --]	Sign-in form to enter e-mail address and password

Confirm Sign Out Page

[-- DEFINE Sign_Out_Confirmation --]	The beginning of HTML for the Confirm Sign Out page.
[-- END_DEFINE Sign_Out_Confirmation --]	The end of HTML for the Confirm Sign Out page.
[-- STORE.SignOutConfirmation --]	Text field: Sign Out Confirmation
[-- STORE.SignOut? --]	Text field: Do you really want to sign out?

Account Information Page

[-- DEFINE View_Edit --]	The beginning of HTML for the Account Information page.
[-- END_DEFINE View_Edit --]	The end of HTML for the Account Information page.
[-- STORE.AccountInformation --]	Text field: Account Information
[-- CR_Customer_Name --]	The registered customer's name
[-- STORE.ViewInformation --]	Text field: To view or change your account information click on a button below.

[-- CR_REWARD_PROGRAM_INFO --]	Table containing reward program status information. (Also **IF**)

Preferences Page

[-- DEFINE Preferences --]	The beginning of HTML for the Preferences page.
[-- END_DEFINE Preferences --]	The end of HTML for the Preferences page.
[-- STORE.Preferences --]	Text field: Preferences
[-- CR_Email --]	Field for customer to enter e-mail address
[-- STORE.EmailSecurity --]	Text field: This e-mail address is your sign in name. For security purposes any changes to your account will be e-mailed to this address.
[-- CR_Name --]	Form for customers to enter/edit their name
[-- CR_Email_Type --]	Radio buttons for selecting HTML or text e-mail receipts
[-- CR_Save_Payment --]	Radio buttons for selecting whether ShopSite should save payment information
[-- CR_Tax_Exempt --]	Tax Exempt status. Controlled from the Commerce Setup > Customer Registration > Edit Customer screen.

Change Password Page

[-- DEFINE Edit_Password --]	The beginning of HTML for the Edit Password page.
[-- END_DEFINE Edit_Password --]	The end of HTML for the Edit Password page.
[-- STORE.EditPassword --]	Text field: Change Password
[-- CR_Edit_Password --]	Form to change password
[-- BUTTON Change_Password --]	The "Change Password" button
[-- BUTTON Cancel --]	The "Cancel" button
[-- STORE.ChallengeQuestion --]	Text field: Challenge Question
[-- STORE.ChangeChallengeText --]	Text field: The challenge question is used if you ever forget your password. To change the question click the Button Below.
[-- BUTTON Change_Challenge --]	The "Change Challenge" button

Change Challenge Page

[-- DEFINE Edit_Challenge --]	The beginning of HTML for the Change Challenge page.
[-- END_DEFINE Edit_Challenge --]	The end of HTML for the Change Challenge page.
[-- STORE.EditChallenge --]	Text field: Change Challenge
[-- STORE.EditChallengeText --]	Text field: The challenge question is used if you ever forget your password.
[-- CR_Edit_Challenge --]	Form for selecting a new challenge question and answer, including password confirmation
[-- BUTTON Change_Challenge --]	The "Change Challenge" button
[-- BUTTON Cancel --]	The "Cancel" button

List of Payment Accounts Page

[-- DEFINE Payment_Accounts --]	The beginning of HTML for the List of Payment Accounts page.
[-- END_DEFINE Payment_Accounts --]	The end of HTML for the List of Payment Accounts page.

[-- STORE.PaymentAccounts --]	Text field: Payment Accounts
[-- STORE.PaymentText --]	Text field: Select the payment option below and click Edit to view or change your payment information. Delete will remove the payment information for the selected item.
[-- CR_Payment_List --]	Select list of payment methods
[-- BUTTON Edit --]	The "Edit" button to go to an editing screen
[-- BUTTON Delete --]	The "Delete" button
[-- STORE.PaymentAdd --]	Text field: To Add another Payment Option simply select a new option when you place your next order. The new payment option will then be saved.
[-- BUTTON Done --]	The "Done" button

Edit Payment Account Page

[-- DEFINE Edit_Payment_Account --]	The beginning of HTML for the Edit Payment Account page.
[-- END_DEFINE Edit_Payment_Account --]	The end of HTML for the Edit Payment Account page.
[-- STORE.EditPaymentAccount --]	Text field: Edit Payment Account
[-- CR_DisplayName --]	Text box for the payment account name
[-- STORE.EditPaymentText --]	Text field: This name is used to select the payment option when you order and will be displayed in your receipt. Use a name such as "Corporate AMEX Card" or "My Visa Card". Do not put your entire credit card number or other valuable payment information in this field.
[-- STORE.EditPaymentInformation --]	Text field: Payment Information
[-- CR_Edit_Payment_Info --]	Form for payment account information, such as card number and expiration date
[-- STORE.EditPaymentBilling --]	Text field: Billing Address associated with this payment information
[-- CR_Edit_Payment_Address --]	Form for payment account address information
[-- BUTTON Save --]	The "Save" button
[-- BUTTON Cancel --]	The "Cancel" button

Delete Payment Account Page

[-- DEFINE Delete_Payment_Account --]	The beginning of HTML for the Delete Payment Account page.
[-- END_DEFINE Delete_Payment_Account --]	The end of HTML for the Delete Payment Account page.
[-- STORE.DeletePaymentAccount --]	Text field: Delete Payment Account
[-- STORE.DeletePaymentText --]	Text field: This payment type will be deleted, press YES if you wish to proceed.
[-- CR_Delete_Payment --]	The payment account name
[-- STORE.DeletePaymentNote --]	Text field: Note: Once removed the payment type cannot be recovered.
[-- BUTTON Yes --]	The "Yes" button
[-- BUTTON No --]	The "No" button

List of Orders Page

[-- DEFINE Orders --]	The beginning of HTML for the List of Orders page.
[-- END_DEFINE Orders --]	The end of HTML for the List of Orders page.

[-- STORE.Orders --]	Text field: Orders
[-- STORE.OrdersText --]	Text field: Select the order below and click View to see that order's information.
[-- CR_Order_List --]	Select list of order numbers and totals
[-- BUTTON View --]	The "View" button
[-- BUTTON Delete --]	The "Delete" button
[-- STORE.OrdersNote --]	Text field: Delete only removes the order from this list. The actual order cannot be deleted.
[-- BUTTON Done --]	The "Done" button

View Order Page

[-- DEFINE View_Order --]	The beginning of HTML for the View Order page.
[-- END_DEFINE View_Order --]	The end of HTML for the View Order page.
[-- STORE.ViewOrder --]	Text field: View Order
[-- STORE.SC_OrderNumber --]	Text field: Order Number
[-- CR_OrderNum --]	The order number
[-- CR_OrderDate --]	Date the order was placed
[-- CR_Cart --]	Table of items in the order
[-- CR_Totals --]	Subtotal, shipping, surcharge, tax, and total cost of the order
[-- CR_OrderingInstructions --]	Ordering instructions entered by the customer
[-- CR_Comments --]	Comment text entered by the customer
[-- CR_ShipTo_Addr --]	The shipping address on the order
[-- CR_BillTo_Addr --]	The billing address on the order
[-- CR_Payment_Info --]	The payment information on the order
[-- STORE.ReorderText --]	The text for reordering products from previous orders.
[-- BUTTON Reorder --]	The "Reorder" button
[-- BUTTON Done --]	The "Done" button

Delete Order Page

[-- DEFINE Delete_Order --]	The beginning of HTML for the Delete Order page.
[-- END_DEFINE Delete_Order --]	The end of HTML for the Delete Order page.
[-- STORE.DeleteOrder --]	Text field: Delete Orders
[-- STORE.DeleteOrderText --]	Text field: The following order(s) will be removed from the select list, press YES if you wish to proceed.
[-- CR_Delete_Order_List --]	List of order numbers (with totals) to be deleted
[-- STORE.OrdersNote --]	Text field: Delete only removes the order from this list. The actual order cannot be deleted.
[-- BUTTON Yes --]	The "Yes" button
[-- BUTTON No --]	The "No" button

List of Ship To Addresses Page

[-- DEFINE Shipping_Options --]	The beginning of HTML for the List of Shipping Addresses page.

[-- END_DEFINE Shipping_Options --]	The end of HTML for the List of Shipping Addresses page.
[-- STORE.ShippingOptions --]	Text field: Ship To
[-- STORE.ShippingOptionsText --]	Text field: Select the ship to address below and click Edit to view or change your shipping information.
[-- CR_Shipping_List --]	Select list of shipping address names
[-- BUTTON View --]	The "View" button
[-- BUTTON Delete --]	The "Delete" button
[-- STORE.ShippingOptionsNote --]	Delete will remove the shipping information for the selected item.
[-- BUTTON Done --]	The "Done" button

Edit Ship To Address Page

[-- DEFINE Edit_Shipping --]	The beginning of HTML for the Edit Ship To Address page.
[-- END_DEFINE Edit_Shipping --]	The end of HTML for the Edit Ship To Address page.
[-- STORE.EditShipping --]	Text field: Edit Shipping
[-- STORE.DisplayName --]	Text field: Display Name
[-- CR_Ship_DisplayName --]	Text box for the name of the ship to address
[-- STORE.EditShippingText --]	Text field: This name is used to select the shipping option when you order.
[-- STORE.SC_ShippingAddress --]	Text field: Shipping Address
[-- CR_Edit_Shipping_Address --]	Form containing shipping address fields
[-- BUTTON Save --]	The "Save" button
[-- BUTTON Cancel --]	The "Cancel" button

Delete Ship To Address Page

[-- DEFINE Delete_Shipping --]	The beginning of HTML for the Delete Ship To Address page.
[-- END_DEFINE Delete_Shipping --]	The end of HTML for the Delete Ship To Address page.
[-- STORE.DeleteShipping --]	Text field: Delete Shipping
[-- STORE.DeleteShippingText --]	Text field: This shipping option will be removed, press YES if you wish to proceed.
[-- CR_Delete_Shipping --]	The name of the ship to address
[-- STORE.DeleteShippingNote --]	Text field: Note: Once removed the shipping information cannot be recovered.
[-- BUTTON Yes --]	The "Yes" button
[-- BUTTON No --]	The "No" button

Forgot Password Page

[-- DEFINE Forgot_Password --]	The beginning of HTML for the Forgot Password page.
[-- END_DEFINE Forgot_Password --]	The end of HTML for the Forgot Password page.
[-- STORE.ForgotPassword --]	Text field: Forgot Password
[-- STORE.RequestPassword --]	Text field: If you forgot your password enter the e-mail address you used to register. We will e-mail you a link that will allow you to enter a new password.
[-- CR_Email --]	Field for customer to enter e-mail address
[-- BUTTON Submit --]	The "Submit" button

[-- BUTTON Cancel --]	The "Cancel" button

Forgot E-Mail Sent Page

[-- DEFINE Forgot_Email_Sent --]	The beginning of HTML for the Forgot E-Mail Sent page.
[-- END_DEFINE Forgot_Email_Sent --]	The end of HTML for the Forgot E-Mail Sent page.
[-- STORE.ForgotEmailSent --]	Text field: Forgot E-mail Sent
[-- STORE.SentPasswordEmail --]	Text field: The e-mail has been sent. Use the link contained in the email to change your password.
[-- BUTTON BackToCart --]	The "Back to Cart" button

Forgot Password E-Mail Message

[-- DEFINE Forgot_Password_Email --]	The beginning of HTML for the Forgot Password e-mail message.
[-- END_DEFINE Forgot_Password_Email --]	The end of HTML for the Forgot Password e-mail message.
[-- STORE.EmailClickLink --]	Text field: Please click on the link below in order to change your password.
[-- CR_Forgot_Password_Link --]	"Change Password" link to Get Answer page

Get Answer to Challenge Page

[-- DEFINE Get_Answer --]	The beginning of HTML for the Get Answer to Challenge Question page.
[-- END_DEFINE Get_Answer --]	The end of HTML for the Get Answer to Challenge Question page.
[-- STORE.GetAnswer --]	Text field: Get Answer
[-- CR_Email_Name --]	Customer's e-mail address
[-- STORE.ResetPassword --]	Text field: To reset your password, please answer the following question.
[-- CR_ChallengeQuestion --]	Challenge question with text box for answer
[-- BUTTON Submit --]	The "Submit" button
[-- BUTTON Cancel --]	The "Cancel" button

Set New Password Page

[-- DEFINE Set_Answer_Password --]	The beginning of HTML for the Set New Password page (after customer forgot password)
[-- END_DEFINE Set_Answer_Password --]	The end of HTML for the Set New Password page.
[-- STORE.SetAnswerPassword --]	Text field: Set New Password
[-- STORE.EnterNewPassword --]	Text field: With the "New Payment Type" selected you must also select the manual shipping fields.
[-- CR_Password --]	Form for entering a new password
[-- BUTTON Submit --]	The "Submit" button
[-- BUTTON Cancel --]	The "Cancel" button

E-Mail Address Not Registered Message

[-- DEFINE Forgot_Password_NoEmail --]	The beginning of HTML for the Not Registered e-mail message.
[-- END_DEFINE Forgot_Password_NoEmail --]	The end of HTML for the Not Registered e-mail message.

[-- STORE.NotRegisteredEmail --]	Text field: We don't have you as a registered customer. Please register. By clicking on the link below.

Address Changed E-Mail Message

[-- DEFINE Email_Address_Changed --]	The beginning of HTML for the Address Changed e-mail message.
[-- END_DEFINE Email_Address_Changed --]	The end of HTML for the Address Changed e-mail message.
[-- STORE.EmailAddressChangedText --]	Text field: Your sign in name has been changed.
[-- STORE.NewSignInAddress --]	Text field: New Sign In address
[-- CR_Email_Address --]	Registered e-mail address

Account Changed E-Mail Message

[-- DEFINE Email_Account_Change --]	The beginning of HTML for the Account Changed e-mail message.
[-- END_DEFINE Email_Account_Change --]	The end of HTML for the Account Change e-mail message.
[-- STORE.EmailAccountChangeText --]	You have changed the following fields in your account with
[-- CR_ShopSiteMessages --]	Displays any (error) messages to the customer

Error Message Page

[-- DEFINE CR_Error --]	The beginning of HTML for the error page.
[-- END_DEFINE CR_Error --]	The end of HTML for the error page.
[-- BUTTON BackToCart --]	The "Back to Cart" button

Buttons

[-- BUTTON Save --]	The "Save" button
[-- BUTTON Cancel --]	The "Cancel" button
[-- BUTTON SignIn --]	The "Sign In" button
[-- BUTTON Submit --]	The "Submit" button
[-- BUTTON Orders --]	The "Orders" button to view previous orders
[-- BUTTON Preferences --]	The "Preferences" button to view and edit settings
[-- BUTTON ShipTo --]	The "Ship To" button to view and edit shipping addresses
[-- BUTTON Payment --]	The "Payment" button to view and edit payment methods
[-- BUTTON Password --]	The "Password" button to go to the Change Password page
[-- BUTTON Done --]	The "Done" button
[-- BUTTON Change_Password --]	The "Change Password" button to submit a new password
[-- BUTTON Change_Challenge --]	The "Change Challenge" button to go to the Change Challenge page
[-- BUTTON Yes --]	The "Yes" button
[-- BUTTON No --]	The "No" button
[-- BUTTON Edit --]	The "Edit" button to go to an editing screen
[-- BUTTON Delete --]	The "Delete" button
[-- BUTTON View --]	The "View" button
[-- BUTTON BackToCart --]	The "Back to Cart" button

Change Theme Layout and Color

After selecting a Theme Layout and Color Scheme for your store, you will be asked to confirm your selection. Remember that selecting a new theme will override *all* your template and color customization settings. Click **Yes** to apply the new theme and color scheme, or click **No** to cancel the change.

Once you have confirmed your selection, you will need to Publish your store to update all your pages with the new theme.

Layout & Color Themes

This screen lets you choose a theme for your store. A theme gives your store a consistent look and feel by setting a standard page layout and color scheme. When you pick a theme, all the existing pages in your store take on that page layout and color scheme, and any new pages that you create after picking a theme use the page layout and colors of the theme. You can edit the layout of any page to select a different theme for that page, or to change any of the colors used in the theme.

Most themes are available in a variety of color schemes.

1. Look through the list of themes on the left; the current theme is presented at the top, followed by all other themes organized into three categories: Featured Themes (themes that ShopSite is promoting), More Themes (all themes that are neither "Featured" nor "Legacy"), and Legacy Themes (older themes that may not support all of the newest features). Your goal should be to find a *layout* (don't worry about colors yet) you like for your pages.
2. Click on the thumbnail image to select the theme. This will display an image of an example store page using the selected theme in the right-hand frame.
3. Use the links above the image to select a Color Scheme for the theme. The image in the right-hand frame will change to reflect the selected Color Scheme. You can also click the links above the image under Preview to switch between images of an example shopping cart and the store page.
4. Once you have settled on a theme and color scheme you like, click **Save Changes** to set the theme throughout your store. You will need to republish your store to see the changes reflected on your site.

Note: Some themes may change the default image sizes. If your image sizes change when you select a new theme, they can be set back on a product-by-product or power edit basis.

You can see how templates interact with ShopSite's built-in themes within the ShopSite Custom Template Cookbook.

Template Tag Resource

If you are familiar with creating pages in HTML, creating a custom template is quite easy. Basically, you create an HTML page, and then put in custom template tags where you want to use information from the ShopSite databases. You can even create the page entirely in HTML until you get the look that you want, and then go back and replace elements with custom template tags. If you already have an HTML page layout that you like, simply replace the hard-coded content with custom template tags.

This resource provides access to all of ShopSite's template tags in one place. There are also breadcrumbs to the fields where the data is gathered from in the back office, and links to examples from the Template Tag Cookbook, when available.

Global | **Pages** | **Products** | **Search** | **Shopping Cart** | **Gift Cert.** | **Customer Reg.** | **Mobile** | **All**

Global tags

Most global tags can be used in any type of custom template.

Name	Description	Breadcrumbs
[-- INCLUDE filename PROCESS --]	Places the contents of filename into the output file. With the optional PROCESS parameter, any custom template tags in contents of filename are replaced with their database values before the contents are placed into the output file.	N/A
[-- VAR.name value --] [-- VAR.name --] [-- VAR.name {INC} {DEC} --]	Sets or retrieves a variable value, or increments/decrements a numeric value. Use the first format to assign a value to a variable, and use the second format to retrieve the value.	N/A
[-- GENERATE_MESSAGE "message" {VAR.name} --]	Display message and (optionally) the value of VAR.name on the page generation screen in the back office.	N/A
[-- STORE.ID --]	The encrypted store ID.	N/A
[-- STORE_Serial_Number --]	The store serial number.	N/A
[-- STORE.Type --]	The store product level: PROFESSIONAL, MANAGER, STARTER, or EXPRESS. Use this tag to test for features that are not available in all products, such as product search, which is only available in Pro and Manager stores.	N/A
[-- STORE.CurrencySymbol --]	The symbol for the currency selected during store creation.	Utilities > Wizard
[-- MyStoreURL --]	Returns the full URL to the store's output directory.	N/A
[-- STORE.Output_URL --] [-- Output_Directory_URL --]	Returns the full URL to the store's output (HTML) directory.	N/A
[-- SHOPPING_CART_URL {BASE} --]	Inserts the full URL to the shopping cart link.	N/A
[-- ShopSite_Images --]	Returns the URL to the store's ShopSite Images directory.	N/A
[-- STORE.Email --]	The merchant's e-mail address.	N/A
[-- STORE.EmailTo --]	The merchant's e-mail address in a full mailto: HTML tag.	N/A
[-- STORE.Date --]	Server date when the page was generated.	N/A
[-- STORE.Time --]	Server time when the page was generated.	N/A
[-- PageMenu {CSS, no_jscript} --]	Adds the JavaScript necessary for the drop-down menu navigation. The optional CSS parameter utilizes the default ShopSite CSS. See here for more information on using Global Navigation, including the default CSS example. The optional no_jscript parameter turns off the output of javascript.	N/A

[-- SS_MOBILE_PC --]	Creates a link on a mobile page that leads to the static (non-mobile) version; on a static page, it creates a link back to the mobile page (if it originally came from the mobile version).	N/A
[-- STORE.Name {Remove_HTML} --]	The store's name.	N/A
[-- STORE.Product --]	Product	N/A
[-- STORE.ProductName --]	Product Name	N/A
[-- STORE.Product --]	Product	N/A
[-- STORE.Price --]	Price	N/A
[-- STORE.OnSaleText {Remove_HTML} --]	The text of the On Sale field, set in the Preferences > Store Text > Store Pages screen.	N/A
[-- STORE.Sku --]	SKU	N/A
[-- STORE.Item --]	Item	N/A
[-- STORE.Items --]	Items	N/A
[-- STORE.Contains --]	Contains	N/A
[-- STORE.Subtotal --]	Subtotal	N/A
[-- STORE.Qty --]	Qty	N/A
[-- STORE.Quantity --]	Quantity	N/A
[-- STORE.TotalQuantity --]	Total Quantity	N/A
[-- STORE.Back --]	Back	N/A
[-- STORE.URL --]	Store URL	N/A
[-- STORE.YourIP --]	Your IP Address is	N/A
[--STORE.Home--]	Home	N/A
[--STORE.OrderQuantity--]	Order Quantity	N/A
[-- Store.MoreDetails --]	More Details	N/A
[-- Store.RelatedProducts --]	Related Products	N/A
[-- Store.Inventory --]	Inventory	N/A
[-- STORE.AddToCart --]	The text or image defined for the Add to Cart button in the store. ShopSite Pro stores can also use the [-- PRODUCT.AddToCartButton --] tag.	N/A
[-- STORE.DisplayAddToCartText --]	Returns checked if [-- STORE.AddToCart --] is text, unchecked indicates that [-- STORE.AddToCart --] contains the filename for the image to be used.	N/A
[-- STORE.ViewCart --]	The text or image defined for the View Cart button in the store. ShopSite Pro stores can also use the [-- PRODUCT.ViewCartButton --] tag.	N/A
[-- STORE.DisplayViewCartText --]	Returns checked if [-- STORE.ViewCart --] is text, unchecked indicates that [-- STORE.ViewCart --] contains the filename for the image to be used.	N/A
[-- STORE.SearchImage --]	The Search button image name.	N/A
[-- STORE.TextA --]	The text of the Text A field that is configured on the Layout Settings page (Preferences -> Layout Settings) of the back office.	Preferences > Layout Settings: Text A
[-- STORE.TextB --]	The text of the Text B field that is configured on the Layout Settings page (Preferences -> Layout Settings) of the back office.	Preferences > Layout Settings: Text B
[-- GENERATE_MESSAGE "message" {VAR.name} --]	Display message and (optionally) the value of VAR.name on the page generation screen in the back office.	N/A
[-- CALL program.cgi{(parameter1, parameter2, parameterN)} --]	Calls a user-supplied program and replaces the tag with any output from the program. Parameters can be passed to the program by including them as a comma-separated list within parentheses after the program name. If the program does not require any parameters, you do not need to include the parentheses.	N/A

[-- IF ANALYTICS_MULTI_DOMAIN --]	This is a specific IF call you can use to test whether or not to create special URLs for Google Analytics tracking cross-domain links. It will return true if Google Analytics is enabled and either the shopping cart or secure domain name is different from the store domain name.	N/A
[-- FIELD.Name JS_ENCODE --]	The JS_ENCODE flag gan be used on PRODUCT or PAGE tags to escape reserved characters. This will prevent the reserved characters from unintentionally altering the JavaScript function, such as customized Customer Registration links, a custom MiniCart, or ANALYTICS_MULTI_DOMAIN code.	N/A
[-- FIELD.Name REMOVE_HTML --]	The REMOVE_HTML flag can be used with any field which could contain HTML tags or with graphic tags (e.g. [-- PAGE.Graphic --]). When used in a text field, any HTML tags will be stripped out of the field, leaving only the unformatted text. This could be used to use the field within an HTML element.	N/A

Twitter Settings

ShopSite can add links to popular social networking sites that allows your customers to share their shopping experience with friends and family. This feature supports the following services by default:

Follow on Twitter

Enable 'Follow on Twitter' Button	Toggle whether or not you want Follow on Twitter functionality enabled.
Twitter Username	Provide the Twitter commercial account that customers will be following. This should be anything after the '@' symbol.
Image to use	Decide whether to use the default Twitter image or provide your own custom image.
Alt Text for the Image	This is the text that will appear when a customer hovers over the link. The text defaults to "Follow us on Twitter".

Share on Twitter

Allow link on Pages	This will place the link code on every Product page.
Allow link on More Info Pages	This will place the link code on every Product More Info page.
Use Page title or Page/Product Name	Decide whether to use the page title or a combination of the page and product name when populating the tweet.
Image to use	Decide whether to use the Tweet button, the default Twitter image, or provide your own custom image. The Tweet button will open a popup window from the Twitter website with additional options.
Alt Text for the Image	This is the text that will appear when a customer hovers over the link. The text defaults to "Share on Twitter".
Tweet Text	This is the text of the tweet that will be sent. Defaults to '[title]:[url]', which will display the title of the page or product and the url for the page or product. For example, if the title is 'Boombox' and the url is 'radioshock.com', the text would be 'Boombox: radioshock.com'.
Include Mention	This will add some text to the end to show who tweeted the original message. For example, if someone with the Twitter username of 'busybody' decides to tweet about a merchants page, "(via @busybody)" will be placed at the end of the tweet.

Click **Save** to save your settings, or click **Cancel** to abandon changes, and return to the **Merchandising** screen.

Upload Merchant Key

In order to view Merchant Key encrypted orders, you must upload the merchant key to the server. The merchant key must also be uploaded before ShopSite can begin using the key to encrypt orders.

Identify the Merchant Key on your local system	Click on the **Browse...** button to navigate to the merchant key stored on your local computer, or type the path to the key into the text box, then click **Upload** (click the **Next** button if you are in the Key Wizard) to upload the key to the server.

Database Upload / Download Fields

ShopSite uses specific names to identify fields (columns) in the Product and Page tables. When you upload or download a simple delimited text file, ShopSite will use the first line of the text file to identify the fields.

To see an example of which upload fields need data, use ShopSite's back office to download a page or product in the desired format and open it in your viewer of choice.

If you import your table files into a third-party application that uses different field names than the ones used by ShopSite, you can configure a Field Map on the Download Options screen to specify the field order, as well as give fields different names in the downloaded file.

When you import a simple delimited text file into ShopSite, you will need to specify which ShopSite field name to associate with the fields in your table. Any fields not associated with a ShopSite field will be ignored in the upload.

Each ShopSite table field should contain data of one of the following types:

- Text fields, like Name and Product Description, do not have default values. You can put almost any text in these fields, including HTML tags.
- Numeric fields, like Price and Weight, accept only numeric values. You can include numeric and decimal separators (such as 1,234.56), but not currency symbols.
- Checkboxes must be either `checked` or `unchecked`.
- Pull-down menus, such as product Name Style, accept only the specified values, and are case-sensitive; your entry must match exactly with one of the values listed.
- Lists, such as Add To Pages, accept names of pages or products, separated by a pipe symbol (|).
- Image fields, such as page and product graphics, require the name of a graphic file in the store’s media directory, or the full path name to a graphic file in another directory, or the full URL to an image. If no graphic is specified, the field must contain `none`.

ShopSite will not be able to import information into a table field if the data is not in the correct type format. If you are concerned about potential errors, you should only include the fields you want to modify in your upload file. ShopSite will not modify fields that are not included in the upload file.

The following is a complete list of all fields you can include in a simple delimited text upload file, with information about what the field is used for.

- Product Upload Fields
- Page Upload Fields

Product Upload Fields

Name - The name of the product.

Field Type:	Short Text
Default Value:	No default; you must set a value
Possible Values:	You can enter any text for the name of the product, including HTML tags.

ProductGUID - The Global Unique ID for the product. this alphanumeric combination allows ShopSite to recognize a product, even if other settings (like the name) have changed between downloads and uploads.

Field Type:	Text Entry
Default Value:	No default; ShopSite assigns products a unique value for this field when the product is first created.
Possible Values:	If your product doesn't already have a ProductGUID, leave this field blank and ShopSite will provide one for the product on upload. Other wise, it will be an alphanumeric combination that looks something like this: 1c0d6b3a-2763-11e1-8033-000347315335

SKU - The "Stock Keeping Unit" number for the product

Field Type:	Text Entry

Default Value: Null; there is no default value

Possible Values: Any alphanumeric string

Price - The price of the product.

Field Type: Numeric entry (no currency symbol)

Default Value: 0.00

Possible Values: Any numeric value in standard currency format, but no currency symbol. You can include numeric and decimal separators, such as 1,234.56.

Comment: The currency symbol and price formatting are controlled by the settings on the Preferences Locale screen. You can set a sale price for a product with the Sale Amount field.

Sale Amount - A reduced price for the product, or a percentage by which to reduce the Price.

Field Type: Numeric or percentage

Default Value: Null; there is no default value

Possible Values: Any numeric value, but no currency symbol. You can include numeric and decimal separators. To use a percentage off the Price, enter a number and a percent sign, such as 10%.

Comment: The Sale Amount value is only used if the Sale On field is set to "checked."

Disable Product - Indicates whether ShopSite should publish this product or not. Disabling a product allows the product to be attached to a particular page without being published and is useful for seasonal products.

Field Type: Checkbox

Default Value: `blank`

Possible Values: `blank` or `checked`. Setting a `checked` value indicates that ShopSite should not publish this product.

Comment:

Taxable - Indicates whether ShopSite should calculate sales tax for this product.

Field Type: Checkbox

Default Value: `checked`

Possible Values: `checked` or `unchecked`. Setting a `unchecked` value indicates that ShopSite should not calculate sales tax for this product.

Comment: Tax rates must be set on Commerce Setup Sales Tax screen.

Weight - The shipping weight of the product, used to calculate shipping costs if shipping by weight is selected for the store.

Field Type: Numeric

Default Value: 0

Possible Any integer or decimal number.

Values:	
Comment:	This field is only valid if you have shipping by weight selected as the shipping option for the store. Do not include a unit of measurement (pounds, ounces, kilograms, etc.), but assume the same unit for all products.

Quantity On Hand - The number of units of this item currently in stock.

Field Type:	Numeric
Default Value:	0
Possible Values:	Any integer, or an integer preceded by a plus or minus sign.
Comment:	If this field is just an integer, it will replace the current value for this product. However, if this field contains a plus or minus sign (for example, +5), then this value will be added to the quantity already in the database. For example, if the Quantity On Hand for a product is 8 and you upload a value of -10, the resulting quantity will be -2.

Note: If you are maintaining your database in a spreadsheet program, such as Quattro Pro or Excel, you will probably have to set the cell/column to be a text-only label field to get the program to accept a plus sign without treating it as an operator.

Low Stock Threshold - the value at which the merchant is sent an e-mail message indicating that stock of this product is getting low.

Field Type:	Numeric
Default Value:	Null; there is no default value
Possible Values:	Any integer

Out Of Stock Limit - the value at which the merchant is sent an e-mail message indicating that this product is out of stock.

Field Type:	Numeric
Default Value:	Null; there is no default value
Possible Values:	Any integer

Ground Shipping
Second Day Shipping
Next Day Shipping - The charge to ship this product by each of these methods.

Field Type:	Numeric
Default Value:	0
Possible Values:	Any numeric value in standard currency format, but no currency symbol. You can include numeric and decimal separators, such as 1,234.56.
Comment:	Each of these three fields is present only if Base Shipping or Base Plus Shipping is selected as the shipping option for the store and the specific method is enabled (checked).

Shipping 3
Shipping 4
Shipping 5
Shipping 6

Shipping 7
Shipping 8
Shipping 9 - The charge to ship the product by each of these custom shipping methods.

Field Type:	Numeric
Default Value:	0
Possible Values:	Any numeric value in standard currency format, but no currency symbol. You can include numeric and decimal separators, such as 1,234.56. The merchant can change the name of these shipping methods, but you must use the names given here when uploading a products database.
Comment:	Each of these fields is present only if Base Shipping or Base Plus Shipping is selected as the shipping option for the store and the specific method is enabled (checked). The merchant can change the name of these shipping methods, but you must use the names given here when uploading a products database.

Graphic - The pathname to a graphic file for the product.

Field Type:	Text entry
Default Value:	"none"
Possible Values:	The name of a graphic file in the store's media directory, or the full path name to a graphic file in another directory, or the full URL to an image.

Product Image Size - The number correlating to the resized image category to use for the product image.

Field Type:	Text entry
Default Value:	2, though this might be different if image sizes have been modified. Determining possible image sizes is done here.
Possible Values:	0 (Original image), 1 (Medium/More Info image), 2 (Small/Thumbnail image), or 3 (Extra Small/Cart image), though this might be different if image sizes have been modified. Determining possible image sizes is done here.

Search Keywords - Enter keywords that you want the store search function to match on for this product, in addition to the product Name, Description, SKU, Ordering Options Menus, and More Info Page Text. (You can select which fields to use for search on the Preferences > Search Settings screen.)

Field Type:	Text Entry
Default Value:	Null; there is no default value
Possible Values:	A space-separated list of words.

Search Make Page - The URL of the search destination for this product, if the `Search Dest?` field is set to "specified."

Field Type:	Restricted text entry
Default Value:	Null; there is no default value
Possible Values:	A fully-qualified URL.

Product Description - Text describing the product.

Field Type:	Text entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired. It is best to avoid the use of single and double quotation marks.

Option Text - Text to appear on the shopping cart above any Ordering Options pull-down menus for this product.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired.

Option Menu Text - Text for the contents of pull-down menus for Ordering Options for this product.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Choices to appear in pull-down menus.

Comment: Separate options with |n|, and separate groups of options with |n||n|

Option Append SKU - Whether or not the SKU for each option is appended to the Product SKU.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked. Setting a unchecked value indicates that only the product SKU will be used for all product options.

Option Use Multi Menus - Whether or not Cascading Menus are used.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked. Setting a unchecked value indicates that Cascading Menus will not be used.

Option Select Default - The text that will appear at the top of an option's drop-down menu, before an option is selected.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired.

Advanced Options - Special consideration should be taken with the following fields, as they pertain to the Advanced Ordering Options in ShopSite. Each of these fields is a header that can contain any number of rows. The Menu1 header should begin with a bang (!Menu1). Each row after the header row should end with a double pound (##), and the entire section should end with a double bang (!!).

Menu1
Menu2
Menu3
Menu4 - The names of the specific options. These fields should corresponds with the information in the Option Menu Text field.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired.

Use - Whether or not the row will show up as an option that the customer can select.

Field Type: Checkbox

Default Value: `checked`

Possible Values: `checked` or `unchecked`. Setting a `unchecked` value indicates that the field will not be shown in the Advanced Options drop-down list for the product option.

AppText - The text that will be appended to the default Product Name.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired.

SKU - The text that will be appended to (or replace) the default Product SKU, depending on how the Option Append SKU is set.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any alphanumeric string

PriceMod - The change in price to the default Product Price.

Field Type: Numeric entry (no currency symbol)

Default Value: 0.00

Possible Values: Any numeric value in standard currency format, but no currency symbol. You can include numeric and decimal separators, such as 1,234.56, as well as how the value modifies the product's price. (See the Special Rules table of the Advanced Ordering Options page for more information)

Comment: The currency symbol and price formatting are controlled by the settings on the Preferences Locale screen. The modified price of the product option will never go lower than zero.

WeightMod - The change in weight to the default Product Weight.

Field Type: Numeric

Default Value: 0

Possible Values: Any integer or decimal number, as well as how the value modifies the product's weight. (See the Special Rules table of the Advanced Ordering Options page for more information)

Comment: This field is only valid if you have shipping by weight selected as the shipping option for the store. Do not include a unit of measurement (pounds, ounces, kilograms, etc.), but assume the same unit for all products. The modified weight of the product will never go less than zero.

QtyOnHand - The number of this product option that are on hand. Inventory for the default Product will be disabled if this field is used

Field Type:	Numeric
Default Value:	0
Possible Values:	Any integer, or an integer preceded by a plus or minus sign.
Comment:	If this field is just an integer, it will replace the current value for this product. However, if this field contains a plus or minus sign (for example, +5), then this value will be added to the quantity already in the database. For example, if the Quantity On Hand for a product is 8 and you upload a value of -10, the resulting quantity will be -2.

Note: If you are maintaining your database in a spreadsheet program, such as Quattro Pro or Excel, you will probably have to set the cell/column to be a text-only label field to get the program to accept a plus sign without treating it as an operator.

LowStock - The number on hand of this product option where a warning that there is low stock of this item should be given.

Field Type:	Numeric
Default Value:	Null; there is no default value
Possible Values:	Any integer

OutOfStock - The number on hand of this product option where an alert that the item is out of stock should be displayed.

Field Type:	Numeric
Default Value:	Null; there is no default value
Possible Values:	Any integer

Image - The path and name of the image for this product option.

Field Type:	Text entry
Default Value:	"none"
Possible Values:	The name of a graphic file in the store’s media directory, or the full path name to a graphic file in another directory, or the full URL to an image.

Customer Text Entry Box - Indicates whether a customer text entry box for this product should appear in the shopping cart.

Field Type:	Checkbox
Default Value:	unchecked
Possible Values:	checked or unchecked. Setting a unchecked value indicates there will be no customer comments box for this product on the shopping cart page.

Customer Text Entry Header - Text to be displayed above the customer text entry box.

Field Type:	Text Entry
Default Value:	Null; there is no default value
Possible Values:	Any text string, including HTML tags, if desired.

Customer Text Columns - Number of columns (characters) wide the text entry box should be.

Field Type:	Numeric
Default Value:	40
Possible Values:	any positive integer.

Customer Text Rows - number of rows (characters) high the text entry box should be.

Field Type:	Numeric
Default Value:	4
Possible Values:	any positive integer

Cross Sell Products - A list of products, assigned to this product, which will appear in product cross-sell listings.

Field Type:	Restricted Value Text Entry
Default Value:	Null; there is no default value
Possible Values:	A complete list of product names assigned as this product's cross-sell products, separated by a |.

Product On Pages - A complete list of store pages on which this product should appear. This replaces the existing list, so the product will only appear on the pages listed here (use **Add To Pages** to add pages to the existing list).

Field Type:	Restricted Value Text Entry
Default Value:	Null; there is no default value
Possible Values:	A complete list of page names that this product will appear on, separated by a |.
Comment:	Do not use this if you are already using **Add To Pages**. The **Product Links** field in the pages database performs a similar function.

Add To Pages - A list of store pages this product should be added to. This is not a full list (see **Product On Pages**), but a list of pages to add to the existing list.

Field Type:	Restricted Value Text Entry
Default Value:	Null; there is no default value
Possible Values:	A list of page names to add to the existing list of names of pages that this product will appear on, separated by a |.
Comment:	This field was formerly called **In These Pages** (which is also a valid field name in current versions). Do not use this if you are already using **Product On Pages**. The **Product Links** field in the pages database performs a similar function.

Display more information page? - Indicates whether a More Information page exists for this product.

Field Type:	Checkbox
Default Value:	unchecked
Possible	checked or unchecked. Setting a unchecked value indicates that there is no More Information

Values: Page for this product.

More Information Text - Descriptive text to appear on the More Information page for this product.

Field Type: Text entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired.

More Information Graphic - An image file to be displayed on the More Information Page for this product.

Field Type: Text entry

Default Value: "none"

Possible Values: The name of a graphic file in the store’s media directory, or the full path name to a graphic file in another directory, or the full URL to an image.

Note that you can use any type of media file; you are not restricted to graphic file formats.

More Information Image Size - The number correlating to the resized image category to use for the More Information image.

Field Type: Text entry

Default Value: 1, though this might be different if image sizes have been modified. Determining possible image sizes is done here.

Possible Values: 0 (original image), 1 (Medium/More Info image), 2 (Small/Thumbnail image), or 3 (Extra Small/Cart image), though this might be different if image sizes have been modified. Determining possible image sizes is done here.

More Information Title - The text to use in the HTML title for the More Information Page.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: Any text string. Do not use reserved characters (&, ", ’, <, >, etc.).

More Information Meta:Keywords - The list of keywords to be included in the HTML meta *keywords* tag.

Field Type: Text entry

Default Value: Null; there is no default value.

Possible Values: Any text string. Do not use reserved characters (&, ", ’, <, >, etc.).

More Information Meta:Description - The description text to be included in the HTML meta *description* tag.

Field Type: Text entry

Default Value: Null; there is no default value.

Possible Values: Any text string. Do not use reserved characters (&, ", ’, <, >, etc.).

More Information Image 1
More Information Image 2
More Information Image 3
...
More Information Image 25 - The URL(s) for the Extra More Info Image Field(s).

Field Type: Text entry

Default Value: Null; there is no default value.

Possible Values: Any valid URL.

More Info Extra Image Size - The size that the extra more info images will use, determined from a drop-down list.

Field Type: Drop-down List Selection Box

Default Value: 3, though this might be different if image sizes have been modified. Determining possible image sizes is done here.

Possible Values: 0 (Original image), 1 (Medium/More Info image), 2 (Small/Thumbnail image), 3 (Extra Small/Cart image), though this might be different if image sizes have been modified. Determining possible image sizes is done here.

File name - A file name for the More Information Page.

Field Type: Text entry

Default Value: Null; there is no default value.

Possible Values: Any valid file name ending in .htm or .html.

Comment: If you do not provide a name for the More Information page, ShopSite will give it a name, such as page1.html.

Include In Sitemap - Whether or not to include this product in a Google Sitemap.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked. Setting an unchecked value indicates that the product should not be included in a sitemap.

Sitemap Priority - The sitemap priority ranking for the product.

Field Type: Limited Text Entry

Default Value: Google Default

Possible Values: Google Default (rank assigned by Google), 0.0 - 1.0 (single decimal increments, higher number has higher priority).

Template - The name of a product template to be used to format the product information.

Field Type: Text entry (case-sensitive)

Default Value: The name of the product template for your selected theme.

Possible Values: Any valid product template name. If you have uploaded a custom template, you may use that name.

Comment: See the Product Templates help for details about built-in templates.

Display Name? - Indicates whether to display the product name.

Field Type:	Checkbox
Default Value:	checked
Possible Values:	checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the name of this product.

Display SKU? - Indicates whether to display the product SKU.

Field Type:	Checkbox
Default Value:	checked
Possible Values:	checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the SKU of this product.

Display Price? - Indicates whether to display the product price.

Field Type:	Checkbox
Default Value:	checked
Possible Values:	checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the price of this product.

Display Graphic? - Indicates whether to display the product graphic.

Field Type:	Checkbox
Default Value:	checked
Possible Values:	checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the graphic for this product.

Sale On - Indicates whether to display the product sale price.

Field Type:	Checkbox
Default Value:	checked
Possible Values:	checked or unchecked. Setting a unchecked value indicates that this product is not on sale.
Comment:	Note that this field has no effect if a Sale Price has not been set for the product.

Name Style - Sets the font properties for the product name.

Field Type:	Restricted Value Text Entry
Default Value:	Bold
Possible Values:	Bold Italic Typewriter Plain

Name Size - Sets the font size for the product name.

Field Type:	Restricted Value Text Entry

Default Value: Normal

Possible Values: Normal
Big
Small

Price Style - Sets the font properties for the product price.

Field Type: Restricted Value Text Entry

Default Value: Bold

Possible Values: Bold
Italic
Typewriter
Plain

Price Size - Sets the font size for the product price.

Field Type: Restricted Value Text Entry

Default Value: Normal

Possible Values: Normal
Big
Small

SKU Style - Sets the font properties for the product SKU.

Field Type: Restricted Value Text Entry

Default Value: Plain

Possible Values: Bold
Italic
Typewriter
Plain

SKU Size - Sets the font size for the product SKU.

Field Type: Restricted Value Text Entry

Default Value: Normal

Possible Values: Normal
Big
Small

Description Style - Sets the font properties for the product description.

Field Type: Restricted Value Text Entry

Default Value: Plain

Possible Values: Bold
Italic
Typewriter
Plain

Description Size - Sets the font size for the product description.

Field Type: Restricted Value Text Entry

Default Value: Normal

Possible Values:	Normal Big Small

Image Alignment - Sets the alignment of the product image in relation to other product information.

Field Type:	Restricted Value Text Entry
Default Value:	Left
Possible Values:	Left Right Center

Text Wrap - Indicates whether product information text should wrap around the product image or continue in a column beside it.

Field Type:	Restricted Value Text Entry
Default Value:	On -- product information wraps around the product image.
Possible Values:	On Off

Add to Cart Button - Sets the text of the Add to Cart button that appears next to this product.

Field Type:	Text Entry
Default Value:	[Add to Cart]
Possible Values:	Any text string, including HTML tags, if desired. You can use a graphic for this button by entering the name of a graphic file in your media directory. You can remove this button by setting this field to a null value (empty quotation marks).

View Cart Button - Sets the text of the View Cart button that appears next to this product.

Field Type:	Text Entry
Default Value:	[View Cart]
Possible Values:	Any text string, including HTML tags, if desired. You can use a graphic for this button by entering the name of a graphic file in your media directory. You can remove this button by setting this field to a null value (empty quotation marks).

Product Type - Indicates whether the product requires physical shipping or is a digital download.

Field Type:	Restricted text entry
Default Value:	"Tangible"
Possible Values:	Either "Tangible" to indicate a product that requires physical shipping or "Download" to indicate a product that can be downloaded after purchase. If you are selling a product that can be downloaded but which also has a component that must be shipped, set this field to "Download."

Display Order Quantity? - Indicates whether to display a box for the user to enter a quantity on the product page in the store.

Field Type:	Checkbox
Default Value:	unchecked
Possible Values:	checked or unchecked. Setting a unchecked value indicates that ShopSite should not display a quantity field for this product on the product page.
Comment:	If ordering options are defined for this product, they will always be displayed on the order form page.

Display Ordering Options? - Indicates whether to display ordering options for the product on the product page in the store.

Field Type:	Checkbox
Default Value:	checked
Possible Values:	checked or unchecked. This field must be set to unchecked if you don't want ShopSite to display the ordering options for this product on the product page.
Comment:	A quantity box is always displayed on the order form page.

Use Add to Cart Image? - Defines which field is the source for the [Add to Cart] button for this product.

Field Type:	Radio button
Default Value:	0
Possible Values:	0 (use value of the **Add to Cart Button** field) 1 (use value of the **Add to Cart Image** field)

Add to Cart Image - The name of a file in the store's media directory to be used for the [Add to Cart] button for this product.

Field Type:	Text entry
Default Value:	"none"
Possible Values:	The name of a file in the store's media directory.
Comment:	The value for this field is used only if **Use Add to Cart Image?** is set to 1.

Use View Cart Image? - Defines which field is the source for the [View Cart] button for this product.

Field Type:	Radio button
Default Value:	0
Possible Values:	0 (use value of the **Add to Cart Button** field) 1 (use value of the **View Cart Image** field)

View Cart Image - The name of a file in the store's media directory to be used for the [View Cart] button for this product.

Field Type:	Text entry
Default Value:	"none"
Possible Values:	The name of a file in the store's media directory.
Comment:	The value for this field is used only if **Use View Cart Image?** is set to 1.

Product Download Location - The name of a file in the download directory that customers can access after purchasing this digital download product.

Field Type: Text entry

Default Value: Null; there is no default value

Possible Values: The name of any file in the store's digital download directory.

Search Dest Type - Indicates whether a search destination has been selected from the standard options or specified as a URL.

Field Type: Restricted text

Default Value: "selected"

Possible Values: "selected" to indicate that the search destination is one of the standard options and is identified in the `Search Dest` field, or "specified" to indicate that the search destination is a URL, which is given in the `Search Make Page` field.

Search Dest - Identifies the selected search destination for this product.

Field Type: Restricted text

Default Value: "Store"

Possible Values: One of four values to indicate how this product should be listed and linked on a search results page:

- Store - ShopSite will list and link to every page in your store that contains the matching product
- More Info - ShopSite will only create one entry for the product on the search results page and the link will take the customer to the product's More Info page.
- Made - ShopSite will create a new page to display just this product. Use this option if you don't want to include the product on any store pages but you want it to be found in a search.
- None - The product cannot be found by search. You can include the product on store pages, but it will not be indexed for the customer search function.

Dimension Options - Indicates whether shipping box dimensions are provided for this product.

Field Type: Restricted Numeric

Default Value: 1 (ship by weight only)

Possible Values: 1, 2, or 3. 1 indicates that this product is shipped by weight only, and no box dimensions are provided. 2 means that box dimensions are provided in the `Dimensions Text` field. 3 means that this product uses one of the standard box dimensions, identified in the `Dimensions Selected` field.

Dimension Text - The shipping box dimensions for this product, if the `Dimensions Options` field is set to 2.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: The box dimensions, in the form LxWxH (length by width by height), for example `20x20x24`.

