



Avactis Shopping Cart Manual

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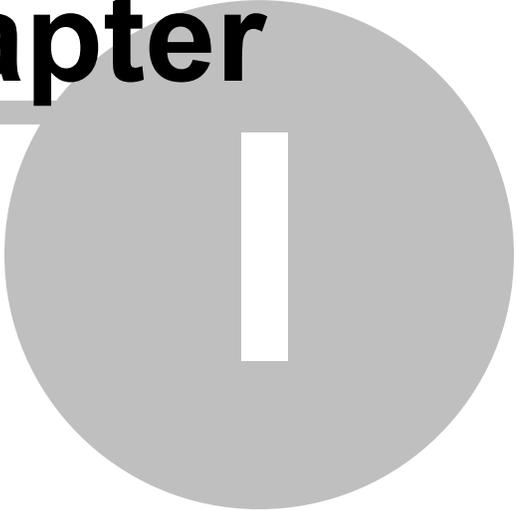
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Chapter



I

1 Welcome to Avactis 1.8.2

What is Avactis Shopping Cart?

Avactis Shopping Cart is a software package that allows you to open an online store on the Internet. Compared to other similar software, **Avactis** offers a unique advantage of very simple integration of the online store into your existing site. For many similar systems, integration of an online store is a big problem that requires a lot of time and effort. We eliminated this labor-intensive task by using special tags. As a result we can offer our customers a very convenient tool for the quick launch of an online business.

An electronic store comprises two parts - a client side (the **storefront**) and an administrator side (**Admin Area**).

The client side (the storefront) is your website as seen by visitors. The **Avactis's** client side allows the visitors to your site to browse products in the online store, select products and put them into the shopping cart, as in a conventional supermarket, and then pay for the selected products using a credit card or other payment options.

The **Avactis's** administrator side allows you to stock up the store with products, as a conventional warehouse, maintain the inventory, track orders and payments.

Who may benefit from Avactis Shopping Cart?

Avactis is primarily targeted at companies planning to carry out their business on the Internet. Moreover, it is equally suitable both for companies selling clothes, cosmetics, footwear, furniture, jewelry, etc. and for companies offering digital products (coming soon), such as software, music, games, e-books and e-documents.

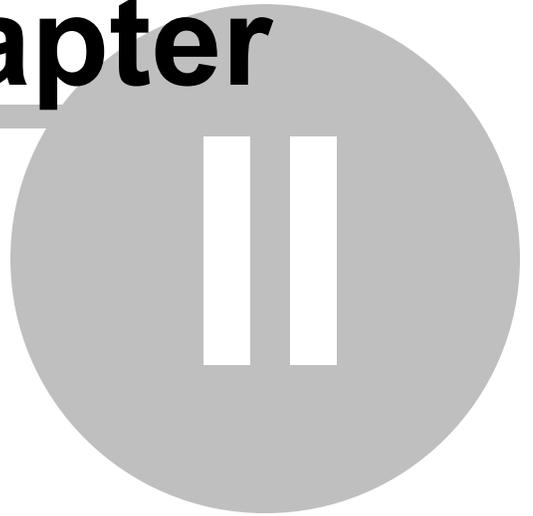
Advantages of Avactis Shopping Cart

One of the major advantages of Avactis, compared to other e-commerce solutions, is fast and easy integration of an online store into an existing website without any programmer's knowledge or skills. In addition, the complexity of design does not matter. It's equally easy to integrate Avactis into websites with simple design and into highly structured websites with complicated design and Flash intros. For this purpose we use a unique tag-based technology, which greatly facilitates the integration process.

Unlike other shopping cart software, **Avactis** is integrated into your website, instead of integrating your website into the online store.

This version of the manual was created: 01.21.2009

Chapter



2 Getting Started Guide

Now that you've got the shopping cart software, you're probably anxious to get started and set it up. Please follow the instructions below to configure your shopping cart and start doing business online.

After downloading the shopping cart software on your computer, install the shopping cart according to the Avactis Shopping Cart Installation guide. Then, set up your shopping cart by following the steps described here. The recommended sequence is outlined below, although you can customize it by configuring certain settings at a later time.

