

shop**site**®

Shopping Cart Software

version 10 PRO



Screen Reference

ShopSite Shopping Cart Software

version 10 PRO

Screen Reference

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New Features in ShopSite 10.0

<u>New Features in ShopSite 10.0</u>	
<p><u>Back Office</u></p> <ul style="list-style-type: none">• HTML Editor• Doba drop shipping• Order Anywhere Wizard• 4 New Themes <p><u>Commerce Tools</u></p> <ul style="list-style-type: none">• Value Added Tax (VAT/GST)• Multiple Shipping Carriers• Customer Registration Upload/Download• Inventory API• Partial Percentage Coupons <p><u>Security/Reliability</u></p> <ul style="list-style-type: none">• Remote Orders Database• Option to Not Save Customer Address in Cookies	<p><u>Payment Gateways</u></p> <ul style="list-style-type: none">• ACH Direct Payment• Google Checkout for UK Merchants• Improved PayPal Fraud Protection <p><u>Feature Enhancements</u></p> <ul style="list-style-type: none">• Google Analytics in Manager• Custom Page/Product Fields in Manager• Page Sort in Manager• Improved Shipping API• Display Same Billing and Shipping Address• New Google Analytics Code• Native FreeBSD 6

[Click here](#) to view the features included in version 9.0.

New Features in ShopSite 10.0

Back Office

- **HTML Editor** (Pro, Manager, Starter)
Many text fields can now be edited using a word processor-like HTML Editor. Toolbar buttons allow merchants to quickly add layout and style elements, and view the results as they edit the text.
- **Doba drop shipping** (Pro, Manager, Starter)
ShopSite has integrated support for Doba drop shipping service. Doba has over 1,000,000 products you can sell without having to physically handle a single product. ShopSite can automatically import product information from Doba and post it to the

merchant's store for ordering by shoppers. Order information is directly sent to Doba for fulfillment.

- **Order Anywhere Wizard** (Pro, Manager, Starter)
Merchants who want to add order buttons to an existing website can easily use the ShopSite Wizard's new option to generate order buttons. New merchants who choose the order button path in the wizard will be guided through the process of configuring ShopSite and creating order buttons that can be added to existing web pages.
- **4 New Themes** (Pro, Manager, Starter)
Four new store layout themes have been added to ShopSite. The Curved, Crop Circles, Texturize, and Congruence themes each have a variety of stylish color schemes for merchants to pick from.

Commerce Tools

- **Value Added Tax (VAT/GST)** (Pro, Manager, Starter)
Merchants in the European Union can now use an integrated VAT/GST calculator. ShopSite can be configured to automatically calculate value added tax based off the merchant's country and the customer's country and postal code.
- **Multiple Shipping Carriers** (Pro, Manager)
ShopSite now allows merchants to display shipping rates from multiple carriers in the shopping cart. Merchants can subscribe for UPS, FedEx, and USPS real-time shipping quotes, then display quotes from each of the services for the customer to select from.
- **Customer Registration Upload/Download** (Pro)
Registered customer information can now be updated or added to ShopSite using an XML or delimited text format.
- **Inventory API** (Pro)
A new API has been added for developers of third-party inventory control applications. The API allows merchants to use an add-on application to track and manage product inventory in ShopSite.
- **Partial Percentage Coupons** (Pro)
Coupons now allow partial percentage discounts. Merchants can create discounts in increments smaller than one percent, such as a 17.5% or 1.25% discount.

Security/Reliability

- **Remote Orders Database** (Pro, Manager, Starter)
Merchants who store sensitive customer information, such as credit card numbers, can configure ShopSite to store the sensitive order information in a remote database. Storing sensitive information on a remote server in an internal network zone is a PCI requirement.
- **Option to Not Save Customer Address in Cookies** (Pro, Manager, Starter)
Merchants can select whether or not ShopSite should remember customer address information. The customer address cookie provides convenience for customers using their own personal computer to place orders, but may be a privacy concern for customers using shared or public computers. Sensitive information, such as credit card numbers, are never stored in a cookie.

Payment Gateways

- **ACH Direct Payment** (Pro, Manager, Starter)
Support for the ACH Direct PaymentsGateway has been added to ShopSite. Merchants can use ACH Direct PaymentsGateway for realtime processing of credit card and e-check payments.
- **Google Checkout for UK Merchants** (Pro, Manager, Starter)
ShopSite has added support for Google Checkout merchants in the UK.
- **Improved PayPal Fraud Protection** (Pro, Manager, Starter)
ShopSite has been updated to use PayPal's latest APIs, which offer improved fraud protection features.

Feature Enhancements

- **Google Analytics in Manager** (Pro, Manager)
Google Analytics is now available to ShopSite Manager merchants.
- **Custom Page/Product Fields in Manager** (Pro, Manager)
The Custom Fields for Pages and Products have been added to Manager stores.
- **Page Sort in Manager** (Pro, Manager)
ShopSite Manager merchants now have the option to have ShopSite automatically sort the links and products listed on a page.
- **Improved Custom Shipping Add-on** (Pro)
The Custom Shipping Add-on feature now includes support for Google Checkout and coupons.
- **Display Same Billing and Shipping Address** (Pro, Manager, Starter)
If customers check the box to use their billing address for the shipping address also, ShopSite now automatically updates the shipping Address fields to match the billing address.
- **New Google Analytics Code** (Pro, Manager)
The latest version of Google Analytics tracking code is now supported by ShopSite's integrated Google Analytics feature.
- **Native FreeBSD 6** (Pro, Manager, Starter)
ShopSite now runs natively on FreeBSD 6. Merchants on FreeBSD 6 servers no longer require the 4.x compatibility libraries to run ShopSite.

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:

<u>Pages</u>	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.
<u>Products</u>	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.
<u>Images</u>	Manage images or other media files to use on your store. You can use images with products, on store pages, as buttons, and more.
<u>Merchandising</u>	Manage merchandising features. ShopSite includes many merchandising features to help you attract customers to your store, and keep them coming back.
<u>Orders</u>	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.
<u>Reports</u>	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.
<u>Commerce Setup</u>	Manage commerce features. Use the Commerce Setup features to configure your store's ordering system, payment methods, shipping, customer registration, and sales tax calculation.
<u>Utilities</u>	General store management utilities, including the Store Builder Wizard and database management utilities.
<u>Preferences</u>	Manage general store preferences, such as customizing store text or selecting a theme layout and color scheme.

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.

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.


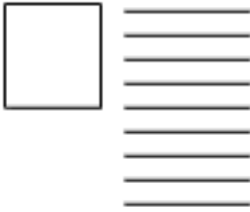
Consult the list below for explanations of the different fields. If there are any fields that you do not understand, leave the default setting.

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.
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	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
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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	<p>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 <i>Welcome</i> as the Page Name, but you may want to use <i>Home</i> 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.</p>
Link Graphic	<p>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.</p>
Link Text	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
Link Text Wrap	<p>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.</p> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center;"> <p>Text Wrap On</p>  </div> <div style="text-align: center;"> <p>Text Wrap Off</p>  </div> </div>

Links to Page	Click on the Select button to open a new window that will allow you to select which pages you want links <i>to</i> 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.
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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.
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 > Page Header & Footer 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 > Page Header & Footer 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 <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <i>tile</i> 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 <i>Elite</i> and <i>Gradient Page Templates</i> 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	<p>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.</p> <p>The file name cannot contain spaces or any of the following characters: ?, +, =, &, @</p>
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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	<p>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.</p> <p>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 <code>description=</code> part of the meta tag, then close the tag with <code>></code> and type in any additional tags or scripts (the field scrolls to hold more lines). Do <i>not</i> put the closing <code>></code> 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:</p> <pre>your description"><META name="your meta tag" content="your content</pre>
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 .)
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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](#).

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.

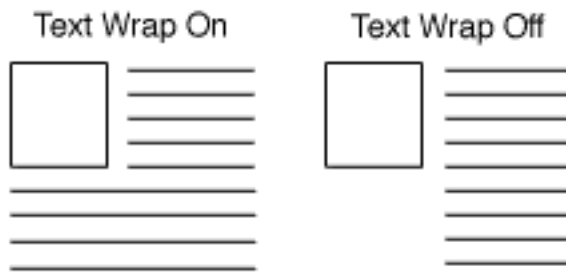
Page Name	The name of the page is used to describe the page in the list of pages in your Back Office, and must be unique. You may optionally also display the name at the top of the page.
Name Toggle	Check this box if you want the Page Name to be displayed at the top of the page. This box is checked by 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	<p>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.</p> <p>If you want to insert an image anywhere else on the page, use an HTML tag in that field.</p>
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	<p>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.</p> <p>This field supports use of the HTML Editor.</p>

Text 2	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
Text 3	<p>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.</p> <p>This field supports use of the HTML Editor.</p>

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	<p>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 <i>Welcome</i> as the Page Name, but you may want to use <i>Home</i> 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.</p>
Link Graphic	<p>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.</p>
Link Text	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
Link Text Wrap	<p>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.</p>



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 > Page Header & Footer 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 > Page Header & Footer 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 <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <i>tile</i> 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	<p>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.</p> <p>The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'</p>
Meta Keywords	<p>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.</p>
Meta Description	<p>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.</p> <p>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 <code>description=</code> part of the meta tag, then close the tag with <code>></code> and type in any additional tags or scripts (the field scrolls to hold more lines). Do <i>not</i> put the closing <code>></code> 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:</p> <pre>your description"><META name="your meta tag" content="your content</pre>
Product Search Field	<p>Check this box to include a Product Search box on this page, which allows customers to search for products in your store.</p>
Index	<p>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.</p>
Google Sitemap Settings	<p>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.</p>

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 .)
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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](#).

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.

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.
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	<p>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.</p> <p>If you want to insert an image anywhere else on the page, use an HTML tag in that field.</p>
Text 1	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
Text 2	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
Text 3	<p>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.</p> <p>This field supports use of the HTML Editor.</p>

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 <i>Welcome</i> as the Page Name, but you may want to use <i>Home</i> 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	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
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 <i>to</i> 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
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	<p>"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.</p> <p>The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'</p>
Meta Keywords	<p>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.</p>
Meta Description	<p>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.</p> <p>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 description= > tag and close the tag with ">". Then type in any additional tags or scripts (the field scrolls to hold more lines). Do <i>not</i> 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:</p> <pre>your, keywords, go, here"><META name="your meta tag" content="your content</pre>
Product Search Field	<p>Check this box to include a Product Search box on this page, which allows customers to search for products in your store.</p>
Index	<p>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.</p>
Google Sitemap Settings	<p>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.</p>

Extra Fields


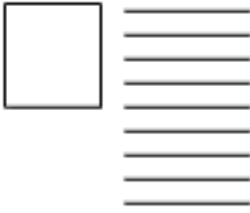
ShopSite lets you [Configure](#) up to 10 extra fields to use with your page. You can use these extra fields in any number of ways. If you are using a custom template to create this page, you can use the Page Fields to include additional information about this page that does not fit in any of the predefined 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](#).

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.

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	<p>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.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Text Wrap On</p>  </div> <div style="text-align: center;"> <p>Text Wrap Off</p>  </div> </div>

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 > Page Header & Footer 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 > Page Header & Footer 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 <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <i>tile</i> 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 <i>Elite</i> and <i>Gradient Page Templates</i> 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.
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 .)
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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 <i>Welcome</i> as the Page Name, but you may want to use <i>Home</i> 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	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
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Link Text Wrap	<p>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.</p> <div data-bbox="418 569 987 835" style="text-align: center;"> </div>
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Links to Page	<p>Click on the Select button to bring up a new window that will allow you to select which pages you want links <i>to</i> 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.</p>
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Layout Info

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

Page Template	<p>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.</p>
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Item Alignment	<p>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.</p>
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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 > Page Header & Footer 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 > Page Header & Footer 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 <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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	A background image is an image displayed behind the content of the

Image	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 <i>tile</i> 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 <i>Elite</i> and <i>Gradient Page Templates</i> are great examples of using a background image to add a distinctive look to the page.
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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	<p>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.</p> <p>The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'</p>
Meta Keywords	Meta keywords are used by search engines such as Google , Yahoo! , and Ask to match searches to the information on a page. Enter keywords that search engines should match to find this page.
Meta Description	<p>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.</p> <p>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 description= > tag and close the tag with ">". Then type in any additional tags or scripts (the field scrolls to hold more lines). Do <i>not</i> 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:</p> <pre>your, keywords, go, here"><META name="your meta tag" content="your content</pre>
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	Check the Include in Sitemap box to include this page in your

Settings	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.
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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 .)
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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](#).

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	<p>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.</p> <p>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.</p>
Products	<p>When you select Products, a product search box appears. Search for the products you want to assign to your page, or click the List All Products button. Then select the products in the list you would like to appear on the page. Click Save Changes when you have finished selecting products to return to the main Page screen, or click on Arrange Items to sort the order in which the products will appear on the page, or click on Assign Items to go back and assign a different item type to the page.</p> <p>Click Remove All Items to remove all products from this page.</p>

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.

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 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.

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	<p>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:</p> <ul style="list-style-type: none"> • Page Name • Link Location • File Name <p>Note that the new page will have the same links <i>to other pages</i> 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.</p>
File Name	<p>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.</p> <p>The file name cannot contain spaces or any of the following characters: '?', '+', '=', '&', '@'</p>

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.

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.

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.

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	<p>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.</p> <ul style="list-style-type: none">• 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

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	<p>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.</p> <ul style="list-style-type: none">• 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

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 screen 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](#).

Screen: ShopSite > Pages > Modify a Page > Delete This Page (Basic Editing Mode)

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.

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.

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:

<u>Add a Product</u>	Add a product to sell in your store.
<u>Add Several Products</u>	Add several products at once, as a time-saving feature.
<u>Edit Product Info</u>	After selecting a product, use this feature to enter or edit information about that product.
<u>Edit Product Layout</u>	After selecting a product, use this feature to configure how you want the product to appear on pages in your store.
<u>Power Edit</u>	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.
<u>Copy Product</u>	Select a product and copy it to create a new product that has many of the same settings as the original product.
<u>Select Subproducts</u>	Click a product name and then click Select Subproducts to choose related products to be displayed with it.
<u>Arrange Subproducts</u>	Click a product name and then click Arrange Subproducts to change the order on the page of the subproducts you have chosen for it.
<u>Delete Products</u>	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.
<u>Basic Editing</u>	Click this button to use the simplified interface for creating and managing products.

Add a Product

Use this screen to add a new product to your store. 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.

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).
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	<p>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.</p> <p>Note: _____</p> <p>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.</p> <p>_____</p>
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.

Product 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.

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.
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 <i>not</i> 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 <i>not</i> 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 <i>not</i> 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.
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 <i>Stock Keeping Unit</i> or <i>SKU</i> 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	Enter a comma-delimited list of terms you want associated with this

Keywords	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	<p>Select where you want customers to be directed to learn more about or buy products they find using the Search feature.</p> <p>Select the radio button beside the pull-down menu to use one of the following options:</p> <ul style="list-style-type: none">• 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. <p>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.</p> <p>You can configure how the products and links appear in search results by going to Preferences > Search Settings > Search Layout.</p>
Product Description	<p>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.</p> <p>This field supports use of the HTML Editor.</p>

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.
Shipping Dimensions	<p>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:</p> <ul style="list-style-type: none">• 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	Check this box if you do not want ShopSite to calculate any shipping and

Charge	handling charges for this product. <i>This feature overrides any other shipping charge configuration for this product.</i> 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	<p>Choose the product type:</p> <ul style="list-style-type: none"> • 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). <p>Note:</p> <hr/> <p>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.</p> <hr/>
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.
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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.
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	<p>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.</p> <p>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.</p>
Customer Text Entry	<p>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.</p> <p>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</p>

	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.

Cross-Sell

Cross-Sell Products	<p>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.</p> <p><i>Assigned cross-sell products</i> This pop-up window allows you to select, sort, or remove cross-sell products.</p> <table border="1"> <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>	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.
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.																
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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.
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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


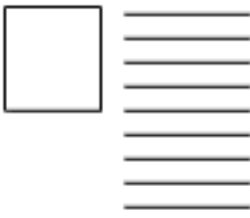
	tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Meta: Description	<p>Enter a short description you want search engines to associate with this page. This may be the same as your product description, but should be tailored to optimizing your search engine ranking. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.</p> <p>Note:</p> <p>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 <i>not</i> 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:</p> <pre>This is your description."><META name="your meta tag" content="your content</pre>
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 <i>page1.html</i>).
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap , then optionally change the priority of the page.

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).
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	<p>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).</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Text Wrap On</p>  </div> <div style="text-align: center;"> <p>Text Wrap Off</p>  </div> </div>

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.

Google Product Search/Google Base Data feed

Google Base	Leave this box checked if you want this product to be included when you submit products to Google Base (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 Base, 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 Base submissions.
Product Type	If you want to submit this product to Google Base, you need to specify a product type. This is usually a description of what the product is used for, for example <i>clothing</i> , <i>jewelry</i> , or <i>furniture</i> . This field is required for Google Base submissions.
Condition	If you want to submit this product to Google Base, you need to specify the product condition. This can be New, Used, or Refurbished. This field is required for Google Base submissions.

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	<p>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.</p> <p>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.</p> <p>For existing products, you can specify an item name and description to use in QuickBooks transactions.</p>
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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 Base](#). 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 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).
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	<p>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.</p> <p>Note:</p> <hr/> <p>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.</p> <hr/>
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.

Product 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.

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

	<p>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.</p>
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.
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 <i>not</i> 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 <i>not</i> 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 <i>not</i> 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.
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 <i>Stock Keeping Unit</i> or <i>SKU</i> 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	<p>Select where you want customers to be directed to learn more about or buy products they find using the Search feature.</p> <p>Select the radio button beside the pull-down menu to use one of the following options:</p> <ul style="list-style-type: none"> • 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. <p>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.</p> <p>You can configure how the products and links appear in search results by going to Preferences > Search Settings > Search Layout.</p>
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.
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: <ul style="list-style-type: none">• 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. <i>This feature overrides any other shipping charge configuration for this product.</i> 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	<p>Choose the product type:</p> <ul style="list-style-type: none"> • 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). <p>Note: _____</p> <p>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.</p> <p>_____</p>
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.
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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.
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	<p>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.</p> <p>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.</p>
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.

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.
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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 ,


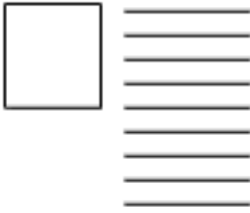
	and Ask to help people find what they're looking for. You may want to use the same keywords as your Search Keywords. You should try to include any words or phrases customers will use when searching for this product, including alternate names and common misspellings you do not want to include in the product name or description. Do not include HTML tags or reserved characters (&, ", ', <, >, etc.) in this field.
More Info Meta: Description	<p>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.</p> <p>Note:</p> <p>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 <i>not</i> 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:</p> <pre>This is your description."><META name="your meta tag" content="your content</pre>
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 <i>page1.html</i>).
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap , then optionally change the priority of the page.

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).
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	<p>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).</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Text Wrap On</p>  </div> <div style="text-align: center;"> <p>Text Wrap Off</p>  </div> </div>

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.

Google Product Search/Google Base Data feed

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Google Base	Leave this box checked if you want this product to be included when you submit products to Google Base (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 Base, 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 Base submissions.
Product Type	If you want to submit this product to Google Base, you need to specify a product type. This is usually a description of what the product is used for, for example <i>clothing</i> , <i>jewelry</i> , or <i>furniture</i> . This field is required for Google Base submissions.
Condition	If you want to submit this product to Google Base, you need to specify the product condition. This can be New, Used, or Refurbished. This field is required for Google Base submissions.

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	<p>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.</p> <p>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.</p> <p>For existing products, you can specify an item name and description to use in QuickBooks transactions.</p>
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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 Base](#). 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 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 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).										
Doba Product Information	<p>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.</p> <table border="1"> <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 Doba Item Number.</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 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.</td> </tr> <tr> <td>Stock</td> <td>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.</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 when 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>	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.
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 <i>not</i> automatically calculated in the cart. The drop ship fee is charged once per order, regardless of the number of products, for <i>each supplier</i> 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 accompanying 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.

Product 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.
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.
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 <i>not</i> 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 <i>not</i> 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 <i>not</i> 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.	
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 <i>Stock Keeping Unit</i> or <i>SKU</i> 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.

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 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.

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	<p>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.</p> <p>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.</p>
Customer Text Entry	<p>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.</p> <p>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.</p>
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.

Cross-Sell

Cross-Sell	Click the Select button to add or remove cross-sell products. The text
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Products

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	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
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	<p>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.</p> <p>Note:</p> <hr/> <p>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 <i>not</i> put the closing ">" at the end of</p>

	<p>your last tag, as ShopSite will add that automatically. For example, to add a META name tag, you might enter something like this:</p> <pre>This is your description."><META name="your meta tag" content="your content</pre> <hr/>
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 <i>page1.html</i>).
Google Sitemap Settings	Check the box to include this product More Info Page in your sitemap , then optionally change the priority of the page.

Google Product Search/Google Base Data feed

Google Base	Leave this box checked if you want this product to be included when you submit products to Google Base (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 Base, 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 Base submissions.
Product Type	If you want to submit this product to Google Base, you need to specify a product type. This is usually a description of what the product is used for, for example <i>clothing, jewelry, or furniture</i> . This field is required for Google Base submissions.
Condition	If you want to submit this product to Google Base, you need to specify the product condition. This can be New, Used, or Refurbished. This field is required for Google Base submissions.

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	<p>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.</p> <p>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.</p> <p>For existing products, you can specify an item name and description to use in QuickBooks transactions.</p>
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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 Base](#). 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

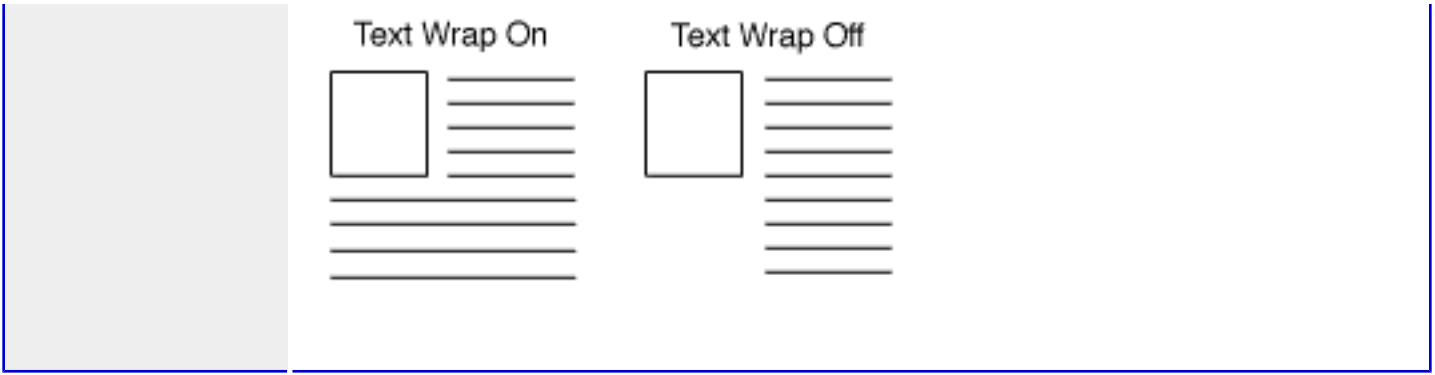
This screen allows you to select options for how this product will be presented on a Store Page and More Info Page. These are options that can be individually set for each product. The Store Page or More Info Page settings, as well as the Page and Product templates, affect how these options are implemented, and other elements of the product presentation. You 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).
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.

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:

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.

Sale Amount

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](#)).

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 the first time 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 <i>not</i> automatically calculated in the cart. The drop ship fee is charged once per order, regardless of the number of products, for <i>each supplier</i> 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	Indicates the minimum price you may charge for this

Advertised Price	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 accompanying 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.
	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.
	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 <i>not</i> 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 <i>not</i> 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 <i>not</i> 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.	

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 <i>Stock Keeping Unit</i> or <i>SKU</i> 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	<p>Select where you want customers to be directed to learn more about or buy products they find using the Search feature.</p> <p>Select the radio button beside the pull-down menu to use one of the following options:</p> <ul style="list-style-type: none"> • 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. <i>This feature overrides any other shipping charge configuration for this product.</i> 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	<p>Choose the product type:</p> <ul style="list-style-type: none"> • 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). <p>Note: _____</p> <p>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.</p> <p>_____</p>
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

Location	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	<p>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.</p> <p>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.</p>
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.

	<table border="1"> <tr> <td data-bbox="393 96 618 186">Cancel</td> <td data-bbox="621 96 1515 186">Click this button to return to the Cross-sell Configuration screen without saving your changes.</td> </tr> </table>	Cancel	Click this button to return to the Cross-sell Configuration screen without saving your changes.
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	<p>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.</p> <p>This field supports use of the HTML Editor.</p>
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	<p>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.</p> <p>Note:</p> <hr/> <p>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 <i>not</i> 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:</p> <pre>This is your description."><META name="your meta tag" content="your content</pre> <hr/>
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 <i>page1.html</i>).
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 Base	Leave this box checked if you want this product to be included when you submit products to Google Base (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 Base, 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 Base submissions.
Product Type	If you want to submit this product to Google Base, you need to specify a product type. This is usually a description of what the product is used for, for example <i>clothing, jewelry, or furniture</i> . This field is required for Google Base submissions.
Condition	If you want to submit this product to Google Base, you need to specify the product condition. This can be New, Used, or Refurbished. This field is required for Google Base 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 Base](#). 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](#).

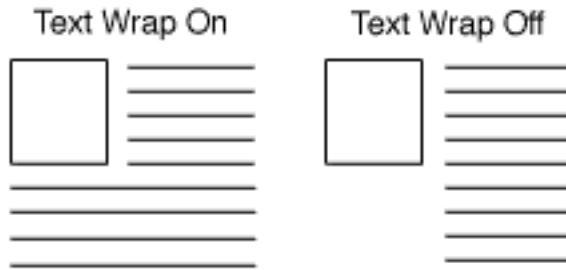
Layout List

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.

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.

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.

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 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.

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.

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](#).

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	<p>This is the picture that will appear next to or above the product name and description.</p> <ul style="list-style-type: none">• 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.

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	<p>This is the picture that will appear next to or above the product name and description.</p> <ul style="list-style-type: none">• 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.

Screen: ShopSite > Products > Modify a Product > Delete This Product (Basic Editing Mode)

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.

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 Menu

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 Menu 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:

This will create a pull-down menu that looks like this:

To create more than one pull-down, simply leave a blank line between lists of options:

This will create two pull-down menus that look like this:

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	An option that can not be selected. The customer can not add the item to the cart or checkout if this option is 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	*, 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	/, %	Divides the product price by the value after the indicator.	No Extra Ink;/2 No Storage Case;%3

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:

The previous text would create the following pull-down menu:

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.).

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:

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.*

Product Templates

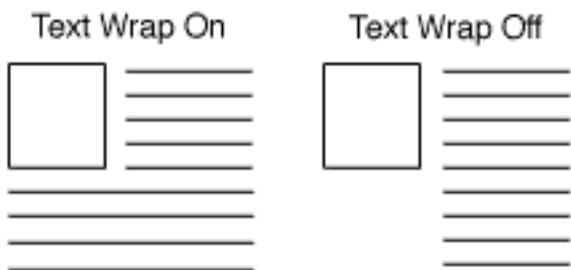
ShopSite uses Product Templates, along with other individual product options, to control the layout of your product information on Store Pages, More Info Pages, and Search Results screens. Each template will present product information in a different manner.

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.

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	Product Name 12345 \$9.99	Quantity:

<p>Image Alignment: Left</p>	 <p>This is the coolest product ever made. You want to buy it. Everybody wants one.</p>									
<p>TextWrap: On Image Alignment: Right</p>	<table data-bbox="699 323 1091 464"> <tr> <td>Product Name</td> <td>Quantity:</td> </tr> <tr> <td>12345</td> <td></td> </tr> <tr> <td>\$9.99</td> <td></td> </tr> </table> <p>This is the coolest product ever made. You want to buy it. Everybody wants one.</p> 	Product Name	Quantity:	12345		\$9.99				
Product Name	Quantity:									
12345										
\$9.99										
<p>TextWrap: On Image Alignment: Center</p>	<table data-bbox="591 724 1200 865"> <tr> <td>Product Name</td> <td></td> <td>Quantity:</td> </tr> <tr> <td>12345</td> <td></td> <td></td> </tr> <tr> <td>\$9.99</td> <td></td> <td></td> </tr> </table> <p>This is the coolest product ever made. You want to buy it. Everybody wants one.</p>	Product Name		Quantity:	12345			\$9.99		
Product Name		Quantity:								
12345										
\$9.99										
<p>TextWrap: Off Image Alignment: Left</p>	 <table data-bbox="740 1024 1154 1129"> <tr> <td>Product Name</td> <td>Quantity:</td> </tr> <tr> <td>12345</td> <td></td> </tr> <tr> <td>\$9.99</td> <td></td> </tr> </table> <p>This is the coolest product ever made. You want to buy it. Everybody wants one.</p>	Product Name	Quantity:	12345		\$9.99				
Product Name	Quantity:									
12345										
\$9.99										
<p>TextWrap: Off Image Alignment: Right</p>	<table data-bbox="521 1304 935 1409"> <tr> <td>Product Name</td> <td>Quantity:</td> </tr> <tr> <td>12345</td> <td></td> </tr> <tr> <td>\$9.99</td> <td></td> </tr> </table> <p>This is the coolest product ever made. You want to buy it. Everybody wants one.</p> 	Product Name	Quantity:	12345		\$9.99				
Product Name	Quantity:									
12345										
\$9.99										
<p>TextWrap: Off Image Alignment: Center</p>	 <table data-bbox="626 1801 992 1942"> <tr> <td>Product Name</td> <td>Quantity:</td> </tr> <tr> <td>12345</td> <td></td> </tr> <tr> <td>\$9.99</td> <td></td> </tr> </table> <p>This is the coolest product ever made.</p>	Product Name	Quantity:	12345		\$9.99				
Product Name	Quantity:									
12345										
\$9.99										

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

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:

Quantity: **\$9.99**

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, consectetur adipiscing elit. Etiam ornare nonummy lacus. Proin nulla quam, tincidunt eget, porta at, fermentum sit amet, lectus. Integer lectus. Sed sollicitudin egestas nulla. Cras consectetur 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**

Consectetur leo a felis **\$24.95**

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.

<u>Create</u>	Select a directory from the Directories list and click Create to create a new subdirectory under the one you selected.
<u>Rename</u>	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.
<u>Delete</u>	Select an <i>empty</i> 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.

<u>View Images</u>	Select one or more images from those listed, then click View Images to view the selected images.
<u>Edit Images</u>	Select one or more images from the list, then click the Edit Images button to rename, resize, or modify attributes of the <i>original</i> images. You can also modify attributes for the <i>resized</i> images.
<u>Delete Images</u>	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.
<u>Move Images</u>	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.
<u>Reset Attributes</u>	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 <i>all</i> 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 an Image

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.

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: - (hyphen), . (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 `` 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.

View Images

The View Images option displays selected images in an HTML 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 tag. You can also [Reset Images](#) to set selected image attributes to default values.

Note:

Image tag attributes can be overridden 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.

Edit Images

This screen allows you to rename or change the size of images, as well as modify attributes for the 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 tag <code>src</code> 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 <i>not</i> change the format of the image.
Resize to	<p>This field allows you to reduce the size of the <i>original</i> image either by a percent value or by specifying maximum dimensions.</p> <ul style="list-style-type: none">• To leave the image the same size, leave the percent radio button selected, and the percent value <i>100</i>. 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 <i>pixels</i>, 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). <p>The image will be resized when you click the Save Changes button.</p> <hr/> <p>Note: ShopSite can resize gif, jpg, and png images. Any other file type (including other image formats) will <i>not</i> be resized.</p> <hr/>

 Tag Attributes

This section allows you to modify the attributes which will be included in the HTML

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 overridden 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 <code>alt</code> attribute of the tag for the original <i>and any resized images</i> . 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 <code>height</code> and <code>width</code> 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 <code>border</code> attribute. <ul style="list-style-type: none">• 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 <code><a></code> tag.• If you set the value to <code>0</code>, the image will not have a border, even if it is within an <code><a></code> 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 <code>vspace</code> and <code>hspace</code> 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: <code>name</code> , <code>class</code> , <code>id</code> , <code>style</code> , <code>title</code> , <code>usemap</code> , <code>ismap</code> , and <code>align</code> (using the <code>align</code> attribute is <i>not recommended</i>).
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 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.

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.

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.

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 `` tag attributes, *not* the image itself.

Border	<p>This specifies the value of the image tag <code>border</code> attribute.</p> <ul style="list-style-type: none">• 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 <code><a></code> tag.• If you set the value to <code>0</code>, the image will not have a border, even if it is within an <code><a></code> tag.• Any other number (positive integer) will set the width (in pixels) of the image border.
Image spacing	<p>These values are used in the tag <code>vspace</code> and <code>hspace</code> 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.</p>
Replace Alternate text	<p>Select whether or not to replace alternate text with the image name. Alternate text is put in the required <code>alt</code> 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</p>

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 <i>not recommended</i>).
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Resized Image Attributes

If the original image has any resized images associated with it, fields for editing the 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.

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.

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.
-

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.

Configure

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 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 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.
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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	<p>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.</p> <p>To have this happen, check the box beside <code>If needed, reduce image on upload to:</code>, 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.</p> <hr/> <p>Note: ShopSite can resize <code>gif</code>, <code>jpg</code>, and <code>png</code> images. Any other file type (including other image formats) will</p>

	<i>not</i> be resized.
Border	<p>This specifies the default value of the image tag <code>border</code> attribute.</p> <ul style="list-style-type: none"> • 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 <code><a></code> tag. • If you set the value to <code>0</code>, the image will not have a border, even if it is within an <code><a></code> tag. • Any other number (positive integer) will set the width (in pixels) of the border.
Image spacing	<p>These values are used in the tag <code>vspace</code> and <code>hspace</code> 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.</p>
Other attributes	<p>Use this field to add any other attributes you want included in the tag. Allowed attributes include: <code>name</code>, <code>class</code>, <code>id</code>, <code>style</code>, <code>title</code>, <code>usemap</code>, <code>ismap</code>, and <code>align</code> (using the <code>align</code> attribute is <i>not recommended</i>).</p>

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.
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- 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	<p>This field allows you to specify the size of the resized image. You can specify either a percent value or maximum dimensions.</p> <ul style="list-style-type: none"> • 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 <i>pixels</i>. 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 <code>border</code> 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 Changes 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.

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.

<u>OrderAnywhere</u>	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.
<u>Coupons</u>	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.
<u>Associates</u>	Direct potential customers to your store by paying a commission to other sites that place links to your store on their pages.
<u>Custom Templates</u>	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.
<u>Custom Pages</u>	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.
<u>Discounts</u>	Define volume discounts to entice customers to order more products.
<u>Gift Certificates</u>	Create or allow customers to purchase gift certificates that can be redeemed in your store.
<u>Reward Program</u>	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."
<u>Order API</u>	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.
<u>Tell A Friend</u>	Put links on pages and More Info pages that create a pop-up window allowing customers to send an E-mail with a short message including the page link to an acquaintance.
<u>Auctions</u>	Sell your products on online auction services such as eBay.
<u>Google</u>	Configure your ShopSite store to use various Google tools, including Sitemaps, Analytics, and Google Product Search/Google Base (Formerly

	Froogle).
<u>Cross-sell</u>	Configure ShopSite to display cross-sell products in the Shopping Cart.
<u>buySAFE</u>	Configure your store to include buySAFE merchant certification and order bonding.
<u>Marketplace</u>	Register your store to be listed in the ShopSite marketplace.

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.

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 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 you can:

- [Click and drag buttons](#) from ShopSite into your Web page creation program
- [Copy and paste buttons](#) from ShopSite into your Web page creation program
- [Manually type your own OrderAnywhere links](#) into your program
- [Dynamically generate OrderAnywhere links](#) from a database

To Click and Drag Buttons

1. Enter the names, prices, and SKUs of all the products in your store into the products database using the [Add Product](#) feature.
2. Make sure that the program you use for creating Web pages is running.
3. From the OrderAnywhere screen, search for the specific product you want or click on List All Products to see a list of all products in your store. See the [Merchant Search](#) help page for more information.
4. Select one or more products from the search results and click Show Selected Links. If you want to create buttons for all of your store's products, just click Show All Links.
5. The resulting screen will show the [Add to Cart] and [View Cart] buttons for the products that you selected. Highlight one of the buttons with your mouse and then click on it and drag it from your browser window into the window of your Web page creation program. All [View Cart] buttons are the same for an entire store (unless you specified different text or images), so you only need to drag one onto your page.

To Copy and Paste Buttons

1. Enter the names, prices, and SKUs of all the products in your store into the products database using the [Add Product](#) feature.
2. Make sure that the program you use for creating Web pages is running.
3. From the OrderAnywhere screen, search for the specific product you want or click on List All Products to see a list of all products in your store. See the [Merchant Search](#) help page for more information.
4. Select one or more products from the search results and click Show Selected Links. If you want to create buttons for all of your store's products, just click Show All HTML.
5. The resulting screen will show the HTML for the [Add to Cart] and [View Cart] buttons for the products that you selected. Use your mouse to highlight the HTML for one button and then copy it and paste it into your Web page creation program. You can replace the button text or image with anything that you want. All [View Cart] buttons are the same for an entire store (unless you specified different text or images), so you only need to paste one onto your page.

To Manually Type OrderAnywhere Links

1. Enter the names, prices, and SKUs of all the products in your store into the products database using the [Add Product](#) feature.
2. On the OrderAnywhere screen, check the Use SKU instead of record number checkbox.
3. Generate the HTML for one product by searching for a product or clicking on List All Products. See the [Merchant Search](#) help page for more information. Select a product from the search results list and clicking Show Selected HTML.
4. The first string of HTML code on the resulting screen is for the [Add to Cart] button for that product. Select this code and copy it into your Web page creation program. You can use this code to create buttons for any product in your store by changing the `&sku=` value for each product.
5. The second string of HTML code on the screen is for the [View Cart] button for the store. All [View Cart] buttons are the same for a store; they are not different for each product. Copy that string to wherever you want a [View Cart] button to appear.

To Dynamically Generate OrderAnywhere Links

1. Enter the names, prices, and SKUs of all the products in your store into the products database using the [Add Product](#) feature.
2. On the OrderAnywhere screen, check the Use SKU instead of record number checkbox.
3. Generate the HTML for one product by searching for a product or clicking on List All Products. See the [Merchant Search](#) help page for more information. Select a product

from the search results list and clicking Show Selected HTML.

4. The first string of HTML code on the resulting screen is for the [Add to Cart] button for that product. Configure your page generation scripts to output this string wherever you need [Add to Cart] buttons, but change the `&sku=` value for each product.
5. The second string of HTML code on the screen is for the [View Cart] button for the store. All [View Cart] buttons are the same for a store; they are not different for each product. Copy that string to wherever you want a [View Cart] button to appear.

List of Coupons

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 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.

<u>View</u>	Select the coupons you want to review and click on the View button to see a table detailing the settings for those coupons.
<u>Edit</u>	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.
<u>Copy</u>	Select a coupon to copy, then enter a new name and optionally modify the expiration date, one time use, or redemption code.
<u>Delete</u>	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.
<u>Add a Coupon</u>	Create a coupon that applies to specific products or an entire order.
<u>Configure</u>	Enable coupons with codes and set the text for coupon messages in the shopping cart.