Dimension Selected - The dimensions of one of the shipping boxes configured on the Shipping screen.

Field Type:	Restricted Text Entry
Default Value:	The first box dimensions configured on the Shipping screen. This value is ignored if the `Dimensions Options` field is not set to `1`.
Possible Values:	A text string to match one of the configured shipping box dimensions.

FedEx Container - The name of the FedEx container to use for this product, if FedEx shipping is configured.

Field Type:	Restricted Text Entry
Default Value:	Null; there is no default value
Possible Values:	A text string to match one of the configured FedEx container names.

USPS Container - The name of the USPS container to use for this product, if USPS shipping is configured.

Field Type:	Restricted Text Entry
Default Value:	Null; there is no default value
Possible Values:	A text string to match one of the configured USPS container names.

No Shipping Charges - Indicates whether shipping charges should be charged for this product.

Field Type:	Checkbox
Default Value:	`unchecked`
Possible Values:	`checked` or `unchecked`. Setting a `unchecked` value indicates that ShopSite should charge for shipping this product.
Comment:	Digital download products often have no shipping charges, or you can use this field to offer free shipping on a product, or you can use this field for products that have no shipping charges, such as gift certificates.

Extra Handling Charge - The amount of special handling charge for this product, if any.

Field Type:	Numeric entry (no currency symbol)
Default Value:	0
Possible Values:	Any numeric value in standard currency format, but no currency symbol. You can include numeric and decimal separators.

QBImport - Information to categorize this product when product and order information is imported into QuickBooks.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: QuickBooks formatted name/value pairs (e.g. `[#TYPE=PART#][#ACCNT=Sales:ShopSite#]`).

- The first field identifies the QuickBooks Item Type to be assigned to this product. Valid values are:
  - PART - a non-inventory part item
  - INVENTORY - an inventory part item
  - SERV - a service item
  - OTHC - an "other" charge item

    - null - use the setting from the QuickBooks configuration screen in ShopSite
- The second field identifies the QuickBooks account to use to track sales of this product. The default value is `Sales:ShopSite`.

Minimum Quantity - The minimum number of products a customer will be allowed to purchase.

Field Type: Numeric

Default Value: 0

Possible Values: Any positive integer

Quantity Pricing - Information to create a quantity pricing table for this product.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: *checked* or *unchecked*.

If you were using a previous version of ShopSite, the old formatting (where all quantity pricing fields are in the same cell) still works, but you are encouraged to switch to the new format (where each field is placed in its own cell). The old format is listed below for reference purposes:

Variable number of values separated by a | symbol or |n|, in this format:

```
CHECKED|n|X|n|COMMENT|n|COLOR1|COLOR2|COLOR3|n|Q|PRICE|SALE|n|
```

.
The values are:

- The first value is `CHECKED` if Quantity Pricing is enabled for this product, otherwise it is `n`, and the rest of this field can be ignored.
- The second value (`X`) sets the number of price breaks. Note that this is the maximum number used for this product, but the actual number of price breaks in use may be less.
  .
- The `COMMENT` value is the comment that will appear below the Quantity Pricing table on store pages.
- The `COLOR` values set the color for the quantity row, price and comment row, and on sale row in the table, respectively.
- The `Q` value is the starting quantity for a quantity range.
- The `PRICE` value is the price per unit for this quantity range.
- The `SALE` value is the sale price for this quantity range.

The `Q|PRICE|SALE|n|` is repeated for each quantity range.

Qty Pricing Background Color - The background color of the quantity pricing table for this product.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: "#XXXXXX", where each 'X' is a hexadecimal value (0-9, A-F)

Qty Pricing Price and Comment Color - The price and comment color of the quantity pricing table for this product.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: "#XXXXXX", where each 'X' is a hexadecimal value (0-9, A-F)

Qty Pricing On Sale Color - The "on sale" color of the quantity pricing table for this product.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: "#XXXXXX", where each 'X' is a hexadecimal value (0-9, A-F)

Qty Pricing Comment - A comment about this product on the quantity pricing table.

Field Type: Text Entry

Default Value: Null; there is no default value.

Possible Values:

Qty Pricing Number Price Breaks - The number of price breaks to expect for the quantity pricing table of this product.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values: Any number 2-10.

Qty Pricing Ranges - The ranges of the price breaks for the quantity pricing table for this product.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value.

Possible Values:

Quantity Pricing Group - The name of the quantity pricing group (if any) to which this product belongs.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any configured product quantity pricing group name.

Display Quantity Pricing? - whether or not to display a quantity pricing table for this product.

Field Type: Checkbox

Default Value: checked

Possible Values: checked (display quantity pricing table), unchecked (do not display quantity pricing table)

Comment: **Quantity Pricing** must also be enabled to display a quantity pricing table.

Variable Price? - Indicates whether the product has variable pricing enabled.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked.

Comment: A product with variable price should also have a regular price. The regular price acts as a "lowest allowed price," and ShopSite will not allow a customer to pay less than the regular price for the product.

Variable Name? - Indicates whether the product has variable name enabled.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked.

Comment: A product must have variable price enabled for variable name to work.

Variable SKU? - Indicates whether the product has variable SKU enabled.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked.

Comment: A product must have variable price enabled for variable SKU to work.

Google Merchant Center - Indicates whether or not the product should be included when submitting a feed to Google Shopping/Google Merchant Center.

Field Type: Checkbox

Default Value: checked

Possible Values: checked (include in Google Shopping feed), unchecked (do not include in Google Shopping feed)

Brand - The product brand name, required for Google Shopping/Google Merchant Center feeds.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any text. Do not use reserved characters (&, ", ’, <, >, etc.).

GTIN (ISBN or UPC) - The product ISBN or UPC, required for Google Shopping/Google Merchant Center feeds.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any text. Do not use reserved characters (&, ", ’, <, >, etc.).

MPN (Manufacturer Part Number) - The product MPN, required for Google Shopping/Google Merchant Center feeds.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any text. Do not use reserved characters (&, ", ’, <, >, etc.).

Google Product Category - The Google Shopping/Google Merchant Center product category value. Note: The entry must follow Google's Product Category Taxonomy with the entire bread crumb format.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any Product Category name permitted by Google Merchant Center.

Availability - The Google Shopping/Google Merchant Center product availability value.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: in stock; available for order; out of stock; preorder

Age Group - The Google Shopping/Google Merchant Center product age group value.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: none; adult; kids

Gender - The Google Shopping/Google Merchant Center product gender value.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: none; male; female

Include Variant Options - There are four Variant Options for Google Feeds. This checkbox enables the use of those variant options.

Field Type: Checkbox

Default Value: checked

Possible Values: checked (include in Google Shopping feed), unchecked (do not include in Google Shopping feed)

Color Option - The Google Shopping/Google Merchant Center product color variant option value.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: a text string of up to four (4) semicolon-separated color option values

Size Option - The Google Shopping/Google Merchant Center size variant option value.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: a text string of up to four (4) semicolon-separated size option values

Material Option - The Google Shopping/Google Merchant Center material variant option value.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: a text string of up to four (4) semicolon-separated material option values

Pattern Option - The Google Shopping/Google Merchant Center product pattern variant option value.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: a text string of up to four (4) semicolon-separated pattern option values

Google Condition - The condition of the product, according to Google Shopping/Google Merchant Center guidelines.

Field Type: Restricted Text Entry

Default Value: New

Possible Values: New, Used, Refurbished

Doba Information - Product information downloaded from a Doba watch list.

Field Type:	Restricted Text Entry
Default Value:	Null; there is no default value
Possible Values:	Any Doba Item ID
Comment:	This field is only used by Doba products. Changing this field will prevent ShopSite from associating this product with the correct Doba product.

Subproducts - The names of any products to be grouped under this product.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: A list of any of the names of products in the store. Separate product names with |. If the names of products in your store are not unique, you can use both the product name and SKU by preceding the SKU with a tilde (~), like this:

```
Product Name1~SKU1|Product Name2~SKU2|Product Name3~SKU3
```

Note that it is valid to list a product as a subproduct of itself.

Product Field 1
Product Field 2
Product Field 3
...
Product Field 25 - Text fields that can be used in custom templates for ShopSite Pro stores .

Field Type: Text Entry

Default Value: Null; there is no default value.

Possible Values: Any text string, including HTML tags, if desired. This information can only be retrieved and used by a custom product template. It will not appear in any of the standard ShopSite themes or templates.

Page Upload Fields

Name - The name of the page

Field Type: Text Entry

Default Value: No default; you must set a value.

Possible Values: Any text string, including HTML tags, if desired. It is best to keep this short.

File name - The file name of the published page.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any valid file name ending in .htm or .html.

Title - The text to use in the HTML title for the page.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string. Do not use reserved characters (&, ", ’, <, >, etc.).

Display Name? - Indicates whether ShopSite should display the page name.

Field Type: Checkbox

Default Value: checked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the name of this page.

Comment: If the Page Graphic includes the name of the page, you might not want to also display the page name as text.

Graphic - A graphic to be displayed on the page

Field Type: Text Entry

Default Value: "none"

Possible Values: The name of a graphic file in the store’s media directory, or the full path name to a graphic file in another directory, or the full URL to an image.

Display Graphic? - Indicates whether ShopSite should display the product graphic.

Field Type: Checkbox

Default Value: checked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the graphic for this page.

Text 1 - Text to be displayed below the page name and graphic, but above any products or page links.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string, including HTML tags, if desired. It is best to avoid the use of single and double quotation marks.

Text 2 - Text to be displayed below any products and page links, but above the page footer.

Field Type: Text Entry

Default Value:	Null; there is no default value
Possible Values:	Any text string, including HTML tags, if desired. It is best to avoid the use of single and double quotation marks.

Text 3 - Text to be displayed below the page footer.

Field Type:	Text Entry
Default Value:	Null; there is no default value
Possible Values:	Any text string, including HTML tags, if desired. It is best to avoid the use of single and double quotation marks.

Link Name - The text that will appear as the link to this page on other pages in the store.

Field Type:	Text Entry
Default Value:	Defaults to the value of the Name field for the page.
Possible Values:	A short text string.

Link Graphic - The graphic that will appear as the link to this page on other pages in the store.

Field Type:	Text Entry
Default Value:	"none"
Possible Values:	The name of a graphic file in the store’s media directory, or the full path name to a graphic file in another directory, or the full URL to an image.

Link Text - Descriptive text for this page that will appear next to the Link Name and Link Graphic.

Field Type:	Text Entry
Default Value:	Null; there is no default value
Possible Values:	A short text string, including HTML tags, if desired.

Text Wrap - Indicates whether the link name and text should wrap under the link graphic or continue in a column next to it.

Field Type:	Restricted Value Text Entry
Default Value:	On
Possible Values:	On Off

Page Links - A complete list of store pages on which a link to this page should appear. This replaces the existing list, so the link will only appear on the pages listed here (use **Links To Page** to add pages to the existing list).

Field Type:	List of pages
Default Value:	Null; there is no default value
Possible Values:	A list of any pages that should contain links to this page. Separate each page name with a pipe (|).

Product Links - A complete list of products which should be included on this page. Products not included in this list will not be displayed on the page.

Field Type:	List of products
Default Value:	Null; there is no default value
Possible Values:	A list of any products that should appear on this page. Separate product names with |.
Comment:	This field is similar to the **Product On Pages** field in the Products database.

Links To Page - A list of pages to which a link to this page should be added. If a page which already has a link to this page is excluded from this list, the link will remain on that page.

Field Type:	List of pages
Default Value:	Null; there is no default value
Possible Values:	A list of any pages that should contain links to this page. Separate page names with |.
Comment:	This field was formerly called **Link Location** (which is also a valid field name in current versions). Do not use this field if you are already using **Page Links**.

Template - The page template to use to format this page.

Field Type:	Text (case-sensitive)
Default Value:	The name of the page template for your selected theme.
Possible Values:	Any valid page template name. If you have uploaded a custom template, you may use that name.
Comment:	See the Page Templates help for details about built-in templates.

Item Alignment - Sets the alignment of products and page links within columns.

Field Type:	Restricted Text Entry
Default Value:	Left aligned
Possible Values:	Left aligned Right aligned Centered Staggered; Start left Staggered; Start right
Comment:	The `Staggered` alignment options are only functional in some page templates.

Columns - The number of columns that ShopSite should use to display products.

Field Type:	Restricted Text Entry
Default Value:	One column
Possible Values:	One column Two columns Three columns Four columns Five columns

Page Link Columns - The number of columns that ShopSite should use to display page links.

Field Type:	Restricted Text Entry

Default Value: One column

Possible Values: One column
Two columns
Three columns
Four columns
Five columns

Display column borders? - Indicates whether ShopSite should put a thin border around columns used to display products and page links.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not display column borders on this page.

Page Width - Sets the percentage of the browser window that ShopSite should use to display the page.

Field Type: Restricted Text Entry

Default Value: 100% wide

Possible Values: 100% wide
90% wide
85% wide
75% wide
65% wide
50% wide

Display Universal Header? - Indicates whether the store's universal header should be displayed on this page.

Field Type: Checkbox

Default Value: checked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the store's universal header on this page.

Display Universal Footer? - Indicates whether the store's universal footer should be displayed on this page.

Field Type: Checkbox

Default Value: checked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not display the store's universal footer on this page.

Text Color - Sets the color of non-link text on the page.

Field Type: Text and hex code entry

Default Value: Black-True (#000000)

Possible Values: A hexadecimal color value or a string value.

Comment: You can enter color values in two ways: a hex value preceded by a pound sign, or as a text string that matches exactly with one of the entries used in the drop-down boxes on the Add Page screen, including color name, parentheses and the # in front of the hex value.

Background Color - The background color for the page.

Field Type:	Text and hex code entry
Default Value:	White-True (#FFFFFF)
Possible Values:	A hexadecimal color value or a string value.
Comment:	You can enter color values in two ways: a hex value preceded by a pound sign, or as a text string that matches exactly with one of the entries used in the drop-down boxes on the Add Page screen, including color name, parentheses and the # in front of the hex value.

Link Color - The color of unvisited links on the page.

Field Type:	Text and hex code entry
Default Value:	Blue-True (#0000FF)
Possible Values:	A hexadecimal color value or a string value.
Comment:	You can enter color values in two ways: a hex value preceded by a pound sign, or as a text string that matches exactly with one of the entries used in the drop-down boxes on the Add Page screen, including color name, parentheses and the # in front of the hex value.

Visited Link Color - The color of visited links on the page.

Field Type:	Text and hex code entry
Default Value:	Red-True (#FF0000)
Possible Values:	A hexadecimal color value or a string value.
Comment:	You can enter color values in two ways: a hex value preceded by a pound sign, or as a text string that matches exactly with one of the entries used in the drop-down boxes on the Add Page screen, including color name, parentheses and the # in front of the hex value.

Active Link Color - The color of links as the user is clicking on them.

Field Type:	Text and hex code entry
Default Value:	Bright_Green_4 (#00FF00)
Possible Values:	A hexadecimal color value or a string value.
Comment:	You can enter color values in two ways: a hex value preceded by a pound sign, or as a text string that matches exactly with one of the entries used in the drop-down boxes on the Add Page screen, including color name, parentheses and the # in front of the hex value.

Background Image - An image to be used as a background for the page.

Field Type: Text Entry

Default Value: "none"

Possible Values: The name of a graphic file in the store’s media directory, or the full path name to a graphic file in another directory, or the full URL to an image.

Meta:Keywords - The list of keywords to be included in the HTML meta *keywords* tag.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string. Do not use reserved characters (&, ", ’, <, >, etc.).

Meta:Description - The description text to be included in the HTML meta *description* tag.

Field Type: Text Entry

Default Value: Null; there is no default value

Possible Values: Any text string. Do not use reserved characters (&, ", ’, <, >, etc.).

Search Products - Indicates whether ShopSite should put a product search box on this page.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not display a product search box on this page.

Index - Indicates whether ShopSite should index the products on this page so that they can be found in a product search.

Field Type: Checkbox

Default Value: checked

Possible Values: checked or unchecked. Setting a unchecked value indicates that ShopSite should not index the products on this page for searching.

Include In Sitemap - Whether or not to include this page in a Google Sitemap.

Field Type: Checkbox

Default Value: unchecked

Possible Values: checked or unchecked. Setting a unchecked value indicates that the page should not be included in a sitemap.

Sitemap Priority - The sitemap priority ranking for the page.

Field Type: Limited Text Entry

Default Value: Google Default

Possible Values: Google Default (rank assigned by Google), 0.0 - 1.0 (single decimal increments, higher number has higher priority).

Order - Sets the sort order for products and page links on this page.

Field Type:	Restricted Text Entry
Default Value:	None
Possible Values:	None Ascending Descending

Products Sort Field - Sets the sort field for products on this page.

Field Type:	Restricted Text Entry
Default Value:	Name
Possible Values:	Name SKU Price Product Description

Pages Sort Field - Sets the sort field for pages links on this page.

Field Type:	Restricted Text Entry
Default Value:	Name
Possible Values:	Name Link Name

Products First - Indicates whether ShopSite should display products before page links on this page.

Field Type:	Checkbox
Default Value:	`checked`
Possible Values:	`checked` or `unchecked`. Setting a `unchecked` value indicates that products and page links should be intermixed on the page.

Number Products - The maximum number of products per page.

Field Type:	Numeric
Default Value:	0 (unlimited products per page)
Possible Values:	Any integer.
Comment:	When there are more than this number of products assigned to the page, ShopSite will automatically generate additional pages to accommodate all the products.

Page Field 1
Page Field 2
Page Field 3
...
Page Field 25 - Text fields that can be used in custom templates for ShopSite Pro stores.

Field Type:	Text Entry
Default Value:	Null; there is no default value.

Possible Values:	Any text string, including HTML tags, if desired. This information can only be retrieved and used by a custom page template. It will not appear in any of the standard ShopSite themes or templates.

UPS License

You must read and accept the UPS license agreement before you can configure and use UPS shipping in ShopSite. The printable version of the license displays all of the license text on one page, without scroll bars.

Click **Accept/Agree** to accept the agreement and continue registering.

UPS Registration Information

Fill in your contact information to register to use the UPS tools. If you already have a UPS shipping account number, enter it in the last field to link that account with the shipping that you will do from your ShopSite store. You do not need a UPS shipping account to use the UPS OnLine Tools in ShopSite.

Click **Continue** to complete the registration process.

UPS Registration Overview

Before you can configure UPS shipping options, you must register with UPS to use their tools. Registration is easy and free, and provides UPS with the information that they need to calculate shipping rates for your products.

Click **Proceed** to begin the registration process.

UPS Shipping

Note: If you have not previously configured UPS shipping, you will be required to Register for UPS Shipping before seeing this screen.

Use the fields on this screen to select the UPS services that you want to offer your customers and to configure additional UPS shipping options. You must also configure ShopSite to use state and country pull-down lists on the States and Countries screen.

When obtaining UPS shipping rates for an order, ShopSite uses some default settings that are correct for most orders. UPS charges may be higher if an order does not meet these qualifications:

- The order will be picked up as part of a regular daily pickup.
- You are using your own packaging materials.
- The package dimensions do not exceed UPS standards and do not require dimensional weight calculations. You can find information on dimensional weight calculations on the UPS site.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

UPS Services

Select UPS Services	Check the UPS shipping services that you want to offer to your customers. Note that not all services are available for all destinations. For example, you cannot use UPS Ground to deliver a package from the U.S. mainland to Hawaii. The UPS system will compare the store location with the customer’s shipping address and only display charges for services that are actually available.

UPS Delivery

Residential or Commercial	Select **Residential Delivery** if the majority of your shipments go to residential addresses. Select **Commercial Delivery** if most of your shipments are delivered to businesses. UPS rates are slightly higher for residential delivery.

UPS Pickup Types

Select UPS Pickup Type	Select the method that you use for UPS pickups. Some pickup methods are more expensive than others. Options may include: Daily Pickup, Customer Counter, One Time Pickup, On Call Air, and Letter Center.

UPS Shipping Rates

Select Shipping Rates	Select the method to use for determining shipping rates. Some methods are more expensive than others. Options may include: Retail Rates, Daily Rates, Standard List Rates, and Account Based Rates. You also have the option of adjusting the rates before they are displayed to the customer by selecting the check box and providing + or - a particular percentage.

UPS Address Validation

Use UPS Address Validation	Check this box to use UPS Address Validation to ensure that the shipping address information entered by customers is consistent. This does not check that the address actually exists, but that the city, state, and ZIP code all match. All combinations of city, state and ZIP code must be for addresses within the United States. All other addresses are assumed to be okay.

	Note: When using UPS Address Validation, it is strongly recommended that you configure the order form to use a pull-down menu for selecting states. You can do this on the **Commerce Setup** > **States and Countries** screen.
Display Error Details	Only check this box if you or your customers are experiencing problems with UPS Address Validation. Checking this box will cause ShopSite to display an error screen to the customer when there is a problem with address validation. Note that an invalid address is not an error, and that Address Validation will always display a message and recommend address changes if the address entered is invalid.

Maximum Package Weight

Maximum weight per package (up to 150 lbs.)	et the maximum weight that you will put in each box that you ship. (Note that you must use the same unit of measure throughout your store, either pounds or kilograms.) If the combined weight of all products in an order exceeds this weight, ShopSite will charge for multiple boxes. This value should be at least as large as the weight of the heaviest product that you sell.

Minimum Order Weight

Use minimum order weight if total order weight is less	Check this box and enter a minimum weight to have ShopSite use the minimum order weight if the combined weight of all products in an order is less than the minimum specified.

Missing Product Weight

E-mail alert settings	Click on **Change** to configure missing product weight E-mail settings. A pop-up window will open and let you set the following options:

E-mail Settings

Send E-mail	Check this box to have ShopSite send you an E-mail when it encounters a product with no weight configured.
E-mail Address	Enter the E-mail address ShopSite should send the alert to.
This message will be added to the e-mailed alert, just under the product name.	Enter any text you want included in the message after the name of the product without a configured weight.

Use minimum product weight	Check this box and enter a minimum product weight to have ShopSite charge shipping based on the minimum product weight for all products that have no weight defined.

Time-out

Number of seconds to wait for a response from UPS before informing the customer	Use the dropdown menu to select the number of seconds ShopSite should wait for a response from UPS for a returned rate. Defaults to 15.

Customer Messages

Header for Error Messages	Enter a description for the UPS error messages that will be displayed to the customer.
No UPS server response	Enter a message that you want customers to see when the UPS server does not respond after ShopSite requests shipping charges for an order. This should be a very rare occurrence.

No UPS service for shipping address	Enter a message that you want customers to see when there is no UPS service available for the shipping address. For example, if you have only enabled UPS Ground and the customer enters a shipping address that requires air delivery, this message would be displayed.

Buttons

Subscriber Info	Click this button to view your UPS User ID, password, and Access License key.
Zero Weight Products	Click this button to see a list of products in your store that have a weight of zero. Products with zero weight will not incur the correct shipping charges. In most cases, you should define a real weight for each product.
Register	Click this button to go through the UPS registration process again. You should re-register if you need to change your store’s address or other information.

UPS User ID and Password

Enter a User ID and password that you would like ShopSite to use when retrieving UPS shipping rates for your store. You won't need to type this information in later; ShopSite will store it and use it when contacting UPS. You can change your password later, if needed.

If the User ID that you choose is already in use, UPS will suggest another User ID for you.

Click **Register Now** to submit your registration to UPS.

UPS User ID Information

This screen shows your UPS User ID, Password, and Access License. Although you will not need to type any of this information into any screen when using ShopSite, you should write this information down or print this page for future reference.

Click **OK** to procede to the UPS configuration screen.

User Account Setup Wizard - Step Four: Enable the Feature

Enabling this feature will allow you to start using ShopSite User Accounts. The regular login method will still be in use. If ShopSite is being hosted on a Linux server, there will be a check box on this screen that allows you to disable the old (htaccess) login method. If ShopSite is hosted on a Windows server, you will be encouraged to contact your hosting provider to have them disable the old (Windows Basic Authentication) login method for you.

If ShopSite is being hosted on a Linux server and you want to disable the double login, set the check box before continuing.

Click **Next** to save your settings and enable User Accounts, or click **Back** to return to the previous screen.

User Account Setup Wizard - Step One: User Information

Here is where you specify the information for an Admin account. The admin account has access to all features. Note: All fields are required.

User Information

User ID	Provide the ID to use when logging in to ShopSite.
Password	Provide a password for the account.
Your Name	Provide the name you want to appear in the back office.
Your E-mail	Provide the email address you want tied to this user account. The email address will be used for account change notifications and password resets.
Challenge Question	Select the question you want to use for a challenge question when you can't remember your password.
Challenge Answer	Provide the answer to the challenge question you selected above.

Click **Next** to move on to Step Two, or click **Back** to return to the previous screen.

User Account Creation Wizard - Overview

This page provides an overview of the four steps involved in setting up User Accounts. Note: Once the feature is enabled, it can't be disabled later.

Click **Next** to start the User Account Creation Wizard.

User Account Setup Wizard - Step Three: Login Test

Provide you login credentials to test the login process.

Click **Next** to test the login credentials and move on to Step Four, or click **Back** to return to the previous screen.

User Account Setup Wizard - Step Two: Confirmation of User Information

Verify that the information you provided in Step One is correct.

Click **Next** to move on to Step Three, or click **Back** to return to the previous screen.

Configure Users

Modify the settings that control user accounts. Note that changing required password lengths (longer or shorter) will prompt users to change their passwords the next time they log in to ShopSite.

Sign In

Minimum password length	The minimum allowable length for a password. Use the drop down list to select a length between six and thirty two (6-32). Note: PCI compliance dictates that passwords must be at least seven characters in length.
Allowed sign in attempts	The number of chances a user gets before the account is locked. Use the drop down list to select a number of allowed attempts between one and ten (1-10). Locked accounts can be reset through the Edit User page. Note: PCI compliance dictates that the maximum number of login attempts allowed before lockout is six.
Minutes to wait after sign in attempts reached	The minimum amount of time that a merchant will have to wait between sign-in attempts after the maximum attempts have been reached. Use the drop down list to select a length between one and sixty (1-60). Note: PCI compliance dictates that merchants must wait at least 30 minutes after sign-in attempts have been reached.
Inactive time before being logged out	This field determines how long a user can leave ShopSite unattended before they are automatically logged out. Note: PCI compliance dictates that the maximum allowable inactive time before being logged out is 15 minutes.
Number of days before requiring that the password be changed	The maximum number of days that a password can be used before it needs to be changed. Use the drop down list of 30 day increments to select a length of time (30, 60, 90, 120, 180, or never). If this setting is changed to "never" after the account is created, the user will still be prompted one last time to change their password when the originally set length of time has elapsed. Once a new password is set, they will no longer be prompted to change their password. Note: PCI compliance dictates that passwords must be changed at least every 90 days.
Allow Web Browser to Remember User ID and Password	Some browsers offer to rememeber the credentials for web pages. This checkbox controls whether or not the user's ID and password can be remembered by the user's browser. For security reasons, we recommend that this feature stay disabled, as anybody with access to the computer can log in with the user's credentials.

Challenge Phrase

Allowed Challenge Phrase attempts	Similar to the "Allowed sign in attempts" option above, this field controls the number of chances a user gets to correctly answer a challenge question when they forget their password before the account is locked. Use the drop down list to select a number of allowed attempts between one and ten (1-10). Locked accounts can be reset through the Edit User page.
Challenge Phrase Questions	You can use the default challenge phrase questions, which include: "What's your pet's name?", "What was your school mascot?", "What is the name of your favorite teacher?", and "[Your question goes here]", where merchants are encouraged to come up with their own challenge question. Though the fourth question provides merchants with the opportunity of providing their own challenge question, any of the questions can be changed as the merchant sees fit. These questions are used when a user forgets their password. The challenge phrase questions are tied to a user account when the user account logs in to ShopSite for the first time; that is when the user will answer the challenge questions. If a challenge phrase question is changed after user accounts have been created, the change will not affect the previously created user accounts. The questions for those users' accounts will not be changed.

User Accounts

User accounts control who can access the ShopSite back office and how they can interact with it. From here you can add new users, edit or delete existing users and configure user security.

Add User	Add a new user to ShopSite. In order to better track changes made to the back office and to meet PCI requirements, each individual who has access to the back office should have their own unique user ID. See Add User for more information.
Configure	Configure ShopSite User security, such as password length and challenge questions. See Configure Users for more information.
Edit	Edit the selected user. See Edit User for more information.
Delete	Remove the selected user. Once deleted, the user can not be restored without recreating the user using the Add User option. You will need to confirm the deletion. Optionally, instead of deleting a User Account and recreating it again later, you can simply disable it and re-enable it (changing any account information except User ID, if necessary) at a later date.

U.S. Postal Service Shipping Registration

Before you can configure and begin using U.S. Postal Service real-time shipping quotes, you must first establish a USPS Web Tools account and *activate* your Web Tools User ID for your ShopSite server.

Note: If you already have an activated USPS Web Tools account, you can use your existing account and do not need to create a new one.

1. **Register with USPS** - If you do not already have a USPS Web Tools account, go to the USPS Web Tools Registration site, and fill out the form. After you submit the form, you will receive an e-mail with your Web Tools ID and instructions for activating your account on the production servers.

   Note: You do not *need* to do any of the testing outlined in the e-mail.

2. **Activate Account** - The original e-mail you received from USPS includes instructions and contact information for gaining access to the production server. E-mail your request to USPS Customer Care to have your account activated. Include the following information with your activation request:
   - Web Tools User ID: *YOUR USPS WEB TOOLS USER ID*
   - API: USPS Web Tools Rate Calculators APIs
   - 3rd-Party Cart: ShopSite
3. **Enter Account Information in ShopSite** - Go to the ShopSite back office U.S. Postal Service Registration screen and enter your Web Tools ID and Zip code in the fields provided.
4. **Save your Settings** - Click **Save** to save your account information.

After you have saved your USPS Web Tools account information in ShopSite, you will be taken to the U.S. Postal Service Configuration screen.

USPS Registration

Overview

Before you are able to use the U.S. Postal Service rate quotes you must first have an account that is valid for the *USPS Web Tools*. If you already have an account you can then enter in the “User ID:” field along with the zip code where you will be shipping from in the “zip code:” field.

If you do not have an existing account then follow the on-screen instructions for obtaining an account from USPS. *Note: The initial account information from USPS is only valid for a test server.* ***There is no need or way to use a test account in ShopSite!*** *You must follow the ShopSite registration instructions to get the account switched to a production account before it will work in ShopSite.*

Return to Main Help

U.S. Postal Service Shipping

Note: If you have not previously configured U.S. Postal Service shipping, you will be required to Register for U.S. Postal Service Shipping before seeing this screen.

Use the fields on this screen to configure how ShopSite should calculate prices for packages sent using U.S. Postal Service shipping service. ShopSite uses these settings, along with the individually assigned product weight and dimensions to request a shipping quote from the U.S. Postal Service.

Note: When using a real-time shipping quote service, you should also set up a simple shipping table (such as Flat Shipping) to use as an alternate in case of a time-out waiting for the real-time quote provider. The simple shipping rate will be displayed, even when real-time shipping rates are available, so you should name and set your rates in an appropriate manner.

USPS Services

USPS Domestic Services	Select which shipping services you want to offer for packages delivered within the United States. You may pick any of the following: • First-Class Mail® • Standard Post® • Priority Mail® • Express Mail® • Express Mail® Hold For Pickup • Media Mail® • Library Mail®
USPS International Services	Select which shipping services you want to offer for packages you will send to addresses outside the United States. You may pick any of the following: • Express Mail® International • Priority Mail® International • First-Class Mail® International • Global Express Guaranteed®

Rate API Version

Select Version	V3 is the USPS' older API for receiving rates. Although USPS has mentioned that they will not be discontinuing the V3 API for the foreseeable future, we recommend that you select V4 unless you run into compatibility issues.

USPS Shipping Rates

Select Shipping Rates	Choose whether you want to use Retail rates or Commercial rates when determining shipping costs. You can also adjust the rates up or down by a percentage before they are displayed to the customer using the appropriate field. Note: You can change the plus or minus sign depending on your preference and are not limited to adding to the accounts rate and subtracting from the list rate.

Declared Value

Use these fields to compute insurance fee and indemnity coverage by declaring the value of the shipment (for international orders only).

Include a declared value in rate requests	Set this check box to include a declared value with each rate request for those customers who are shipping internationally. This declared value is figured using the sum of all items, where each item is the unit price of the product multiplied by the quantity of units.
Maximum Amount (USD)	Provide the maximum amount that will be declared in a rate request, capping the declared value. Leaving this field blank will allow an unrestricted (by ShopSite) declarable value.

Maximum Package Weight

Maximum weight per package (up to 70 lbs.)	Enter the maximum weight a package containing multiple products may be. Orders with a combined weight over the maximum individual package weight will be calculated as multiple packages. In order to get discounts for machinable packages, your maximum package weight must be no greater than 35 lbs.

Minimum Order Weight

Use minimum order weight if total order weight is less	Check the box if you wish to apply a minimum order weight, then enter the desired minimum weight in the box. Orders with a combined actual weight below the minimum will be calculated as if they were the minimum weight.

Missing Product Weight or Weight Over 70 Pounds

<table>
<tr><td>E-mail alert settings</td><td>Click Change to open a pop-up window that will allow you to configure E-mail alerts for when customers order products with no weight or a weight over the maximum allowed weight. In the pop-up window, you will be able to set the following options:
<table>
<tr><td>Send E-mail</td><td>Check this box to have ShopSite send you an e-mail when someone tries to order a product using USPS shipping with no weight or a weight over the maximum allowed weight.</td></tr>
<tr><td>E-mail Address</td><td>Enter the e-mail address you want the message to be sent to.</td></tr>
<tr><td>Message for Product with Zero Weight</td><td>Enter a message to be included in the e-mail below the name of the product with no weight.</td></tr>
<tr><td>Message for Product that is Over the Weight Limit</td><td>Enter a message to be included in the e-mail below the name of the product with a weight over the maximum allowed weight</td></tr>
<tr><td>Save Changes</td><td>Click this button to save your changes, close the pop-up window, and return to the U.S. Postal Service configuration screen.</td></tr>
<tr><td>Cancel</td><td>Click this button to close the pop-up window and return to the U.S. Postal Service configuration screen without saving your changes.</td></tr>
</table></td></tr>
<tr><td>Use minimum product weight</td><td>Check the box to use a minimum weight for zero weight products, then enter the minimum weight to use.</td></tr>
<tr><td>Use maximum product weight</td><td>Check the box to use a maximum weight for products with a weight over the maximum allowed weight, then enter the weight to use for such products.</td></tr>
</table>

Customer Messages

If the USPS servers are inaccessible, ShopSite can display a notice informing the customer of the situation.

Header for Error Messages	Enter the text to use for the message header to display when ShopSite is unable to contact the USPS server to calculate shipping rates.
No USPS server response	Enter the message to display when ShopSite is unable to contact the USPS server to calculate shipping rates.

Buttons

Subscriber Info	Click this button to view your USPS Web Tools User ID and Zip Code.

Zero Weight Products	Click this button to see a list of products in your store that have a weight of zero. Products with zero weight will not incur the correct shipping charges. In most cases, you should define a real weight for each product.
Register	Click this button to change your USPS Web Tools User ID or Zip Code.
Save	Click this button to save your changes and return to the Shipping configuration screen.
Cancel	Click this button to return to the Shipping configuration screen without saving your changes.

U.S. Postal Service Shipping

USPS Domestic Services	Check the box of each domestic shipping method you want to offer.
USPS International Services	Check the box of each international shipping method you want to offer.
Maximum weight per package (up to 70 lbs.)	Enter the maximum weight that you will put in each box that you ship. If the combined weight of all products in an order exceeds this weight, ShopSite will charge for multiple boxes. This value should be at least as large as the weight of the heaviest product that you sell.
Use minimum order weight if total order weight is less	Check this box and enter a minimum weight to have ShopSite use the minimum order weight if the combined weight of all products in an order is less than the minimum specified.
E-mail alert settings	Click on **Change** to configure missing product weight E-mail settings. A pop-up window will open and let you set the following options: ***E-mail Settings*** **Send E-mail** – Check this box to have ShopSite send you an E-mail when it encounters a product with no weight configured. **E-mail Address** – Enter the E-mail address ShopSite should send the alert to. Message for Product with Zero Weight and Message for Product that is Over the Weight Limit – Enter any text you want included in the message after the name of the product without a configured weight.
Use minimum product weight	Check this box and enter a minimum product weight to have ShopSite charge shipping based on the minimum product weight for all products that have no weight defined.
Use maximum product weight	Check this box and enter a maximum product weight to have ShopSite charge shipping based on the maximum product weight for all products that are over the weight defined.
Header for Error Messages	Enter a description for the USPS error messages that will be displayed to the customer.
No USPS server response	Enter a message that you want customers to see when the USPS server does not respond after ShopSite requests shipping charges for an order. This should be a very rare occurrence.

These buttons perform the following functions:

- USPS User Info – Displays your account information
- Zero Weight Products – Displays all products that currently have no weight assigned
- Re-subscribe USPS – takes you through the steps to request a new account from USPS

Return to Main Help

U.S. Postal Service Subscriber Information

This screen displays your USPS Web Tools account subscription information for your reference.

User ID	The Web Tools User ID your account is using.
Zip Code	The Zip Code your Web Tools account uses to calculate the origin of packages.

Utilities

Use the utilities listed on this page to help create and maintain your store.

Database	The Database section contains tools for backing up, downloading, checking, unlocking, and clearing your store's databases.
Publish	If it is ever necessary to rebuild your entire store from scratch, you can use this feature to do a full regeneration of your store rather than a partial update.
User Accounts	Use this to create and manage user accounts for the back office.
Wizard	Use this step-by-step basic interface to configure your store.
Change Password	Click this button to change the password you use to access your ShopSite back office. You should change your password frequently, and you should follow Password Security Guidelines to protect your store and customers. ***Note:*** If you are running ShopSite on a Windows Server, this button is not available. You can change your ShopSite back office password by changing the password of the Windows User Account you use to access the back office. Contact your System Administrator if you have problems or questions about changing your password.
HTML Editor	Click the HTML Editor button to configure your settings for using a visual (WYSIWYG) editor to edit text fields which allow HTML content.
Back Office UI	Click the Back Office UI button to modify the look and feel of the ShopSite Back Office. You can also adjust settings for drop-down menu navigation within the Back Office.
Export	Click the Export button to compress and export configuration settings and files for backup purposes.

Wish List

A wish list allows your customers to create a list of the things they want from your site in a manageable and shareable way. ShopSite can provide and maintain customer wish lists or you can choose to use ShopSite's integration with Wishpot. Wishpot provides a universal wish list and gift registry for your customers that might also be used by sites catering to your customers other tastes. You can also take advantage of their extensive library of images for your products.

Wish List feature	Enable ShopSite's Wish List feature or the use of integrated Wishpot services on your website. Your selection will determine the fields dsiplayed below.
Allow link on Pages	Allow the Wish List link to appear on Product Pages.
Allow link on More Info Pages	Allow the Wish List link to appear on Product More Info Pages.

ShopSite Wish List Settings

Wish List Template	Select which template to use for wish lists. For more information on custom templates, see Custom Templates.
Allow Public Wish Lists	Select whether or not wish lists can be made publicly available.
Max Length for the Wish List Name	Specify the number of characters to allow when naming a wish list. Defaults to 40.
Product thumbnail image size	Select which image size to use for the thumbnail image on the wish list. Defaults to Small/Thumbnail.
Size of Wish List Product Comment text box	Provide the number of columns and rows to use for the size of the Product Comment text box. This text box will allow people to post comments about the products in the wish list. Defaults to 40 columns by 4 rows.
Duration of the slide effect for the "Add to Wish List" button.	Provide the time (in milliseconds) for how long you want the slide effect transition to last when a customer clicks the "Add to Wish List" button. Defaults to 200 milliseconds.
Where to share	Select the check boxes for the social media sharing services you want to display when a customer accesses their Wish List. Options include: Facebook; Twitter; and Google+.

ShopSite Wish List Store Texts

The fields below can be used to configure the text displayed when customers manage their wish lists.

Store Texts

Wish List	Defaults to "Wish List".
Share this list	Defaults to "Share this list".
Find a Wish List	Defaults to "Find a Wish List".
Create new wish list	Defaults to "Create new wish list".
Choose which list to add [PRODUCTNAME] to:	Defaults to "Choose which list to add [PRODUCTNAME] to:".
For [WISHLIST_OWNER]'s [[WISHLIST_TEXT]	Defaults to "For [WISHLIST_OWNER]'s [[WISHLIST_TEXT]".
E-mail Address	Defaults to "E-mail Address".

Search for a public wish list by entering the e-mail address.	Defaults to "Search for a public wish list by entering the e-mail address."
Are you sure you want to delete this list?	Defaults to "Are you sure you want to delete this list?".
Are you sure you want to remove this product from this list?	Defaults to "Are you sure you want to remove this product from this list?".

Wish List Information

Name	Defaults to "Name".
Privacy	Defaults to "Privacy".
Public	Defaults to "Public".
Shared	Defaults to "Shared".
Private	Defaults to "Private".
Comment	Defaults to "Comment".
Selected Options:	Defaults to "Selected Options:".
Quantity Desired	Defaults to "Quantity Desired".
Quantity Purchased	Defaults to "Quantity Purchased".
Date Added	Defaults to "Date Added".
Priority	Defaults to "Priority".
High	Defaults to "High".
Medium	Defaults to "Medium".
Low	Defaults to "Low".
Edit priority, comment, & quantity.	Defaults to "Edit priority, comment, & quantity."
Cancel	Defaults to "Cancel".
by	Defaults to "by".
's Lists	This can be appended to the "Name" field above to create a title for the wish list page. Defaults to "'s Lists".

Filtering and Sorting

Show	Defaults to "Show".
All	Defaults to "All".
Purchased	Defaults to "Purchased".
Unpurchased	Defaults to "Unpurchased".
Sort By	Defaults to "Sort By".
Title	Defaults to "Title".
Price (High to Low)	Defaults to "Price (High to Low)".

Price (Low to High)	Defaults to "Price (Low to High)".
Earliest Added	Defaults to "Earliest Added".
Latest Added	Defaults to "Latest Added".
Priority (High to Low)	Defaults to "Priority (High to Low)".

Errors

Could not find the wish list.	Defaults to "Could not find the wish list."
List name cannot be blank.	Defaults to "List name cannot be blank."
List name is too long.	Defaults to "List name is too long."
Could not find product.	Defaults to "Could not find product."
That item is already in this list.	Defaults to "That item is already in this list."
Please sign in.	Defaults to "Please sign in."

Buttons

Add to Wish List	Choose a graphic from the files in your media directory for the Add to Wish List button. See the Image Tool help for more information on selecting an image.
Create a Wish List	Choose a graphic from the files in your media directory for the Create a Wish List button. See the Image Tool help for more information on selecting an image.
Edit Wish List Information	Choose a graphic from the files in your media directory for the Edit Wish List Information button. See the Image Tool help for more information on selecting an image.
Search	Choose a graphic from the files in your media directory for the Search button. See the Image Tool help for more information on selecting an image.
Delete wish list	Choose a graphic from the files in your media directory for the Delete wish list button. See the Image Tool help for more information on selecting an image.
Delete item	Choose a graphic from the files in your media directory for the Delete item button. See the Image Tool help for more information on selecting an image.
Update	Choose a graphic from the files in your media directory for the Update button. See the Image Tool help for more information on selecting an image.
Go	Choose a graphic from the files in your media directory for the Go button. See the Image Tool help for more information on selecting an image.

Social Share Buttons

Facebook	Choose a graphic from the files in your media directory for the Facebook button. See the Image Tool help for more information on selecting an image.
Twitter	Choose a graphic from the files in your media directory for the Twitter button. See the Image Tool help for more information on selecting an image.
Google+	Choose a graphic from the files in your media directory for the Google+ button. See the Image Tool help for more information on selecting an image.

Wishpot Settings

Wishpot Merchant ID	Enter the ID tied to your Wishpot.com Merchant Account. If you haven't created a merchant account yet, you can do so here.

Price	Choose which product price to send to Wishpot. Select either the "regular" price or the "On Sale/Lowest" price.
Wishpot Button	Select an image to use with the Wish List button. If the image has been uploaded to ShopSite, use the "Directory" and "Image" drop-down lists to choose the image. If the image has not been uploaded to ShopSite, but is accessible from the web, specify the url to the image in the textbox.
Button roll over text	Provide the text you want to appear when customers hover their mouse cursor over the image. This defaults to "Add to your universal wish list or wedding registry".
Link Text	Provide text for a link to Wishpot.com. This setting defaults to "View Your Wish List".

ShopSite Setup Wizard - Add a Product

Use this screen to add a product to your store. You only need to supply basic product information here. You can add and edit information later.

Name	Enter the name of the product as you want it to appear in your store. This name identifies the product to you and your customers, so it is required, and it must be unique.
Image	This is a picture, usually of the product, which will be included with the product name and description. You do not have to have an image, but it is definitely an advantage. To use an image do one of the following: • If you have not already uploaded an image, click **Upload an Image** to find the file on your local computer and upload it for use in your store. • If you have already uploaded the image you want to use, select it from the pull-down menu.
Price	Enter the regular price you will be selling the product for. You must enter a price for the product. Once your store is running, you will have the option to put products on sale.
Weight	If you plan to use weight-based shipping, enter the weight to use when calculating the shipping costs for this product. Do not include a weight symbol or abbreviation such as pounds or kilograms. You can leave this field blank if you will not be using weight-based shipping. ShopSite includes several ways to calculate shipping costs, which you will be able to set up later.
SKU	The *Stock Keeping Unit* or *SKU* (also called a *Stock Code*) is a code merchants can use to identify and track products. If you use any sort of stock code for inventory tracking or order fulfillment, you can put it here. By default, this is not displayed on your store pages, although there is an option to do so that you will be able to set later.
Description	Use this field to provide additional information about your product. You should try to include any key information your customers will consider important in learning about the product. You can enter as much text as you like, and you can use HTML tags to control the formatting.

ShopSite Setup Wizard - Button Design and Color Scheme

This screen lets you choose the images you will use for the Add to Cart and View Cart images on your product pages, as well as what layout and colors to use for your Shopping Cart. Most button styles are available in a variety of colors, or you can upload your own button images to use.

Using Built-in Images

ShopSite has several built-in themes which have button images you can use for your order buttons. The themes also have a theme layout and color schemes that are used for the shopping cart screens. Follow the steps below to use a built-in theme for your order buttons and shopping cart:

1. Look through the table of available buttons for a button style you want to use. For each button style, there are usually several different color schemes to pick from.
2. Click the radio button below the button style you want. A preview of the buttons and shopping cart layout will be displayed in the pane to the left of the window.
3. Use the pull-down menu to select a color scheme for the buttons. The preview pane will update to display the selected color scheme.
4. Scroll to the bottom of the window in the pane on the right and click **Next** to use the selected buttons and shopping cart layout for your store.

Note: Some buttons may be designed to be on a specific background color and may not look as good when displayed on an incompatible background color.

Uploading Your Own Images

If you already have Add to Cart and View Cart images that match your store pages, and you want to use those images, follow the steps below to upload and use your custom images. You can also look through our collection of Custom Buttons which you are welcome to use.

ShopSite does not place any restrictions on the images to use for your buttons. You should, however, make sure the images you're using clearly indicate their function, and are a reasonable size.

1. Find the images you want to use. Make sure they are saved somewhere on your computer, in a location you will be able to remember.
2. Enter the path and filename on your local computer of the **Add to Cart** button you wish to use, or click **Browse...** to locate the file on your computer.
3. Click **Upload an Image** to upload the specified image to your server.
4. Enter the path and filename on your local computer of the **View Cart** button you wish to use, or click **Browse...** to locate the file on your computer.
5. Click **Upload an Image** to upload the specified image to your server.
6. Check to see that the images you uploaded are displayed in the sample pane on the left of the screen.
7. Check that the radio button below the upload fields is selected. It will automatically get selected when you select an Add to Cart or View Cart image to upload.
8. Scroll to the bottom of the window in the pane on the right and click **Next**.

ShopSite Setup Wizard - Shipping

You can have ShopSite calculate and include shipping costs with orders. The Wizard allows you to configure up to three customer-selected shipping methods and per-order rates to get started. Later, you will be able to configure more complex shipping options, including real-time shipping quotes.

Shipping Methods Menu

Enter a shipping method in the left-hand box, and the *per-order* rate for that method in the right-hand box. If you leave a row blank, that option will not be included in the customer pull-down menu.