1. Go to **Store Settings >> Location/Taxes/Localization >> Countries and States** and select the countries and states (provinces) to which your store will ship. If your store will not ship to some countries/states, exclude them from the list. Visitors from these locations will be able to browse your online store and products, but will not be able to place orders.
2. Go to **Store Settings >> Location/Taxes/Localization >> Taxes** and define tax settings according to the "How to Set up Taxes?" section. If your state tax rates are based on the shipping address within the state, make sure to first upload the appropriate ZIP-based tax rates by going to **Store Settings >> Location/Taxes/Localization >> ZIP Code Based Tax Rates**.
3. Go to **Store Settings >> Location/Taxes/Localization >> Date/Time Format, Number Format, Weight Unit** and use these settings to customize date, time, number and weight formats according to your local standards.
4. Go to **Store Settings >> Currency Settings >> Currency Format and Store Currencies** and define the main store currency, as well as additional currencies used to display product prices. To define the exchange rates, go to **Store Settings >> Currency Settings >> Store Currencies**.
5. Go to **Store Settings >> Store Configuration >> General Settings** and set your store time using the **Adjust store time** setting. All other **General Settings** may be customized later.
6. Go to **Store Settings >> Store Configuration >> Store Owner's Profile** and define your store name and contact information. These settings should be configured at the very beginning, because they will be used in receiving e-mail notifications of purchases, order status changes and so on.
7. Go to **Store Settings >> Store Configuration >> Payment Methods** and define the payment methods you plan to accept in your online store. Payment methods may be changed or added at any time. To pre-test your store, you can temporarily use the **Cash on Delivery**

payment method. After your store set-up is finished, you can deactivate this method and activate one or more other payment methods.

8. Go to **Store Settings >> Store Configuration >> Shipping Settings/Methods** and set up the shipping methods you plan to offer. For some shipping methods (UPS, USPS, FedEx and others), you will need to open an account with that delivery service provider in order to enable online shipping cost calculation. To pre-test your store, you can temporarily use the **Custom Shipping Rates** or the **Standard Shipping Rates** shipping method. After your store configuration is complete, can you deactivate these shipping methods and activate other ones instead.

9. Go to **Store Settings >> Store Configuration >> E-mail Notifications** and configure the list of events that trigger e-mail notifications sent out to you and your customers, including changes in order status, payment status, etc. The system offers you a lot of flexibility in this regard, including creating your own rules for e-mail notifications.

10. If you plan to sell computer software, music or other downloadable products in your store, configure the download settings by going to **Store Settings >> Store Configuration >> Digital Products/E-Goods**.

11. Additional settings can be configured in the **Admin** section if necessary.

12. Create or import a product catalog. Refer to the [Product Import](#) section for help.

13. Make some test payments and verify that tax amounts and shipping costs are calculated correctly.

14. To customize the design of your storefront, refer to the Storefront Creation and Integration section.

- To manage the way your product URLs look, go to **Store Settings >> Store Configuration >> Search Engine Optimized URLs**.

- To change the product image settings, go to **Store Settings >> Store Configuration >> Detailed Product Images**.

15. The **Shopping cart system** has options for placing orders without opening an account (Quick Checkout), after opening an account, or both. These options can be customized by going to **Store Settings >> Checkout and Customer Account Settings >> Customer Account Settings**.

16. After you've set up your online store, you should delete any test products and reset your reports. Reports can be reset by going to **Admin >> Administration >> Reset Reports**.

17. If you plan to accept offline credit card payments, then, to activate the payment module

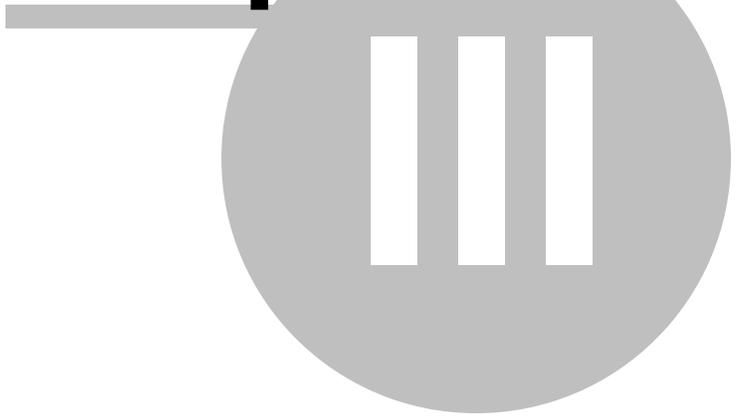
Manual/Offline Credit Card Processing, you need to enable **https** support for the following sections at **Admin >> HTTPS Settings**:

- Payment & Shipping Modules Settings
- Checkout
- Orders & Customers

18. You should configure the automatic data backup settings for keeping your data safe. This is done at **Admin >> Backup & Restore**.

IMPORTANT! It is critical to set up your online store to be automatically backed up at least once a day. We also recommend downloading backup files to your PC at regular time intervals to prevent loss of data in the event of server failure. If a server failure occurs, you will be able to restore the online store from the backup files saved to your PC.

Chapter



3 Avactis Shopping Cart Installation

- [Preparing to install Avactis Shopping Cart software](#)
- [Installation steps](#)
- [Step 1: License Agreement](#)
- [Step 2: Database Setup and Admin Area Access Details](#)
- [Step 3: Installation Progress](#)
- [Step 4: Finish](#)
- [P.S.](#)
- [Appendix 1](#)

Preparing to install Avactis Shopping Cart software.