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).
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 .

Edit a Coupon

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:

Coupon Name	<p>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.</p> <p>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.</p>
Expires	<p>Set a new expiration date for the coupon.</p> <p>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.</p>
One Time Use	<p>Once any customer redeems a one time use coupon, it can not be redeemed again, either by the same customer or any other.</p>
Valid For	<p>Select whether this coupon should apply to entire orders or to specific products:</p> <ul style="list-style-type: none">• 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.<ul style="list-style-type: none">• 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.
Discount Type	<p>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</p>

	<p>shipping coupons. Depending on the setting of the Products attribute, this discount will be applied once to an entire order, or once for each qualifying product multiplied by the quantity ordered.</p>
Minimum Cart Value	<p>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").</p>
Return-to-store page	<p>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.</p>
Alternate Code	<p>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."</p> <p>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.</p>
Update Link	<p>Click this button to refresh the Edit a Coupon screen with the new URL, link, and code created for your coupon.</p> <ul style="list-style-type: none">• To place the coupon in your store, copy the entire link and paste it into a text field, such as 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 ULR 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.

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.

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 specify 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.

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.

Add a Coupon

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	<p>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.</p> <p>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.</p>
Coupon Expires	<p>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.</p> <p>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.</p>
One Time Use	<p>Once any customer redeems a one time use coupon, it can not be redeemed again, either by the same customer or any other.</p>
Valid For	<p>Select whether this coupon should apply to entire orders or to specific products:</p> <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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.
Discount Type	<p>Select whether the the coupon will be for a percentage discount, a</p>

	<p>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 Products attribute, this discount will be applied once to an entire order, or once for each qualifying product multiplied by the quantity ordered.</p>
Minimum Cart Value	<p>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").</p>
Return-to-store page	<p>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.</p>
Alternate Code	<p>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."</p> <p>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.</p>
Create Coupon Link or Update Link	<p>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.</p>

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	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

Used	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 Checkout	This message will be displayed if a customer tries to use a one time coupon when checking out through Google Checkout.
Free Shipping Coupon cannot be entered on this screen or on the Google Checkout 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 Checkout.
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.

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.

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	<p>Enter the amount the associate should be paid for every order that came from their referral.</p> <ul style="list-style-type: none"> • 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	<p>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:</p> <p><code>http://www.mystore.com/products.html</code></p>
Create Link to Store	<p>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:</p> <pre>[Your link text or graphic goes here]</pre> <p>(The href should have no spaces, but is shown here on two lines for easier reading.)</p> <p>Select and copy the complete link and give it to the associate. You or the associate should replace the bracketed area <i>[Your link text or</i></p>

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 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. <ul style="list-style-type: none">• 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: <code>http://www.mystore.com/products.html</code>
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: <code>[Your link text or graphic goes here]</code> (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 paid 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.

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](#).

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 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/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 it 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 products 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.

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 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 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/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 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 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/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

Creating a Custom Tell A Friend Template

To Create a Tell A Friend Template:

Tell A Friend templates are essentially HTML documents which contain special tags to retrieve information from your ShopSite database. When designing a 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.

See the [Custom Template Tutorial](#) for more detailed information about creating ShopSite Custom Templates.

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 Tell A Friend 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 Tell A Friend 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 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/tellfriend` 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/tellfriend` 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 > Tell A Friend > Configure 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 Tell A Friend 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 Tell A Friend page in a browser. Verify that all the elements are there and that the layout looks the way you planned.
3. View the 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 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 Merchandising > Tell A Friend > Configure 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 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/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 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](#)

Shipping Addresses

- [List of Shipping Addresses](#)
- [Edit Shipping Addresses](#)
- [Delete Shipping Addresses](#)

Manage Customer Account

- [Account Information](#)
- [Preferences](#)
- [Change Password](#)
- [Change Challenge Phrase](#)
- [Address Changed E-Mail Message](#)
- [Account Changed E-Mail Message](#)

Forgot Password

- [Forgot Password](#)
- ["E-mail has been sent"](#)
- [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 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/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.

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 not 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.

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.

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.

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.

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.

<u>View Tags</u>	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.

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.

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.

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, tell a friend 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 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 --]

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](#)

[Tell A Friend Tags](#)

[Shopping Cart Tags](#)

[Gift Certificate Tags](#)

[Customer Registration 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, its 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 can 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 {param2} --]
  HTML, text, and custom template tags
[-- ELSE_IF param3 {param4} --]
  HTML, text, and custom template tags
[-- ELSE --]
  HTML, text, and custom template tags
[-- END_IF --]
```

Tests whether *param1* has a value¹, or if *param1* is equal to *param2*. *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 compares 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 --]
```

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 `` tag for the graphic of the current product. This program might return an `` 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 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 quantity 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--]"></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.

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.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.

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.

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:

- o `PAGE.LinkName`
- o `PAGE.LinkGraphic`
- o `PAGE.LinkText`
- o `PAGE.FileName`
- o `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*} --]

[-- 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

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.

Tell A Friend

```
[-- TELLAFRIEND LinkText --]
```

Creates the Tell A Friend link on a page. *LinkText* is the text that will be in the E-mail message link to the page, and can be a string, a VAR, or Name:

```
[-- TELLAFRIEND Name --] (creates the link as the Page Name)
```

or

```
[-- TELLAFRIEND VAR.mylinktext --] (creates the link as the value of VAR.mylinktext)
```

or

```
[-- TELLAFRIEND "This Page" --] (creates the link as "This 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

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 page'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 `` tag with all the formatting information, including size and alt values. For example:

```
[-- PAGE.Graphic --]
```

returns a tag in this format:

```

```

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 `` 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 `` 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 `` 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 `` 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 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 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.

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 --]
```

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 --]
```

Display the contents of the specified merchant definable field.

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 `` 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 `` 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.GroundShipping1 --]
```

The charge to ship the current product by standard ground shipping.

```
[-- PRODUCT.SecondDayShipping1 --]
```

The charge to ship the current product by second-day air shipping.

```
[-- PRODUCT.NextDayShipping1 --]
```

The charge to ship the current product by next-day air shipping.

```
[-- PRODUCT.Shipping3 --]1
```

```
[-- 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.NoShippingCharges2 --]
```

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>
```

(Note that the Add to Cart input tag is split across lines for readability only; HTML tags should be kept on one line.)

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 --]"></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.AddToCartButton2 --]`

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 `` tag.

`[-- PRODUCT.ViewCartButton2 --]`

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 `` 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.QuantityOnHand2 --]`

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.LowStockThreshold2 --]`

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.OutOfStockLimit2 --]`

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.SearchKeywords2 --]`

Returns the list of keywords that the merchant entered for search indexing.

Google Base Fields

`[-- Product.Brand --]`

Display the product's Google Base Brand information. This allows you the option of displaying your Google Base brand attribute. You can use the `[-- IF Product.UseFroogle --]` tag to test if the product will be submitted to Google Base.

`[-- Product.GoogleProductType --]`

Display the product's Google Base Product Type information. This allows you the option of displaying your Google Base Product Type attribute. You can use the `[-- IF Product.UseFroogle --]` tag to test if the product will be submitted to Google Base.

`[-- Product.GoogleCondition --]`

Display the product's Google Base Condition information. This allows you the option of displaying your Google Base Condition attribute. You can use the `[-- IF Product.UseFroogle --]` tag to test if the product will be submitted to Google Base.

Merchant-Definable Fields

`[-- STORE.ProductField1 --]`

`[-- STORE.ProductField2 --]`

`[-- STORE.ProductField3 --]`

`[-- STORE.ProductField4 --]`

`[-- STORE.ProductField5 --]`

`[-- STORE.ProductField6 --]`

`[-- STORE.ProductField7 --]`

`[-- STORE.ProductField8 --]`

`[-- STORE.ProductField9 --]`

`[-- STORE.ProductField10 --]`

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 --]`

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 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 `` 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 `` 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.

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.

## ***Tell A Friend***

```
[-- TELLAFRIEND LinkText --]
```

Creates the Tell A Friend link on a More Info Page. *LinkText* is the text that will be in the E-mail message link to the page, and can be a string, a VAR, or Name:

```
[-- TELLAFRIEND Name --] (creates the link as the Product Name)
```

or

```
[-- TELLAFRIEND VAR.mylinktext --] (creates the link as the value of VAR.
mylinktext)
```

or

```
[-- TELLAFRIEND "This Page" --] (creates the link as "This 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.

## ***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.

---

<sup>1</sup> 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."

<sup>2</sup> 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 --]`



# 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:

```

```

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:

- o Left aligned
- o Right aligned
- o Staggered; Start left
- o Staggered; start right
- o 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.

# Custom Template Tag Specification

## Tell A Friend Tags

These tags can only be used in Tell A Friend templates, and are arranged by the screen they appear on. Some tags may appear more than once on this page.

**Note:**

---

The Tell A Friend templates are used to configure the appearance of Tell A Friend pages. See the [Page Custom Template Specification](#) for information on how to create Tell A Friend links on store pages.

---

## Special Tell A Friend Tags

These are tags that you can use in any of the Tell A Friend definitions.

```
[-- Store.TF_TextColor --]
 The text color.

[-- Store.TF_BackgroundColor --]
 The background color.

[-- Store.TF_LinkColor --]
 The link color.

[-- Store.TF_VisitedLinkColor --]
 The visited link color

[-- Store.Tf_ActiveLinkColor --]
 The active link color.

[-- Store.TF_BackgroundImage --]
 The image used for the page background.
```

## Tell A Friend Form

This is the first screen that appears in the pop-up window after someone clicks on a Tell A Friend link, and contains the form that the customer must fill out.

### **Defines**

```
[-- DEFINE TELL_A_FRIEND --]
[-- END_DEFINE TELL_A_FRIEND --]
 Defines the beginning and ending of the HTML code for the Tell A Friend pop-up window.
```

### **Content**



**[-- TELL\_FRIEND\_JAVASCRIPT --]**

The Javascript code that must be included in the TELL\_A\_FRIEND definition. This can be included in the HTML Head like this:

```
<script type="text/javascript" language="JavaScript">
<!--
[-- TELL_FRIEND_JAVASCRIPT --]
// -->
</script>
```

**[-- Store.TF\_SendFriend --]**

The "Send To Friend" text string set in the back office. This could be used for the *LinkText* in the PAGE

**[-- TELL\_FRIEND\_FORM --]**

Creates the opening form tags. You will need to add a `</form>` tag at the end of the form.

**[-- Store.TF\_SendingPageLinkFor --]**

Text: sending page link for

**[-- TELL\_FRIEND\_PAGE\_LINK --]**

The link that will be sent to the friend.

**[-- TELL\_FRIEND\_INSTRUCTIONS --]**

Instructions for using the Tell A Friend feature.

**[-- Store.TF\_YourName --]**

Text: your name

**[-- TELL\_FRIEND\_NAME --]**

input field for your name.

**[-- Store.TF\_YourEmail --]**

Text: your email

**[-- TELL\_FRIEND\_EMAIL --]**

input field for your email address

**[-- TELL\_FRIEND\_EMAIL\_STATEMENT --]**

Instructions for the Friend's Email input field.

**[-- Store.TF\_FriendsEmail --]**

Text: friend's email

**[-- TELL\_FRIEND\_FRIENDS\_EMAIL --]**

input field for the friend's email address.

**[-- TELL\_FRIEND\_MESSAGE\_SELECTION --]**

Table for selecting a message to be sent.

## **Buttons**

**[-- BUTTON Close --]**

button that closes the pop-up window.

**[-- BUTTON SendToFriend --]**

button that submits the form.

## Tell A Friend Confirmation Screen

After a customer has submitted the Tell A Friend form, this page will appear in the pop-up window. It will either contain a message saying the E-mail was sent successfully, or an error message saying why the E-mail could not be sent.

### *Defines*

```
[-- DEFINE TELL_A_FRIEND_EMAIL_SENT --]
[-- END_DEFINE TELL_A_FRIEND_EMAIL_SENT --]
 Defines the beginning and ending of the HTML code for the confirmation screen telling
 the customer the E-mail has been sent.
```

### *Error Messages*

```
[-- IF TELL_FRIEND_ERROR --]
 True if the email was not sent.
[-- Store.TF_YourEmailNotSent --]
 Text: Your Email was not sent
[-- TELL_FRIEND_ERROR --]
 Error message.
```

### *Buttons*

```
[-- BUTTON Back --]
 Button to return to the form.
```

### *Confirmation Message Tags*

```
[-- Store.TF_YourEmailSent --]
 Text: your Email was sent
[-- Store.TF_EmailSentFrom --]
 Text: From
[-- TELL_FRIEND_EMAIL_VALUE --]
 Your Email address from form.
[-- Store.TF_EmailSentTo --]
 Text: To
[-- TELL_FRIEND_FRIENDS_EMAIL_VALUE --]
 Friend's Email address from form.
```

### *Email Message Tags*

```
[-- TELL_FRIEND_MESSAGE --]
 The selected message from the form.
[-- STORE.TF_ClickBelow --]
```

Text: click below

```
[-- TELL_FRIEND_PAGE_LINK --]
 The link to the page.
[-- STORE.TF_YourFriend --]
 Text: your friend
[-- TELL_FRIEND_NAME_VALUE --]
 Your name entered on the form.
```

## ***Buttons***

```
[-- BUTTON Close --]
 Closes the pop-up window
```

## **Tell A Friend E-mail**

This is the E-mail message that the friend will receive.

## ***Defines***

```
[-- DEFINE TELL_A_FRIEND_EMAIL --]
[-- END_DEFINE TELL_A_FRIEND_EMAIL --]
 Defines the beginning and ending of the HTML code for the message the friend
 receives.
```

## ***Email Message Tags***

```
[-- TELL_FRIEND_MESSAGE --]
 The selected message from the form.
[-- STORE.TF_ClickBelow --]
 Text: click below
[-- TELL_FRIEND_PAGE_LINK --]
 The link to the page.
[-- STORE.TF_YourFriend --]
 Text: your friend
[-- TELL_FRIEND_NAME_VALUE --]
 Your name entered on the form.
```

# 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
[-- 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 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

**[-- 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

## 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 browsers

## ***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.

# 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

[-- 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).
```

## 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.<br>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 <b>name</b> 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

[-- **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

[-- 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.

[-- 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

## 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 endl;
 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("" + name + "");
 if (signed_in != -1) {
 document.write("
");
 document.write("<a href=\"["-- SHOPPING_CART_URL BASE --]/order.cgi?func=3&storeId=["-- STORE.ID
--]&html_reg=html\">["-- STORE.ViewEdit --]");
 document.write("
");
 document.write("<a href=\"["-- SHOPPING_CART_URL BASE --]/order.cgi?func=4&storeId=["-- STORE.ID
--]&html_reg=html\">["-- STORE.SignOut --]");
 document.write("
");
 }
 else
 {
 document.write(" - You are no longer signed in
");
 }
 }
 }
 if (signed_in == -1) {
 document.write("<a href=\"["-- SHOPPING_CART_URL BASE --]/order.cgi?func=1&storeId=["--
STORE.ID --]&html_reg=html\">["-- STORE.ToRegister --]");
 document.write("
");
 document.write("<a href=\"["-- SHOPPING_CART_URL BASE --]/order.cgi?
func=2&storeId=["-- STORE.ID --]&html_reg=html\">["-- STORE.ToSignIn --]");
 document.write("
");
 }
}
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.



# 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 `smarhtml` 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 `smarhtml` 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 `smarhtml` 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 `smarhtml` 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:

```
Link to custom page
```

# 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 `smarhtml` directory under the store's output directory.

---

3. Click File Upload. The upload process starts and your file is added to your `smarhtml` 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 `smarhtml` 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 `smarhtml` 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.

# 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 `&quot;`; 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 `<curddb>` 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 preceded 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 preceded 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 preceded 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">
<rename="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 `<rename>` or `<currec>` tags.

- To put a link to the Sports page on a custom page:

```
<curdb="pages"><rename="Sports"><pagelink>
```

Setting the `<curdb>` tag isn't really necessary, since the `<pagelink>` tag only searches the pages database.

## Discounts

ShopSite allows you to offer discounts based off the purchase amount of an order, or on the quantity of a product or group of products ordered. To configure discounts based off the purchase amount, 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:

<b>Order Subtotal</b>	The price range to be discounted.
<b>Discount</b>	The discount amount.
<b>Type</b>	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 \$	<input type="text" value="10.00"/>	to \$ <input type="text" value="20.00"/>	<input type="text" value="10.00"/>	<input checked="" type="radio"/> % <input type="radio"/> amount
From \$	<input type="text" value="20.01"/>	to \$ <input type="text" value="50.00"/>	<input type="text" value="15.00"/>	<input checked="" type="radio"/> % <input type="radio"/> amount
From \$	<input type="text" value="50.01"/>	to \$ <input type="text" value="9999.00"/>	<input type="text" value="20.00"/>	<input checked="" type="radio"/> % <input type="radio"/> amount
From \$	<input type="text" value="0.00"/>	to \$ <input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input checked="" type="radio"/> % <input type="radio"/> 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.

## 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.

<b>Current Groups</b>	This section lists the groups you have created.
<b>Delete</b>	Select a group from the <b>Current Groups</b> list, then click Delete to delete that group. In the pop-up warning, click OK to confirm the action.
<b>Create a New Group</b>	Enter the name of the new group you want to create, then click Add. Once the group is created, it will appear in the <b>Current Groups</b> list.
<b>Done</b>	Click this button to return to the <a href="#">Merchandising</a> screen after managing your groups.

## 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:

<a href="#">View</a>	View information for selected gift certificates
<a href="#">Edit</a>	Edit Certificate settings
<a href="#">Delete</a>	Delete the selected gift certificates
<a href="#">Download</a>	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.
<a href="#">Download All</a>	Selecting this will download all your gift certificate information in a tab-delimited text file.
<a href="#">Create Certificate</a>	Create a gift certificate to send to a customer.
<a href="#">Configure</a>	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.

<b>Certificate ID</b>	Identification number of the gift certificate. Click on the Certificate ID to edit the certificate. Gift Certificates with an ID number beginning with an <i>M</i> are merchant-created certificates.
<b>Date Created</b>	The date the certificate was originally ordered.
<b>Expiration Date</b>	Expiration date of the certificate.
<b>Status</b>	Status of the gift certificate.
<b>Delivery Method</b>	Indicates whether the certificate was ordered for delivery via E-mail or mail.
<b>Buyer's E-mail</b>	E-mail address of the customer who purchased the certificate.
<b>Recipient E-mail</b>	E-mail address of the recipient of the gift certificate (required for E-mail certificates).
<b>Order Number</b>	The number for the order the certificate was bought with.
<b>Initial Amount</b>	The original monetary value of the certificate.
<b>Balance</b>	Remaining unused balance on the certificate.
<b>Totals</b>	The total unused balance on all selected gift certificates.
<b>Done</b>	Click on Done to return to the certificate list screen.

## Edit Gift Certificate

The Edit gift certificate screen allows you to view and update the status of existing certificates.

<b>Certificate ID</b>	ID number of the certificate. Gift Certificates with an ID number beginning with an <i>M</i> are merchant-created certificates.				
<b>Expiration Date</b>	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 <a href="#">Gift Certificate Configuration</a> screen) from the current date. Gift certificates that are set to never expire will be re-set to never expire.				
<b>Lock Status</b>	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.				
<b>Status</b>	Indicates the status of the certificate. The certificate can be active, expired, used (zero balance), or locked.				
<b>Delivery Method</b>	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.				
<b>Buyer's E-mail</b>	E-mail address of the customer who purchased the certificate.				
<b>Recipient E-mail</b>	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.				
<b>Presented To</b>	Name of the certificate recipient				
<b>From</b>	Name of the sender of the certificate				
<b>Message</b>	Message included with the certificate				
<b>Address</b>	Shipping address for mail certificate				
<b>History</b>	<p>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.</p> <table border="1"> <tr> <td><b>Date</b></td> <td>The date a change was made</td> </tr> <tr> <td><b>Action</b></td> <td>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.</td> </tr> </table>	<b>Date</b>	The date a change was made	<b>Action</b>	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.
<b>Date</b>	The date a change was made				
<b>Action</b>	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.				

<b>Order #</b>	The Order Number when the certificate was purchased or when part of the certificate was redeemed.
<b>Amount</b>	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.
<b>Balance</b>	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.

## 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.



## 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.

<b>To</b>	Name of the certificate recipient
<b>From</b>	Name of the sender of the certificate
<b>Message</b>	Message included with the certificate
<b>Amount</b>	Monetary value of the certificate.
<b>Type of Gift Certificate</b>	Indicates whether the certificate is to be delivered via E-mail or mail.
<b>E-mail Address</b>	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.

## 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.

<b>Gift Certificates</b>	Set this field to On to allow customers to purchase and redeem gift certificates, or Off to stop using gift certificates in your store.
<b>Gift Certificate Template</b>	Select the gift certificate template you want to use. The template controls the appearance of the certificate order form and the actual gift certificates.
<b>Delivery Method</b>	<p>This field lets you select what kinds of gift certificates you want to sell. Select one of the following options:</p> <ul style="list-style-type: none"> <li>• E-mail (digital) - An e-mail certificate can be automatically delivered to the recipient's e-mail address.</li> <li>• 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.</li> <li>• E-mail or Mail - Allow the customer to select whether the certificate will be delivered electronically or by mail.</li> </ul>
<b>Only Purchase One</b>	Check the box to allow a customer to only purchase one gift certificate per order.
<b>To</b>	Check the box to allow the To field to be optional on the Gift Certificate order form.
<b>From</b>	Check this box to allow the From field to be optional on the Gift Certificate order form.
<b>Expires</b>	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 <a href="#">Edit Gift Certificate</a> screen.
<b>Send E-mail on Checkout</b>	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.
<b>Shipping Charges</b>	Check this box if you want to add a shipping charge for gift certificates that you must print and mail.
<b>Weight of Each Letter</b>	If you are charging shipping for printed gift certificates, enter a weight to be used to calculate the shipping costs.
<b>Maximum Size of Message</b>	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.

<b>Minimum Value</b>	Set the lowest amount for a gift certificate.
<b>Maximum Value</b>	Set the highest amount for a gift certificate.
<b>Use Pull Down Menu</b>	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).

<b>Number of attempts</b>	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 <a href="#">Edit Gift Certificate</a> screen).
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### **Gift Certificate Page Colors**

Select the colors to use for the specified sections of the Gift Certificate screen.

<b>Text Color</b>	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . Page text should usually be a dark color that contrasts with the background color.
<b>Background Color</b>	This is the color that will be used in the background of your page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . If there is a <a href="#">background image</a> , the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
<b>Link Color</b>	This is the color that will be used for unvisited links on your page. This

	color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . It is usually a good idea to make the link color easily distinguishable from the text color.
<b>Visited Link Color</b>	This is the color that will be used for links that a visitor has already visited. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is usually, but not always, different from the link color.
<b>Active Link Color</b>	This is the color that will be used for links that are <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is frequently the same as the visited color.
<b>Background Image</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Image Tool</a> . Most templates will <i>tile</i> 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 <a href="#">Elite</a> and <a href="#">Gradient Page Templates</a> are great examples of using a background image to add a distinctive look to the page.

### ***Header and Footer Text***

<b>Text at the top of the screen</b>	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 <a href="#">HTML Editor</a> .
<b>Text at the bottom of the screen</b>	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 <a href="#">HTML Editor</a> .

### ***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.

<b>Instructions</b>	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 <a href="#">HTML Editor</a> .
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<b>Policy</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
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### *Link*

<b>Gift Certificate Link</b>	<p>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.</p>
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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.

# 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:**

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Prior to creating individual reward programs, you must first create the appropriate reward [Categories](#) for the programs to use.

---

<b><a href="#">Edit</a></b>	Edit Reward settings
<b><a href="#">Delete</a></b>	Delete the selected Reward
<b><a href="#">Search</a></b>	Use the search feature to find rewards based off specified criteria. See the <a href="#">Merchant Search</a> help page for more information.
<b><a href="#">List All</a></b>	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.
<b><a href="#">Add a Reward</a></b>	Create a new reward program.
<b><a href="#">Category</a></b>	View, modify, and create reward categories. This must be done prior to creating an individual reward program.
<b><a href="#">Configure</a></b>	Enable/disable rewards, set reward parameters, and modify the reward information text.

## 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.

---

<b>Reward Name</b>	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.
<b>Description</b>	Enter a description about the reward program that you can use to remind you of what the reward program is for.
<b>Status</b>	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.
<b>Expires</b>	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.
<b>Allow Reward to be Tracked</b>	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.
<b>Qualifying Category</b>	Select a category from the pull-down. The Qualifying category determines what items must be bought in order to get the reward.
<b>Reward Category</b>	Select a category from the pull-down. The Reward category determines what items will be available as rewards.
<b>Qualifying Quantity</b>	Indicate the number of products from the Qualifying category must be purchased in order to obtain a reward.
<b>Text added to the Free Product name in the Cart</b>	When a reward product is listed in the shopping cart, this text will appear after the product name. For example, <i>White Tube Socks</i> might become <i>White Tube Socks - Free Reward</i> .
<b>Program Details URL</b>	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 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:

<b>Reward Name</b>	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.
<b>Description</b>	Enter a description about the reward program that you can use to remind you of what the reward program is for.
<b>Status</b>	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.
<b>Expires</b>	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.
<b>Allow Reward to be Tracked</b>	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.
<b>Qualifying Category</b>	Select a category from the pull-down. The Qualifying category determines what items must be bought in order to get the reward.
<b>Reward Category</b>	Select a category from the pull-down. The Reward category determines what items will be available as rewards.
<b>Qualifying Quantity</b>	Indicate the number of products from the Qualifying category must be purchased in order to obtain a reward.
<b>Text added to the Free Product name in the Cart</b>	When a reward product is listed in the shopping cart, this text will appear after the product name. For example, <i>White Tube Socks</i> might become <i>White Tube Socks - Free Reward</i> .
<b>Program Details URL</b>	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.



## 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.

## 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.

<b>Edit</b>	Edit the Category
<b>Delete</b>	Delete the selected Categories
<b>Search</b>	Use the search feature to find categories based off specified criteria. See the <a href="#">Merchant Search</a> help page for more information.
<b>List All</b>	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.
<b>Add a Category</b>	Create a new reward program.

## 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.

<b>Category Name</b>	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.
<b>Description</b>	Enter a description about the category, which you can use to remind you of what the category is for.
<b>Assigned Products</b>	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 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.

<b>Category Name</b>	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.
<b>Description</b>	Enter a description about the category, which you can use to remind you of what the category is for.
<b>Assigned Products</b>	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.

## 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.

## Configure Reward Program

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

<b>Reward Program Feature</b>	Use this to turn on or off all reward programs in your store.
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### *Settings*

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

<b>Charge Shipping on Free Rewards</b>	Select Yes if you want to have ShopSite calculate shipping rates for free rewards.
<b>Display Reward Link</b>	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.

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

## 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:**

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Windows programmers should be aware of the [Special considerations for Windows Servers](#).

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**Note:**

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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).

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<b>Custom CGI Location</b>	(Read only) The path to the ShopSite shopping cart directory. Order API applications can only be run from that directory.
<b>Custom CGI Filename(s)</b>	<p>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.</p> <p><i>Only</i> 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, <b>no</b> orders will be processed.</p> <p>You can enter <code>customdump.cgi</code> 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.</p> <p>You can also study the <a href="#">sample Perl CGI program</a> as an example. It simply passes through all of the information that it receives, like the <code>customdump.cgi</code> program.</p>
<b>E-mail receipts</b>	

<b>to buyer, merchant?</b>	Check this box if you still want ShopSite to e-mail receipts to buyers and merchants.
<b>Screen receipt for buyer?</b>	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.
<b>Pass Payment Information?</b>	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 <a href="#">merchant key encryption</a> for credit card numbers, the card number will be encrypted in the Order API output.
<b>Additional Parameters</b>	Use these fields to enter any values required by your custom CGI applications, such as your account number.



# Order API Specification

**Note:**

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Windows programmers should be aware of the [Special considerations for Windows Servers](#).

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## 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.

**snoreid** An encrypted value for the store ID. (Yes, that's "snoreid" and not "storeid.")

**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:

1. 0 - Visa
2. 1 - MasterCard
3. 2 - Discover
4. 3 - American Express
5. 4 - Purchase Order
6. 5 - Cash On delivery
7. 6 - Check
8. 7 - PayPal (standard)
9. 8 - Generic Payment Option 1
10. 9 - Generic Payment Option 2
11. 10 - Diner's Club
12. 11 - Fire Pay
13. 12 - eCheck
14. 13 - WorldPay
15. 14 - PayPal Express
16. 15 - Google Checkout
17. 16 - NetBanx
18. 17 - Solo
19. 18 - Switch
20. 19 - Delta
21. 20 - Visa Electron/UK
22. 21 - JCB
23. 22 - Maestro
24. 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** These differ according to the PayType. For most credit  
**pay2** cards:  
**pay3** pay1 is the card number  
**pay4** pay2 is the name on card  
**pay4\_1** pay3 is the company name on the card  
**pay4\_2** 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

**fieldnn** 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** see [paytype values](#) above  
**O-PayType**  
**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.

**Bnn-Download Key** The download key for downloadable products. This field will not appear if *Bnn-Product Type* is not "Download"

**Bnn-Name**

**Bnn-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.

**Bnn-Quantity**

**Bnn-Sub-total**

**Bnn-Finite Options** Customer-selected ordering options

**Bnn-Freeform Options** Text entered into the ordering options text box.

**Bnn-OrigDB** The database that the product information came from.

**Bnn-OrigRNum** The product record number in the database.

**Bnn-ship1**

**Bnn-ship2**

**Bnn-ship3**

**Bnn-Options Box?**

**Bnn-Option Text**

**Bnn-Option Finite Text**

**Bnn-Taxable**

**Bnn-SKU**

**Bnn-Base Price**

**Bnn-ship4**

**Bnn-ship5**

**Bnn-ship6**

**Bnn-ship7**

**Bnn-ship8**

**Bnn-ship9**

## **Bnn-ship10**

**Bnn-SuperNum** The item number of the parent product if the product ordered is a subproduct (AKA Cross-Sell).

**Bnn-Page Ordered From** The URL of the page from which the product was ordered.

## **Bnn-rcid**

## **Bnn-NoShipping**

**Bnn-Product Type** Tangible, Download, Or coupon

**Bnn-Product Type Data** The file name of a digital download product.

## **Bnn-record\_number**

**Bnn-rec\_type** Set to `cpn` for coupons

**Bnn-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.

**Bnn-Dimension** The dimensions of the shipping box for this product, in the form LxWxH.

**Bnn-Weight** The shipping weight of the product.

**Bnn-Handling\_Charge** The product-specific handling charge for this product.

**Bnn-QBImport** The QuickBooks account and sales categories for this product, which are only used when exporting order information in QuickBooks format.

## **Bnn-Field1**

## **Bnn-Field2**

## **Bnn-Field3**

## **Bnn-Field4**

## **Bnn-Field5**

Information from extra Product Fields may be included, depending on the Extra Product Field settings.

**Bnn-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.

**Bnn-OnSaleFlag** checked if the product was on sale.

**Bnn-ActualBasePrice** The base product price (not the sale price)

**Bnn-RewardIDQuantity** The ID number of the reward group the product earns reward credit for.

**Bnn-RewardIDReward** The ID number of the reward group the product is a reward for.

**Bnn-RewardStatus** The product reward status. 1 indicates the product is eligible for a reward, `Free` indicates the product is a reward item.

**Bnn-FedExPackageType** The package type used for FedEx shipping calculations.

**Bnn-Customer Text Header** The customer Text Entry header text.

**Bnn-Customer Text Rows** The height setting of the customer text entry box.

**Bnn-Customer Text Columns** The width setting of the customer text entry box.

**Bnn-Minimum Quantity** The minimum order quantity for this product.

## **Bnn-Field6**



- Bnn-Field7** Information from extra Product Fields may be included,
- Bnn-Field8** depending on the Extra Product Field settings.
- Bnn-Field9**
- Bnn-Field10**
- Bnn-Graphic** The name of the Product Graphic.
- Bnn-PQP Group** The Product Quantity Pricing group to which the product belongs.
- Bnn-USPSPackageType** The Package Type used for USPS shipping calculations.
- Bnn-UUID** Unique product ID number.
- Bnn-VAT** The VAT category assigned to this product.
- Bnn-DobaItemID** The Doba ID for this product.
- storeid** The unique identifier of the store. This value is also contained in the store's `store.auth` file.

### ***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/secondary 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** The values that the merchant entered into the
  - orderapi3** Additional Parameter fields on the [Order API screen](#).
  - orderapi4**
  - 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.

## Tell A Friend

A Tell A Friend link allows visitors to send a page link to a friend or family member via E-mail.

<b>Tell A Friend feature</b>	Turn the Tell A Friend feature on or off. Not all templates support the Tell A Friend feature. The Tabbed theme does not yet support Tell A Friend links on More Info Pages, only on Store Pages.
<b>Allow link on Pages</b>	Select Yes to have Tell A Friend links on ShopSite Pages.
<b>Allow link on More Info Pages</b>	Select Yes to have Tell A Friend links on Product More Info Pages.
<b>Number of TO E-mail Addresses allowed</b>	The number of recipients you will allow customers to send links to.

### *Page Layout*

<b>Tell A Friend Template</b>	Select a template to use for your Tell A Friend pop-up window and the e-mail message.
<b>Width of the Popup window</b>	The width, in pixels, of the popup window.
<b>Height of the Popup window</b>	The height, in pixels, of the popup window.
<b>Text Color</b>	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . Page text should usually be a dark color that contrasts with the background color.
<b>Background Color</b>	This is the color that will be used in the background of your page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . If there is a <a href="#">background image</a> , the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
<b>Link Color</b>	This is the color that will be used for unvisited links on your page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . It is usually a good idea to make the link color easily distinguishable from the text color.
<b>Visited Link Color</b>	This is the color that will be used for links that a visitor has already visited. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is usually, but not always, different from the link color.

<b>Active Link Color</b>	This is the color that will be used for links that are <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is frequently the same as the visited color.
<b>Background Image</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Image Tool</a> . Most templates will <i>tile</i> 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 <i>Elite</i> and <i>Gradient Page Templates</i> are great examples of using a background image to add a distinctive look to the page.

### ***Shopper Selected Messages***

Shoppers can select from any of these messages to include in the body of their e-mail message. If you leave a field blank, there will not be an option for that field.

<b>First Message</b>	The first message a shopper can select.
<b>Second Message</b>	The second message a shopper can select.
<b>Third Message</b>	The third message a shopper can select.
<b>Fourth Message</b>	The fourth message a shopper can select.

### ***Customer Instruction, E-mail Statement and E-mail Subject***

<b>Instructions</b>	The instructions for sending an e-mail, displayed at the top of the pop-up window form.
<b>E-mail Statement</b>	The e-mail policy, above the friend's e-mail field. It would be a good idea to mention how many recipients are allowed, and that multiple addresses should be separated with a comma.
<b>E-mail Subject Line</b>	The subject line that will be used for the e-mail message

### ***Link***

Use the fields below to create Tell A Friend links on custom pages.

<b>Link text</b>	Enter the text that will be used for the page link.
<b>Link URL</b>	Enter the URL of the page the link will be on (and that the e-mail will link to).
<b>Link to Tell A Friend</b>	Copy this code onto your custom page.

Click the Save button to make the changes, or Cancel to abandon your changes.

## eBay Auctions

Many merchants like to sell products on eBay to improve market penetration and draw new customers to their storefronts. ShopSite makes it easy for merchants to list their products for auction on eBay.

**Note:**

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ShopSite can currently only be used in conjunction with the US version of eBay and US Dollar currency.

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<b>Search for Products</b>	Use the advanced search feature to find the product you want to list on eBay. You can search using a number of criteria available in the pull-down menus above the keyword entry box.
<b>Search</b>	Use the search feature to find store products based off specified criteria. See the <a href="#">Merchant Search</a> help page for more information.
<b>List All Products</b>	Click on this button to show a list of all products in your store.
<b>Remember Search</b>	Check this box to have ShopSite remember your search criteria when you return to this page later.
<b>List of Products</b>	Select an item from the list to auction on eBay.
<b><a href="#">Add Auction</a></b>	After selecting a product from the list, click on the <a href="#">Add Auction</a> button to prepare your product for listing on an auction.
<b>List Auctions</b>	Clicking on this button will open a new window showing your My eBay auction listing page on the eBay site. The window for your ShopSite store will remain open in the background.
<b><a href="#">Configure</a></b>	Click on the <a href="#">Configure</a> button to configure your store to use eBay. You must associate your store with an eBay account prior to listing any auctions on eBay.

## Add eBay Auction

This screen allows you to modify product information for listing on an eBay auction. ShopSite will automatically populate appropriate fields with information from your existing ShopSite product. You can review this information and adjust it to suit the auction listing.

ShopSite stores product information for eBay auctions separately from the regular store products. If you have not previously listed a product on eBay, information will be imported from your regular product information. If you have previously listed a product on eBay, the information used for the prior listing will appear on the Add Auction screen.

### Note:

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Changing product information on the Add eBay Auction screen will **not** change information in your ShopSite store product. The changes will *only* appear on your auction listing.

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Once you're ready to submit your item for auction, you will be given a chance to view any listing fees you will be charged before you actually list the product on eBay. After reviewing the fees and submitting the listing, a new window will open for you to review and revise your auction on eBay's site. This lets you review your listing as it will look on eBay, and select a category for your auction.

### Title and Description

<b>Title</b>	The auction title that will appear at the top of the auction, and on auction searches. Required.
<b>Subtitle</b>	Using a subtitle allows you to include additional information about the product in a highly visible location. eBay charges a small fee to have a subtitle.
<b>Description</b>	The description of the product included in the product listing. Required.

### Pricing

<b>Auction Type</b>	eBay allows you to sell items as an auction or as a fixed-price item. If you are selling as a normal auction, select the radio button for Online Auction, then enter a starting price for your auction (required). You may also enter a reserve price and a buy it now price for a small fee. To sell a fixed-price item, select the Fixed Price radio button and enter the price you want to sell the product for.
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### Images

<b>More Info Page</b>	Primary product image to display on eBay. See the <a href="#">Image Tool</a> help for
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<b>Image</b>	more information on selecting an image.
<b>Product Info Image</b>	Additional product image to display on eBay. See the <a href="#">Image Tool</a> help for more information on selecting an image.

### ***Details***

<b>Product Location</b>	Enter a city and state where the product will ship from. Required.
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### ***Buttons***

<b>View Fees</b>	Click on the View Fees button to get the auction listing fees for your product. The fees will be displayed at the top of the Add Auction screen, allowing you to update the auction prior to listing. Below the fees, you will have a button to List on eBay, which will let you submit the listing to eBay.
<b>Cancel</b>	Clicking on the Cancel button any time prior to clicking the List on eBay button will cancel the auction listing and return you to the main eBay Auctions screen.

## Configure eBay

Prior to listing a product from your ShopSite store on eBay, you must associate ShopSite with an eBay account.

<b>eBay Signup</b>	If you have not previously configured ShopSite to use an eBay account, you should click on the eBay Signup button. This will take you to the eBay sign in screen, where you may either log in using an existing eBay account, or you can sign up for a new eBay account.
<b>Cancel</b>	Click on the Cancel button to abandon changes on this screen and return to the <a href="#">eBay Auctions</a> Screen.



## 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 Checkout](#) can be configured from the [Payment Setup](#) screen.

<b><u>Product Search</u></b> <b>(Formerly called Froogle)</b>	Use ShopSite to submit your product information to Google Base, which can list your products on Google Product Search and Google's main web search.
<b><u>Sitemap</u></b>	Have ShopSite create a Google Sitemap to help improve your content listings on Google's main web search.
<b><u>Analytics</u></b>	Automatically include Google Analytics tracking code in all your store pages, including your shopping cart.

## Google Product Search/Google Base Data Feed (formerly Froogle)

Google Base allows you to submit your individual products to be searchable on Google Product Search (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 Base.


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**Note:** Google Base is the name of the new tool for submitting product information to Google Product Search (formerly Froogle) and to Google's main web search. Throughout ShopSite, the terms *Google Product Search* and *Google Base* are used interchangeably when discussing the product information submission process.

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See the [Google Base Configuration](#) help for instructions on signing up to use Google Base.

### *Froogle/Google Base Datafeed*

<b>Feed Last Submitted</b>	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.
<b>Number of Products submitted</b>	The number of products included in the most recent feed.
<b>Send Feed</b>	Click this button to submit your product information to Google Base. See the <a href="#">Submitting a Feed to Google Base</a> section below for more information.
<b>Go To Google Base</b> 	Click this button to go to your Google Base account in a new window.
<b><a href="#">Configure</a></b>	The Configure screen sets up your options for how information will be submitted to Google Base
<b>Cancel</b>	Click the Cancel button to return to the <a href="#">Google Features</a> screen.

## Submitting a Feed to Google Base

To submit your product information to Google Base:

1. Make sure you have completed *all* the steps to [Configure](#) ShopSite to send product information to Google Base.
2. In your store back office, go to Merchandising > Google > Froogle/Google Base 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 Base
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 Base. Once the submission completes, click on Cancel to return to the Froogle/Google Base information screen.

It can take several hours for Google to process your submission before it will be available on Google Base.

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**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.

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# Configure Google Product Search/Google Base

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**Note:** Google Base is the name of the new tool for submitting product information to Google Product Search (formerly called Froogle) and to Google's main web search. Throughout ShopSite, the terms *Froogle* and *Google Base* are used interchangeably when discussing the product information submission process.

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In order to send product information directly from ShopSite to Google Base, you must do the following:

1. [Sign Up for Google Base](#)
2. [To use the API, Create a Google Base API Key](#)
3. [To use FTP, Register your FTP Upload File](#)
4. [Configure ShopSite to use Google Base](#)
5. [Select the Products to Submit to Google Base](#)

## Sign Up to use Google Base

Before you can submit your product information, you need to create a Google Base account:

1. Go to the [Google Base Sign in Page](#).
2. All Google tools, including Google Base, use the same account for access.
  - o If you already use a Google tool (AdWords, Analytics, Gmail, etc.) you can sign in using that account.
  - o 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 Base Sign in page and can sign in using your new account.
3. The first time you sign in to Google Base, you will be required to accept the [Google Base Terms of Service](#). Read through the terms and click the I accept the Google Base Terms of Service. Continue >> button if you agree to the terms. You must agree to the Terms of Service in order to use Google Base.
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 Base 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 Base API, you should [use FTP to submit your feed](#).

## Create a Google Base API Key

Once you have a Google Base account, if you want to use the Google Base API, you need to create a Google Base API Key:

1. If you are not still signed in to Google Base, go to the [Google Base Sign in](#) page and sign in.
2. Go to the [Google Base API Key Sign Up](#) screen.
3. Read through and agree to the [Google Base API Terms of Use](#). You must agree to the terms in order to create an API key.
4. Check the box indicating you have read and agree to the terms and conditions.
5. Select the radio button for a Web applications on the domain:
6. Enter the domain name of your store in the text field.

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**Note:** You *must* enter the correct domain name when creating your API key. In order to avoid any mistakes, you may want to log in to your ShopSite back office in another browser window, go to Merchandising > Google > Froogle > Configure, and copy and paste the domain name displayed in the Domain URL to use for Google API Key row.

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7. Click on the Sign Me Up button to generate your Google Base API Key.
8. Your new Google Base API Key will be displayed in a box near the top of the screen, with the domain name the key works for displayed in a box below it. Copy and paste the *entire* key (including anything that scrolls past the edge of the window) into a text file on your local computer. Make sure to save the file in a location you will be able to find later.

## Register your FTP Upload File

To submit your feed to Google Base using FTP (instead of the API), you will need to register your FTP Upload file with Google Base:

1. If you are not still signed in to Google Base, go to the [Google Base 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.
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 Base

Once you have a Google Base API Key or FTP account, you can configure how ShopSite submits product information to Google Base. Configure the following options on your store's back office Google Base Configuration screen:

<b>Submittal method</b>	Select whether to use FTP or the Google Base 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.
<b>FTP User Name</b>	If you are using FTP to submit the feed, enter the FTP user name you configured when you <a href="#">Registered your FTP file</a> .
<b>FTP Password</b>	If you are using FTP to submit the feed, enter the FTP password you configured when you <a href="#">Registered your FTP file</a> .
<b>File Name to use for FTP registration</b>	This is the file name to enter when <a href="#">registering an FTP bulk upload file</a> .
<b>Google API Key</b>	If you are using the API, paste your Google Base API Key into this field. See <a href="#">Create a Google Base API Key</a> if you have not already created your key.
<b>Domain URL to use for Google API Key</b>	This is the domain name you should enter in to the text box when you create your API key (see <a href="#">Create a Google Base API Key</a> step 6 above)

### *Expiration*

<b>Items Expire</b>	Select how often you want the Google Base listings of your products to expire. Expired items will not be searchable until you re-submit them.
<b>Reminder</b>	ShopSite can send you an e-mail reminder that your products are about to expire on Google Base. Select Yes to have ShopSite send you a reminder. If you do not want an e-mail reminder, select No.
<b>To</b>	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).
<b>Subject</b>	Enter the subject to be used for your reminder e-mail.
<b>Message</b>	Enter the message to be used in your reminder e-mail.

## ***Indicate which ShopSite field maps to the corresponding Froogle field***

Select what ShopSite product fields will be mapped to the Google Base information fields.

<b>Title</b>	Select whether to send the Product name or the SKU as the Title of the product on Google Base.
<b>Description</b>	Select whether to send the Product Description, the More Info Page Text, or the More Info Meta:Description for Google Base to use as the product description.
<b>Price</b>	Select what price you want to send as the list price on Google Base. Select Regular to send the regular product Price. If you select On Sale/Lowest, ShopSite will also look at the Sale Price and Quantity Pricing and send the lowest price to Google Base.
<b>Image</b>	Select whether to send the URL of the Product Image or the More Info Page Image to Google Base.
<b>Quantity</b>	<p>Select the radio button to indicate how to send inventory information to Google Base.</p> <ul style="list-style-type: none"><li>• Select the Do not Specify radio button if you do not want a quantity sent.</li><li>• Select the Use Inventory: Quantity On Hand radio button to send your current Quantity On Hand.</li><li>• Select the Enter Amount radio button, then enter a number in the text box to send that number as the inventory quantity for all your products.</li></ul>
<b>Weight</b>	<p>Select what weight information to send to Google Base:</p> <ul style="list-style-type: none"><li>• Select Do Not Specify if you do not want a weight sent.</li><li>• Select Use Product Weight to send the product's weight.</li></ul>
<b>Product URL (Landing Page)</b>	<p>Select where Google Base should send people who find your product.</p> <ul style="list-style-type: none"><li>• A page the product is assigned to will send people to a page the product appears on.</li><li>• More Info Page will send people to the product More Information Page.</li><li>• Search Destination will send people to the same location they</li></ul>

would get sent to from a store Search Results page.

**Product Type (category)**

Google Base 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 Base allows you to assign additional descriptive attributes to your products. When you add or edit a product, there are Google Base 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 Base

Before you can [Send your Product Information to Google Base](#), 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 to submit.

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 Base.
3. Select the products you want listed on Google Base from the list of products and click on Power Edit
4. Scroll down the Information list and select Google Base. 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 Base checkbox can also be edited when you Add Products or Edit Product Info.

Once you have selected what products to send to Google Base, you can go to the [Froogle/Google Base](#) screen in your Back Office and [Submit your Product Information to Google Base](#).



## 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.

<b>Google Site Verification File</b>	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.
<b>Sitemap URL</b>	This is the URL where your sitemap will be created. When you register your sitemap with Google, enter this URL.
<b>Page Change Frequency</b>	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 <i>not</i> improve your ranking.
<b>Include Custom Sitemap (optional)</b>	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.


## 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](#):

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**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.

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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.
  - o If you already use a Google tool (AdWords, Analytics, Gmail, etc.) you can sign in using that account.
  - o 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).

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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.

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**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.

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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

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**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.

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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.

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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.

## 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

<b>Google Analytics</b>	<p>Select Yes to have ShopSite include Google Analytics tracking code on your Store Pages and Shopping Cart screens. Select NO if you do not want to include tracking code. You will need to <a href="#">Publish</a> your store after changing this setting.</p> <hr/> <p><b>Note:</b> If you have previously <a href="#">Added Google Analytics to ShopSite Manually</a>, you should remove the code you added manually <i>before</i> enabling this feature.</p> <hr/>
<b>Google Analytics Tracking Type</b>	<p>Select whether to have ShopSite insert the old (Urchin) or new Google Analytics tracking code into your pages.</p> <p>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.</p> <hr/> <p><b>Note:</b> Changing this setting will <i>not</i> 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</p>

and click the link to Edit your site profile, then click the link to Check Status.

---

Google Analytics will continue to work with the old 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.

**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.




## 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.
  - o If you already use a Google tool (AdWords, Froogle/Google Base, Gmail, etc.) you can sign in using that account.
  - o 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:
  - o **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.

---

- o **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.
- o **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.
  - o 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.
  - o 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.
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.

# Adding Google Analytics to ShopSite Manually

**Note:** 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. 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:
  - o **Website URL** - Select HTTP or HTTPS (secure), then enter the domain name of your ShopSite store.
  - o **Account Name** - 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.
  - o **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.
  - o **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. The next screen contains the code that you must add to every Web page you want to track.
7. Copy and paste the code into a text file on your local computer until you are ready to edit your store pages.
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:
  - o Go to the [Google Analytics Website](#) and sign in.
  - o From the account management screen, find the **Website Profiles** section, and Edit the profile for your store.
  - o Click on the link to Check Status near the top right corner of the **Profile Information** section.
  - o 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 Page Header & Footer.
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.

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:
  - o Go to the [Google Analytics Website](#) and sign in.
  - o From the account management screen, find the **Website Profiles** section, and Edit the profile for your store.
  - o Find the section named **Website Profile Information** and click the Edit link to edit your profile.
  - o 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.

## 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.

<b>Cart global cross-sell</b>	<p>Select when to display global cross-sell products in the shopping cart:</p> <ul style="list-style-type: none"> <li>• <b>Always display</b> - Global cross-sell products will be displayed any time a customer views the shopping cart.</li> <li>• <b>Only display if product has no cross-sell</b> - Global cross-sell products will be displayed in the cart unless the most recent product added to the cart has product cross-sell items.</li> <li>• <b>Off</b> - Global cross-sell products will not be displayed in the shopping cart.</li> </ul>						
<b>Header</b>	Enter the header text for the global cross-sell product table.						
<b>Products</b>	<p>Click Select to open a pop-up window to select your global cross-sell products.</p> <p><b><i>Assigned cross sell products</i></b> This pop-up window allows you to select, sort, or remove cross-sell products.</p> <table border="1" data-bbox="399 1650 1511 1986"> <tr> <td data-bbox="399 1650 618 1766"><b>Assigned cross-sell products</b></td> <td data-bbox="618 1650 1511 1766">This box displays the products that have been selected as cross-sell items.</td> </tr> <tr> <td data-bbox="399 1766 618 1881"><b>Move Up</b></td> <td data-bbox="618 1766 1511 1881">Select a product in the <b>Assigned cross-sell products</b> list and click Move Up to move that product up one position in the list.</td> </tr> <tr> <td data-bbox="399 1881 618 1986"><b>Move Down</b></td> <td data-bbox="618 1881 1511 1986">Select a product in the <b>Assigned cross-sell products</b> list and click Move Down to move that product down</td> </tr> </table>	<b>Assigned cross-sell products</b>	This box displays the products that have been selected as cross-sell items.	<b>Move Up</b>	Select a product in the <b>Assigned cross-sell products</b> list and click Move Up to move that product up one position in the list.	<b>Move Down</b>	Select a product in the <b>Assigned cross-sell products</b> list and click Move Down to move that product down
<b>Assigned cross-sell products</b>	This box displays the products that have been selected as cross-sell items.						
<b>Move Up</b>	Select a product in the <b>Assigned cross-sell products</b> list and click Move Up to move that product up one position in the list.						
<b>Move Down</b>	Select a product in the <b>Assigned cross-sell products</b> list and click Move Down to move that product down						



	one position in the list.
<b>Delete</b>	Select a product in the <b>Assigned cross-sell products</b> list and click Delete to delete that product from the list. The product will then appear in the <b>Products not assigned</b> list.
<b>Products not assigned</b>	Use the <a href="#">Merchant Search</a> to find specific items, or click List All Products to display all unassigned products in the <b>Products not assigned</b> box.
<b>Add</b>	Select a product from the <b>Products not assigned</b> box, then click Add to add that product as a cross-sell product. The product will then appear in the <b>Assigned cross-sell products</b> list.
<b>OK</b>	Click this button to save your changes and return to the Cross-sell Configuration screen.
<b>Cancel</b>	Click this button to return to the Cross-sell Configuration screen without saving your changes.
<b>Product image</b>	Check the box to use a <a href="#">resized version</a> of your product image in the cross-sell listing, then select the image size to use from the pull-down menu.
<b>Max number of products to display</b>	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.
<b>Display order</b>	Select whether to display cross-sell products in the assigned order or in a random order.

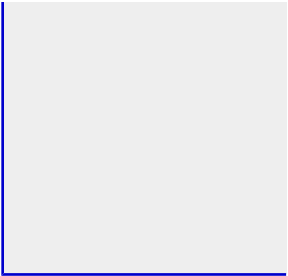
### ***Cart Product Cross-sell***

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.

<b>Product cross-sell</b>	Select whether or not product level cross-sell should be displayed in the shopping cart.
<b>Header</b>	Enter the header text for the product cross-sell product table.
<b>Product image</b>	Check the box to use a <a href="#">resized version</a> of your product image in the cross-sell listing, then select the image size to use from the pull-down menu.
<b>Max number of products to display</b>	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***

<b>Cross-sell Destination</b>	Use the pull-down menu to determine the link destination for cross-sell products. You may select one of the following: <ul style="list-style-type: none"> <li>• <b>None</b> - Do not include links in cross-sell products.</li> </ul>
-------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

- 
- **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.

## 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 guaranteed 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

<b>buySAFE feature</b>	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.

<b>Seal Authentication data</b>	Paste the Seal Authentication Data, provided to you from buySAFE, into the field.
<b>Store Authentication data</b>	Paste the Store Authentication Data, provided to you from buySAFE, into the field.
<b>Authentication status</b>	Click on Test Authentication to test your settings. After passing the test, you will see <b>Authentication was successful. Bonding is enabled</b> 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*

<b>Link to buySAFE image</b>	Copy the contents of this field and paste it into your <a href="#">Store Footer</a> or on your custom HTML pages to display the buySAFE logo on those pages.
------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------

## 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.

# 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.

---

<b>Card Security</b>	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.
<b>Credit Cards</b>	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 <b>Locked</b> (not viewable). To unlock the payment information, click on Locked to be taken to the <a href="#">Upload Merchant Key</a> screen. After uploading the Merchant Key, the Credit Cards will become <b>Unlocked</b> and viewable. You can click on Unlocked to have ShopSite <a href="#">expire the session</a> and remove the decryption key from the server.
<b>View Orders</b>	<p>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.</p> <p><b>Note:</b></p> <hr/> <p>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 <b>the CVV data will be removed</b> 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.</p> <hr/>
<b>View Packing</b>	

<b>Slip</b>	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.
<b><u>Bill Orders</u></b>	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 <a href="#">Orders screen</a> , 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.
<b><u>Bill Google Orders</u></b>	This button will appear if you are accepting payments via Google Checkout. When a customer pays for an order using Google Checkout, 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.
<b>Delete Orders</b>	Just as you can view one, several, or all your orders at once, you can delete them from your store after you have finished processing them. Be careful you don't delete your orders before you have collected payment information.
<b>Search</b>	Use the search feature to find orders based on specified criteria. See the <a href="#">Merchant Search</a> help page for more information.
<b>List All</b>	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.
<b><u>Download Orders</u></b>	<p>Click this button to go to the <a href="#">Database Download screen</a> where you can download your orders to your local computer. You can download order information in three formats; click these links for more information:</p> <ul style="list-style-type: none"> <li>• <a href="#">Tab-delimited text file</a></li> <li>• <a href="#">QuickBooks file format</a></li> <li>• XML text file, <a href="#">manual download</a> or <a href="#">automatic download</a></li> </ul> <p><b>Warning:</b> _____  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.  _____</p> <p><b>Note:</b> _____  If your store is using manual (offline) payment processing, and you are capturing CVV information,</p>

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.

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### 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.

## 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.

To process payment for these orders, click Proceed. ShopSite will send a request to your payment gateway to have the funds captured for the selected orders, and you will be returned 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.



## Bill Google Orders

This button will appear if you are accepting payments via Google Checkout. When a customer pays for an order using Google Checkout, 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.

# Security Settings

<a href="#"><u>Security Status</u></a>	The Security Status screen displays the different security settings in your store and how they affect the overall store security status.
<a href="#"><u>Intruder Detection</u></a>	<p>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.</p> <p><b>Note:</b> _____</p> <p>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.</p> <p>_____</p>
<a href="#"><u>Credit Card Storage</u></a>	Click on the Credit Card Storage button to view and configure credit card storage and retrieval settings.
<a href="#"><u>Remote Database</u></a>	Click the Remote Database button to configure ShopSite to store order information in a remote PostgreSQL database. This can help you comply with <a href="#"><u>PCI Security</u></a> guidelines which require you to store sensitive customer information (such as credit card numbers) behind a firewall.

## 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:**

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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.

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<p><b>Shopper enters credit card information in the cart.</b></p>	<p>This category determines the security of the Shopping Cart checkout screen. You will get a <b>High</b> status if you are not accepting credit cards, or if your Shopping Cart uses SSL encryption. A <b>Low</b> status will be given if the shopping cart accepts credit cards but does not use SSL encryption.</p>
<p><b>Credit card information stored for later viewing or downloading.</b></p>	<p>This category determines the security level of Credit Card number storage. You will get a <b>High</b> 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 <b>Medium</b> status will be displayed if you are storing credit card numbers using the basic (symmetric) encryption.</p>
<p><b>Credit card information viewed or downloaded from ShopSite.</b></p>	<p>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 <b>High</b> status. A <b>Low</b> status will be shown if merchants are viewing or downloading credit card information through an insecure (unencrypted) connection.</p>
<p><b>Customer Registration.</b></p>	<p>This category represents the security level of credit card information used by the Customer Registration feature. A <b>High</b> 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 <b>Medium</b> status will be returned. If customer registration payment information is saved, it is always stored using symmetric encryption.</p>

### 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.

<b>Display Security Image</b>	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 <b>High</b> security score, a <i>Shopping Cart Software</i> logo will be displayed instead of the security logo.
<b>Security Image</b>	Select the radio button for either the light or dark security logos.
<b>Security Image URL</b>	Copy and paste this HTML fragment into any non-ShopSite generated pages in your store where you want to display the high security logo.

## Intruder Detection

An intrusion detection system 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 intrusion detection system 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:**

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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.

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The intrusion detection system 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. You will be able to indicate whether the computer should be trusted or not. 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:**

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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.

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### Security Configuration

Log Size
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	Set how many accesses from the log file will be displayed when you click the View Log button.
<b>View Log</b>	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.
<b>Trusted Computers</b>	The ID of every computer ShopSite will not generate warnings for is listed in this box.
<b>Remove Trusted</b>	You can remove a computer from the trusted list by selecting the appropriate ID from the trusted computers list and clicking on this button.

### ***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.

## Orders Access Log

The orders access log records information about every time the Order system was accessed.

<b>Date/Time</b>	Date and time of the order system access
<b>Trusted</b>	Whether the computer used to access the sytem is in the Trusted list
<b>ID</b>	Security ID of the computer used to access the system
<b>IP</b>	IP address of the computer used to access the order system.
<b>Domain</b>	Domain name (if available) of the computer used to access the order system.
<b>Action</b>	order screens or actions performed.
<b>Extra Info</b>	details about actions taken.
<b>Accessed Securely</b>	Whether the order screen was accessed using an SSL connection.

## 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:

<p><b>Do Not Store Credit Cards</b></p>	<p>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.</p>
<p><b>Asymmetric encryption (Merchant Key)</b></p>	<p>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.</p> <p><b>Note:</b> _____</p> <p>Only one employee should have access to the Merchant Key. Merchants who store credit card information must also store the information in a <a href="#">remote database</a> behind a firewall to be <a href="#">PCI compliant</a>.</p> <p>_____</p>
<p><b>Configure Merchant Key</b></p>	<p>Click on this button to change the Merchant Key settings. If a key has not been created, the button will go directly to the <a href="#">Key Wizard</a>. After a key has been created, the button will go to the <a href="#">Key Configuration</a> screen.</p>
<p><b>Symmetric encryption (default)</b></p>	<p>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.</p>



## 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 received between when the wizard is started and when the new key is uploaded.

**Note:**

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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.

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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:**

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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.

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Once you have saved your Merchant Key, click on the Next button to [Upload the Key](#).

## 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.

## Successful Upload

When you successfully upload your Merchant Key using the Key Wizard, you will see this screen.

<b>Inactive period before being signed out</b>	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 <a href="#">Order Screen</a> and clicking on the Unlocked link near the top, right side of the screen.
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After selecting an inactivity period, click on Next to continue to the [Activate Merchant Key Encryption](#) screen.

## 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:**

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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.

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**Note:**

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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.

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Once you have successfully activated Merchant Key Encryption, you will be taken to the [Configure Merchant Key](#) screen.

## 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.

<b>Merchant Key Encryption</b>	<p>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.</p> <p><b>Note:</b> _____</p> <p>Any orders encrypted using a merchant key can <i>only</i> 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 <b>Back up your Merchant Key</b> to a safe, secure location.</p> <p>_____</p>
<b>Change Merchant Key</b>	<p>This option will only appear if you are not currently using Merchant Key encryption. Click on the Change button to be taken to the <a href="#">Merchant Key Upload</a> screen. Uploading a merchant key from this screen will turn on Merchant Key encryption.</p>
<b>Generate New Merchant Key</b>	<p>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 <a href="#">Key Generation Wizard</a>.</p>
<b>Inactive period before being signed out</b>	<p>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 <a href="#">Order Screen</a> and clicking on the Unlocked link near the top, right side of the screen.</p>

## 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.

# Remote Database Configuration

**Note:**

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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.

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[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 Checkout, 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.

<b>Use PostgreSQL database for storage of orders</b>	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.
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## **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.

<b>Server Hostname</b>	Enter the domain name or IP address of your remote database server in this field.
<b>Server Port Number</b>	Enter the port number to use when ShopSite connects to the remote database. The default value, <i>5432</i> , is the standard port most PostgreSQL databases use.
<b>User</b>	Enter the username ShopSite should use when connecting to the remote database.
<b>Password</b>	Enter the password for the user account on the remote database.
<b>Database Name</b>	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.



## 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. Contact your system administrator or hosting provider to learn how to set up your remote PostgreSQL database server.

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

<b>Server Hostname</b>	Enter the domain name or IP address of your remote database server in this field.
<b>Server Port Number</b>	Enter the port number to use when ShopSite connects to the remote database. The default value, <i>5432</i> , is the standard port most PostgreSQL databases use.
<b>User</b>	Enter the username ShopSite should use when connecting to the remote database.
<b>Password</b>	Enter the password for the user account on the remote database.
<b>Database Name</b>	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.

# 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*

<b>View Order Header</b>	Insert text or HTML to be displayed above the main order information section.  This field supports use of the <a href="#">HTML Editor</a> .
<b>View Order Footer</b>	Insert text or HTML to be displayed below the main order information section.  This field supports use of the <a href="#">HTML Editor</a> .

## *Packing Slip*

<b>Display Monetary Values</b>	Select On to display prices on the packing slips, or Off to hide prices.
<b>Display Doba Products</b>	Select On if you want <a href="#">Doba</a> products to be displayed on packing slips, or select Off to leave Doba products off the packing slip.
<b>Display Custom Checkout Fields</b>	Select On to display custom checkout fields on the packing slips, or Off if you do not want the custom checkout fields displayed.
<b>Packing Slip Header</b>	Insert text or HTML to be displayed above the main packing slip information section.  This field supports use of the <a href="#">HTML Editor</a> .
<b>Packing Slip Footer</b>	Insert text or HTML to be displayed below the main packing slip information section.  This field supports use of the <a href="#">HTML Editor</a> .

## *Product Sort Order*

When viewing orders, you may select to have the products in the order sorted for your convenience.

<b>Sort By</b>	Select how products in orders will be sorted:
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- **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).

# 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.

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**Note:** If you have not previously configured reports, you will be taken directly to the [Reports Configuration](#) screen.

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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).

<b>Day</b>	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.
<b>Sales</b>	<p>Sales information is broken down into three categories for each day:</p> <ul style="list-style-type: none"> <li>• Sales - The number of purchase transactions completed on the indicated day.</li> <li>• Units - The number of products purchased on the indicated day.</li> <li>• \$ - The total (gross) revenue from purchases on the indicated day.</li> </ul>
<b>Traffic</b>	<p>Traffic on your Web site is broken down into three categories for each day:</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>



- 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.

**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 [Configure Reports](#) button to specify Web server log file information or to reset, clear, or update report settings.

## 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

<b>View Summary For</b>	<p>Select the time range you want to view, then click OK to view a summary for that time range.</p> <ul style="list-style-type: none"> <li>• Today - Select this option to display statistics only for the current day. This is the default view for this screen.</li> <li>• Last 7 Days - Select this option to display statistics for the current day and the six previous days.</li> <li>• Last 30 Days - Select this option to display statistics for the current day and the 29 previous days.</li> <li>• Custom - Select this option, then select the start and end dates for the period you want to view.</li> </ul>
<b>Summary Starts On</b>	Select a day, month, and year for the first day of a Custom date range.
<b>Summary Ends On</b>	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.

<b>Page Name</b>	The path and file name of the page
<b>Visits</b>	The total number of page views during the specified period.
<b>Units Sold</b>	The number of products sold that were added to the shopping cart from this page.
<b>Sales Amount</b>	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.

## 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

<b>View Summary For</b>	<p>Select the time range you want to view, then click OK to view a summary for that time range.</p> <ul style="list-style-type: none"> <li>• Today - Select this option to only display statistics for the current day. This is the default view for this screen.</li> <li>• Last 7 Days - Select this option to display statistics for the current day and the six previous days.</li> <li>• Last 30 Days - Select this option to display statistics for the current day and the 29 previous days.</li> <li>• Custom - Select this option, then select the start and end dates for the period you want to view.</li> </ul>
<b>Summary Starts On</b>	Select a day, month, and year for the first day of a Custom date range.
<b>Summary Ends On</b>	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.

<b>Remote Host</b>	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 <a href="#">individual pages viewed by this visitor</a> .
<b>Visits</b>	This is the total number of pages viewed by this host during the specified date range.
<b>Units Sold</b>	This is the number of products purchased by this host during the specified date range.
<b>Sales Amount</b>	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:

<b>Page</b>	This is the path and file name of the page on your site.
<b>Date/Time</b>	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.
<b>Referrer</b>	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.

## 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

<b>View Summary For</b>	Select the time range you want to view, then click OK to view a summary for that time range. <ul style="list-style-type: none"> <li>• Today - Select this option to only display statistics for the current day. This is the default view for this screen.</li> <li>• Last 7 Days - Select this option to display statistics for the current day and the six previous days.</li> <li>• Last 30 Days - Select this option to display statistics for the current day and the 29 previous days.</li> <li>• Custom - Select this option, then select the start and end dates for the period you want to view.</li> </ul>
<b>Summary Starts On</b>	Select a day, month, and year for the first day of a Custom date range.
<b>Summary Ends On</b>	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.

<b>Visits</b>	The number of visitors who followed a link on this page to a page on your site.
<b>Referrer</b>	<p>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 <i>example</i>, <i>key</i> and <i>words</i> as the keywords:</p> <p style="text-align: center;"><code>http://www.google.com/search?hl=en&amp;q=<b>example+key+words</b>&amp;btnG=Google+Search</code></p> <p>This can help you pick what keywords to emphasize and use on your pages and in META tags to improve your search engine rankings.</p>

# 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*

<b>Sales</b>	The number of orders the store has received.
<b>Currency</b>	The total amount of sales.
<b>Units</b>	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*

<b>Hits</b>	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.
<b>Pages</b>	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.
<b>Hosts</b>	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

<b>Sales</b>	The number of orders the store received.
<b>Currency</b>	The total amount of sales
<b>Units</b>	The number of products that were ordered. For example, an order for one videotape and two CDs counts as one sale and three units.
<b>Hits</b>	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.
<b>Pages</b>	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.
<b>Hosts</b>	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 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

<b>Server log file path</b>	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.
<b>Server log file name</b>	The name of your Web server log file (sometimes called an <i>access log</i> ). Ask your Webmaster or Hosting Provider if you do not know the name of your server log file.
<b>Store ID Substring</b>	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.
<b>Creation of ISTAT files</b>	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.
<b>Number of days to keep Page and Referrer details</b>	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.*

<b>Clear Sales Counters</b>	Click this button to reset the <a href="#">Sales Statistics</a> 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.
<b>Clear Traffic Counters</b>	Click this button to reset the <a href="#">Traffic Statistics</a> 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.
<b>Empty Order Log</b>	Click this button to empty the ISTAT file used to create the <a href="#">Page Summary</a> . 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.
<b>Empty Store Log</b>	Click this button to empty the ISTAT file used to create the <a href="#">Host Summary</a> and <a href="#">Referrer Summary</a> . 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.
<b>Update Store Log Now</b>	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.
<b>Current Logfile</b>	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 <code>not found</code> 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.
<b>Last Update</b>	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.
<b>Last logfile read</b>	The path and name of the most recent Web server log file that ShopSite was able to <i>successfully</i> read. This can be compared to the Current Logfile for testing or troubleshooting report generation.
<b>Reset Date and Time</b>	This section allows you to repair problems creating reports. <ul style="list-style-type: none"><li>• 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.</li><li>• If ShopSite has generated reports without successfully reading</li></ul>

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.*

# Commerce Setup

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

<b><u>Order System</u></b>	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.
<b><u>Payment</u></b>	Specify the types of payment (credit cards, checks, purchase orders, etc.) that your store accepts.
<b><u>Shipping</u></b>	Specify the shipping methods and rates that your customers can choose from.
<b><u>Tax</u></b>	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.
<b><u>Digital Download</u></b>	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.
<b><u>State and Country</u></b>	Select the states and countries that your store will accept orders from and ship to.
<b><u>Customer Registration</u></b>	Enable and configure Customer Registration, find customers, and work with customer groups.
<b><u>Doba</u></b>	Configure your store to work with Doba drop-shipping service.

## 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.

<b><u>Layout Info</u></b>	Specify the colors and template to be used on the ordering system pages.
<b><u>Shopping Cart</u></b>	Select options and enter text that customers will see on the first Shopping Cart page that displays the products they've selected.
<b><u>Checkout</u></b>	Select options and enter text that customers will see on the Checkout page where they enter address and billing information.
<b><u>Confirmation</u></b>	Enable the order confirmation page and enter text to be displayed at the top and bottom of the page.
<b><u>Thank You</u></b>	Enter text that customers will see on the Thank You screen and e-mail receipt after finishing an order.

# Shopping Cart Layout Info

Select the colors and template to use on all pages in the ordering system.

## Shopping Cart Page Colors

<b>Text Color</b>	This is the color that will be used for normal (non-link) text on this page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . Page text should usually be a dark color that contrasts with the background color.
<b>Background Color</b>	This is the color that will be used in the background of your page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . If there is a <a href="#">background image</a> , the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
<b>Link Color</b>	This is the color that will be used for unvisited links on your page. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . It is usually a good idea to make the link color easily distinguishable from the text color.
<b>Visited Link Color</b>	This is the color that will be used for links that a visitor has already visited. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is usually, but not always, different from the link color.
<b>Active Link Color</b>	This is the color that will be used for links that are <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is frequently the same as the visited color.
<b>Table Shade Color</b>	This is the color that will be used to highlight sections of the shopping cart table. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> .
<b>Background Image</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Image Tool</a> . Most templates will <i>tile</i> 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 <a href="#">Elite</a> and <a href="#">Gradient Page Templates</a> are great examples of using a background image to add a distinctive look to the page.

## Shopping Cart Template

<b>Shopping Cart Template</b>	Select a template to define the layout of your shopping cart pages, including the confirmation and thank you pages. If you have applied a <a href="#">theme</a> to your store, selecting a different template here may cause the shopping cart pages to not match the rest of your store.
<b>Columns for Pull-down Menu</b>	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.
<b>Display Product Image</b>	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 <a href="#">Image Sizes</a> 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

<b>Mini Shopping Cart</b>	<p>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.</p> <p>The appearance of the Mini Cart varies 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:</p> <div data-bbox="391 1136 789 1234" data-label="Image"></div> <p><a href="#">Click here</a> for details on customizing the Mini Cart.</p> <p><b>Note:</b> _____ 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 <a href="http://www.mydomain.com">www.mydomain.com</a> and the shopping cart is at <a href="http://shop.myhostingprovider.com">shop.myhostingprovider.com</a>, the mini cart will not show the items and subtotal in the cart. _____</p>
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## 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.

<b>Display Remove Buttons</b>	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.
<b>Display Update Buttons</b>	Check this box to have ShopSite display an "Update" button next to every product in the shopping cart.
<b>Display How Much Customer has Saved</b>	Check this box to have ShopSite display how much a customer has saved using <a href="#">Coupons</a> and the <a href="#">Discount Schedule</a> .
<b>Use minimum quantity on an add to cart</b>	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.
<b>Text displayed to the shopper when using a minimum product quantity:</b>	Enter the text ShopSite should display to notify customers that the quantity has been increased to meet the minimum quantity setting.
<b>Quantity Cannot Be Changed</b>	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.
<b>Ordering Options Cannot Be Changed</b>	Check this box to prevent customers from changing the order options in the shopping cart.
<b>Customer Text Entry Cannot Be Changed</b>	Check this box to prevent customers from changing the product text entry field after the product has been added to the cart.
<b>Product Name</b>	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.
<b>Display Subproducts without Parent Name</b>	<p>When this is <i>not</i> checked, subproducts appear in the cart with this name format:</p> <pre>subproduct name: parent product name</pre> <p>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</p>

	box and the subproduct name will display by itself, just like all other products.
<b>Default for the "Show me my shopping cart" checkbox</b>	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.
<b>Do Not Display the "Show me my shopping cart" checkbox</b>	Check this box to not show the "Show me my shopping cart" option at the top of the shopping cart screen. <i>Customers will see the shopping cart each time they add a product to the cart.</i>
<b>Display coupon button</b>	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.
<b>Display gift certificate button</b>	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.
<b>Display Country above Zip/Postal Code</b>	Check this box to have the country field displayed above the zip/postal code field on the Shopping Cart screen.
<b>Text at the Top of the Shopping Cart Screen</b>	<p>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.)</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Create an Ordering Instructions Box</b>	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.
<b>Surcharge text displayed to shopper</b>	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 <a href="#">help on surcharges</a> for more information.
<b>Surcharge pull-down menus</b>	Enter the choices here for your surcharge pull-down menus. Read the <a href="#">help on surcharges</a> for more information.
<b>Return to</b>	



<b>Shopping Button</b>	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.
<b>Text at the Bottom of the Shopping Cart Screen</b>	<p>You can customize the bottom of the screen with your store's footer or include final reminders before the customer places an order</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Minimum amount an order can be</b>	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 surcharges.
<b>Text displayed to the shopper when using minimum order amount</b>	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.
<b>Keep unfinished shopping carts</b>	<p>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.)</p> <p>If you are using <a href="#">Associates</a>, 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.</p> <p><b>Note:</b> _____</p> <p>ShopSite stores unfinished shopping carts on the ShopSite server. These unfinished carts are linked to the customer using a <a href="#">cookie</a>, or if the customer's browser has cookies disabled, 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.</p> <p>_____</p>
<b>Javascript added at start of built-in CheckIt function</b>	You can insert additional JavaScript here to enhance the functionality of the CheckIt function which verifies that required fields have valid content. See <a href="#">Shopping Cart JavaScript Variables</a> for a list of the built-in JavaScript variables generated by ShopSite.

---

### ***Google pre-checkout Shopping Cart text***

<b>Text at the top of the Google Pre-Checkout Shopping Cart screen</b>	<p>Merchants using Google Checkout have a pre-checkout screen that allows customers to select either standard ShopSite checkout or Google Checkout. This text will be displayed at the top of that screen.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text at the bottom of the Google Pre-Checkout Shopping Cart screen</b>	<p>Merchants using Google Checkout have a pre-checkout screen that allows customers to select either standard ShopSite checkout or Google Checkout. This text will be displayed at the bottom of that screen.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>

## 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.

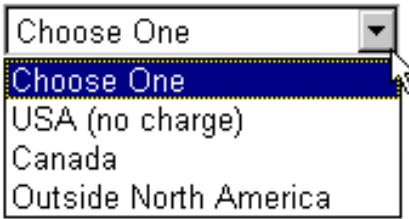
For example, if the seller enters the following:

Surcharge text displayed to shopper (optional):	Select the country you will be shipping to:
Surcharge pull-down menus (optional):	Choose One;n USA (no charge); +0 Canada; p +2 Outside North America; +4

The shopping cart will have this text and drop-down list:

## Surcharge

Select the country you will be shipping to:



Choose One  
Choose One  
USA (no charge)  
Canada  
Outside North America

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:

<b>Product Total</b>	\$10.00
<b>Discount</b>	-\$5.00
<b>Subtotal</b>	\$5.00
<b>Tax</b>	\$0.50
<b>Shipping: Ground</b>	\$5.00
<b>Surcharge: Canada</b>	\$2.00
<b>Total:</b>	<b>\$12.50</b>

Note that you can only use a period as a decimal separator; you cannot use a comma.

## Checkout Screen

Customers enter addresses and other order-specific information on the Checkout Screen.

<b>Billing Address</b>	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 also set the display length of the text box for each component.
<b>Validate Email Address</b>	Check this box to put a second Email address field that must match with the first.
<b>Ship Only to Billing Address</b>	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.
<b>Shipping Address not displayed if there is no shipping service</b>	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.
<b>Billing Address displayed above Shipping Address</b>	If you do not check "Ship Only to Billing Address," the shipping 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.
<b>Use Billing Text</b>	If you don't enable the Ship Only to Billing Address checkbox, the shipping 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.
<b>Shipping Address</b>	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.
<b>Footnote Value</b>	Enter the HTML and text that you want ShopSite to use to indicate a required field in the billing and shipping addresses.
<b>Footnote Text</b>	Enter the HTML and text for the footnote that explains that a field is required.
<b>For secure orders in frames</b>	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 server. 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.

<b>Text at the Top of the Checkout Screen</b>	<p>You can customize the text that appears on your customer's shipping/billing page 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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Create Customer Comments Box</b>	<p>Check this box to display a text box on the shipping page 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 Shipping Screen" field.</p>
<b>Create an add to e-mail list box</b>	<p>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.</p>
<b>Add to e-mail list box checked by default</b>	<p>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.</p>
<b>Text displayed for add to e-mail list</b>	<p>Enter the text that you want displayed next to the e-mail list box.</p>
<b>Text at the Bottom of the Checkout Screen</b>	<p>You can customize the bottom of the shipping page with your store's footer, or include final reminders before the customer places his order.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Javascript added at start of built-in CheckIt function</b>	<p>You can insert additional JavaScript here to enhance the functionality of the CheckIt function which verifies that required fields have valid content. See <a href="#">Shopping Cart JavaScript Variables</a> for a list of the built-in JavaScript variables generated by ShopSite.</p>
<b>Custom Checkout Fields</b>	<p>You can use custom checkout fields to add your own form fields to the ShopSite shipping/checkout screen. See <a href="#">Creating Custom Checkout Fields</a> for more information.</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:

Custom Fields	Use?	name=	Text Name	Emails Conf.	Thank You	Type	Req.	Invalid Value
	<input checked="" type="checkbox"/>	<b>field01</b>	Gift Wrap	<input type="checkbox"/>	<input type="checkbox"/>	Checkbox	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<b>field02</b>	Gift Wrap Style	<input type="checkbox"/>	<input type="checkbox"/>	Select	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<b>field03</b>	Gift Wrap Note	<input type="checkbox"/>	<input type="checkbox"/>	TextArea	<input type="checkbox"/>	

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.</td>
 </tr>
</table>
```

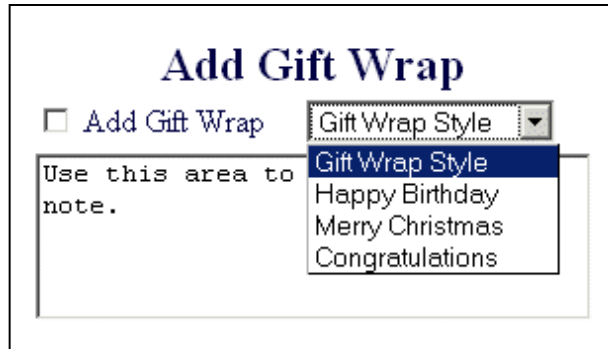
```

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 want 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.

<b>Display Custom Checkout Fields</b>	Check this box to have ShopSite display the custom fields that you have defined for the shipping/checkout screen.
<b>Total Number of Custom Fields</b>	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.
<b>Custom Fields</b>	Use these parameters to define your custom checkout fields: <ul style="list-style-type: none"> <li>• <b>Use?</b> - Check this box to enable this particular custom field.</li> <li>• <b>name=</b> - 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.</li> </ul>



- **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 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
<input checked="" type="checkbox"/>	field01	survey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Select	<input type="checkbox"/>	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">How did you hear about our store?
<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
<input checked="" type="checkbox"/>	field01	policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Checkbox	<input checked="" type="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">

I have read and agree to the store
shipping and return policies.

</p>
```

## 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.

<b>Create a Confirmation Screen</b>	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.
<b>Text at the Top of the Confirmation Page</b>	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 <a href="#">HTML Editor</a> .
<b>Text at the Bottom of the Confirmation Page</b>	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 <a href="#">HTML Editor</a> .
<b>Javascript added at start of built-in CheckIt function</b>	You can insert additional JavaScript here to enhance the functionality of the CheckIt function which verifies that required fields have valid content. See <a href="#">Shopping Cart JavaScript Variables</a> for a list of the built-in JavaScript variables generated by ShopSite.