One example of how you might set up your shipping is:

Shipping Service	Per Order
Standard Ground (3-5 days) - **Free!**	0.00
Priority Second-Day - $5	5.00
Overnight - $15	15.00

ShopSite Setup Wizard - Add a Page

Use this screen to create a page for displaying products in your store, and to assign products to the page. Use product pages to organize the products in your store — like departments in a physical store — to make it easier for your customers to find what they're looking for. After you finish this page, you'll have the opportunity to create additional pages.

Page Name	The name of the page is used to describe it in the list of pages in your Back Office, and must be unique. The name will also be displayed at the top of the page, usually beside the Page Graphic if there is one.
Image	This is the picture that will represent the entire page, not an individual product. It will appear at the top of the page or down one side, depending on which theme or template you choose. • If you have not uploaded an image for this page yet, click **Upload an Image** to find the graphic on your local computer and upload it to use in your store. • If you have already uploaded an image for the page, select it from the pull-down menu.
Text	Enter text to introduce the products on the page. You can use HTML to format the text.
Products	All of the products that you've created so far appear here with checkboxes next to them. Check the boxes for the products that you want to appear on this page. A product can appear on more than one page.
Save Changes	Click this button to save your changes and continue with the Wizard.
Cancel	Click this button to continue without saving the changes you have made

ShopSite Setup Wizard - Delete Page

You can delete a page from your store by clicking **Delete This Page** on the **Modify a Page** screen, then clicking the **Yes** on the confirmation screen. Customers can still access deleted pages until you click the **Publish** tab to update your store.

Your main store page will usually have the filename `index.html`. If this page does not exist, customers may encounter difficulty accessing your site. ShopSite will warn you if you select this page to delete. You may still delete the page, but you should create a new `index.html` page by changing the file name of an existing page or creating a new page main store page with that file name.

ShopSite Setup Wizard - Delete Product

You can delete a product from your database by clicking the **Delete This Product** button on the **Modify a Product** screen, then clicking the **Yes** button on the confirmation screen. Note that customers can still see and purchase deleted products until you click the **Publish** button to update your store.

ShopSite Setup Wizard - List of Pages

This screen lists the pages you have already created (including the storefront page), and lets you add more pages to your store.

- **To create a new page**, click **Add Another Page**. You can repeat this to create as many pages as you want, but you may want to start with only one or two. You can add more pages at any time after finishing the wizard.
- **To change or delete a page**, click on the page name in the list. This displays the Modify a Page screen. From there you can change any information about the page, such as its title or list of included products.
- When you're done adding or changing products, click **Next** to move on to the next step.

Note: If you see a warning message, it means there are products in your store that are not assigned to pages. Customers will not be able to see or buy these products.

- To add the products to an *existing* page, click the page name in the list, then check the boxes next to the product names on the Modify a Page screen.
- To add the products to a *new* page, click **Add Another Page**, then check the boxes next to the product names on the Add a Page screen.

ShopSite Setup Wizard - List of Products

This screen lists the products you've added to your store, and lets you add more.

- **To add a new product**, click **Add Another Product**. You can repeat this to add as many products as you want. You can also add more products at any time after you're done with the wizard.
- **To modify or delete a product**, click on the product name in the list. The screen to edit a product looks like the Add A Product screen, except there is also a button to delete the current product as well.
- When you're done adding or changing products, click **Next** to move on to the next step.

ShopSite Setup Wizard - Modify a Page

This screen lets you modify the attributes of a page that you've already created for your store, such as the page name or graphic, or the list of assigned products.

Page Name	The name of the page is used to describe it in the list of pages in your Back Office, and must be unique. The name will also be displayed at the top of the page, usually beside the Page Graphic if there is one.
Image	This is the picture that will represent the entire page, not an individual product. It will appear at the top of the page or down one side, depending on which theme or template you choose. • If you have not uploaded an image for this page yet, click **Upload an Image** to find the graphic on your local computer and upload it to use in your store. • If you have already uploaded an image for the page, select it from the pull-down menu.
Text	Enter text to introduce the products on the page. You can use HTML to format the text.
Products	All of the products that you've created so far appear here with checkboxes next to them. Check the boxes for the products that you want to appear on this page. A product can appear on more than one page.
Save Changes	Click this button to save your changes and continue with the Wizard.
Delete This Page	Click this button to delete the current page. As a safety measure, you will first be asked to confirm that you want to delete the page.
Cancel	Click this button to continue without saving the changes you have made

ShopSite Setup Wizard - Modify a Product

This screen lets you modify the attributes of a product that you have already created for your store. You can also add or modify products after you have finished the ShopSite Setup Wizard

Name	Enter the name of the product as you want it to appear in your store. This name identifies the product to you and your customers, so it is required, and it must be unique.
Image	This is a picture, usually of the product, which will be included with the product name and description. You do not have to have an image, but it is definitely an advantage. To use an image do one of the following: • If you have not already uploaded an image, click **Upload an Image** to find the file on your local computer and upload it for use in your store. • If you have already uploaded the image you want to use, select it from the pull-down menu.
Price	Enter the regular price you will be selling the product for. You must enter a price for the product. Once your store is running, you will have the option to put products on sale.
Weight	If you plan to use weight-based shipping, enter the weight to use when calculating the shipping costs for this product. Do not include a weight symbol or abbreviation such as pounds or kilograms. You can leave this field blank if you will not be using weight-based shipping. ShopSite includes several ways to calculate shipping costs, which you will be able to set up later.
SKU	The *Stock Keeping Unit* or *SKU* (also called a *Stock Code*) is a code merchants can use to identify and track products. If you use any sort of stock code for inventory tracking or order fulfillment, you can put it here. By default, this is not displayed on your store pages, although there is an option to do so that you will be able to set later.
Description	Use this field to provide additional information about your product. You should try to include any key information your customers will consider important in learning about the product. You can enter as much text as you like, and you can use HTML tags to control the formatting.
Delete This Product	Click this button to delete this product from your store. As a safety measure, you will first be asked to confirm that you want to delete the product.

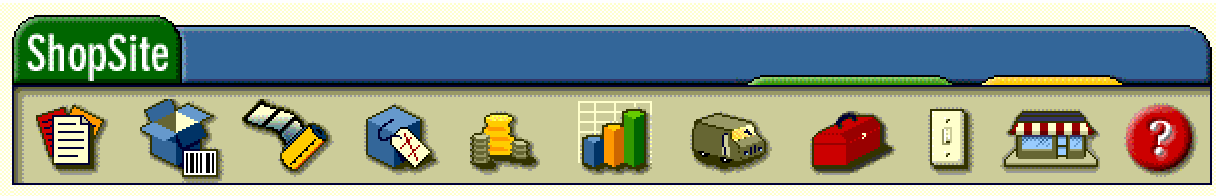
ShopSite Setup Wizard - Finishing Up

When you reach this screen, you have finished the basic set-up of your ShopSite store and are ready to start taking orders.

You can now go through and do any advanced configuration, add more products and pages, or check out all the features ShopSite offers.

To leave this screen, click the **ShopSite** tab in the ShopSite Navigation Bar.

Wherever you are in your ShopSite store, you can get around using the **ShopSite Navigation Bar**:



ShopSite	The **ShopSite** tab at the top left of the Navigation Bar can be used to get to the main ShopSite screen from anywhere in the back office. The main screen will show up when you log in to ShopSite, and you can navigate to any section of the store from it.

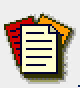
Notification Tabs

The Notification Tabs will pop-up to notify you of important events you need to know about and act on. If they are hidden, no important events need your attention.

New Order	The **New Order** tab will pop up any time you have new orders that you haven't viewed yet. You can click on the tab, or the **Orders** button in the Navigation Bar to see your orders.
Publish	The **Publish** tab will pop up any time you make changes to your store content that require you to publish the changes before they will be visible to your customers. You can click on the tab to publish the changes, or click the **Utilities** button, then click on the **Publish** button.

Navigation Buttons

These buttons are always visible, and allow you to navigate between sections of your store. You can click on any of these buttons from anywhere in your store to be taken directly to that section.

 **Pages**	The **Pages** button will take you to the list of store pages, from which you can add, edit, or delete store pages.
 **Products**	The **Products** button will take you to the list of products in your store, where you can add, edit, or remove items from your inventory.
 **Images**	The **Images** button will take you to the Image Manager, where you can upload, resize, and configure images for use throughout your store.
 **Orders**	The **Orders** button will take you to the list of orders, where you can view and print orders and packing slips.
 **Reports**	The **Reports** button will take you to the reports screen, where you can view statistics about traffic and purchases on your site.
	The **Commerce Setup** button will take you to a screen where you can configure your various Commerce features, such as payment options, shipping, and tax.

Commerce Setup	
Utilities	The **Utilities** button provides access to various utilities, including the Wizard, the Publishing tool, and database management tools.
Preferences	The **Preferences** button gives you access to tools for customizing your store, including Themes, store text, and your hosting information.
My Store	The **My Store** button will open your main store-front page in a new window.
Help	Wherever you are in your store Back Office, click on the **Help** button to have context-sensitive help open in a new window. The help screen you see will be specific to the back office screen you were on when you clicked the help button.

ShopSite Setup Wizard - Payment Types

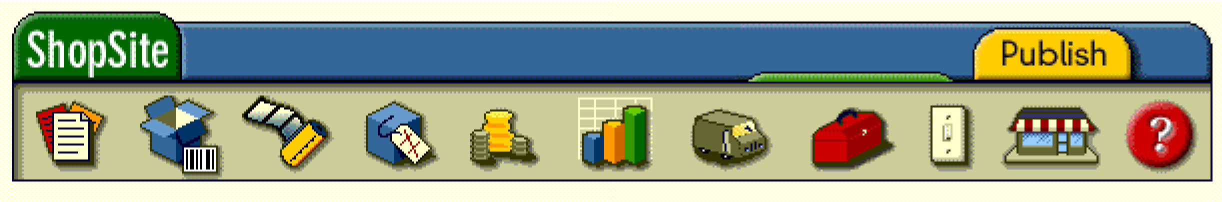
There is a lot involved in accepting payments online, and once you've finished the Wizard, you should look into the Payment Options integrated into ShopSite. For now, however, ShopSite will assume you will be processing payments manually.

Payment Methods Accepted	Check the box beside all the payment methods you want to accept. This list only includes the most common payment methods ShopSite accepts; you will be able to select and configure more options later. ***Note:*** If you select **PayPal** from this screen, ShopSite will use your **ShopSite Merchant Email Address** as the default PayPal payment account. If you want to use a different PayPal account, you should configure your PayPal payment settings on the **Payment Options** screen as soon as you finish the Wizard.

ShopSite Setup Wizard - Publish

Now that you have finished setting up all the essential features for your store, you need to **Publish** it. This creates the store pages and the products you added earlier in the Wizard. Any time you make changes to pages or products in your store, you will need to re-publish your store before the changes will be visible.

Whenever ShopSite detects changes that will require you to re-publish some of your content, the **Publish** tab will pop up on the right-side of the navigation bar at the top of your back office screens:



If you click on the tab, ShopSite will publish any changes to your store. You can also re-publish *all* your content from the **Utilities** > **Publish** screen.

Click the **Publish** tab now to publish your store.

ShopSite Setup Wizard - Publish Results

This screen shows the results of publishing your store. By looking at the results, you can see that ShopSite generated the HTML pages for your store and added the products for each page.

Click the **Next** button to finish the Wizard.

ShopSite Setup Wizard - Sales Tax

You can set up your ShopSite store to automatically calculate sales tax for your location. You can create up to three user-selectable tax rates on this screen, and choose what to apply taxes on. Because taxes can vary so much based on where you and your customers are located, you may later need to set up some more complex tax rules, including zip-based tax calculation.

<table>
<tr><td>Sales Tax Applies To</td><td>Select whether to calculate sales tax using no taxes, the shopping cart sub-total (total cost of products in cart minus any discounts), or the sub-total plus any shipping and handling charges.</td></tr>
<tr><td>Sales Tax Rates</td><td>You can enter up to three tax rates that customers will be able to select from. It is a good idea to list the rates in the order they are most likely to be used, starting with the most common. Enter a description for the tax rate in the box on the left, and the actual percentage tax rate in the box to the right. Leave both fields in a row blank if you are not using it.

An example of how you may want to set up your taxes might be:

<table>
<tr><th>Description</th><th>Tax Rate</th></tr>
<tr><td>Ship outside My State - 0.00%</td><td>0.00</td></tr>
<tr><td>Ship within My State, outside My City - X.XX%</td><td>X.XX</td></tr>
<tr><td>Ship within My City, My State - Y.YY%</td><td>Y.YY</td></tr>
</table>
</td></tr>
</table>

ShopSite Setup Wizard

The Store Setup Wizard lets you create a simple, functional store to get you up and running with ShopSite.

When you first began the wizard, you were prompted to select a language and currency for ShopSite to use. You were also given an option about what you needed to do with the wizard. If you already have a website with information about the products you are selling, you can use the Wizard to **add order buttons** to your existing product information pages. You may also have ShopSite **create a new store** for you.

The wizard finishes at the main ShopSite screen. From there, you can add more products and pages, and use the ShopSite customization features to configure and administer your store.

For a more complete introduction to ShopSite and guidelines for planning your store, see the ShopSite Quickstart Guide.

If you would like to exit the wizard and go directly to the main ShopSite screen, click the ShopSite tab in the upper left corner of the first wizard screen. It is strongly recommended that you go through the entire wizard for a new store — it only takes a few minutes.

Creating a New Store

If you are using the wizard to **Create a new store** or to **Add product pages to an existing site**, the wizard walks you through the following steps:

1. Provide information for your store's home page
2. Provide information about some of your products
3. Place products on one or more pages
4. Set up sales tax, if needed
5. Select credit cards & other methods of payment
6. Set up shipping choices
7. Choose a design for all store pages
8. Generate the Web pages for your store
9. Test your new store and explore ShopSite's full capabilities

Click **Next** to start building your new store.

Adding Order Buttons

If you are using the wizard to **add order buttons to my existing site**, the wizard walks you through the following steps:

1. Set up sales tax, if needed
2. Select credit cards & other methods of payment
3. Set up shipping choices
4. Select the order buttons for your products and the shopping cart color and layout.
5. Provide information about some of your products

Click **Next** to begin configuring ShopSite to generate order buttons for your store.

ShopSite Setup Wizard - Storefront

Use this page to name your store and to type in the message that will greet your customers when they arrive. You must also select the currency for your store.

Store Name	Enter the name of your store. The name you provide will also be used as the name of the first page in your store.
Welcome Message	Enter the text that you want to appear on the first page of your store. This page is equivalent to the entrance to a physical store, so the description should be inviting and informative. Tell the customers, in broad terms, the types of products they can expect to see in your store. You do not have to use HTML, but a few simple tags will make the page more attractive. You should be aware, however, that any formatting such as paragraph spacing, will only show up if you include the appropriate HTML tags. You can put as much text and HTML in this field as you want.
Store Currency	Select the currency you want to use in your store.

ShopSite Setup Wizard - Layout & Color Theme

This screen lets you choose a theme for your store. A theme gives your store a consistent look and feel by setting a standard layout and color scheme for your store.

Most themes are available in a variety of color schemes.

1. Look through the table of themes in the main (bottom right) frame in your browser. Your goal should be to find a *layout* (don't worry about colors yet) you like for your pages.
2. Click on the thumbnail image, the Color Scheme pull-down, or the radio button below the theme to select the theme. This will cause larger thumbnails of a page and the main Shopping Cart screen to appear in the lower left frame.
3. Use the pull-down menu to select a Color Scheme for the theme. The thumbnails in the left-hand frame will be updated for each different Color Scheme. If you click on one of those thumbnails, a full-size screenshot will open in a new window.
4. Once you have found a Theme and Color Scheme that you like, click **Next** to apply the selected settings and continue with the Wizard.

You can change the theme for your store at any time after you finish the wizard by going to **Preferences** > **Layout & Color Themes**.

WordPress configuration

There is a free WordPress plugin that allows merchants to integrate and publish ShopSite products to their WordPress blog. These instructions assume you are signed in to an administrative account for both your ShopSite back office and your WordPress site.

Note: This feature does not work with WordPress.com blogs.

There are two parts to configuring WordPress to work with ShopSite:

Install the ShopSite plugin for WordPress

From the admin section of your WordPress site:

1. Navigate to Plugins -> Add New
2. Search for 'ShopSite'
3. Under the Shopsite plugin, click "Install Now"
4. Click "OK" on the JavaScript alert to install the plugin
5. Click "Activate Plugin"

Configure the plugin to work with your ShopSite store

From your ShopSite back office:

1. Navigate to Merchandising Tools > Social Media > WordPress configuration

On your WordPress site:

1. Navigate to Settings > ShopSite
2. Copy the four "Application settings" fields (Client ID, Secret Key for Signing, Authorization Code, and Authorization URL) from ShopSite's back office to the WordPress ShopSite configuration page.

Click "Save settings" and "Save Changes" on the appropriate pages.

Once installed and configured, you can add products to your WordPress pages by clicking the SS icon on the WordPress toolbar. Clicking the icon brings up a menu where containing all of the products created for your ShopSite store.

WorldPay Fraud Protection

When using WorldPay as the payment processor, ShopSite will compare information returned from WorldPay to what was originally sent. If there is a difference, ShopSite will generate a Fraud Alert for the merchant.

In the case of a Fraud Alert, ShopSite will prepend a warning to the merchant's order notification e-mail, and will display a warning and set the order quantity to 0 (zero) in the back office order information. ShopSite will also not deliver the payment receipt to the customer. The e-mail messages from WorldPay to the merchant and shopper, including the amount paid, will not be affected by a Fraud Alert.

Products with Zero Weight or Weight over 150 LBS

This screen lists all of the products in your store that have a shipping weight greater than 150 lbs. or a shipping weight less than or equal to zero. If you are using Shipping By Weight or a real-time shipping calculator, you should make sure all of your products have an accurate shipping weight so that shipping costs can be calculated accurately. To change the weight of a product, click in the "Weight (lbs)" cell and provide the new weight value for the product.

If an ordering option is reducing the product weight to zero or below, a "view/edit" link appears in the Order Options column that will take you to the **Order Options with Zero Weight or Weight over 150 LBS** page to make changes. This page is like the Products with Zero Weight or Weight over 150 LBS page, but has two cells (Weight Modifier and Net Weight) that can be edited. Use the radio button to select whether you want to use the product option's Weight Modifier or the Net Weight when setting a product option's weight.

ShopSite APIs

ShopSite Shopping Cart Software can be expanded to run custom modules by accessing them using the ShopSite APIs. Although ShopSite is a fully functional shopping cart on its own, there are several third-party add-ons that already take advantage of the APIs, or you can write your own.

There are several APIs you can access to add custom functionality to ShopSite stores:

- **Order API** - ShopSite Pro merchants can configure a program to run immediately after a customer completes a purchase.
- **Shipping API** - ShopSite Pro merchants can run a custom shipping calculator to display real-time shipping quotes.
- **Inventory Tracking API** - ShopSite Pro merchants can use a third-party application to track and update product inventory.
- **Order Download API** - ShopSite Manager and Pro merchants can programatically download orders to a client program. The QuickBooks Order Transfer Module is an example of using this system.
- **Products and Pages Upload/Download API** - ShopSite Pro merchants can programatically upload or download product and page information between ShopSite and a client program.
- **Shopping Cart JavaScript Variables** - ShopSite Pro stores include shopping cart contents information as JavaScript Variables, which can be used by custom JavaScripts included in the Shopping Cart. ShopSite uses these variables to create the MiniCart and in conjunction with Google Analytics
- **Call Tags for Custom Templates** - Custom Template designers can include a tag to call an external cgi from within the template. The program will be run when the page loads, with the output of the program displayed on the page.

Installing ShopSite on a Cobalt Raq

Installing ShopSite on a Cobalt Raq is essentially the same as installing on any other Linux platform with a few minor changes:

- You must first determine which ShopSite build is right for your system.
- After running the installation, you must manually edit the `.htaccess` file in the ShopSite directory.
- You must manually set a couple of file permissions.

Here are detailed instructions:

1. Contact your ShopSite Account Representative to get a username and password for FTP access to support.shopsite.com.
2. Use an FTP client and login to support.shopsite.com. Go to the linux directory and download the `ckplatform` script.
3. Run `ckplatform` from the command line on your Cobalt Raq. It will check the software installed on your Raq and tell you which build of ShopSite to download.
4. Use your FTP client to download the recommended build of ShopSite for Linux.
5. Use a valid user account on the server to unzip the zip file into a directory that the webserver can access. A Cobalt Raq does not have a special directory to put cgi's in such as the normal cgi-bin. You can just make an install directory and unzip everything into it.
6. Run the web-based install by following the ShopSite installation instructions.
7. After finishing the installation steps, you must edit the `.htaccess` file in the ShopSite directory. If you look in `.htaccess` you will see a line that says:

   ```
   AuthType Basic
   ```

   After this line, add the following:

   ```
   AuthPAM_Enabled Off
   ```

   Adding this line to `.htaccess` will enable users to log into the back office of ShopSite.

8. Change the permissions of the store's HTML output directory. You can use the following command to change its permissions:

   ```
   chmod +xr /path/to/html/dir
   ```

   where */path/to/html/dir* is the path you used the web based install that points to the HTML Output directory.
9. If you have installed the Cobalt upgrade patch RaQ3-All-Security-3.0.1-8061.pkg, you must change ownership of all of the ShopSite directories, CGI programs, images, etc to the new user and group of the web server. You must also add the new user of the web server to each customer site group.

You should now have a working ShopSite store on your Cobalt Raq.

Creating a Multi-Product [Add to Cart] Button

You can use specially-designed page and product templates that let customers check boxes for items that they want to buy and then click one [Add to Cart] button to add them all to the shopping cart. The basic idea is that you are creating an HTML form. The opening and closing `FORM` tags must be in the page template, while the product template contains the HTML and custom tags to display each product with a checkbox. Both templates must be designed to work together and must be used together.

Here are simple page and product templates with comments to illustrate the structure required. You can copy and paste each one into a file and upload them to your store to see how they work. (After uploading the templates, you must assign pages and products to use these templates.) Note that the tag that makes this all work is the opening `FORM` tag that calls the shopping cart CGI with the `post` method.

Page Template

```
[--DEFINE LINK_TO_PAGE--]
<a href="[--OUTPUT_DIRECTORY_URL--]/[--Page.FileName--]">[--PAGE.LinkGraphic--]
<b>
[-- IF PAGE.LinkName--]
  [--PAGE.LinkName--]
[--ELSE--]
  [--PAGE.Name--]
[--END_IF--]
</b></a>
[--END_DEFINE LINK_TO_PAGE--]

[--DEFINE PAGE--]
#In order for this to work you must use custom templates for
#both the page and products. The two templates are designed to
#work together.
<HTML>
<BODY>
[-- PAGE.Name --]
<H2>This page demos the add to cart FORM</H2>
<p>Check the boxes of the product(s) you wish to order.
Press the "Add to Cart" button and all checked products will
be added to your shopping cart. You can also change the quantity
of any checked product to order more than one if so desired.</p>
<HR>

# Start the Form. This custom template tag is very important!
<FORM action="[-- SHOPPING_CART_URL BASE --]/order.cgi" method=post>

#Display Add to Cart and View Cart Buttons
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/add_to_cart.gif"
width=83 height=20 alt="add_to_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="Add to Cart" alt="Add to Cart">
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/view_cart.gif"
width=71 height=20 alt="view_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="View Cart" alt="View Cart">
<BR>

#Display the Products - The Products must us a special Template also
[--LOOP PRODUCTS --]
  [--PRODUCT--]
[--END_LOOP PRODUCTS--]

# Set up hidden fields to pass values to the shopping cart
<input type=hidden name=storeid value=[-- STORE_ID --]>
<input type=hidden name=dbname value=products>
<input type=hidden name=function value=add>

# Display the Add to Cart and View Cart Buttons again
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/add_to_cart.gif"
width=83 height=20 alt="add_to_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="Add to Cart" alt="Add to Cart">
<input type=image src="[-- OUTPUT_DIRECTORY_URL --]/media/view_cart.gif"
width=71 height=20 alt="view_cart.gif" hspace=3 vspace=3
border=0 align="bottom" name="View Cart" alt="View Cart">

# End the FORM
</FORM>
</body>
</html>
[--END_DEFINE PAGE--]
```

Product Template

```
[-- DEFINE PRODUCT --]
#NOTE: No opening or closing FORM tags appear here-
#those must be placed in the PAGE Template

#Generate the checkbox - notice the name is itemnum
#and its value is the database record number
<P><input type=checkbox name=itemnum value=[-- PRODUCT.RECORDNUMBER --]>
```

```
[--PRODUCT.Name--]
[--PRODUCT.Price--]

#if a Quantity is required generate the quantity box
[-- IF product.DisplayOrderQuantity? --]
   Quantity <input type=text size=2 name="[-- PRODUCT.RECORDNUMBER --]:qnty"
value="1">
[-- END_IF --]

<BR>[-- Product.ProductDescription --]


# Generate the Ordering Option Menus
[-- IF PRODUCT.DisplayOrderingOptions --]
  <BR>
  [-- PRODUCT.OptionText --]
  [-- ORDER_OPTION_MENU LINE --]
[-- END_IF --]

</P>
[-- END_DEFINE PRODUCT --]
```

Custom Themes for the Shopping Cart and Search Pages

When custom themes and templates are applied to a store, they change the look of store pages and product layouts. They do not automatically change the look of the shopping cart and product search pages. Merchants can specify the colors and buttons on these screens to match a chosen theme by following these steps:

- If the store is a ShopSite Pro store and has enabled the product search feature, you can use the Store Preferences > Search Settings screen to set search page colors and background image to match what is used on the store pages.
- You can set the shopping cart page colors and background image on the Commerce Setup > Customize Order System screen.
- You can specify custom buttons for the shopping cart in the Store Preferences > Store Text > Shopping Cart screen. Buttons for the Stained Glass and Tab themes are included with ShopSite.

Copy Custom Theme Files to the ShopSite Server

Making a custom theme available to merchants involves copying four types of files to the ShopSite server:

- A page template
- A product template
- Thumbnail images of a sample page in each available color scheme
- Screenshots of a sample page in each available color scheme

Copy the Page Template

You can make the page template available to an entire mall or to just one store, depending on where you place the file on the ShopSite server and which `themes.dat` file you edit.

- To make the template available to an entire mall, FTP or copy the page template file to the `/template/pages` directory under the Shopping Cart (sc) CGI directory. Merchants will be able to use templates from this location, but they will not be able to see or modify the source code.
- To make the template available to a single store, FTP or copy the page template file to the `/template/pages` directory under the store's data directory. The merchant will be able to view and modify the template source code.

Copy the Product Template

You can make the product template available to an entire mall or to just one store, depending on where you place the file on the ShopSite server and which `themes.dat` file you edit.

- To make the template available to an entire mall, FTP or copy the page template file to the `/template/products` directory under the Shopping Cart (sc) CGI directory.
- To make the template available to a single store, FTP or copy the page template file to the `/template/products` directory under the store's data directory.

Copy the Thumbnail Images

All thumbnail images for all themes must be in one directory.

- Copy the thumbnail images to the `thumbs` directory under the `shopsite_images/`*`locale`* directory, such as `/home/httpd/html/shopsite_images/en-US/thumbs`.

Copy the Sample Pages

All sample theme pages must reside in one directory. If you want to let merchants select the built-in ShopSite themes as well as your custom theme, you must contact ShopSite support and obtain a tar file of the sample pages for the built-in themes, then place them in the same directory as your custom theme.

1. Create a directory under the server's document root directory to hold the sample pages.
2. Copy the screen shots and their associated HTML files to the new directory.
3. If you are going to continue to offer the built-in ShopSite templates, untar the sample page files for those themes into the directory. (You must obtain the tar file from ShopSite support.)
4. Use a text editor to open the `global.aa` file in the ShopSite CGI directory.
5. Replace `[DEFAULT]` in the following line with the URL to the directory containing the sample pages:

    ```
    theme_thumbnail_url: [DEFAULT]
    ```

6. Save and close the `global.aa` file.

Edit the themes.dat File

After you have copied your custom templates and sample theme pages to the ShopSite server, the last step required to make your theme available to merchants is to edit the `themes.dat` file. This file controls the themes that merchants can select from on the Layout & Color Theme screen in the wizard, and in the Preferences section of ShopSite. Besides specifying a page template and color schemes for your theme, you can specify a product template and other page and product fields.

You can make your theme available to all stores in a mall, or to just one store:

- To make the theme available to all stores in a mall, edit the `themes.dat` file in the ShopSite CGI directory.
- To make the theme available to a single store, copy the `themes.dat` file from the ShopSite CGI directory to the store's data directory, then edit the copy in the data directory.

Follow these steps to add your theme to the `themes.dat` file.

1. Themes are presented to merchants in rows. Usually each row shows one theme in each of its available color schemes like this:

   To add a new row, go to the end of the file and add a new line above the line that says "EndThemes." On the new line, type the word "Row" then a pipe symbol, then the name of your theme. For example:

   ```
   EndTheme
   EndRow
   Row|MyTheme     ¬ add this line
   EndThemes
   ```

2. Create an entry for a theme in a specific color scheme. On a new line, type the following, separating each entry with a pipe symbol (|):
   - The word "Theme"
   - A unique number to identify this theme and color scheme
   - A name for the theme in this color scheme
   - A description of the theme
   - The name and path of the thumbnail graphic for the theme. The path is relative to the ShopSite Images directory.
   - The name of the sample page file for the theme (most likely a simple HTML page containing an <img> tag for a screenshot). You can include a partial path in this field if you want to put sample page files in subdirectories. ShopSite will automatically append ".html" to the file name, so only include the file name, not the extension. Note that the URL of the directory containing the sample pages is defined by the `theme_thumbnail_url` key in the `global.aa` file.

   An example entry might look like this:

   ```
   Theme|0|MyThemeBlue|My Theme in Blue|thumbs/mythemeblue.gif|mythemeblue
   ```

3. Begin specifying the page fields for the theme, including the page template. On a new line, type the word "Destination," a pipe symbol, and the word "Pages," like this:

   ```
   Destination|Pages
   ```

4. Specify the page theme to use in the template. On a new line, type the word "Field," the word "Template," and the name of the page template for the theme, with a pipe symbol between each. If you want to use a standard ShopSite template, you can use just the first two digits in the template name. An example entry might look like this:

   ```
   Field|Template|MyPageTemplate
   ```

5. Define a color scheme for this theme. On separate lines, list the colors for the various page attributes in this color scheme, using the sample format shown here. Notice that the field names contain spaces, unlike the field names used in the templates. Also notice that you must specify the colors with a color name followed by the hex value enclosed in parentheses.

   ```
   Field|Background Color|Green-Blue_2 (#009999)
   Field|Link Color|Purple_2 (#000066)
   Field|Visited Link Color|Purple_2 (#000066)
   ```

```
Field|Text Color|Black-True (#000000)
Field|Active Link Color|Grey_2 (#999999)
Field|Background Image|none
```

If you specify a color other than an exact string from the ShopSite color list, it will still work. You can use just the hex value preceded by a pound sign. Any values that you enter will be added to the drop-down list of colors that merchants see.

6. Optionally specify any other page fields that you want to "preset" for this theme. For example, to have the same text appear in the Text 3 field on all pages, you could make an entry like this:

```
Field|Text 3|<small>All Sales Final</small>
```

Any values that you specify will be applied to existing pages when the theme is chosen and to new pages created after that, but the merchant can edit any pages to change the values.

7. Optionally begin specifying the product fields for the theme, including the product template. On a new line, type the word "Destination," a pipe symbol, and the word "Products," like this:

```
Destination|Products
```

8. If your theme uses a specific product template, specify that template on a new line, using the format shown here. You can specify one of the built-in ShopSite templates by using the two-digit number at the beginning of the template name.

```
Field|Template|MyProductTemplate
```

Note: The product template that you specify here will be applied to existing products and will be the default setting for new products, but the merchant can select other product templates.

9. Optionally specify any other product fields that you want to "preset" for this theme. For example, to have all products on sale by default, add this line:

```
Field|Sale On|checked
```

10. Optionally specify a color scheme to be used on product More Info pages, Search Results pages, and Shopping Cart pages:

```
Destination|Other
Field|Background Color|009999
Field|Link Color|000066
Field|Visited Link Color|000066
Field|Text Color|000000
Field|Active Link Color|999999
Field|Background Image|none
Field|Table Shade Color|000066
```

Note that for these pages, you enter colors as just the numeric value.

11. Close the entry for this template and color scheme by typing "EndTheme" on a line by itself.
12. Repeat steps 2 through 11 for each color scheme.
13. Close the row by typing "EndRow" on a line by itself.

A complete entry for a theme with only two color schemes might look like this:

```
Row|MyTheme
Theme|0|mythemeprimary|MyTheme Primary|thumbs/mytheme1.gif|mytheme1
  Destination|Pages
  Field|Template|MyPageTemplate
  Field|Background Color|Purple_2 (#000066)
  Field|Link Color|Burgundy_3 (#990000)
  Field|Visited Link Color|Green_1 (#006600)
  Field|Text Color|Black-True (#000000)
  Field|Active Link Color|Orange-Yellow_1 (#FFCC00)
  Field|Background Image|none
  Destination|Products
  Field|Template|MyProductTemplate
EndTheme
# MyTheme: Earthtones
Theme|1|mythemeearthtones|MyTheme Earthtones|thumbs/mytheme2.gif|mytheme2
  Destination|Pages
  Field|Template|MyPageTemplate
  Field|Background Color|Brown-Orange_1 (#CC6600)
  Field|Link Color|Purple_2 (#000066)
  Field|Visited Link Color|Green_1 (#006600)
  Field|Text Color|Black-True (#000000)
  Field|Active Link Color|Orange-Yellow_1 (#FFCC00)
  Field|Background Image|none
  Destination|Products
  Field|Template|MyProductTemplate
EndTheme
EndRow
```

Create a Custom Theme

The Custom Themes feature allows you to create themes based on custom templates. A theme consists of a page template that defines the layout of elements on the page, and one or more color schemes that can be applied to the elements on the template. You can optionally define a product template as part of a theme. Custom themes can provide ISP or merchant branding of stores, to give a specific look and feel.

There are six steps to making a custom theme that merchants can apply to their stores:

1. Create a custom page template.
2. Optionally create a custom product template.
3. Create sample pages of your template in various color schemes, and create thumbnail images of those pages.
4. Copy your templates and images to the correct directories on the ShopSite server.
5. Add an entry to the `themes.dat` file for each color scheme to make your theme available for merchants to choose for their stores.
6. Optionally create a custom shopping cart template and a custom search template.
7. For ShopSite Pro stores, optionally create a custom gift certificate template.

Custom Templates and Themes

Custom templates give you complete control over the layout and look of your store. Custom templates contain standard HTML tags and custom template tags that define where information from the ShopSite databases is to appear. Custom templates can also contain graphics, frames, JavaScript, and other site-enhancing functions supported by the server.

- A ***page*** template defines the layout of a store page, including where product information will appear and the number of columns.
- A ***product*** template defines the layout of the information for one product. For each product assigned to a page, ShopSite lays out that product's information based on the template for that product. A product template also includes tags to define the look and contents of subproduct listings and a more info page.
- A ***shopping cart*** template defines the layout and elements of the shopping cart pages for a store.
- A ***customer registration*** template defines the layout and elements of the customer registration pages for a store. (Custom Registration is only available in ShopSite Pro.)

The Custom Themes feature allows you to create themes based on custom templates. A theme consists of a page template that defines the layout of elements on the page, and one or more color schemes that can be applied to the elements in the template. You can optionally define a product template as part of a theme. Custom themes can provide ISP or merchant branding of stores, to give a specific look and feel.

Click on a link for further information:

- Create a custom page template
- Create a custom product template
- Create a shopping cart template
- Create a customer registration template
- Create a custom theme

Creating Sample Theme Pages

You should create sample pages using your page and product templates so that merchants can have an idea of what their store pages will look like with your theme applied. If you plan to offer your theme in several color schemes, you should create a sample page in each color scheme.

You also need to create thumbnail images of your sample pages. ShopSite displays the thumbnail images on the Layout & Color Theme screen in the wizard and in the Preferences section of ShopSite. Merchants can click on these thumbnails to view the sample pages of your theme.

1. Plan color schemes for your theme. Each built-in ShopSite theme is offered in eight different color schemes, but you can define as few or as many color schemes as you want. You may choose to only offer your theme in a single color scheme, for example, if you designed it specifically to conform to a certain merchant's store branding.

   You can define colors for the following page attributes:

   - Text Color
   - Background Color
   - Link Color
   - Visited Link Color
   - Active Link Color

   Note that you aren't restricted to using the colors in a scheme for just these named page attributes. For example, if your templates formats products in a table, you could set the background color for table cells based on the Link Color:

   ```
   <TD BGCOLOR=[-- PAGE.LinkColor --]>
   ```
2. Use a ShopSite store to build a sample page. You will probably need to add products and enter product information, define a header and footer, and enter sample text in the various page fields. Make sure that your sample page includes all of the fields that your template displays.
3. Set the colors for your sample page according to the first color scheme for your theme.
4. Publish your store.
5. Use your browser to view the page, then use a screen capture utility to take a screen shot of the page. Save the screen shot on your hard disk.
6. Change the page color settings to match your next color scheme, then repeat steps 4 and 5. Continue this until you have taken a screen shot in each color scheme.
7. ShopSite expects your sample theme pages to be HTML files, not just image files. So, for each color scheme, create a simple HTML file containing an <img> tag pointing to the appropriate screen shot.
8. Make thumbnail images of your screen shots. The thumbnail size should be 50 pixels wide by 40 pixels high. You can create thumbnail images in most image editing programs by opening the original screen shots, then changing the image size, and then saving the pictures with new file names. You can also use a utility for making thumbnail images, such as:
   - Au2Thumbs
   - ThumbsPlus
   - The Thumbnailer

Customizing ShopSite

There are several ways that you can customize the ShopSite screens that your merchants see.

Put your company's name and address in the page footer
The footer of the main ShopSite screen has space for the name, phone number, and support e-mail address of your company. By default, this part of the screen is within an HTML comment tag so that it is not visible. It is highly recommended that you replace these placeholders with the real information for your company and remove the comment tags. You can also edit some of the other text in the footer. Open the `global.aa` file in the `SHOPSITE_DIRECTORY` directory and make the changes in the `footer` paragraph.

Put your company's logo in the page footer
You can replace the ShopSite logos that appears in the footer of every page with your own logo. Edit the `global.aa` file and change the `vendor_logo` and `vendor_logo_small`value to point at your own graphic.

Modify the footer text on Back office screens.
The default footers on the Images, Digital Download, Custom Templates, and Custom Pages screens tell merchants how to upload content via FTP. You can remove or modify these footers by modifying the `global.aa` file. The following fields control the footers:

- Images screen: `images_footer`
- Digital Download screen: `digital_download_footer`
- Custom Templates screen: `custom_templates_footer`
- Custom Pages screen: `custom_pages_footer`

To remove the footer, simply leave the value blank, or you can modify the text in the value field.

Create your own "Keys to Seller Success" page
On the main ShopSite screen that merchants see, there is a link titled, "Keys to Seller Success." This link leads to a page that gives general advice about starting and running an online store. You can create your own page (or pages) and change the text and link on the ShopSite screen to point merchants to your page. Edit the `isp.aa` file in the `SHOPSITE_DIRECTORY/nls/`*language* directory and replace the `help_text` value with your own HTML string. (Note that the value for the `help_text` token in the `isp.aa` file overrides the value in the `global.aa` file.)

Customize the "Advertising" page
The Advertising button in the Merchandising section of ShopSite opens a page that briefly discusses using Internet advertising, and has a few links to companies that provide services. You can have this button lead to your own page about advertising by editing the `global.aa` file and setting the `banner_ad_link` value to the full URL of the destination page.

Customize the "Search Engines" page
The Search Engines button in the Merchandising section of ShopSite opens a page that briefly discusses search engines and has a few links to sites that help merchants register with search engines. You can have this button lead to your own page about search engines by editing the `global.aa` file and setting the `search_engine_link` value to the full URL of the destination page.

Offer "E-Marketing" services
The E-Marketing button in the Merchandising section of ShopSite links to a page on the ShopSite server. If you would like to offer your own e-marketing services or have the button link to another service, edit the `global.aa` file and change the value of the `emarketing` token to the full URL of the destination page.

Add a "Return To Mall" button on customer receipts
When a customer in any store in your mall concludes a purchase, she will see a receipt page in her browser. At the top of the receipt is a "Return to Store" button. You can place a "Return to Mall" button next to the existing button and define the destination link for that button.

1. Open the `global.aa` file with a text editor.
2. On a new line, add a `marketplace:` token, followed by the URL of the destination page, like this:

   ```
   marketplace: http://myhost/mall.html
   ```

3. Save and close the file.
4. For *each store* that you want to display the button, edit the `sbdata.aa` file in the store's data directory and add a new line with the following text:

   ```
   sb_show_mall: checked
   ```

Change the text on the "Finishing Up" page
When a new merchant completes the store setup wizard, he is presented with a "Finishing Up" page that offers congratulations and gives a few bits of advice, including who he can contact for help. You can customize this information by editing the `isp.aa` file in the `SHOPSITE_DIRECTORY/nls/`*language* directory.

Replace the standard graphics with your own

You can replace almost all of the graphics seen by sellers when they are configuring and administering their stores, including buttons and logos (Note that you cannot replace the ShopSite copyright notice and logo in the lower right part of the screen). All of the image files are in the `shopsite-images` directory that you defined during installation. If you replace any images, the new images must have the same file names and be the same dimensions as the original images.

Change the list of available colors

You can change the list of colors available to each store by editing the `pagepalette.dat` file located in the store's data directory. You can add or remove any color that you want in the pull-down list that the merchant sees. Just be sure the hex number has a '#' symbol in front of it (e.g. #FFE4C0). This does not allow you to directly enter hex color values from ShopSite -- you must still use the pull-down list. If you remove colors then certain Themes will not be available.

Customize error message displays

You can customize the headers and footers displayed with error messages. The error message screen that a merchant might see is comprised of an HTML header, the text of the error message, and an HTML footer. You cannot change the text of the error messages, but you can change the HTML header and footer. Create and edit the files `bo_error_head.html` and `bo_error_tail.html` in the ShopSite directory and in the Shopping Cart directory. Note that these files do not exist until you create them.

Toggle links to follow ShopSite on Facebook and Twitter

You can toggle the tiny icons below the ShopSite logo that link to ShopSite's Facebook and Twitter pages by editing the `follow_ss` token of the `global.aa` file. Set the token to `yes` to include the links and `no` to remove them.

Add local currencies

ShopSite comes with several currencies for each locale, but it may not have the currency for a particular country. You can add and enable additional currencies by editing the `currency.dat` file in the ShopSite directory. Follow the instructions and examples contained in the file to add currencies. After you save your changes, the new currencies will appear in the list of currencies that merchants can choose from in the wizard and in Preferences.

Restrict Merchant Access to Configuration Settings

You can control whether configuration fields are displayed to merchants on the Host Configuration screen, and which fields are editable.

1. Open the `global.aa` file with a text editor.
2. On a new line, add a `settings:` token and a space.
3. If you don't want merchants to see any configuration settings, just save and close the file. ShopSite will display this message to merchants, "This feature has been disabled by your hosting service for security reasons." If you want to use your own message, add a new line with `settings_display:` and a space followed by the text of your message.
4. To display all configuration settings but only allow merchants to edit some of them, list the editable settings after the `settings:` token. You can let merchants edit any of these settings:
   - `email`
   - `mystore`
   - `security` (enables all five security fields)
   - `cgi` (enables both CGI fields)

   For example, this line would allow merchants to edit their e-mail address and "my store" URL, but all other fields would be display-only:

   ```
   settings: email mystore
   ```
5. Save and close the file.

Modify the default RSS feed in the backoffice dashboard or create additional default RSS feeds

When a merchant views the backoffice dashboard, there is a default RSS feed linked to ShopSite. This default RSS feed can be modified to display a different link. Additional default feeds can also be provided. To modify the default RSS feed:

1. Open the `global.aa` file with a text editor.
2. For the `feed_link1:` token, provide URL for the new RSS feed, then provide a name for the feed with the `feed_name1:` token.
3. Optionally, Additional default feeds can be provided by creating additional `feed_link`*X* and `feed_link`*X*, where *X* is a whole number between 2 and 9.
4. Save and close the file.

Linux and UNIX File Permissions Explained

The Linux and UNIX operating systems use **file permissions** to manage access to content stored on the computer. File permissions provide security for the files, preventing unauthorized access or changes.

> It may help you to think of the computer's hard drive as a series of file cabinets. File permissions are like keys to the cabinets, controlling who can open the drawers and work with the files. The directories on the computer are like the individual drawers and folders in the cabinets. If you have many people who need to use the files in the cabinets, you can set aside individual areas for specific people, and you may also have areas shared by several people. To help avoid mistakes, and to prevent anyone from seeing things they shouldn't, each person could be only given keys to cabinets he or she needs to be able to access.

In Linux and UNIX, anything stored on the computer's hard drive counts as a file, whether it's a program, a directory, or a regular file. Each file has its own file permissions which are used to tell the operating system what type of file it is, as well as who can access or modify it.[1]

This document includes the following sections providing more information on file permissions:

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Permissions in Detail

There are three **classes** of file permissions which control the degree of access for each file. The first class is the **owner**, meaning the user account to which the file belongs.[2] The second class is the **group**, which makes it possible for specific other users on the system to have access to the file. The final class is for **everyone** with a user account on the system.

For each class, the owner of the file can specify three levels of access rights for the file. The first is **read** permission, the ability to see the contents of the file. Second is **write** permission, the ability to modify the contents of the file. The final level is the **execute** permission, which is used to control the ability to run a program file.

The following is an example of a directory listing displaying file permissions on a typical Linux system (run `ls -al` from a command prompt):

```
drwxrwxr--    5 apache      apache          4096 Feb 28 15:19 .
drwxrwxr--    3 myusername  myusername      4096 Feb 28 15:17 ..
-rw-rw-r--    1 apache      apache         33298 Feb 28 15:49 index.html
drwxrwxr--    7 apache      apache          4096 Feb 28 15:32 media
-rwxr-xr--    1 myusername  myusername       178 Feb 28 15:21 rmversion
```

Each row in the example displays information about the file identified in the final column.[3] The file permissions are displayed in a format called **file mode** in the first column. The third column displays the name of the user account that owns the file, and the fourth column displays the name of the group the file belongs to.

The file mode contains 10 characters which indicate the file type and permissions for each of the three classes. The file permissions for each class are indicated in sets of three characters, starting with the second one[4]. The first set indicates permissions for the owner of the file, the second set for the group, and the third set for everyone. The first character of each set will be an **r** if read permission is granted. The second character in the set uses a **w** to indicate write permission has been granted. The third character in the set uses an **x** to indicate that execute permission has been granted. If a **-** (**dash**) appears in any position, the permission that position indicates is not granted.

> In the example above, you can see that the mode for *index.html* is `-rw-rw-r--`. The user permissions (positions 2, 3, and 4) are `rw-`, indicating the user has read and write permissions, but not execute. The group permissions (positions 5, 6, and 7) are the same as the user. The permissions for everyone (positions 8, 9, and 10) are `r--` meaning that only read access is allowed.

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Permissions and Programs

Because a program is a file, it is subject to the file permissions granted to it. In order to run a program, a user must have permission to read and execute the program file. If the user does not own the file, but is a member of the group the file belongs to, the file must have group read and execute permissions. To run a file that does not belong to the user, or to a group the user is a member of, the file must have read and execute permissions for everyone.

A running program is owned by the user who ran the program (*not* the user who owns the program file), and has the same rights that user has. This means that the program has permission to read, write, or execute the same files as the user who ran the program. A running program belongs to the group the program file belongs to.

A server is a type of program designed to grant remote users the ability to access files on the computer over the internet. Just as with any other program, the access a server has is limited by the file permissions granted the user the server is running as. A wise system administrator will create special user accounts to run servers in order to restrict what files the server can access.

Web servers can provide the general public access to files on the computer the server is running on. This can be useful for providing information and services such as an online store, but requires special care to avoid allowing people to access files they should not.[5] In order to view an HTML page in a Web browser, the special account used to run the Web server (common names include *apache*, *web*, or *nobody*) must have permission to read that file. The safest way to give the Web server access to a file is for the file to belong to the same special user account and group that runs the Web server and restrict what permissions the file allows. Read access should be granted to the user and group, and may be granted to everyone. Write access should only be granted to the user and group if the file will be modified by the Web server or a program (such as a CGI) run by the Web server. Execute permission should be granted to the user and group if the file is a program, such as a CGI, or a directory. It is generally not a good idea to grant write or execute permissions for everyone.