After downloading the archive avactis.X.Y.Z.type.zip from the Downloads page, follow these steps to get the online shop running:

- Unzip the file on your PC.
- Copy all folders and files to the Web server and place them in the destination folder (for example, "store") in which you want to install Avactis Shopping Cart software.
- Using your favorite browser, navigate to the following URL: www.your_site.com/store/install.php

(where "www.your_site.com" is your Web server's address and "store" is the folder that contains the installation files)

Then follow the instructions on the screen.

Installation steps

Step 1: License Agreement

The terms of the License Agreement can be found on the first page. Please read them very carefully and select the checkbox only if you agree to the terms and conditions of this License Agreement. Then click Continue.

Step 2: Database Setup and Admin Area Access Details.

A number of checks will be performed to ensure that Avactis can be installed on the Web host. If installation is possible, on the next page you will be able to enter the database server information; if not, the page will list the reason(s) for interrupting the installation process. For

detailed information about errors and troubleshooting help, please see [Appendix 1](#).

Please provide the necessary information about your database server and to log in to the Admin Area.


Installation. Version: X.Y.Z

Please enter the database server information:

Database Server *:

Username *:

Password *:

Database Name *:

Tables Prefix:

Please enter the Admin Area access information:

E-mail *:

Password *:

Verify password *:

License Key*:

*** = Required Field**

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To proceed with the installation, you will need to complete the following input fields:

- **Database Server** : The name of the database server. The commonly used name is localhost. This information is provided by your administrator or hosting provider.
- **Username** : The username for accessing the database. This information is provided by your administrator or hosting provider.
- **Password**: The password for accessing the database. This information is provided by your administrator or hosting provider.
- **Database Name**: The name of the database. You can enter the name of the existing database. Double check that the tables prefix name is unique by referring to the Tables Prefix field. Alternatively, you can enter a new name. A new database will be created. In this case, the choice of Tables Prefix is not significant.
- **Tables Prefix**: The prefix to be added to the names of Avactis database tables. The use of a prefix is recommended when reinstalling over an existing database. If no unique prefix is specified, the database may be accidentally deleted. The default Tables Prefix is asc_.
- **E-mail**: Installation information will be sent to this e-mail address, and it will be used to log in to the Admin Area.
- **Password**: Password to log in to the Admin Area. If you want, you can change your password by going to Admin >> Admin Members >> Edit Admin Details.
- **Verify Password**: Please repeat the password entered above.
- **License Key**: The key assigned for the domain on which you are installing. This field does not display when a trial version is installed.

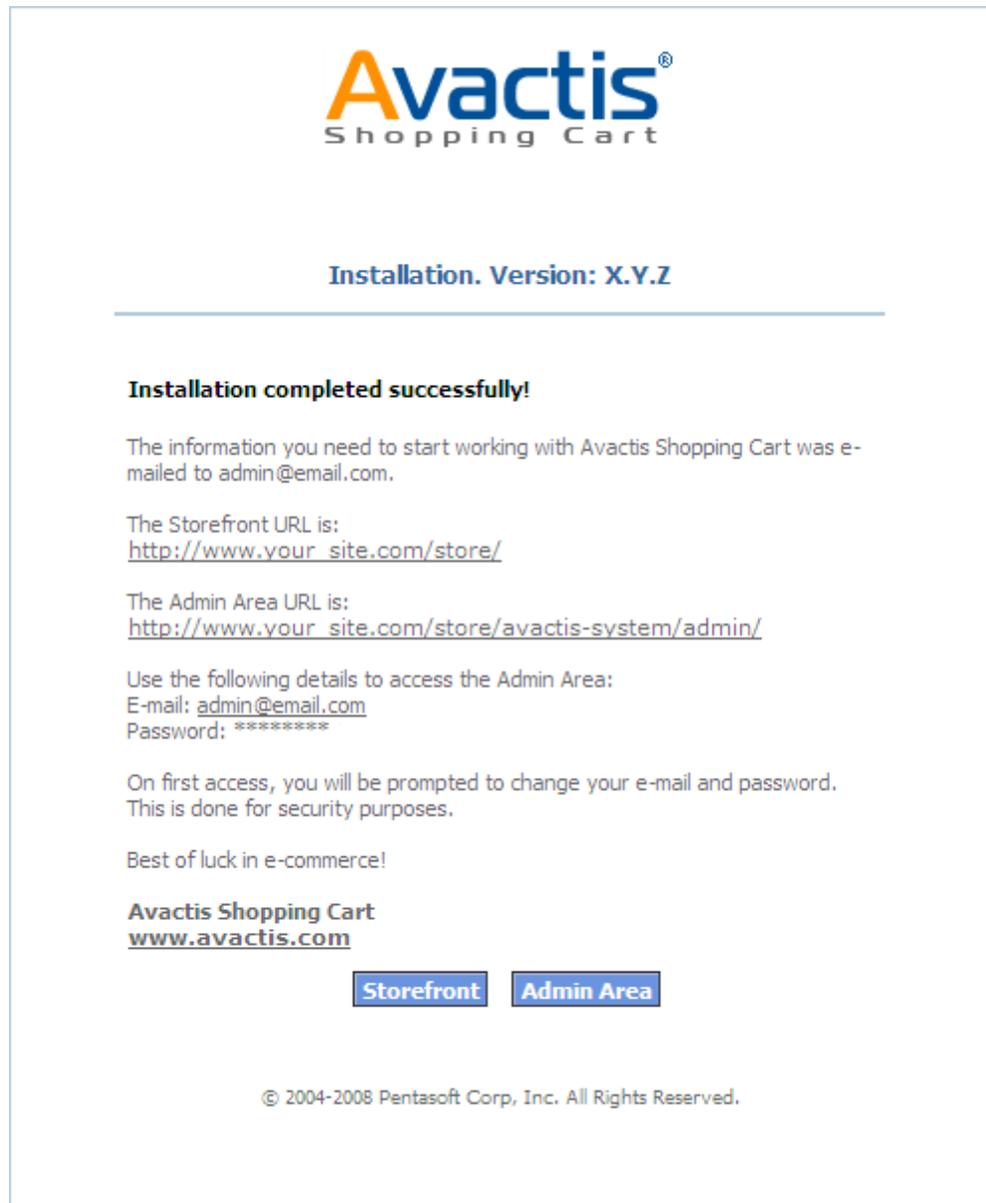
Please enter all fields. Make sure to specify an existing database. After completing the form, click Continue.