# Thank You Page

Use these fields to customize the Thank You page as well as the e-mail receipt that the customer will receive.

<b>Customer E-Mail Receipt In HTML Format</b>	Check this box to have ShopSite send customer receipts in HTML format instead of plain text.
<b>Information on the Thank You Screen to Return to Storefront</b>	<p>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.</p> <p>This field is preserved for legacy reasons and has been superceded by the Return To Store button on the Preferences &gt; Store Text &gt; Checkout screen.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text at the Top of the Thank You Screen</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text at the Bottom of the Thank You Screen</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text at the Bottom of the E-Mail Receipt</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Remove Shopper Cookie</b>	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.

## Payment Setup

The Payment Setup screen allows you to configure how customer can pay you, and how you will collect that money. ShopSite includes support for numerous payment systems such as PayPal or Google Checkout, 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](#)

### *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.

<b>Credit Cards</b>	<p>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. <b>Some cards types may not be available for the gateway you use.</b> 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:</p> <ul style="list-style-type: none"><li>• Visa</li><li>• MasterCard</li><li>• Discover</li><li>• American Express</li><li>• Diner's Club/Carte Blanche</li><li>• Fire Pay</li><li>• Solo</li><li>• Switch</li><li>• Delta</li><li>• Visa Electron/UK</li><li>• JCB</li><li>• Maestro</li></ul>
<b>PayPal Website Payments Standard</b>	<p>Check this box then click <a href="#">Configure</a> if you want to allow customers to pay you using the <a href="#">PayPal Website Payments Standard</a> service. Customers who select this option will be taken to the PayPal Website, where they can pay from their PayPal account. The funds will be deposited in your</p>

	PayPal account
<b>PayPal Website Payments Pro (Express Checkout)</b>	Check this box then click <a href="#">Configure</a> to accept payments using the <a href="#">PayPal Website Payments Pro Express Checkout</a> service. Customers can pay using a PayPal account or a Credit Card, and the funds will be deposited in your PayPal account. You must select this option if you want to <a href="#">use PayPal Website Payments Pro as a payment gateway</a> .
<b>Google Checkout</b>	Check this box then click <a href="#">Configure</a> to accept payments using <a href="#">Google Checkout</a> . When you select this option, customers will be presented with a pre-checkout cart screen which allows them to select whether to pay using Google Checkout or the regular ShopSite checkout. Customers who select to pay using Google Checkout will be taken to the Google Checkout Website, where they can enter their account information. The funds will be deposited to your Google Checkout merchant account.
<b>WorldPay</b>	Check this box then click <a href="#">Configure</a> to accept payments using the <a href="#">WorldPay Payment Service</a> . 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.
<b>NetBanx</b>	Check this box, then click <a href="#">Configure</a> to accept payments using the <a href="#">NetBanx</a> 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.
<b>Other Payment Methods</b>	<p>You can accept other payment methods by checking the box for any of the following options.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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</li> </ul>

process Check payments.

- Generic Payment Options - You may configure ShopSite to accept payments from one or two non-integrated payment methods. Check the boxes for the customizable fields you want to use, then go to Preferences > Store Text > [Checkout](#) to configure the text the customer sees for these options. ShopSite will not automatically process these transactions.

### ***Credit Card Processing***

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.

<b>Processor</b>	
	Select the radio button for the payment processing option you want to use, then click Configure Processor to configure ShopSite to use the selected real-time payment gateway. You can only use one payment processor at a time.
<b>manual (off-line)</b>	Select this radio button to process payments manually. To process a payment, view or download the order and enter the payment information into your payment processing system. Click <a href="#">Configure</a> to modify your manual payment processing options.
<b>Authorize.Net</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">Authorize.Net</a> .
<b>PayPal Payflow Pro version 4 (formerly VeriSign)</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">PayPal Payflow Pro</a> .
<b>PayPal Website Payments Pro</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">PayPal Website Payments Pro</a> . Selecting this option will automatically select the option to accept payments using PayPal Website Payments Pro (Express Checkout).
<b>Paymentech Orbital Gateway</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">Paymentech Orbital Gateway</a> .
<b>LinkPoint</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">Cardservice International/LinkPoint</a> .
<b>YourPay</b>	Select this radio button then click <a href="#">Configure</a>

	<a href="#">Processor</a> to process payments in real-time using <a href="#">YourPay</a> .
<b>Optimal Payments</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">Optimal Payments</a> .
<b>Lynk Systems</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">RBSLynk</a> .
<b>RX-Payments</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">RX-Payments</a> .
<b>PSiGate</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">PSiGate</a> .
<b>Protx</b>	Select this radio button then click <a href="#">Configure Processor</a> to process payments in real-time using <a href="#">Protx</a> .
<b>ACH Direct PaymentsGateway</b>	Select this radio button then click <a href="#">Configure</a> to process payments in real-time using <a href="#">ACH Direct PaymentsGateway</a> .
<b>CVV2 Help Text</b>	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.
<b>CVV2 Help URL</b>	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 <a href="#">default URL</a> 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.

# 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:

 <a href="#">Authorize.Net</a>	 <a href="#">Cardservice International/LinkPoint</a>	 <a href="#">PayPal Website Payments Pro</a> OR <a href="#">PayPal Payflow Pro (formerly VeriSign)</a>
 <a href="#">RBSLynk (Lynk Systems)</a>	 <a href="#">Optimal Payments<sup>1</sup></a>	 <a href="#">Paymenttech Orbital Gateway<sup>1</sup></a>
 <a href="#">YourPay</a>	 <a href="#">WorldPay<sup>1</sup></a>	 <a href="#">PSiGate<sup>1</sup></a>
 <a href="#">RX-Payments</a>	 <a href="#">ACH Direct PaymentsGateway</a>	 <a href="#">ProtX<sup>1</sup></a>

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:

 <u>PayPal Website Payments Pro</u> OR <u>PayPal Website Payments Standard<sup>2</sup></u>	 <u>Google Checkout</u>
 <u>World Pay<sup>2</sup></u>	 <u>NetBanx<sup>2</sup></u>

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<sup>2</sup> - 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.



## 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:**

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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.

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**Note:**

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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).

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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:

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<b>Merchant's PayPal billing e-mail</b>	Enter the e-mail address that is associated with your PayPal account.
<b>PayPal Account Currency</b>	Select the currency type your PayPal account funds will be in.
<b>Allow PayPal shipping address</b>	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.
<b>Allow PayPal buyer note</b>	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.
<b>Caption for note field</b>	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.
<b>Set PayPal background to black</b>	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.
<b>Return URL</b>	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.
<b>Cancel Return URL</b>	Specify the URL that you want customers to return to if they click the Cancel button while paying with PayPal.
<b>Order Description displayed by PayPal</b>	<p>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:</p> <p style="text-align: center;">Payment For: ShopSite Order</p> <p>You can then quickly differentiate ShopSite orders from other orders in your PayPal account.</p>
<b>150 x 50 pixel logo secure URL for PayPal</b>	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 <code>https:</code> -- because the rest of the PayPal payment screen is secure.
<b>Host</b>	<b>Read-only.</b> The hostname of the PayPal server.
<b>Payment Script</b>	<b>Read-only.</b> 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 Website Payments Pro



## 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 Website Payments Pro includes two features. The first is **Express Checkout**, which allows you to accept payments from customers with PayPal accounts. 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 Website 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, you can upgrade it to a Business account on the PayPal Web site.

### 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 Website Payments Pro (Direct Payment API only)

If you want to use the **Direct Payment API**, you must apply to use Website 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 **Website 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 Website 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 Website 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 Website Payments Pro under Payment Methods Accepted and click on Configure. If you wish to use PayPal Website Payments Pro for credit card processing (using the Direct Payment API), you will also need to check the box for PayPal Website Payments Pro under the Credit Card Processing section.

When you click on the Configure button for PayPal Website Payments Pro (either as a payment method or a credit card processor), you will see a screen with the following fields:

### Host and Authentication

<b>Host</b>	Select whether you want to use the PayPal sandbox server (for testing) or the Live payment server. <b>Note:</b> _____ 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. _____
<b>API Username</b>	Enter the API username that you were given when you generated your API Access Certificate for Website Payments Pro.
<b>API Password</b>	Enter the password that you set up when you signed up for Website Payments Pro.



<b>API Certificate</b>	Copy the digital certificate you received from PayPal into this box. Be sure to include the entire certificate, including the RSA Key.
<b>3rd-Party Account</b>	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.
<b>Order Payment Action</b>	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 <a href="#">Orders</a> screen.

### ***Express Checkout Settings***

<b>Order Description Displayed by PayPal</b>	<p>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:</p> <p style="padding-left: 40px;">Payment For: ShopSite Order</p> <p>You can then quickly differentiate ShopSite orders from other orders in your PayPal account.</p>
<b>PayPal Page Locale</b>	Select a locale for PayPal to use. This configures which currency PayPal will treat your payments as.
<b>PayPal Custom Page Style</b>	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.
<b>Display Express Checkout Button</b>	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.
<b>PayPal Checkout Button Position</b>	If you are displaying a PayPal checkout button, select what position you want the button displayed, relative to the standard Checkout button. You can display the PayPal button above, below, or to either side of the standard Checkout button.
<b>Optional Text Between Checkout Buttons</b>	Text entered here will be displayed between the Checkout button and the PayPal Express Checkout button. You may want to use this field to indicate that customers have a choice to pick one method or the other.

### ***Error Reporting Settings***

<b>Display Error Details</b>	Check this box to have detailed error messages appear when a PayPal error occurs during the order processing.
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Fill in the proper values, click the Save Changes button, and you're all set.



## Google Checkout



Google Checkout 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 Checkout thus driving more shoppers to their store. When you enable Google Checkout, customers will be presented with a pre-shopping cart screen allowing them to select either the standard ShopSite checkout process, or Google Checkout.

**Note:**

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The pre-shopping cart screen *only* allows a customer to select which checkout process to use. It does *not* include shipping or tax selection options available on the standard ShopSite shopping cart screen. Selecting Google Checkout will redirect shoppers to the Google Checkout site. Selecting the standard Checkout button will allow shoppers to checkout using the standard ShopSite checkout process, starting with the shopping cart screen.

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In order to accept payments using Google Checkout, you must do the following:

1. [Create A Google Checkout Merchant Account](#)
2. [Configure Google Checkout to work with ShopSite](#)
3. [Configure ShopSite to use Google Checkout](#)

**Note:**

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The Google Checkout payment method is incompatible with some ShopSite features, including one time coupons, free shipping coupons, Gift Certificates, Rewards over time, Customer Registration, and Surcharges.

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## Create A Google Checkout Merchant Account

In order to accept payments using Google Checkout, you must create a Google Checkout 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 Checkout 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:

1. Enter your **Primary contact name** and **Primary contact email**.
2. Select your country from the **Location** pull-down.
3. Enter your **Address** and **Phone number**.

Provide your **Public contact info** which Google will provide to customers:

1. Enter the **Business name** Google should display.
2. Provide a **Customer Support Email** and optionally the URL of your **Business website**.
3. 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.
4. 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**:

1. Select your company's **Current sales volume** from one of the provided options.
2. 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 Checkout to work with ShopSite

After you have a Google Checkout Merchant account, you need to tell Google Checkout about your ShopSite store:

1. If you haven't already, [Sign in to your Google Checkout 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 Checkout** and click **Configure**.

7. Find the **API Callback URL** field, and copy it.
8. Return to the browser window open to Google Checkout, and paste the **API callback URL** into the provided field.
9. Select **XML** as the **Callback method**.
10. Click **Save**.

Leave both the Google Checkout and ShopSite back office browser windows open. You will need both windows open when you configure ShopSite to use Google Checkout.

## Configure ShopSite to use Google Checkout

After you have configured Google Checkout to work with your ShopSite store, you need to configure your store to work with Google Checkout.

1. If you didn't leave them open, you will need to navigate to the Google Checkout Integration screen in one browser window (see steps 1-4 above), then open another browser window to your ShopSite Google Checkout configuration screen (see step 6 above).
2. Go to the Google Checkout Integration window and copy the **Google merchant ID**.
3. Switch to your ShopSite Google Checkout configuration screen and paste the ID into the **Merchant ID for API** field.
4. Return to the Google Checkout Integration window and copy the **Google merchant key**.
5. Switch back to your ShopSite Google Checkout 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 Checkout 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 Checkout 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 Checkout), 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:**

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If you are using Google Checkout 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.

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On the Commerce Setup screen, select Payment, then check the box for Google Checkout and click on Configure. You will see a screen with the following fields:

### ***Host and Authentication***

<b>Host</b>	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.
<b>Merchant ID for API</b>	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 Checkout merchant account and selecting Account information > Settings > Integration.
<b>Merchant key</b>	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 Checkout merchant account and selecting Account information > Settings > Integration.
<b>Continue Shopping URL</b>	Enter a URL to use as a Continue Shopping link after the customer finishes the Google Checkout process. You may want to use your My Store URL from the Preferences > Hosting Service screen in the back office.

### ***Google Checkout Integration Settings***

<b>API callback URL</b>	<p>Copy this URL and paste it as the Callback URL in your Google Checkout merchant account Store Integration Settings screen.</p> <p><b>Note:</b></p> <hr/> <p>After ShopSite receives a callback indicating an order has been paid for, the order will appear in your ShopSite Back Office. When a Google Checkout order arrives in your back office, make sure to check the <b>Payment Processing Info</b> section when you view the order. New orders will usually appear with an order state of <code>NEW:REVIEWING</code>. Once Google Checkout has authorized the fund transfer, a new line will display the order state as <code>NEW:CHARGEABLE</code>. After you bill the order, either in ShopSite or in the Google Merchant Center, a new line will display <code>NEW:CHARGED</code> to indicate the funds have been captured. You <i>should not</i> ship orders until you have verified the funds have been captured.</p> <p>Whenever you ship, cancel, or refund an order paid for through Google Checkout, you <i>must</i> indicate this in the Google Merchant center. Failure to do so will cause discrepancies in your Google Merchant account.</p> <hr/>
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<b>Google Checkout Button Size</b>	Select a button size to use for the Google Checkout button. The Google Checkout button size should be no smaller than your regular Checkout Button.
<b>Google Checkout Button Position</b>	Select what position you want the Google Checkout button displayed, relative to the standard Checkout button. You can display the Google Checkout button above, below, or to either side of the standard Checkout button.
<b>Optional Text Between Checkout Buttons</b>	Text entered here will be displayed between the Checkout button and the Google Checkout button. You may want to use this field to indicate that customers have a choice to pick one method or the other.
<b>Display Error Details</b>	Check this box to have detailed error messages appear when a Google Checkout error occurs during the order processing.
<b>3rd-party affiliate tracking XML (encoded)</b>	If you are using a compatible affiliate tracking utility, you can specify information for including the tracking code on Google Checkout screens. See <a href="#">Understanding Google Checkout Support for Third-Party Conversion Tracking</a> for a complete explanation of how to use this functionality.

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.

## WorldPay

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:

<b>Installation ID</b>	Enter the Installation ID number provided to you when you set up your WorldPay account. This field is required in order to use WorldPay.
<b>Order Description displayed by WorldPay</b>	Enter the text you want WorldPay to display as a description of the order.
<b>Currency</b>	Select which currency WorldPay should use.
<b>Transaction Mode</b>	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.
<b>Host</b>	This indicates which WorldPay processing host is being used.
<b>Payment Script</b>	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

## 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](#).

<b>URL for transaction POST</b>	Paste the URL you were provided when you set up your NetBanx account into this field.
<b>Secret Key</b>	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.

# 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:**

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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\*\*\*".

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## Manual Processing Settings

<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form.



# Authorize.Net



## Overview

If you have an Authorize.Net 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 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.

ShopSite uses Authorize.Net's Advanced Integration Method (AIM) to communicate with the Authorize.Net servers.

## 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. If you are using a Wells Fargo SecureSource account, 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 SecureSource processing so that ShopSite sends the correct state and country information to the SecureSource server.
4. 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:

<b>Host</b>	(read only) The name of the Authorize.Net server that will process your transactions.
<b>Port</b>	

	(read only) The port on the Authorize.Net server to send transaction information to.
<b>Authorize Script</b>	(read only) The path and filename of the script that authorizes transactions.

### **Authentication**

You must enter your Authorize.Net login ID and Transaction Key.

<b>API Login ID</b>	Enter your Authorize.Net login ID
<b>Transaction Key</b>	Enter your Authorize.Net Transaction Key here. If you can not use the Transaction Key, you may leave this field blank and enter your Password in the previous field.

### **Transaction Settings**

<b>Order Transaction Type</b>	<p>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 <i>Authorize Only</i>. If your store sells digital download products, you may want to set this to <i>Authorize and Capture (Sale)</i> to ensure that the funds are actually captured before customers are given access to the online products.</p> <p><i>Authorize Only</i> 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.</p> <p><i>Authorize and Capture (Sale)</i> 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.</p>
<b>Billing Transaction Type</b>	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 <i>Prior Auth Capture</i> .
<b>Transaction Currency</b>	Select a currency type that Authorize.Net will use.

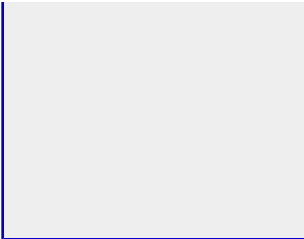
<b>Order Description</b>	This is text to identify that the billing originated with your ShopSite store.
<b>Timeout</b>	The number of seconds that ShopSite should wait for a response from the Authorize.Net server.
<b>Wells Fargo SecureSource Account</b>	<p>Check this box if you are using a Wells Fargo SecureSource account.</p> <p><b>Note:</b> _____  You <i>must</i> set ShopSite to use <a href="#">state and country pull-down lists</a> when you use a Wells Fargo SecureSource account.  _____</p>
<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Display Error Details</b>	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***

<b>Send email to customer</b>	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.
<b>Email address for merchant copy</b>	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***

<b>Reject on AVS Failure</b>	<p>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.</p> <p><b>Note:</b> _____  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 failure, the order will not go through and no funds will be transferred from the customer's account to the merchant account. However, the</p>
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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.

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Fill in the proper values and click Save Changes.

# PayPal PayFlow Pro Payment Services (Formerly VeriSign)



ShopSite contains fully-integrated support for the PayPal PayFlow Pro (formerly VeriSign) payment service.

## Overview

PayFlow Pro 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. The Payflow Pro client is built in to ShopSite, so you do not need to download or install any additional software.

Follow the steps below to get started with PayFlow Pro.

1. Apply for an Internet merchant account that works with PayFlow Pro. If you do not yet have a merchant account, you can obtain both a merchant account and a PayFlow Pro account through [Transcom](#).
2. From the [VeriSign Manager](#) site, select the "Go Live" button to complete the PayFlow Pro account activation process. You will be prompted to select a service plan. Select Payflow Pro, then provide your Internet merchant account and payment information.
3. Fill in the fields in the ShopSite PayFlow Pro Settings screen as explained below.

## Setup

From the Commerce Setup screen, click Payment, then select PayFlow Pro Payment Services and click Configure Processor. On the PayFlow Pro screen, fill in the following fields:

<b>Host</b>	<p>The name of the PayFlow Pro server that will process your transactions.</p> <ul style="list-style-type: none"> <li>• When you are setting up a new store, you may want to place some "test" transactions. For test transactions with PayFlow Pro platform, set this field to <code>test-payflow.verisign.com</code>.</li> <li>• When you are ready to process live transactions with PayFlow Pro, set it to <code>payflow.verisign.com</code>.</li> </ul>
<b>Port</b>	<p><b>Read-only.</b> The port on the PayFlow Pro server to send transaction information to.</p>
<b>PayPal PayFlow Pro Partner ID</b>	<p>Enter your PayFlow Pro Partner ID. If you were referred to PayFlow Pro by your bank, your Partner ID is probably related to that bank's name. If you do not know your PayFlow Pro Partner ID, go to <a href="#">manager</a>.</p>

	<a href="http://paypal.com">paypal.com</a> and click the link that says, "Click here if you don't know your partner."
<b>PayPal PayFlow Pro Vendor Name</b>	The name of the PayFlow Pro vendor or partner through which you signed up with PayFlow Pro. If you don't know your Vendor Name, try using your PayFlow Pro Login Name.
<b>PayPal PayFlow Pro Login Name</b>	Enter the Login Name that you used when you registered for your PayFlow Pro account.
<b>PayPal PayFlow Pro Password</b>	Enter the password for your PayFlow Pro account.

### ***Transaction Settings***

<b>Order Transaction Type</b>	<p>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 <code>Authorization</code>. If your store sells digital download products, you may want to set this to <code>Sale</code> to ensure that the funds are actually captured before customers are given access to the online products.</p> <p><code>Authorization</code></p> <p>This is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to PayFlow Pro for authorization, the transaction is authorized, and ShopSite is notified of the authorization. Funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks Bill Orders.</p> <p><code>Sale</code></p> <p>This tells ShopSite to authorize a transaction and captures funds all at once. ShopSite sends a transaction to PayFlow Pro 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.</p>
<b>Billing Transaction Type</b>	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 <code>Delayed Capture</code> .
<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to require customers to enter CVV2 codes from their credit cards when placing orders. This can enhance security, but is an extra step for customers. If you accept Discover cards in your store, you must check this box.
<b>Reject on CVV2 Failure</b>	Check this box to reject orders in which the CVV2 code entered by the customer does not match the code for the credit card.

<b>Reject on AVS Address Failure</b>	Check this box to reject orders in which 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.
<b>Reject on AVS ZIP Code Failure</b>	Check this box to reject orders in which 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.
<b>Order Comments</b>	Select the information that you would like included with order transactions (authorization when the order is placed) as they are submitted to PayFlow Pro. When you are logged into PayFlow Pro's Web interface, you can use this information to identify ShopSite transactions, including searching for these values in the comment fields.
<b>Billing Comments</b>	Select the 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 Pro. 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 Pro transactions.
<b>Display Error Details</b>	Check this box only when setting up a new PayFlow Pro 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.
<b>Error Verbosity</b>	Select how much detail you want included in the error messages. You can select <code>Low</code> for minimal detail, or <code>Medium</code> for a more detailed message.

### ***PayFlow Pro Fraud Protection Services***

<b>Use PayFlow Pro Fraud Service</b>	Check this box to use the PayFlow Pro fraud protection services in your shopping cart.
<b>Reject on Service Outage</b>	Check this box to reject orders if your store is unable to connect to the PayFlow Pro Fraud Service system.
<b>Use Buyer Authentication (Verified by Visa, MasterCard SecureCode)</b>	Check this box to use the buyer authentication system.

Fill in the proper values and click Save Changes.

# 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:

<b>Host</b>	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.
<b>CGI Path</b>	(read only) The path to the ShopSite program that communicates with the Orbital gateway.
<b>Merchant ID</b>	Enter the Merchant ID of your Orbital gateway merchant account. This defines which bank account funds are deposited into.
<b>Terminal ID</b>	Enter your Orbital gateway Terminal ID for this store. The Terminal ID is most likely 001.
<b>BIN</b>	Select the BIN your Orbital payment account is associated with.
<b>Time Zone</b>	Select a timezone from the pull-down list.



<b>Order Transaction Type</b>	<p>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 <code>Authorize</code>. If your store sells digital download products, you may want to set this to <code>Authorize/Capture (Sale)</code> to ensure that the funds are actually captured before customers are given access to the online products.</p> <p><code>Authorize</code></p> <p>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 <code>Bill Orders</code>.</p> <p><code>Authorize/Capture (Sale)</code></p> <p>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.</p>
<b>Display CVV2 Entry Box</b>	<p>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 <a href="#">Payment Setup help</a> for an explanation of CVV2.</p>
<b>Require CVV2 Entry</b>	<p>Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.</p>
<b>Display Error Details</b>	<p>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.</p>

Fill in the proper values, then click `Save Changes`.

# Cardservice International/ LinkPoint Gateway Settings



## Overview

If you have a Cardservice International merchant account, you can configure ShopSite to process credit card orders through the LinkPoint 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 LinkPoint for verification. If the information is correct and there are funds available to cover the cost of the order, LinkPoint 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 LinkPoint to capture the funds for that order, and the funds will be transferred to your Cardservices International merchant account, usually within a couple of business days.

[Click here](#) to begin the application process for a Cardservice International account.

## ShopSite Setup

After you have registered with Cardservice International and received your merchant information, follow these steps to configure your store to use CSI/LinkPoint 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 Cardservice International/LinkPoint Gateway 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 CSI/Linkpoint processing so that ShopSite sends the correct state and country information to the Linkpoint server.

**Note:**

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You *must* set ShopSite to use state and country pull-down lists with the CSI/LinkPoint gateway.

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## User Information

Enter information that identifies your Cardservice International account.

<b>Host</b>	Select whether to use the <code>Test Server</code> or the <code>Live Server</code> . You should use the <code>Live Server</code> unless you are testing your configuration or debugging payment processing errors.
<b>Port</b>	<b>Read-only.</b> The port that ShopSite will connect to the LinkPoint server on.
<b>Order Transaction Type</b>	<p>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 <code>Authorize (PREAUTH)</code>. If your store sells digital download products, you may want to set this to <code>Authorize and Capture (SALE)</code> to ensure that the funds are actually captured before customers are given access to the online products.</p> <p><code>Authorize (PREAUTH)</code> <code>Authorize (PREAUTH)</code> is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to LinkPoint 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 <code>Bill Orders</code>.</p> <p><code>Authorize and Capture (SALE)</code> <code>Authorize and Capture (SALE)</code> authorizes a transaction and captures funds all at once. ShopSite sends a transaction to LinkPoint 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.</p> <p><code>POST AUTH</code> A <code>POSTAUTH</code> transaction is used to capture funds authorized previously using an <code>PREAUTH</code> transaction.</p>
<b>Billing Transaction Type</b>	Specify the type of transaction that you want ShopSite to process when you click the <code>Bill Orders</code> button. For most situations, you should leave this set to <code>POSTAUTH</code> .
<b>Store Name</b>	Your LinkPoint store name (often a number), given to you when you registered for a LinkPoint account.
<b>Digital Certificate</b>	You must paste your LinkPoint 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 CSI/Linkpoint 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

<b>Send Shopper email address to gateway</b>	Check this box if you would like the gateway to send a payment confirmation email to the shopper.
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### Verification

Choose payment verification and security options that you would like ShopSite to use with SureFire Commerce payment processing.

<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Reject on CVV2 failure</b>	Check this box to have ShopSite reject payments when the CVV2 value does not validate.
<b>Reject on AVS Street Address Failure</b>	Check this box to have ShopSite reject payments when the street address does not validate.
<b>Reject on AVS ZipCode Failure</b>	Check this box to have ShopSite reject payments when the Zip code does not validate.
<b>Display Error Details</b>	Check this box only when setting up a new YourPay 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.

# YourPay



## Overview

If you have a YourPay merchant account, you can configure ShopSite to process credit card orders through the YourPay 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 LinkPoint for verification. If the information is correct and there are funds available to cover the cost of the order, YourPay 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 YourPay 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 YourPay account.

## ShopSite Setup

After you have registered with YourPay and received your merchant information, follow these steps to configure your store to use YourPay 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 YourPay processing so that ShopSite sends the correct state and country information to the Linkpoint server.

**Note:**

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You *must* set ShopSite to use state and country pull-down lists with the YourPay gateway.

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### **User Information**

Enter information that identifies your Cardservice International account.

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<b>Host</b>	Select whether to use the <code>Test Server</code> or the <code>Live Server</code> . You should use the <code>Live Server</code> unless you are testing your configuration or debugging payment processing errors.
<b>Port</b>	<b>Read-only.</b> The port that ShopSite will connect to the YourPay server on.
<b>Order Transaction Type</b>	<p>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 <code>Authorize (PREAUTH)</code>. If your store sells digital download products, you may want to set this to <code>Authorize and Capture (SALE)</code> to ensure that the funds are actually captured before customers are given access to the online products.</p> <p><code>Authorize (PREAUTH)</code></p> <p><code>Authorize (PREAUTH)</code> is the normal transaction method for ShopSite. When a customer clicks "Submit This Order," ShopSite sends the transaction to LinkPoint 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 <code>Bill Orders</code>.</p> <p><code>Authorize and Capture (SALE)</code></p> <p><code>Authorize and Capture (SALE)</code> authorizes a transaction and captures funds all at once. ShopSite sends a transaction to LinkPoint 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.</p> <p><code>POST AUTH</code></p> <p>A <code>POSTAUTH</code> transaction is used to capture funds authorized previously using an <code>PREAUTH</code> transaction.</p>
<b>Billing Transaction Type</b>	Specify the type of transaction that you want ShopSite to process when you click the <code>Bill Orders</code> button. For most situations, you should leave this set to <code>POSTAUTH</code> .
<b>Store Name</b>	Your YourPay store name (often a number), given to you when you registered for a YourPay account.
<b>Digital Certificate</b>	<p>You must paste your YourPay 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 YourPay 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 <i>entire</i> certificate, which includes both the <code>RSA PRIVATE KEY</code> part and the <code>CERTIFICATE</code> part. Copy everything, starting with the line that says</p> <pre>-----BEGIN RSA PRIVATE KEY-----</pre> <p>and ending with the line that says</p> <pre>-----END CERTIFICATE-----.</pre>

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## Options

<b>Send Shopper email address to gateway</b>	Check this box if you would like to have the Gateway receive the shopper's email address.
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## Verification

Choose payment verification and security options that you would like ShopSite to use with SureFire Commerce payment processing.

<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Reject on CVV2 failure</b>	Check this box to have ShopSite reject payments when the CVV2 value does not validate.
<b>Reject on AVS Street Address Failure</b>	Check this box to have ShopSite reject payments when the street address does not validate.
<b>Reject on AVS ZipCode Failure</b>	Check this box to have ShopSite reject payments when the Zip code does not validate.
<b>Display Error Details</b>	Check this box only when setting up a new YourPay 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.



# 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.

<b>Merchant ID</b>	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.
<b>Merchant Password</b>	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.
<b>Account Number</b>	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.

<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Display Error Details</b>	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.
<b>Reject on AVS Failure</b>	<p>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.</p> <p><b>Note:</b> _____</p> <p>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 failure, 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.</p> <p>_____</p>

### **Transaction Type**

<b>Operation</b>	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 <code>Authorize-Settle</code> . If your store sells digital download products, you may want to set this to <code>Purchase</code> to ensure that the funds are actually captured before customers are given access to the online products.
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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 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.

<b>Host</b>	(read only) Indicates which Lynk Systems server will be used to process credit card transactions.
<b>CGI Path</b>	(read only) Indicates which ShopSite component will be used with Lynk Systems.
<b>Store ID</b>	Enter your Lynk Systems Store ID, which was sent to you in an e-mail message when your Lynk Systems account was set up.
<b>Merchant ID</b>	Enter the Merchant ID of your Lynk Systems merchant account. This defines which bank account funds are deposited into.
<b>Terminal ID</b>	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.

<b>Seller ID</b>	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.
<b>Password</b>	Enter your Lynk Systems password, which was sent to you in an e-mail message when your Lynk Systems account was set up.
<b>Order Transaction Type</b>	<p>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 <code>Authorize Only</code>. If your store sells digital download products, you may want to set this to <code>Authorize and Capture (Sale)</code> to ensure that the funds are actually captured before customers are given access to the online products.</p> <p><code>Authorize Only</code>  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. Funds are not "captured" until the merchant goes to the Orders screen in ShopSite and clicks Bill Orders.</p> <p><code>Authorize and Capture (Sale)</code>  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.</p>
<b>Billing Transaction Type</b>	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 <code>Capture (Settle)</code> .
<b>Order Description</b>	Enter a brief description to accompany ShopSite transactions in your Lynk Systems account record.
<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Display Error Details</b>	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. Turn this option off when you are ready to accept real transactions.

Click **Save Changes** after you have entered your information. 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.

<b>Host</b>	(Read Only) The Host server that ShopSite will connect to.
<b>Port</b>	(Read Only) The Port ShopSite will connect to the RX-Payments server on.
<b>Authorize Script</b>	(Read Only) the name of the script ShopSite uses when connected to the RX-Payments gateway
<b>Merchant E-mail</b>	the E-mail address you used to register with RX-Payments
<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.

<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Display Error Details</b>	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.

# 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.

<b>Host</b>	The Host server that ShopSite will connect to.
<b>Port</b>	The Port ShopSite will connect to the PSiGate server on.
<b>CGI Path</b>	(Read Only) the name of the script ShopSite uses when connected to the PSiGate gateway
<b>Store ID</b>	The store ID you received from PSiGate.
<b>Passphrase</b>	The security passphrase you configured when you created your PSiGate account.
<b>Order Transaction Type</b>	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.

<b>Billing Transaction Type</b>	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 <code>PostAuth</code> .
<b>Order Mode</b>	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.
<b>Display CVV2 Entry Box</b>	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 <a href="#">Payment Setup help</a> for an explanation of CVV2.
<b>Require CVV2 Entry</b>	Check this box to make the CVV2 field a required field on the order form. If you accept Discover cards in your store, you must check this box.
<b>Display Error Details</b>	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.



# Protx VSP Direct Settings

## Overview

ShopSite merchants in the UK can use the Protx VSP Direct payment gateway to process online payments in real-time. When a customer places an order on a Protx-enabled ShopSite store, ShopSite will automatically forward the billing information to Protx 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 Protx 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 Protx 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 [Protx website](#) and sign up for a VSP Direct account.

## Configuration

After you have an active Protx VSP Direct account, you can configure your ShopSite store to process orders in real-time using Protx:

<b>Host</b>	Select what server to use for payment processing. When you first configure ShopSite to process payments using Protx, it is a good idea to run a few test transactions using the testing server before switching to the live server.
<b>Port</b>	(Read Only) The port ShopSite uses to connect to the Protx server.
<b>Order Path</b>	(Read Only) The path on the Protx server to the order processing application.
<b>3D Secure Callback Path</b>	(Read Only) The path on the Protx server to the callback (order verification) application.
<b>Bill Path</b>	(Read Only) The path on the Protx server to the billing application.
<b>Vendor Login Name</b>	Enter your Protx account login name.



## Transaction settings

<b>Order Transaction Type</b>	Select the transaction type to use when an order is initially placed: <ul style="list-style-type: none"><li>• <b>Payment</b> - 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.</li><li>• <b>Deferred</b> - 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.</li></ul>
<b>Billing Transaction Type</b>	(Read Only) The <b>Release</b> billing transaction type is used to manually settle a transaction after shipping a <b>Deferred</b> transaction order.
<b>Order Description</b>	(Required) Enter a descriptive name or leave the default text (ShopSite Order) to identify shopsite orders in your Protx account.
<b>Display CVV2 Entry Box</b>	Check this box to have ShopSite display a CVV2 number entry box on the Billing Information screen.
<b>Require CVV2 Entry</b>	Check this box if you want ShopSite to require customers to enter a CVV2 number.
<b>Display Error Details</b>	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.

# ACH Direct PaymentsGateway Settings



## 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 receipt 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:

<b>Host</b>	(Read-only) The host name of the ACH Direct PaymentsGateway processing server.
<b>Port</b>	(Read-only) The port number used to access the ACH Direct PaymentsGateway processing server.
<b>Transaction Mode</b>	Use the pull-down menu to select which processing mode to use for transactions: <ul style="list-style-type: none"><li>• Select <b>Test Transaction</b> mode to test your settings without actually billing payment accounts.</li><li>• Select <b>Live Transaction</b> mode when you are ready to begin processing real payments.</li></ul>

### **Authentication**

Enter your ACH Direct PaymentsGateway account information to allow ShopSite access to your account.

<b>Merchant ID</b>	(Required) Enter the Merchant ID you were assigned when you created
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	your account.
<b>Password</b>	Enter the password associated with your Merchant ID.

### ***Transaction settings***

Select how ShopSite will submit transactions to ACH Direct PaymentsGateway.