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Changing File Permissions

The owner of a file can change permissions for that file. The file owner can also assign the file to any group to which the user belongs. In order to change the owner of a file, the user must have administrative (**super-user**) access on the system.[6]

Changing the Mode

The **chmod** command can be used to change the file mode, granting or revoking read, write, or execute permissions for any of the classes:

```
chmod permissions filename
```

The *permissions* can be indicated in different ways. The standard way to do this is by using a three-digit number to specify the desired file permissions by using one digit for each of the permission classes. The numbers one through seven are used for each digit to indicate which permissions to set on the file:

```
1 - execute (--x)
2 : write (-w-)
3 : 1 + 2 (-wx)
4 : read (r--)
5 : 4 + 1 (r-x)
6 : 4 + 2 (rw-)
7 : 4 + 2 + 1 (rwx)
```

Using this system, you can set **absolute** permissions for the file, meaning the permissions are changed to whatever you indicated, regardless of what they were before. For example, if you ran `chmod 775 myfile`, the file *myfile* would have the mode `-rwxrwxr-x`.

While it is quick and uncomplicated to use, the standard system to specify file permissions has two significant limitations. The primary one is that it's not intuitive or easy to remember. The second is that you can only do absolute permission changes. There is a second system which, while it requires more keystrokes, is easier to remember and can be used to make **relative** file permission changes. The advantage of relative changes is that you only change the permissions you want to, leaving anything else the way it was.

To use the second system to specify file permissions, you simply have to remember the three types of classes and the three types of permissions. For each class and permission, there is a one-character mnemnonic code:

```
u : user class
g : group class
o : other (everyone) class
r : read permission
w : write permission
x : execute permission
```

In addition to the codes, there are three operators:

```
+ : add permissions
- : remove permissions
= : set to specified permissions
```

Using this system, you indicate which classes to change (if you do not specify a class, all will be changed), how to change them, and what permissions to change. For example, you could run `chmod +r myfile` to add read permissions for all classes to *myfile*, or you could run `chmod u=rw myfile` to give the owner of *myfile* read and write permissions, but not execute. You could also run chmod ug+rw,o-wx myfile to add read and write permissions for the user and group, and remove write and execute permissions for everyone. This system is especially useful when using wildcards[7] to change permissions on multiple files at a time.

Changing the Owner

The **chown** command changes the file owner:

chown *username filename*

The *username* must be a valid user account on the system. You can use wildcards[7] in the *filename* to change multiple files at once. Only a user with administrative access[6] can change the owner of a file.

Changing the Group

The **chgrp** command changes the group the file belongs to.

chgrp *groupname filename*

The *groupname* must be the name of a valid group on the system to which the user running the command belongs. You can use wildcards[7] in the *filename* to change multiple files at once. A user with administrative access[6] does not have to be a member of the target group.

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Footnotes:

1. When a user accesses a file, it is done through a program, such as FTP or a shell. The program, not the user, is actually what has access based on the user account the program is running as.

2. Ownership of files is similar to employee ownership within a company. The files actually belong to the computer, but the user account has the rights and responsibility for using the file.

3. The ls -al command outputs seven columns of information for each file listed. The name of the information in each column is listed above the column in the example below:

mode	nodes	owner	group	size	modified time	filename
drwxrwxr--	3	myusername	myusername	4096	Feb 28 15:17	..

The **mode**, **owner**, and **group** are discussed above. The **nodes** column displays the number of files in a directory. The **size** is the file size, usually in bytes. The **modified date** is the time and date of the last time the file was changed. Finally, the **filename** is the name of the file.

4. The first character in the mode is used to indicate the type of file. A - (dash) indicates a normal file, a d indicates a directory. There are also other less common characters for other special file types.

5. Web servers can provide unauthenticated access, meaning anyone with a Web browser and an internet connection can access Web content without identification. While this is desirable for some things, allowing an anonymous user the ability to change system files, such as the Web server settings or user passwords, invites disaster. While the practice of managing file permissions and using restricted user accounts may be inconvenient, the protection it provides is well worth the effort.

6. To manage a server properly, there needs to be a special administrative user account with the ability to override any permission settings. This special user account is often called the **superuser** or **root**. Only a superuser has the ability to change the owner of a file. Contact your hosting provider or system administrator for help changing file ownership or handling other administrative tasks.

7. Wildcards are special characters used to represent a range of possible characters. For example, if you want to change the group of every file in a directory, you may want to use a wildcard to indicate *every file* instead of having to specify each individual filename.

There are two wildcards you will probably want to use, * (**asterisk**) and ? (**question mark**). The ? can be used to represent any single character in a string. The * can be used to represent any number of characters in a string. For example, chgrp web * would change the group for all files in the current directory, chgrp web *.html would change the group for all files with a name ending with *.html*. If you had *.html* and *.htm* files, you could use chgrp web *.htm*, but that would also change *myfile.html.old*. A better way might be to use chgrp web *.htm?. Another occasion to use the ? might be if you use a number to indicate the version of a file, such as *myfile.version1.html* and *myfile.version2.html*. You could use the command chgrp web myfile.version?.html to change only files with a version number less than 10.

ShopSite Languages and Locales

ShopSite is available for the following languages and locales:

Language-Country	Locale Setting
English-Australia	en-AU
English-Canada	en-CA
English-Caribbean	en-CX
English-European Union	en-EU
English-Ireland	en-IE
English-Jamaica	en-JA
English-New Zealand	en-NZ
English-United Kingdom	en-UK
English-United States	en-US
English-South Africa	en-ZA

ShopSite can be customized to work with other Latin-1 (European) languages. It is not designed to work with multi-byte languages, such as Japanese or Chinese.

Adding the Mini Cart to Your Store

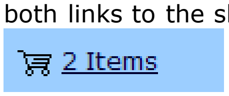
The mini cart is a ShopSite Pro feature (it will not work in Manager or Starter stores) that displays a shopping cart summary on store pages. Many of the built-in themes display the mini cart when it is enabled, although some older ones (Mondrian, Lefty, Matte, Top Notch, and Plain) do not. There are several ways that you can add the mini cart to the pages in your ShopSite Pro store. In order from easiest to most technical, you can:

1. Use any of the built-in themes that support the mini cart (Tabbed, Classy, Awesome, Cross Sell, Elite, Rounded, Sidebar, and Stained Glass) and simply check the box to turn it on. This is *very* easy and you do not need to know anything about ShopSite custom templates or JavaScript to do this.
2. Copy and paste JavaScript code from the examples in the help into the page header or footer of your store. You do not need to know anything about ShopSite custom templates to do this, and you really don't need to know anything about JavaScript.
3. Add the mini cart to your own custom template by using the **[-- MiniCart --]** custom template tag. Some familiarity with ShopSite custom templates is necessary to do this.
4. Add the mini cart to your own custom template by copying and pasting the examples from the help. You should be familiar with ShopSite custom templates to do this.
5. Add the mini cart to your own custom template by using the custom template "include" files that are included with Shopsite. You should be familiar with ShopSite custom templates to do this.
6. Add the mini cart to your own custom template by copying and customizing the "include" files. You should be very comfortable with ShopSite custom templates to do this, and you may need to know some JavaScript and Cascading Style Sheets (CSS), depending on how much customizing you want to do.
7. Code your own mini cart from scratch and add it to your store pages or page template. You should be comfortable with JavaScript or some other Web programming language to do this.

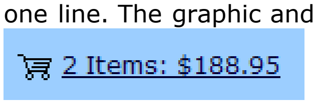
The Four Mini Cart Styles

The JavaScript for the mini cart can display the cart information in four different layouts. The built-in themes each use one layout. If you are customizing your own template, or if you copy an example from the help, you can choose whichever style fits best in your pages.

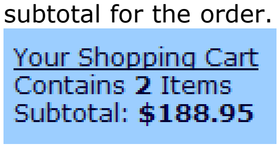
ItemCount
: The ItemCount format displays a small cart graphic and the number of items in the cart. The graphic and the text are both links to the shopping cart.



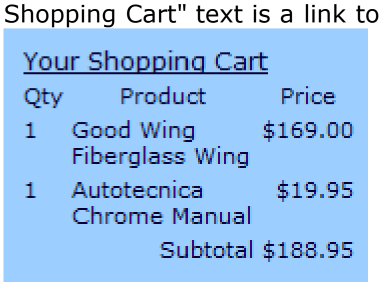
Subtotal
: The Subtotal format displays a small cart graphic, the number of items in the cart, and the subtotal for the order, all on one line. The graphic and the text are both links to the shopping cart.



Summary
: The Summary format is a three-line display consisting of a text heading, the number of items in the cart, and the subtotal for the order. The "Your Shopping Cart" text is a link to the shopping cart.



Detail
: The Detail format is a small table that includes a listing of all the products in the cart and the order subtotal. The "Your Shopping Cart" text is a link to the shopping cart.



Your Shopping Cart

Qty	Product	Price
1	Good Wing Fiberglass Wing	$169.00
1	Autotecnica Chrome Manual	$19.95
	Subtotal	$188.95

Pasting Mini Cart Code Into Your Store Pages

One of the easiest ways to add the mini cart to your ShopSite Pro store is to copy one of the examples on this page and paste it into the Page Header or Footer for your store. In addition to a simple copy and paste, you will need to:

- Look up and type in your store's serial number
- Copy and paste a long URL from the OrderAnywhere screen
- Optionally set some color values
- Optionally add some HTML code around the mini cart code to line it up on the page

The instructions on this page will walk you through these steps. You may want to print out these instructions so that you are not having to constantly switch windows on your screen to read them.

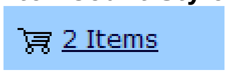
Note: The MiniCart uses a cookie set by the shopping cart. In order for the MiniCart to work on a store page, the shopper must have cookies enabled, and the shopping cart domain **must** be the same as the store page domain.

1. Copy and Paste the Code

In this step, you select a mini cart style and copy and paste the code for that style into a text editor.

1. While you have this help page open in your browser, open a text editing application on your computer, such as Notepad.
2. Select one of the four mini cart styles to use in your store (ItemCount, Subtotal, Summary, or Detail). Scroll down this page and find the text box that has the code for that style.
3. Click once with your mouse inside the text box, then type Ctrl+A (Command-A on a Macintosh) to select all of the code in the box.
4. Type Ctrl+C (Command-C) to copy all of the code to the clipboard.
5. Switch to the text editing application.
6. Type Ctrl+V (Command-V) to paste the code into the text editing application.
7. At this point, you may want to save the file. Since it contains JavaScript code, it should have a `.js` extension, so you might save it with a file name like `minicart.js`.

ItemCount Style



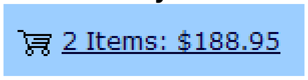

```
<script language="javascript">
/**** Mini Cart ItemCount Display ****/

/**** REPLACE THE VALUES IN THESE LINES ****/
var serialnum="0000007011";
var cartURL="http://win2k/70/sc/order.cgi?storeid=*1a484557c5eb4b795d9463eed85a11&function=show";
var textColor="black";
var backgroundColor="transparent";
var showCart="yes";       // only "yes" or "no"
var cartColor="black";    // only "black" or "white"
var textAlign="left";     // only "left" "right" or "center"

/**** DON'T CHANGE ANYTHING BELOW HERE ****/

var linkColor=textColor;
```

Subtotal Style




```
<script language="javascript">
/**** Mini Cart Subtotal Display ****/

/**** REPLACE THE VALUES IN THESE LINES ****/
var serialnum="0000007011";
var cartURL="http://win2k/70/sc/order.cgi?storeid=*1a484557c5eb4b795d9463eed85a11&function=show";
var textColor="black";
var backgroundColor="transparent";
var showCart="yes";       // only "yes" or "no"
var cartColor="black";    // only "black" or "white"
var textAlign="left";     // only "left" "right" or "center"

/**** DON'T CHANGE ANYTHING BELOW HERE ****/

var linkColor=textColor;
```

Summary Style

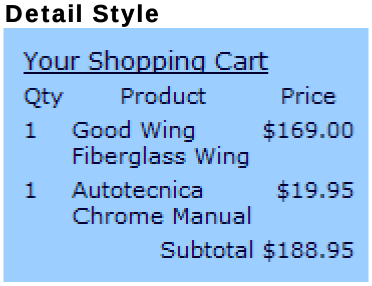

```
<script language="javascript">
/**** Mini Cart Summary Display ****/

/**** REPLACE THE VALUES IN THESE LINES ****/
var serialnum="0000007011";
var cartURL="http://win2k/70/sc/order.cgi?storeid=*1a484557c5eb4b795d9463eed85a11&function=show";
var textColor="black";
var backgroundColor="transparent";
var showCart="no";       // only "yes" or "no"
var cartColor="black";    // only "black" or "white"
var textAlign="left";     // only "left" "right" or "center"

/**** DON'T CHANGE ANYTHING BELOW HERE ****/

var linkColor=textColor;
```

Detail Style




```
<script language="javascript">
/**** Mini Cart Detail Display ****/

/**** REPLACE THE VALUES IN THESE LINES ****/
var serialnum="0000007011";
var cartURL="http://win2k/70/sc/order.cgi?storeid=*1a484557c5eb4b795d9463eed85a11&function=show";
var textColor="black";
var backgroundColor="transparent";
var showCart="no";       // only "yes" or "no"
var cartColor="black";    // only "black" or "white"
var textAlign="left";     // only "left" "right" or "center"

/**** DON'T CHANGE ANYTHING BELOW HERE ****/

var linkColor=textColor;
```

2. Put In Your Store's Serial Number

In this step, you will put your store's serial number into the mini cart code.

1. You should still have the ShopSite back office open in a browser window. Switch to that window now.
2. Click the Preferences icon, then click Hosting Service.
3. On the Hosting Service screen, scroll down until you see your Serial Number. Either write the number down, or select it with your mouse and copy it.
4. Switch back to the text editing application that contains the mini cart code.
5. If you can't see the top of the code, scroll up in the window.
6. Look for this line, and type or paste your store serial number in place of "0000007011". Be sure to leave the quotation marks.
   ```
   var serialnum="0000007011";
   ```
7. Save the file to save your changes.

3. Put In Your Store's Shopping Cart URL

In this step, you will put the URL to your store's shopping cart into the mini cart code.

1. Switch back to the ShopSite back office window.
2. Click the Merchandising Icon, then click OrderAnywhere.
3. Select any product in the list of products -- it doesn't matter which one.
4. Click **Show Selected HTML**.
5. On the OrderAnywhere HTML screen, use your mouse to carefully select part of the *second* line of HTML (the line that says "View Cart" near the end). Click and drag your mouse to select everything between the quotation marks. It should start with "http" and end with "show" like this:
   ```
   http://www.mystore.com/sc/order.cgi?storeid=*1cfd55e48574687be5b7564ac9b9547f&function=show
   ```
6. With that text selected (highlighted), type Ctrl+C (Command-C) to copy it to the clipboard.
7. Switch back to the text editing application that contains the mini cart code.

8. Use your mouse to select the cartURL near the top of the code, then type Ctrl+V to paste in the URL for your store. Be sure to leave the quotation marks.

   ```
   var cartURL="http://www.mystore.com/sc/order.cgi?
   storeid=*1a484557c5eb4b795d9463eed85a11&function=show";
   ```

9. Save the file

4. Set Colors and Options

The default settings in the mini cart code produce black text on a transparent background. The ItemCount and Subtotal layouts also display a small black graphic of a shopping cart. You can follow these steps to change these colors, or you can skip this part to use the default colors.

1. To change the color of the text in the mini cart, replace the "black" in this line near the top of the file with a different color name (leave the quotation marks). Not all color names are recognized, but most of the basic colors (such as red, green, blue, etc.) should work. You can also enter a hex RGB color value if you are familiar with that kind of color coding.

   ```
   var textColor="black";
   ```

2. The background color is set to "transparent," which means that the underlying colors will show through. To specify a color, replace the "transparent" in this line with a color name like you did for the text color.

   ```
   var backgroundColor="transparent";
   ```

3. You can set the cart graphic to display or not, and you can set the color to either black or white. For these two lines, the only valid values are "yes" or "no" and "black" or "white".

   ```
   var showCart="yes";
   var cartColor="black";
   ```

4. By default, the mini cart display will appear on the left side of whatever space it is in. You can move the mini cart to the right side or the center if it looks better in your page layout. The only valid values in this line are "left" "right" and "center".

   ```
   var textAlign="right";
   ```

5. Save any changes that you've made.

5. Paste the Code into Your Store

Now that you've copied the code and customized it, you're ready to paste it into the Page Header or Footer of your ShopSite store. (You may want to put the mini cart in a page field, such as Text 3; see the next section for instructions on how to do that.)

1. In your text editing application, select all of the code by typing Ctrl+A, then copy it to the clipboard by typing Ctrl+C.
2. Switch to the browser window containing the ShopSite back office.
3. Click on the Preferences icon, then click Layout Settings.
4. Click once with your mouse in either the Header or Footer field. If you already have some text in the chosen field, be sure to click before or after the text, depending on where you want the mini cart to appear. You may want to press Enter a couple of times to separate the existing text from the mini cart code (the extra lines will not show in your store pages).
5. Type Ctrl+V to paste the code into the field.
6. Click **Save Changes**.
7. Publish your store.
8. Click the My Store icon to view your store. You should see the mini cart display in the header or footer, and it will probably say "0 Items" or just show the "Your Shopping Cart" header.
9. Add an item to your cart, then click the Continue Shopping button. The mini cart display should now show the updated information.

6. Make Final Adjustments and Troubleshooting

The mini cart should now be working in your store, but it may not be placed exactly where you want it or it may not look "quite right."

1. If the mini cart still says "0 Items" after you have added items to your cart, click the Refresh or Reload button on your browser. If it still says "0 Items," check to make sure that you put the correct store serial number in at the top of the code.
2. If you want to change the color or alignment or any other aspect of the mini cart, you should make the changes in the

text editor. After you've saved the change, select the entire code and copy it to the clipboard again. Go to the Page Header or Footer field in the ShopSite back office. Select the entire code that you pasted in before and delete it. Paste in the new code.

3. Other formatting and alignment changes will require HTML code, and are beyond the scope of the ShopSite online help.
4. If you want to put the mini cart in one of the Text fields on one or more pages instead of in the page header or footer, simply use the Edit Page Content button with those pages and paste the code into that field. You can save time by using the PowerEdit function to put the code in all of the pages at once.

Pasting Mini Cart Code Into Your Custom Page Template

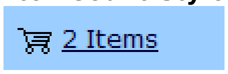
If you already have a custom page template that you're using in your ShopSite Pro store, you can easily add the mini cart by just copying some code from this page and pasting it into your template. After copying in the code, you can optionally set some values to change the colors in the cart. You may want to print out these instructions so that you are not having to constantly switch windows on your screen to read them.

1. Copy and Paste the Code

In this step, you select a mini cart style and copy and paste the code for that style into a text editor.

1. While you have this help page open in your browser, open a text editing application on your computer, such as Notepad.
2. Select one of the four mini cart styles to use in your store (ItemCount, Subtotal, Summary, or Detail). Scroll down this page and find the text box that has the code for that style.
3. Click once with your mouse inside the text box, then type Ctrl+A (Command-A on a Macintosh) to select all of the code in the box.
4. Type Ctrl+C (Command-C) to copy all of the code to the clipboard.
5. Switch to the text editing application.
6. Type Ctrl+V (Command-V) to paste the code into the text editing application.
7. At this point you should save the file with a file name like `minicart`. Since it is part of a ShopSite custom template, it does not need a file extension

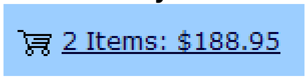
ItemCount Style




```
#### Mini Cart ItemCount Display ####

#### YOU CAN CHANGE THESE VALUES IF NEEDED ####
[-- IF PAGE.LinkColor --]
  [-- VAR.MiniCartTextColor PAGE.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor PAGE.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- ELSE --]
  [-- VAR.MiniCartTextColor MORE_INFO.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor MORE_INFO.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- END_IF --]
[-- VAR.ShowCart "yes" --]
[-- VAR.MiniCartColor "black" --]
[-- VAR.TextAlign "left" --]
```

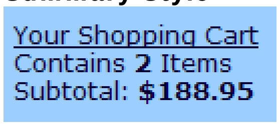
Subtotal Style




```
#### Mini Cart Subtotal Display ####

#### YOU CAN CHANGE THESE VALUES IF NEEDED ####
[-- IF PAGE.LinkColor --]
  [-- VAR.MiniCartTextColor PAGE.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor PAGE.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- ELSE --]
  [-- VAR.MiniCartTextColor MORE_INFO.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor MORE_INFO.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- END_IF --]
[-- VAR.ShowCart "yes" --]
[-- VAR.MiniCartColor "black" --]
[-- VAR.TextAlign "left" --]
```

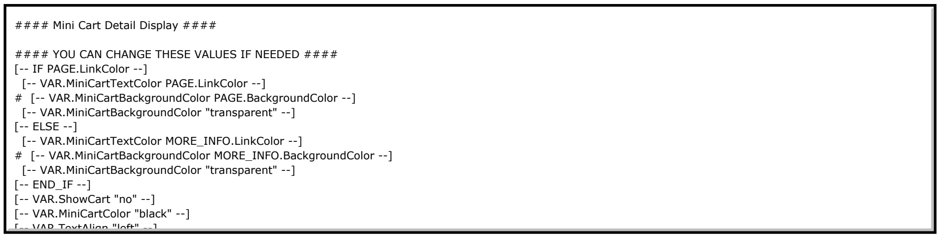
Summary Style




```
#### Mini Cart Summary Display ####

#### YOU CAN CHANGE THESE VALUES IF NEEDED ####
[-- IF PAGE.LinkColor --]
  [-- VAR.MiniCartTextColor PAGE.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor PAGE.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- ELSE --]
  [-- VAR.MiniCartTextColor MORE_INFO.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor MORE_INFO.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- END_IF --]
[-- VAR.ShowCart "no" --]
[-- VAR.MiniCartColor "black" --]
[-- VAR.TextAlign "left" --]
```

Detail Style



```
#### Mini Cart Detail Display ####

#### YOU CAN CHANGE THESE VALUES IF NEEDED ####
[-- IF PAGE.LinkColor --]
  [-- VAR.MiniCartTextColor PAGE.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor PAGE.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- ELSE --]
  [-- VAR.MiniCartTextColor MORE_INFO.LinkColor --]
#  [-- VAR.MiniCartBackgroundColor MORE_INFO.BackgroundColor --]
  [-- VAR.MiniCartBackgroundColor "transparent" --]
[-- END_IF --]
[-- VAR.ShowCart "no" --]
[-- VAR.MiniCartColor "black" --]
[-- VAR.TextAlign "left" --]
```

2. Set Colors and Options

The default settings in the mini cart code use the page link color and a transparent background colors. The ItemCount and Subtotal layouts also display a small black graphic of a shopping cart. You can follow these steps to change these colors, or you can skip this part to use the default colors.

1. To change the color of the text in the mini cart, replace the [-- PAGE.LinkColor --] in this line near the top of the file with a color name in quotation marks. Not all color names are recognized, but most of the basic colors (such as red, green, blue, etc.) should work. You can also enter a hex RGB color value if you are familiar with that kind of color coding.
   ```
   [-- VAR.MiniCartTextColor PAGE.LinkColor --]
   ```
2. The background color is set to "transparent," which means that the underlying colors will show through. To specify a color, replace the "transparent" in this line with a color name like you did for the text color. Or you can delete this line entirely and delete the pound sign at the beginning of the previous line to use the page background color.
   ```
   [-- VAR.MiniCartBackgroundColor "transparent" --]
   ```
3. You can set the cart graphic to display or not, and you can set the color to either black or white. For these two lines, the only valid values are "yes" or "no" and "black" or "white".
   ```
   [-- VAR.ShowCart "yes" --]
   [-- VAR.MiniCartColor "black" --]
   ```
4. By default, the mini cart display will appear on the left side of whatever space it is in. You can move the mini cart to the right side or the center if it looks better in your page layout. The only valid values in this line are "left" "right" and "center".
   ```
   [-- VAR.TextAlign "left" --]
   ```
5. Save any changes that you've made.

3. Paste the Code into Your Template

Now that you've copied the code and customized it, you're ready to paste it into your custom page template. (You may want to save it as an "include" file, which looks cleaner but has the same end result; see the next section for instructions on how to do that.)

1. In your text editing application, select all of the code by typing Ctrl+A, then copy it to the clipboard by typing Ctrl+C.
2. Switch to the browser window containing the ShopSite back office.
3. Click on the Merchandising icon, then click Custom Templates.
4. Your template should be listed in the Page Templates section. Click on it once to select it, then click **Edit Template**.
5. Scroll to the place in your template where you want the mini cart to appear and click once to put the insertion point there.
6. If you want the mini cart to appear only if the merchant has enabled it, type these lines into your template:
   ```
   [-- IF MiniCart --]
   [-- END_IF MiniCart --]
   ```

   Then insert a blank line between those two lines and put the insertion point there.
7. Type Ctrl+V to paste the code into the field.

8. Click **Save Changes**.
9. Publish your store.
10. Click the My Store icon to view your store. You should see the mini cart display, and it will probably say "0 Items" or just show the "Your Shopping Cart" header.
11. Add an item to your cart, then click the Continue Shopping button. The mini cart display should now show the updated information.

4. Saving Your Mini Cart Code as an Include File

Custom template "include" files make it easy to modularize your templates, which can result in cleaner code and reusable components. By saving your mini cart code as an include file, it will be easier to make changes to that code and your page template will be easier to read.

1. In your text editing application, select all of the code by typing Ctrl+A, then copy it to the clipboard by typing Ctrl+C.
2. Switch to the browser window containing the ShopSite back office.
3. Click on the Merchandising icon, then click Custom Templates.
4. Scroll down the page to the Include Files section.
5. Click **New Include**.
6. Type a name for the include file, such as "minicart," then click **Create**.
7. Back on the Custom Templates screen, scroll down to the Include Files section.
8. Select your new include file, then click **Edit Include**.
9. On the Edit Custom Include File screen, select and delete the one line in the editing window.
10. Type Ctrl+V to paste the code into the field.
11. Click **Save Changes**.
12. On the Custom Templates screen, select your page template and click **Edit Template**.
13. Scroll to the place in your template where you want the mini cart to appear and click once to put the insertion point there.
14. If you want the mini cart to appear only if the merchant has enabled it, type these lines into your template:
    ```
    [-- IF MiniCart --]
    [-- END_IF MiniCart --]
    ```

    Then insert a blank line between those two lines and put the insertion point there.
15. Type this line (assuming that you used "minicart" as the name of your include file):
    ```
    [-- INCLUDE minicart PROCESS --]
    ```
16. Click **Save Changes**.
17. Publish your store.
18. Click the My Store icon to view your store. You should see the mini cart display, and it will probably say "0 Items" or just show the "Your Shopping Cart" header.
19. Add an item to your cart, then click the Continue Shopping button. The mini cart display should now show the updated information.

Use the Mini Cart Include Files in Your Custom Page Template

Four ShopSite themes -- Rounded, Tab, Sidebar, and Stained Glass -- are built with custom templates, and use custom template "include" files to display the mini cart in ShopSite Pro stores. You can insert a few lines into your own custom page template to include the same files and put the mini cart on your own store pages. Because the custom template code for the mini cart already exists as "include" files, adding the mini cart is a simple process:

1. Set a few variables near the beginning of your template.
2. Add an [-- INCLUDE --] line in the <head> section of your page template to bring in the JavaScript for the mini cart.
3. Add a second [-- INCLUDE --] line in the <head> section to bring in the CSS syle sheet used by the mini cart.
4. Add the JavaScript call where you want the mini cart to appear in your page template.

Step 1: Set Variables

The mini cart display uses the values of four variables to set colors. You'll need to set these variables near the top of your page template, above the [-- INCLUDE --] tags in the following sections. Here is the list of variables with suggested settings:

```
[-- VAR.MiniCartColor "black" --]
[-- VAR.MiniCartTextColor Page.LinkColor --]
[-- VAR.MiniCartHoverColor Page.ActiveLinkColor --]
[-- VAR.Media media/themesmedia --]
```

`VAR.MiniCartColor`
: Sets the color of the small shopping cart graphic. The only valid values are "black" and "white." The Summary and Detail mini cart styles do not use the cart graphic, so you do not need to set this variable if you use either of those styles.

`VAR.MiniCartTextColor`
: Sets the color of the text used in the mini cart.

`VAR.MiniCartHoverColor`
: Sets the color of the link text when the user puts the mouse cursor on top of it. This highlight color change confirms that the text is indeed a hyperlink and not just plain text.

`VAR.Media`
: Defines the location of the cart graphic file. The value given here is the only valid value, but you still need to define this variable in your template.

Step 2: Including the JavaScript for the Mini Cart

JavaScript functions are best defined in the <head> section of an HTML page, so place this code in that part of your page template:

```
[-- IF MiniCart --]
  [-- INCLUDE MiniCart.js PROCESS --]
[-- END_IF --]
```

The `IF` tag is optional and tests for whether the merchant has enabled the mini cart. If not, the JavaScript is not added to the page, which helps keep pages from being needlessly large.

Step 3: Add the CSS Style Sheet

The HTML for the mini cart uses a CSS style sheet to format the display. You can use an [-- INCLUDE --] tag to add the style sheet to your template, like this:

```
[-- IF MiniCart --]
  <style type="text/css">
    [-- INCLUDE Sidebar-MiniCart.css PROCESS --]
  </style>
[-- END_IF --]
```

This tag brings in the mini cart style sheet used by the Sidebar theme. You can experiment with the style sheets for the other themes to see which one gives the best results in your page layout. These are the valid INCLUDE statements, but only use one:

- `[-- INCLUDE Sidebar-MiniCart.css PROCESS --]`
- `[-- INCLUDE Rounded-MiniCart.css PROCESS --]`
- `[-- INCLUDE Tabs-MiniCart.css PROCESS --]`
- `[-- INCLUDE StainedGlass-MiniCart.css PROCESS --]`

Step 4: Add the JavaScript Call

All that's left to do is adding the tag to actually display the mini cart. Scroll down in your template and find the location where you want the mini cart displayed. You may want to add a table cell or some other HTML structure to define the location. Once you find the spot, add these lines:

```
[-- IF MiniCart --]
  <script LANGUAGE="javascript">
    DisplayMiniCart("ss_cart_[-- STORE_Serial_Number --]","Subtotal");
  </script>
[-- END_IF --]
```

This little script calls the main JavaScript function to display the mini cart. Notice the word "Subtotal" at the end of the line -- that tells the JavaScript which mini cart style to display. You can change the style just by changing that word to any of the four display styles, but be careful to use the correct capitalization:

- `ItemCount`
- `Subtotal`
- `Summary`
- `Detail`

Step 5: Test Your Template

Save the changes to your template. If you were editing the template as a file on your computer, upload it to ShopSite. Regenerate your store and then view your store to see how the mini cart looks. You can make minor changes by changing the variable definitions for colors, or by including a different CSS file, or by trying a different mini cart display style. If you want to have greater control over the mini cart, you can copy and customize the include files.

Copy and Customize the Mini Cart Include Files

The mini cart is created from two "include" files:

- `MiniCart.js` - the JavaScript code that reads the cart values from a browser cookie and formats the mini cart display
- A Cascading Style Sheet (CSS) that defines colors and alignment for the mini cart. (There are actually four CSS files, one for each of the Rounded, Tab, Sidebar, and Stained Glass themes, but they are all pretty similar.)

You can copy either of these include files and make changes to suit your needs, and then include your changed versions in your page template for ShopSite Pro stores. You should be comfortable with JavaScript before editing the `MiniCart.js` file, and you should be comfortable with CSS before editing the style sheet. If you do not have experience in these areas, you should choose one of the other methods for adding the mini cart to your store.

Note:	Because we cannot predict the nature of any changes that you might make to these files, these instructions only provide steps for copying and using the files, with a few suggestions for changes. You are responsible for the content of the changes and any troubleshooting.

Possible Changes

You are, of course, free to make any changes that you desire and your technical skills allow. However, here are some changes that you might want to consider:

- Hard-code some variable definitions.
- Change style definitions in the CSS style sheet to change the look of the mini cart.
- Remove unnecessary style definitions in the CSS style sheet. For example, if you are not using the Detail mini cart style, you do not need any of the `table`, `td`, `tr`, and `td` definitions.
- Remove unnecessary JavaScript code. The `MiniCart.js` file contains the code required to produce all four display styles, plus some code for processing information in the cookie that is not used by any of the display styles. You will probably only use one display style, so you can remove the extra code. Be careful, though, as the code for the four styles is intermixed with `if` conditions. The four styles are already available as individual JavaScript files and individual include files on other help pages, and you can just copy and paste those.
- Create your own mini cart display style. It's probably easiest to take one of the individual include files and start there.

Step 1: Variables

The mini cart display uses the values of four variables to set colors. You can either set these variables near the top of your page template, or you can hard-code values in the JavaScript and CSS code where you see these variables. Here is the list of variables with suggested settings:

```
[-- VAR.MiniCartColor "black" --]
[-- VAR.MiniCartTextColor Page.LinkColor --]
[-- VAR.MiniCartHoverColor Page.ActiveLinkColor --]
[-- VAR.Media media/themesmedia --]
```

`VAR.MiniCartColor`
: Sets the color of the small shopping cart graphic. The only valid values are "black" and "white." The Summary and Detail mini cart styles do not use the cart graphic, so you do not need to set this variable if you use either of those styles.

`VAR.MiniCartTextColor`
: Sets the color of the text used in the mini cart.

`VAR.MiniCartHoverColor`
: Sets the color of the link text when the user puts the mouse cursor on top of it. This highlight color change confirms that the text is indeed a hyperlink and not just plain text.

`VAR.Media`
: Defines the location of the cart graphic file. The value given here is the only valid value, but you still need to define this variable in your template.

Step 2: Copying the Include Files

You can copy the include files used by the mini cart (and any ShopSite template files) in a few easy steps:

1. In the ShopSite back office, click on Merchandising, then Custom Templates.
2. Scroll down the screen to the Include Files section.

3. Click **Copy ShopSite Include**.
4. In the list of Global Files, scroll down and click on `MiniCart.js`.
5. Type in a new name for the file, such as `minicart`. (You cannot give the copied file the same name as the original file.)
6. Repeat the above steps to copy the `Sidebar-MiniCart.css` file or the equivalent file for one of the other themes. You might want to name it `minicart.css`

Step 3: Edit the Include Files

You can edit the include files in the ShopSite back office, or you can copy the contents of a file and paste it into an editor on your computer and then upload the changed file.

1. On the Custom Templates screen, scroll down to the Include Files section.
2. Click name of the include file that you want to edit, then click **Edit Include**.
3. If you are editing the file in ShopSite, simply make any changes desired and then click **Save Changes**.
4. To copy the file to your computer:
    a. Click once in the editing window.
    b. Click Edit > Select All in the browser menus (or type Ctrl+A).
    c. Click Edit > Copy (or Ctrl+C).
    d. Paste the code into an editing application on your computer.
    e. When you have finished editing, either copy and paste the revised code back into the editing window in ShopSite, or save your file and then upload it to ShopSite.

Step 4: Including the JavaScript for the Mini Cart

JavaScript functions are best defined in the <head> section of an HTML page. Once you have finished any changes to the mini cart JavaScript, place this code in the <head> part of your page template (assuming you used `minicart` as the name of your include file):

```
[-- IF MiniCart --]
  [-- INCLUDE minicart PROCESS --]
[-- END_IF --]
```

The `IF` tag is optional and tests for whether the merchant has enabled the mini cart. If not, the JavaScript is not added to the page, which helps keep pages from being needlessly large.

Step 3: Add the CSS Style Sheet

Once you have made changes to the CSS file for the mini cart, you should include it in the <head> section of your template, like this:

```
[-- IF MiniCart --]
  [-- INCLUDE minicart.css PROCESS --]
[-- END_IF --]
```

Step 5: Add the JavaScript Call

All that's left to do is adding the tag that calls your JavaScript and displays the mini cart. Scroll down in your template and find the location where you want the mini cart displayed. You may want to add a table cell or some other HTML structure to define the location. Once you find the spot, add lines like this:

```
[-- IF MiniCart --]
  <script LANGUAGE="javascript">
    DisplayMiniCart("ss_cart_[-- STORE_Serial_Number --]","Subtotal");
  </script>
[-- END_IF --]
```

This example assumes that you have not changed the name of the function and that the function still takes two parameters. The first parameter is the cookie name (which includes the store serial number), and the second parameter identifies which mini cart style to display.

Step 6: Test Your Template

Save the changes to your template. If you were editing the template as a file on your computer, upload it to ShopSite. Regenerate your store and then view your store to see how the mini cart looks. Add one or more products to your cart and make sure the mini cart display updates correctly.

Create Your Own Mini Cart From Scratch

Creating your own program to display a mini cart in a ShopSite Pro store requires technical expertise in some programming language, but it can give the flexibility that can't be achieved in any other way. This page explains where the cart information comes from and exactly what that information is; after that, you're on your own.

Note: Shopsite, Inc. may add more information for the mini cart in future product versions. If you create your own mini cart, be sure to check this help page when new versions are available to see if anything has changed.

Where Does the Information Come From?

ShopSite uses a browser cookie to store the information for the mini cart. When a customer first arrives at a ShopSite store -- before they have been to the shopping cart page -- they do not have the browser cookie, so your code should detect that situation and act appropriately. Once they add a product to the cart or view the cart, ShopSite sets the cookie in their browser. From then on, the cookie is updated any time there is a change to the cart. When the customer completes a purchase, the cookie is deleted.

What Information Is In the Cookie?

The cart cookie contains all of the information used by the mini cart, with the fields separated by the pipe symbol (|), like this:

```
ss_cart_0000007011=|LineCnt:2|QntyTotal:2|SubTotal:$188.95|1:$169.00:Fiberglass Wing|1:$19.95:Chrome
Shift Knob|
```

The cookie information is:

Field	Format	Description
Cookie Name	`ss_cart_`*`serialnum`*	Where *`serialnum`* is the serial number of the store. This prevents one store from reading the values from another store.
Cookie Expiration		The expiration date for the cookie matches the number of days that the merchant has set to keep unfinished shopping carts.
Field 1	`LineCnt:`*`n`*	The number of line items in the cart. Basically, this number reflects the number of different products in the cart, but not the quantity of products. This number does not count any coupons. Note that if a customer adds the same product twice to the cart, it will be counted as 2 line items.
Field 2	`QntyTotal:`*`n`*	The total number of items in the cart. This is the sum of the quantities of all line items.
Field 3	`SubTotal:`*`$nnn.nn`*	The cost of the products, minus the value of any coupons applied. This number does not include tax, shipping, or surcharges.
Fields 4+	*`Qty`*`:`*`Price`*`:`*`Name`*	There is one field for each line item in the cart. Each field contains the quantity, the total cost for that line item (price times quantity), and the product name, separated by colons (`:`).

Moving a Store's Data Directory

These instructions are written for the server administrator rather than the merchant, because they require the creation of `auth` files and access to the command line interface of the server.

Note: The terms "old server" and "new server" are used in these instructions to refer to the server that is currently hosting the store and the server that the store is moving *to*, respectively. Likewise for "old store" and "new store."

Moving a Store

This method of moving a store involves copying the store's data directory to the new server.

1. Verify that both servers are running the same version of ShopSite. Do not attempt to move a store and upgrade it at the same time. If the old server is running an older version of ShopSite, upgrade it before moving the store.
2. In most situations, you will need a new `store.auth` file for the new store. Contact your ShopSite reseller to obtain the new file.

   Note: If you will be using the same domain name for the new store that you had for the old store (for example, `www.mystore.com`), you may have run into problems when you are ready to test the new store while the old store is still running. Read about creating a hosts file on your computer for help with this issue.

3. On the new server, use the new auth file (or the temporary one) to install a new store.
4. On the old server, go to the store's data directory and create a tar file from all files except the *`storeid`*`.auth` file. For example, if you have commandline access to the data directory on a Linux/FreeBSD/Solaris server, you could do something like this:

   ```
   $ cd ~/www/data
   $ mv storeid.auth ..
   $ tar cvf storedata.tar *
   $ mv ../storeid.auth .
   ```

   Note: When using FTP (or SCP, or SFTP, etc) all transfers of files from/to the ShopSite data directory should be done in Binary mode.

5. FTP the tar file to the store's data directory on new server.
6. Untar the file into the store's data directory on the new server. This copies over the vast majority of the store's configuration information, plus the store's products and pages databases.
7. Follow the instructions for copying over any media files and HTML files, and making a few configuration changes.

Finishing Up the Move

These steps copy across images and custom HTML files used in the store, and set a few configuration options that are not stored in the data directory.

1. Copy the `media` directory from the old store to the new store, or upload images to the new store, including any product and page graphics, and any custom buttons.
2. For ShopSite stores that were using a real-time credit card processor, go to Commerce Setup > Payment and reselect the correct payment processor. You should not need to reenter the settings for that processor.
3. If the store is older than ShopSite 11 and using the old reports, set the location of the server access logs. Located in Reports > Configure Reports.
4. If the storefront URL is different, or if the URL of the ShopSite images directory is different, you may need to update any hardcoded URLs throughout the store configuration, such as the URLs of buttons, URLs in the store header and footer, etc.
5. Enable these other options in the new store if you had them enabled in the old store:
   - Customize the order system. Located in Commerce Setup > Order System.
   - Enable the use of SSL in ShopSite and the Shopping Cart. Located in Preferences > Hosting Service.
   - For ShopSite Pro stores with Associates, verify the URLs that Associate referrals go through.

    - For ShopSite Pro stores, upload any custom pages. Located in Merchandising > Custom Pages.
    - For ShopSite Pro stores, enter the path to a custom CGI. Located in Merchandising > Order API. (You must first copy the custom CGI to the new server.)
    - For ShopSite Pro and Manager stores, set the Publish options. Located in Utilities > Publish.
6. Publish your new ShopSite store and place a test order.
7. Once you have tested your new store, direct all traffic to your new store.

Note: If you used a temporary `auth` file for the new store, switch to the real `auth` file by following these steps:
•Copy the real `auth` file into the store's data directory.
•Delete the temporary `auth` file.
•Rename the real `auth` file to *`storeid`*`.auth`.
•Change the fields in Preferences > Hosting Service to reflect the store's domain name rather than the IP address.
•Go to Images, select all of the images in the list and click Reset Image Attributes.
•Go to Utilities > Publish and do a full regeneration of the store.

---

8. Give the DNS servers and your customers about one week to find your new store. Once all traffic has ceased at the old store, retrieve all order information, then close (remove) the store.

Using a hosts File When Moving a Store

If you will be moving a store and you want to continue using the same domain name, you will probably run into a timing issue when you are ready to test the new store. Since the domain name still points to the IP address of the old store, you cannot also use it to point to the new store while you are testing it. You can obtain a temporary `.auth` file for the new store that uses the IP address instead of the domain name, but there is an easier solution.

When you type a URL or domain name into your browser, the browser looks in a couple of places to translate that URL into an IP address. Your ISP maintains one or more DNS (Domain Name Service) servers that your browser uses for most URLs. However, you can override the information from the DNS servers by creating a `hosts` file on your own computer.

A `hosts` file is a simple text file that contains one line for each IP address that you want to define. Each line contains an IP address, some white space, and the URL that will be used for that IP address. For example, here is a sample line for shopsite.com:

```
207.126.116.65     shopsite.com
```

If you had that entry in a `hosts` file on your computer, whenever you told your browser to go to `shopsite.com` it would go to `207.126.116.55`, regardless of the real IP address for that site. All URLs that are relative to the domain name are also controlled by the entry in the `hosts` file.

The only tricky thing about a `hosts` file is the location of the file on your PC. On Windows systems, the file must be in the `c:\windows` directory. On some Linux systems, it must be in the `/etc` directory. If the file is not in the correct directory, your browser will not find it to use the information.

Here are the steps for using a `hosts` file for testing a new ShopSite store:

1. Obtain the IP address of your new store from your ShopSite Hosting Partner.
2. Once you have that address, use a text editor to create a file with a line for your store, such as:

   ```
   201.123.456.78     mystore.com
   ```

3. Save the file with the name "`hosts`" in the correct directory. Do not put any extension on the file name.
4. Assuming that you've Published your new store, use your browser to go to your store, such as www.mystore.com. You should see the new store, not your existing store.
5. After your new store is open to the public and the domain name points to the IP address of the new store, simply delete the `hosts` file or remove the line for your store.

Moving a Store

"Moving" a store means that you currently have a working store on one server and want to move it to another server. For related procedures, see Upgrading a ShopSite Mall or Store.

Note: Because Starter stores do not have a database download option and are limited to 5 pages and 15 products, it is usually much easier to obtain a new store.auth file for the new store, run the install program to install the new store on the new server, then recreate the store and shut down the old one.

There are a few factors that affect moving a ShopSite store:

- Both servers must be running the same version of ShopSite. If the original store is running on an older version, it must be upgraded before the move, or moved to a new install of the older version on the new server.
- The amount of information that can be moved depends on what level of access you have to both servers:
  - You must have the correct permissions on both the old and the new server to tar and untar files in the store's data directory.
  - You can move the product and page information from the merchant interface using the Export function of Pro and Manager service levels (introduced in ShopSite 10 sp1) can also help you get most of the data directory content even without direct access to the data directory files.

Select the correct set of instructions based on the above factors:

- If you have direct access (ftp or command line) to the files in the data directory, move the data directory and the store's databases.
- If you don't have direct access (ftp or command line) to the files in the data directory (commandline, FTP, SCP, etc) OR you don't possess the technical expertise/staff to perform the operations, move the products and pages databases.

Moving a Store's Products and Pages

These instructions are written for the merchant, and assume that the new store has already been created on the new server.

Note: The terms "old server" and "new server" are used in these instructions to refer to the server that is currently hosting the store and the server that the store is moving *to*, respectively. Likewise for "old store" and "new store."

Note: If you will be using the same domain name for the new store that you had for the old store (for example, `www.mystore.com`), you may have run into problems when you are ready to test the new store while the old store is still running. Read about creating a hosts file on your computer for help with this issue.

To move a store to a new server by moving it's products and pages:

1. In the old store, go to **Utilities** > **Database** > **Upload/Download**.
2. Select the **Products** database, then click **Download** to download it to a file on your local computer.
3. Select the **Pages** database, then click **Download** to download it to a file on your local computer.
4. Log into the *new* store. Since this is the first time you've logged in, you will see the ShopSite Setup Wizard. Click the ShopSite tab in the upper left corner to bypass the Wizard.
5. In the new store, go to **Utilities** > **Database** > **Upload/Download**.
6. Select the **Products** database, then click **Upload** to upload the file that you downloaded in step 2. Click the Help icon on each screen if you need more information on how to upload product information.
7. Select the **Pages** database, then click **Upload** to upload the file that you downloaded in step 3.
8. Upload images to the new store, including any product and page graphics, and any custom buttons.
9. In the new store, go to Commerce Setup and configure payment methods, tax, and shipping.
10. Enable these other options in the new store if you had them enabled in the old store:
    - Customize the order system. Located in Commerce Setup > Order System.
    - Enable the use of SSL in ShopSite and the Shopping Cart. Located in Preferences > Hosting Service.
    - Customize any store preferences, such as the page layout and color theme or the page header and footer. Located in Store Preferences.
    - For ShopSite Pro stores, enable a discount schedule for volume purchases. Located in Merchandising > Discount Schedule.
    - For ShopSite Pro stores, add any associates. Located in Merchandising > Associates.
    - For ShopSite Pro stores, upload any custom pages. Located in Merchandising > Custom Pages.
    - For ShopSite Pro stores, enter the path to a custom CGI. Located in Merchandising > Order API. (You must first copy the custom CGI to the new server.)
    - For ShopSite Pro and Manager stores, set the Publish options. Located in Utilities > Publish.
11. Publish your new ShopSite store and place a test order.
12. Once you have tested your new store, direct all traffic to your new store.
13. Give the DNS servers and your customers about one week to find your new store. Once all traffic has ceased at the old store, retrieve all order information, then close (remove) the store.

PCI Compliant Troubleshooting

PCI compliance, while not required of merchants, is expected of all support providers working with a ShopSite merchant with regards to accessing a merchant's store. The following PCI Compliant Troubleshooting guidelines should be adhered to:

1. Obtain the minimal access necessary to troubleshoot the problem. For example, back office (merchant interface) access is typically the first step and the above access guidelines need to be followed. If back office access is not enough, then SSH or SFTP access may be necessary.

   When obtaining login/access information from a merchant:
   a. A unique login/user and password should be assigned to your support team by the merchant. If the merchant temporarily changes the login passwords for your access, they should be strong passwords, and should be changed again after your support team is finished.
   b. The password provided by the merchant must be at least 7 characters long.
   c. The password provided by the merchant must contain both alpha and numeric characters.