Step 3: Installation Progress

The installation process includes unpacking files, creating the database structure, and importing data. Please wait until installation is complete. If the progress bar does not move for a long while, contact [Customer Support](#).

Step 4: Finish

After the installation has finished, you will see a page informing you of successful installation. It will also provide the details for accessing the online storefront and the Admin Area. The same is sent to the e-mail address you provided.



The Storefront and the Admin Area can be accessed at the addresses given below.

The Storefront URL is:

www.your_site.com/store/

The Admin Area URL is:

www.your_site.com/store/avactis-system/admin/

(where "www.your_site.com" is your Web server's address and "store" is the name of the folder containing the installation files)

P.S.

After the installation has finished, the files install.dat and install.php are automatically deleted for system security purposes. Please verify that they have been deleted. If they have not, please manually delete the files.

Appendix 1

The following is a list of possible reasons you are unable to install Avactis Shopping Cart software:

1. You do not have permission to write to the folder that contains the installation files.
Write access permission is required to install Avactis Shopping Cart software. For assistance, please contact your system administrator.
2. The PHP version installed on the Web host is earlier than 4.3.0.
PHP version 4.3.0 or later is required to install Avactis Shopping Cart software. For assistance, please contact your system administrator.
3. Insufficient disk space available on the Web host.
A minimum of 25 Mb of available disk space is required to install Avactis Shopping Cart software.
4. 'safe_mode' directive is enabled.
To achieve normal system operation, you must set safe_mode = Off in php.ini."
5. PHP support for MySQL is missing.
You should enable MySQL support for PHP. For Windows platforms, uncomment the string 'extension=php_mysql.dll'. For Unix platforms, uncomment the string 'extension=php_mysql.so'. For additional assistance, please contact your system administrator or hosting provider.
6. Your server's limitation of RAM allocated for running scripts is less than 16MB.
The amount of memory available to PHP processes should be at least 16MB. Modify the

value of the directive 'memory_limit' to 16M in your file 'php.ini'. For additional assistance, please contact your system administrator or hosting provider.

7. You do not have permission to write to the file init.php.

Write access permission for this file is required. For assistance, please contact your system administrator.

Chapter

IV

4 Avactis Shopping Cart Storefront

This section describes the development of an Avactis online storefront and its integration into an existing website.

Using this information, you will be able to:

- Create a new Avactis online storefront;
- Integrate Avactis storefront features into an existing website.

The document is designed to help webmasters and web developers (designers) who have a basic knowledge of HTML. PHP programming knowledge is **not required** to develop and integrate an Avactis online storefront.

If you don't have time to develop a new storefront and integrate it into your site, you are welcome to use the standard online ecommerce store design, which is provided as part of Avactis Shopping Cart and is available after installation of the software.

4.1 Understanding Avactis Tags

This document introduces the essential concepts of **Avactis tags**—the technology designed for creating an online storefront and integrating it into an existing website.