<b>Credit Card Order Transaction Type</b>	<p>Use the pull-down menu to select what order transaction type to use for credit card orders:</p> <ul style="list-style-type: none"> <li>• Select <b>AuthOnly</b> 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 <a href="#">Orders</a> screen.</li> <li>• Select <b>sale</b> 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.</li> </ul>
<b>Credit Card Billing Transaction Type</b>	Select <b>Capture</b> to have ShopSite capture funds when you click the Bill Orders button on the <a href="#">Orders</a> screen.
<b>eCheck Order Transaction Type</b>	<p>Use the pull-down menu to select what order transaction type to use for e-check ordeers:</p> <ul style="list-style-type: none"> <li>• Select <b>AuthOnly</b> 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 <a href="#">Orders</a> screen.</li> <li>• Select <b>sale</b> 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.</li> </ul>
<b>eCheck Billing Transaction Type</b>	Select <b>Capture</b> to have ShopSite capture funds when you click the Bill Orders button on the <a href="#">Orders</a> screen.
<b>Timeout</b>	(Required) Enter the number of seconds for ShopSite to wait for a response from the payment processor server.
<b>Display CVV2 Entry Box</b>	Check this box to have ShopSite display a box for the customer to enter CVV2 information on the checkout screen.
<b>Require CVV2 Entry</b>	Check this box to have ShopSite require the customer to enter CVV2 information on the checkout screen.
<b>AVS processing</b>	<p>Use the pull-down menu to select how ShopSite should handle address validation:</p> <ul style="list-style-type: none"> <li>• Select <b>Do not perform check</b> if you do not want to use the</li> </ul>

	<p>address validation service.</p> <ul style="list-style-type: none"> <li>• Select <b>Check only, do not decline on fail</b> to validate the address, but continue with the order if validation fails.</li> <li>• Select <b>Check and decline on fail</b> to validate the address and decline the credit card if validation fails.</li> </ul>
<b>Use enhanced buyer identification</b>	Check this box to use the enhanced 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.
<b>Display Error Details</b>	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.

# 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:**

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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.

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## ***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.

### **ShopSite Shipping Rate Calculations**

You may use simple tables to calculate shipping rates for up to ten different shipping methods. ShopSite calculated shipping can be done using one of the following methods:

- **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

	<p>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.</p> <ul style="list-style-type: none"> <li>• <b>Base Plus Shipping</b> - 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.</li> <li>• <b>None</b> - 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.</li> </ul>
<p><b>Shipping Carriers</b></p>	<p>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.</p> <p><b>Note:</b></p> <hr/> <p>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.</p> <hr/> <ul style="list-style-type: none"> <li>• <b>UPS</b> - Select this option to use the United Parcel Service real-time shipping calculator, then click Configure to set up your shipping options.</li> <li>• <b>Federal Express</b> - Select this option to use the Federal Express real-time shipping calculator, then click Configure to set up your shipping options.</li> <li>• <b>U.S. Postal Service</b> - Select this option to use the United States Postal Service real-time shipping calculator, then click Configure to set up your shipping options.</li> </ul>
<p><b>Custom Shipping</b></p>	<p>Check this box if you want to have ShopSite use a <a href="#">custom shipping add-on</a> program to calculate shipping rates. Click Configure Add-on to specify the program and options to use.</p>

### **Shopping Cart Screen**

Select how you would like the available shipping options displayed to customers in the shopping cart.

<p><b>Display Shipping Options As</b></p>	<p>Select how you want ShopSite to display the shipping options:</p> <ul style="list-style-type: none"> <li>• <b>Pull-down menu</b> - shipping methods will be displayed as options</li> </ul>
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	<p>in a pull-down menu. This is a compact way to display a large number of shipping options.</p> <ul style="list-style-type: none"> <li>• <b>Radio buttons</b> - shipping methods will be displayed in a list of radio buttons. This displays all the shipping options at the same time.</li> <li>• <b>By Shipping Carrier</b> - 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.</li> </ul>
<b>Shipping Option Sort Order</b>	Select the order in which shipping options should be displayed <i>within each shipping service</i> . Use the Shipping Service Display Order (below) to set the order the services will appear in.
<b>Default Selected Shipping Option</b>	Select whether you want the first listed shipping option to be selected by default when the Shipping page loads..
<b>Shipping Service Display Order</b>	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.
<b>If no shipping service is available to ship the entire order</b>	Select how to handle orders where a single shipping option is not available for all products in the cart.
<b>Shipping carrier warning and error messages</b>	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.

<b>Unit of Measure</b>	Select whether your box measurements are in inches or centimeters, whichever is appropriate for your country.
<b>Standard Box Sizes</b>	<p>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:</p> <p>24x24x24; Big Square Box</p>

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.

<b>Handling Charge</b>	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 not be displayed as a separate line item in the shopping cart
<b>Handling Charge Formula</b>	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. <ul style="list-style-type: none"><li>• 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.</li><li>• 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 examples:<ul style="list-style-type: none"><li>○ None - only the Base charge will be added to orders.</li><li>○ 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.</li><li>○ 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.</li><li>○ 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.</li><li>○ 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</li></ul></li></ul>



	handling charge will be 10% of the shipping charge.
<b>Maximum Handling Charge</b>	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.
<b>Turn Off Handling Charge if this Subtotal reached</b>	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***

<b>Enable Free Shipping</b>	Check this box to enable free shipping, based on the settings in the other fields.
<b>Minimum Amount</b>	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, free shipping will be an available option. The customer is still required to select the free shipping option from the list of available shipping methods; free shipping is not applied automatically.
<b>Shipping Option Name</b>	Enter the text that you want displayed in the shopping cart for the free shipping option.
<b>Free Shipping Message</b>	Text of message displayed in shopping cart when the free shipping option becomes available.
<b>Allowed Countries</b>	Click Configure to select which countries will have Free Shipping enabled. This will take you to the Commerce Setup > <a href="#">States and Countries</a> 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.
<b>Excluded ZIP Postal Codes</b>	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).

<b>Enable Free Shipping Coupon Usage</b>	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 <b>ShopSite &gt; Merchandising &gt; <a href="#">Coupons</a></b> .
<b>Shipping Service to use</b>	Select which of your configured shipping methods to use for free shipping coupons.

## 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 1-9 in Preferences > Store Text > [Shipping](#).

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:**

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ShopSite will not add any shipping charges for products that do not have a weight specified.

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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.

A Shipping by Weight table might look like this:

From	To		Ground	2nd Day Air	Next Day
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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 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 1-9 in Preferences > Store Text > [Shipping](#).

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:**

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The shipping charge is based on the cost of the order *after* any discounts are applied but before coupons are applied.

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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.

A Shipping by Currency table might look like this:

From	To		Ground	2nd Day Air	Next Day
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$ 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 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:

<b>Ground:</b>	<input checked="" type="checkbox"/>	<input type="text" value="5.00"/>
<b>2nd Day Air:</b>	<input checked="" type="checkbox"/>	<input type="text" value="10.00"/>
<b>Next Day:</b>	<input checked="" type="checkbox"/>	<input type="text" value="15.00"/>

## 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:

**Ground:**

All orders are \$  plus \$  per product.

**2nd Day Air:**

All orders are \$  plus \$  per product.

**Next Day:**

All orders are \$  plus \$  per product.

## 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:

<b>Ground:</b>	<input checked="" type="checkbox"/>	<input type="text" value="3.00"/>
<b>2nd Day Air:</b>	<input checked="" type="checkbox"/>	<input type="text" value="5.00"/>
<b>Next Day:</b>	<input checked="" type="checkbox"/>	<input type="text" value="10.00"/>

## 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:

### Ground:

All orders are either the total per product charges or \$  , whichever is greater.

### 2nd Day Air:

All orders are either the total per product charges or \$  , whichever is greater.

### Next Day:

All orders are either the total per product charges or \$  , whichever is greater.



## 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:

### Ground:

All orders are the total per product shipping charges plus \$ .

### 2nd Day Air:

All orders are the total per product shipping charges plus \$ .

### Next Day:

All orders are the total per product shipping charges plus \$ .

## UPS Shipping

**Note:**

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If you have not previously configured UPS shipping, you will be required to [Register for UPS Shipping](#) before seeing this screen.

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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:**

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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.

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### UPS Services

<b>Select UPS Services</b>	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.
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### UPS Delivery

<b>Residential or Commercial</b>	Select <b>Residential Delivery</b> if the majority of your shipments go to residential addresses. Select <b>Commercial Delivery</b> if most of your shipments are delivered to businesses. UPS rates are slightly higher for residential delivery.
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## UPS Pickup Types

<b>Select UPS Pickup Type</b>	Select the method that you use for UPS pickups. Some pickup methods are more expensive than others.
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## UPS Address Validation

<b>Use UPS Address Validation</b>	<p>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.</p> <p><b>Note:</b> _____ 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 &gt; <a href="#">States and Countries</a> screen. _____</p>
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<b>Display Error Details</b>	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.
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## Maximum Package Weight

<b>Maximum weight per package (up to 150 lbs.)</b>	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.
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## Minimum Order Weight

<b>Use minimum order weight if total order weight is less</b>	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.
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## Missing Product Weight

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

<b>Send E-mail</b>	Check this box to have ShopSite send you an E-mail when it encounters a product with no weight configured.
<b>E-mail Address</b>	Enter the E-mail address ShopSite should send the alert to.
<b>This message will be added to the e-mailed alert, just under the product name.</b>	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.

### ***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***

#### **UPS User 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.

#### **Re-register UPS**

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 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 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 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 proceed to the UPS configuration screen.

## 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:**

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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.

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**Note:**

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FedEx shipping is currently only available to merchants shipping from locations within the United States.

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### ***FedEx Services***

This section configures which FedEx shipping methods you will allow.

<b>Ground Shipping</b>	Select which type of FedEx Ground shipping you will use. Select the radio button beside FedEx Home Delivery if you ship primarily to residential addresses. Select the radio button for FedEx Ground if you ship primarily to other businesses. Select the radio button beside Not used if you do not want to offer FedEx Ground delivery.
<b>Express Shipping</b>	Select what express shipping services you want to offer. You may offer any, all, or none of the options by checking or un-checking the box beside the service name.
<b>Express Delivery Type</b>	Select whether your express shipping is primarily to business or to residences by selecting the appropriate radio button.

### ***FedEx Dropoff Type***

<b>Select Dropoff Type</b>	Select the radio button beside the package dropoff method you will use.
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### ***FedEx Special Services***

<b>Select Special</b>	Select any special services, such as COD payment, Sign On Delivery, or
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<b>Services</b>	Saturday pickup or delivery. COD payment and sign on delivery require additional selections for how they should be handled.
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### ***Maximum Package Weight***

<b>Maximum weight per package</b>	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.
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### ***Minimum Order Weight***

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

<b>Use minimum order weight if total order weight is less</b>	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.
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### ***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.

<b>E-mail alert settings</b>	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.
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<b>Use minimum product weight</b>	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.
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### ***Customer Messages***

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

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

### ***Buttons***

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

<b><u>FedEx User Info</u></b>	Click on this button to view your FedEx account information.
<b><u>Zero Weight Products</u></b>	Click this button to see a list of products in your store that do not have shipping weights specified.
<b>Re-subscribe FedEx</b>	Click this button if you want to change your FedEx account.
<b>Save</b>	Click this button to save changes on this screen and return to the <a href="#">Shipping Configuration</a> screen.
<b>Cancel</b>	Click this button if you want to abandon your changes and return to the <a href="#">Shipping Configuration</a> 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:**

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FedEx shipping is currently only available to merchants shipping from locations within the United States.

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## 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:**

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FedEx shipping is currently only available to merchants shipping from locations within the United States.

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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 Account Information

In order to use FedEx shipping, you must first create a FedEx account on [www.fedex.com](http://www.fedex.com). After creating your account, enter the same information into the ShopSite FedEx configuration.

**Note:**

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FedEx shipping is currently only available to merchants shipping from locations within the United States.

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<b>Contact Name</b>	Enter the contact name for the FedEx account. Required.
<b>Company Name</b>	Enter the company name, if any, associated with the FedEx account.
<b>Phone Number</b>	Enter the phone number associated with the FedEx account. Required.
<b>Fax Number</b>	Enter the fax number, if any, associated with the FedEx account.
<b>E-mail Address</b>	Enter the same e-mail address, if any, used to create the FedEx account.
<b>Address 1</b>	Enter the street address associated with the FedEx account. Required.
<b>Address 2</b>	Enter the second line of the street address, if any, associated with the FedEx account.
<b>City</b>	Enter the city associated with the FedEx account. Required.
<b>State</b>	Select the appropriate state associated with the FedEx account. Required.
<b>Postal Code</b>	Enter the postal code associated with the FedEx account. Required.
<b>Country</b>	Select the country associated with the FedEx account. Required.
<b>FedEx Account Number</b>	Enter your FedEx account number. Required.
<b>Meter Number</b>	Enter a meter number if you wish to change it. In most cases, you will want to leave this field blank.

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.

# U.S. Postal Service Shipping

**Note:**

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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.

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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:**

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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.

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## USPS Services

<b>USPS Domestic Services</b>	Select which shipping services you want to offer for packages delivered within the United States. You may pick any of the following: <ul style="list-style-type: none"><li>• First-Class Mail®</li><li>• Parcel Post®</li><li>• Priority Mail®</li><li>• Express Mail®</li><li>• Express Mail® PO to PO</li></ul>
<b>USPS International Services</b>	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: <ul style="list-style-type: none"><li>• First-Class Mail® International</li><li>• Priority Mail® International</li><li>• Express Mail® International</li><li>• Global Express Guaranteed®</li></ul>



### ***Maximum Package Weight***

<b>Maximum weight per package (up to 70 lbs.)</b>	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.
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### ***Minimum Order Weight***

<b>Use minimum order weight if total order weight is less</b>	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.
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### ***Missing Product Weight or Weight Over 70 Pounds***

<b>E-mail alert settings</b>	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:
	<b>Send E-mail</b> 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.
	<b>E-mail Address</b> Enter the e-mail address you want the message to be sent to.
	<b>Message for Product with Zero Weight</b> Enter a message to be included in the e-mail below the name of the product with no weight.
	<b>Message for Product that is Over the Weight Limit</b> Enter a message to be included in the e-mail below the name of the product with a weight over the maximum allowed weight
	<b>Save Changes</b> Click this button to save your changes, close the pop-up window, and return to the U.S. Postal Service configuration screen.
	<b>Cancel</b> Click this button to close the pop-up window and return to the U.S. Postal Service configuration screen without saving your changes.

<b>Use minimum product weight</b>	Check the box to use a minimum weight for zero weight products, then enter the minimum weight to use.
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<b>Use maximum product weight</b>	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.
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## ***Customer Messages***

If the USPS servers are inaccessible, ShopSite can display a notice informing the customer of the situation.

<b>Header for Error Messages</b>	Enter the text to use for the message header to display when ShopSite is unable to contact the USPS server to calculate shipping rates.
<b>No USPS server response</b>	Enter the message to display when ShopSite is unable to contact the USPS server to calculate shipping rates.

## ***Buttons***

<b><u>USPS User Info</u></b>	Click this button to view your USPS Web Tools User ID and Zip Code.
<b><u>Zero Weight Products</u></b>	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.
<b><u>Re-subscribe USPS</u></b>	Click this button to change your USPS Web Tools User ID or Zip Code.
<b>Save</b>	Click this button to save your changes and return to the <a href="#">Shipping</a> configuration screen.
<b>Cancel</b>	Click this button to return to the <a href="#">Shipping</a> configuration screen without saving your changes.

# 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. *You do not need to do any of the testing outlined in the e-mail.*
2. **Request Account Activation** - Send an e-mail to USPS Customer Care to have your account activated. The original e-mail you received from USPS includes instructions and contact information to request they switch your profile to allow you access to the production server. Be sure to include the following information with the activation request:
  - o Web Tools User ID: *YOUR USER ID*
  - o API: USPS Web Tools Rate Calculators APIs
  - o 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.

## U.S. Postal Service Account Information

This screen displays your USPS Web Tools account subscription information for your reference.

<b>User ID</b>	The Web Tools User ID your account is using.
<b>Zip Code</b>	The Zip Code your Web Tools account uses to calculate the origin of packages.

## Zero Weight

This screen lists all of the products in your store that do not have a shipping weight defined. If you are using Shipping By Weight or a real-time shipping calculator, you should make sure all your products have an accurate shipping weight so your shipping costs are calculated accurately.

## 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.

<b>Add-On File Name</b>	<p>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).</p> <p><b>Note:</b> _____  <i>Only</i> 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.</p> <p>_____</p>
<b>Header for Error Message</b>	<p>Enter text to be displayed in the header of any error messages generated by the Custom Shipping API.</p>
<b>Ship From Country</b>	<p>Select the name of the country your products will ship from. ShopSite will pass this value to the Custom Shipping Add-on.</p>
<b>Ship From Zip/Postal Code</b>	<p>Enter the Zip or Postal Code your products will ship from. ShopSite will pass this value to the Custom Shipping Add-on.</p>
<b>Invoke Add-On if price changes</b>	<p>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.).</p>
<b>Shipping Services</b>	<p>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 <a href="#">Google Checkout</a> and <a href="#">Free Shipping Coupons</a>.</p>

<b>Optional Additional Parameters</b>	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.
<b>Weight Units</b>	(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.
<b>Optional Product Fields</b>	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 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 Checkout](#) 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.

<code>locale=aa-AA</code>	The merchant locale, such as <code>en-US</code> or <code>en-CA</code> .
<code>storeid=aaaaa...</code>	A character string indicating the store's ID.
<code>cust_zip=bbbbbb...</code>	The zip/postal code as entered by the customer.
<code>cust_country=aa</code>	The customer's country as entered by the customer.
<code>merch_zip=bbbbbb...</code>	The Zip/postal code that the merchant is shipping from, as configured in ShopSite.
<code>merch_country=aa</code>	



	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=bbbbbb...	The product name.
pXsku=bbbbbb...	The product SKU.
pXoption_total=nn	Number of Ordering Option menus for this product. 0 if this product has no Ordering Options.
pXoptionN=bbbbbb...	The value of the selected Ordering Options for this product. This field is repeated for each menu 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=bbbbbb...	Information from up to ten extra Product Fields may be included, depending on the Extra Product Field settings and the Shipping Add on configuration.

## 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.

<code>status=aaaa</code>	A four-character string indicating the status of the request, either <code>pass</code> , <code>warn</code> , or <code>fail</code> .
<code>error=bbbbbb...</code>	A text string containing an error message to be displayed to the customer. If <code>status=fail</code> 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 <a href="#">example</a> ).
	If <code>status=warn</code> then this message will be displayed but processing of return data will continue as with <code>status=pass</code> .
<code>option_count=nn</code>	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`.

<code>sXoption=aaaaa...</code>	The name of the shipping option, such as "Second Day Air."
<code>sXprice=ffffff</code>	The price of this shipping option.

## 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
&cy_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
&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
```

### 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);

```

## Sales Tax

ShopSite provides several tools to help you calculate and collect sales taxes you are responsible for.

<b>Choose a tax system</b>	<p>Select which tax calculation method you want ShopSite to use. You can select from:</p> <ul style="list-style-type: none"><li>• <b>Use ZIP Code to determine sales tax</b> - ShopSite will match the customer's ZIP Code to a tax rate table and calculate the appropriate tax. Click <a href="#">Configure</a> to set up your tax rate table.</li><li>• <b>Use value added tax (VAT/GST)</b> - ShopSite will calculate VAT/GST based off your location and the postal code of your customer. Click <a href="#">Configure</a> to set up your VAT calculation tables.</li><li>• <b>Use shopper selected tax</b> - Your customers will be presented with a pull-down menu that they can use to select the tax rate that applies to them. Click <a href="#">Configure</a> to set up the pull-down menu and tax rates the customer can choose from.</li><li>• <b>Use no sales tax</b> - ShopSite will not calculate sales tax.</li></ul>
<b>Compute taxes on taxable products and</b>	<p>Select what method ShopSite should use to calculate sales tax. ShopSite will calculate the tax for taxable products, and can also calculate taxes on:</p> <ul style="list-style-type: none"><li>• <b>Shipping</b> - check this box to have ShopSite calculate 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.</li><li>• <b>Surcharges</b> - check this box to have ShopSite calculate tax on surcharges.</li></ul>

When you are finished configuring your sales tax settings, click **Save Changes** to save your settings, or click **Cancel** to abandon 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.

<b>Apply tax to selected countries</b>	Check this box to turn on the Sales Tax by Zip Code feature for the listed countries. Click the <a href="#">Configure</a> button to go to the <a href="#">States and Countries</a> 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
<b>Use?</b>	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 patterns you are using, the default (first) tax code will be applied.	( Checked ) / ( Unchecked )
<b>Pattern</b>	<p>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.</p> <p>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.</p> <p>ShopSite will match Five-plus-Four Zip Codes with 5-digit patterns in this table if there are no Five-plus-Four patterns</p>	<p>71???, 808??, 8090?, 809013???, 80901-3???, 80901 3???</p>

	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 hyphen (-) or space to separate the four digit block.	
<b>Tax Zone</b>	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
<b>Tax</b>	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.



## 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. Merchants in the European Union may want to use the one-click configuration option to set up VAT calculations for their country.

<b>Configure VAT/GST rates</b>	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 <a href="#">products</a> .
<b>Charge VAT/GST in the following countries</b>	Click <a href="#">Configure</a> to go to the <a href="#">States and Countries</a> configuration screen and select which countries to calculate VAT/GST for. A list of currently selected countries will appear beside the Configure button.
<b>Configure geographical exemption areas</b>	<p>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.</p> <p>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 <i>one</i> character (e.g., 809?? would match 80943 and 809F2, but not 8093).</p>
<b>VAT/GST options</b>	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 <i>does not</i> affect Shopping Cart screens.
<b>One-click European Union VAT configuration</b>	Select your country from the pull-down menu, then click Set to have ShopSite automatically populate the VAT rates, countries, and exemptions. When using the one-click configuration, <i>always</i> check to make sure the rates are consistent with the current tax laws.

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.

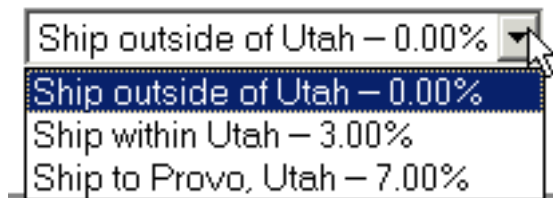
## Shopper Selected Sales Tax

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 concise.	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:

<b>Number of tax zones to use</b>	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.

## 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.

<b><u>Create</u></b>	Select a directory from the Directories list and click Create to create a new subdirectory under the one you selected.
<b><u>Rename</u></b>	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 <a href="#">Edit Product Info</a> screen.
<b><u>Delete</u></b>	Select an <i>empty</i> 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.

<b><u>Send Keys</u></b>	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.
<b><u>Rename Files</u></b>	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 <a href="#">Edit Product Info</a> screen.
<b><u>Move Files</u></b>	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 <a href="#">Edit Product Info</a> screen.
<b><u>Delete Files</u></b>	Select one or more files and click Delete Files to remove the selected files from your server.
<b><u>Upload a File</u></b>	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.

## 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.

## 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.

## 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.

## 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.

## 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.



## 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.

## 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.

## 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.

## 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.

<b>Download Expiration Time</b>	<p>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.</p> <p>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.</p>
<b>Download Retry Limit</b>	<p>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.</p> <p>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.</p>
<b>MIME Types</b>	<p>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:</p> <pre>application/pdf pdf</pre> <p>The fields are separated by white space and are case-insensitive. Note that the period is <i>not</i> included in the file extension field. Here are some examples of MIME type entries (the italic description is <i>not</i> part of the entry):</p> <pre>audio/mpeg mpga mp2 mp3</pre> <p style="text-align: right;"><i>MPEG audio files with various file extensions</i></p> <pre>application/x-aim aim</pre> <p style="text-align: right;"><i>AOL Instant Messenger File</i></p>

	<p>application/x-cdf cdf <i>Channel Definition File</i></p> <p>application/x-shockware-flash swf <i>Shockwave Flash file</i></p> <p>image/gif gif <i>GIF image file</i></p> <p>image/jpeg jpeg jpg <i>A JPG image file.</i></p> <p>image/bmp bmp dib <i>A bitmap image file.</i></p> <p>image/tiff tiff tif <i>A TIF image file.</i></p> <p>text/html html htm <i>HTML files with either .html or .htm extensions</i></p> <p>text/plain txt text <i>A plain text file in ASCII format.</i></p> <p>application/x-compress z <i>compressed file with .z extension</i></p> <p>application/x-zip-compressed zip <i>zipped file with .zip extension</i></p> <p>application/octet-stream exe <i>An executable application in binary format.</i></p> <p>application/mac-binhex40 hqx <i>A BinHex encoded Macintosh file.</i></p> <p>application/pdf pdf <i>An Adobe Acrobat (PDF) file.</i></p> <p>audio/midi mid midi <i>A sound file in the MIDI format.</i></p> <p>audio/wav wav <i>A sound file in WAV format.</i></p>
<b>Include URLs on Thank You Screen</b>	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.
<b>Include URLs on Customer Receipt</b>	Check this box to have ShopSite put URLs for downloading files in the e-mail receipts sent to customers.
<b>Message text when sending download keys to customer</b>	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.
<b>Text Preceding Error Messages</b>	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.
<b>Text Following Error Messages</b>	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.
<b>File Selection Method</b>	Select whether you want to use a drop-down box or a pop-up window to manage digital files.

## 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

<b>State/Province</b>	<p>Select whether to have customers type in or select the destination state from a pull-down menu.</p> <p><b>Note:</b> _____</p> <p>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.</p> <p>_____</p>
<b>State/Province List</b>	<p>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 provinces.</p> <p>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:</p> <pre>California;CA Colorado;CO</pre> <p>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.</p> <p>You may also include informational lines by putting an <i>n</i> after the semicolon, for example:</p> <pre>Select a State;n</pre> <p>The ;<i>n</i> will not be displayed in the pull-down menu, but customers will not be allowed to checkout if one of these options is selected.</p> <p><b>Note:</b> _____</p> <p>If you modify this list, you <i>must</i> make sure your selection options are compatible with the</p>


requirements of any third-party services which will receive this information.

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## Countries

<b>Checkout Screen Countries</b>	<p>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.</p> <p><b>Note:</b> _____</p> <p>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.</p> <hr/>														
<b>Default Selected Country</b>	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.														
<b>Country List</b>	<p>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.</p> <table border="1"><tr><td><b>Use</b></td><td>Check this box to include this country in the pull-down menu.</td></tr><tr><td><b>Country Name</b></td><td>(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.</td></tr><tr><td><b>Displayed Name</b></td><td>Enter the country name as it should appear in the country pull-down menu.</td></tr><tr><td><b>Free Ship</b></td><td>Check this box if you want to allow free shipping to this country. <a href="#">Free shipping</a> and <a href="#">Free Shipping Coupons</a> 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 <a href="#">Free Shipping configuration</a> on the <a href="#">Commerce Setup &gt; Shipping</a> screen.</td></tr><tr><td><b>Zip Code Tax</b></td><td>Check this box if you want ShopSite to calculate <a href="#">Sales Tax by Zip Code</a> for this country. The Zip Code will <i>only</i> be used to calculate sales tax for countries with this box checked if you have the Tax by Zip feature enabled.</td></tr><tr><td><b>Charge VAT/GST</b></td><td>Check this box if you want ShopSite to calculate <a href="#">Value Added Tax (VAT/GST)</a> for this country. ShopSite will <i>only</i> calculate VAT/GST for countries with this box checked if you have the VAT/GST feature enabled.</td></tr><tr><td><b>UPS</b></td><td>(Read Only) If there is a  here, this country can be</td></tr></table>	<b>Use</b>	Check this box to include this country in the pull-down menu.	<b>Country Name</b>	(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.	<b>Displayed Name</b>	Enter the country name as it should appear in the country pull-down menu.	<b>Free Ship</b>	Check this box if you want to allow free shipping to this country. <a href="#">Free shipping</a> and <a href="#">Free Shipping Coupons</a> 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 <a href="#">Free Shipping configuration</a> on the <a href="#">Commerce Setup &gt; Shipping</a> screen.	<b>Zip Code Tax</b>	Check this box if you want ShopSite to calculate <a href="#">Sales Tax by Zip Code</a> for this country. The Zip Code will <i>only</i> be used to calculate sales tax for countries with this box checked if you have the Tax by Zip feature enabled.	<b>Charge VAT/GST</b>	Check this box if you want ShopSite to calculate <a href="#">Value Added Tax (VAT/GST)</a> for this country. ShopSite will <i>only</i> calculate VAT/GST for countries with this box checked if you have the VAT/GST feature enabled.	<b>UPS</b>	(Read Only) If there is a  here, this country can be
<b>Use</b>	Check this box to include this country in the pull-down menu.														
<b>Country Name</b>	(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.														
<b>Displayed Name</b>	Enter the country name as it should appear in the country pull-down menu.														
<b>Free Ship</b>	Check this box if you want to allow free shipping to this country. <a href="#">Free shipping</a> and <a href="#">Free Shipping Coupons</a> 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 <a href="#">Free Shipping configuration</a> on the <a href="#">Commerce Setup &gt; Shipping</a> screen.														
<b>Zip Code Tax</b>	Check this box if you want ShopSite to calculate <a href="#">Sales Tax by Zip Code</a> for this country. The Zip Code will <i>only</i> be used to calculate sales tax for countries with this box checked if you have the Tax by Zip feature enabled.														
<b>Charge VAT/GST</b>	Check this box if you want ShopSite to calculate <a href="#">Value Added Tax (VAT/GST)</a> for this country. ShopSite will <i>only</i> calculate VAT/GST for countries with this box checked if you have the VAT/GST feature enabled.														
<b>UPS</b>	(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 Checkout**

(Read Only) If there is a  here, this country can be used for real-time shipping quotes in Google Checkout. If there is a  here, real-time shipping quotes in Google Checkout are not available for this country.



# Customer Registration

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.

<b><u>Edit</u></b>	Select one customer and click this button to edit the customer name, lock or unlock their account, and see other customer information.
<b><u>Assign to Group</u></b>	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.
<b><u>Modify Reward</u></b>	Select one or more customers and then click this button to modify the customer's reward program status.
<b><u>Delete</u></b>	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.
<b><u>Search</u></b>	Use the search feature to find registered customers based off specified criteria. See the <a href="#">Merchant Search</a> help page for more information.
<b><u>List All</u></b>	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.
<b><u>Groups</u></b>	Click this button to create and edit customer groups, including assigning coupons to customer groups.
<b><u>Upload</u></b>	Upload registered customer account information.
<b><u>Download</u></b>	Download registered customer account information.
<b><u>Configure</u></b>	Enable/disable customer registration, define registration fields, and modify the layout of the registration screens.

# Edit Customer

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

**Note:**

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

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<b>Name</b>	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 > <a href="#">Shipping</a> screen.
<b>Account Status</b>	<p>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.</p> <p><b>Note:</b></p> <hr/> <p>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.</p> <hr/>
<b>Password Retry Count</b>	<p>The number of remaining login attempts the customer has before they will be locked out of their account (see <a href="#">Customer Registration Configuration</a> 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.</p> <p>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.</p>
<b>E-Mail Format</b>	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.
<b>Sign in</b>	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.
<b>Registration</b>	The date and time when the customer registered with the store.

<b>Date</b>	
<b>Group Membership</b>	The customer group that you have assigned this customer to. You can change this group on the <a href="#">Assign to Group</a> screen.
<b>Save Payment Information</b>	<p>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.</p> <p><b>Note:</b> _____</p> <p>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.</p> <p>_____</p>
<b><u>Change Password</u></b>	<p>Click this button to change the customer's password.</p> <p><b>Note:</b> _____</p> <p>If a customer has been locked out of their account for too many failed login attempts, changing the password will <i>not</i> unlock the account. You will also need to Reset the Password Retry Count.</p> <p>_____</p>

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.

## Change Customer Password

**Note:**

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

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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.

## 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.

## 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.

<b>Edit</b>	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.
<b>Cancel</b>	Click this button to return to the main Customer Registration screen.

## Edit Reward Quantity

Use this screen to modify the number of qualifying products a registered customer has purchased.

<b>Reward Program</b>	This is the name of the program you are editing the qualifying credit for.
<b>Current Quantity</b>	Set this number to the number of qualifying products the customer should have credit for purchasing.
<b>Save</b>	Click this button to save the changes you have made and return to the Modify Reward Quantity screen.
<b>Cancel</b>	Click this button to return to the Modify Reward Quantity screen without making any changes

## 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.



## 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:**

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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.

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<b>Edit</b>	Select a customer group and click this button to edit the group name and comment, and to assign and delete coupons for the group.
<b>Default</b>	Click this button to make the selected group the default group, to which all new registered customers will belong.
<b>Delete</b>	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.
<b>Add</b>	Click this button to create a new customer group.

## Edit Group

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

<b>Name</b>	The name for the group. This name is only for your benefit and will not be seen by the customers in the group.
<b>Note</b>	If desired, add a note to the group to help you remember the reason you created this group.
<b>Coupons</b>	<p>Coupons assigned to customer groups will be automatically applied to eligible customers who sign in. For example, you may want to create a <i>Gold Customers</i> 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.</p> <ul style="list-style-type: none"><li>• Add to Group - select one or more coupons from the Unassigned list and click this button to assign those coupons to the group.</li><li>• 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.</li></ul>

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

## 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.

## Add Group

Use this page to add a new customer group.

<b>Name</b>	Specify a name for the group. This name is only for your benefit and will not be seen by the customers in the group.
<b>Note</b>	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.

## 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.

<b>File to be uploaded</b>	Enter the filename, or click Browse... to locate the file to be uploaded.
<b>Field separator</b>	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 Registration Download/Upload Fields

The following fields 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
<b>Title</b>	Registered account user title.	[Text String]
<b>First</b>	Registered account user first name.	[Text String]
<b>Middle</b>	Registered account user middle name.	[Text String]
<b>Last</b>	Registered account user last name.	[Text String]
<b>Suffix</b>	Registered account user suffix.	[Text String]
<b>E-mail Address</b>	<b>Required.</b> Registered user e-mail address. Used as login username.	[Text]@[Domain.Name]
<b>Account Status</b>	Status of customer account.	Locked or [Blank]
<b>Last Login</b>	Date of last customer login.	[Ddd Mmm DD HH:MM:SS YYYY] (e. g. <i>Fri Sep 22 17:24:42 2008</i> )
<b>Date Registered</b>	Date of original customer registration.	[Ddd Mmm DD HH:MM:SS YYYY] (e. g. <i>Fri Sep 22 17:24:42 2008</i> )
<b>Date Last Order</b>	Date customer placed most recent order.	[Ddd Mmm DD HH:MM:SS YYYY] (e. g. <i>Fri Sep 22 17:24:42 2008</i> )
<b>Last Order Total</b>	Cost total for most recent order.	[Currency Value]
<b>Total Amount</b>	Cost total for all orders.	[Currency Value]
<b>Number Of Purchases</b>	Total number of orders placed by this customer.	[Number]
<b>Group Name</b>	Name of group this customer is assigned to.	[Text String]

<b>Group Note</b>	Note about this group of customers.	[Text String]
<b>Bill Title</b>	Most recently used customer billing title.	[Text String]
<b>Bill First</b>	Most recently used customer first name.	[Text String]
<b>Bill Middle</b>	Most recently used customer billing middle name.	[Text String]
<b>Bill Last</b>	Most recently used customer billing last name.	[Text String]
<b>Bill Suffix</b>	Most recently used customer billing suffix.	[Text String]
<b>Bill Address 1</b>	Most recently used customer billing first address line.	[Text String]
<b>Bill Address 2</b>	Most recently used customer billing second address line.	[Text String]
<b>Bill City</b>	Most recently used customer billing city name.	[Text String]
<b>Bill State/Province</b>	Most recently used customer billing state name. Some third-party services may require this to match one of the defined states in your <a href="#">States and Countries</a> configuration.	[State/Province Name]
<b>Bill Zip Code</b>	Most recently used customer billing Zip code.	[Text String]
<b>Bill Country</b>	Most recently used customer billing country name. Some third-party services may require this to match one of the defined countries in your <a href="#">States and Countries</a> configuration.	[Country Name]

<b>Bill Phone Number</b>	Most recently used customer billing phone number.	[Text String]
<b>Bill Company</b>	Most recently used customer billing company name.	[Text String]
<b>Bill E-mail Address</b>	Most recently used customer billing e-mail address.	[Text]@[Domain.Name]
<b>Ship Title</b>	Most recently used customer shipping title.	[Text String]
<b>Ship First</b>	Most recently used customer shipping first name.	[Text String]
<b>Ship Middle</b>	Most recently used customer shipping middle name.	[Text String]
<b>Ship Last</b>	Most recently used customer shipping last name.	[Text String]
<b>Ship Suffix</b>	Most recently used customer shipping suffix.	[Text String]
<b>Ship Address 1</b>	Most recently used customer shipping first address line.	[Text String]
<b>Ship Address 2</b>	Most recently used customer shipping second address line.	[Text String]
<b>Ship City</b>	Most recently used customer shipping city name.	[Text String]
<b>Ship State/Province</b>	Most recently used customer shipping state name. Some third-party services may require this to match one of the defined states in your <a href="#">States and Countries</a> configuration.	[State Name]
<b>Ship Zip Code</b>	Most recently used customer shipping Zip code.	[Text String]
	Most recently used customer shipping	



<b>Ship Country</b>	country name. Some third-party services may require this to match one of the defined countries in your <a href="#">States and Countries</a> configuration.	[Country Name]
<b>Ship Phone Number</b>	Most recently used customer shipping phone number.	[Text String]
<b>Ship Company</b>	Most recently used customer shipping company name.	[Text String]
<b>Ship E-mail Address</b>	Most recently used customer shipping e-mail address.	[Text]@[Domain.Name]
<b>E-mail Format</b>	Customer's preferred E-mail message format.	HTML <i>or</i> Text
<b>Password</b>	<b>Upload Only.</b> Account login password. You should only include this if you want to change the customer's password.	[Text String]
<b>Challenge Phrase</b>	<b>Upload Only.</b> Lost password challenge question. You should only include this if you want to change the customer's challenge question.	[Text String]
<b>Challenge Phrase Answer</b>	<b>Upload Only.</b> Lost password challenge answer. You should only include this if you want to change the customer's challenge answer.	[Text String]

## 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.

## 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.

<b>Download Format</b>	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.
<b>Download Fields</b>	Select which <a href="#">customer registration fields</a> to include in the download. You may select: <ul style="list-style-type: none"><li>• <b>All</b> - select this option to download all customer registration fields.</li><li>• <b>Selected fields only</b> - select this option, then click Select to download only the fields you specify.</li><li>• <b>Use field map</b> - select this option, then click Change to create a field map which will download the specified fields mapped to custom field names.</li></ul>
<b>File Name</b>	Enter a name for the file the information will be saved in.
<b>File Type</b>	Select a file type (extension) to use for the download file. You should select an extension appropriate for the format of the file.

# 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.

<b>Customer Registration</b>	Set this field to On to enable customer registration, or Off to stop using customer registration in your store.
<b>Shoppers must register</b>	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.

<b>Shopper must enter sign in name</b>	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.
<b>Shopper must enter password</b>	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.
<b>Save Payment Information</b>	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.

## *Sign In*

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

<b>Minimum password length</b>	Specify the minimum number of characters required for a customer password.
<b>Allowed sign in attempts</b>	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.
<b>Inactive minutes before being logged off</b>	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.

<b>Allowed Challenge Phrase attempts</b>	Set the number of consecutive wrong answers to the challenge question before ShopSite locks the account and tells the customer to contact the merchant.
<b>Challenge Phrase Questions</b>	<p>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.</p> <p>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.</p>

### **Registration Screen Layout**

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

<b>Registration Template</b>	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 <a href="#">Custom Template Help</a> .
<b>Text at top</b>	<p>Enter any text or HTML that you want to appear at the top of all customer registration pages.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text at bottom</b>	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.