2. Obtain the merchant's database and/or other data files only as necessary to troubleshoot in a test environment. This means that you should only collect sensitive authentication information when it is needed to solve a specific problem. Even then, the amount of data collected should be small. This small amount of data should be securely stored in specific known locations with limited access.

   When obtaining merchant's data files that 'may' contain payment information, the following steps are to be followed:
   a. Log a work order in the appropriate CRM.
   b. Since the shopsite_db 'may' contain credit card data, as it is copied/moved/ftp'd to any internal test/development machines, any copies that are no longer needed on an internal machine (e.g. the original ftp server) need to be securely erased (e.g. using srm on Linux or Eraser on Windows.)
   c. Unless the DB table for orders and customer registration are necessary for troubleshooting, or the DB is corrupted, those records should be deleted using the back office interface which will ensure any payment information is overwritten.
   d. Any engineer (or other person) that receives access to the shopsite_db needs to be noted in the work order.
   e. When the work order is resolved and then verified by QA, QA needs to check with all people that received access to the shopSite_db to confirm that it has been securely removed from any and all test/development machines before verifying the work order as complete.

Installing ShopSite on a Plesk PSA Managed Server

Installing ShopSite on a PSA Managed Server is essentially the same as installing on any other Linux platform with a few minor changes:

- You may have to download and install an unzip utility.
- You may have to manually create some directories and set ownership before running the ShopSite installation program.
- After running the installation, you must create a symbolic link to display images securely.

Here are detailed instructions:

1. Contact your ShopSite Account Representative to get a username and password for FTP access to support.shopsite.com.
2. Create a directory to hold the ShopSite install files. For example, create a "ssinstall" directory under the server's cgi-bin directory.
3. Use an FTP client and login to support.shopsite.com.
4. Navigate to the Linux folder on support.shopsite.com and download the zip file to a directory on your server where you keep compressed (zipped) program installation files.
5. Use an unzip utility to unzip the ShopSite zip file into the directory that you created in step 2. (If your server does not have an unzip utility installed and it is running a version of RedHat Linux, install the unzip package. If your server is running FreeBSD, download and use Unzip from Info-Zip.)
6. Create directories named "ss" and "sc" in the cgi-bin directory.
7. Set ownership for both directories to apache:apache (or whatever the user account name is that your Web server runs as).
8. Create a directory named "ssdata" at the same level as the cgi-bin directory and set ownership to apache:apache.
9. Edit the httpd.include file and set AllowOverride All for the cgi-bin directory for both secure and non-secure Web browsers.
10. Run the web-based install by following the ShopSite installation instructions.
11. Create a symbolic link named "store" in the httpsdocs directory that points to "../htdocs/store" and set ownership to apache. This allows images to be accessed securely in the shopping cart.

You should now have a working ShopSite store on your Plesk Server.

Automatic Reload of Pages

This refers to a browser that requests page information from the server every time it views a page, rather than reloading a previously viewed page from the browser's cache. This is particularly useful when troubleshooting web pages, whether through templates or by direct changes to the web page's HTML. While most modern browsers have this set to occur by default, it may have been disabled. Below, you will find instructions on enabling this setting in those supported browsers that allow this feature.

Note: Mozilla's Firefox and Google Chrome do not support this feature. However, there may be a respective plug-in that does. See Forcing an individual Page Reload for an alternative.

In Microsoft Internet Explorer 7+:

1. Click **Tools** from the menubar and select **Internet Options** from the drop-down list.
2. From the **General** tab, click **Settings** under the "Browsing history" section.
3. Under "Temporary Internet Files", select the **Everytime I visit the webpage** radio button.
4. Click **OK**.
5. Click **OK**.

In Mozilla FireFox 3+:

Mozilla Firefox does not have this setting available for use. See Forcing an individual Page Reload for an alternative.

In Apple Safari 4+:

1. Click **Edit** from the menubar and select **Preferences** from the drop-down list.
2. Form the **Advanced** tab, verify that the **Show Develop menu in menu bar** option is set.
3. Close the **Preferences** window.
4. Click the **Develop** pull-down menu and select **Disables Caches**.

In Opera 10+:

1. Click **Tools** from the menu bar and select **Preferences** from the drop-down list.
2. Select the **Advanced** tab.
3. Under the "Check if cached page is updated on the server" heading, set the drop-down boxes for both **Check documents** and **Check images** to Always.
4. Click **OK**.

In Google Chrome 4+:

Google Chrome does not have this setting available for use. See Forcing an individual Page Reload for an alternative.

Forcing an Individual Page Reload

Forcing a Page Reload will request page information from the web server rather than loading the page from the browser's cache. It can be done in any of the supported web browsers by holding "Ctrl" or "Shift" while clicking the reload icon within the web browser. Alternately, you can clear the web browser's cache before reloading a web page, which will force the web browser to request the web page information from the web server again.

Using a Secure Server with ShopSite

ShopSite is designed to use a secure Web server when transmitting sensitive data, such as payment and order information. For this to work, ShopSite must be installed on a Web server with SSL and an SSL certificate, and you must configure ShopSite to use the secure server information on the ShopSite back office **Preferences > Hosting Services** screen.

To avoid getting errors or warnings when using ShopSite with SSL, you should use the same domain name in your ShopSite secure URL as the domain name of the server's SSL certificate. The secure domain name and the store domain name do not have to be the same, but the secure URL should include the `https://` prefix (note the "s" at the end) instead of the insecure `http://` prefix.

If your store is sub-hosted on a server with other domains, you may need to indicate a path in addition to the secure domain name in the ShopSite back office. For example, your store may have the domain name `mystore.com`, but it may actually be sub-hosted in the `mystore` sub-directory of a server with the domain name `mysecureserver.com`. In this case, the **Store URL** would be `http://mystore.com/`, but the **Secure URL** would be `https://mysecureserver.com/mystore/`. Your hosting provider should be able to help you determine the correct secure URLs for your store, if you are unsure.

ShopSite System Requirements

ShopSite shopping cart software is designed to work in a variety of common Web hosting environments. You can get ShopSite for Web servers running on Linux, FreeBSD, Solaris, and Windows Server operating systems.

In addition to the ShopSite program requirements indicated below, you will require disk space for your store content. The amount of disk space required by an individual store depends on several factors, such as the number of products and orders and the size and quantity of images you use. As a general guideline, we suggest having at least 10MB of disk space set aside for your store content, but you may need more.

You will need to have administrative rights on your Web server to install ShopSite. In order for ShopSite to run without problems, your server should meet at least these minimum requirements, depending on your operating system:

- ***Linux***
  - Kernel 2.2 or newer with glibc 2.1.3
  - Apache or compatible Web server[1]
  - SSL support is required for PCI compliance
  - Sendmail or compatible SMTP server
  - 1Ghz or better Intel/x86 Compatible CPU
  - 256MB RAM
  - 73MB Hard Drive space for program files
  - 59MB Hard Drive space for installation files[2]
- ***FreeBSD***
  - Version 4.3 or newer.
  - FreeBSD OS versions 5.x and higher require version 4.x compatibility libraries
  - Apache or compatible Web server[1]
  - SSL support is required for PCI compliance
  - Sendmail or compatible SMTP server
  - 1Ghz or better Intel/x86 Compatible CPU
  - 256MB RAM
  - 40MB Hard Drive space for program files
  - 40MB Hard Drive space for installation files[2]
- ***Solaris***
  - Version 2.6 for SPARC or newer[3]
  - 64-bit systems require some 32-bit libraries
  - Apache or compatible Web server[1]
  - SSL support is required for PCI compliance
  - Sendmail or compatible SMTP server
  - Sun SPARC CPU
  - 256MB RAM
  - 46.2MB Hard Drive space for program files
  - 46.2MB Hard Drive space for installation files[2]
- ***Windows Server***
  - Windows Server 2003 and Server 2008
  - Internet Information Server (IIS) 6.0 or newer[1]
  - NTFS File System
  - Sendmail or compatible SMTP server
  - 1.6Ghz or better Intel/x86 compatible CPU
  - 512MB RAM

- ~50MB Hard Drive space for program files
- ~50MB Hard Drive space for installation files[2]

Whichever operating system you are hosted on, it is an extremely good idea to make sure your operating system and other software is up to date. Software updates frequently include security and reliability enhancements, which can significantly contribute to security and stability on your Web server. Contact your system administrator or hosting provider if you have questions about keeping your server up to date.

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Footnotes:

1. ShopSite will work with most NCSA compatible Web servers such as Apache and IIS. Your Web server must be configured to use standard NCSA-style authentication, and should have SSL capability.

2. Hard Drive space required for installation is in addition to the space required for the program files, but is *only* required for the installation. If you have limited available space, you may remove the installation files after ShopSite has been installed.

3. If you are running Solaris 2.6, you must have the complete 2.6 recommended patch cluster installed, including Sun Patch 107733-10.

Creating a ShopSite Mall

ShopSite merchants who manage more than one online store, or shared hosting providers, can install multiple ShopSite stores on a single server as a **Mall**. A ShopSite mall is a group of multiple individual ShopSite stores that use a common set of ShopSite CGIs while keeping individual store information separate. This can provide a significant savings in disk space requirements, but has no effective impact on the individual stores.

Note: Most ShopSite resellers and Web hosting providers will automatically install ShopSite on your server for you. You should contact the reseller or hosting provider if you have questions about your ShopSite installation.

Warning: Whenever connecting to your server for administrative purposes (such as installing or upgrading ShopSite), you should use a secure connection. Telnet and standard FTP are both unencrypted connections, and could be intercepted. Always use a secure connection, such as SSH for shell connections, and FTP over SSH or SFTP for file transfers.

Overview

A ShopSite mall is not fundamentally different from a ShopSite store, as far as the resources required. You can, in fact, upgrade an existing store to a mall.

- Installing a New Mall
- Converting a Store to a Mall
- Adding Stores to a Mall
- Upgrading a Mall

The instructions below are applicable to both Linux/UNIX and Windows servers, but to avoid unnecessary confusion, the link references are only for Linux/UNIX installations. For Windows servers, the referenced information can be found on the Installing ShopSite on Windows Servers help page.

Installing a New Mall

Installing a new ShopSite mall is the same as installing a store. The initial mall installation, in fact, is done by installing the first store. The key difference is that when planning the locations for your content, you may want to use different locations and URLs to better accommodate multiple stores. The best way to set up your mall depends greatly on the way your Web server is set up, and how you will be accessing the individual stores and shared CGIs. The following are a few things you may want to consider when planning to install a new mall:

- **Secure Web Access**
  Secure access to Web sites is achieved using SSL. One limitation of SSL is that each IP address can only have one SSL certificate. If you do not want your customers to get warnings about the SSL certificate not matching the domain name, you will need to make sure that the secure Shopping Cart URL uses the same domain as the SSL certificate.
  - Many modern Web servers can have multiple IP addresses, each with its own SSL certificate. This would allow you to have a unique certificate for each domain name while still sharing the CGIs.
  - If multiple IP addresses is not an option, you can use a single domain with an SSL certificate for all the stores. Each individual storefront could have a unique domain name, but secure URLs would use a common domain name. This would not affect the appearance or functionality of the individual stores.
- **Access to Common CGIs**
  The common CGIs shared by all the stores in a mall must be accessible to each store in the mall. This means that each individual store and the shared CGIs must have the correct file permissions to allow the Web server access, and that each store can access the CGIs through the Web server.
  - The file system (FTP and Shell) path of the CGIs does not matter as much as the Web path of the CGIs. You could put the CGIs in the primary Web server path, or in a sub-hosted domain, as long as the Web server can see and run them.
  - If the CGIs will be accessed using each individual store's domain name, you will need to make the common CGI directory visible to each domain name. This can be done by creating Web server aliases or file system symbolic links (shortcuts) to the common CGIs for each store.
  - If the CGIs will be accessed using a single common domain name for all the stores, you will need to make sure the common domain has access to the HTML and data directories for each of the individual stores. This can be done by creating Web server aliases or file system symbolic links (shortcuts) to the data and HTML directories of

each of the stores.

- **Protecting Merchant Privacy**
  Sharing CGIs does not mean sharing DIP. Individual merchants should not have access to the data or HTML directories of other merchants. If your merchants have FTP or Shell access to their HTML directories, you should set up the permissions so they cannot see or modify the other HTML directories of the other merchants.
  - The common CGIs do not need to be accessible to any merchants through FTP or Shell. The best location for the common CGIs is outside any individual merchant's home directory. You may put the CGIs under the root Web server, or under an individual subhost, so long as none of the merchants have FTP or Shell access to them.
  - Although each store has its own data directory, the data directories do not need to be accessible to the merchants through FTP or Shell access. You may want to congregate all the data directories in a common location outside the home directories of all the merchants. If, for example, you put the common CGIs in the `/www/cgi-bin/` directory on the server, you might want to create a `/www/shopsite-data/` directory where each individual store's data directory would be.
  - Many merchants may want or need FTP access to their HTML directories, although they should avoid making changes to any content generated by ShopSite. If you grant your merchants FTP access, you should make sure they can not access the common CGIs or the HTML directories of other stores. This requires special care when setting up file permissions to allow the Web server access to all the HTML directories.

Once you have determined where to put the various content and have made any configuration changes necessary, you are ready to begin installing your mall. Select one of the stores to start with, and follow the instructions for installing a single store. Once you have one store running, follow the instructions to add more stores to your mall.

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Converting a Store to a Mall

If you already have a store installed and running on your Web server, converting it to a mall is as easy as adding another store. If the first store was not initially installed to be a mall, however, there may be some privacy and access considerations you will need to adapt for.

Review the instructions for installing a new mall above, and determine how to address the factors discussed. In most cases, you can make file permissions and Web server configuration changes to accommodate your current setup. In some cases, however, you may need to re-install the store.

To re-install an existing store in a new location on the same server:

1. **Do not** try to upgrade the store at the same time you are re-installing it. If necessary, upgrade the store first, *then* move it after you have confirmed that the upgrade was successful.
2. **Back up your existing store.** Make sure your store's **data directory** and **store pages directory** (including the **media directory**) have been backed up before you make any changes to your store. It is a good idea to store a backup copy of your store content in a compressed archive on your local computer.
3. If moving the store will change the URL of the store pages directory, you will need to acquire a new auth file for your store.
4. To avoid any complications, it is a good idea to disable your current store *before* installing the new one. You should make the move at a time that will not have a significant impact on your customers.
5. If you are moving the store pages directory, create the directory and copy *all* the content from the old directory to the new location.
6. Disable the old store by removing Web access to the old CGIs. You may want to wait until you know the store is working in the new location before actually removing the old CGIs.
7. Make any changes to your Web server configuration that may be required for the new store location.
8. Follow the instructions to install a new store using the new location on the server.
9. Once the new store is installed, copy *all* the contents of your old data directory over the contents of the new data directory. This will replace the new store settings with the settings from your old store.
10. Log in to the merchant back office for the new store and check that your old settings are intact. You may need to re-select your Payment Processor, although the settings for that processor should be intact.
11. If the move affected the URL of your media directory, you should **reset all attributes** from the **Images** management screen.
12. Check the **Preferences** > **Hosting Service** screen and make sure all the settings are correct for your new location.
13. If you have any hard-coded URLs anywhere in your store content that are affected by the move, update them.
14. **Publish** the store and check to make sure there are no errors or missing content on your store pages. You may also want to go through and place a test order to make sure everything is working correctly.
15. Once the new store is working, you should *delete* the old CGI directories, as well as any other content from the old

store that is not being used by the new store.

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Adding Stores to a Mall

Once you have a mall running with a single store, adding more stores is simple and straightforward. The steps for adding stores are the same, no matter how many more stores you add:

1. Adding stores to a mall uses the same install programs as installing a new store. If necessary, follow the instructions to obtain and upload the ShopSite installation files.
2. If necessary, upgrade the existing stores before adding new stores. Your existing stores *must be running the same version* of ShopSite as the install programs used to add new stores.
3. Obtain an auth file for the new store and copy it to the **Install CGI Directory** with the filename `store.auth`.
4. Enter the Install Directory URL followed by `/wwwinstall.cgi` into the location bar of your Web browser, then press **Enter**.
   - Example Install URL: `http://www.mystore.com/cgi-bin/shopsite-install/wwwinstall.cgi`
5. Select the radio button under **Existing ShopSite** to **Add a store**, then click **Continue**.
6. The next screen is where you will enter the settings, including directory locations and URLs, for the store. See the installation instructions for new stores for an explanation of these fields. Note that any fields that can not be changed from the initial store are not available when adding a store.
7. If you have not already created the directories ShopSite will use, check the box for **Do you want Install to create any directories that do not already exist?**. If you set up your permissions properly, ShopSite should be able to create these directories.
8. Click **OK** to add the new store with the settings you specified. The progress of adding the new store to your mall will be displayed on the screen. When the store has been added, the words **Installation Completed** will be displayed in large text at the end of the screen.
9. Log in to the new store to make sure everything is working as it should. If there are any problems, see the troubleshooting information for new stores. Any problems you encounter adding a store are likely to be caused by the same things that would cause problems installing a new store.

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Upgrading a Mall

Upgrading a mall follows the same process as upgrading a store. Because all stores in a mall use the same CGIs, all the stores will be upgraded to the new version, but new features may not be available for all the stores.

Any stores which will not incur additional fees to upgrade will automatically get all the new features. There are usually no additional upgrade fees for **point release upgrades** (e.g. ShopSite 8.0 to 8.3), or for store licenses leased on a monthly basis.

Stores which will incur additional fees to upgrade will *not* automatically get all the new features. They will still have the new CGIs, but will not have access to the new features until you manually enable the new features. *If you manually enable features for such stores, you will be charged the relevant upgrade fees*.

To enable new features in an upgraded store:

1. Enabling new features uses the same install programs as installing a new store. If necessary, follow the instructions to obtain and upload the ShopSite installation files.
2. You *must* use the correct install programs for the version of ShopSite your mall is currently running. If necessary, upgrade the existing stores before enabling new features for other stores.
3. For the install programs to run, you must copy the auth file for one of the stores to the install directory, and name the file `store.auth`.
4. Enter the Install Directory URL followed by `/wwwinstall.cgi` into the location bar of your Web browser, then press **Enter**.
   - Example Install URL: `http://www.mystore.com/cgi-bin/shopsite-install/wwwinstall.cgi`
5. Select the radio button under **Existing ShopSite** for **Mall feature administration** and click **Continue**.
6. From the drop-down menu, select the storeid for the store in which you want to enable new features.
7. Select the radio button labeled **Enabled** and click **Update Store**. The selected store will have the new features enabled, and you will be charged the relevant fees.

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Installing ShopSite on Linux/UNIX Servers

ShopSite is easy to install on your Linux or UNIX Web server; the only tools required are a Web browser and FTP or shell (SSH) access to your Web server.

Note: Most ShopSite hosting partners will install ShopSite on your server for you. You should contact your ShopSite partner if you have questions about your ShopSite installation.

These instructions are for installing new ShopSite stores on Linux/UNIX servers.[1] See the Upgrade Help for instructions to upgrade an existing ShopSite installation. There are different instructions for Installing or Upgrading ShopSite on Microsoft Windows Servers.

Warning: Whenever connecting to your server for administrative purposes (such as installing or upgrading ShopSite), you should use a secure connection. Telnet and standard FTP are both unencrypted connections, and could be intercepted. Always use a secure connection, such as SSH for shell connections, and FTP over SSH or SFTP for file transfers.

Overview

The process of installing ShopSite includes the following phases:

In order to keep the instructions as clear as possible, examples that follow assume you are installing a single[2] ShopSite store on the main domain name of your Web server, and that your Web server files are located within the `/www` directory on your server. If you are installing your ShopSite store in a different location, you will need to use the appropriate paths for your Web server.

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Preparing to Install

If you are running a properly configured, compatible Web server, ShopSite usually does not require any special Web server configuration. Before you get started, however, you should be aware of the following:

- ShopSite runs on a variety of Operating Systems and Web servers. See the System Requirements Help to make sure you have a compatible Web server.
- Your Web server must be using NCSA compatible user authentication. Most Web servers, including Apache and Microsoft IIS, should be already configured to do this.
- In order to comply with PCI Security Requirements, you **Must** have SSL (secure connections) configured and working on your Web server, and you must configure ShopSite to use SSL. Additionally, PCI compliance requires that the OS and web-server support and implement an active access log. For information on enabling and configuring access logging in IIS on Windows Server 2008, see this knowledgebase article. For information on enabling and configuring access logging in Apache Web Server on CentOS, see Apache's documentation.

Prior to beginning the installation, you should plan out where you will install the different ShopSite directories[2]. You do not need to create any of these directories at this time, but you should decide where they will be and make sure they will have the required access. ShopSite will let you put the directories wherever you want, and you can name them however you wish, as long as the directories have the appropriate access rights for the Web server[3]. You will be prompted to specify the locations for these directories as part of the installation process.

- **CGI Directories**
  ShopSite uses numerous CGI programs, which must be allowed to run from a Web browser. Your Web server may already have a `cgi-bin` directory where you can put your ShopSite CGI directories, or you can configure your Web server to allow CGIs to run in the directories where the ShopSite CGIs will be. In order to run CGI programs, the Web

server must also have `read` and `write` permissions for these directories and all their contents, and `execute` permission for the directories and any CGI programs in them[3]. ShopSite uses the following CGI directories:

- Install Directory - This is the directory where you will upload and run the installation files. This directory is only required while you are installing or upgrading ShopSite. Once you have ShopSite running properly, it is a good idea to restrict Web access to or remove the install directory.

  Example FTP/Shell Path: `/www/cgi-bin/shopsite-install`
  Example URL[4]: `http://www.mystore.com/cgi-bin/shopsite-install`

- Shopping Cart Directory - This is where the shopping cart CGI files will be stored.

  Example FTP/Shell Path: `/www/cgi-bin/sc`
  Example URL[4]: `http://www.mystore.com/cgi-bin/sc`

- ShopSite Directory - This is where the merchant back office CGI files will be stored.

  Example FTP/Shell Path: `/www/cgi-bin/ss`
  Example URL[4]: `http://www.mystore.com/cgi-bin/ss`

- **HTML Directories**
  In order to access the static HTML elements of your store, the Web server must have `read` and `write` access to these directories and their contents. The directory itself also needs to have `execute` permissions for the Web server[3]. ShopSite stores static HTML content in the following directories:
  - Store Pages Directory - this is the directory where ShopSite will put the store pages it generates. It may also be referred to as your *HTML Output Directory*. Most merchants will want this to be the same directory as their domain name's root URL. The URL of this directory is included in the store auth file and can not be changed without obtaining a new auth file.

    Example FTP/Shell Path: `/www/htdocs`
    Example URL[4]: `http://www.mystore.com`

  - Store Media Directory - this is the directory which contains the images your store uses. It is a non-configurable sub-directory of the Store Pages directory. While you can not configure this directory, you should consider it when planning the location of your Store Pages directory. You can upload images to this directory in the back office, but you may also want to have FTP access to this directory if you will be uploading a large number of images.

    Example FTP/Shell Path: `/www/htdocs/media`
    Example URL[4]: `http://www.mystore.com/media`

  - ShopSite Images Directory - this is the location where ShopSite stores images used by the back office and by some of the built-in themes.

    Example FTP/Shell Path: `/www/htdocs/shopsite-images`
    Example URL[4]: `http://www.mystore.com/shopsite-images`

- **Data Directory**
  The store data directory is where the databases and store configuration files are located. This directory must have `read` and `write` permissions for the Web Server[3], but ***it should not be accessible from a Web browser***. This means it must not be inside any directory that can be accessed from a Web browser (such as the `htdocs` or `cgi-bin` directories). This is an *essential* requirement for PCI Security Requirements.

  Example FTP/Shell Path: `/www/data`
  Not Accessible using a URL

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Obtaining Installation Files

Once you are ready to install ShopSite, you need to obtain the installation files. Each ShopSite store requires a unique Auth file in order to run. See the Auth File Help for information about what an Auth file is and how to obtain one. Make sure you save your Auth file in a location where you will be able to find it later. **Be sure to use ASCII (text file) format** any time you use FTP to transfer your Auth file.

The ShopSite program files must be installed on the Web server.[2] ShopSite partners can obtain the program installation files directly from ShopSite by following the instructions below. You will need the partner ftp username and password you were given when you signed the partner agreement. Make sure you have them ready before you start.

FTP to the ShopSite Support FTP server and download the installation files using one of the following methods:

- **Using an FTP client on your local computer:**

1. Open your FTP client program and open the *Connect* dialog.
2. Enter `support.shopsite.com` as the **Hostname**.
3. When you are prompted, enter the username and password you were provided.
4. On the *Server*, change to the directory that correlates to your Web server operating system.
5. On your *local computer*, change to the directory where you want to put the installation files. You may want to use the same location where you put your Auth file.
6. *Use **Binary (BIN)** mode* to copy the installation file to your local computer. The file to download will be named `shopsite-`*`NN`*`-`*`OperatingSystem`*`.zip` (where *NN* is the ShopSite version and *OperatingSystem* is your Web server operating system).
7. If there is a `patch` directory in the operating system directory, you will also need to copy any files in that directory to a sub-directory on your local computer *using **Binary (BIN)** transfer mode*.

- **Using a Web browser on your local computer:**
  1. Open your Web browser and enter the following URL into the location bar. You will need to replace *MyUserName* and *MyPassword* with the username and password you were provided:
     `ftp://`*`MyUserName`*`:`*`MyPassword`*`@support.shopsite.com/`
  2. Click on the name of the directory that correlates to your Web server operating system.
  3. Click on the file named `shopsite-`*`NN`*`-`*`OperatingSystem`*`.zip` (where *NN* is the ShopSite version and *OperatingSystem* is your Web server operating system).
  4. When prompted, select a location to save the file on your local computer. You may want to use the same location where you put your Auth file.
  5. If there is a `patch` directory in the operating system directory, you will also need to save any files in that directory to a sub-directory on your local computer.
- **Using an FTP client on your Web server:**
  1. Use SSH to connect to your Web server, then FTP to `support.shopsite.com`.
  2. When you are prompted, enter the username and password you were provided.
  3. On the ShopSite support server, change to the directory that correlates to your Web server operating system.
  4. Change to the directory on your Web server where you want to store the installation file. It is a good idea to use a different directory than the one you will unzip the archive into, so you don't accidentally overwrite anything important.
  5. *Use **Binary (BIN)** mode* to copy the installation file to your Web server. The file to download will be named `shopsite-`*`NN`*`-`*`OperatingSystem`*`.zip` (where *NN* is the ShopSite version and *OperatingSystem* is your Web server operating system).
  6. If there is a `patch` directory in the operating system directory, you will also need to copy any files in that directory to a sub-directory on your Web server *using **Binary (BIN)** transfer mode*.
  7. Unless otherwise indicated, you will still need to follow the **Upload Installation Files** steps below.

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Upload Installation Files

Once you have all the files required to install ShopSite, you need to create the install CGI directory on your Web server and copy the install files into that directory.

1. Create the directory from which you will run the Install CGIs. This is the Install Directory you planned out during the preparation stage. Make sure the Web server has the correct permissions and ownership for the directory[3], and that the directory is in a location where you can run CGIs from a Web browser.
2. Copy the store Auth file to the Install Directory on your Web server. **Be sure to use ASCII (text file) format** any time you use FTP to transfer your Auth file. If your Auth file has a different name, change the file name to `store.auth`. You must have your Auth file in the install directory before you can install or use ShopSite.
3. If you do not have SSH access on your server, you will need to unzip the install file before uploading it to your server.
4. Copy the install file (or all the files you extracted from the install file) to the Install Directory on your Web server. *If you are using FTP, make sure to use **Binary (BIN)** transfer mode*.
5. If you have not already unzipped the install file, unzip it into the Install Directory on your Web server.
6. Check to make sure all your files have correct permissions and ownership[3].
7. If you need to conserve disk space, you may remove the install file (the `.zip` file only) at this time.

If you have any patch files, you will apply them *after* you have completed installing ShopSite.

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Run Installation Program

Once all the required files are in your Install Directory and have appropriate permissions and ownership[3], you can run the Installation Program from your Web browser. To start, enter the Install Directory URL followed by `/wwwinstall.cgi` into the location bar of your Web browser, then press **Enter**.

- Example Install URL: `http://www.mystore.com/cgi-bin/shopsite-install/wwwinstall.cgi`

When the Install Program loads in your Web browser, you should see **ShopSite Install Menu** displayed at the top of the screen. See Troubleshooting if you do not see this screen.

Select the radio button to **Create a new ShopSite installation (with first store)** and click **Continue**.

The next screen is where you will enter the settings, including directory locations and URLs, for the store. The **Install Help** button at the top of the screen will open this help page in a new browser window. You will be required to enter the following settings:

ShopSite CGI Directory and URLs

ShopSite directory	This is the FTP/Shell path of the ShopSite Directory.
URL of ShopSite CGI's	This is the URL of the ShopSite Directory.
Secure URL of ShopSite CGI's (Optional)	This is the secure URL of the ShopSite Directory for use when you have a security certificate.

ShopSite CART CGI Directory and URLs

Shopping Cart directory	This is the FTP/Shell path of the Shopping Cart Directory.
URL of Shopping Cart CGI's	This is the URL of the Shopping Cart Directory.
Secure URL of Shopping Cart CGI's (Optional)	This is the secure URL of the Shopping Cart Directory for use when you have a security certificate.

ShopSite Images Directory and URLs

ShopSite Images directory	This is the FTP/Shell path of the ShopSite Images Directory.
URL of ShopSite Images	This is the URL of the ShopSite Images Directory.
Secure URL of ShopSite Images	This is the secure URL of the ShopSite Images Directory for use when you have a security certificate.

General Settings

Location of sendmail executable	This is the FTP/Shell path for `sendmail` on your server.
Location of tar executable	This is the FTP/Shell path for the `tar` utility on your server.

Store Settings

Store directory (associated with	This is the FTP/Shell path of the Store Pages Directory.

Store URL defined in AUTH file)	
Store URL	This field displays the URL for the Store as defined in the AUTH file.
Secure Store URL	This is the secure URL for your Store, to be used if you have a security certificate.
Data directory	This is the FTP/Shell path of the Data Directory.
Password for *StoreID*	Enter the password that will be initially used to access the ShopSite back office. The merchant can change the password by going to **Utilities** > **Change Password** after logging in. ***Note:*** In order to meet PCI Security guidelines, you must use a secure password.
Merchant email address	Enter the contact e-mail address for the merchant. The merchant can change this later by going to **Preferences** > **Hosting Service** after logging in.
Locale	Select the locale for ShopSite to use. The merchant can change this later by going to **Preferences** > **Locale** after logging in.
Currency	Select the primary currency for ShopSite to use. The merchant can change this later by going to **Preferences** > **Locale** after logging in.

To use the secure URLs listed above, check the box for **Enable use of any secure URLs specified above?** If you have the certifications and correct secure URLs, they should be available upon installation completion.

If you have not already created the directories ShopSite will use, check the box for **Do you want Install to create any directories that do not already exist?** If you set up your permissions properly, ShopSite should be able to create these directories.

Click **OK** to install ShopSite using the settings you specified. The Installation Progress screen will display information about the installation, with any warnings or errors displayed in red. If the installation completes successfully, you will see **The update has been completed** in large text near the end of the screen. ShopSite will rename the `store.auth` file to `store.bak` when the install completes to prevent anyone from running the Install Program again.

Once the installation is complete, you will need to install any patches that you have. Patches are usually a newer version of a CGI file included in the original installation. To install a patch file do the following for *each* patch file:

1. Using FTP or SSH, locate the existing CGI with the same name of the patch file.
2. Back up the existing CGI file by renaming it or copying it to a new location (for example, you could change `order.cgi` to `order.cgi.old`).
3. Copy the patch file to the directory where the existing CGI was. *If you are using FTP, make sure to use **Binary (BIN)** transfer mode*.
4. Make sure the patch file has the correct ownership and permissions[3] for the Web server.

Once you have confirmed that ShopSite is installed and working, you may remove the Install Directory and its contents in order to free up disk space. If you do not delete the directory, you should at least change permissions[3] for the Install Directory so it is no longer accessible from the Web, in order to prevent anyone from accessing the Installation Program without permission.

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Access Logging for PCI Compliance

In addition to the information provided above, you should also be aware that PCI compliance requires access logging by the webserver (in this case, Apache) and also by the OS. Access logging is enabled by default for both. Disabling access logging will invalidate PCI compliance. Please see this article for information on Apache Webserver access logging and this article for more information on access logging for CentOS.

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Troubleshooting

If you encountered any problems installing ShopSite, look at what errors you got, and where you got them, then check this list of troubleshooting tips to see if your problems were caused by any of these common mistakes:

1. **Are all your file permissions correct?** Incorrect Permissions[3] are the most frequent cause of problems installing ShopSite. In order to install ShopSite, you must grant your Web server the permission to view, modify, and run the files used in the installation. The File Permissions Explained page provides a more detailed explanation of file ownership

and permissions.

2. **Did you use ASCII format to transfer your Auth file?** - Any time you use FTP to transfer your Auth file, you should use the ASCII (text file) format. If you transferred the file using BIN format, the end-of-line characters in the file may not match the ones used by your operating system, causing the file to appear corrupted to the Web server. **Always use ASCII format to transfer your auth file via FTP**.
3. **Does your Web server allow CGIs to run?** The ShopSite install directory needs to be in a location where you can run CGI programs from a Web browser, such as the *cgi-bin* directory. You may need to change the location of your install directory, or make configuration changes to your Web server to allow you to run CGI programs in your ShopSite CGI directories. Contact your hosting provider for more information about configuring your Web server.
4. **Did you use binary transfer mode to upload the install files?** The install zip file and the files within it are binary (encoded) files. If you upload or download a binary file using ascii (plain text) transfer mode, the files will be corrupted. Make sure you use binary transfer mode when you download the files from ShopSite and when you upload them to your Web server.
5. **Are you using the correct Store URL and ID?** When your *store.auth* file was generated, you specified a Store URL and a store ID to use for your store. The URL and ID are used to help uniquely identify your store, and are encoded in your *store.auth* file. If you want to use a different URL or store ID, you will need to obtain a new auth file. See ShopSite Auth File Information for details on obtaining and replacing an auth file.
6. **Is your *Store.auth* file in the install directory?** The ShopSite install program requires your *store.auth* file to be in the same directory as the install files. If your auth file is in a different location, or is not named *store.auth*, you will need to correct that before the install program will run. After completing the installation, your auth file is renamed *store.bak* in order to prevent the install program from being run without your authorization.

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Footnotes:

1. If you are a ShopSite reseller using the scripted installation utility, see the Scripted Install help.

2. If you are installing multiple ShopSite stores on a single server, you can save space by having all the stores use the same CGI and ShopSite Images directories. Each store must have its own HTML, Media, and Data directories, as well as a unique license (auth file). For more information on installing multiple stores on a single server, see the Creating a ShopSite Mall instructions.

3. Linux and UNIX use file permissions to control what level of access a program (or the person using a program) has to a file or directory on the server. In order to install or run ShopSite, you must ensure the Web server has the correct ownership and permissions to run the install CGI and access the other install files. The ShopSite install files and the directory that contains them should belong to the user and group the Web server requires (usually, this is the user and group the Web server runs as). You will also need to grant the user and group *read* and *write* permission for the directory and files, and *execute* permission for the directory and the install CGI. See file permissions explained for more detailed information.

4. Sticklers for proper formatting of URLs will have noticed that when indicating a URL for a directory (rather than a specific file), the examples do not include a trailing slash at the end of the URL. The reason for this is because ShopSite uses the URLs from the configuration to create URLs to specific files, and will attach a slash before the path to the file. If you include a trailing slash in the URLs when you configure ShopSite, your URLs will get an extraneous slash in them such as `http://www.mystore.com/cgi-bin/sc//order.cgi`. While this normally will not cause any problems using ShopSite, it is not the proper way to format URLs either.

ShopSite 11sp1
Scripted Installation Instructions

These instructions provide steps for installing and configuring the ShopSite software using installation and configuration scripts.

If you are upgrading from a previous version of ShopSite, please use the upgrading instructions.

Table of Contents

I. Pre-Installation Considerations

- The server must meet the minimum hardware and software requirements.
- The Web server software must be working correctly, including user authentication. If the Web server is not working, you cannot install ShopSite. If you do not have a Web server, a good one is Apache. It is free. ShopSite works with all NCSA compatible Web servers such as Netscape and Microsoft's IIS.

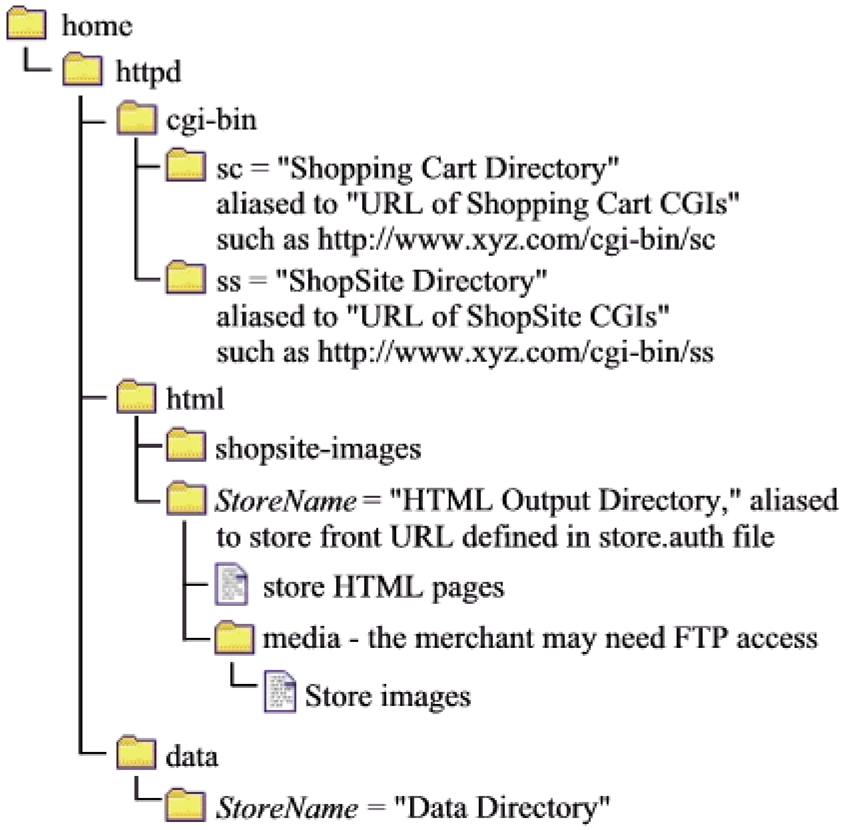
II. Planning ShopSite Directories

ShopSite puts files in five directories:

- Executable files are put in two separate directories, a "ShopSite Directory" and a "Shopping Cart Directory". These directories need to be aliased in your server and accessible through URLs.
  ® Put these directories in or under your server's cgi-bin directory. As a security measure, you should configure your server to only serve CGI programs from the cgi-bin directories, not text files or HTML files.
- Graphics used by all ShopSite stores are stored in a separate directory that must be accessible by the Web server. The recommended directory is `shopsite-images` under your Web server's document root.
- Each store needs a "Data" directory to hold its databases of products and pages.
  ® Set the permissions on the "Data" directory so that your Web server can access it, but ***make sure that it cannot be accessed from a browser***. In other words, ***do not*** put the "Data" directory under the Web server's document root directory.
- Each store also needs an "HTML Output" directory to store its HTML files, which are the generated pages for the store. The storefront URL must be aliased to the store's HTML Output directory.
  ® Put the HTML Output Directory wherever your existing HTML goes.

  Note that the images for each store are kept in a `media` subdirectory of the store's HTML Output Directory, and you may want to configure FTP access to the `media` directory.

These installation instructions refer to these directories and their associated URLs by their generic function, such as `SHOPSITE_DIRECTORY`, not by name. You, as the installer, must provide the actual names. Plan the directory locations before starting the installation. An example directory structure might look like this:



III. Download the Installation Files

You must download three zip files for installation: the regular ShopSite installation, the scripted install files, and the scripted auth file generator.

1. Use an FTP client to connect to support.shopsite.com.
2. Log in, using the username and password that were given to you for downloading the ShopSite software.
3. Navigate to the directory for your server platform.
4. Use a binary-mode transfer to download the zip file for your ShopSite version and platform. Put the file in a directory on your server where you keep compressed (zipped) program installation files.
5. If there is a `patch` directory in the operating system directory, `cd` to it. Download all of its contents to the same location as the installation file. If there are patches, you will install them after completing the regular installation.
6. Disconnect the FTP session, and then reconnect to support.shopsite.com.
7. Log in, this time using the username and password to access the scripted install files.
8. Use a binary-mode transfer to download the zip file for scripted install. Put the file in a directory on your server where you keep compressed (zipped) program installation files.
9. Disconnect the FTP session, and then reconnect to support.shopsite.com.
10. Log in, this time using the username and password to access the scripted auth file generator files.
11. Use a binary-mode transfer to download the zip file for the scripted auth file generator. Put the file in a directory on your server where you keep compressed (zipped) program installation files.
12. Unzip all three files into a directory on the server where the webserver user has execute and write permission, such as somewhere under the cgi-bin directory.

IV. Mall Initialization

You must edit one configuration file and run one shell script to prepare your server to host ShopSite stores. The script creates directories and installs software on the server.

A. Edit the config_mall.aa File

The `config_mall.aa` file contains settings used by the installation scripts to configure your mall and stores.

Note: When including URLs in the configuration files, you should **not** include a trailing slash on the URL path.

- **Correct:**
  `http://www.mystore.com/cgi-bin/sc`
- **Incorrect:**
  `http://www.mystore.com/cgi-bin/sc/`

---

1. Log in or su to the `UNIX_WEB_USER_ID` account.
2. Change directory to the location of the install files.
3. Open the `config_mall.aa` file with an editor and set values for the following variables.

   `SHOPSITE_DIRECTORY`
   : Absolute pathname of ShopSite directory; all CGI scripts for the merchants to create and manage their stores reside here. The directory will be created if it does not exist.

   `SHOPSITE_URL`
   : Absolute URL that references the `SHOPSITE_DIRECTORY`. This should point to a cgi-bin directory, such as `http://host/whatever/cgi-bin/ss`.

   `SHOPPING_CART_DIRECTORY`
   : Absolute pathname of the shopping cart directory; CGI scripts for creating orders reside here. The directory will be created if it does not exist.

   `SHOPPING_CART_URL`
   : Absolute URL that references `SHOPPING_CART_DIRECTORY`. This should point to a cgi-bin directory, such as `http://host/whatever/cgi-bin/sc`.

   `SHOPSITE_IMAGE_DIR`
   : Absolute pathname of the directory for storing graphics used in the ShopSite merchant interface. The directory will be created if it does not exist.

   `SHOPSITE_IMAGE_URL`
   : Absolute URL that references the `SHOPSITE_IMAGE_DIR`. This should be located under the Web server's document root, such as `http://host/shopsite/shopsite-images`.

   `UNIX_WEB_USER_ID`
   : The Web server user ID.

   `UNIX_WEB_GROUP_ID`
   : The Web server group ID.

   `PATH_TO_TAR`
   : Absolute pathname to tar executable, for example, `/bin/tar`.

   `PATH_TO_SENDMAIL`
   : Absolute pathname to the sendmail executable, for example, `/usr/bin/sendmail`.

   `LOG_DEBUG`
   : Set to `YES` (all caps) to enable logging debug messages to a log file.

   `DEBUG_LOG_DIRECTORY`
   : The full path name, with no file name, to where the log file is to be stored.

   `DEBUG_LOG_FILE`
   : The log file name.

   `BACKUP_ON_UPDATE`
   : If this is a new installation, enter `NO`. If you are updating an existing mall, enter `YES` to have the update script back up the existing ShopSite directories to tar files. The tar files can get large, so enter `NO` if your system does not have much available disk space.
     Note: Tar on Solaris complains about symbolic links longer than 99 characters, and may not include those links in the tar file.

   `SERVER_LOG_PATH`
   : Full path name to the directory where server logs are stored.

   `SERVER_LOG_NAME`
   : File name of the server log file.

   `MALL_TYPE`
   : Must be set to `normal`.

4. Double-check the values that you set, and then save and close the file.
5. Make a copy of the `config_mall.aa` file, as a security measure against the file being overwritten or erased.

B. Run the start_install_mall_sc Script

The `start_install_mall_sc` script performs initial configuration of the ShopSite software.

1. If you have already created the SHOPSITE_DIRECTORY ir the SHOPPING_CART_DIRECTORY, make sure that the UNIX_WEB_USER_ID and UNIX_WEB_GROUP_ID are set as "owner" and "group " for those directories.
2. Log in or su to the UNIX_WEB_USER_ID account.
3. Verify that your csp.id file is in the same directory as the start_install_mall_sc.ksh script.
4. Run the script. `% start_install_mall_sc.ksh config_mall.aa`

   Note: All the scripts are designed to run under a KornShell (ksh). If your server does not have ksh installed, you may need to edit the scripts to run under a different shell. If you have problems running the scripts, try typing a "./" before the script name, for example, ./start_install_cgi instead of start_install_cgi.

5. Check the log file for errors. If you left the LOG_DEBUG variable set to YES, then the install script created a log file in the DEBUG_LOG_DIRECTORY. The default name for the file is debug.log. Examine this file to ensure that there are no FAILED messages. If you find any of these messages, correct the problem (most likely a file permission problem) and rerun the script.

C. Configure the Web Server

Configure the Web server to recognize the new directories:

- Alias the SHOPSITE_URL to point to the SHOPSITE_DIRECTORY.
- Alias the SHOPPING_CART_URL to point to the SHOPPING_CART_DIRECTORY.

V. Store Initialization

The config_store.aa file and the start_install_store_sc.ksh script are provided as examples of how to call the underlying script that creates and initializes stores, which is install_store_sc.ksh. These scripts accept command line parameters, such as those passed by the start_install_store_sc.ksh script. You can customize the example script to suit your needs or create your own script. You may choose to configure your server such that, once a merchant requests a store by filling out an online form, the store will be created with no operator intervention required.

A. Edit the config_store.aa File

The start_install_store_sc script reads the settings in the config_store.aa file and creates the data and HTML directories for a new store and performs other configuration on the content server. You can either edit the config file each time you need to create a store to set the values for that particular store, or configure the script to accept command-line variables. These instructions show you which variables to set.

Note: When including URLs in the configuration files, you should **not** include a trailing slash on the URL path.

- **Correct:**
  http://www.mystore.com/cgi-bin/sc
- **Incorrect:**
  http://www.mystore.com/cgi-bin/sc/

1. Open the config_store.aa file with an editor and set values for the following variables:

   SHOPSITE_STORE_ID
   : A merchant user name. This is the user name that the merchant uses to access ShopSite (the SHOPSITE_URL is password-protected).

   SHOPSITE_SELLER_PASSWORD
   : The password associated with the SHOPSITE_STORE_ID. This is the password that the merchant uses to access ShopSite (the SHOPSITE_URL is password-protected). It is a good idea to set a password that is easy to remember, but difficult for someone else to guess.

   STORE_FRONT_URL
   : Absolute URL of the merchant's storefront, that is, the store that is accessible to the merchant's customers via the Internet.

   SECURE_SHOPSITE_IMAGE_URL
   : Specify the URL that ShopSite should use for images on secure pages, such as the order form. Usually this is the same as the SHOPSITE_IMAGE_URL, with the addition of https: instead of http:.

   SELLER_EMAIL
   : The merchant's e-mail address. This must be correct, as the merchant is notified of orders and other important information via e-mail.

   DATA_DIRECTORY
   : Absolute pathname to the data directory for the merchant's store. This directory will hold the product and pages database.

HTML_DIRECTORY
: Absolute pathname to the HTML directory for the merchant's store. This directory will hold the generated HTML pages for the store.

SELLER_USER_ID
: The UNIX user ID to be assigned to the store's HTML directory. You can assign each merchant a separate user ID, or use the same ID for all merchants.

SELLER_GROUP_ID
: The UNIX group ID to be assigned to the store's HTML directory.

PRODUCT_TYPE
: Enter the service level of the store: `pro`, `mgr`, `lte`, or `exp`.

MERCHANT_LOCALE
: An identifier for the language and locale that the merchant will see. This must be one of the [supported ShopSite locales] defined in the `localeinfo.dat` file in the shopsite directory, such as `en-US`.

BUYER_LOCALE
: An identifier for the locale and language that buyers will see in the store. This must be one of the [supported ShopSite locales] defined in the `localeinfo.dat` file in the shopsite directory, such as `en-US`. Do not enter a locale for which there is no language pack installed.