[What are Avactis Tags?](#)

[Types of Avactis Tags](#)

4.1.1 What are Avactis Tags?

To understand Avactis tags you should know that each product in Avactis Shopping Cart has a number of properties called *product attributes*. For instance, the following attributes are used to describe the bouquet shown below: Name, Price, and Description.

Product	Product Attributes
	<p>Name: Lavender Essence</p> <p>Price: \$57.95</p> <p>Description: This item is hand-arranged and delivered by a florist. It's said that lavender is femininity all grown up—and our mixed lavender bouquet captures that stunning beauty. In a softly tinted glass vase, it's loveliness in bloom. Purple and blue Iris, asters, scabiosa, statice and stock arrive in a keepsake gift vase.</p>

When you create an ecommerce storefront, for each product you add to the catalog you enter its attributes. Products can be added to the catalog in the Admin Area of Avactis Shopping Cart (this is explained in detail in Admin Area documentation).

Avactis Shopping Cart is designed to easily integrate an online store into an existing website, no matter how complex the site might be. Using the special tags mechanism you are able to organize previously entered information on the online storefront just the way you want.

Avactis tags are *php functions* which display product attributes and even entire blocks of an online storefront.

For example, you can display the product name for product with ID=7 by including the tag `<?php ProductName(7); ?>` on any website page; the name "Lavender Essence" will then appear on the page (No programming skills are necessary!).

If you include the tag `<?php NavigationBar(); ?>`, the Navigation Bar block will be displayed on the page (Navigation Bar is an online storefront component that lets you navigate between the categories of a catalog).

Using this method for displaying product attributes and online storefront components (also called *store blocks*) you can easily customize the appearance of your storefront to any design. Product descriptions and attributes (text, images, etc) can be rendered in any font, color or size and can be placed anywhere on the site.

Ecommerce storefront components can be placed in any location and in any arrangement you like. In addition, you can use templates (located in a special folder) to change the design of any internet storefront component.

Please Note!

The first line of any php page where Avactis tags are present must contain the following call to the shopping cart software initializer specifying the absolute software installation path:

```
<?php include('init.php'); ?>
```

For more details about initialization calls, please see "[Storefront Creation and Integration](#)."

4.1.2 Types of Avactis Tags

To allow effective construction and operation of a fully functional online storefront, Avactis Shopping Cart software provides several types of tags. In addition to displaying product attributes, tags let you display entire blocks of information such as a navigation bar, a shopping cart with the currently added orders, the checkout process, and so on.

Please see below for a general description of each tag type.

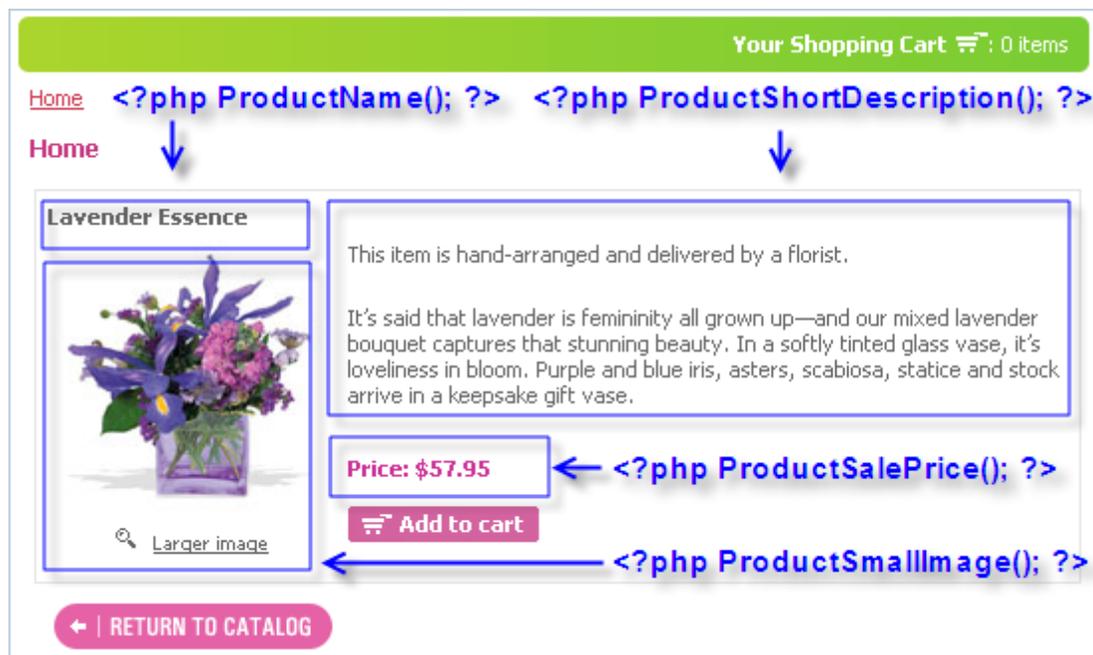
Info Tags

Avactis *info tags* are the most basic kind of tag. Info tags display product attributes, category attributes, links and so on. They usually display only one link, attribute or image at a time.