# Doba Configuration

**Note:**

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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.

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 Watch List](#)
5. [Import the Watch 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*

<b>Doba Watch List (s)</b>	Select one or more of your Doba watch lists and click the Download button to import the products from the list into ShopSite.
<b>Doba Retailer ID</b>	<b>Read-only.</b> 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.

<b>Foot Note</b>	Enter the text used to indicate the existence a footnote.
<b>Foot Note Message</b>	Enter the message text for footnote
<b>Direct Ship Label</b>	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.

<b>To</b>	Enter the e-mail address the out of stock notification should be sent to.
<b>Subject</b>	Enter a message subject line
<b>Message</b>	Enter the text of the e-mail message to be sent, along with the information about the out of stock item.

## *Item Unavailable Message*

<b>Message</b>	Enter the text that will be displayed to a customer when they try to order an item that is out of stock.
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## *Item Available Message*

<b>Message</b>	Enter the text displayed to a customer when they try to order more of an item than there is in stock.
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## *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.

<b>Product</b>	Enter the text to use for a product.
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<b>In stock</b>	Enter the text to indicate a product is in stock.
<b>Checkout Suspended</b>	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.

<b>Only shipping to United States Allowed</b>	Enter text to notify customers that their shipping address must be within the United States.
-----------------------------------------------	----------------------------------------------------------------------------------------------

### **Time-out**

<b>Number of seconds to wait for a connection to Doba</b>	Use the pull-down to select the number of seconds ShopSite should wait for a connection to the Doba server.
-----------------------------------------------------------	-------------------------------------------------------------------------------------------------------------

<b>Number of seconds to wait for a response from Doba</b>	Use the pull-down to select the number of seconds ShopSite should wait for a reply from the Doba server.
-----------------------------------------------------------	----------------------------------------------------------------------------------------------------------

## Create a Doba Watch 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 *Watch List* of items available on the Doba website. ShopSite can import any or all Watch Lists you create, and you can use the Watch List name to search for products in your store. This makes it easy for you to create categorical Watch Lists and then quickly assign products from a specific Watch 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 Watch List link.
5. Click the name of the Watch List you want to add the product to, or click ... add to new Watch List.

## Import the Watch List to ShopSite

Once you have a Watch List, ShopSite can automatically import information about the products on the Watch List into your store.

### **Note:**

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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 Watch 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.

## 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](#).

## Doba Retailer ID

Once you have [become a Doba merchant](#), you must link your ShopSite store with your Doba dashboard:

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**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](#).

## ShopSite as a Doba Partner

When you provided your [Doba Retailer ID](#) to ShopSite, your store sent a request to Doba to have ShopSite added to your account as a partner. This allows ShopSite to send and receive information about Doba products and orders from your Doba dashboard. To complete the process, you must confirm the request in your Doba dashboard:

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**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.

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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 Try Again 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.

# Utilities

Use the utilities listed on this page to help create and maintain your store.

<a href="#"><u>Database</u></a>	The Database section contains tools for backing up, downloading, checking, unlocking, and clearing your store's databases.
<a href="#"><u>Publish</u></a>	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.
<a href="#"><u>Wizard</u></a>	Use this step-by-step basic interface to configure your store.
<a href="#"><u>Change Password</u></a>	<p>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 <a href="#"><u>Password Security Guidelines</u></a> to protect your store and customers.</p> <p><b>Note:</b> _____</p> <p>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.</p> <p>_____</p>
<a href="#"><u>HTML Editor</u></a>	Click the <a href="#"><u>HTML Editor</u></a> button to configure your settings for using a visual (WYSIWYG) editor to edit text fields which allow HTML content.

# 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:**

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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.

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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:

<b>Upload</b>	Click this button to upload Page or Product information to the active database.
<b>Download</b>	Click this button to download Page, Product, Order, or Associate information from the active database.
<b>Empty</b>	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.
<b><u>Compact</u></b>	Click this button to compact your active database. This will remove unused information and optimize the size of your database.
<b><u>Backup</u></b>	Click this button to create a backup of your active database. You should backup your database frequently, including before and after making major changes.
<b><u>Restore</u></b>	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.
<b>Check Status</b>	Click this button to check the integrity of your database. This does not verify the <i>content</i> 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

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.

<b>Upload</b>	Select either the Products or Pages table, then click Upload to upload new product or page information.
<b>Update Links</b>	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.

## Database Upload - Specify Upload File

After selecting a database table on the [Database Upload](#) screen and clicking Upload, you will be prompted to select the file to upload and configure upload settings:

<b>File to be uploaded</b>	<p>Specify the location and filename to be imported:</p> <ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li></ul>
<b>Field separator</b>	<p>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.</p>
<b>Item separator</b>	<p>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.</p>
<b>Decimal separator</b>	<p>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.</p>

Click [Proceed](#) to continue the upload process, or click Cancel to return to the [Database Upload](#) screen without uploading a file.

## Databases Upload Options

After selecting a Pages or Products file to upload, you will be prompted to select some specific upload options.

<b>Match Upload Fields</b>	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 <a href="#">change the field mappings</a> .
<b>Unique product/page identifier</b>	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.
<b>New products/pages</b>	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.
<b>Link options</b>	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 <a href="#">Database Upload</a> screen.

Click [Upload File](#) to begin the upload.

## 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.

Your Data	ShopSite Database Field
Name →	Name
Price →	Price
Sale Amount →	Sale Amount

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 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:**

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You cannot start a new upload or download until an unfinished upload is either finished or discarded.

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## 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.

## 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:**

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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.

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**Note:**

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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.

<b>Download</b>	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.
<b>Cancel</b>	Select this button to return to the database information screen.

## Database Download Options

After selecting a table on the [Database Download](#) screen, you will be prompted to configure the download settings for that table.

### Download format

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.
- 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.

### Download fields

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:**

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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.

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- **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.

## 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:**

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If you are downloading orders in QuickBooks format, all orders will be downloaded regardless of your settings here.

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**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.

## 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.

<b>Item Type</b>	Select the default Item Type to assign products in QuickBooks. This will be used unless you have specified another Item Type on the <a href="#">Edit Product Information</a> screen. If you are unsure which type to select, choose Non-inventory part item, because QuickBooks allows you to change that type later.
<b>Sales Account</b>	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.

# 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.

<b>Transaction Type and Account</b>	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.
<b>Transaction Memo</b>	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.

<b>Import Products</b>	Check this box to have ShopSite include product information when you download order information for QuickBooks.
<b>Item Type</b>	Select the default Item Type to assign products in QuickBooks. This will be used unless you have specified another Item Type on the <a href="#">Edit Product Information</a> screen. If you are unsure which type to select, choose Non-inventory part item, because QuickBooks allows you to change that type later.
<b>Sales Account</b>	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.

<b>Tax Item</b>	Select the QuickBooks tax item that you want assigned to the tax on each order.
<b>Tax Account</b>	Select the tax account that you want to use to track sales from your ShopSite store.
<b>Tax Agency</b>	Select the tax agency that you use to report your sales tax.
<b>Tax Memo</b>	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.

## 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.

---

## 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.

---

## 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.



## 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.

---

## Backup Database

This screen allows you to backup your ShopSite database. 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.

---

Click the Proceed button to create a backup of your ShopSite database. After the backup is completed, click on Done to return to the Database Information screen.

Last updated: September 26, 2008

## Restore Database

This screen allows you to restore a backup copy over your existing ShopSite database.

**Warning:**

---

Restoring a database from a backup copy replaces the current database, and you will lose all changes that you have made since making the backup. Restoring the full database will delete any new orders, gift certificates, coupons, etc. made since the backup was made.

---

Before restoring your database from a backup, make sure the status of your backup file is OK. If the backup status is not OK, do not restore the database.

Select whether to only restore the Products and Pages portion of your database backup, or to restore the entire database, including Pages, Products, Orders, Coupons, Gift Certificates, Reward Categories and Customer Registration. Restoring the full 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.

---

Click Proceed to replace the existing database with the backup. After the backup has completed, click Done to return to the Database Information 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:

1. 0 - Visa
2. 1 - MasterCard
3. 2 - Discover
4. 3 - American Express
5. 4 - Purchase Order
6. 5 - Cash On delivery
7. 6 - Check
8. 7 - PayPal (standard)
9. 8 - Generic Payment Option 1
10. 9 - Generic Payment Option 2
11. 10 - Diner's Club

12. 11 - Fire Pay
13. 12 - eCheck
14. 13 - WorldPay
15. 14 - PayPal Express
16. 15 - Google Checkout
17. 16 - NetBanx
18. 17 - Solo
19. 18 - Switch
20. 19 - Delta
21. 20 - Visa Electron/UK
22. 21 - JCB
23. 22 - Maestro
24. 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.

# 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.

## **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.

**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.

**Order UTC**

The Universal Time Code for when the order was placed.

**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.

**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.

**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 DTD

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 the DTD below. You should be able to import this file into any XML-aware application. On the Database Download screen, you should set the file extension to .xml.

### Document Type Definition for ShopSite Orders

```
<?xml version="1.0"?>

<!ELEMENT ShopSiteOrders (Response, Order*)>

<!ELEMENT Response (ResponseCode, ResponseDescription)>
<!ELEMENT ResponseCode (#PCDATA)>
<!ELEMENT ResponseDescription (#PCDATA)>

<!ELEMENT Order (OrderNumber, ShopSiteTransactionID, OrderDate, Billing, Shipping,
 Payment, Totals, Coupon*, GiftCertificate*, Other)>
<!ELEMENT OrderNumber (#PCDATA)>
<!ELEMENT OrderDate (#PCDATA)>
<!ELEMENT ShopSiteTransactionID (#PCDATA)>

<!ELEMENT Billing (FullName, NameParts, Email, Company, Phone, Address)>
<!ELEMENT Email (#PCDATA)>

<!ELEMENT Shipping (FullName, NameParts, Company, Phone, Address, Products)>
<!ELEMENT Products (Product)+>
<!ELEMENT Product (ProdType, Name, SKU, Taxable, Quantity, ItemPrice, Total, Weight?, Dimension?,
 OrderOptions*, CustomerText, QBImport*, DobaItemID?, GiftCertificatePurchase?)
>
<!ELEMENT ProdType (#PCDATA)>
<!ELEMENT SKU (#PCDATA)>
<!ELEMENT Quantity (#PCDATA)>
<!ELEMENT ItemPrice (#PCDATA)>
<!ELEMENT Taxable (#PCDATA)>
<!ELEMENT Weight (#PCDATA)>
<!ELEMENT DobaItemID (#PCDATA)>

<!ELEMENT Dimension (Length?, Width?, Height?)>
<!ELEMENT Length (#PCDATA)>
<!ELEMENT Width (#PCDATA)>
<!ELEMENT Height (#PCDATA)>

<!ELEMENT OrderOptions (OrderOption)*>
<!ELEMENT OrderOption (SelectedOption, OptionPrice)>
<!ELEMENT SelectedOption (#PCDATA)>
<!ELEMENT OptionPrice (#PCDATA)>

<!ELEMENT CustomerText (#PCDATA)>

<!ELEMENT QBImport (ItemType?, ItemName?, ItemDesc?, SalesAccount?)>
<!ELEMENT ItemType (#PCDATA)>
<!ELEMENT ItemName (#PCDATA)>
<!ELEMENT ItemDesc (#PCDATA)>
<!ELEMENT SalesAccount (#PCDATA)>

<!ELEMENT GiftCertificatePurchase (EmailTo*, From, To, Message)>
<!ELEMENT EmailTo (Email)+>
<!ELEMENT From (#PCDATA)>
<!ELEMENT To (#PCDATA)>
<!ELEMENT Message (#PCDATA)>
```

```

<!ELEMENT Payment ((CreditCard | COD | Check | eCheck | PurchaseOrder | Generic1 | Generic2 |
 PayPal | PayPalExpress | WorldPay | Google | NetBanx | Solo | Switch |
 Delta | UKE | JCB)?>

<!ELEMENT CreditCard (Issuer?, Number?, VerificationValue?, FullName?, Company?, ExpirationDate?,
 PaymentGateway?, PaymentStatus?, OrderProcessingInfo?)>

<!ELEMENT Issuer (#PCDATA)>
<!ELEMENT Number (#PCDATA)>
<!ELEMENT VerificationValue (#PCDATA)>
<!ELEMENT ExpirationDate (#PCDATA)>
<!ELEMENT PaymentGateway (#PCDATA)>
<!ELEMENT PaymentStatus (#PCDATA)>
<!ELEMENT OrderProcessingInfo (#PCDATA)>

<!ELEMENT COD EMPTY>

<!ELEMENT Check (RoutingNumber, AccountNumber)>

<!ELEMENT eCheck (RoutingNumber, AccountNumber, BankName, NameOnAccount)>
<!ELEMENT BankName (#PCDATA)>
<!ELEMENT NameOnAccount (#PCDATA)>

<!ELEMENT PurchaseOrder (PurchaseNumber)>
<!ELEMENT PurchaseNumber (#PCDATA)>

<!ELEMENT Generic1 (Field1?, Field2?, Field3?, Field4?)>
<!ELEMENT Generic2 (Field1?, Field2?, Field3?, Field4?)>

<!ELEMENT PayPal (OrderProcessingInfo?)>
<!ELEMENT PayPalExpress (OrderProcessingInfo?)>
<!ELEMENT WorldPay (OrderProcessingInfo?)>
<!ELEMENT Google (OrderProcessingInfo?)>
<!ELEMENT NetBanx (OrderProcessingInfo?)>
<!ELEMENT Solo (OrderProcessingInfo?)>
<!ELEMENT Switch (OrderProcessingInfo?)>
<!ELEMENT Delta (OrderProcessingInfo?)>
<!ELEMENT UKE (OrderProcessingInfo?)>
<!ELEMENT JCB (OrderProcessingInfo?)>

<!ELEMENT Totals (ProductTotal, Discount, Subtotal, Tax, GrandTotal, ShippingTotal, Surcharge*)>
<!ELEMENT ProductTotal (#PCDATA)>

<!ELEMENT Discount (Type?, Percent?, Amount?, ApplyDiscount?)>
<!ELEMENT Type (#PCDATA)>
<!ELEMENT Percent (#PCDATA)>
<!ELEMENT Amount (#PCDATA)>
<!ELEMENT ApplyDiscount (#PCDATA)>

<!ELEMENT Subtotal (#PCDATA)>

<!ELEMENT Tax (TaxName?, TaxRate?, TaxAmount?, TaxShipping?)>
<!ELEMENT TaxName (#PCDATA)>
<!ELEMENT TaxRate (#PCDATA)>
<!ELEMENT TaxAmount (#PCDATA)>
<!ELEMENT TaxShipping (#PCDATA)>

<!ELEMENT GrandTotal (#PCDATA)>
<!ELEMENT Surcharge (Total?, Description?)>
<!ELEMENT ShippingTotal (Total?, Description?)>

<!ELEMENT Coupon (Name?, Status?, Total?, ApplyCoupon?)>
<!ELEMENT Status (#PCDATA)>
<!ELEMENT ApplyCoupon (#PCDATA)>

<!ELEMENT GiftCertificate (ID?, AmountUsed?, AmountRemaining?)>

```

```
<!ELEMENT ID (#PCDATA)>
<!ELEMENT AmountUsed (#PCDATA)>
<!ELEMENT AmountRemaining (#PCDATA)>

<!ELEMENT Other (CustomerID?, Associate?, OrderInstructions?, Comments?, OrderUTC?,
 IpHostname?, TotalOrderWeight?, EmailList?, BuySafeAmount?,
 BuySafeText?, BuySafeCartID?, DobaShipping?, DobaOrderInfo?,
 CustomCheckoutField*)>
<!ELEMENT CustomerID (#PCDATA)>
<!ELEMENT Associate (#PCDATA)>
<!ELEMENT OrderInstructions (#PCDATA)>
<!ELEMENT Comments (#PCDATA)>
<!ELEMENT OrderUTC (#PCDATA)>
<!ELEMENT IpHostname (#PCDATA)>
<!ELEMENT TotalOrderWeight (#PCDATA)>
<!ELEMENT EmailList (#PCDATA)>
<!ELEMENT BuySafeAmount (#PCDATA)>
<!ELEMENT BuySafeText (#PCDATA)>
<!ELEMENT BuySafeCartID (#PCDATA)>
<!ELEMENT DobaShipping (#PCDATA)>
<!ELEMENT DobaOrderInfo (#PCDATA)>

<!ELEMENT CustomCheckoutField (FieldName?, FieldValue?)>
<!ELEMENT FieldName (#PCDATA)>
<!ELEMENT FieldValue (#PCDATA)>

<!ELEMENT RoutingNumber (#PCDATA)>
<!ELEMENT AccountNumber (#PCDATA)>

<!ELEMENT Name (#PCDATA)>
<!ELEMENT Description (#PCDATA)>
<!ELEMENT Total (#PCDATA)>

<!ELEMENT FullName (#PCDATA)>

<!ELEMENT NameParts (Title, FirstName, MiddleName, LastName, Suffix)>
<!ELEMENT Title (#PCDATA)>
<!ELEMENT FirstName (#PCDATA)>
<!ELEMENT MiddleName (#PCDATA)>
<!ELEMENT LastName (#PCDATA)>
<!ELEMENT Suffix (#PCDATA)>

<!ELEMENT Company (#PCDATA)>
<!ELEMENT Phone (#PCDATA)>

<!ELEMENT Address (Street1, Street2, City, State, Code, Country)>
<!ELEMENT Street1 (#PCDATA)>
<!ELEMENT Street2 (#PCDATA)>
<!ELEMENT City (#PCDATA)>
<!ELEMENT State (#PCDATA)>
<!ELEMENT Code (#PCDATA)>
<!ELEMENT Country (#PCDATA)>

<!ELEMENT Field1 (#PCDATA)>
<!ELEMENT Field2 (#PCDATA)>
<!ELEMENT Field3 (#PCDATA)>
<!ELEMENT Field4 (#PCDATA)>
```

# 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.

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 a null value (empty). A null value indicates "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.

**SKU** - The "Stock Keeping Unit" number for the product

Field Type: Numeric  
Default Value: Null; there is no default value  
Possible Values: Any alphanumeric string

**Product ID** - the ShopSite database ID for the product.

Field Type: Numeric  
Default Value: Lowest unused positive integer  
Possible Values: Any positive integer

**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."

**Taxable** - Indicates whether ShopSite should calculate sales tax for this product.



Field Type:        Checkbox  
Default Value:    checked  
Possible Values:  "checked" or null. Setting a null 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 Values:  Any integer or decimal number.  
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: 0

Possible Values: 0 (original image), 1 (resized image 1), 2 (resized image 2), or 3 (resized image 3)

**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|

**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: null (option is unchecked)  
Possible Values: "checked" or null. Setting a null 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: null (option is not checked)

Possible Values: "checked" or null. Setting a null value indicates that there is no More Information 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: 0

Possible Values: 0 (original image), 1 (resized image 1), 2 (resized image 2), or 3 (resized image 3)

**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.).

**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: null (option is not checked)

Possible Values: "checked" or null. Setting a null 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 null. Setting a null 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:    Null (the option is not checked)

Possible Values: "checked" or null. Setting a null 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 null. Setting a null 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 null. Setting a null 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 null. Setting a null 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: Null (the option is not checked)

Possible Values: "checked" or null. Setting a null 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: Null (the option is not checked)

Possible Values: "checked" or null. Setting a null value indicates that ShopSite should not display 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: Null (the option is not checked)

Possible Values: "checked" or null. Setting a null 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: 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.

**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:    Null (the option is not checked)  
Possible Values:  "checked" or null.  
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:    Null (the option is not checked)  
Possible Values:  "checked" or null.  
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:    Null (the option is not checked)  
Possible Values:  "checked" or null.  
Comment:         A product must have variable price enabled for variable SKU to work.

**Google Base** - Indicates whether or not the product should be included when submitting a feed to Google Product Search/Google Base.

Field Type:        Checkbox  
Default Value:    checked  
Possible Values:  checked (include in Google Product Search feed), unchecked (do not include in Google Product Search feed)

**Brand** - The product brand name, required for Google Product Search/Google Base 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 Type** - The Google Product Search/Google Base product type value.

Field Type: Restricted Text Entry

Default Value: Null; there is no default value

Possible Values: Any Product Type name permitted by Google Base.

**Google Condition** - The condition of the product, according to Google Product Search/Google Base 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 4**  
**Product Field 5**  
**Product Field 6**  
**Product Field 7**  
**Product Field 8**  
**Product Field 9**

**Product Field 10** - 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.

**Page ID** - The database ID number for this page.

Field Type: Numeric

Default Value: Lowest unused positive integer

Possible Values: Any positive integer

**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 null. Setting a null 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 null. Setting a null 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 page names with |.  
Comment: Do not use this field if you are already using **Links To Page**.

**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 and 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: Null (the option is not checked)

Possible Values: "checked" or null. Setting a null 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 null. Setting a null 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 null. Setting a null 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: Null (the option is not checked)

Possible Values: "checked" or null. Setting a null 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 null. Setting a null 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: null (option is not checked)

Possible Values: "checked" or null. Setting a null 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 null. Setting a null 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 - 10** - 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.

# 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](#).

---

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 CGI program (`db_xml.cgi`) and provide the merchant's user ID and password to start the download. To keep order information secure, the ShopSite CGI program should 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.
- **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.
- **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 simple example program uses a non-secure connection to request order information, starting with order number 1962. Because the CGI directory on the server requires authentication, the program sends the user ID and password in encrypted form. 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\n");
 exit(1);
}

 /* create the HTTP header */
sprintf(send_msg,
 "GET /cgi-bin/ss/db_xml.cgi?startorder=1962 HTTP/1.0\n"
 "Host: mystore.com:80\r\n"
 "Authorization: Basic ZGFycmVuOmRhcjJlbg==\r\n\n"); /* userid:password has
been encrypted using mimecode.*/

 /* send the HTTP header */
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 on port 80. Once the socket connection has been established the program will "send" the HTTP header that specifies the CGI to invoked along with any parameters (in this case `startorder=1962` for the starting order to download), the Host and the Authorization which is needed because the CGI is in a userid/password protected web server directory.

## 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	<b>Required.</b> Identifies the client application interface version.	1
dbname	<b>Required.</b> 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 <code>major.minor</code> (for example, <code>8.3</code> ). This allows you to check for version	1

	compatibility and make any adjustments based on that. This command was introduced in ShopSite version 8.3.	
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.	8.3 (default), 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) <i>any valid field from specified database</i>
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 <b>Utilities &gt; Database &gt; Upload/Download</b> , then select the database you want to create a fieldmap for, and click <b>Download</b> . In the <i>Download fields</i> section, find the <i>Use field map</i> option, select <b>&lt;New&gt;</b> from the pull-down menu, then click on <b>Change</b> .)	<i>any existing fieldmap name</i>

### 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.

#### Program Name:

dbupload.cgi

#### Options

Option	Description	Values
clientApp	<b>Required.</b> Identifies the client application interface version.	1
dbname	<b>Required.</b> 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.	<i>filename</i>



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 ( <i>Products</i> ) File+Name ( <i>Pages</i> ) (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**

<b>Option</b>	<b>Description</b>	<b>Values</b>
clientApp	<b>Required.</b> 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

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.

## 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.

## 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](#)

## 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:

<b>Index for Search During Update</b>	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 <a href="#">Customer Site Search</a> .
<b>Generate HTML Pages During Update</b>	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 <a href="#">Order Anywhere links</a> on your own pages, and do not use any ShopSite-generated pages, you may uncheck this box to have ShopSite only update the search index when you publish. Most merchants will want to be sure this box is checked.
<b>Use subproduct's template for More Info Pages</b>	Check this box to have ShopSite generate More Info Pages for subproducts using the product template assigned to the <i>subproduct</i> . If this box is not checked, the <i>parent product</i> template will be used to generate the More Info Page for any assigned subproducts.
<b>Do not display the 'Adding Product' messages</b>	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.
<b>Maximum</b>	Enter the maximum number of pages that will be made when

	<b>Number of Pages for Pagination</b>	ShopSite sub-divides a Store Page based on the number of products displayed on an individual Store Page setting (see <a href="#">Pagination</a> on the <a href="#">Edit Page Layout</a> 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.
	<b>For each Pagination page the number of page links shown</b>	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.
<b>Generate Google Type SiteMap during update</b>	Check this box to have ShopSite generate an updated <a href="#">Google Sitemap</a> 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.	
<b>Generate Custom Pages (legacy option, typically not used)</b>	If you are using ShopSite's legacy <a href="#">Custom Pages</a> 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.

# 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.

<b>Store Name</b>	Enter the name of your store. The name you provide will also be used as the name of the first page in your store.
<b>Welcome Message</b>	<p>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.</p> <p>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.</p> <p>You can put as much text and HTML in this field as you want.</p>
<b>Store Currency</b>	Select the currency you want to use in your store.

## 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.

<b>Name</b>	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.
<b>Image</b>	<p>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:</p> <ul style="list-style-type: none"><li>• 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.</li><li>• If you have already uploaded the image you want to use, select it from the pull-down menu.</li></ul>
<b>Price</b>	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.
<b>Weight</b>	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.
<b>SKU</b>	The <i>Stock Keeping Unit</i> or <i>SKU</i> (also called a <i>Stock Code</i> ) 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.
<b>Description</b>	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 - 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 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

<b>Name</b>	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.
<b>Image</b>	<p>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:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• If you have already uploaded the image you want to use, select it from the pull-down menu.</li> </ul>
<b>Price</b>	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.
<b>Weight</b>	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.
<b>SKU</b>	The <i>Stock Keeping Unit</i> or <i>SKU</i> (also called a <i>Stock Code</i> ) 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.
<b>Description</b>	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.
<b>Delete This Product</b>	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 - 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 - 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.

<b>Page Name</b>	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.
<b>Image</b>	<p>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.</p> <ul style="list-style-type: none"><li>• If you have not uploaded an image for this page yet, click <b>Upload an Image</b> to find the graphic on your local computer and upload it to use in your store.</li><li>• If you have already uploaded an image for the page, select it from the pull-down menu.</li></ul>
<b>Text</b>	Enter text to introduce the products on the page. You can use HTML to format the text.
<b>Products</b>	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.
<b>Save Changes</b>	Click this button to save your changes and continue with the Wizard.
<b>Cancel</b>	Click this button to continue without saving the changes you have made

## 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:**

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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 - 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.

<b>Page Name</b>	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.
<b>Image</b>	<p>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.</p> <ul style="list-style-type: none"><li>• 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.</li><li>• If you have already uploaded an image for the page, select it from the pull-down menu.</li></ul>
<b>Text</b>	Enter text to introduce the products on the page. You can use HTML to format the text.
<b>Products</b>	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.
<b>Save Changes</b>	Click this button to save your changes and continue with the Wizard.
<b>Delete This Page</b>	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.
<b>Cancel</b>	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 - 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.

<b>Sales Tax Applies To</b>	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.
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<b>Sales Tax Rates</b>	<p>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.</p>
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An example of how you may want to set up your taxes might be:

Description	Tax Rate
Ship outside <i>My State</i> - 0.00%	0.00
Ship within <i>My State</i> , outside <i>My City</i> - <i>X.XX</i> %	<i>X.XX</i>
Ship within <i>My City</i> , <i>My State</i> - <i>Y.YY</i> %	<i>Y.YY</i>

## 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:**

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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.

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## 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) - <b>Free!</b>	0.00
Priority Second-Day - \$5	5.00
Overnight - \$15	15.00

# 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.

# 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:**

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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.

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## 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 - 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 - 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:



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.

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The [Images](#) button will take you to the Image Manager, where you can upload,



[Images](#)

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.



[Commerce Setup](#)

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.



[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.

## 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:**

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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.

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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.

## 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.

<b>HTML Editor feature</b>	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.		
<b>Toolbars</b>	Use the pull-down menu to select which toolbar to display with the HTML editor. The default Basic toolbar contains most of the tools you are likely to use.		
	<table border="1"> <tr> <td data-bbox="302 852 545 924"><b>Edit</b></td> <td data-bbox="552 852 1521 924">Click the Edit link to edit the tools available in the selected toolbar. The <a href="#">toolbar editor</a> will open in a pop-up window.</td> </tr> </table>	<b>Edit</b>	Click the Edit link to edit the tools available in the selected toolbar. The <a href="#">toolbar editor</a> will open in a pop-up window.
	<b>Edit</b>	Click the Edit link to edit the tools available in the selected toolbar. The <a href="#">toolbar editor</a> will open in a pop-up window.	
	<table border="1"> <tr> <td data-bbox="302 940 545 1113"><b>Copy</b></td> <td data-bbox="552 940 1521 1113">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 <a href="#">toolbar editor</a> to make changes to the tools available in the new toolbar.</td> </tr> </table>	<b>Copy</b>	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 <a href="#">toolbar editor</a> to make changes to the tools available in the new toolbar.
	<b>Copy</b>	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 <a href="#">toolbar editor</a> to make changes to the tools available in the new toolbar.	
	<table border="1"> <tr> <td data-bbox="302 1129 545 1302"><b>Add</b></td> <td data-bbox="552 1129 1521 1302">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 <i>no</i> tools selected, and the <a href="#">toolbar editor</a> will open in the pop-up window.</td> </tr> </table>	<b>Add</b>	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 <i>no</i> tools selected, and the <a href="#">toolbar editor</a> will open in the pop-up window.
<b>Add</b>	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 <i>no</i> tools selected, and the <a href="#">toolbar editor</a> will open in the pop-up window.		
<table border="1"> <tr> <td data-bbox="302 1318 545 1449"><b>Rename</b></td> <td data-bbox="552 1318 1521 1449">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> </table>	<b>Rename</b>	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.	
<b>Rename</b>	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.		
<table border="1"> <tr> <td data-bbox="302 1465 545 1596"><b>Delete</b></td> <td data-bbox="552 1465 1521 1596">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>	<b>Delete</b>	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.	
<b>Delete</b>	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.		

### Editor Behavior

<b>Paste as plain text</b>	<p>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.</p> <p><b>Note:</b> _____</p> <p>How and if formatting is preserved in copied text depends on the program the text is copied <i>from</i>. The HTML Editor can only preserve formatting if the original text was copied from a program that included compatible formatting.</p>
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<b>Undo levels</b>	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.
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## HTML Output

Select how the HTML Editor will interpret different keystrokes.

<b>Enter key</b>	<p>Select what HTML tag to insert when you hit <code>Enter</code>.</p> <ul style="list-style-type: none"> <li>• <b>&lt;br&gt;</b> — The <code>Enter</code> key will start a new line, but will not end the current paragraph. If you select this option, the <code>SHIFT + Enter</code> key option will be disabled.</li> <li>• <b>&lt;p&gt;</b> (default) — The <code>Enter</code> key will end the current paragraph and begin the next one.</li> <li>• <b>&lt;div&gt;</b> — The <code>Enter</code> key will end the current paragraph and begin the next one, but the HTML Editor will use <code>&lt;div&gt;</code> tags to enclose paragraphs instead of the normal <code>&lt;p&gt;</code> tag.</li> </ul>
<b>SHIFT + Enter key</b>	<p>Select what HTML tag to insert when you hold down the <code>Shift</code> key when you press <code>Enter</code>. This option is disabled if you select <b>&lt;br&gt;</b> for the <b>Enter</b> key output.</p> <ul style="list-style-type: none"> <li>• <b>&lt;br&gt;</b> (default) — <code>Shift-Enter</code> will start a new line, but will not end the current paragraph.</li> <li>• <b>&lt;p&gt;</b> — <code>Shift-Enter</code> will end the current paragraph and begin the next one.</li> <li>• <b>&lt;div&gt;</b> — <code>Shift-Enter</code> will end the current paragraph and begin the next one, but the HTML Editor will use <code>&lt;div&gt;</code> tags to enclose paragraphs instead of the normal <code>&lt;p&gt;</code> tag.</li> </ul>
<b>Format source</b>	Check this box to have the HTML Editor display the HTML source in a reader-friendly format when you are in <code>Source</code> view. This will not alter the actual source, only the way it is displayed.
<b>Format output</b>	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.
<b>Encode HTML output</b>	Check this box to have the HTML Editor replace reserved HTML characters (such as <code>&amp;</code> , <code>&gt;</code> , <code>&lt;</code> , etc.) with <i>HTML Entities</i> . 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 <i>unchecked</i> .
<b>Tab spaces</b>	Enter the number of non-breaking spaces ( <code>&amp;nbsp;</code> ) to insert when you hit the <code>Tab</code> 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 <code>&amp;nbsp;</code> 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

<b>Show Borders</b>	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.
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## Expand Toolbar

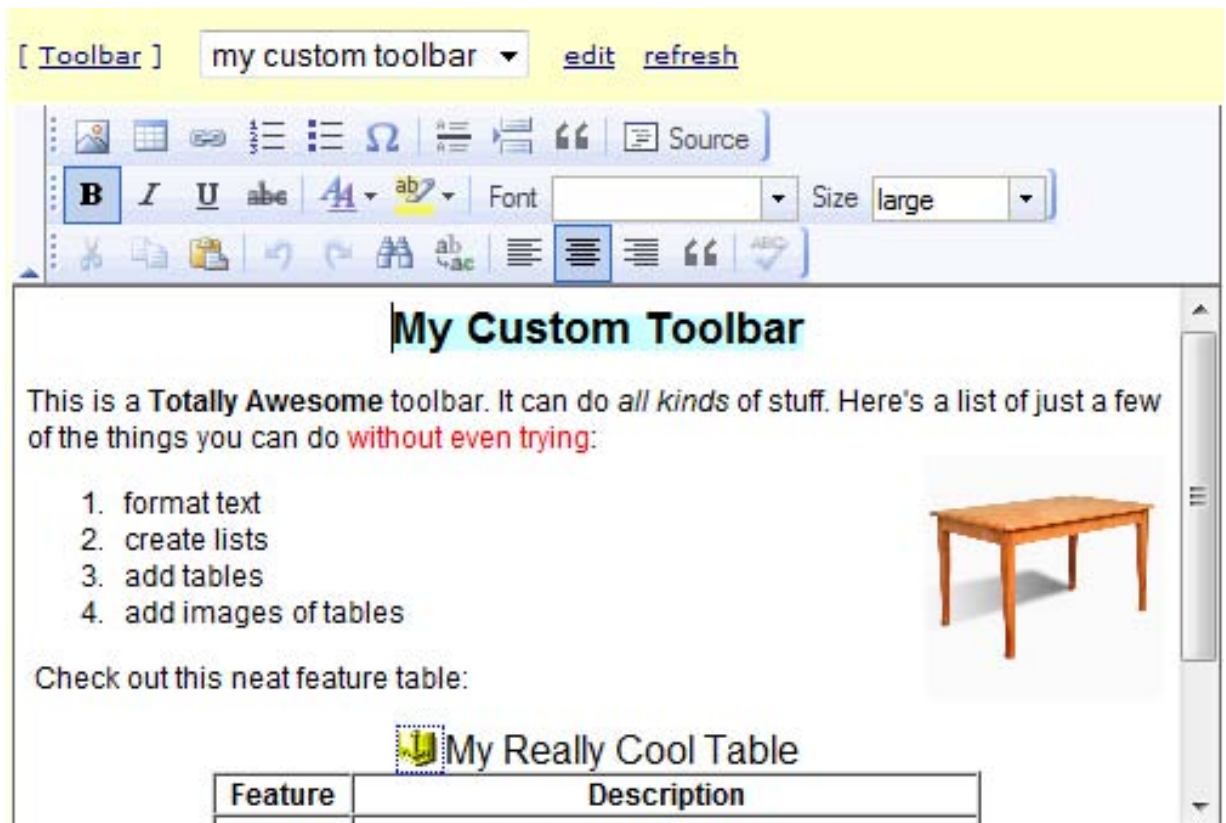
Check this box to have the HTML Editor start with the toolbar expanded. If your toolbar is collapsible, un-checking this box will cause the HTML Editor to start with the toolbar collapsed.

## 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.



Beside 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:

<b>Toolbar Name</b>	<b>Read-only.</b> The name of the toolbar you are editing. To change the name of the toolbar, return to the <a href="#">HTML Editor Configuration</a> screen and select the Rename option.
<b>Skin</b>	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.
<b>Collapsible</b>	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

<b>Editor Buttons</b>	Click the name of a tool in this list to <i>remember</i> the tool you selected. Available tools are sorted by category.
<b>Toolbar Row</b>	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.
<b>Add</b>	Click this button to add the <i>remembered</i> tool to the end of the list in the Toolbar Row list box. You can also insert the <i>remembered</i> 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.
<b>Remove</b>	Select a tool name from the Toolbar Row list box, then click this button to <i>remember</i> the tool and remove it from the list.
<b>Delete</b>	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 <i>remembered</i>
<b>Move Up</b>	Select a tool name from the Toolbar Row list box, then click this button to move the tool one position up the list.
<b>Move Down</b>	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](#).

# 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.

<b><u>Store Text</u></b>	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.
<b><u>Search Settings</u></b>	Fine-tune and customize the product search function for your store.
<b><u>Themes</u></b>	Select a page layout and color scheme for the pages in your store.
<b><u>Page Header &amp; Footer</u></b>	Create headers and footers to appear on every page in your store.
<b><u>More Info Pages</u></b>	Set colors and other values for product More Info Pages.
<b><u>Locale</u></b>	Select the language for merchant screens and store pages and the primary and alternate currency for the store.
<b><u>Extra Fields</u></b>	Configure the number and names for extra Page and Product fields.
<b><u>Inventory Tracking</u></b>	Enable inventory tracking and configure low-stock and out-of-stock notifications.
<b><u>Hosting Service</u></b>	Tailor the software to your server's needs and abilities.

## 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.

<b><u>Store Pages</u></b>	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.
<b><u>Shopping Cart</u></b>	Click this button to view or change text and buttons that appear on the Shopping Cart screen and the Google Checkout pre-Shopping Cart screen.
<b><u>Shipping</u></b>	Click this button to view or change text used for shipping options.
<b><u>Checkout</u></b>	Click this button to view or change text and buttons that appear on the Billing and Shipping screen and the Confirmation screen.
<b><u>Messages</u></b>	Click this button to view or change text used in various error messages customers may see.
<b><u>Receipts</u></b>	Click this button to view or change text and buttons that appear on the Thank You screen and e-mail receipts.
<b><u>Customer Registration</u></b>	Click this button to view or change text and buttons that are used for Customer Registration.
<b><u>Gift Certificates</u></b>	Click this button to view or change text and buttons that are associated with the Gift Certificate feature.
<b><u>Tell A Friend</u></b>	Click this button to view or change text and buttons that are used by the Tell A Friend feature.