STORE_CURRENCY
: The currency to use in the store. This value must be a three-character ISO 4217 currency code, as defined in the `currency.dat` file in the shopsite directory.

STORE_TYPE
: 0 = default

PAGE_LIMIT
: The maximum number of pages allowed in this store. Leave blank for no limit.

PRODUCT_LIMIT
: The maximum number of products allowed in this store. Leave blank for no limit.

UPDATE_HTPASSWD
: Defaults to YES, which tells the install script to update the `.htpasswd` file. If set to NO, the install script will not update the file.
: Note: ShopSite only sets up Apache-style passwords, using `.htaccess` files. If you are using a Netscape server, you can configure it to use `.htaccess` files by following the [instructions] at the Netscape site.

USE_SECURE_SHOPSITE
: Enable/Disable using a secure connection when the merchant views orders. Set to YES *only* if you have a Web server that supports SSL *and* you have purchased a certificate for the server from a valid certificate authority.

SECURE_SHOPSITE_URL
: Specify the URL of the secure ShopSite CGI. Usually this is the same as the non-secure CGI with the addition of `https:` instead of `http:`.

USE_SECURE_SHOPPING_CART
: Enable/Disable using a secure connection when customers enter payment information. Set to YES *only* if you have a Web server that supports SSL *and* you have purchased a certificate for the server from a valid certificate authority.

SECURE_SHOPPING_CART_URL
: Specify the URL of the secure shopping cart CGI. Usually this is the same as the non-secure CGI with the addition of `https:` instead of `http:`.

2. Double-check the values that you set, and then save and close the file.
3. Make a copy of the `config_store.aa` file, as a security measure against the file being overwritten or erased.

B. Run the start_install_store_sc Script

1. Log in or su to the `UNIX_WEB_USER_ID` account.
2. Run the script, passing in the two configuration files as parameters: `% start_install_store_sc.ksh config_mall.aa config_store.aa`

C. Configure the Web server

Make the following administrative changes to the Web server:

1. Alias the `STORE_FRONT_URL` to the `HTML_DIRECTORY` for the store.
2. Password-protect the `SHOPSITE_DIRECTORY` with the user name `SHOPSITE_STORE_ID` and the password `SHOPSITE_MERCHANT_PASSWORD`. Most likely you will be adding this user name and password to a list or file that controls access.

Note:	ShopSite only sets up Apache-style passwords, using `.htaccess` files. If you are using a Netscape server, you can configure it to use `.htaccess` files by following the [instructions] at the Netscape site.

D. Tell the Merchant that the Store is Ready

You have completed initializing a new store. Now contact the merchant and give them:

- The URL they'll use for administering their store - it's the `SHOPSITE_URL` with `/start.cgi` appended.
- The `SHOPSITE_STORE_ID` (user name) and `SHOPSITE_SELLER_PASSWORD` (password) that they will need to log in to ShopSite.

VI. Customizing ShopSite

You can customize parts of the interface that sellers and customers see as they interact with ShopSite. For more information, see the page on Customizing ShopSite.

Installing ShopSite on a Windows Server

It's easy to install ShopSite shopping cart software on a Windows server; all you need is administrative access and an FTP program.

Note: Most hosting partners will install ShopSite on your server for you. You should contact your ShopSite partner if you have questions about your ShopSite installation.

These instructions are for installing ShopSite on a Windows server. There are separate instructions for Installing ShopSite on a Linux/UNIX Server.

Overview

The process of installing a new ShopSite store on a Windows server includes the following phases:

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Preparing to Install

If you are running a typically configured web server, ShopSite only requires minor configuration changes in order to run. Before you get started, you should be aware of the following requirements:

- ShopSite runs on a variety of Operating Systems and web servers. See the ShopSite System Requirements to make sure you have a compatible web server.
- Your Web server must be using NCSA compatible user authentication. Most Web servers, including Apache and Microsoft IIS, should already be configured to do this.
- In order to view store reports in ShopSite, you must have your server configured to store the web logs in NCSA Common Log file format. See Enabling NCSA Common Log Format for IIS to learn how you can do this.
- In order to comply with PCI Security Requirements, you *must* have SSL (secure connections) configured and working on your Web server, and you must configure ShopSite to use SSL. Additionally, PCI compliance requires that the OS and web-server support and implement an active access log. For information on enabling and configuring access logging in IIS on Windows Server 2008, see this knowledgebase article. For information on enabling and configuring access logging in Apache Web Server on CentOS, see Apache's documentation.

Before you begin the installation process, you should plan out where you want to place the various files and folders ShopSite uses. You do not need to create any of these folders at this time, but you should decide where they will be and make sure they will have the required access. ShopSite will let you put the folders wherever you want, and you can name them however you wish, as long as the folders have the appropriate access rights for the web server. There are three types of folders that you will need to plan for:

- **CGI Folders**
  ShopSite uses numerous CGI programs, which must be allowed to run from a web browser. The ShopSite install utility will automatically place these folders underneath your store document root directory:
  - Shopping Cart Folder - this is the folder where the shopping cart CGIs will be stored.

    Example File System Path: `C:\Program Files\ShopSite\`*`mystore`*`\sc`
    Example URL: `http://`*`www.mystore.com`*`/sc/`

ShopSite Back Office Folder - this is the folder where the back office CGIs will be stored.

Example File System Path: `C:\Program Files\ShopSite\`*`mystore`*`\ss`
Example URL: `http://`*`www.mystore.com`*`/sc/`

- **HTML Folders**
ShopSite stores static content in HTML folders, which must be viewable from a web browser. The ShopSite install utility will automatically place these folders underneath your store document root directory:
  - Store Pages Folder - this is the location where your store pages will be placed. This is usually the same as your site document root directory, and *must* match the store URL in your Auth file.

    Example File System Path: `C:\Program Files\ShopSite\`*`mystore`*
    Example URL: `http://`*`www.mystore.com/`*

  - Store Media Folder - this is where your store images will be placed.

    Example File System Path: `C:\Program Files\ShopSite\`*`mystore`*`\media`
    Example URL: `http://`*`www.mystore.com`*`/media/`

  - ShopSite Images Folder - this is where the ShopSite back office images will be placed.

    Example File System Path: `C:\Program Files\ShopSite\`*`mystore`*`\images`
    Example URL: `http://`*`www.mystore.com`*`/images/`

- **Data Folder**
The store data folder is where the databases and store configuration files are located. This folder must be accessible to the web server, but ***it should not be accessible from a Web browser***. This is an *essential* requirement for PCI Security Requirements.

  Example File System Path: `C:\Program Files\ShopSite\data\`*`mystore`*
  Not accessible using a URL.

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Additional Preparations for Windows Server 2008

Windows Server 2008 requires a few additional steps before ShopSite will work as intended. Use the following steps to add the Web Server Role Service and CGI role service, allow CGI services to run on the Server, and, if instructed to do so, add the IIS 6 compatibility service.

- **Add the Web Server Role Service (for a new OS install or when Web Services is not installed)**
  1. In the Roles Summary section, click Add Roles, and then in the left panel click Server Roles.
  2. In the list of Server Roles, check the box for Web Server (IIS). If prompted for confirmation to add required features, click the Add Required Features button.
  3. Click Next. Read introductory information if you wish, and then click Next again.
  4. Select the role services or features to install for Web Server (IIS):
     a. In the Application Development group, check the box for CGI.
     b. In the Security group, check the box for Basic Authentication.
     c. In the Management Tools group, check the box for IIS Management Console.
  5. Click Next. Review the selections to make sure that all of the above services or features are listed, and then click Install.
  6. Click Close when installation is complete.
- **Add the CGI Role Service**
  1. Run Server Manager
  2. In the left panel click Roles and wait a few seconds for the information to be displayed. Then in the right panel scroll down to find the Web Server (IIS) category. In the Role Services box, look for CGI in the Application Development group and check the CGI status.
  3. If the CGI role service is not installed, click “Add Role Services”. In the Application Development group, check the CGI box and click Next, and then Install. The install process may take a few minutes to complete. When it finishes, click Close and then Cancel to exit the wizard.
- **Allow CGI Services to Run on the Server**
  1. Run Internet Information Services (IIS) Manager, or in Server Manager expand Roles, then Web Server (IIS), and then click on Internet Information Services (IIS) Manager.
  2. In the Connections box, click on the machine name in the tree view.

3. In the IIS box double-click the “ISAPI and CGI Restrictions” icon (or right-click and select “Open Feature”.
4. In the panel to the right, click “Edit Feature Settings”.
5. Check the box for “Allow unspecified CGI modules” and click OK.

- **Add the IIS 6 Compatibility Service (only perform these steps if instructed to do so by your support provider)**
  1. Run Server Manager.
  2. In the left panel click Roles and wait a few seconds for the information to be displayed. Then in the right panel scroll down to find the Web Server (IIS) category. Scroll down further to find the Management Tools group.
  3. Under IIS 6 Management Compatibility, check the install status for IIS 6 Metabase Compatibility.
  4. If IIS 6 Metabase Compatibility is not installed, click “Add Role Services”. Look for the IIS 6 Management Compatibility group and check the box for IIS 6 Metabase Compatibility. Click Next and then Install. When the install finishes you may have to reboot the server.

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Obtaining Installation Files

Once you are ready to install ShopSite, you need to obtain the installation files. Each ShopSite store requires a unique Auth file in order to run. See the Auth File Help for information about what an Auth file is and how to obtain one. When you get the Auth file, you should save it on your local computer in a place where you will be able to find it later. **Be sure to use ASCII (text file) format** any time you use FTP to transfer your Auth file.

ShopSite partners can obtain the program installation files directly from ShopSite by following the instructions below. You will need the partner ftp username and password you were given when you signed the partner agreement. Make sure you have them ready before you start.

FTP to the ShopSite Support FTP server and download the installation files using one of the following methods:

- **Using an FTP client on your local computer:**
  1. Open your FTP client program and open the *Connect* dialog.
  2. Enter `support.shopsite.com` as the **Hostname**.
  3. When you are prompted, enter the username and password you were provided.
  4. On the *Server*, change to the folder that correlates to your Web server operating system, then the folder for the version of ShopSite you want to download (this will usually be the *current* folder).
  5. On your *local computer*, change to the folder where you want to put the installation files. You may want to use the same location where you put your Auth file.
  6. *Use **Binary (BIN)** mode* to copy the installation file to your local computer. The file to download will be named `setup.exe`.
  7. If there is a `patch` folder in the version folder, you will also need to copy any files in that folder to your local computer *using **Binary (BIN)** transfer mode*.
- **Using a Web browser on your local computer:**
  1. Open your Web browser and enter the following URL into the location bar. You will need to replace *MyUserName* and *MyPassword* with the username and password you were provided:
     ftp://*MyUserName*:*MyPassword*@support.shopsite.com/
  2. Click on the name of the folder that correlates to your Web server operating system, then click the name of the version of ShopSite you wish to download (this will usually be the *current* folder).
  3. Click on the file named `setup.exe`.
  4. When prompted, select a location to save the file on your local computer. You may want to use the same location where you put your Auth file.
  5. If there is a `patch` folder in the version folder, you will also need to save any files in that folder to your local computer.

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Uploading Installation Files

Once you have all the files required to install ShopSite, you need to upload the files to your web server.

1. Open your FTP client and connect to your web server.
2. Navigate to the folder on your *server* where you want to place the installation files. This should be a location you will be able to easily locate through the administrative interface.

3. Navigate to the folder on your *local computer* where the installation files are located.
4. Use *ASCII Format* to upload your `store.auth` file.
5. Use *Binary Format* to upload the `setup.exe` file and any patch files.

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Running the ShopSite Installer

After you have uploaded all of the required files to your web server, you can run the installation program.

1. Log in to your windows server administration interface.
2. Locate the folder where you put the installation files and double-click `setup.exe` to launch the installation utility.
3. Click **Next** on the Welcome screen.
4. Click **Add** to create a new installation.
5. Select the option to **Create a new ShopSite installation with an initial store**, then click **Next**.
6. Click **Browse...** to locate the auth file in the folder you uploaded it to. After you have selected your auth file, click **Next** to continue.
7. Select the **Web Site** to install ShopSite on. This will usually be the `Default Web Site`. The installer should automatically display the path to the site in the **Home Directory** field. Click **Next** to continue.
8. Select the options to **Set access permissions for ShopSite directories** and **Create virtual directories for ShopSite URLs**. This will enable ShopSite to automatically create the folders and web server aliases required by ShopSite. Click **Next**.
9. Use Microsoft's Computer Management tools to Create the Windows User and Group required for the ShopSite store.
   - Create a User account with the same name as the StoreID in the Auth file.
   - Create a Group account named `ShopSite`.
   - Assign the User account you just created to the `ShopSite` group.

   After you have finished, close the Computer Management window and return to the ShopSite installation utility. Click **Next** to continue the ShopSite installation.
10. Click **Browse...** to select the location where ShopSite will be installed. This should be the Store Pages Folder you decided on earlier.
11. Enter a **ShopSite Name** for your store. This must be a unique name, and should be a name you will associate with this store. You may want to use the StoreID. Click **Next** to continue.
12. Review the folder settings for your installation. These should match the folder and URL paths you decided on during your preparation. Click the name of a location (e.g. *[Images]*) to change the file system path or URL for that location. Click **Next** to continue.
13. Enter the domain name (or IP address) of the **Mail Server** for your store and the **Merchant E-mail Address**, then click **Next**.
14. Review the installation settings and click **Next** to begin installing ShopSite with the selected options. It may take several minutes to create and copy the ShopSite files to the destination folders.
15. **View Setup log and other important information** opens the log file and displays general information about your ShopSite installation.
16. **Launch IIS Manager** to view or make additional changes to your web server settings after the installation is complete.
17. Click **Finish** to exit the ShopSite installation utility.

ShopSite is now installed on your Windows web server. To log in to the store:

1. Open a web browser and enter the URL of the ShopSite Back Office Folder followed by `start.cgi` in the location box (e.g. *www.mystore.com*/`ss/start.cgi`).
2. Enter the Username and Password for the Windows User Account you configured during the installation process.
3. Click **OK**.

The first time you log in to the store, ShopSite will automatically launch the Store Setup Wizard.

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Upgrading from a Previous Release

Upgrading ShopSite will affect all stores that share the same ShopSite folder.

1. Shut down the web server before running the installation program. IIS will complain if someone is even accessing your graphics during the upgrade.
2. Make a backup of the files in the ShopSite directories.
3. Run the ShopSite Setup program.
4. On the ShopSite Installations screen, select the installation that you want to upgrade and click **Next**.
5. On the Setup Options screen, select **Upgrade to version 11**. Verify that the path to the ShopSite folder is correct. If it is not, use the Browse button to locate the correct folder. (Note that this is the folder that contains the ShopSite merchant CGI programs, not the folder that holds store's HTML pages.)
6. Click **Next** to start the upgrade process.

After the upgrade completes, your store(s) will be at version 11.

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Adding Stores

To add a new store that shares CGIs with existing stores:

1. Obtain a **store.auth** file for the new store.
2. Create a Windows user account for the ShopSite merchant.
    - Create ShopSite user and group accounts on Windows 2000 Server
3. Run the ShopSite Setup program by double-clicking **setup.exe**.
4. On the ShopSite Installations screen, select the installation to which you want to add a store and click **Next**.
5. On the Setup Options screen, select **Add a store**.
6. On the next screen, type in the location of the auth file for the new store, or use the Browse button to locate it.
7. If you did not create a user account for the merchant before running the setup program, click the Add User/Group button on the Administrative Tasks screen to launch the appropriate IIS application.
8. After you have created the merchant account and the "ShopSite" group, close the IIS admin program and click Next on the ShopSite setup screen.
9. Verify the locations for the store's data and output folders.
10. Enter the merchant's e-mail address.
11. Verify the settings that will be used to create the new store. If they are not correct, click the Back button and make changes on the appropriate screens. If they are correct, click the Next button, and the setup program will create the folders and files for the new store.

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Enabling New Features

If you did not enable new features for all stores when you upgraded to the new release, you can use the setup program to enable the features for individual stores. Note that there may be a charge when the features are enabled if the store is not already running version 10 or later.

1. Run the ShopSite Setup program by double-clicking **setup.exe**.
2. On the ShopSite Installations screen, select the installation that contains the store and click **Next**.
3. On the Setup Options screen, select **Change store settings**.
4. On the Change Store Settings screen, highlight the store and click the **Settings** button.
5. On the Store Settings screen, click the **Enabled** button for New Features, then click **Save**.

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Access Logging for PCI Compliance

In addition to the information provided above, you should also be aware that PCI compliance requires access logging by the webserver (in this case, IIS 7) and also by the OS. Access logging *may* not be enabled. If access logging is disabled, PCI compliance will be invalidated, so make sure that acces logging is enabled. Please see this article for more information on configuring access logging with IIS 7.0 and this article for more information on security auditing for Windows Server 2008.

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Troubleshooting

If your installation did not work, pay attention to the error messages you receive; they should point you in the right direction. If that fails, try checking the following:

- Is Internet Information Services (IIS) for Windows Server installed and running? IIS 7.0 for Windows Server 2008 is not installed by default. See Microsoft's documentation for how to install and configure IIS.
- Are file permissions set correctly for all the folders that you specified? Not having file permissions set correctly is the number one installation problem that users run into. Specifically, the user account under which the install program is executed needs to be able to write in the ShopSite folders.
- Do you have administrator permissions, which are required to run the install program?
- Is your Web server configured correctly?
- Did you enter the same store ID and URL that you told the salesperson when the **store.auth** file was originally created? If you've changed your mind, you'll need a new **store.auth** file.
- Try downloading a fresh copy of **setup.exe** from shopsite.com; sometimes the file can get corrupted in FTP transit. Be sure to use a binary-mode transfer.

ShopSite Auth File Information

A ShopSite auth file is the digital equivalent to the keys of your store; it is used to open your store, and to help protect your store and the information your customers entrust you with. You can not install or run ShopSite without a valid auth file, which can only be used with your store.

When you obtain a ShopSite store license from a ShopSite reseller, such as your hosting provider, a unique auth file is generated. The auth file contains information specific to your store, such as your **storeid** (the username you use to log in to your ShopSite back office), a unique serial number, the store URL, and the service level for your store. This information is stored in an encrypted format in your auth file for your security.

Be sure to use ASCII (text file) format any time you use FTP to transfer your Auth file.

In order to install or upgrade ShopSite, you must put the auth file in a location where the install programs can find it. On Linux and UNIX servers, the auth file must be in the install directory, with the name `store.auth`. Windows-based installations will prompt you for the auth file during the installation process.

Once ShopSite has been installed, your auth file is stored in your store's data directory.[1] with the name `*storeid*.auth` (where *storeid* is the username you use to log in to the ShopSite back office).

Replacing an Auth File

There are several possible situations where you would be required to replace your store's auth file with a new one. Your auth file contains various information used to uniquely identify your store, so you will require a new auth file any time that information changes. This includes changes to your store URL or the service level of your store. You should *not* change the storeid of an existing store.[2] You may also need to obtain a new auth file if you are moving your store to a server running a different operating system.

Your ShopSite reseller can provide you with a new auth file if you need to replace it. When you request a new auth file, your ShopSite reseller will need the following information (see the **Store Settings** and **Product Information** sections of your **Preferences** > **Hosting Service** screen for this information):

- **storeid** - the username you use to log in to your ShopSite back office (This is the `ID` under **Store Settings**).
- **store URL** - the URL of your ShopSite store directory (Be sure to use the `Store URL` in the **Store Settings** section, *not* the `"My Store" URL` in the **Merchant Settings** section).
- **serial number** - the unique serial number for your store (listed in the **Product Information** section).
- **service level** - the feature level of your store (the `Product` in the **Product Information** section).

After you have obtained a new auth file, you can install it by doing the following:

1. **Backup your current auth file.** If something is wrong with your new auth file, you may need to restore the old one until you can get your new auth file replaced. Your auth file is located in your store's data directory[1], and is named `*storeid*.auth` (where *storeid* is the username you use to sign in to your ShopSite back office). You can make a copy of the file with a different name (`*storeid*.auth.old`, for example) in the same directory, or on your local PC. **Be sure to use ASCII (text file) format** any time you use FTP to transfer your Auth file.
2. Save the new auth file as `*storeid*.auth` (where *storeid* is the username you use to sign in to your ShopSite back office) in your store's data directory[1]. Make sure the file name matches the storeid of your store, or ShopSite will not run.
3. Log in to your ShopSite back office and check that the new auth file is installed correctly. The store version and service level are indicated at the bottom of the main back office screen, followed by your storeid. If you have any problems, see the troubleshooting section below.

Troubleshooting Auth File Problems

If you are having trouble installing or upgrading ShopSite, or if you are unable to access ShopSite after installing or upgrading ShopSite, your auth file could be part of what is causing your problems. The following are a few things to be aware of with regard to your auth file:

1. **Did you use ASCII format to transfer your Auth file?** - Any time you use FTP to transfer your Auth file, you should use the ASCII (text file) format. If you transferred the file using BIN format, the end-of-line characters in the file may not match the ones used by your operating system, causing the file to appear corrupted to the Web server. **Always use ASCII format to transfer your auth file via FTP**.
2. **Is your Auth file in the correct location?** - If you are installing or upgrading ShopSite on a Linux or UNIX server, you must place a copy of your auth file in the install directory, and name the file `store.auth`. Once the store is running, the auth file must be located in the data directory with the name `*storeid*.auth` (where *storeid* is the username you use to log in to the ShopSite back office).

3. **Can your Web server read your auth file?** - Your Web server must have permission to read the auth file in order to run or install ShopSite. See Linux/UNIX Permissions or Windows Permissions for more information.
4. **Does your auth file match your settings?** - Your auth file includes the storeid, store URL, and other information specific to your store. If you have changed any of these settings, you will need to get a new auth file with the new information in it. Contact your ShopSite reseller for more information.

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Footnotes:

1. The data directory is where the information unique to your store is kept. For more information see Data directory for Linux/UNIX Installs or Data Directory for Windows Installs help for more information.

2. The storeid and serial number are used as part of a system that associates shopping cart and order information with *only* your store and encrypts the information so it can not be viewed by anyone else. If you were to change your storeid or serial number, you would no longer be able to view or process orders placed prior to the change.

Create a "Category Chooser" Application

As part of a cross-store product directory, the hosting service must provide an application which allows merchants to categorize their products.

The General Idea

These are the main interfaces and functions required of a category chooser application:

1. When a merchant clicks the **Change** button in the category field for a product, ShopSite will call the category chooser application and pass in some values as a CGI query string.
2. The category chooser application must read from the mall-wide product database to get the names, IDs, and hierarchy of product categories.
3. The category chooser must present an HTML interface to the merchant so that the merchant can select a category for the product. ShopSite will display this interface within a frame in the standard ShopSite merchant interface.
4. When the merchant clicks **OK** or **Cancel**, the category chooser application must return control to a ShopSite CGI and pass back information such as the ID and name of the category chosen.

The Details

1. Values Passed to the Category Chooser

ShopSite assumes that your application is a CGI program, and will pass in these values in a query string when it calls your application:

`returl`	The URL of the ShopSite CGI that invoked the category chooser. When the merchant has finished selecting a category, the category chooser application must return control to this CGI. *Do not change this value.*
`retqry`	Query string (name/value pairs) to pass back to ShopSite when the merchant has finished selecting a category. *Do not change this value.*
`storeid`	The ShopSite store ID.
`startcatid`	The category ID of the starting point for the category chooser. This value is equal to either the last category picked by the merchant via the chooser, or, if no category has been picked yet, the store default category ID.

Here is an example of the query string passed to the category chooser:

```
http://myhost/cgi-bin/chooser.cgi?returl=http://myhost/cgi-bin/ss/products.cgi
&retqry=fcn_chooser_return%3Dx&storied=mystoreid&startcatid=1234
```

2. Reading from the Mall-Wide Products Database

The category chooser application needs to read the list of available categories from the mall-wide products database. It can either read the entire hierarchy at initialization, or it can read interactively as the merchant selects categories and subcategories. The implementation of this aspect of the category chooser is entirely up to the hosting service.

3. The HTML Merchant Interface

The merchant interface to the category chooser appears in a frame within ShopSite. The design for letting merchants navigate and select categories is up to the hosting service, but it should include a way for merchants to indicate that they've finished their selection, such as an OK button, and a way for merchants to cancel.

The category chooser can allow merchants to put their products in multiple categories--that is entirely up to the service provider. The category chooser just needs to pass back the right information to indicate this.

4. Values Passed Back to ShopSite

When the merchant finishes with the category chooser, either by clicking OK or Cancel, the application must pass control back to ShopSite by calling the CGI specified in the `returl` value and passing in these values as a CGI query string:

The `retqry` string passed into the category chooser.

`status` One of three strings, depending on how the category chooser exited:

- `s` - Success. The merchant selected a category and clicked the OK button.
- `c` - Cancellation. The merchant clicked the Cancel button.
- `f` - Failure.

`catid` A unique string (usually numeric) identifying the category that the merchant chose. ShopSite will store this with the product information.

ShopSite does not perform any verification on this string; it simply stores the information and later writes it out to the XML file that is read by the "information harvester" application. If the category chooser application allows merchants to select multiple categories, it needs to set the `catid` to whatever string the "information harvester" application requires to recognize multiple categories.

`catdescr` A displayable string representing the chosen category. ShopSite will store and display this with the product information; it does not verify the string in any way.

`message` An error message to display if `status=f` (failure). Do not include this field for success or cancellation.

Here is an example of a query string passed back to ShopSite by the category chooser:

```
http://myhost/cgi-bin/ss/products.cgi?fcn_chooser_return=x
&status=s&catid=5678&catdescr=Travel...%20Luggage...%20Trunks
```

Design a Product Directory Database

The mall-wide product directory database is critical to the success of the cross-store product directory, but the design and functionality are entirely up to the hosting service. Some concepts that should be considered when designing the database:

- ShopSite includes many product information fields in the XML files that it generates for each store. All of the information may not be needed for every cross-store product directory, and the database only needs to store relevant fields.
- Products must be associated with store IDs.

Enable a Cross-Store Product Directory

When you have your database, "category chooser" and "information harvester" applications in place, you can enable the cross-store product directory feature in ShopSite to test your tools and to let merchants start using them.

1. Open the `global.aa` file with a text editor.
2. On a new line, add an `taxonomy_enabled:` token and set the value to `yes`, like this:

   ```
   taxonomy_enabled: yes
   ```

3. On a new line, add a `taxonomy_chooser_url:` token, followed by the URL of your "category chooser" application, like this:

   ```
   taxonomy_chooser_url: http://myhost/cgi-bin/chooser.cgi
   ```

4. On a new line, add a `notificationURL:` token, followed by the URL of your "information harvester" application, like this:

   ```
   notificationURL: http://myhost/cgi-bin/harvester.cgi
   ```

5. Optinally, on a new line, add a `notificationTimeOut:` token, followed by the number of times ShopSite should attempt to receive a message from the "information harvester" application, like this:

   ```
   notificationTimeOut: 4
   ```

   The default value is 10.

6. Optionally, on a new line, add a `mall_mail:` token, followed by the e-mail address for receiving status and error messages, like this:

   ```
   mall_mail: taxonomy_status@mystore.com
   ```

   ShopSite will send a message each time any merchant in the mall publishes a store, so this token may generate numerous messages. You may want to add this token during initial setup and testing of your taxonomy application, but then you may want to remove it once everything is running smoothly.

7. Save and close the file.

Create an "Information Harvester" Application

When a merchant publishes a store, ShopSite creates an XML file containing product information, and then notifies an "information harvester" application that the file exists. The harvester application must respond to the notification, read the file, and store the information in the database for the cross-store product directory.

The Notification Program

There is a `notificationURL` setting in the global.aa file which tells ShopSite the URL to use to notify the application harvester application that a new XML file exists. ShopSite uses that URL to construct the following GET HTTP request:

```
notificationURL?function=create&file=products.xml&storied=storied
```

where:

- *`notificationURL`* is the URL stored in the global.aa file.
- *`products.xml`* is the name of the XML file produced by ShopSite.
- *`storeID`* is the store ID of the ShopSite store.

When the information harvester application receives the notification, it must reply on the port that it was contacted on with `status=SUCCESS`.

The XML File

The XML files produced by ShopSite are self-documenting, meaning that they contain their own DTD as the first part of the file. The DTD is reproduced here for your convenience.

```
<?xml version="1.0" encoding="iso-8859-1"?>

<!DOCTYPE ShopSiteProducts [

<!ELEMENT ShopSiteProducts (VersionInfo, StoreInfo, ProductInfo)>

  <!ELEMENT VersionInfo (VersionNumber)>

    <!ELEMENT VersionNumber (#PCDATA | CData)*>

  <!ELEMENT StoreInfo (StoreURL, OrderURL, StoreEmail, StoreID, TXStoreID, StoreName, CurrencySymbol,
DecimalIndicator, WeightUnits)>

    <!ELEMENT StoreURL (#PCDATA | CData)*>

    <!ELEMENT OrderURL (#PCDATA | CData)*>

    <!ELEMENT StoreEmail (#PCDATA | CData)*>

    <!ELEMENT StoreID (#PCDATA | CData)*>

    <!ELEMENT TXStoreID (#PCDATA | CData)*>

    <!ELEMENT StoreName (#PCDATA | CData)*>

    <!ELEMENT CurrencySymbol (#PCDATA | CData)*>

    <!ELEMENT DecimalIndicator (#PCDATA | CData)*>

    <!ELEMENT WeightUnits (#PCDATA | CData)*>

  <!ELEMENT ProductInfo (Product)*>

    <!ELEMENT Product (Name, Price, GraphicURL, Description, Weight, SKU, OptionsText,
OptionFiniteText, MoreInfoFileName, SalePrice, UseSalePrice, PageURL, CategoryID, RecordNumber,
ShippingCharge, GroundShipping, SecondDayShipping, NextDayShipping, Taxable, TaxWareCode)>

      <!ELEMENT Name (#PCDATA | CData)*>

      <!ELEMENT Price (#PCDATA | CData)*>

      <!ELEMENT GraphicURL (#PCDATA | CData)*>

      <!ELEMENT Description (#PCDATA | CData)*>

      <!ELEMENT Weight (#PCDATA| CData)*>

      <!ELEMENT SKU (#PCDATA | CData)*>

      <!ELEMENT OptionsText (#PCDATA | CData)*>
```

```
      <!ELEMENT OptionFiniteText (#PCDATA | CData)*>
      <!ELEMENT MoreInfoFileName (#PCDATA | CData)*>
      <!ELEMENT SalePrice (#PCDATA | CData)*>
      <!ELEMENT UseSalePrice (#PCDATA | CData)*>
      <!ELEMENT PageURL (#PCDATA | CData)*>
      <!ELEMENT CategoryID (#PCDATA | CData)*>
      <!ELEMENT RecordNumber (#PCDATA | CData)*>
      <!ELEMENT ShippingCharge (#PCDATA | CData)*>
      <!ELEMENT GroundShipping (#PCDATA | CData)*>
      <!ELEMENT SecondDayShipping (#PCDATA | CData)*>
      <!ELEMENT NextDayShipping (#PCDATA | CData)*>
      <!ELEMENT Taxable (#PCDATA | CData)*>
      <!ELEMENT TaxWareCode (#PCDATA | CData)*>
 ]>
```

Create a Cross-Store Product Directory

What is a Cross-Store Product Directory?

ShopSite's cross-store product directory feature allows you to create a categorized listing (taxonomy) of all products in all stores that you host. You can use that information to create enhanced offerings to entice merchants to your services and to entice customers to your merchants.

For example, you can create a directory that allows customers to navigate a hierarchy of products (Toys > Stuffed Animals > Teddy Bears), or a search feature that lets customers locate products that match their criteria. Both methods (and anything else you can think of) provide greater convenience for customers and greater visibility for your merchants.

Some of the benefits of a cross-store product directory are:

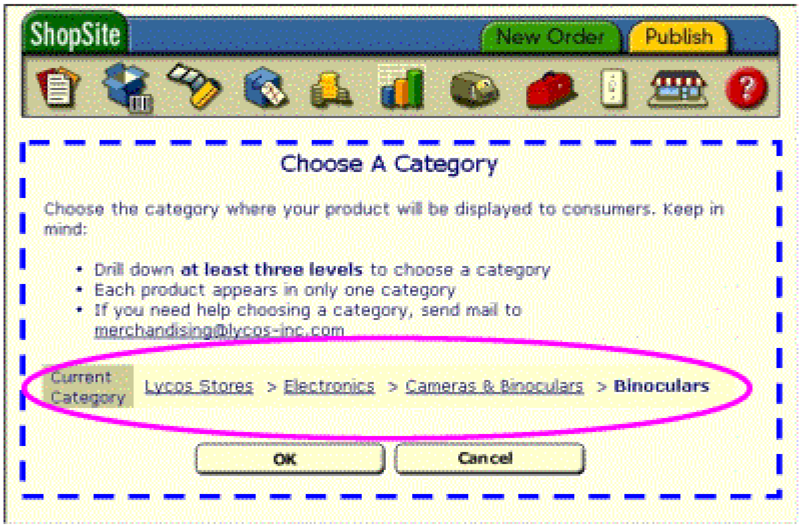
- The hosting service can now offer more of a "mall" environment to better attract merchants and customers. Consequently, your service offerings have greater value to merchants.
- Merchants know that their products have greater visibility, because customers don't actually have to enter the merchant's store to find the merchant's products.
- Customers can quickly find and compare products offered by many merchants, thus making shopping quicker and more convenient.

How Does It Work?

ShopSite provides the interfaces and information required to create a cross-store product directory, but the hosting service must create its own tools to gather and sort the information. When those tools are in place, the general flow is as follows:

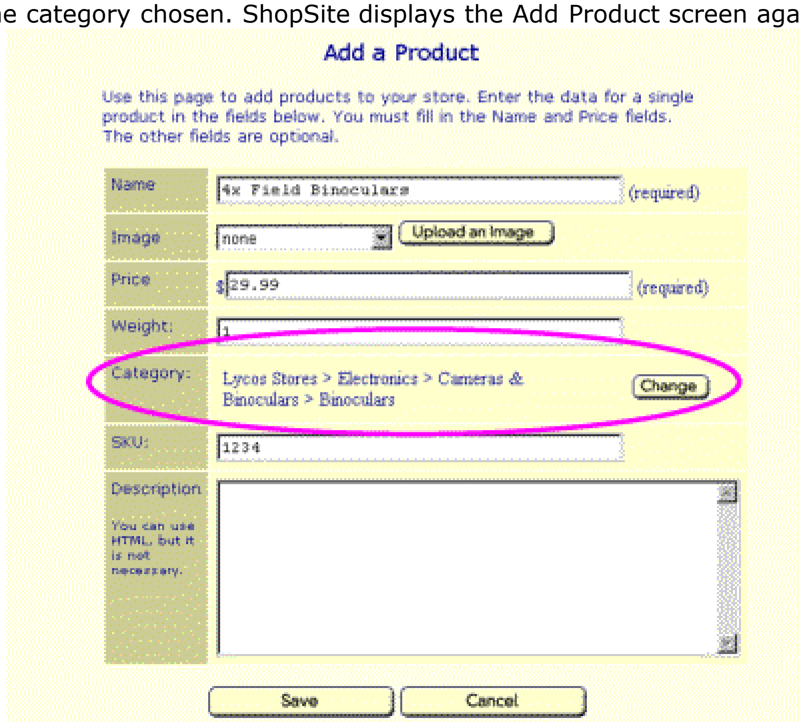
1. When adding a new product to a store, a merchant clicks a button to select a category for that product.

2. ShopSite calls the "category chooser" tool (created by the hosting service) and passes it some basic information, such as the storeID and the last product category that was selected by that merchant.
3. ShopSite displays the category chooser tool to the merchant within a frame in the regular ShopSite interface. Here is a screenshot of the Lycos category chooser:



The blue dotted line illustrates the part of the screen that is generated by the Lycos category chooser application. Lycos implemented a chooser--circled in pink--which lets merchants move up and down the product hierarchy by clicking on categories and subcategories.

4. After the merchant selects a category and clicks **OK**, the category chooser tool notifies ShopSite of the name and ID of the category chosen. ShopSite displays the Add Product screen again with the chosen category, like this:



5. When the merchant finishes adding the product and publishes the store, ShopSite writes an XML file containing information about the products in the store, including product names, prices, descriptions, and categories. ShopSite then notifies an "information harvester" program (created by the hosting service) that the new XML file exists.
6. The information harvester application reads the XML file to gather the information about the product.
7. The information harvester adds the product information to the mall-wide database of products, from which it becomes available to customers in some fashion. This part is really up to hosting service, depending on what kinds of services they want to offer to customers.

What Do I Have To Do?

If you read the "How Does It Work?" section, above, then it is obvious that creating a cross-store product directory involves a bit of programming by the hosting service. Specifically, it involves these steps:

1. Design and create a database for storing product information gathered from all stores.
2. Read the specification and create a "category chooser" application. This application must have an HTML interface that merchants can use to select categories and subcategories for their products, and it must pass a little information back to ShopSite.

3. Read the specification and create an "information harvester" application. ShopSite will notify this application when products have been added or changed in the store. This application must then read XML files created by ShopSite that contain product information, and add that information to the database from step 1.
4. Create an interface to let customers find products in the database. This could include a category tree that they can navigate, or a search function, or anything else.
5. Modify the ShopSite `global.aa` file to let ShopSite know where to find the "category chooser" and "information harvester" applications.

ShopSite Technical Reference

The ShopSite Technical Reference contains information to help merchants, system administrators, and hosting providers install and customize ShopSite Shopping Cart Software.

Security Information

- PCI Security Requirements
- Using SSL with ShopSite
- ShopSite and Cookies

Customizing ShopSite

- Custom Templates
- Customized Buttons
- Automatically Refreshing Pages
- Adding Custom Programs to ShopSite
- Shopping Cart JavaScript Variables
- Customizing the MiniCart
- Customizing a ShopSite Mall

Installing ShopSite

- ShopSite System Requirements
- ShopSite Auth Files
- Installing ShopSite on Linux/UNIX
- Installing ShopSite on Windows Server
- Installing a ShopSite Mall
- Moving a ShopSite Store
- ShopSite Locales
- **PDF** ShopSite Linux/UNIX Install Help (1.84 MB)

Upgrading ShopSite on Linux/UNIX Servers

New versions of ShopSite are released periodically to provide merchants with new features or improvements on existing features. ShopSite Starter or Manager merchants may also want to upgrade service levels to get access to additional features. Upgrading ShopSite on Linux or UNIX servers is easy; the only tools required are a Web browser and FTP or shell (SSH) access to your Web server.

Note: Many ShopSite resellers and Web hosting providers will automatically upgrade your ShopSite store for you when a new version becomes available. You should contact the reseller or hosting provider if you have questions about upgrading your ShopSite store.

These instructions are for upgrading ShopSite stores on Linux/UNIX servers[1]. See the Installing ShopSite Help for instructions to install a new ShopSite store. There are different instructions for Installing or Upgrading ShopSite on Microsoft Windows Servers.

Warning: Whenever connecting to your server for administrative purposes (such as installing or upgrading ShopSite), you should use a secure connection. Telnet and standard FTP are both unencrypted connections, and could be intercepted. Always use a secure connection, such as SSH for shell connections, and FTP over SSH or SFTP for file transfers.

Overview

ShopSite can be upgraded to newer versions or to higher service levels. A ***version upgrade*** installs a more recent release of ShopSite with new or improved features. Version upgrades can either be full versions (ShopSite 11.x to ShopSite 12.x) or point releases (ShopSite 11 and ShopSite 11sp2). A ***service level upgrade*** installs a greater feature set (ShopSite Manager to ShopSite Pro) within the same version.[2]

- Upgrading to a Newer Version of ShopSite
- Upgrading to a Higher Service Level

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Upgrading to a Newer Version of ShopSite

New versions of ShopSite are released periodically to provide additional features or improvements on existing features. When a new version includes significant improvements over the previous one, the major version number is incremented (e.g. 11.x to 12.x). This is called a ***full version upgrade***. Between full releases, less substantial improvements are released as a ***point release upgrade***, and the minor version number is incremented (e.g. 11 to 11sp2).

The process of upgrading to a new version of ShopSite is the same, regardless of whether it is a full or point release upgrade. To upgrade to a newer version of ShopSite, do the following:

Note: If you are upgrading from a version of ShopSite prior to 8.1, you **must** remove orders placed prior to the upgrade in order to comply with PCI security guidelines.

1. **Backup your existing store.** You should always be sure any important information has been backed up before making any changes to your store. All store-specific information, including your auth file, is kept in your store's ***data directory***. It is a good idea to store a backup copy of your data directory in a compressed archive on your local computer.
2. Obtain the ShopSite program installation files. You do not need a new auth file to upgrade your store, but you will need the program files for the version of ShopSite you are upgrading to. See Obtaining Installation Files in the install help for detailed instructions on obtaining the new ShopSite installation files.
3. Upload the installation files to your server. This is the same procedure outlined in Upload Installation Files in the install help. Your may need to copy the `*storeid*.auth` file from your data directory and save it as `store.auth` in your install CGI directory.[3]
4. Run `wwwinstall.cgi` in your Web browser. This is the same program used to install new stores, and is located in your store's Install Directory.
    - Example Install URL: `http://www.mystore.com/cgi-bin/shopsite-install/wwwinstall.cgi`
5. Select the radio button to ***update***[4] your store and click **Continue**.

6. Confirm the paths ShopSite should be using for the upgrade, then select whether or not ShopSite should create a backup copy of your store's data directory before performing the upgrade. Click **START UPDATE** to continue.
7. If you chose not to have ShopSite backup your store content, you will get a warning message. If you have not already created a backup, you should check the box to have ShopSite create a backup. Click **CHECK PERMISSIONS** to continue.
8. ShopSite will check file permissions for the content that will be upgraded.[5] If any locations do not pass the check, you will need to change the permissions on that directory before continuing. Your Web server needs to have read, write, and execute permissions to all ShopSite content in order to upgrade successfully. For more information, see Linux and UNIX File Permissions Explained. After fixing any permissions problems, click **CHECK PERMISSIONS** to have ShopSite test file permissions again.
9. Once all your directories pass the permissions check, click **CONTINUE UPDATING** to complete the upgrade. ShopSite will then install the upgraded content and program files. After the installation completes, you should log in to your ShopSite back office and confirm that the upgrade completed without errors.
10. After running the upgrade, you may have patch files to install. Follow the steps to install patches outlined in the installation help.

If you encounter any problems during the upgrade process, see the Troubleshooting section of the installation help.

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Upgrading to a Higher Service Level

ShopSite is available in different service levels, with lower levels offering fewer features for a reduced cost. For example, ShopSite Pro offers several features to help you draw customers to your store that are not available in a less expensive ShopSite Manager store. See the Feature Checklist to compare features available in different service levels of the current version of ShopSite.

If you originally purchased a lower service level version of ShopSite but want to start using the additional features available in a higher service level, you can upgrade your current store without any hassles. All you have to do is install a new auth file to allow your store to run at the new service level:

1. **Backup your current auth file.** If something is wrong with your new auth file, you may need to restore the old one until you can get your new auth file replaced. Your auth file is located in your store's data directory, and is named `storeid.auth` (where *storeid* is the username you use to sign in to your ShopSite back office). You can make a copy of the file with a different name (`storeid.auth.old`, for example) in the same directory, or on your local PC.
2. Obtain a new auth file from your ShopSite reseller or hosting provider. The reseller who provided you with your original auth file can provide you with a new one for your new service level.
3. Save the new auth file as `storeid.auth` (where *storeid* is the username you use to sign in to your ShopSite back office) in your store's data directory. Make sure the file name matches the storeid of your store, or ShopSite will not run.
4. Log in to your ShopSite back office and check that the new auth file is installed correctly. The store version and service level are indicated at the bottom of the main back office screen, followed by your storeid. If you have any problems, see the troubleshooting section of the Auth File information page.

For more information about your auth file, see the ShopSite Auth File Information page.

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Footnotes:

1. If you are a ShopSite reseller using the scripted installation utility, see the Upgrading instructions in the Scripted Install help.

2. To avoid unnecessary complications, you should not attempt to upgrade version numbers and service levels at the same time. If you want to do both, start by upgrading versions, then upgrade your service level. This will make it easier to troubleshoot upgrade problems, and cost you less.

3. If you did not delete your install CGI directory, your auth file is already there with the name `store.bak`, and you can simply rename it `store.auth` to upgrade your store.

4. The option to install a new store *will* wipe out an existing store using the same auth file. If you want to keep settings and content from an existing store, *make sure* to use the option to upgrade your store.

5. If you are upgrading a mall with more than one store in it, you will get an additional screen before the file permissions check which mentions some information you should be aware of. You will need to click **CONTINUE** to proceed to the file permissions check.

Create a Merchant User Account in Windows

In order for ShopSite to run on your Windows server, you must create a Windows account and group for the store to run under. These instructions only apply to Windows 2003 Server.

Overview

Follow these steps to create ShopSite merchant account in Microsoft Windows Server:

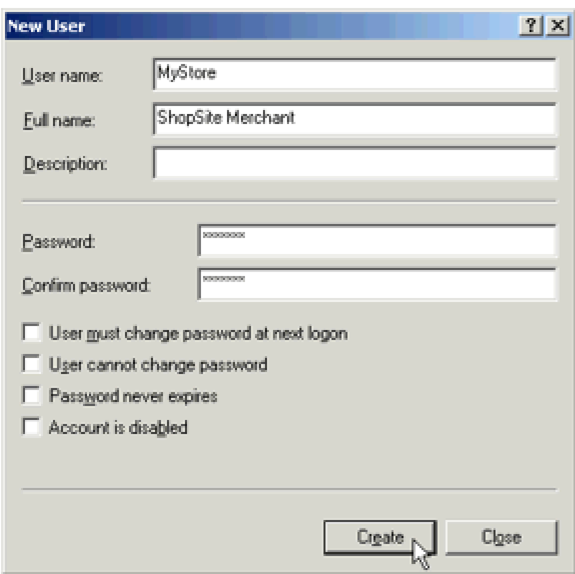
1. Create a User Account for the Merchant
2. Create a ShopSite Group and Add the Merchant Account

To add a user and group, start by opening the Computer Management window by clicking **Start** > **Programs** > **Administrative Tools** > **Computer Management**.

Create a User Account for the Merchant

Each merchant must have a unique Windows user account, and the account name must be the same as the store ID specified in the `store.auth` file:

1. Open the Computer Management window by clicking **Start** > **Programs** > **Administrative Tools** > **Computer Management**.
2. Click the plus (+) sign next to **Local Users and Groups**, then click the **Users** folder.
3. Click the **Action** menu, then click **New User...**.

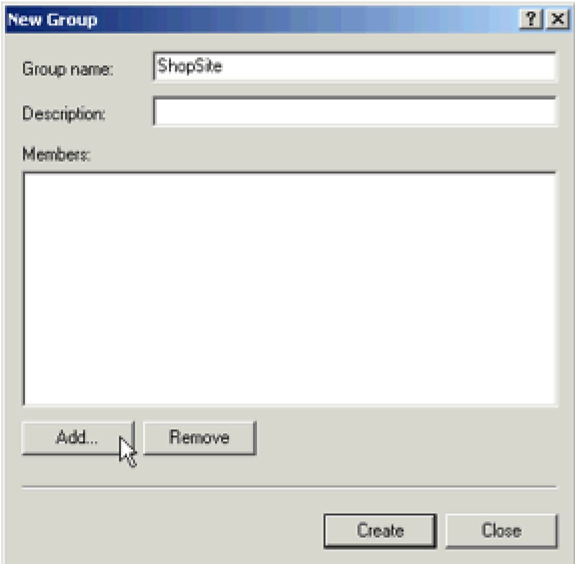


4. Enter the username for the account. This should be the same as the StoreID in the store Auth file.
5. Enter a password to use for the account. This account will be used by the merchant to login to the merchant back office. See Password Security Guidelines for help selecting a password.
6. Fill in the other fields according to the policies for your server. Click **Create**, then click **Close**.
7. By default, the new account will be a member of the "Users" group. If necessary, change the group membership of the account, according to the policies of your server. You will add this user to the "ShopSite" group in the steps below.