For example, info tag **<?php ProductName(); ?>** displays just the product name, while **<?php CategoryName(); ?>** displays just the category name.

Info tags are global tags: they can be added to any PHP site page. A page is allowed to have any number of info tags, for any number of products.

The figure below provides an example of how some info tags are used.



Avactis Shopping Cart provides many individual info tags. If you find that the predefined products attributes do not adequately describe a particular type of product, in the Admin Area you can create custom attributes to suit a certain product type. After a new attribute is created, a new unique info tag is assigned to it automatically. You can use these new info tags the same way as system info tags.

The full list of info tags can be found in [Avactis Tag Library](#).

Store Block Tags

Info tags display only one piece of information at a time – an attribute, a link, an image, etc. To display a store block, which can contain several tags together, a **store block tag (block tag)** is used.

Store block tags are versatile tools for building an online store quickly and easily. The difference between store block tags and info tags is that a store block tag calls a template (an html page) where any number of tags can be used, including both block tags and info tags. By adjusting a block tag's settings you can use the same tag with different products, on any site page. There is no need to create a separate block tag for every product in the catalog.

Examples of store block tags, **<?php NavigationBar(); ?>** and **<?php ProductInfo(); ?>**, are described in detail below.

Please Note!

Prior to working with block tags, the online store must be properly configured.

For details please see "[Storefront Creation and Integration](#)."

The NavigationBar tag displays the Navigation Bar which lets customers navigate the catalog and its categories. During navigation, the appearance of the current category can be highlighted so as to stand out from all other categories.

For instance, in the example below, the currently selected category, Anniversary, has a distinctive text color and background color. All of these properties are user-defined via the templates specified for the **NavigationBar** tag.

Templates are usual HTML pages which let you modify the design of the corresponding storefront component navigate – in this case the Navigation Bar – in a number of ways (e.g. by adding new fonts, pictures and so forth).

Store block tag **ProductInfo** invokes the template which displays product information (see Figure below). The template for this store block tag contains several info tags which display the product name, its description, price and so on. By modifying the template for the **ProductInfo** tag you can change and improve your website's design to your requirements.

The full list of store block tags and their descriptions is given in [Avactis Tag Library](#).

The screenshot displays a storefront layout. On the left is a red navigation bar with links: Home Page, About Company, Product Catalog, Special Offers, Shopping Cart, and Contact Us. Below it is a green 'PRODUCT CATEGORIES:' section with a list: Birthday [9], Anniversary [9], New Baby [9], Congratulations [7], Love & Romance [7], and Special Offers [6]. The main content area features a product titled 'Lavender Essence' with a price of \$ 57.95 and an 'Add to cart' button. A 'RETURN TO CATALOG' button is located below the product. Annotations include a blue arrow pointing to the 'RETURN TO CATALOG' button with the code `<?php ProductInfo(); ?>` and another blue arrow pointing to the navigation bar with the code `<?php NavigationBar(); ?>`. The top right of the page shows 'Your Shopping Cart' with 0 items.

Avactis Local Tags

Info tags and store block tags can be used on any website page – they are both global tags. With these tags you can customize the look and feel of your site's design.

A different type of tag is a local tag. Local tags are used only inside templates and are auxiliary tags.

Examples of local tags:

```
<?php Local_FieldLabel(); ?>
```

```
<?php Local_FieldValue(); ?>
```

Local tags are an integral part of templates and should not be deleted or changed. They ensure a reliable connection between templates and the online store software.

To make it easier to use local tags when creating an online store, you can take advantage of the default templates provided with Avactis Shopping Cart software.

4.2 Storefront Creation and Integration

Available topics:

[Avactis Storefront Structure](#)

[The layout file](#)

[Integration: Five Easy Steps](#)

[Developing an Online Storefront for Distribution](#)

[Creating Custom Designs for Categories and Products](#)

4.2.1 Avactis Storefront Structure

Avactis Shopping Cart storefront consists of four main big parts:

- 1.The layout file
- 2.Storefront files
- 3.Avactis tags
- 4.Template directory

The layout file is the most important part of the storefront. It specifies location and filenames of all storefront components. When Avactis system generates storefront pages, it uses the

layout file to determine which file it should open for which action and how it should process it.

Storefront files do all the work. Each storefront file does only one type of action that it is designed for. Together they comprise a full-featured ecommerce storefront.