## 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.

<p><b>[Add to Cart]</b></p>	<p>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 <a href="#">Button Tool</a> help for more information on selecting a button.</p> <p><b>Note:</b></p> <hr/> <p>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.</p> <hr/>
<p><b>[View Cart]</b></p>	<p>Like the [Add to Cart] field, but it sets the default value for the [View Cart] button for products. See the <a href="#">Button Tool</a> help for more information on selecting a button.</p>
<p><b>Price</b></p>	<p>This is the text used to indicate the price of a product.</p>
<p><b>On Sale!</b></p>	<p>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.</p> <p>This HTML tag would print <b>On Sale!</b> in bold, red letters:</p> <pre>&lt;span style="font-weight: bold; color: #FF0000;"&gt;On Sale!&lt;/span&gt;</pre> <p>This HTML tag would cause ShopSite to use a graphic image for the On Sale button:</p> <pre>&lt;img src="http://www.server.com/media/onsale.gif" height=25 width=50 border=0&gt;</pre>
<p><b>Quantity</b></p>	<p>This field can be used to indicate a quantity, and may be associated with a quantity input form field.</p>
<p><b>Search</b></p>	<p>This is the text or image to be used on the Search button. See the <a href="#">Button Tool</a> help for more information on selecting a button.</p>
<p><b>Search</b></p>	<p>Search text</p>

<b>Go</b>	Go text
<b>Search results for</b>	This is the text that appears at the top of the search results page.
<b>No products for the search:</b>	This text is displayed with the search term when a search is not successful.
<b>Result Pages</b>	This text is used on search results pages to indicate the pages which contain products which match the search.
<b>Sort by:</b>	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.
<b>Relevance</b>	This text is used in the search results sorting pull-down menu for the option to sort the results by the relevancy score.
<b>Price: Low to High</b>	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.
<b>Price: High to Low</b>	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.
<b>Alphabetical: A to Z</b>	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.
<b>Alphabetical: Z to A</b>	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.
<b>Results per page:</b>	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.
<b>All</b>	Text used on the search results screen to indicate all the available results are displayed on the current page.
<b>of</b>	Text used on the search results screen to indicate how many results of the total number are being displayed (e.g. 1-10 <i>of</i> 28).
<b>Page:</b>	Text used on the search results screen to indicate links for multiple results pages.
<b>Go to...</b>	(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.
<b>Prev</b>	Text used for the button on the search results screen to take you to the previous page of search results.
<b>Prev Set</b>	(depricated) In earlier versions of ShopSite, this text would be displayed to link to the previous set of search results.
<b>Next</b>	Text used for the button on the search results screen to take you to the next page of search results.
<b>Next Set</b>	(depricated) In earlier versions of ShopSite, this text would be displayed to link to the next set of search results.
<b>Back</b>	This text may be displayed as a link on a page (such as a More Info Page) to return to the previously viewed page.
<b>Home</b>	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.

<b>More Details</b>	This text may be used on store pages or search results pages as a link to the product more information page.
<b>Related Products</b>	This text may be used to indicate the availability of cross-sell or sub-products related to a parent product.
<b>Inventory:</b>	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.
<b>This Product is currently not available</b>	This text is used for real-time inventory displays to indicate that the product is currently unavailable.
<b>Information not available</b>	This text is used for real-time inventory displays to indicate that the system was unable to access inventory information for the product.
<b>This Product is not under inventory control</b>	This text is used for real-time inventory displays to indicate that ShopSite is not tracking inventory for this product.
<b>This Product is on back order</b>	This text is used for real-time inventory displays to indicate that the product is currently on back order.

### *Mini Shopping Cart*

<b>Mini Shopping Cart</b>	This text is used as the name of your MiniCart.
<b>Item</b>	Text used to indicate a single item in the MiniCart.
<b>Items</b>	Text used to indicate multiple items in the MiniCart.
<b>Contains</b>	Text used to indicate the contents in the MiniCart.
<b>Product</b>	Text used to indicate the product in the MiniCart.
<b>Total Quantity</b>	Text used to indicate the number of products in the MiniCart.

### *Store Name*

<b>Store Name</b>	Sets the name of the store, which is used on the Store Registration form.
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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.

<b>Your Shopping Cart</b>	Text displayed at the top of the Shopping Cart screen.
<b>Show me my shopping cart every time I order something.</b>	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.
<b>Your shopping cart is empty</b>	Text displayed if the cart is empty.
<b>Quantity</b>	Quantity column header text in the shopping cart contents table.
<b>Name</b>	Name column header text in the shopping cart contents table.
<b>SKU</b>	SKU column header text in the shopping cart contents table.
<b>Each</b>	Price per item column header text in the shopping cart contents table.
<b>Total</b>	Row total price column header text in the shopping cart contents table.
<b>Image</b>	Column Header for Image column in shopping cart contents table.
<b>Delete</b>	Delete text
<b>Product Total</b>	Product Total text
<b>Discount</b>	Discount text
<b>Subtotal</b>	Subtotal row header in the order totals table.
<b>Taxable Amount</b>	Taxable Amount row header in the order totals table
<b>Tax</b>	Tax row header in the order totals table
<b>Shipping</b>	Shipping row header in the order totals table and shipping method selection title.
<b>Ship to Country</b>	Shipping desination country select description text.
<b>Ship to Zip/Postal Code</b>	Shipping destination postal code select description text.
<b>has changed, please press Recalculate</b>	Text for warnings that a value which affects the price has been changed.
<b>Surcharge</b>	Surcharge row header in the order totals table.
<b>Ordering Instructions</b>	Ordering instructions description text.

<b>Use separate shipping address</b>	Use separate shipping address description text.
<b>Choose a Shipping option</b>	Shipping option selection text. This is only displayed if a registered customer has a saved shipping address.
<b>Select payment type</b>	Payment method selection description text.
<b>Choose a Payment option</b>	Payment option selection text. This is only displayed if a registered customer has a saved payment method.
<b>Your IP Address is</b>	IP address display description text.
<b>New Ship To</b>	Create new shipping address selection text. This is only displayed if a registered customer has a saved shipping address
<b>Variable -</b>	Variable Name/Price description text in shopping cart table.
<b>Variable SKU -</b>	Variable SKU description text in shopping cart table.
<b>Your total savings</b>	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.
<b>No variable price specified, item not added to the shopping cart.</b>	Warning text displayed if a customer fails to enter a price for a variable price product.
<b>The selected item is no longer available</b>	Message displayed if selected item is out of stock and can not be purchased.
<b>Input price is too low, changing to minimum value.</b>	Warning text displayed if a customer enters a price below the minimum for a variable price product.
<b>If you have a coupon, enter the code and press recalculate</b>	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.
<b>Select Tax</b>	Tax selection description text.
<b>Select Ship To Address</b>	Shipping address selection description text. This is only displayed if a registered customer has a saved shipping address
<b>New Payment Type</b>	Create new payment method selection description text. This is only displayed if a registered customer has a saved payment method.
<b>You can not Checkout since there are no items in your cart.</b>	Warning displayed when a customer tries to checkout with an empty cart.



<b>With the "New Payment Type" selected you must also select the manual shipping fields.</b>	Warning displayed if a registered customer selects a new payment type with an invalid shipping option.
<b>Any changes above should be verified by pressing 'Recalculate' before clicking on 'Checkout'.</b>	Instruction text displayed near the Checkout button.
<b>Shipping Rates have been recalculated based upon your zip code. Please review them before continuing with your order.</b>	Warning text displayed when the shipping destination postal code is changed.
<b>The entered Postal Code did not match the value returned from PayPal.</b>	Warning text displayed if PayPal payment method is used and postal code from the cart and PayPal don't match.
<b>The Country does not match the value returned from PayPal.</b>	Warning text displayed if PayPal payment method is used and country selection from the cart and PayPal don't match.
<b>PayPal Express did not respond correctly, please try again.</b>	Warning text displayed if PayPal payment method is used and ShopSite is unable to connect to PayPal for checkout.
<b>Please wait, processing already started</b>	Message displayed if customers click checkout button after clicking it a first time and before the payment has been processed.
<b>The product was not added because the SKU could not be found, please notify the merchant</b>	Message displayed if the product SKU does not match any products in the database.
<b>Checkout processing was</b>	Message displayed if a timeout occurred before the checkout could be completed.

<b>not completed, please try again</b>	
<b>Shipping costs cannot be computed for some items in your cart. Please contact the merchant</b>	Message displayed if a timeout prevents ShopSite from getting real-time shipping quotes.

### ***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.

<b>Continue Shopping</b>	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.
<b>Recalculate</b>	Button to recalculate totals if cart content is changed.
<b>Checkout</b>	Button to continue to the checkout (shipping/billing) screen.
<b>Empty Cart</b>	Button to empty all content from the shopping cart.
<b>Apply Coupon</b>	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.
<b>Tax/Shipping</b>	Tax/Shipping button.
<b>Remove</b>	Remove line-item button. This is displayed in the shopping cart contents table, if configured in the Commerce Setup > Order System > Shopping Cart screen.
<b>Update</b>	Update line-item button. This is displayed in the shopping cart contents table, if configured 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: 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.

<b>Ground</b>	Ground (first) shipping method name
<b>2nd Day Air</b>	2nd Day Air (second) shipping method name
<b>Next Day</b>	Next day (third) shipping method name.
<b>Shipping 3 - 9</b>	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: 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

<b>Checkout</b>	Checkout screen title text.
<b>Confirm</b>	Confirmation screen title text.
<b>Comments / More Information</b>	Comments entry box title text.
<b>Payment</b>	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.

<b>Name</b>	Name row description text.
<b>Title</b>	Customer title (Mr, Mrs, etc.) row description text.
<b>First</b>	Customer first name row description text.
<b>Middle</b>	Customer middle name row description text.
<b>Last</b>	Customer last name row description text.
<b>Suffix</b>	Customer name suffix (jr, sr, etc.) row description text.
<b>Email</b>	Customer email address row description text.
<b>Email Validation</b>	Customer email address validation row description text. You can turn email address validation on or off from the Commerce Setup > Order System > Checkout screen.
<b>City</b>	Customer city row description text.
<b>State/Province</b>	Customer state row description text.
<b>Zip Code</b>	Customer postal code row description text.
<b>Phone Number</b>	Customer phone number row description text.
<b>Country</b>	Customer country row description text

### Billing Address

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<b>Billing Address</b>	Billing address section title text.
<b>PayPal Information</b>	Text indicating billing information was obtained from PayPal. This is used when someone selects PayPal as their payment method.
<b>Address 1</b>	First address row description text.
<b>Address 2</b>	Second address row description text.
<b>Company</b>	Company row description text

### ***Shipping Address***

<b>Shipping Address</b>	Shipping address section title.
<b>Shipping Address 1</b>	First shipping address row description text.
<b>Shipping Address 2</b>	Second shipping address row description text.
<b>Shipping Company</b>	Shipping company row description text.

### ***Credit Card Payment***

These fields are displayed if a customer selects a credit card as the payment method.

<b>Credit Card</b>	Credit Card section title
<b>Card Verification Value</b>	CVV2 or CVC row description text.
<b>(required)</b>	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.
<b>Card Number</b>	Credit card number row description text.
<b>Name on Card</b>	Cardholder name row description text.
<b>Business Name</b>	Cardholder business name row description text.
<b>Expiration Date</b>	Credit card expiration date row description text.
<b>Start Date</b>	Credit card start date row description text. Used for some debit cards.
<b>Issue Number</b>	Credit card issue number row description text. Used for some debit cards.

### ***Credit Card Month***

<b>1 - 12</b>	Month names listed in the credit-card expiration month pull-down menu.
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### ***Check Payment***

<b>Check</b>	Check payment section title.
<b>Check Routing</b>	Check routing number row description text.

<b>Number</b>	
<b>Account Number</b>	Checking account number row description text.
<b>eCheck</b>	eCheck selection option, if the configured payment processor supports eCheck payments.
<b>Account Type</b>	Account type selection description text.
<b>Checking</b>	Checking account option text in the account type selection.
<b>Savings</b>	Savings account option text in the account type selection.
<b>Bank Name</b>	Bank name row description text.
<b>Name on Account</b>	Account holder name row description text.
<b>Identity Verification</b>	Identity Verification section title.
<b>Tax ID or SSN</b>	First ID verification option description text.
<b>Number</b>	Text displayed with the first ID verification option
<b>OR</b>	Text displayed when customer can choose which ID verification option to use.
<b>Drivers License</b>	Second ID verification option description text.
<b>Number</b>	Text displayed with the second ID verification option
<b>State</b>	Second ID verification option issuing state field title text.
<b>Date of Birth (MM DD YYYY)</b>	Customer date of birth field title text.

### ***Other Payment***

Text for miscellaneous payment options available in ShopSite

<b>Purchase Order</b>	Purchase order section title text.
<b>Purchase Order Number</b>	Purchase order number row description text.
<b>C.O.D.</b>	Cash On Delivery payment option title text.
<b>You will be taken to PayPal to complete payment</b>	Informational text displayed to customers using PayPal payment option prior to being re-routed to the PayPal website.
<b>You will be taken to WorldPay to complete payment</b>	Informational text displayed to customers using WorldPay payment option prior to being re-routed to the WorldPay website.
<b>You will be taken to NetBanx to complete</b>	Informational text displayed to customers using NetBanx payment option prior to being re-routed to the NetBanx website.

<b>payment</b>	
<b>no information is required</b>	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.

<b>Generic Payment Option 1-2</b>	Name of the payment option section title.
<b>Generic Payment Option Field 1-4</b>	Name of the payment option field description text.

### ***Security***

<b>To help prevent fraud enter the number displayed below.</b>	Text displayed above the human validation section of the checkout screen, if human validation is turned on.
<b>Please copy the number in the image.</b>	Warning displayed if a customer fails to enter the human validation number.

### ***Shopper Messages***

<b>(Return to Cart to change)</b>	Text displayed if a registered customer selected a payment method or shipping address on the previous screen.
<b>has changed, please press Return to Cart</b>	Warning text displayed if a customer changes a field that is used to calculate the total price.
<b>Email and Email Validation do not match</b>	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.

<b>Add Shipping Address</b>	Add shipping address button.
<b>Submit this Order</b>	Submit order button, displayed on the checkout screen or, if enabled, confirmation screen.
<b>Return to Cart</b>	Button to return to the shopping cart screen.
<b>Confirm</b>	Confirm button, displayed on the checkout screen if the confirmation screen is enabled.
<b>Make Changes</b>	Button to return to the checkout screen from the confirmation screen.
<b>Return to Store</b>	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: 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.

<b>Please specify a valid value for the</b>	Message text displayed when a customer does not fill in a required field.
<b>Please press the Back button on your browser, then correct the following error(s):</b>	Message text displayed if a customer enters inconsistent or invalid information.
<b>Please enter a valid email address of the form yourname@host.com.</b>	Message text displayed if a customer does not enter a complete email address.
<b>Please enter a valid credit card number.</b>	Message text displayed if a customer enters a credit card number that fails basic validation
<b>Payment Processing Error</b>	Message text displayed if ShopSite encounters an error trying to process payment.
<b>Your order was not processed</b>	Message text displayed if ShopSite is unable to process an order.
<b>There was a problem processing your credit card information.</b>	Message text displayed if ShopSite is unable to process the Credit Card payment.
<b>Please verify that the following were entered correctly:</b>	Message text displayed to request customer verification of data that may have caused a processing failure.
<b>If you repeatedly see this message, complete your order by contacting the merchant directly.</b>	Message text giving instructions to customer if multiple attempts to process payment fail.
<b>Detailed error message:</b>	Message text indicating specific error message information is available.
<b>This product requires a menu selection</b>	Message text displayed if a customer tries to process an order without selecting a valid order option.
<b>Error in Form!</b>	Generic error message displayed if form input is invalid.

<b>We're sorry, but there was an error in your form data!</b>	Error message displayed if form input is invalid.
<b>Please press the Back button on your browser to correct the error.</b>	Instructions displayed if the customer needs to return to a previous page to correct an error.
<b>To preserve your data and go back and make corrections press the button below</b>	Instructions displayed if the customer needs to correct an error on an earlier page without losing information already entered.
<b>Data Entry Problem</b>	Data entry error message text.
<b>OK</b>	OK message text.
<b>Please select a</b>	Message text displayed if a required selection has not been made on a form.
<b>Please fill in</b>	Message text displayed if a required field has not been filled in on a form.
<b>Credit Card has expired</b>	Message text displayed if the credit card expiration date is earlier than the current date on the server.
<b>Credit Card not yet valid</b>	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.

<b>Thank you!</b>	Receipt title text.
<b>Thank you for your business!</b>	Receipt information text.
<b>Customer name</b>	String used to describe the customer name.
<b>Here is a copy of your receipt.</b>	Receipt instruction text
<b>Order Number:</b>	Order number description text.
<b>Qty</b>	Quantity description text.
<b>Tax Total</b>	Tax total description text.
<b>Ship Total</b>	Shipping total description text.
<b>Grand Total</b>	Grand total description text.
<b>Your Receipt</b>	Receipt description text.
<b>Store URL:</b>	Store URL description text.
<b>Payment type:</b>	Payment method description text.
<b>The shipping address is the same as the above address</b>	Shipping address is same as billing address description text.
<b>This store is powered by ShopSite web catalog software.</b>	Powered by ShopSite description text.
<b>Click on the Product Names to download</b>	Product download link description text.
<b>URL for downloading</b>	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.

<b>New Customer?</b>	Text prefixed to registration link.
<b>Click here to Register</b>	Text for registration link.
<b>Returning Customer?</b>	Text prefixed to sign in link.
<b>Click here to Sign In</b>	Text for sign in link.
<b>View/Edit Account</b>	Text for account management link.
<b>Sign Out</b>	Text for sign out link.
<b>You are no longer signed in</b>	Warning text indicating customer has been signed out.
<b>Display Name</b>	Text for displayed name.

### *Registration*

These text fields are displayed on customer registration sign-up screen.

<b>New Registration</b>	Title text for registration screen
<b>(this will be used to sign in to your account)</b>	Information for e-mail address entry field.
<b>Minimum password length allowed is</b>	Minimum password length warning text.
<b>Re-enter E-mail Address:</b>	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.
<b>Re-enter Password</b>	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.
<b>Question:</b>	Title text for the challenge question selection table.
<b>What format do you want your e-mail receipts in?</b>	Question for E-mail format.
<b>Answer</b>	Title text for the challenge question answer entry field.
<b>HTML</b>	Text for the option to select HTML as the e-mail format.
<b>Text</b>	Text for the option to select text as the e-mail format.
<b>Do you want us to save your Payment Information?</b>	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.
<b>Yes, save my payment information when I order</b>	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.
<b>No, I will re-enter payment information on future orders</b>	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***

<b>Sign In</b>	Sign in screen title text.
<b>Enter the same e-mail address used when you registered.</b>	Login instruction text.
<b>Enter E-mail Address:</b>	Description text for e-mail address entry field.
<b>Enter Password:</b>	Description text for password entry field.
<b>I forgot my password</b>	Text used for link to help remember password (using challenge question).
<b>I'm a new customer, I need to register</b>	Text used for link to new customer registration screen.

### ***Account Information***

This text is displayed on the Account Information screen.

<b>Account Information</b>	Account information title text.
<b>To view or change your account</b>	Account information screen instruction text.

information  
click on a  
button below.

### *Orders*

<b>Orders</b>	Order screen title text.
<b>Select the order below and click View to see that order's information.</b>	Order screen instruction text.
<b>Delete only removes the order from this list. The actual order cannot be deleted.</b>	Delete order instruction text.
<b>The following order(s) will be removed from the select list, press YES if you wish to proceed.</b>	Delete order confirmation text.
<b>View Order</b>	View order link description text.
<b>Delete Orders</b>	Delete order link description text.
<b>When viewing, only one order can be selected</b>	Warning displayed if more than one order is selected to be viewed.

### *Preferences*

<b>Preferences</b>	Preferences screen title text.
<b>This e-mail address is your sign-in name. For security purposes any changes to your account will be e-mailed to this address.</b>	E-mail address instruction text.
<b>Your sign-in name has been changed.</b>	Sign in name changed notification text.
<b>You have changed the following fields</b>	Text notifying account information has been modified.

<b>in your account with</b>	
<b>Your Sign-In address has been changed</b>	Text indicating sign-in address has been changed.

### *Shipping*

<b>Ship To</b>	Shipping screen title text.
<b>Select the ship to address below and click Edit to view or change your shipping information.</b>	shipping screen instruction text.
<b>Delete will remove the shipping information for the selected item.</b>	Delete button instruction text.
<b>Edit Shipping</b>	Edit shipping button description text.
<b>This name is used to select the shipping option when you order.</b>	Shipping option name instructions.
<b>Delete Shipping</b>	Delete shipping button description text.
<b>This shipping option will be removed, press YES if you wish to proceed.</b>	Delete shipping option confirmation text.
<b>Note: Once removed the shipping information cannot be recovered.</b>	Delete shipping option warning text.

### *Payment*

<b>Payment Accounts</b>	Payment account screen title text.
<b>Select the payment option below and click</b>	Payment account screen instruction text.

<b>Edit to view or change your payment information. Delete will remove the payment information for the selected item.</b>	
<b>To Add another Payment Option simply select a new option when you place your next order. The new payment option will then be saved.</b>	Add payment account instruction text.
<b>Edit Payment Account</b>	Edit payment account link description text.
<b>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.</b>	Payment account name instruction text.
<b>Payment Information</b>	Payment information title text.
<b>Billing Address associated with this payment information</b>	Billing address title text.
<b>Delete Payment Account</b>	Delete payment account link description.



<b>This payment type will be deleted, press YES if you wish to proceed.</b>	Delete payment account confirmation text.
<b>Note: Once removed the payment type cannot be recovered.</b>	Delete payment account warning text.

### ***Change Password***

<b>Change Password</b>	Change password screen title text.
<b>Current Password</b>	Current password entry field description text.
<b>New Password</b>	New password entry field description text.
<b>Re-enter New Password</b>	Second new password entry field description text.
<b>Challenge Question</b>	Challenge question section title text.
<b>The challenge question is used if you ever forget your password. To change the question click the Button Below.</b>	Challenge question instructions.

### ***Change Challenge***

<b>Change Challenge</b>	Change challenge title text.
<b>The challenge question is used if you ever forget your password.</b>	Change challenge question instruction text.
<b>Current Question:</b>	Current challenge question title text.
<b>New Answer</b>	New challenge answer field description text.
<b>New Question:</b>	New challenge question selection description text.

### ***Sign Out***

<b>Sign Out Confirmation</b>	Sign out screen title text.
<b>Do you really want to sign out?</b>	Sign out confirmation instruction text.

### ***Forgot Password***

<b>Forgot Password</b>	Forgot password screen title text.
<b>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.</b>	Text instructions for using the forgot password tool.
<b>Forgot E-mail Sent</b>	Message text when a link to recover the password has been sent via e-mail.
<b>The e-mail has been sent. Use the link contained in the email to change your password.</b>	Instruction text for forgotten password e-mail.
<b>Please click on the link below in order to change your password.</b>	Instruction text in forgotton password e-mail.
<b>We don't have you as a registered customer. Please register by clicking on the link below.</b>	Warning text displayed if e-mail address entered does not match a registered customer.
<b>Get Answer</b>	Answer challenge question title text.
<b>To reset your password, please answer the following question.</b>	Answer challenge question instruction text.
<b>Enter Your New Password</b>	New password instruction text.

<b>Set New Password</b>	New password description text.
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### *Warnings*

<b>Registration Message</b>	Warning title text.
<b>Password</b>	Password field description text.
<b>E-mail</b>	E-mail address field description text.
<b>Second E-mail</b>	Second e-mail address description text.
<b>The two e-mail addresses do not match</b>	Warning message displayed if e-mail addresses do not match.
<b>Your Account has been locked</b>	Warning message indicating the customer's account has been locked.
<b>Second Password</b>	Second password description text
<b>The two passwords fields do not match</b>	Warning message indicating the passwords entered are not the same.
<b>You must be signed in to complete your order.</b>	Warning message displayed if customers are required to be registered in order to check out.
<b>Bad Login</b>	Warning message displayed if an invalid sign in name was entered.
<b>Email address already in use</b>	Warning message displayed if a customer tries to create an account using an e-mail address already in use.
<b>Please try again</b>	Instruction text displayed if a customer was unable to log in.
<b>Forgot Password</b>	Forgot password description text.
<b>Your Account</b>	Your account description text.
<b>New Challenge Question and Answer</b>	New challenge question title text.
<b>Select Challenge Question and enter the response. This will be used if you forget your password.</b>	New challenge question instruction text.
<b>Maximum number of retries has been</b>	Warning indicating that the maximum number of attempts to log in has been exceeded.

<b>reached, please use the forgot password link</b>	
<b>Account is locked, please contact the merchant</b>	Warning instructions displayed if an account is locked.
<b>Bad Try</b>	Notification text if a login attempt failed.
<b>Sorry, you are not registered</b>	Notification text displayed if a customer is not registered.
<b>Sorry, you have been logged off, please sign in again</b>	Notification text displayed if a customer tries to access customer registration options after they have signed out.
<b>Registration requires the use of cookies, please enable cookies in your browser and try again.</b>	Warning text displayed if ShopSite is unable to set a customer registration cookie.
<b>Registration is currently not enabled.</b>	Warning text displayed if customer registration is disabled.
<b>Sorry, your account is locked</b>	Warning text displayed if a customer account is locked.
<b>Sorry, your link has timed out</b>	Warning text displayed if a customer tries to follow an expired link.
<b>New Sign-In address</b>	New sign in address title text.
<b>You are currently not signed in.</b>	Warning text indicating a customer is not signed in.
<b>No selection</b>	Warning text indicating a required selection was not made.
<b>Your session has timed out, please sign in again.</b>	Warning text displayed if a registered customer tries to access customer registration information after their session has timed out.
<b>No Customer Record</b>	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.



<b>Save</b>	Save changes and return to previous screen.
<b>Cancel</b>	Return to previous screen without saving changes.
<b>Sign In</b>	Sign in to account.
<b>Submit</b>	Submit form to create customer registration account.
<b>Orders</b>	Order screen link button on Account Information screen.
<b>Preferences</b>	Preferences screen link button on Account Information screen.
<b>Ship To</b>	Shipping screen link button on Account Information screen.
<b>Payment</b>	Payment screen link button on Account Information screen.
<b>Password</b>	Password screen link button on Account Information screen.
<b>Done</b>	Button to return to previous screen.
<b>Change Password</b>	Link button to change password.
<b>Change Challenge</b>	Link button to change challenge question.
<b>Yes</b>	Confirm current action link button.
<b>No</b>	Do not perform current action link button.
<b>Edit</b>	Edit selected information link button.
<b>Delete</b>	Delete selected information link button.
<b>View</b>	View selected information link button.
<b>Back to Cart</b>	Return to shopping cart 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: 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.

<b>Gift Certificates</b>	Title text for multiple gift certificates.
<b>Gift Certificate</b>	Title text for a single gift certificate
<b>Presented To</b>	Description text for recipient field.
<b>From</b>	Description text for sender field.
<b>Message</b>	Description for message field
<b>character limit</b>	description text for maximum number of characters in the message field.
<b>Number of gift certificates</b>	Description text for quantity selection field.
<b>Amount of each gift certificate</b>	Description text for certificate value selection field.
<b>Mail Certificate (s)</b>	Description text for mailed (printed) gift certificates.
<b>Store gift certificate Policy</b>	Description text for store policy statement.
<b>Select type of gift certificate</b>	Description text for certificate type selection.
<b>Certificates will be mailed to the address specified during the checkout process.</b>	Recipient address instructions for printed gift certificates.
<b>E-mail Certificate(s)</b>	Description text for e-mailed gift certificates.
<b>E-mail Address (es) - one for each certificate purchased, separated by commas.</b>	Instruction text for recipient e-mail address entry field.
<b>Gift certificate for</b>	Description text for store name.

<b>Number</b>	Description text for gift certificate ID number.
<b>PIN</b>	Description text for gift certificate PIN.
<b>In order to redeem this gift certificate please click on this link</b>	Instruction text for links in e-mail gift certificates.
<b>On the order screen you will be able to redeem this gift certificate by entering the following number and PIN values.</b>	Instruction text for redeeming printed gift certificates.
<b>In order to redeem this gift certificate please use your computer web browser and go to the following URL</b>	Instruction text for URL in e-mail gift certificates.
<b>Does not expire</b>	Notification text if gift certificate has no expiration date.

### ***Shopping Cart***

Text from this section will be displayed on the Shopping Cart screen.

<b>If you have a gift certificate, enter the number and PIN then press</b>	Instructions for redeeming a gift certificate.
<b>E-mail</b>	Description text for e-mail gift certificates in cart.
<b>Gift Certificate:</b>	Text for subject line of Gift Certificate e-mail.
<b>Gift Cert</b>	Abbreviated description text for gift certificates being redeemed in cart.
<b>unused</b>	Text indicating unused portion of Gift certificate value.
<b>E-mail Gift Certificate</b>	Description text for E-mail gift certificates.
<b>Mail Gift Certificate</b>	Description text for printed gift certificates.

### ***Warnings***

<b>The Gift Certificate</b>	Warning text displayed if a customer tries to redeem a gift certificate when gift certificates are disabled.
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<b>feature is currently not available</b>	
<b>Gift certificates cannot be purchased with a gift certificate.</b>	Warning text displayed if a customer tries to purchase a gift certificate with a different gift certificate.
<b>The amount value is too high</b>	Warning text displayed if the selected gift certificate value is higher than the maximum allowed value.
<b>The amount value is too low</b>	Warning text displayed if the selected gift certificate value is lower than the minimum allowed value.
<b>The amount is not a legal value</b>	Warning text displayed if the selected gift certificate value is not an allowed value.
<b>Please fill in the amount field</b>	Warning text displayed if there is no selected gift certificate value.
<b>The quantity is not a legal value</b>	Warning text displayed if a customer tries to purchase more than the allowed number of gift certificates
<b>Please indicate the number of gift certificates required</b>	Warning text displayed if a customer does not enter the number of gift certificates to be purchased.
<b>Empty or missing E-mail address</b>	Warning text displayed if no sender e-mail address is entered.
<b>Badly formed E-mail address</b>	Warning text displayed if the e-mail address entered does not contain a <i>user@domain.name</i> format.
<b>The number of gift certificates and the number of E-mail addresses do not match</b>	Warning text displayed if e-mail gift certificate quantity and the number of recipient e-mail addresses are not the same.
<b>Please fill in the E-Mail field</b>	Warning text displayed if the recipient E-mail address is not entered for an E-mail gift certificate.
<b>Please fill in the To field</b>	Warning text displayed if the recipient 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.
<b>Please fill in the From field</b>	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.
<b>Message has too many</b>	Warning text displayed if message text exceeds the maximum number of characters set in the Merchandising > Gift Certificate >



<b>characters</b>	Configuration screen.
<b>The gift certificate(s) have been removed from your shopping cart.</b>	Warning text indicating that an ordered gift certificate has been removed from the shopping cart.
<b>amount is no longer valid</b>	Warning text indicating the gift certificate amount is not valid.
<b>is no longer active</b>	Warning text indicating the gift certificate is no longer active.
<b>is no longer valid</b>	Warning text if a gift certificate value is not valid.
<b>A PIN is required for the gift certificate</b>	Warning text displayed if a customer fails to enter a PIN when trying to redeem a certificate.
<b>The Gift Certificate is not valid.</b>	Warning text displayed if a customer enters an invalid gift certificate number.
<b>Gift Certificate: You have exceeded the number of allowed attempts.</b>	Warning message displayed if a customer enters invalid certificate information more than the allowed number of times.
<b>Gift Certificate already in use</b>	Warning text displayed if a customer tries to redeem a gift certificate multiple times in a single shopping cart.
<b>Gift Certificate has expired</b>	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.

<b>Back to Store</b>	Button link to return to the store.
<b>Buy Gift Certificate</b>	Button link to add the gift certificate to the shopping cart.
<b>Redeem Certificate</b>	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: Tell A Friend

### *Tell A Friend*

<b>Send to a Friend!</b>	Title text on the form. Also used as the text for Tell A Friend links on pages in many of the built-in templates.
<b>Your Name (First &amp; Last)</b>	Text on the form describing the sender's first and last name text box.
<b>Your E-mail</b>	Text describing the sender's e-mail text box on the form.
<b>Friend's E-mail</b>	Text describing the recipient e-mail text box on the form.
<b>Sending page link for</b>	Text on the main form indicating the link that will be sent in the e-mail message.
<b>Choose the message that's right for you...</b>	Text on the main form indicating the customer should select one of the allowed messages.
<b>Your e-mail has been sent!</b>	Text on the confirmation screen indicating the message was sent successfully.
<b>Your e-mail has not been sent!</b>	Text on the confirmation screen indicating a delivery failure.
<b>From</b>	Text in the e-mail, indicating the sender.
<b>To</b>	The text in the e-mail indicating the recipient.
<b>Click below to see the item</b>	The text in the e-mail referencing the page link.
<b>Your Friend</b>	The closing text in the e-mail message (before the sender's name)

### *Warnings*

Warnings will be displayed in a pop-up JavaScript warning box.

<b>Please enter your e-mail address</b>	The Your e-mail Address field is empty.
<b>Please enter your friend's e-mail address</b>	The Friend's e-mail field is empty.
<b>There was an error trying to send the e-mail. The merchant has been notified</b>	Notification that the system was unable to send the E-mail.

<b>Please enter your name</b>	The Name field has been left empty.
<b>is not valid</b>	Data in the field is unuseable.
<b>That many Friend e-mail addresses not allowed</b>	The number of addresses in the Friend's e-mail field exceeds the allowed number of recipient addresses.
<b>Badly formed Friend's e-mail address</b>	The e-mail address in the Friend's e-mail section has bad or missing characters.
<b>Empty or missing E-mail address</b>	A required e-mail address has not been entered.

### ***Buttons***

Select text or an image to use for the various action buttons. See the [Button Tool](#) help for more information on selecting a button.

<b>Send To Friend</b>	The send button on the Tell A Friend form screen.
<b>Close</b>	The Close button, displayed on the confirmation page.
<b>Back</b>	The Back button, displayed on the confirmation page if sending the message fails.

Click Save to save your changes, or Cancel to abandon your changes. Click Reset to Default to return all fields to their default settings.

## Search Settings

Select one of the buttons below to configure the way customers search for products on your store.

<b><u>Search Indexing</u></b>	Click this button to configure how ShopSite generates the search index, the keywords, stop list, and product elements that are indexed.
<b><u>Search Content</u></b>	Click this button to configure the page information displayed on Search Results pages.
<b><u>Search Layout</u></b>	Click this button to configure the page layout of Search Results pages.
<b><u>Search Logging</u></b>	Click this button to configure and view a log of searches performed on your site.

## 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*.

<b>Stop List Operations</b>	<p>This section allows you to view the current Stop List and either add or remove words from the list:</p> <table border="1" data-bbox="396 850 1510 1073"> <tr> <td data-bbox="396 850 618 976"> <b>Add Keyword</b> </td> <td data-bbox="618 850 1510 976">                     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.                 </td> </tr> <tr> <td data-bbox="396 976 618 1073"> <b>Remove Keyword</b> </td> <td data-bbox="618 976 1510 1073">                     To remove a word from the list, select the word from the Stop List and click Remove Keyword.                 </td> </tr> </table>	<b>Add Keyword</b>	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.	<b>Remove Keyword</b>	To remove a word from the list, select the word from the Stop List and click Remove Keyword.
<b>Add Keyword</b>	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.				
<b>Remove Keyword</b>	To remove a word from the list, select the word from the Stop List and click Remove Keyword.				
<b>Click here to move indexed keywords to stoplist</b>	<p>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 <a href="#">Publish Results</a> screen.</p>				

### Indexing Configuration

Configure what product information is indexed and manage index creation settings.

<b>Indexable Product Fields</b>	<p>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.</p>
<b>Index Numbers</b>	<p>Check this box to have ShopSite include stand-alone numbers in the search index. If any of your products are differentiated by numbers (<i>24 carat gold ring</i> vs. <i>18 carat gold ring</i>, for example), you should check this box so customers will be able to use the numbers as search keywords.</p> <p><b>Note:</b> _____</p> <p>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.</p>

<b>Ignore Subproducts during indexing</b>	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.
<b>Display Keywords During Indexing</b>	Check this box to include the Keyword list on the <a href="#">Publish Results</a> 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.
<b>Count Threshold</b>	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 Content Settings

This screen allows you to configure the content of Search Results page. This is similar to the [Edit Page Contents](#) screen for Store Pages.

<b>Page Name</b>	The name of the Search Results page.
<b>Banner Graphic</b>	<p>Select the graphic, if any, that you want to appear on the top of this page. See the <a href="#">Image Tool</a> help for more information on selecting an image.</p> <p>If you want to insert an image anywhere else on the page, use an HTML tag in that field.</p>
<b>Text 1</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text 2</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Text 3</b>	<p>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.</p> <p>This field supports use of the <a href="#">HTML Editor</a>.</p>
<b>Extra Fields</b>	<p>There are five generic custom fields that template designers can use to include additional fields in the results pages.</p> <p>These fields support use of the <a href="#">HTML Editor</a>.</p>

## 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.

<b>Name Toggle</b>	Check this box to display the Page Name on the Search Results page.
<b>Graphic Toggle</b>	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.

<b>Search Template</b>	Select the search template you want to use to format the search results page. If you have applied a <a href="#">theme</a> to your store, selecting a different template here may give unexpected results.
<b>Link Template Override</b>	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 <a href="#">theme</a> to your store, selecting a different template here may give unexpected results.
<b>Product Template Override</b>	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 concise report on the search results pages without affecting the look of your product pages. If you have applied a <a href="#">theme</a> to your store, selecting a different template here may give unexpected results.
<b>Use Resized Product Images</b>	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 <a href="#">Image Sizes</a> to use.
<b>Item Alignment</b>	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.
<b>Columns</b>	Select how many columns to use to display search results on the screen. <b>ShopSite treats each product <i>or</i> link as an individual item in the layout, which may cause unwanted results for multiple column layouts.</b>  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.

<b>Column Borders</b>	Checking this box will create a border around each product and (depending on the template) link on your page.
<b>Page Width</b>	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.
<b>Page Header</b>	Check this box to place your store's <a href="#">page header</a> at the top of Search Results screens. You can edit the page header for your store by going to Preferences > Page Header & Footer in your store's back office.
<b>Page Footer</b>	Check this box to place your store's <a href="#">page footer</a> at the bottom of Search Results screens. You can edit the page footer for your store by going to Preferences > Page Header & Footer in your store's back office.
<b>Text Color</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . Page text should usually be a dark color that contrasts with the background color.
<b>Background Color</b>	This is the color that will be used in the background of Search Results

	screens. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . If there is a <a href="#">background image</a> , the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
<b>Link Color</b>	This is the color that will be used for unvisited links on Search Results screens. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . It is usually a good idea to make the link color easily distinguishable from the text color.
<b>Visited Link Color</b>	This is the color that will be used for links that a visitor has already visited. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is usually, but not always, different from the link color.
<b>Active Link Color</b>	This is the color that will be used for links that are <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is frequently the same as the visited color.
<b>Background Image</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Image Tool</a> . Most templates will <i>tile</i> 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 <i>Elite</i> and <i>Gradient Page Templates</i> 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.

<b>strip HTML tags from the product description</b>	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.
<b>Maximum number of characters displayed for the product description</b>	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.
<b>Quantity Pricing Flag</b>	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.

<b>Quantity Pricing Message</b>	Enter the text you want to include in the footnote indicating that flagged products have quantity pricing enabled.
<b>Variable Price Flag</b>	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.
<b>Variable Price Message</b>	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:



<b>Position</b>	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.
<b>Display layout</b>	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).
<b>Search Field</b>	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.
<b>Result Count</b>	Check this box to display the number of results showing and the total number of results found in the header/footer.
<b>Pagination</b>	Check this box to display links for additional results pages in the header/footer.
<b>Maximum number of results (0 = show all)</b>	Enter the maximum number of results to return for a search, or enter 0 (zero) to return all results.
<b>Results per page</b>	Enter the default number of results you want to display on each search results screen. Check the <b>Display dropdown menu</b> 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.
<b>Allow sorting by</b>	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.