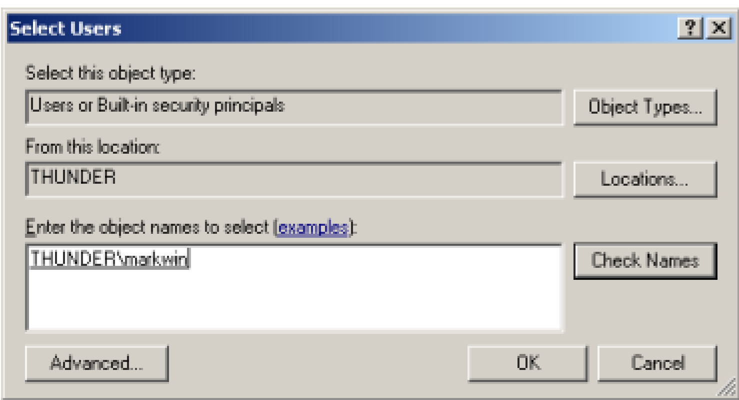
Create a ShopSite Group and Add the Merchant Account

Create a `ShopSite` group, and assign the merchant account to the group.

1. Click the plus (+) sign next to **Local Users and Groups**, then click the **Groups** folder.
2. Click the **Action** menu, then click **New Group...**.



3. Enter `ShopSite` as the group name.
4. Optionally enter a description for the group.
5. Click the Add button to assign the merchant user account to the group.
6. Enter the username for the merchant account into the **Enter Object names to Select** field, then click **Check Names**. The workstation/user account name should appear in the box:



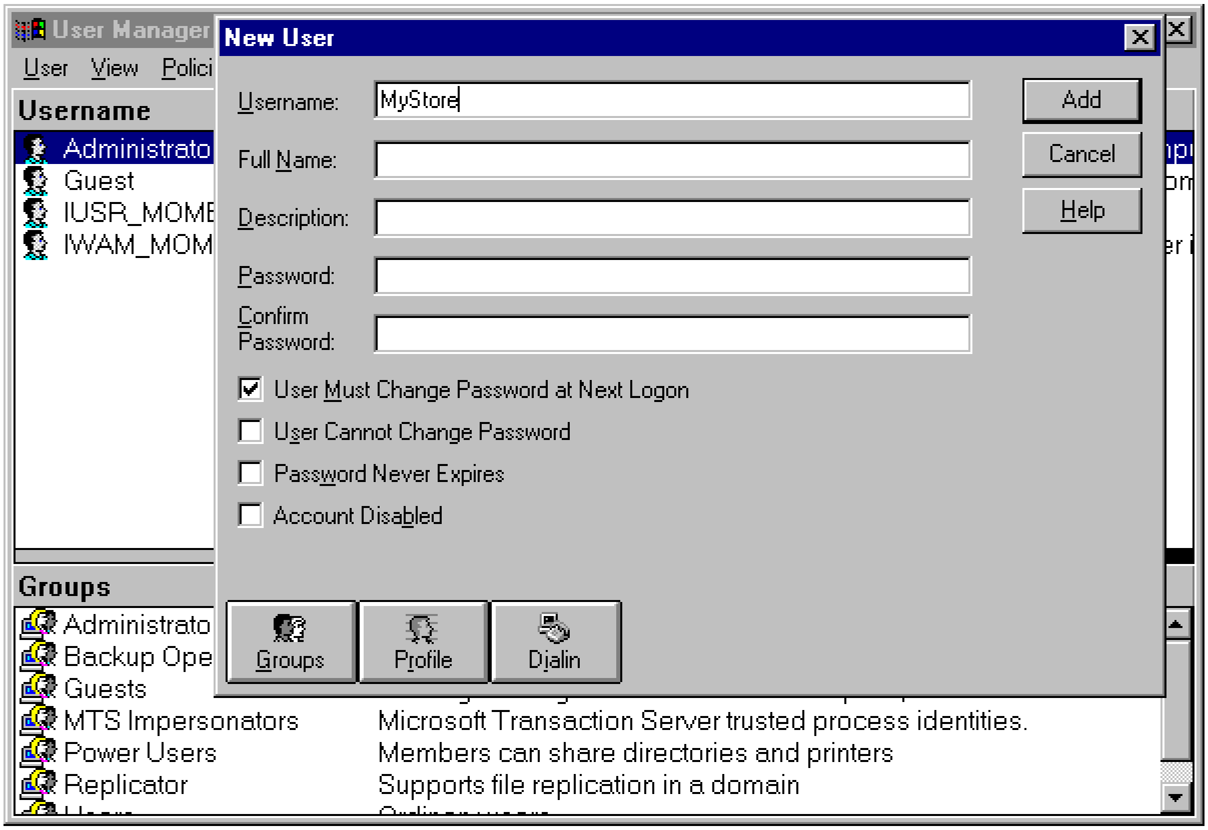
   Click **OK** to add the user and return to the New Group screen.
7. Verify that the merchant account name appears in the list of members, then click **Create**.

Create a Merchant User Account in IIS 4

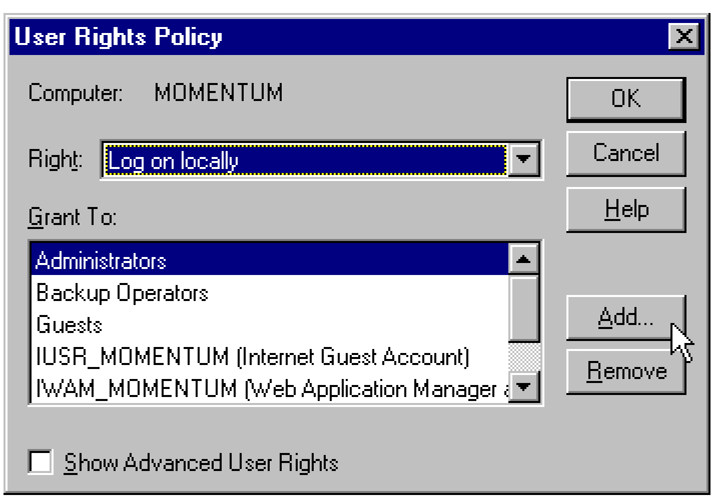
Follow these steps to create a ShopSite merchant account in IIS version 4.

Each merchant must have a unique NT user account, and the account name *must* be the same as the store ID specified in the **store.auth** file.

1. **Open the User Manager by clicking Start® Programs® Administrative Tools® User Manager for Domains.**
2. **Click the User menu, then click New User.**
3. **Enter the username and password for the merchant. Fill in the other fields according to the policies for your server. Click Add, then click Close.**

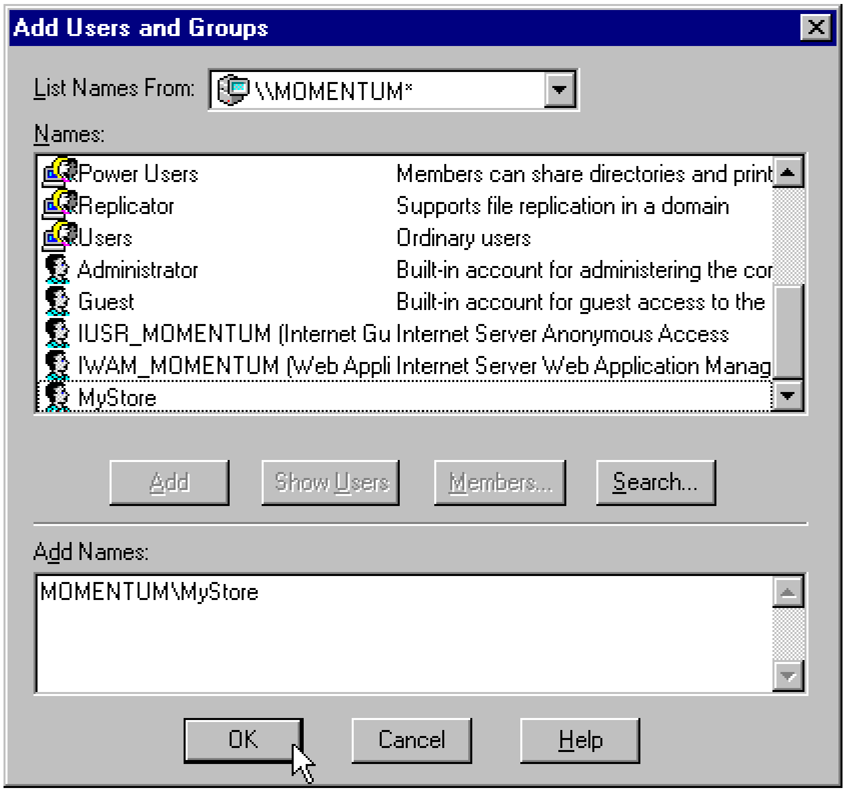


4. **Select the new user from the Username list in the User Manager. Click the Policies menu, then click User Rights.**
5. **In the User Rights Policy dialog box, click the pull-down Rights menu and select Log on locally. Click the Add button on the right side of the screen to open the Add Users and Groups dialog box.**

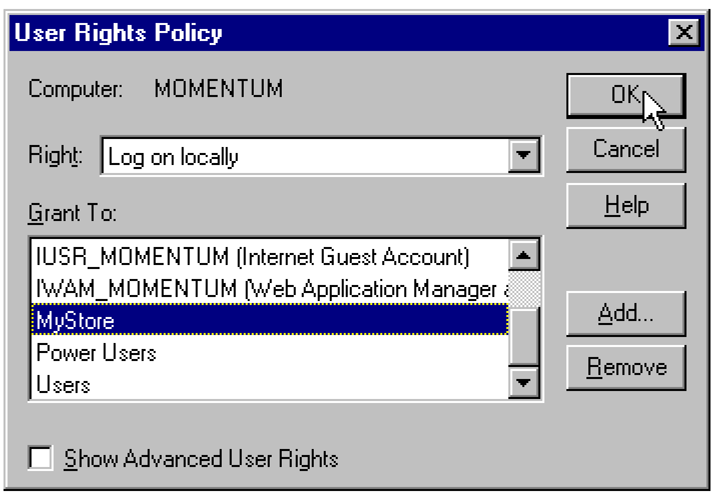


6. **Click the Show Users button in the middle of the dialog box. From the Names list, select the new merchant**

account, and then click the Add button. Click the OK button at the bottom of the dialog box.



7. The merchant's user account should now be listed in the Grant To box of the User Rights Policy dialog box (you may have to scroll the list to see it). Click the OK button.



8. Close the User Manager.

Create a Merchant User Account in IIS 5

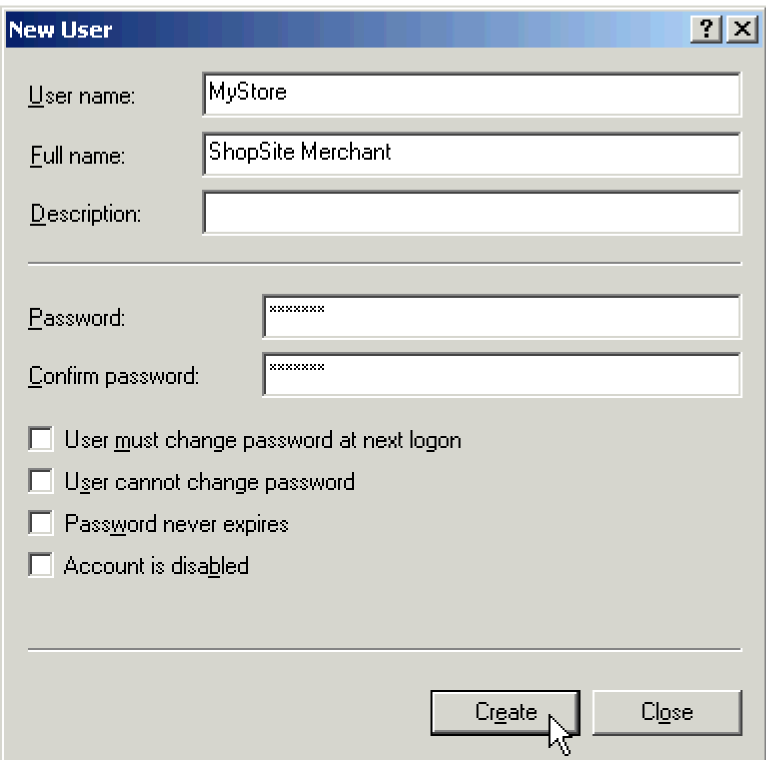
Follow these steps to create ShopSite merchant account in Microsoft Internet Information Services version 5.

Table of Contents

I. Create a User Account for the Merchant

Each merchant must have a unique Windows user account, and the account name *must* be the same as the store ID specified in the **store.auth** file.

1. Open the Computer Management window by clicking **Start**® **Programs**® **Administrative Tools**® **Computer Management**.
2. Click the plus sign next to **Local Users and Groups**, then click the **Users** folder.
3. Click the **Action** menu, then click **New User...**.
4. Enter the username and password for the merchant. Fill in the other fields according to the policies for your server. Click **Create**, then click **Close**.



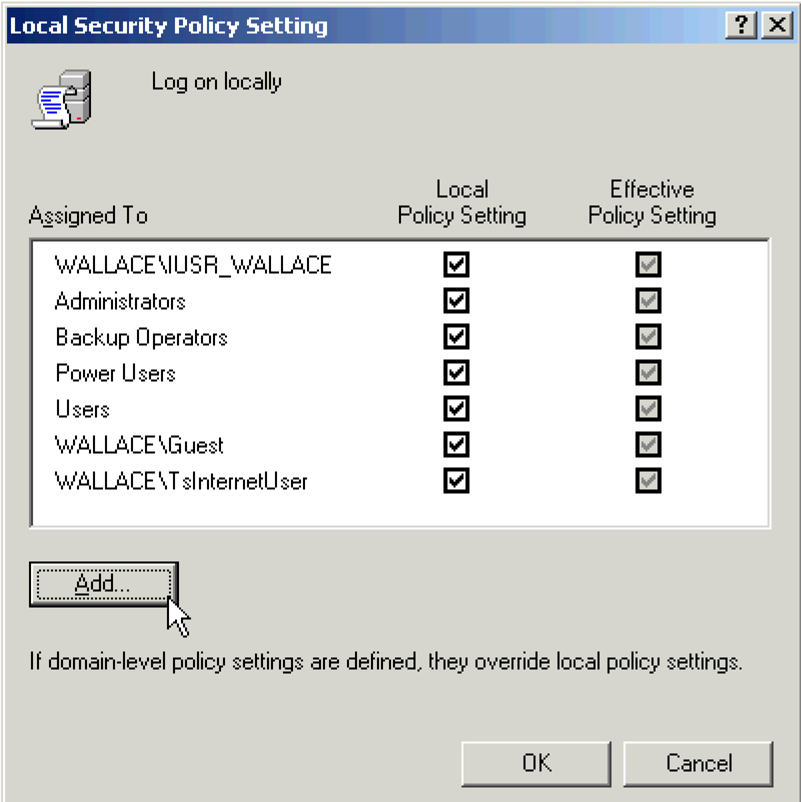
5. By default, the new account will be a member of the "Users" group. If necessary, change the group membership of the account, according to the policies of your server.
6. Close the Computer Management window.

II. Set User Rights for the Merchant

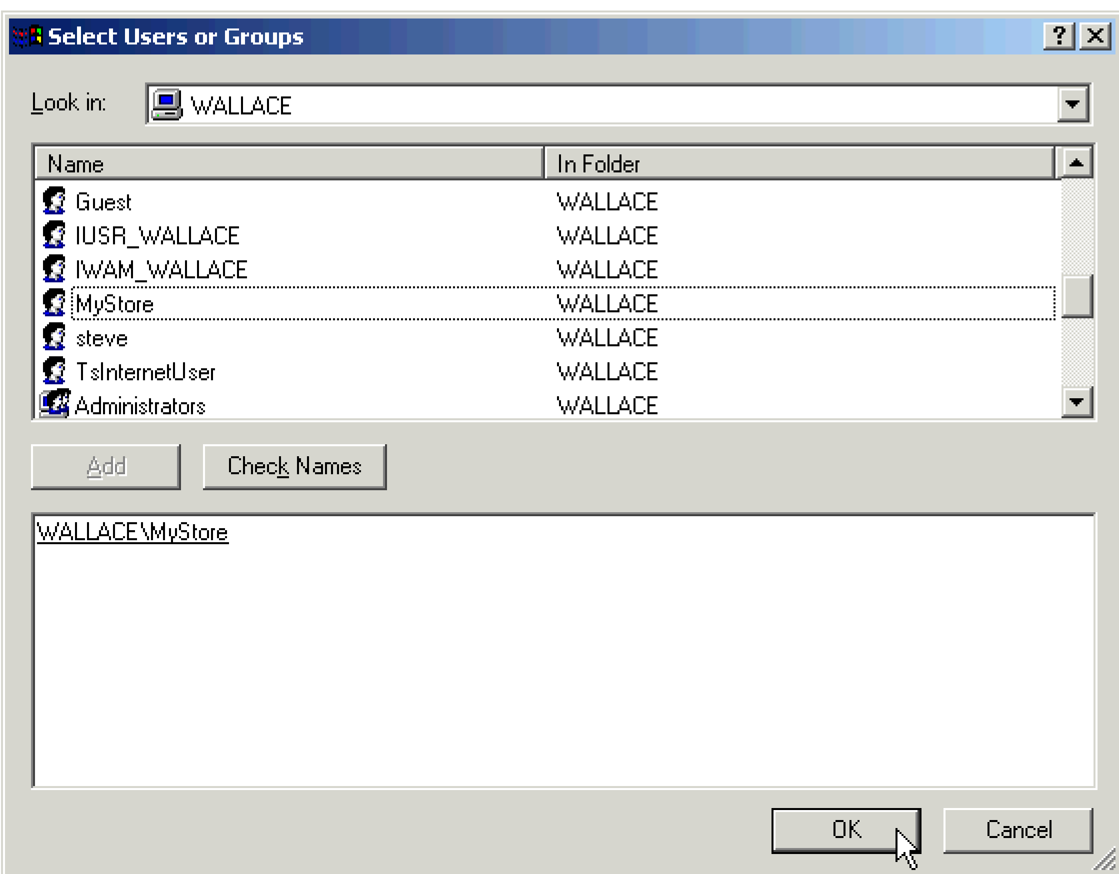
If you put the new merchant account in a group that has permission to log on locally, you can skip this section and proceed to Create ShopSite Virtual Directories.

1. Open the Local Security Settings or Domain Security Settings window by clicking **Start**® **Programs**® **Administrative Tools**® **Local Security Policy** or **Domain Security Policy**.
2. Click the plus sign next to either **Local Policies** or **Domain Policies**, depending on whether your server is a standalone server or a domain controller.

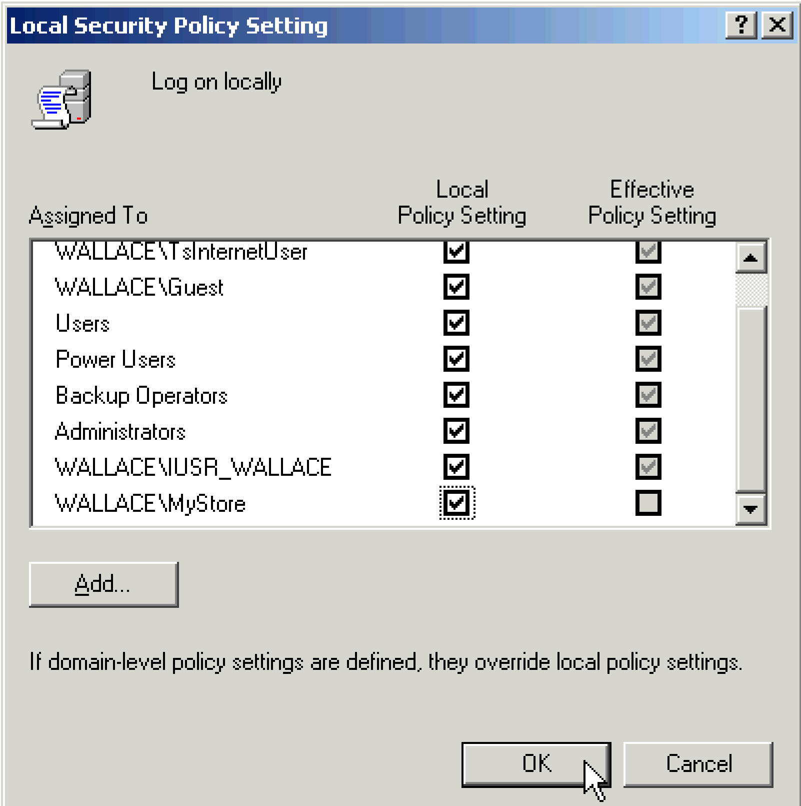
3. Click **User Rights Assignment**.
4. In the right pane, double-click **Log on locally**.
5. In the Security Policy Setting dialog box, click the **Add** button to open the Select Users or Groups dialog box.



6. From the **Name** list, double-click the new merchant account, and then click the **Add** button. Click the **OK** button at the bottom of the dialog box.



7. The merchant's user account should now be listed in the **Assigned To** box of the Security Policy Setting dialog box (you may have to scroll the list to see it). Verify that the **Policy Setting** boxes are checked according to the policies of your server, then click the **OK** button.



8. Close the Security Settings window.

Configuring Access Permissions and Virtual Directories for Microsoft's IIS version 4 Server

Follow these steps to set ShopSite access permissions and create virtual directories IIS version 4. Be sure to go step by step through these instructions, or ShopSite will not work.

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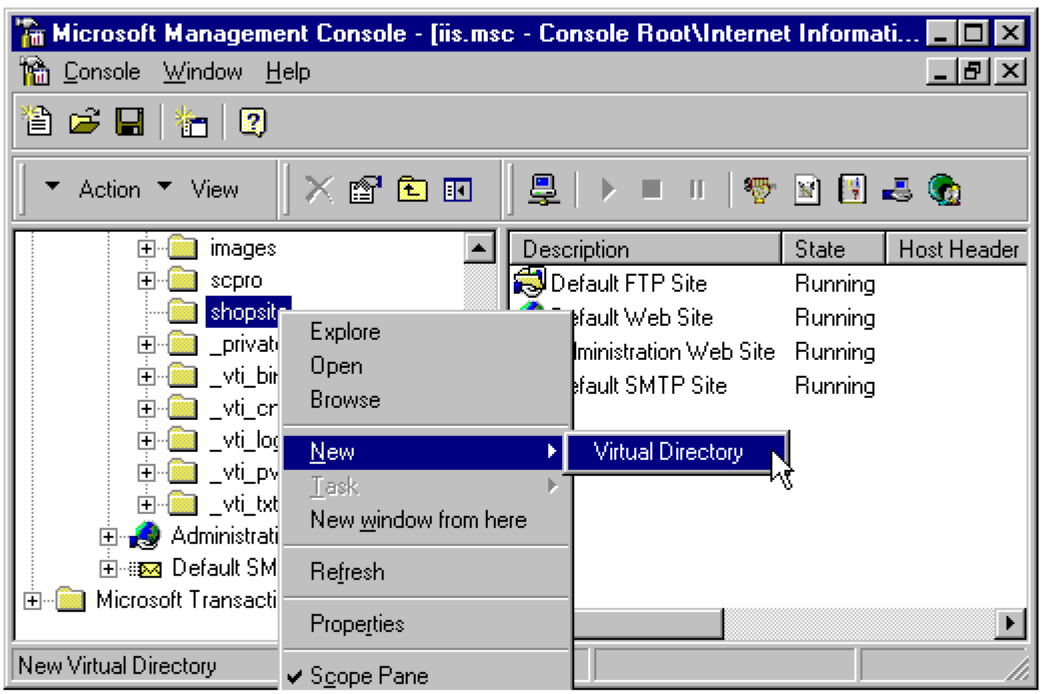
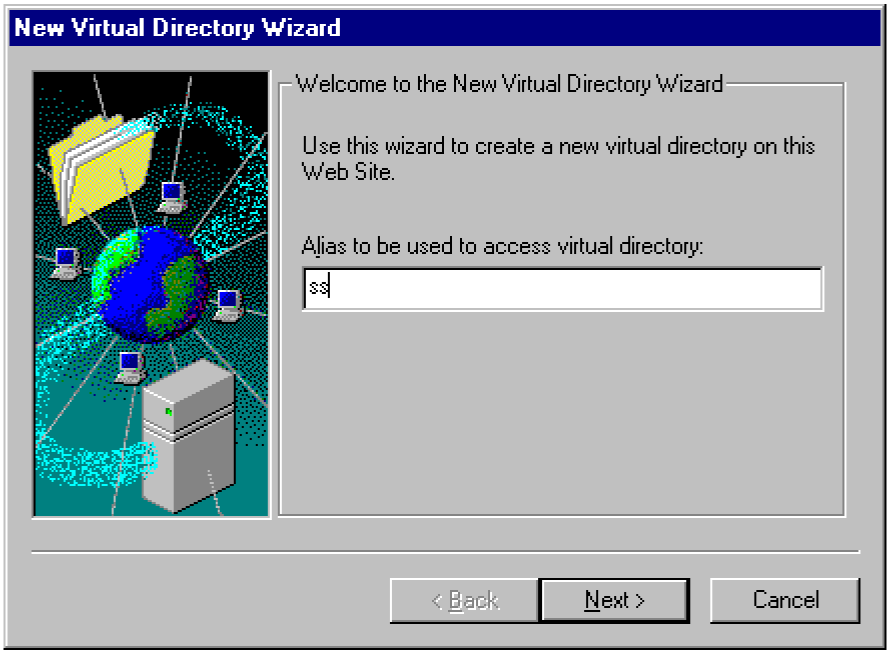
I. Create ShopSite Virtual Directories

Because the ShopSite, Shopping Cart, and images directories are not located under the Web server root, you must create virtual directories that are aliases of the actual directories. You must also set the correct permissions for those virtual directories.

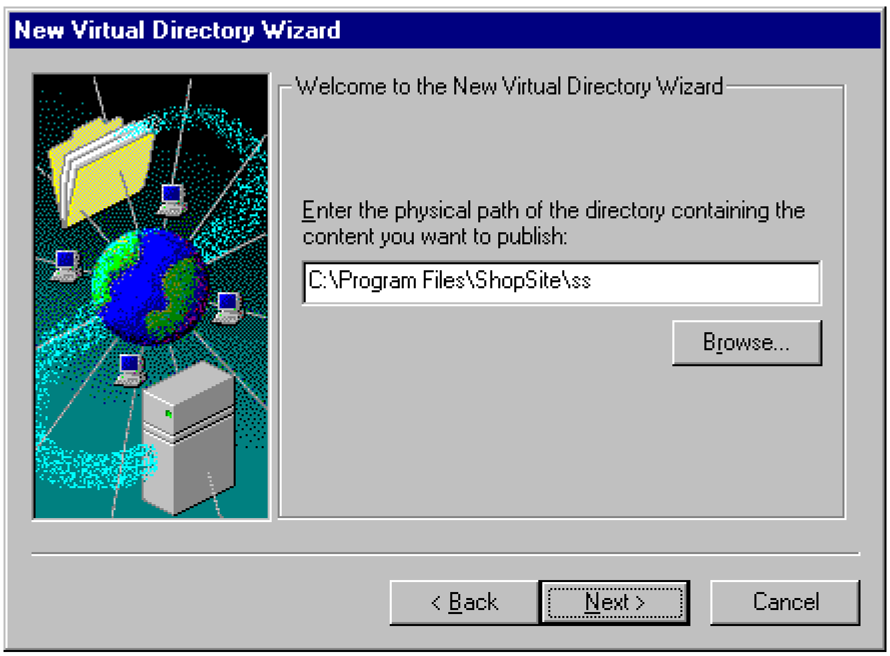
1. Start the Microsoft Management Console by clicking Start® Programs® Microsoft Internet Information Server® Internet Service Manager (the structure of your Start menu may be different).
2. Click the plus sign (+) next to the default web site for your system.
3. Right-click on the shopsite directory.
4. Select New and then Virtual Directory to start the New Virtual Directory Wizard.



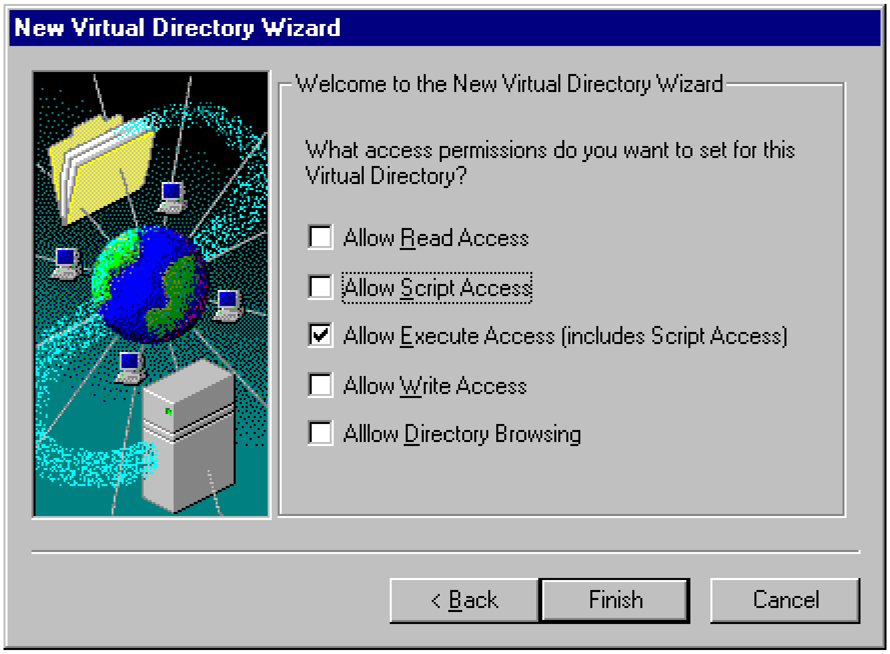
5. Type "ss" as the alias for the ShopSite virtual directory.



6. On the next screen, browse to the C:\Program Files\ShopSite\ss directory, then click Next.



7. On the next Wizard screen, check the Allow Execute Access box. Do not check any of the other boxes for access permissions.

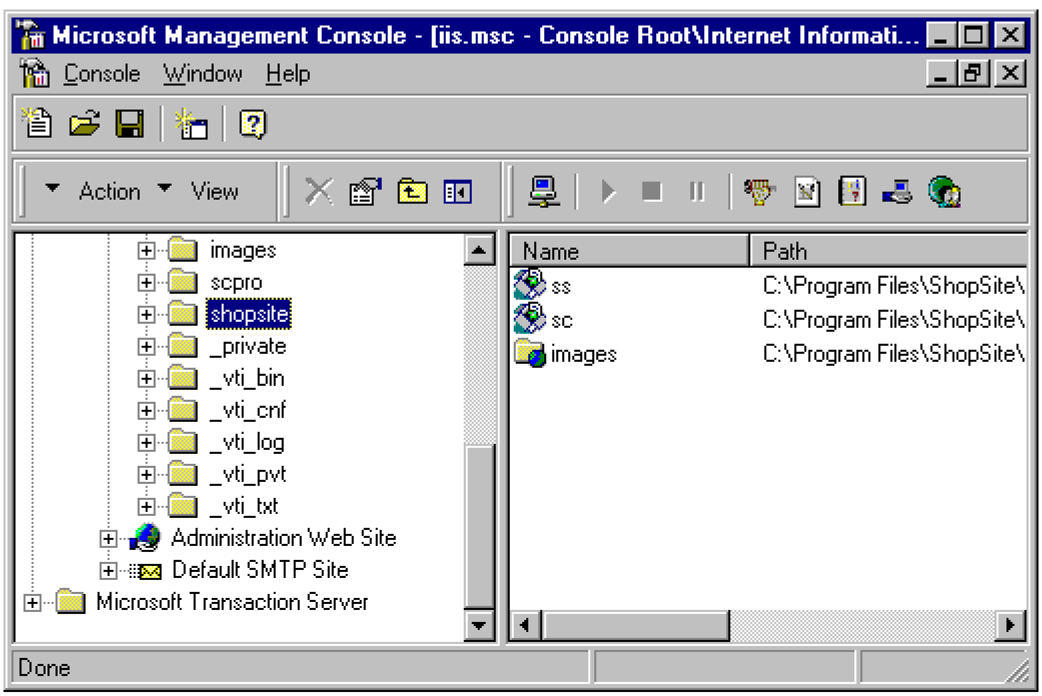


8. Click the Finish button.
9. Repeat steps 3 through 8, but this time use "sc" for the virtual directory alias, and link it to the C:\Program Files\ShopSite\sc directory.
10. Repeat steps 3 through 6 to create a virtual directory named "images" for the C:\Program Files\ShopSite\images directory. When you get to the screen for setting access permissions, only check the Allow Read Access box.

II. Set Authentication Methods

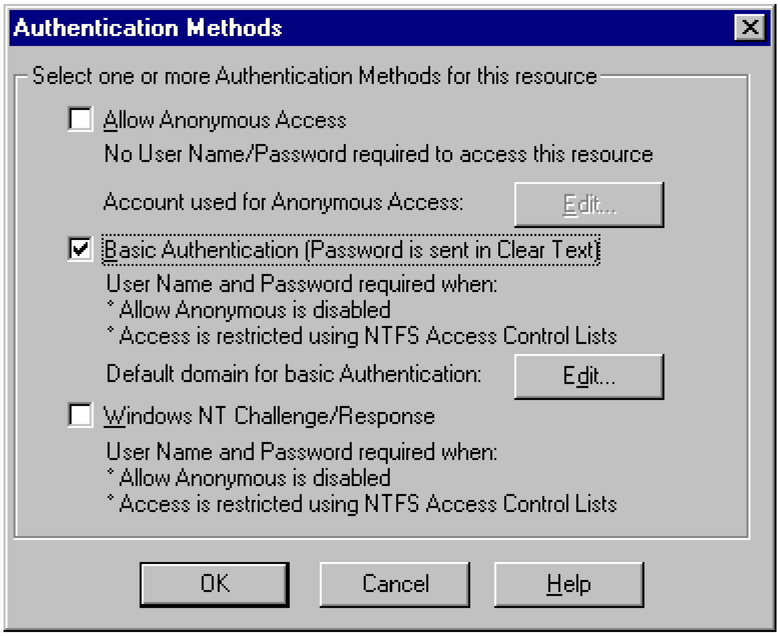
The ss virtual directory must be password-protected and only allow access to the merchant. Other directories must allow access to all Web users.

1. From the Microsoft Management Console, click the shopsite directory in the left pane so that the sc, ss, and images directories are visible in the right pane.

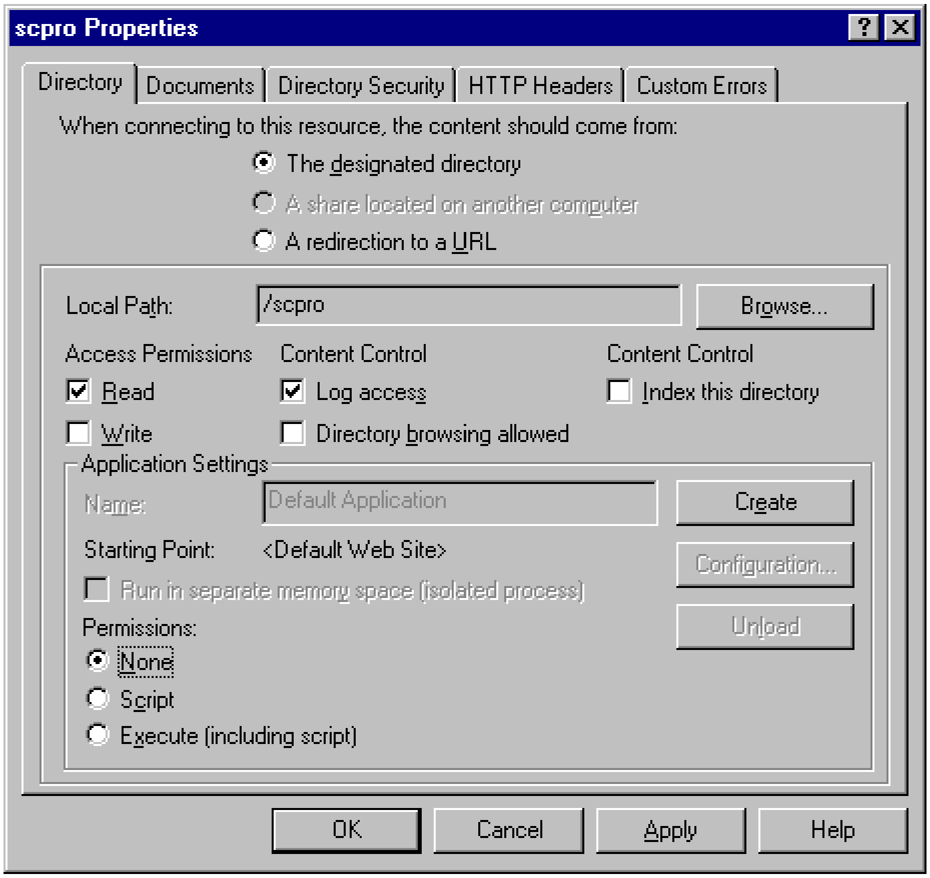


2. Right-click on the ss directory, then select Properties from the pop-up menu.
3. On the Virtual Directory tab, uncheck the Log access box, unless you want to track how often the merchants access their stores. ShopSite does not use this information to generate reports.

4. Click the Directory Security tab, then click the Edit button in the Anonymous Access and Authentication Control section.
5. Check the Basic Authentication box, and uncheck the Anonymous Access and Windows NT boxes. Click the Yes button when asked if you're sure you want to enable anonymous access. These settings will allow merchants to access ShopSite with their username and password, but will keep others out of this directory.



6. Click OK to return to the "ss Properties" dialog box, then click OK again to return to the Microsoft Management Console.
7. Right-click on the sc directory, then select Properties from the pop-up menu.
8. On the Virtual Directory tab, uncheck the Log access box, unless you want to track customer traffic on the order form. ShopSite does not use this information to generate reports.
9. Click the Directory Security tab, then click the Edit button in the Anonymous Access and Authentication Control section.
10. Check the Allow Anonymous Access box, and uncheck the Basic Authentication and Windows NT boxes. These settings will allow customers (anonymous Web users) to access the checkout and order form CGI programs in the Shopping Cart directory.
11. Click OK to return to the "sc Properties" dialog box, then click OK again to return to the Microsoft Management Console.
12. Repeat steps 7 through 11 for the images directory to allow anonymous access.
13. From the Microsoft Management Console, right-click the *StoreName* directory in the left pane, then click Properties. (This directory will contain the store pages.)
14. On the Virtual Directory tab:
    - Make sure that the Log access box is checked so that IIS tracks customer visits to the store. ShopSite uses this information to generate reports.
    - Enable Read Access, but do not enable Write Access.
    - Unless it is your policy for your server, do not check the boxes for "Directory browsing allowed" and "Index this directory." ShopSite does not need these features, but having them enabled will not interfere with ShopSite.
    - In the Permissions section (the bottom of the dialog box), select the None button to prevent merchants from running any kind of scripts or programs from their store pages. If your policy allows merchants to include scripts or CGI programs in their stores, make the appropriate selection. These settings for the store's HTML output directory are not related to the settings for the ShopSite and Shopping Cart CGI directories.



15. Click the Directory Security tab, then click the Edit button in the Anonymous Access and Authentication Control section.
16. Check the Allow Anonymous Access box, and uncheck the Basic Authenticationt and Windows NT boxes. These settings will allow customers (anonymous Web users) to browse the store's pages.
17. Click OK, then click OK again to return to the Microsoft Management Console.
18. Close the Microsoft Management Console.

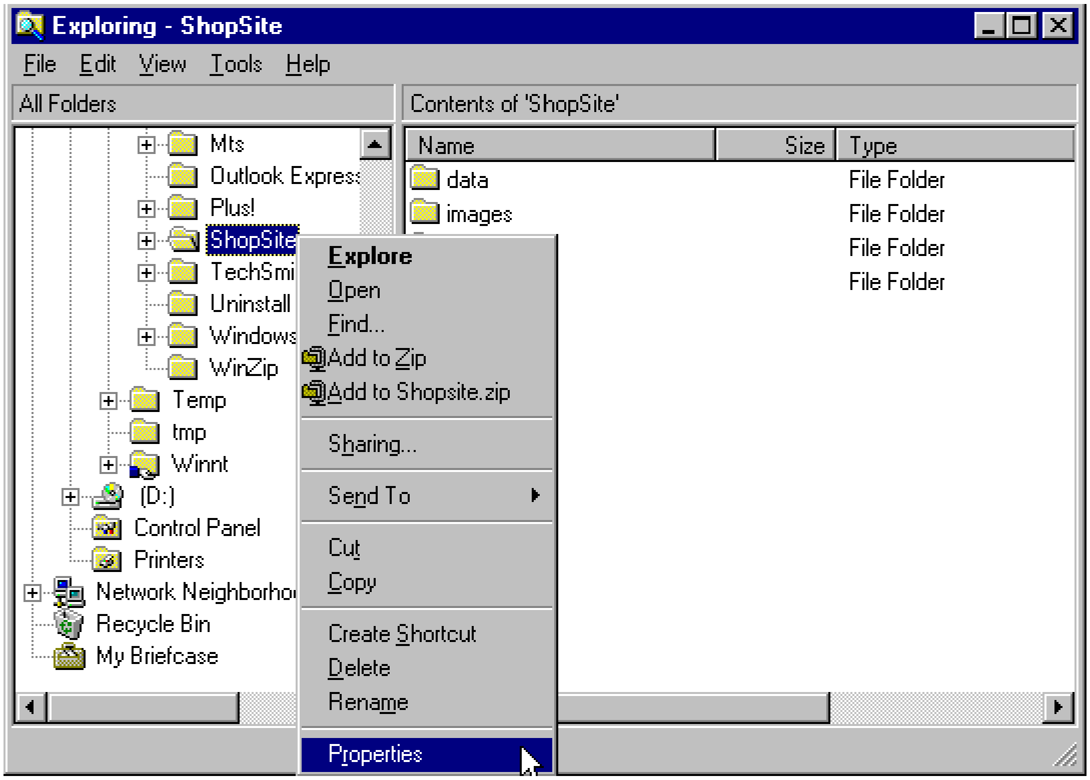
This table summarizes the IIS settings for ShopSite virtual directories:

Virtual Directory Alias	Physical Path	Access Permissions	Authentication Method
shopsite/ss	C:\Program Files\ShopSite\ss	Execute (including Script)	Basic Authentication
shopsite/sc	C:\Program Files\ShopSite\sc	Execute (including Script)	Allow Anonymous Access
shopsite/images	C:\Program Files\ShopSite\images	Read only	Allow Anonymous Access
StoreName (not a virtual directory)	C:\InetPub\wwwroot*StoreName*	Read only	Allow Anonymous Access

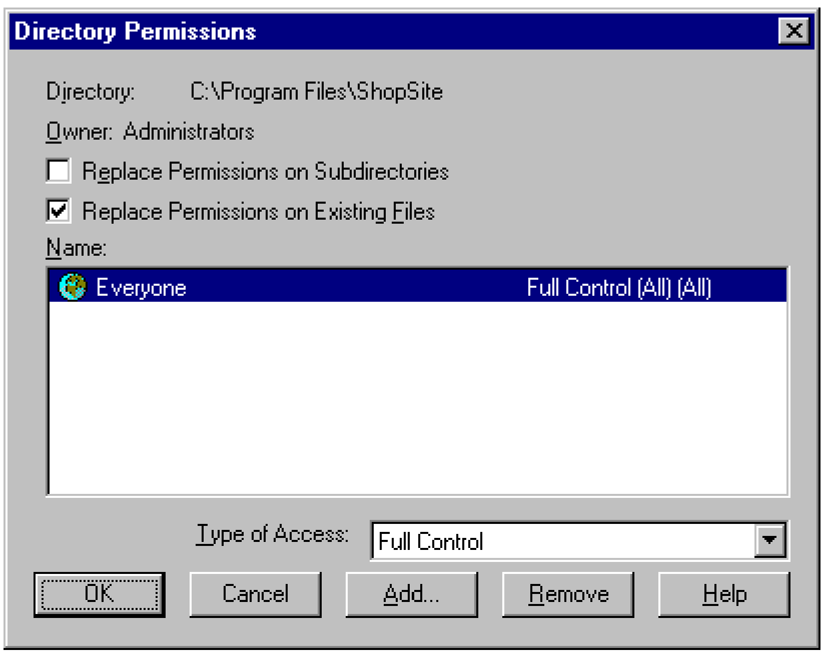
III. Set Access Permissions

In addition to configuring Web server access and authentication, you must configure directory access permissions through Windows NT Explorer.

1. From the task bar, click Start® Programs® Windows NT Explorer.
2. Browse to the ShopSite directory, which the Standard install put at c:\Program Files\ShopSite.
3. Right-click on the ss directory in the right pane, then select the Properties option.

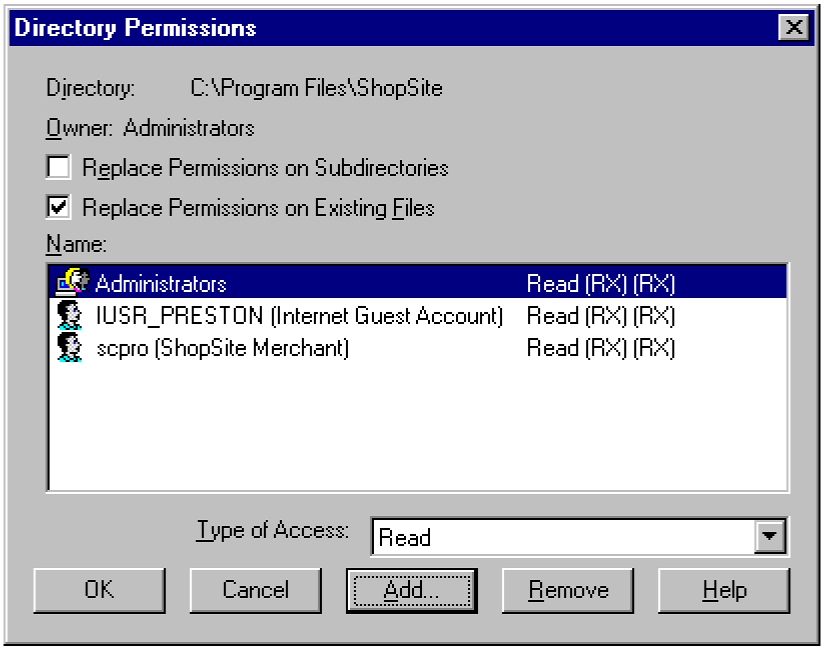


4. Select the Security tab then click the Permissions button.

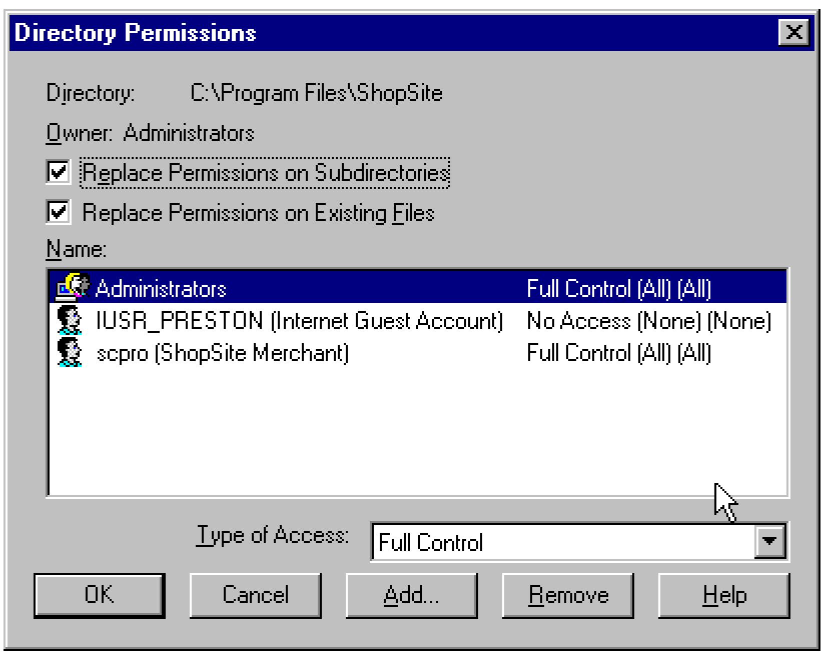


5. If "Everyone" appears in the Name list, select it and then click the Remove button (unless it is the policy on your server to allow everyone access to all directories).
6. Click the Add button to open the Add Users and Groups dialog box.
7. Click the Show Users button.
8. Scroll down the Names list and select the merchant account that you created earlier.
9. Click the Add button.
10. If you want NT Administrator accounts to have access to this directory (generally a good idea), select either Administrators or Administrator from the Names list and click the Add button.
11. Select the Internet Guest Anonymous Access account and click the Add button. The name for the anonymous account will usually be IUSR_*ServerName*.