Storefront files contain mostly static HTML code. When it's necessary to display some dynamic information from Avactis system on a page (for example, a breadcrumb trail or some product attribute), the page contains the corresponding **Avactis tags** in this position.

When Avactis system outputs a storefront page, it replaces the tags with the actual content with the help of **templates**. When Avactis renders a tag, it reads the necessary files from the corresponding template directory and puts them together. The templates may, in turn, contain other tags that require other templates. Thus, the storefront page is being assembled from many templates.

4.2.1.1 The layout file

The layout file is the central point of Avactis storefront configuration. It has several important functions:

- 1.It defines the location of the storefront
- 2.It defines the location and names of actual files that comprise the storefront
- 3.It defines the web address of the storefront
- 4.It defines which parts of the storefront should be accessed over an HTTPS connection

The layout file is a plain-text file. It has a common format of an INI file: it is divided into sections and every section contains several settings. It can also contain comments: lines starting with a semicolon (;) are considered comments and are skipped by Avactis system.

The default installation of Avactis Shopping Cart includes a default layout file. It is located in the **avactis-layouts** directory and is named **storefront-layout.ini**. Settings in this file are automatically set to proper values by Avactis installation script; this ensures a proper functioning of the default storefront right after the installation. It's useful to study the default layout file and understand the principle of storefront functioning.

The following is the list of all possible sections and settings of the layout file.

[Site]

SiteURL = "http://www.mystore.com/"

The web address (URL) that customers should use to access the storefront. The purpose of

this setting is for proper generation of all storefront links. All dynamic links (links to product pages, to search results etc.) will be generated beginning with this URL. For example, Avactis uses this setting to generate links to product pages in a data feed for Google Product Search. The trailing slash is required.

SitePath = "/home/joe/public_html/"

The absolute path, in the server filesystem, to the directory where the storefront files are located. This path is used as a base path: paths of files in all of the other settings are considered to be relative to this path. The trailing slash is required.

SiteHTTPSURL = "https://secure.mystore.com/"

Defines the web address (URL) that points to the storefront directory over an HTTPS connection. Most commonly it just adds a letter "s" to **SiteURL**, but sometimes it may be totally different. The URL should be obtained from the provider of the hosting service that Avactis is installed to.

Note that while the HTTP (insecure) and HTTPS (secure) URLs of the storefront may be different, they both must point to the same directory on the server—that which contains the storefront files.

[Templates]

TemplateDirectory = avactis-templates

The path to Avactis template directory. Avactis tags included in storefront files, when rendered, will search for their templates in this folder.

All the following sections specify the actual storefront file names.

Each section defines the filename of an existing file that will be used by Avactis system to perform a specific action.

All the sections should be present in the file, as well as all the settings inside these sections. However, it doesn't mean that every storefront file is mandatory; you can create a storefront without some of the files and specify already existing files as values for "missing" settings.

Each file can (and must, in order to work properly) contain any number of global Avactis tags. Local Avactis tags, however, will produce PHP errors. They should be used in templates only.

In order for Avactis Tags to work, each storefront file specified in the layout file should have the following Avactis initialization string as its very first string:

```
<?php include('init.php'); ?>
```

The first opening angle bracket should be the first symbol of the storefront file, there should be no spaces in front of it, otherwise the initialization will not work properly.

Any of the following sections of the storefront can be accessed over an HTTPS connection. To make a section secure, add the following setting to the corresponding section:

HTTPS = YES

Sections without this setting will be accessed over a simple (insecure) HTTP connection. Avactis will transit between HTTP and HTTPS automatically, according to these settings.

[ProductList]

This section specifies files that will display products from Avactis catalog in lists. These pages will be opened when your customer will select a category to see all available products within it.

Default = store.php

The file that will display the list of products if no category-specific files are defined for a category (see below).

The following sections are optional:

Categories { CID } = specials.php

The file that will display the list of products for category with ID specified in curly braces only. Category ID can be seen in the category list in Admin Area.

Categories { CID+ } = sale.php

The file that will display the list of products for category with ID specified in curly braces and all its subcategories (for the whole subcategory tree).

Categories { CID, CID+, CID ... } = women.php

You can specify several category IDs and the single specified storefront file will be used to display products from all of these categories and their subcategories if required.

[ProductInfo]

Default = product.php

The file that will show detailed information about a product selected by customer, if no product-

or category-specific files has been defined (see below).

Categories { **CID**, **CID+**, **CID ...** } = women-product.php

The file that will display product information for any product in specified categories and, optionally, in its subcategories only.

Products { **PID**, **PID**, **PID ...** } = exclusive-product.php

The file that will display product information for products with specified IDs only.

[SearchResult]

Default = search.php

The file that will search Avactis catalog and display the products found.