<b>Advanced Search</b>	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.
<b>Search Terms Are</b>	<p>Select how ShopSite should match search terms with indexed keywords.</p> <ul style="list-style-type: none"><li>• 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 omit desired results.</li><li>• 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.</li><li>• If you are using Whole word matching, you may want to check the box to Auto new search with stems if nothing found.</li><li>• 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).</li></ul> <p>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.</p>
<b>Display Advanced Search Field</b>	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.
<b>Default Advanced Search Field To</b>	Select whether search forms with the advanced search selection box should default to Basic or Advanced search.
<b>Text for Advanced Search Field</b>	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.
<b>Text for Help Link</b>	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.
<b>Help URL</b>	Enter the destination URL for the Advanced Search Help link. You can use the <a href="#">default URL</a> , 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 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

<b>Day</b>	The day that the searches were performed, starting with the current day and going back through the previous week.
<b># of Searches</b>	The total number of keyword searches performed on your site during that day.
<b>Top Term with Results</b>	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".
<b>Top Term without Results</b>	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

<b><u>Search Details</u></b>	Click this button for a configurable, detailed report of search activity on your site, including keyword filtering and date range selection.
<b><u>Configure</u></b>	Click this button to configure your search logging settings, such as how long to keep a history of searches.

## 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.

<b>Date range</b>	Select the range of dates you want to see search information for using one of the following methods: <ul style="list-style-type: none"><li>• <b>Select</b> - Click on the radio button for this option, then use the pull-down menu to select a preset date range to view.</li><li>• <b>Enter</b> - 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.</li></ul>
<b>Show only searches that contain</b>	Leave the * (asterisk) in this field to show all search terms, or enter a specific term to display results for.
<b>Display</b>	Select the type of information you want displayed in the table from this pull-down: <ul style="list-style-type: none"><li>• <b>All Searches</b> - display the search term, number of searches, and average number of results for all qualifying searches.</li><li>• <b>Successful Searches</b> - display the search term, number of searches, and average number of results only for qualifying searches that had results.</li><li>• <b>Failed Searches</b> - display the search term, number of searches, and average number of results only for qualifying searches that had no results.</li><li>• <b>Individual Searches</b> - display the date/time, search term, number of results, and originating IP and domain name for each qualifying search.</li></ul>
<b>Show Searches</b>	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.

<b>Term</b>	The first column in the table (second column in <b>Individual Searches</b> table) displays the keyword that was searched for.
<b># of Searches</b>	This column indicates the number of times the keyword was searched for (not included on <b>Individual Searches</b> table).
<b>Average # of Results</b>	This column indicates the average number of results found for the keyword over all qualifying searches (not included on <b>Individual Searches</b> table).
<b>Date/Time</b>	This column on the <b>Individual Searches</b> table indicates the date and time when the search was performed.
<b>Results</b>	This column on the <b>Individual Searches</b> table indicates the number of results returned when the search was performed.
<b>IP</b>	This column on the <b>Individual Searches</b> table indicates the IP address of the computer where the search originated.
<b>Domain</b>	This column on the <b>Individual Searches</b> table indicates the domain name (if there is one) associated with the IP address where the search originated.
<b>Do not log</b>	Check this box if you do not want ShopSite to log searches for this keyword in the future, then click Do not log selected.
<b>Results Page Links</b>	If you have multiple pages of results, links to other results pages will be displayed below the table.
<b>Results per Page</b>	Select the number of results in the table to display on a single page.

### ***Buttons***

<b><u>Weekly Summary</u></b>	Click this button to go to the weekly summary screen.
<b><u>Configure</u></b>	Click this button to configure your search logging settings, such as how long to keep a history of searches.



## Search Logging Configuration

Use this screen to manage your search log settings.

<b>Enable search logging</b>	Check this box to have ShopSite log searches performed on your store.
<b>Keep search history for this number of days</b>	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.
<b>Current search log size</b>	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.
<b>Do not log search queries from (one IP or domain per line)</b>	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*

<b>Save Changes</b>	Click this button to save changes on this screen and return to the search report you were previously viewing.
<b>Cancel</b>	Click this button to abandon your changes and return to the search report you were previously viewing.

## 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 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 settled on a theme and color scheme you like, click on [Save Changes](#) to set the theme throughout your store.

## 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.

## Page 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 header and footer for individual pages on the [Edit Page Layout](#) screen, and whether or not to include the header and footer on product More Information Pages on the [More Info Page](#) settings screen.

<b>Header</b>	Enter the text or HTML to display at the top of Store Pages and product More Information Pages.  This field supports use of the <a href="#">HTML Editor</a> .
<b>Footer</b>	Enter the text or HTML to display at the bottom of Store Pages and product More Information Pages.  This field supports use of the <a href="#">HTML Editor</a> .

## 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>
Home |
Loud Toys |
Quiet Toys |
Tub Toys |
Traditional Toys
</small>
<p>
Email tina@toys.com 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](mailto: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](mailto: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.

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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 `&#0169;` or `&copy;` in the footer text.

## 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.

<b>Text Color</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . Page text should usually be a dark color that contrasts with the background color.
<b>Background Color</b>	This is the color that will be used in the background of More info Pages. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . If there is a <a href="#">background image</a> , the image will cover the background color. The background color should usually be a light color that contrasts with the page content.
<b>Link Color</b>	This is the color that will be used for unvisited links on More info Pages. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . It is usually a good idea to make the link color easily distinguishable from the text color.
<b>Visited Link Color</b>	This is the color that will be used for links that a visitor has already visited. This color is set when you select a <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is usually, but not always, different from the link color.
<b>Active Link Color</b>	This is the color that will be used for links that are <i>active</i> , meaning a customer has clicked on them. Several templates also use this for the link <i>hover</i> 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 <a href="#">theme</a> , or you can change it using the <a href="#">Color Picker Tool</a> . This color is frequently the same as the visited color.
<b>Background Image</b>	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 <a href="#">theme</a> , or you can change it using the <a href="#">Image Tool</a> . Most templates will <i>tile</i> 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 <a href="#">Elite</a> and <a href="#">Gradient Page Templates</a> are great examples of using a background image to add a distinctive look to the page.
<b>Display Page Header</b>	Check this box to place your store's <a href="#">page header</a> at the top of More info Pages. You can edit the page header for your store by going to Preferences > Page Header & Footer in your store's back office.
<b>Display Page Footer</b>	Check this box to place your store's <a href="#">page footer</a> at the bottom of More

info Pages. You can edit the page footer for your store by going to Preferences > Page Header & Footer in your store's back office.

## Locale

The fields on the Locale screen control the languages that you and your customers see, and the currency used in your store.

<b>Merchant Language</b>	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.
<b>Customer Language</b>	<p>This field sets the language and currency punctuation that customers will see in your store, including the shopping cart, order form, and receipt pages.</p> <p>Note that changing the customer language resets all of the fields in all of the <a href="#">Store Text</a> screens. If you have customized any of those fields, your changes <i>will be overwritten</i>.</p>
<b>Currency (primary)</b>	Select the primary currency for use in your store. This field controls the currency symbol and its placement in prices.
<b>Currency (alternate)</b>	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.
<b>Exchange Rate</b>	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.



## Extra Fields Configuration

ShopSite Pro stores allow merchants up to 10 custom-defined fields for pages and for products. 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.

<b>Number of product extra fields to display</b>	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 ten possible fields on this screen, but when you add or edit products, only the selected number of extra fields will be available.
<b>Product Field Names</b>	You can optionally define a custom name for each of the extra product fields. If you do not define a name, the default name <code>Product Field N</code> (where <i>N</i> is a number) will be used.

### *Page Extra Fields*

Configure the number and names for extra page fields.

<b>Number of page extra fields to display</b>	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 ten possible fields on this screen, but when you add or edit pages, only the selected number of extra fields will be available.
<b>Page Field Names</b>	You can optionally define a custom name for each of the extra page fields. If you do not define a name, the default name <code>Page Field N</code> (where <i>N</i> is a number) will be used.

Click **Save** to save changes you make on this screen, or **Cancel** to abandon your changes.

## 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.

<b>Store-wide Inventory Tracking</b>	<p>Select how you want to do inventory tracking in your store:</p> <ul style="list-style-type: none"> <li>• Select ShopSite Inventory Tracking to use the built-in inventory tracking method.</li> <li>• Select Custom Inventory Tracking Add-on if you have a third-party add-on module you wish to use, then click <a href="#">Configure</a> to configure your add-on.</li> <li>• Select None if you do not want to track product inventory in your ShopSite store.</li> </ul>
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### ***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.

<b>To</b>	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.
<b>Subject</b>	Enter text to be put in the notification e-mail subject line.
<b>Message</b>	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.

<b>To</b>	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.
<b>Subject</b>	Enter text to be put in the notification e-mail subject line.
<b>Message</b>	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

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### ***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 will include the Product Name and Quantity on Hand, along with any other information you specify here, in the e-mail message.

<b>To</b>	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.
<b>Subject</b>	Enter text to be put in the notification e-mail subject line.
<b>Message</b>	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:**

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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.

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### ***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.

<b>Message</b>	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.
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### ***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.

<b>Message</b>	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.
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### ***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.

<b>Product</b>	Text to precede the product name.
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<b>In stock</b>	Text to precede the maximum quantity a customer will be allowed to checkout with.
<b>Quantity on Hand</b>	Text to precede the current Quantity on Hand.
<b>Checkout Suspended</b>	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.

## 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](#).

<b>Custom Inventory Tracking CGI</b>	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.
<b>Display Errors</b>	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.

<b>Number of seconds to wait for a connection to the server</b>	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.
<b>Number of seconds to wait for a response from the program</b>	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.

<b>Additional Parameter 1-8</b>	Enter the text you want sent to the add-on for each of the eight available fields.
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### *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.

<b>Pass (Product Field 1-10)</b>	Check the box beside each of the custom product fields you want to pass to the add-on module.
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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
<b>inv_status</b>	What type of inventory check ShopSite is making: <ul style="list-style-type: none"> <li>available - check to see if the product is available to order.</li> <li>purchased - notification that the product has been ordered.</li> <li>level - request for the quantity of the product currently available.</li> <li>test - test the add-on for a reply without making an inventory call.</li> </ul>	available purchased level test
<b>storeid</b>	The Store ID.	<i>any valid Store ID (alphanumeric)</i>
<b>storeurl</b>	The store URL. This is a unique string that can be used to identify the store.	<i>any valid URL</i>
<b>Serialnum</b>	The store Serial Number	<i>any valid ShopSite Serial Number (numeric)</i>
<b>ordernum</b>	The order number, if <i>inv_status=purchased</i> . otherwise, blank.	<i>any valid order number (numeric)</i>
<b>locale</b>	The merchant locale.	<i>any valid HTTP language code (e. g. en-US)</i>
<b>parmN</b>	Any of the eight configurable additional parameters (where <i>N</i> is the parameter number).	<i>any string (alphanumeric)</i>
<b>item_total</b>	The total number of <i>unique</i> products in the request. Items with the same name but different order options are treated as different items.	<i>any positive integer (numeric)</i>

### 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
<b>pXname</b>	The product name. Each ShopSite product should have a unique name.	<i>any string (alphanumeric)</i>
<b>pXsku</b>	The product SKU in ShopSite.	<i>any string (alphanumeric)</i>
<b>pXoption_total</b>	The number of ordering options for this product.	<i>any positive integer (numeric)</i>
<b>pXoptionM</b>	The selected value for a product ordering option (where N is an incrementing integer represents the ordering option number)	<i>any positive integer (numeric)</i>
<b>pXquantity</b>	The total number of the product ordered.	<i>any positive integer (numeric)</i>
<b>pXtype</b>	The product type. May be: <ul style="list-style-type: none"> <li>• T - Tangible products (subject to inventory control).</li> <li>• D - Download products (not subject to inventory control).</li> </ul>	T D
<b>pXfieldM</b>	Any of the ten configurable extra product fields (where N is the extra product field number).	<i>any string (alphanumeric)</i>

## 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
<b>product_count</b>	The total number of inventory products. This <i>must</i> match the item_total in the call.	<i>any positive integer (numeric)</i>

## Line Item Information

If inv\_status is **Available** or **Level1**, the following order information should be 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
<b>pXquantity</b>	The number of products available: <ul style="list-style-type: none"> <li>• 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.</li> <li>• <i>any positive integer</i> - indicates the current inventory available for the product. This will be interpreted to indicate the customer may continue with the checkout process.</li> </ul>	<i>Any non-negative integer or less than N</i>



	<ul style="list-style-type: none"> <li>less than <math>N</math> - indicates that <math>pX</math>quantity is greater than the available number of products (where <math>N</math> 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.</li> </ul>	
<p><b>pXnewsku</b></p>	<p><b>Optional.</b> 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 <i>not</i> alter the ShopSite product SKU or the SKU passed in later calls to the add-on from ShopSite.</p>	<p><i>any string (alphanumeric)</i></p>

## 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*

<b>"My Store" URL</b>	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.
<b>Merchant e-mail address</b>	<p>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.</p> <p>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:</p> <p>[Tina's Toys] tina@tinastoys.com</p>
<b>Order notifications Cc:</b>	<p>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:</p> <p>name1@mystore.com name2@mystore.com</p> <p>You can include a display name with any e-mail address by putting the name inside square brackets either before or after the address.</p>

### *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.

<b>Use SSL security in Shopping Cart</b>	Check this box to have ShopSite use SSL for Shopping Cart and Customer Registration screens.
<b>Shopping Cart secure URL</b>	Enter the secure URL for your Shopping Cart directory. <i>Do not</i> include a trailing slash.
<b>Secure Store URL</b>	Enter the secure URL for your Store (HTML Output) directory. <i>Do not</i> include a trailing slash.
<b>Use SSL security in ShopSite (Merchant Interface)</b>	Check this box to have ShopSite use SSL for secure screens of ShopSite back office.
<b>ShopSite secure URL</b>	Enter the secure URL for your ShopSite back office directory. <i>Do not</i> include a trailing slash.
<b>ShopSite Images secure URL</b>	Enter the secure URL for your ShopSite Images directory. <i>Do not</i> 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.

<b>ID</b>	The unique ID of the store (Read Only).
<b>Store URL</b>	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.
<b>ShopSite Images URL</b>	The location of standard images used by ShopSite, such as buttons for the back office (Read Only).

<b>Merchant CGI's URL</b>	Enter the URL for your ShopSite back office directory. <i>Do not</i> include a trailing slash.
<b>Shopping Cart CGI's URL</b>	Enter the URL for your shopping cart directory. <i>Do not</i> include a trailing slash.

### ***Product Information***

<b>Product</b>	This field indicates which ShopSite product you are running (Read Only).
<b>Version</b>	This field indicates the version of ShopSite that your store is running (Read Only).
<b>Serial Number</b>	The serial number of the store (Read Only).
<b>Code</b>	Coded information about your store to assist support personnel (Read Only).

### ***Hosting Service Configuration***

<b>OS</b>	The operating system that the ShopSite server is running (Read Only).
<b>Partner ID</b>	The unique ID of the ShopSite Partner that is hosting this store (Read Only).
<b>Data Directory</b>	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).
<b>Output Directory</b>	This field indicates the directory where ShopSite is to place the output (HTML) files when it updates the store (Read Only).
<b>Media Directory</b>	This field shows where the image files used in your store are located (Read Only).
<b>Digital Download Directory</b>	This field shows where the digital download files used in your store are located (Read Only).
<b>XML Orders Download URL</b>	This field shows where the XML order CGI is located (Read Only).
<b>Sendmail Location</b>	(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).
<b>SMTP Host</b>	If ShopSite is configured to use SMTP for sending e-mail, this field shows the name of the SMTP host (Read Only).

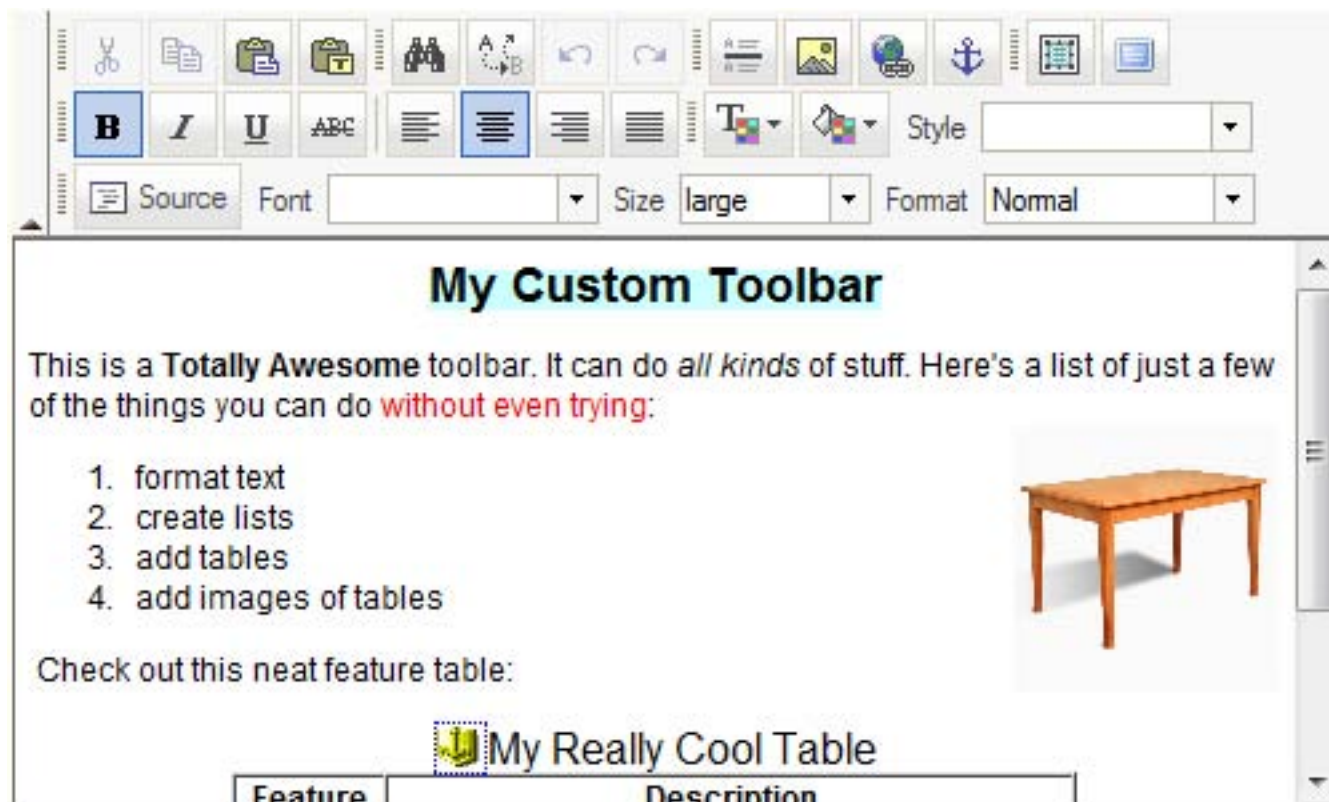
# HTML Editor

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. The default tools on the Basic toolbar are (from left to right):

## Row 1

<b>Cut</b> * _	Click this button or type <code>Ctrl-X</code> to remove the selected content to the clipboard.
<b>Copy</b> * _	Click this button or type <code>Ctrl-C</code> to copy the selected content to the clipboard.
<b>Paste</b> * _	Click this button or type <code>Ctrl-V</code> to insert the contents of the clipboard at position of the cursor.
<b>Paste As Plain Text</b> * _	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 <code>Ctrl-V</code> ) 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.
<b>Find</b>	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.
<b>Replace</b>	Click this button to search for text in the field and replace it with alternate text.
<b>Undo</b>	Click this button to undo your most recent changes. You can <a href="#">Configure</a> how many undo steps the editor will keep.
<b>Redo</b>	Click this button to redo changes you've undone.
<b>Insert Horizontal Line</b>	Click this button to insert a horizontal line ( <code>&lt;hr&gt;</code> ) at the cursor.
<b>Insert/Edit Image</b>	Click this button to insert an image ( <code>&lt;img&gt;</code> ), or select an image and click this button to edit that image's properties.
<b>Insert/Edit Link</b>	Click this button to insert a link ( <code>&lt;a&gt;</code> ) to an HTML page or an anchor.
<b>Insert/Edit Anchor</b>	Click this button to insert an anchor point you can link to.
<b>Select All</b>	Click this button or type <code>Ctrl-A</code> to select all the contents of the editor field.
<b>Maximize Editor</b>	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

<b>Bold</b>	Click this button or type <code>Ctrl-B</code> to bold ( <code>&lt;b&gt;</code> ) 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.
<b>Italic</b>	Click this button or type <code>Ctrl-I</code> to italicize ( <code>&lt;i&gt;</code> ) 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.

<b>Underline</b>	Click this button or type <code>Ctrl-U</code> 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.
<b>Strike Through</b>	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.
<b>Left Justify</b>	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.
<b>Center Justify</b>	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.
<b>Right Justify</b>	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.
<b>Block Justify</b>	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.
<b>Text Color</b>	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.
<b>Background Color</b>	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.
<b>Style</b>	Use this pull-down menu to select a pre-defined text style. There are several pre-defined styles to choose from.

### *Row 3*

<b>Source</b>	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.
<b>Font</b>	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.
<b>Size</b>	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.
<b>Format</b>	Use this pull-down to add common formatting, such as headers, to your text.



# 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, 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.

<b>Search Field</b>	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 <a href="#">Doba</a> , you can search for Doba information in Products and Orders.
<b>Operator</b>	The operator allows you to specify how the search will use the keywords. By default, the operator is <i>Contains</i> , which will search the selected field and return any results that contain the search keywords. Other options include <i>Is</i> for exact matches, <i>Is Not</i> for anything that does not contain the keyword, or <i>Is Less Than</i> and <i>Is Greater Than</i> for numeric comparison searches.
<b>Search Keywords</b>	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 <i>be*r</i> would return any items with <i>bear</i> and <i>better</i> . The question-mark wildcard is a single character substitution, so searching for <i>be?r</i> would return <i>bear</i> but not <i>better</i> .
<b>Search Button</b>	Click this button to perform a search using the criteria selected above.
<b>List All Button</b>	This button will return a complete listing of items.
<b>Remember Search</b>	Check this box if you want to see the same search results list when you return to this screen later.



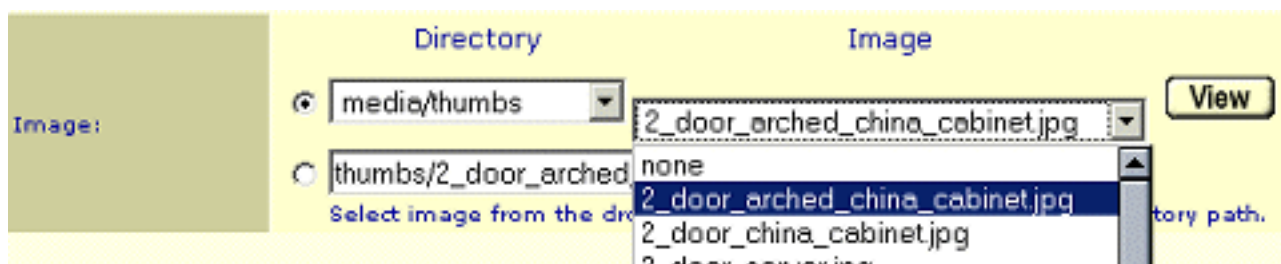
# Image and Button Selection Tool

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



The screenshot shows a form with a label "Image:" on the left. To the right, there are two columns: "Directory" and "Image". Under "Directory", there are two radio buttons. The first is selected and next to a drop-down menu showing "media/thumbs". The second is unselected and next to a drop-down menu showing "thumbs/2\_door\_arched". Below the second directory menu is the text "Select image from the directory path.". To the right of these is another drop-down menu labeled "Image" showing "2\_door\_arched\_china\_cabinet.jpg". Below it is a list of image files: "none", "2\_door\_arched\_china\_cabinet.jpg", "2\_door\_china\_cabinet.jpg", and "2\_door\_china\_cabinet.jpg". To the right of the image list is a "View" button.

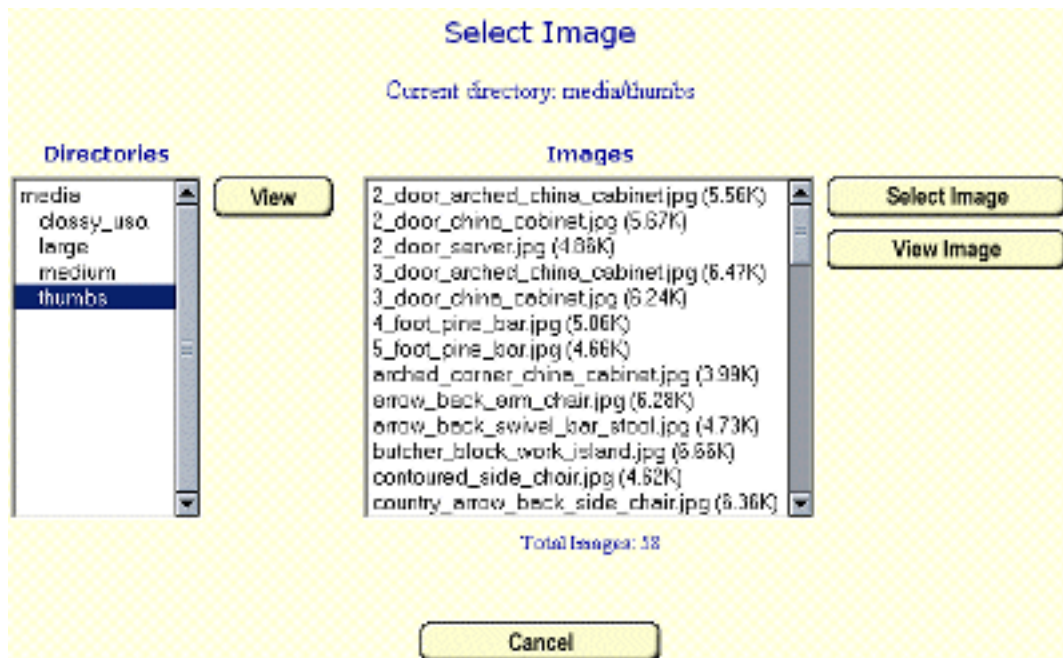
If you are using the drop-down menu tool, make sure the radio button to the left of the drop-down menus is selected, then select the directory your image is in from the first drop-down menu. When you select a directory, the images in that directory will be listed in the second drop-down menu. You can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

### Selecting an Image from a Pop-up Window



The screenshot shows a form with a label "Image:" on the left. To the right, there is a text input field with the text "thumbs/2\_door\_arched\_china\_cabinet.jpg". Above the text field is the instruction "Enter the image URL or directory path, or click Select to select an image.". To the right of the text field is a "Select" button.

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.



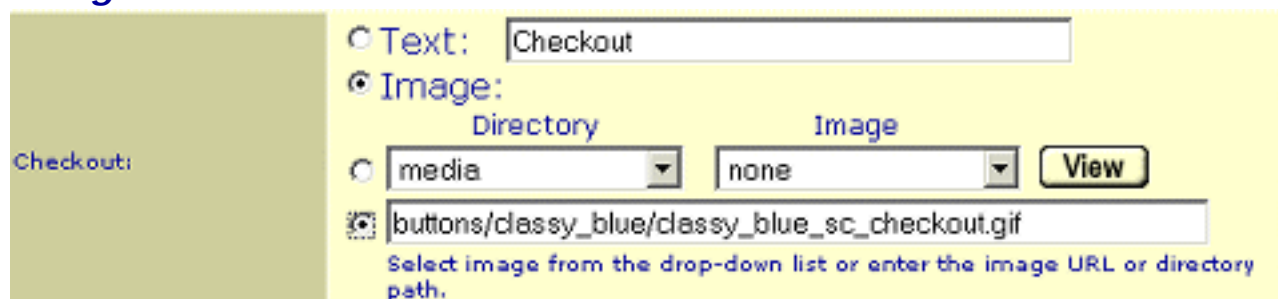
Select the directory from the list on the left, then click on View to load the list of images in the box on the right. After selecting an image, click on the View Image button to view the image, or Select Image to select the image and close the pop-up window.

### 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.

# 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.

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**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<sup>1</sup> (#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<sup>1</sup> 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<sup>2</sup>.

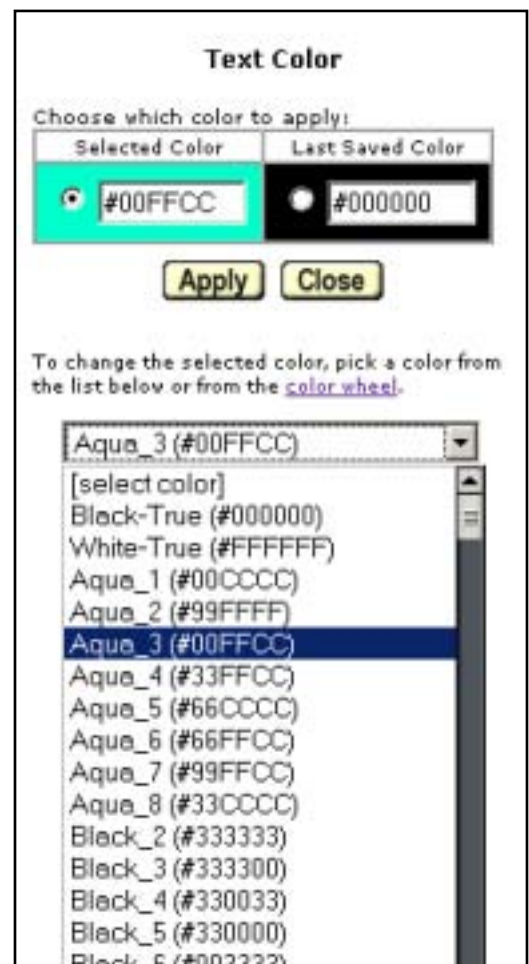
2. Use your mouse to position the cursor over the color in the wheel you want to use. The color your cursor is floating over will be displayed in the Mouse Color box below the color wheel on the right.
3. Click to select the Mouse Color. The Selected Color box below the color wheel on the left will change 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"<sup>3</sup> 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<sup>2</sup>.
2. Click the Click Here link to switch to list-style selection<sup>2</sup>.
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"<sup>3</sup> 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), #COCOCO (light grey), and #9933ff (violet).








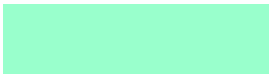

























2 - The pop-up window will open to the view you last used. You can switch between color-wheel view and list view by clicking on the [Click Here](#) or [Color Wheel](#) links in the window.

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 (#6600FF)		Blue-Purple_4 (#6600FF)	



(#6633FF)	
Blue-Purple_5 (#6666CC)	
Bright_Green_1 (#00CC00)	
Bright_Green_3 (#00CC66)	
Bright_Green_5 (#00FF33)	
Bright_Green_7 (#66FF00)	
Bright_Green_9 (#66FF66)	
Bright_Green_11 (#99FF33)	
Brown_2 (#996633)	
Brown_4 (#CC9966)	
Brown-Orange_1 (#CC6600)	
Brown-Red_1 (#996666)	
Brown-Yellow_1 (#CC9900)	
Brown-Yellow_3 (#CCCC33)	
Burgundy_1 (#663300)	
Burgundy_3 (#990000)	
Burgundy_5 (#990066)	
Burgundy_7 (#993333)	
Green_1 (#006600)	
Green_3 (#009900)	
Green_5 (#009966)	
Green_7 (#00FF99)	
Green_9 (#336633)	

(#666699)	
Bright_Aqua (#00FFFF)	
Bright_Green_2 (#00CC33)	
Bright_Green_4 (#00FF00)	
Bright_Green_6 (#00FF66)	
Bright_Green_8 (#66FF33)	
Bright_Green_10 (#99FF00)	
Brown_1 (#996600)	
Brown_3 (#CC9933)	
Brown-Grey (#CCCC99)	
Brown-Orange_2 (#CC6633)	
Brown-Red_2 (#CC6666)	
Brown-Yellow_2 (#CCCC00)	
Brown-Yellow_4 (#CCCC66)	
Burgundy_2 (#663333)	
Burgundy_4 (#990033)	
Burgundy_6 (#993300)	
Burgundy_8 (#993366)	
Green_2 (#006633)	
Green_4 (#009933)	
Green_6 (#00CC99)	
Green_8 (#336600)	
Green_10 (#339900)	



Green_11 (#339933)	
Green_13 (#33CC00)	
Green_15 (#33CC66)	
Green_17 (#33FF00)	
Green_19 (#33FF66)	
Green_21 (#669900)	
Green_23 (#669966)	
Green_25 (#66CC33)	
Green_27 (#66CC99)	
Green_29 (#99CC66)	
Green_31 (#99FF66)	
Green_33 (#CCFF99)	
Green-Black (#336666)	
Green-Blue_2 (#009999)	
Green-Blue_4 (#669999)	
Green-Brown_2 (#666633)	
Green-Brown_4 (#999933)	
Green-Yellow_1 (#99CC00)	
Grey_1 (#666666)	
Grey_3 (#CCCCCC)	
Light_Blue_1 (#00CCFF)	
Light_Blue_3 (#66FFFF)	

Green_12 (#339966)	
Green_14 (#33CC33)	
Green_16 (#33CC99)	
Green_18 (#33FF33)	
Green_20 (#33FF99)	
Green_22 (#669933)	
Green_24 (#66CC00)	
Green_26 (#66CC66)	
Green_28 (#66FF99)	
Green_30 (#99CC99)	
Green_32 (#99FF99)	
Green_34 (#CCFFCC)	
Green-Blue_1 (#006666)	
Green-Blue_3 (#339999)	
Green-Brown_1 (#666600)	
Green-Brown_3 (#999900)	
Green-Brown_5 (#999966)	
Green-Yellow_2 (#99CC33)	
Grey_2 (#999999)	
Light_Aqua (#CCFFFF)	
Light_Blue_2 (#33FFFF)	
Light_Pink (#FFCCCC)	

Light_Purple (#CCCCFF)	
Orange_2 (#FF9933)	
Orange-Yellow_1 (#FFCC00)	
Orange-Yellow_3 (#FFCC66)	
Pink_1 (#FF9999)	
Pink_3 (#CC99CC)	
Purple_1 (#663366)	
Purple_3 (#000099)	
Purple_5 (#003399)	
Purple_7 (#330099)	
Purple_9 (#333399)	
Purple_11 (#660033)	
Purple_13 (#660099)	
Purple_15 (#663399)	
Purple_17 (#990099)	
Purple_19 (#9900FF)	
Purple_21 (#9933CC)	
Purple_23 (#9966CC)	
Purple_25 (#CC33FF)	
Purple_27 (#CC66FF)	
Purple_29 (#FF00FF)	
Purple_31 (#FF33FF)	
Purple_33 (#FF66FF)	

Orange_1 (#FF9900)	
Orange_3 (#FF9966)	
Orange-Yellow_2 (#FFCC33)	
Peach (#FFCC99)	
Pink_2 (#CC9999)	
Pink_4 (#FF99CC)	
Purple_2 (#000066)	
Purple_4 (#003366)	
Purple_6 (#330066)	
Purple_8 (#3300CC)	
Purple_10 (#660000)	
Purple_12 (#660066)	
Purple_14 (#6600CC)	
Purple_16 (#6633CC)	
Purple_18 (#9900CC)	
Purple_20 (#993399)	
Purple_22 (#996699)	
Purple_24 (#CC33CC)	
Purple_26 (#CC66CC)	
Purple_28 (#CC99FF)	
Purple_30 (#FF33CC)	
Purple_32 (#FF66FF)	
Purple_34 (#FF99FF)	

(#FF99FF)	
Purple_35 (#CC00FF)	
Purple-Blue_1 (#9933FF)	
Red-True (#FF0000)	
Red_2 (#CC0033)	
Red_4 (#CC0099)	
Red_6 (#CC3300)	
Red_8 (#CC3366)	
Red_10 (#CC6699)	
Red_12 (#FF0066)	
Red_14 (#FF00CC)	
Red_16 (#FF3333)	
Red_18 (#FF3399)	
Red_20 (#FF6633)	
Red_22 (#FF6699)	
Royal_Blue_1 (#0033FF)	
Royal_Blue_3 (#3300FF)	
Royal_Blue_5 (#3366FF)	
Slate_Blue_1 (#006699)	
Slate_Blue_3 (#336699)	
Slate_Blue_5 (#6699CC)	
Yellow-True (#FFFF00)	
Yellow_2 (#FFFF66)	

(#FFCCFF)	
Purple-Black (#333366)	
Purple-Blue_2 (#9966FF)	
Red_1 (#CC0000)	
Red_3 (#CC0066)	
Red_5 (#CC00CC)	
Red_7 (#CC3333)	
Red_9 (#CC3399)	
Red_11 (#FF0033)	
Red_13 (#FF0099)	
Red_15 (#FF3300)	
Red_17 (#FF3366)	
Red_19 (#FF6600)	
Red_21 (#FF6666)	
Red_23 (#FF66CC)	
Royal_Blue_2 (#0066FF)	
Royal_Blue_4 (#3333FF)	
Royal_Blue_6 (#6666FF)	
Slate_Blue_2 (#0099CC)	
Slate_Blue_4 (#3399CC)	
Slate_Blue_6 (#99CCFF)	
Yellow_1 (#FFFF33)	
Yellow_3 (#FFFF99)	

Yellow\_4  
(#FFFFCC)



Yellow-Green\_1  
(#CCFF33)



Yellow-Brown  
(#CCFF00)



Yellow-Green\_2  
(#CCFF66)



# 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](#).

If you are [storing credit card numbers](#) or other sensitive personal information, you are required 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 three ways to accept credit cards with your ShopSite store. The first is an external processor, which has the customer enter payment information directly on the

payment processor's site. Merchants who want to keep the customer on their own site can use an internal processor, which gathers the payment information within the ShopSite shopping cart and then sends it to the processor. Finally, merchants can manually process credit card information.

- **External payment processors** take the customer off your site to the payment processor site to enter payment information. Processors that use this method include PayPal Website Payments Standard, PayPal Website Payments Pro (Express Checkout), Google Checkout, and WorldPay. Because ShopSite never actually sees the payment information, using these payment processors makes your ShopSite store PCI compliant as long as the external processor is PCI compliant.
- **Internal payment processors** accept payment information within the ShopSite shopping cart, then the information is submitted to the processor. This method is preferred by many merchants because it doesn't send the customer to a different site to accept payment information. 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 1.3.1)**, 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 [Intruder Detection System](#) 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 [Intruder Detection 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.



# 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

See the [Visa CISP Information Page](#) for detailed information on PCI requirements.

# 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 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.

# 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:

1. 0 - Visa
2. 1 - MasterCard
3. 2 - Discover
4. 3 - American Express
5. 4 - Purchase Order
6. 5 - Cash On delivery
7. 6 - Check
8. 7 - PayPal (standard)
9. 8 - Generic Payment Option 1
10. 9 - Generic Payment Option 2
11. 10 - Diner's Club
12. 11 - Fire Pay
13. 12 - eCheck
14. 13 - WorldPay
15. 14 - PayPal Express

16. 15 - Google Checkout
17. 16 - NetBanx
18. 17 - Solo
19. 18 - Switch
20. 19 - Delta
21. 20 - Visa Electron/UK
22. 21 - JCB
23. 22 - Maestro
24. 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\_field2  
ss\_field3  
ss\_field4  
ss\_field5  
ss\_field6  
ss\_field7  
ss\_field8  
ss\_field9  
ss\_field10

Arrays of the merchant-definable fields for the products in the cart. 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.