12. Click OK.



13. In the Directory Permissions dialog box, be sure that the merchant account name is selected, then click the down arrow on the Type of Access box and select Full Control. Do the same for the Administrators account.
14. Set the Type of Access for the Internet Guest Account to No Access.
15. Make sure that both Replace Permissions on Subdirectories and Replace Permissions on Existing Files are checked, then click OK.



16. Click Yes if you are prompted to confirm that you want to change security information on subdirectories.
17. Click OK to exit the Properties dialog box.
18. Repeat the above steps to set the permissions on all ShopSite directories to match this table (the Administrator account should always have Full control):

Directory	Merchant Access Type	Internet Guest Access Type
C:\Program Files\ShopSite\ss	Full control	No access
C:\Program Files\ShopSite\sc	Full control	Change
C:\Program Files\ShopSite\images	Full control	Read only

C:\Program Files\ShopSite\data*StoreName*	Full control	Change
C:\InetPub\wwwroot*StoreName*	Full control	Read only

Configuring Access Permissions and Virtual Directories for Microsoft's IIS version 5 Server

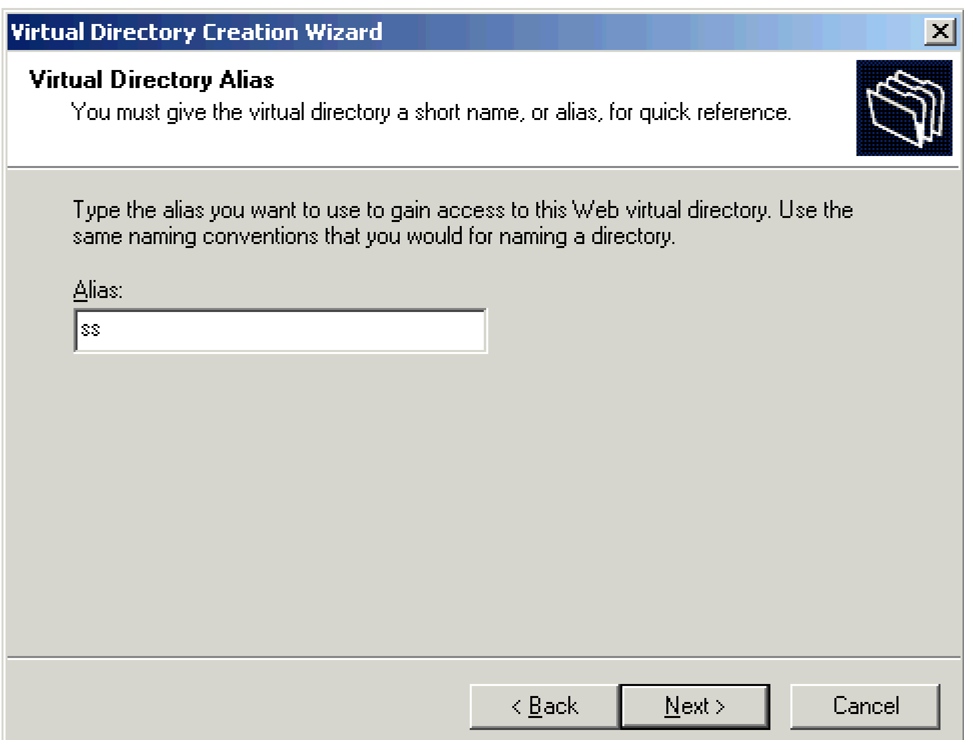
Follow these steps to set ShopSite access permissions and create virtual directories IIS version 5. Be sure to go step by step through these instructions, or ShopSite will not work.

Table of Contents

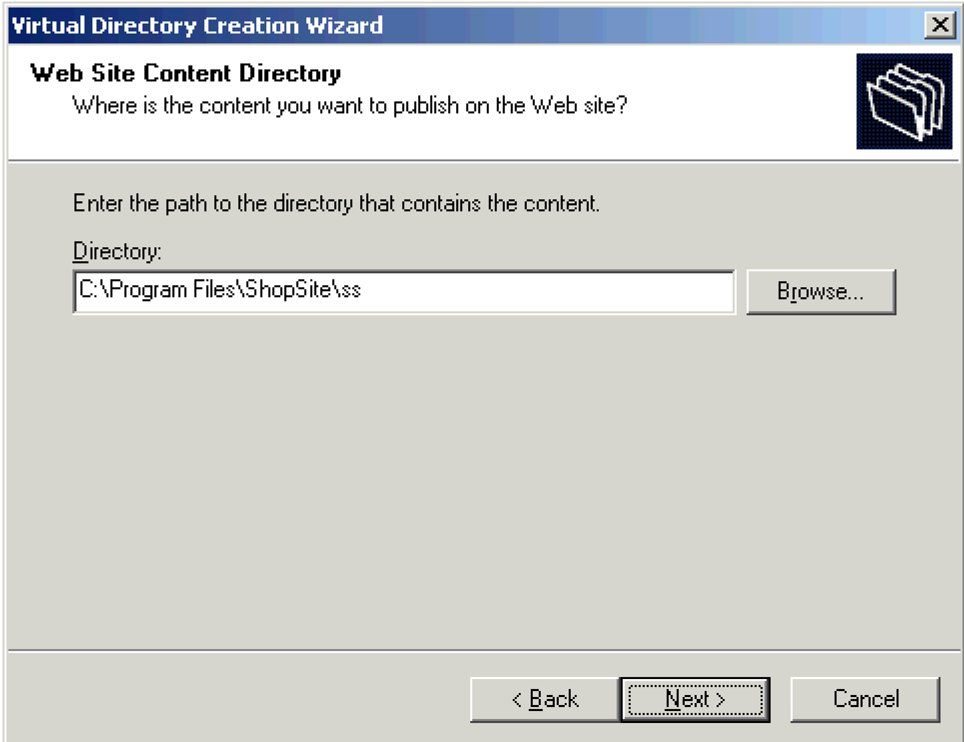
I. Create ShopSite Virtual Directories

Because the ShopSite, Shopping Cart, and images directories are not located under the Web server root, you must create virtual directories that are aliases of the actual directories. You must also set the correct permissions for those virtual directories.

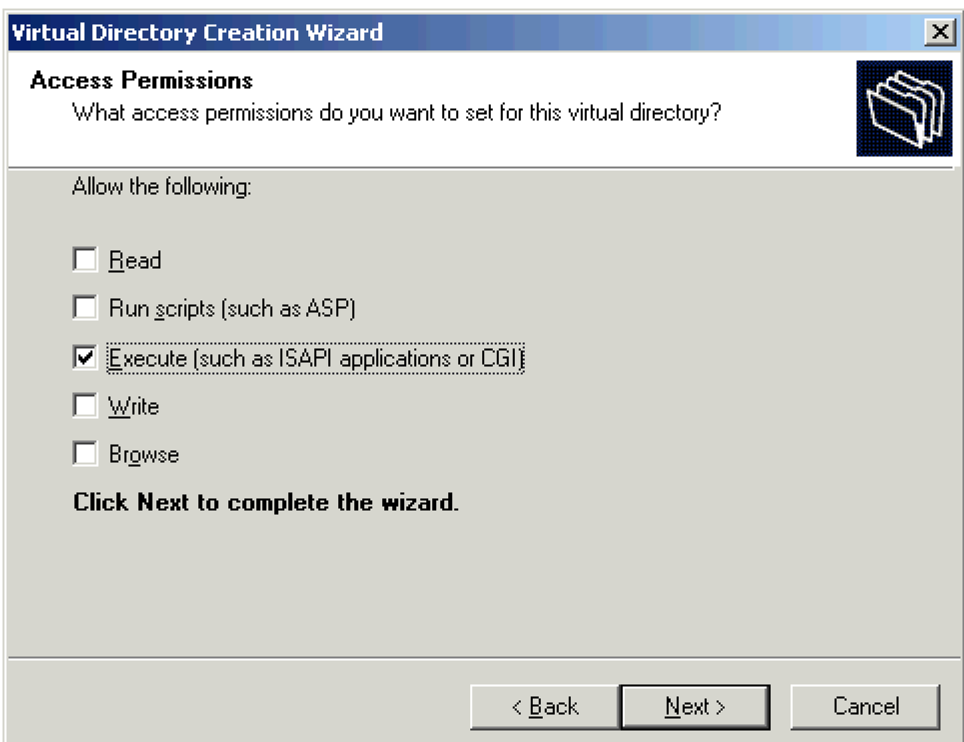
1. Open the Internet Information Services window by clicking Start® Programs® Administrative Tools® Internet Services Manager (the structure of your Start menu may be different).
2. Click the plus sign (+) next to your server's name, then click Default Web Site.
3. Right-click on the shopsite directory.
4. Select New and then Virtual Directory to start the Virtual Directory Creation Wizard.
5. Click Next to advance to the Virtual Directory Alias screen. Enter "ss" as the alias for the ShopSite virtual directory.



6. On the next screen, browse to the C:\Program Files\ShopSite\ss directory, then click Next.



7. On the next Wizard screen, check the Execute box. Do not check any of the other boxes for access permissions.

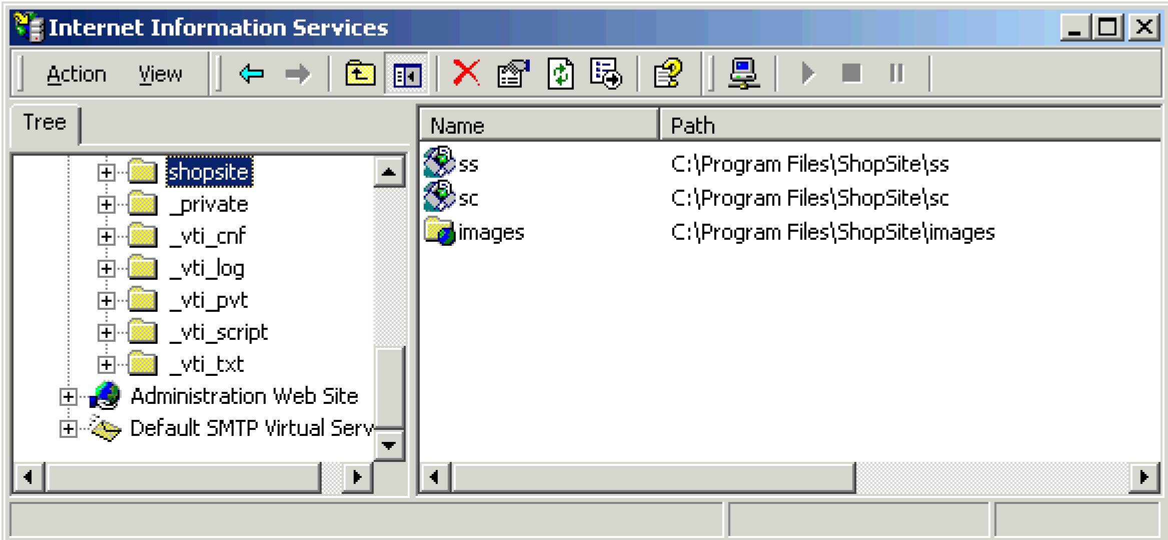


8. Click Next and then the Finish button.
9. Repeat steps 3 through 8, but this time use "sc" for the virtual directory alias, and link it to the C:\Program Files\ShopSite\sc directory.
10. Repeat steps 3 through 6 to create a virtual directory named "images" for the C:\Program Files\ShopSite\images directory. When you get to the screen for setting access permissions, only check the Read box.

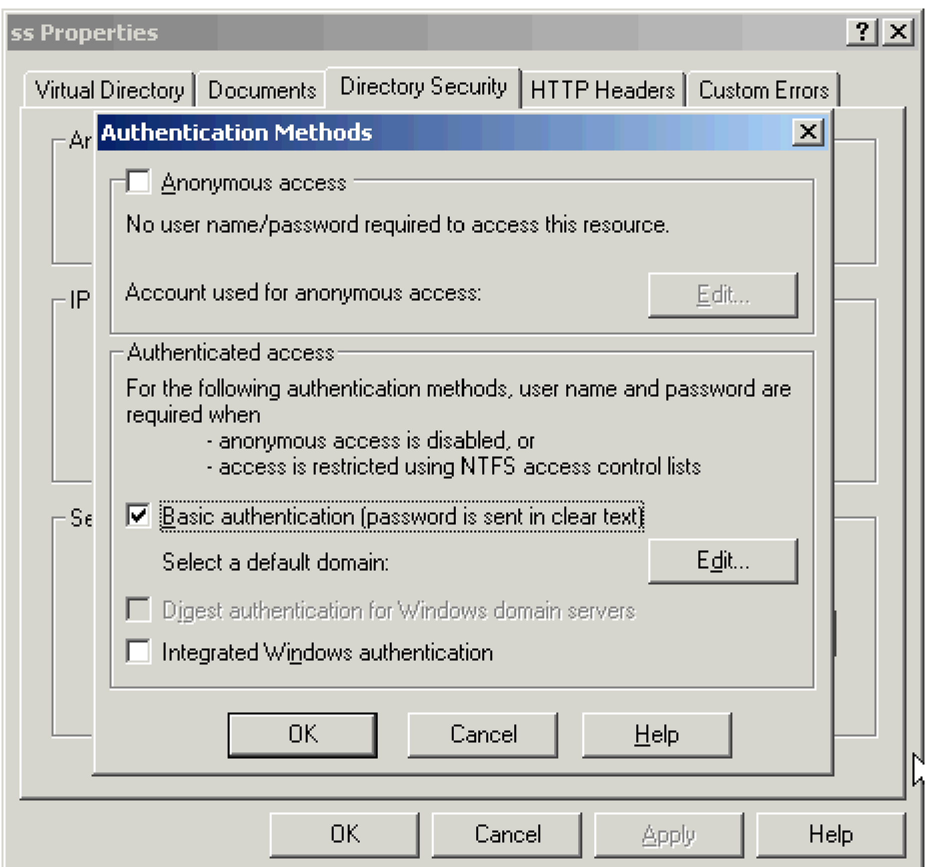
II. Set Authentication Methods

The ss virtual directory must be password-protected and only allow access to the merchant. Other directories must allow access to all Web users.

1. From the Internet Informatin Services window, click the shopsite directory in the left pane so that the sc, ss, and images directories are visible in the right pane.



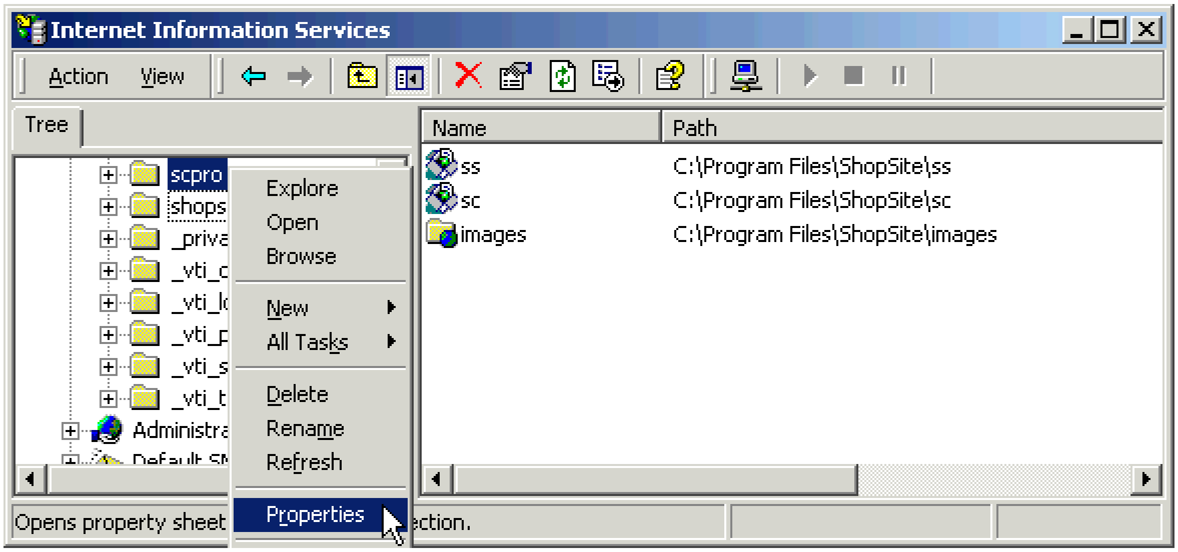
2. Right-click on the ss directory, then select Properties from the pop-up menu.
3. On the Virtual Directory tab, uncheck the Log visits box, unless you want to track how often the merchants access their stores. ShopSite does not use this information to generate reports.
4. Click the Directory Security tab, then click the Edit button in the Anonymous access and authentication control section.
5. Check the Basic authentication box, and uncheck the Anonymous access and Integrated Windows authentication boxes. Click the Yes button when asked if you're sure you want to enable anonymous access. These settings will allow merchants to access ShopSite with their username and password, but will keep others out of this directory.



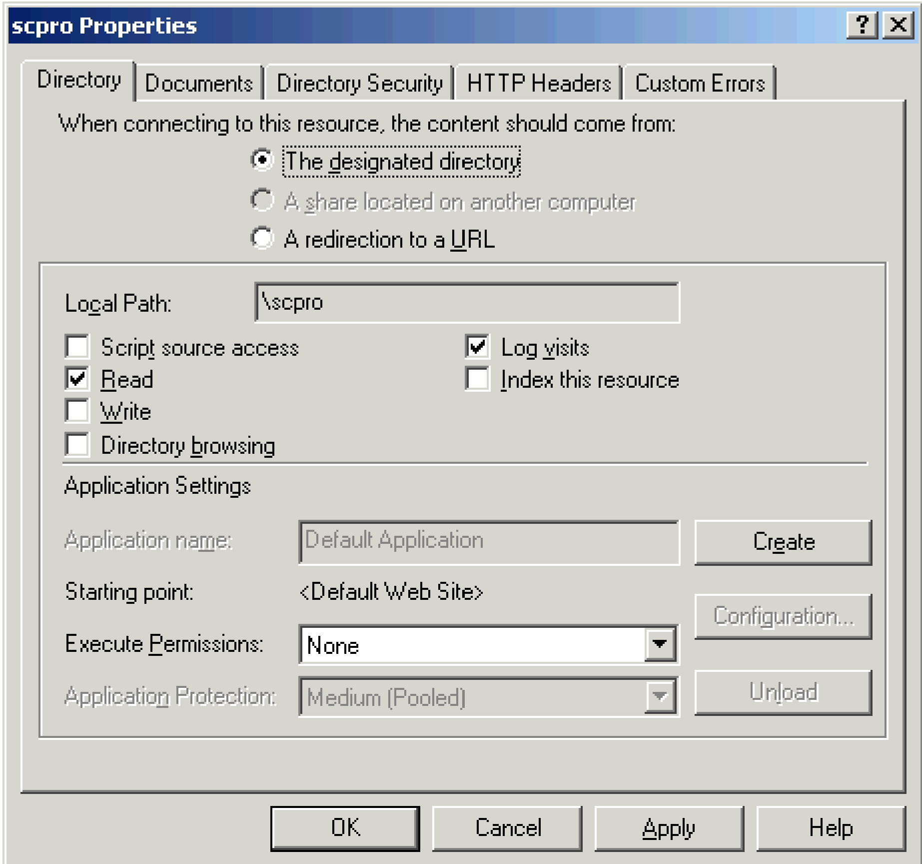
6. Click OK to return to the "ss Properties" dialog box, then click OK again to return to the Internet Information

Services window.

7. Right-click on the sc directory, then select Properties from the pop-up menu.
8. On the Virtual Directory tab, uncheck the Log visits box, unless you want to track customer traffic on the order form. ShopSite does not use this information to generate reports.
9. Click the Directory Security tab, then click the Edit button in the Anonymous access and authentication control section.
10. Check the Anonymous access box, and uncheck the Basic authentication and Integrated Windows authentication boxes. These settings will allow customers (anonymous Web users) to access the checkout and order form CGI programs in the Shopping Cart directory.
11. Click OK to return to the "sc Properties" dialog box, then click OK again to return to the Microsoft Management Console.
12. Repeat steps 7 through 11 for the images directory to allow anonymous access.
13. From the Internet Information Services window, right-click the *StoreName* directory in the left pane, then click Properties. (This directory will contain the store pages.)



14. On the Directory tab:
    - Make sure that the Log visits box is checked so that IIS tracks customer visits to the store. ShopSite uses this information to generate reports.
    - Enable Read access, but do not enable Write access.
    - Unless it is your policy for your server, do not check the boxes for "Directory browsing" and "Index this resource." ShopSite does not need these features, but having them enabled will not interfere with ShopSite.
    - In the Execute Permissions drop-down list (the bottom of the dialog box), select None to prevent merchants from running any kind of scripts or programs from their store pages. If your hosting policy allows merchants to include scripts or CGI programs in their stores, make the appropriate selection. These settings for the store's HTML output directory are not related to the settings for the ShopSite and Shopping Cart CGI directories.



15. Click the Directory Security tab, then click the Edit button in the Anonymous access and authentication control section.
16. Check the Anonymous access box, and uncheck the Basic authentication and integrated Windows authentication boxes. These settings will allow customers (anonymous Web users) to browse the store's pages.
17. Click OK, then click OK again to return to the Internet Information Services window.
18. Close the Internet Information Services window.

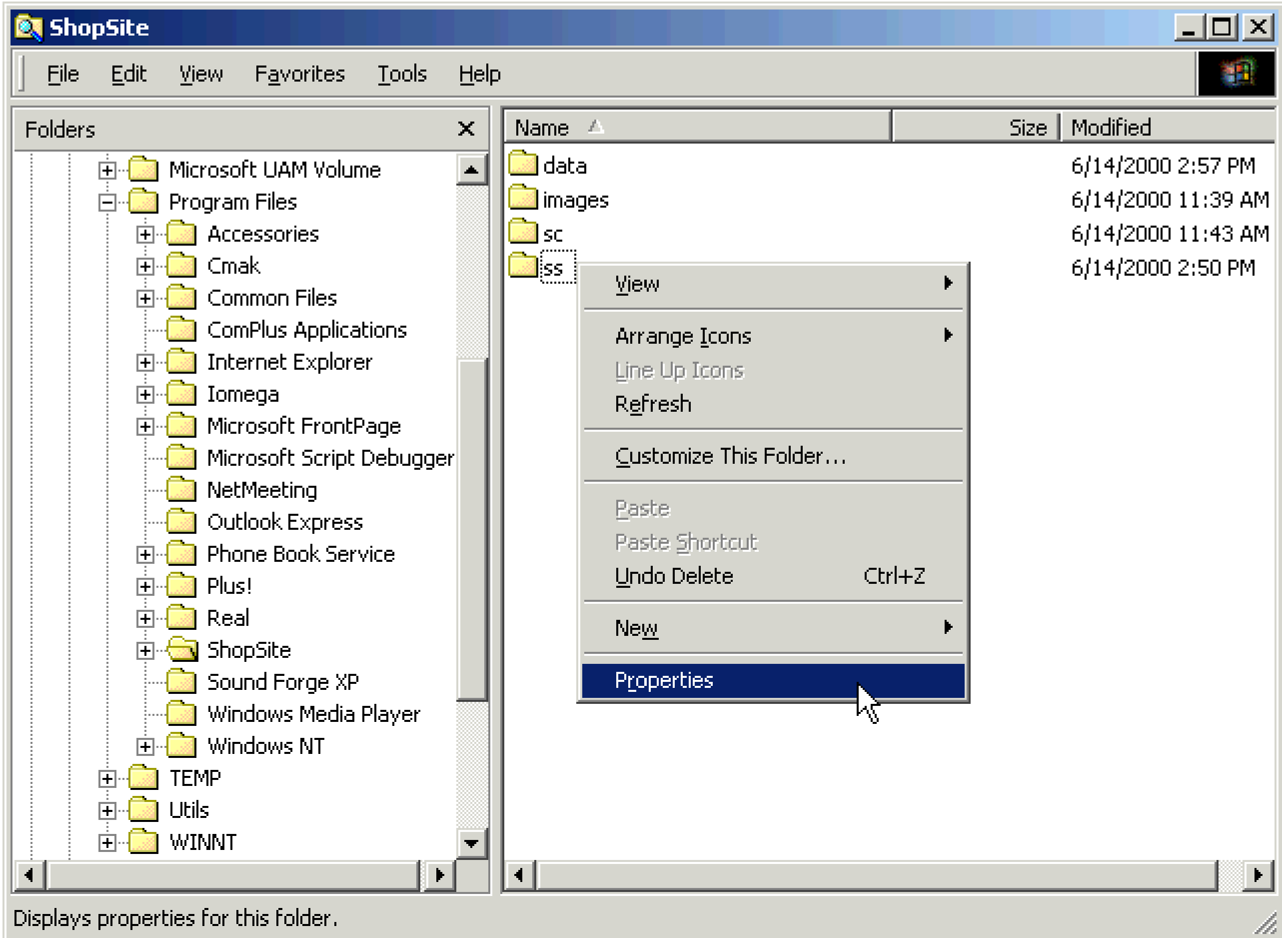
This table summarizes the IIS settings for ShopSite virtual directories:

Virtual Directory Alias	Physical Path	Access Permissions	Authentication Method
shopsite/ss	C:\Program Files\ShopSite\ss	Execute (including Script)	Basic Authentication
shopsite/sc	C:\Program Files\ShopSite\sc	Execute (including Script)	Anonymous Access
shopsite/images	C:\Program Files\ShopSite\images	Read only	Anonymous Access
StoreName (not a virtual directory)	C:\InetPub\wwwroot*StoreName*	Read only	Anonymous Access

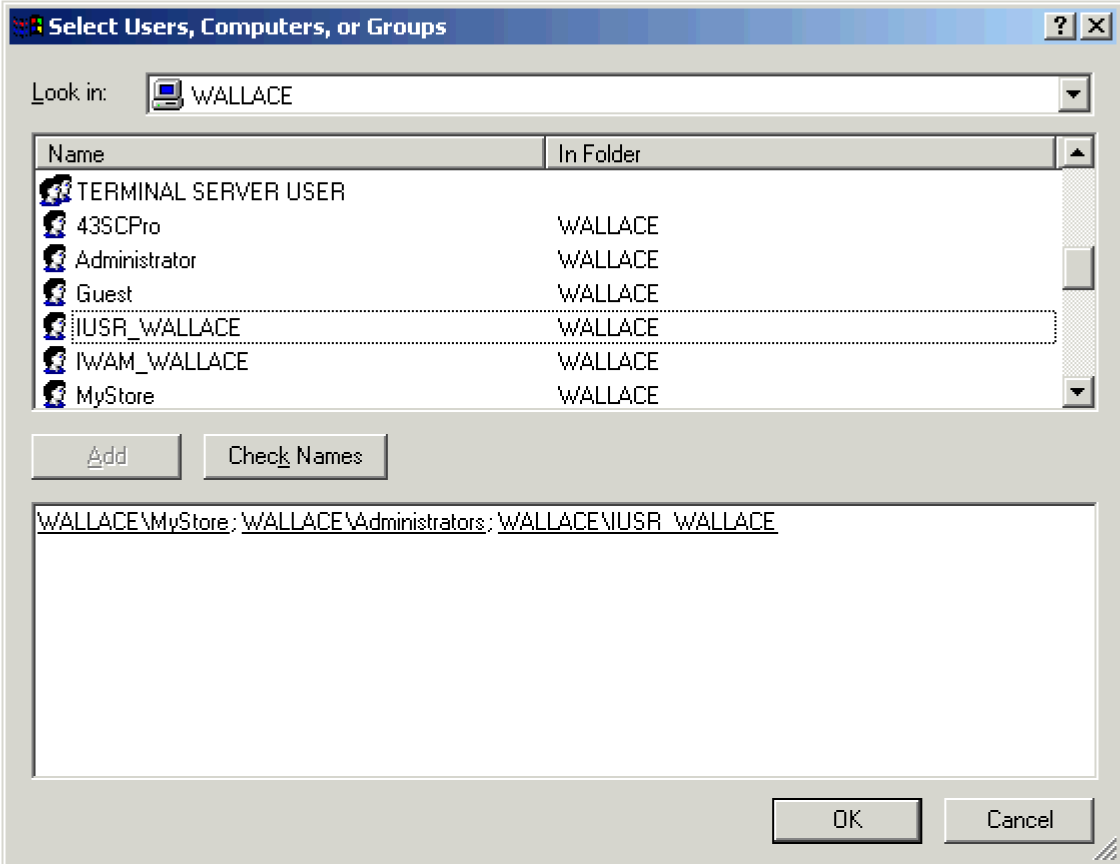
III. Set Access Permissions

In addition to configuring Web server access and authentication, you must configure directory access permissions through Windows Explorer.

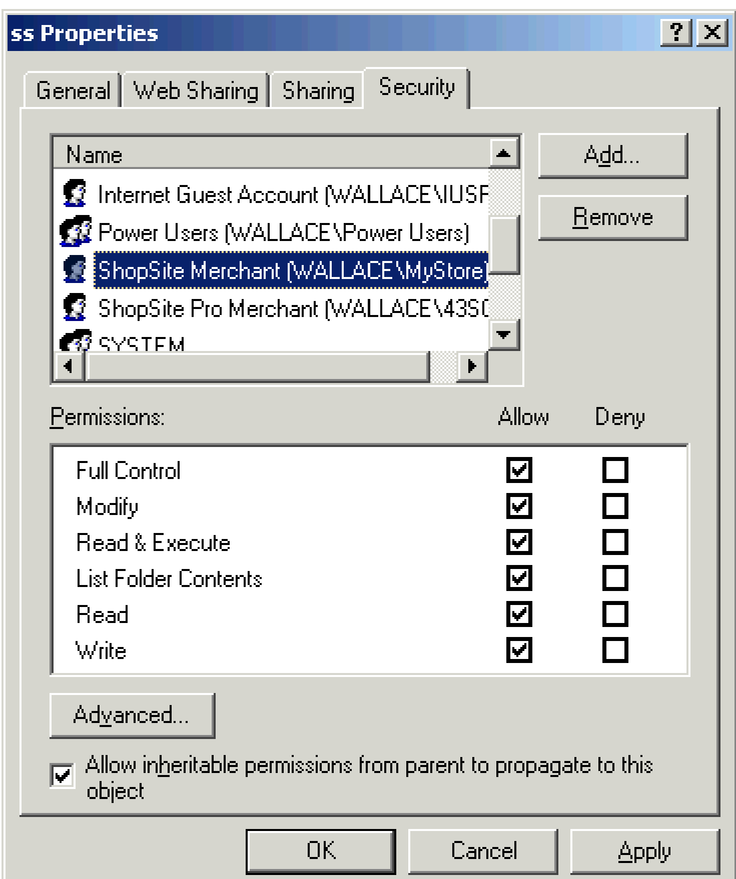
1. From the task bar, click Start® Programs® Accessories® Windows Explorer.
2. Browse to the ShopSite directory, which the Standard install put at c:\Program Files\ShopSite.
3. Right-click on the ss directory in the right pane, then select the Properties option.



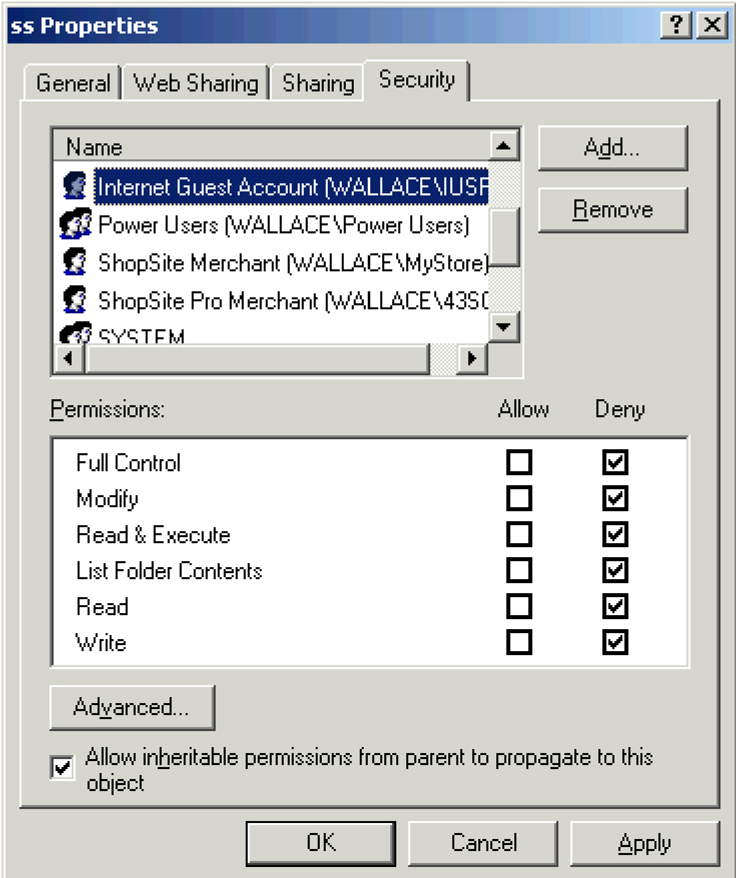
4. Select the Security tab.
5. If "Everyone" appears in the Name list, select it and then click the Remove button (unless it is the policy on your server to allow everyone access to all directories).
6. Click the Add button to open the Select Users, Computers, or Groups dialog box.
7. Scroll down the Name list and select the merchant account that you created earlier.
8. Click the Add button.
9. If you want Windows Administrator accounts to have access to this directory (generally a good idea), select the "Administrator" account or "Administrators" group and click the Add button.
10. Select the Internet Guest Anonymous Access account and click the Add button. The name for the anonymous account will usually be IUSR_*ServerName*.



11. Click OK.
12. In the ss Properties dialog box, be sure that the merchant account name is selected, then click the Full Control checkbox. Do the same for the Administrator account or group.



13. Select the Internet Guest Account and set all permissions to Deny.



14. Click OK to exit the Properties dialog box.

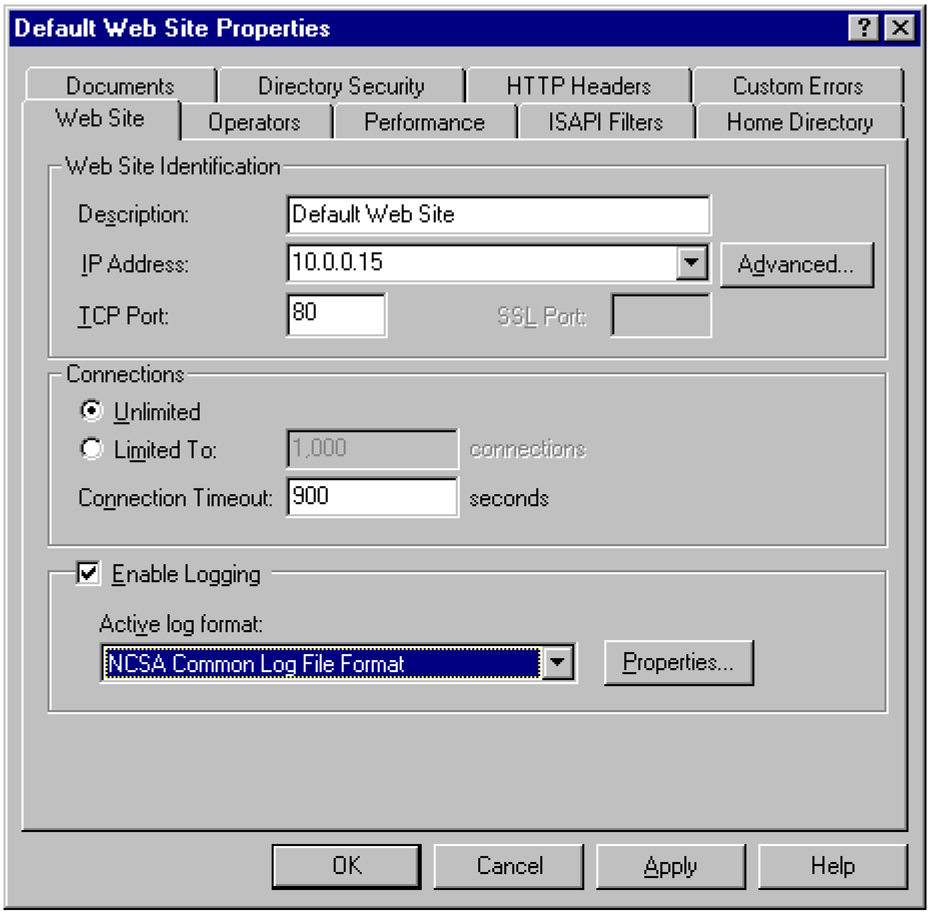
15. Repeat the above steps to set the permissions on all ShopSite directories to match this table (the Administrator account should always have Full control):

Directory	Merchant Access Type	Internet Guest Access Type
C:\Program Files\ShopSite\ss	Full control	Deny everything
C:\Program Files\ShopSite\sc	Full control	Modify
C:\Program Files\ShopSite\images	Full control	Read
C:\Program Files\ShopSite\data*StoreName*	Full control	Modify
C:\InetPub\wwwroot*StoreName*	Full control	Read

Configuring Logging for Microsoft's IIS version 4 Server

To view the Web Server statistics (hits, pages viewed, etc.) from ShopSite, the server log format needs to conform to the NCSA format. Follow these steps to set the logging format.

1. **Start the Microsoft Management Console by clicking Start® Programs® Microsoft Internet Server® Internet Service Manager.**
2. **Right click on the HTTP server, then click Properties.**
3. **Ensure that the Enable Logging box is checked.**
4. **Select NCSA Common Log File Format for the Active log format.**



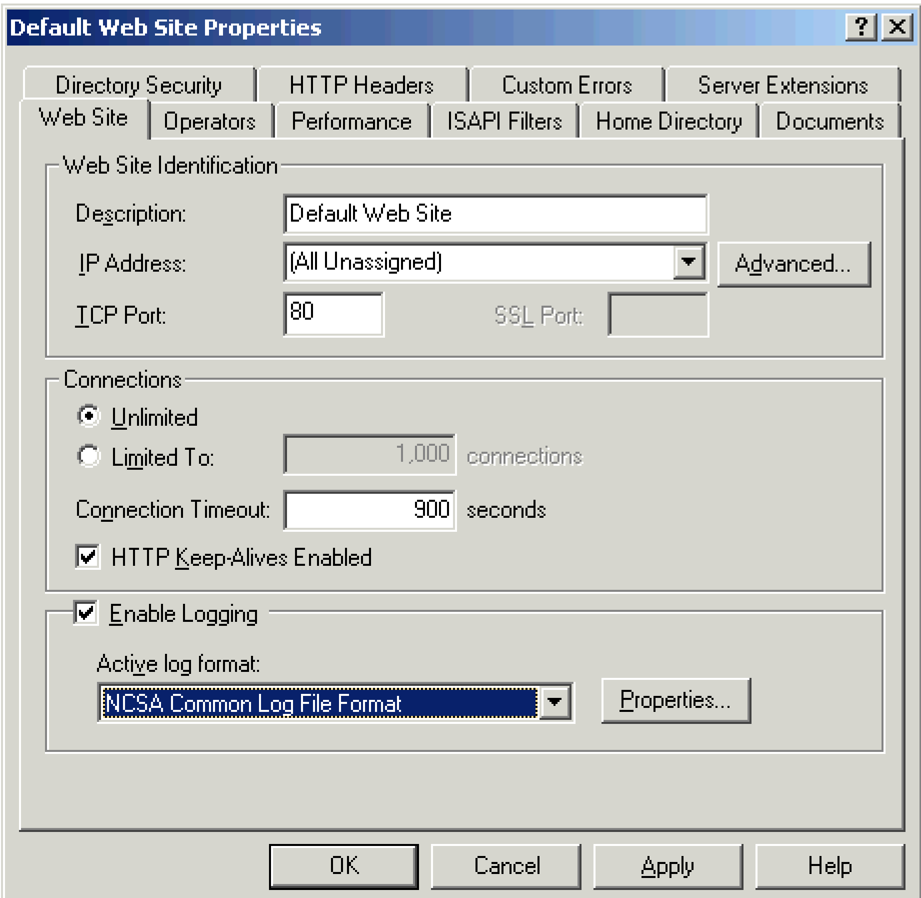
5. **Click OK.**

Note: You must configure each ShopSite store to read the log file from the appropriate directory. If the NCSA Logging Properties are set to rotate the log file, you must reconfigure ShopSite each time the log file name changes. An alternative solution is to have a program automatically append the contents of the current log to a known file before a new log file is created, and configure ShopSite to read from the known file.

Configure Logging for Microsoft's IIS version 5 Server

To view the Web Server statistics (hits, pages viewed, etc.) from ShopSite, the server log format needs to conform to the NCSA format. Follow these steps to set the logging format.

1. **Open the Internet Information Services window by clicking Start® Programs® Administrative Tools® Internet Service Manager.**
2. **Click the plus sign (+) next to your server's name.**
3. **Right click on Default Web Site, then click Properties.**
4. **Ensure that the Enable Logging box is checked.**
5. **Select NCSA Common Log File Format for the Active log format.**



6. **Click OK.**

Note: You must configure each ShopSite store to read the log file from the appropriate directory. If the NCSA Logging Properties are set to rotate the log file, you must reconfigure ShopSite each time the log file name changes. An alternative solution is to have a program automatically append the contents of the current log to a known file before a new log file is created, and configure ShopSite to read from the known file.

Create a Merchant User Account in Windows NT

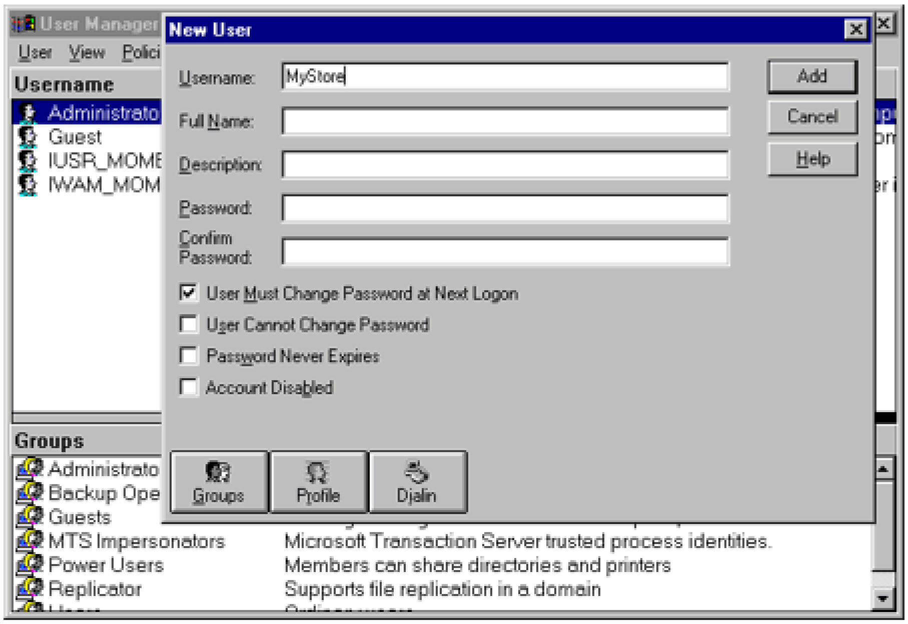
Follow these steps to create a ShopSite merchant account in Microsoft Windows NT Server.

Table of Contents

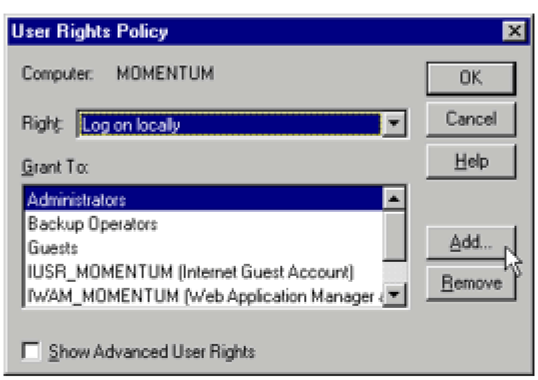
I. Create a User Account for the Merchant

Each merchant must have a unique NT user account, and the account name *must* be the same as the store ID specified in the **store.auth** file.

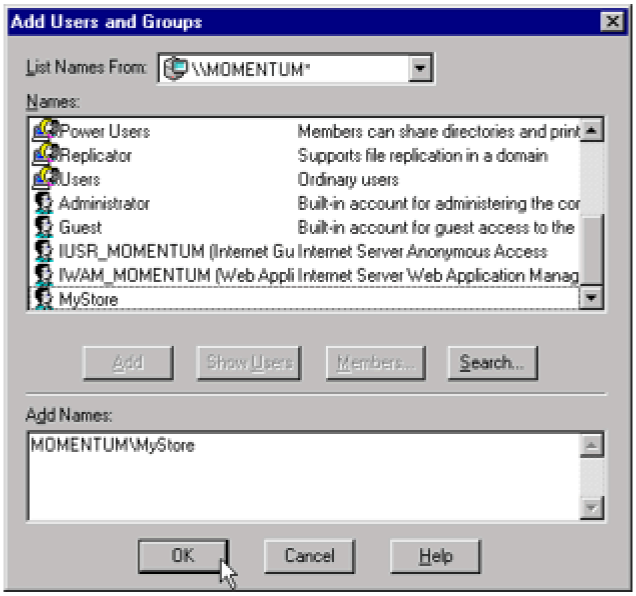
1. Open the User Manager by clicking **Start**® **Programs**® **Administrative Tools**® **User Manager for Domains**.
2. Click the **User** menu, then click **New User**.
3. Enter the username and password for the merchant. Fill in the other fields according to the policies for your server. Click **Add**, then click **Close**.



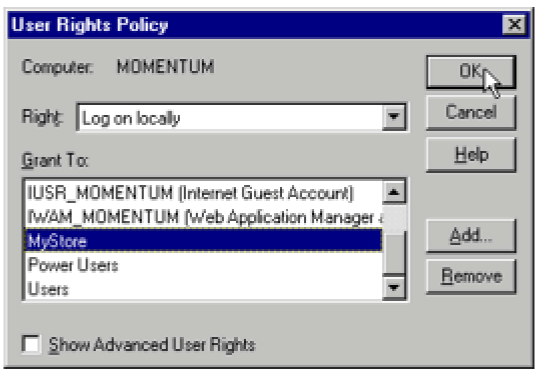
4. Select the new user from the **Username** list in the User Manager. Click the **Policies** menu, then click **User Rights**.
5. In the User Rights Policy dialog box, click the pull-down **Rights** menu and select **Log on locally**. Click the **Add** button on the right side of the screen to open the Add Users and Groups dialog box.



6. Click the **Show Users** button in the middle of the dialog box. From the **Names** list, select the new merchant account, and then click the **Add** button. Click the **OK** button at the bottom of the dialog box.



7. The merchant's user account should now be listed in the **Grant To** box of the User Rights Policy dialog box (you may have to scroll the list to see it). Click the **OK** button.

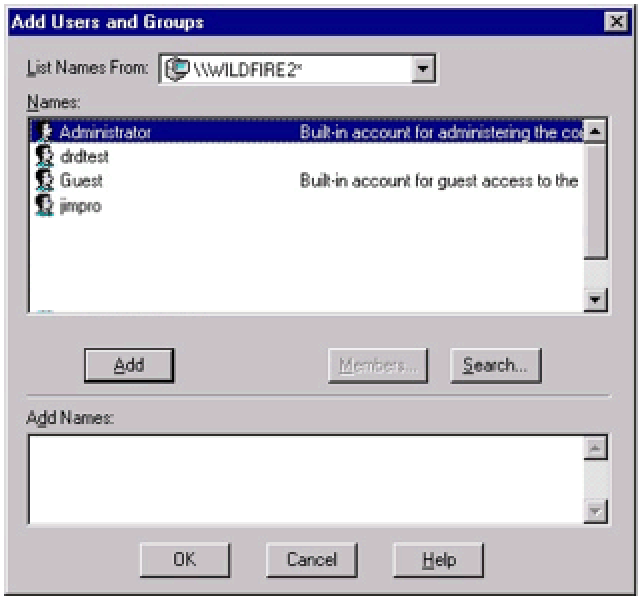


8. Close the User Manager.

II. Create a ShopSite Group and Add the Merchant Account

All merchant accounts must be in a "ShopSite" group.

1. Open the User Manager by clicking **Start**® **Programs**® **Administrative Tools**® **User Manager for Domains**.
2. Click the **User** menu, then click **New Local Group**.
3. Enter "ShopSite" as the Group name (without the quotes).
4. Click the Add button.
5. In the Add Users and Groups screen, scroll down in the list and double-click on the merchant account that you just created, then click the Add button. Click OK at the bottom of the screen.



6. Back on the New Local Group screen, verify that the merchant account name appears in the list of members, then click OK.