[Cart]

Default = shopping-cart.php

The file that will display a list of products in a customer's shopping cart and will allow updating product quantity and remove individual products from the cart.

[Checkout]

Default = checkout.php

The file that will ask a customer for his billing & shipping information and will process his order.

[Closed]

Default = maintenance.php

The file that will display a message to store visitors if the store administrator closed the store via its Admin Area.

[Download]

Default = dl.php

The file that will carry out downloads of e-goods attached to ordered products. When a customer buys a product with e-goods attached, he gets an email message containing download links that point to this file.

All the following sections define the storefront files needed for user accounts functioning.

[Registration]

Default = register.php

The file that is opened when a customer wants to create an account at your store. This happens only if you enable customer account creation in **Store Settings / Customer Account Settings**.

[AccountActivation]

Default = activate.php

The file that activates an user account. When a customer creates an account at your store, and if you set **Store Settings / Customer Account Settings / Account activation scheme** to **User-activated**, the customer receives an email message with an activation link. The link points to this storefront file.

The activation itself is done automatically by the system at initialization time and you should only provide the resulting message (using the `<?php MessageBox(); ?>` tag).

[CustomerPersonalInfo]

Default = my-profile.php

If you enabled user accounts in your store, and your customers sign in, this file is opened when they want to change their personal information (name, address etc). So it's necessary to include the `<?php CustomerPersonalInfo(); ?>` tag in the file.

[CustomerOrdersHistory]

Default = my-orders.php

The file that will display a list of orders of a signed-in customer and will allow searching through it.

[CustomerOrderInfo]

Default = my-order.php

The file that will display information about a specific order that a signed-in customer has placed in the store.

[CustomerOrderInvoice]

Default = my-invoice.php

[CustomerOrderDownloadLinks]

Default = my-e-goods.php

[CustomerSignIn]

Default = signin.php

[CustomerNewPassword]

Default = my-new-password.php

[CustomerChangePassword]

Default = change-my-password.php

[CustomerForgotPassword]

Default = my-forgot-password.php

[CustomerAccountHome]

Default = my-account.php

4.2.2 Integration: Five Easy Steps

Step 1. Installing Avactis Shopping Cart Software

Before you begin the development and integration of an online storefront, you should install Avactis Shopping Cart. The installation process is described in [Installing Avactis Shopping Cart](#).

After a successful installation, the following folders and files will be created (in the installation folder for the Avactis ecommerce software):

```
|-- avactis-images
|-- avactis-layouts
|-- avactis-system
|-- avactis-templates
|-- storefront-files
|----- about.php
|----- cart.php
|----- checkout.php
|----- contact-us.php
|----- helper.php
|----- index.php
|----- init.php
|----- product-info.php
|----- Read_Me_First_eBusiness.html
|----- search-form.php
|----- search-results.php
|----- store.php
|----- store-closed.php
|----- store-special-offers.php
```

Comments:

- **avactis-images** - This folder stores the images of all products and categories that are added to the online catalog from the Admin Area.
- **avactis-layouts** - This folder contains the **storefront-layout.ini** file which is used to integrate Avactis Shopping Cart into your site.
- **avactis-system** - The system folder. All system files are stored here. You should not make any changes to files in this folder.
- **avactis-templates** - This folder contains all store block templates. You can edit these templates.
- **storefront-files** - This folder contains files directly related to storefront design: image files ("**images**" folder), common files for all storefront pages ("**includes**" folder), javascript files, and the style files **large-image.css** and **stylesheet.css** ("**style**" folder), which define all the styles used in the website's design.

Almost all other files are storefront pages and are included in the demo installation package. Your files may have different names; some files may be absent.

Step 2. Creation of Online Storefront Layouts

When a customer shops at an Internet store, he or she browses through the ecommerce catalog of products and then places an order. Even though there is no limit to how many viewable categories and products an online catalog may contain, all online storefront pages

can be functionally divided into just a few types:

- the page for viewing the list of products (and subcategories) of the current category;
- the page that displays the product description;
- the shopping cart page;
- Product search page;
- and the order placement page (checkout).

There is also a special page for displaying information that the ecommerce store is closed. In Avactis Shopping Cart, the above pages are called storefront pages, or layouts.

The table "**Online Storefront Pages (Layouts)**" lists all pages that serve as basis for the Avactis online storefront. This table also includes some examples of storefront pages on which online storefront components will be placed.

Table: Online Storefront Pages (Layouts)

Storefront Page	PHP file (example)	Examples
<p>The list of products (and subcategories) of a category.</p> <p>In a functional online store, this page is used to display the list of products and subcategories of the selected category.</p>	product-list.php	 <p>Enlarge Image</p>
<p>Product description display (Product Info)</p> <p>In a functional online store, this page displays the detailed information about the product currently selected.</p>	product-info.php	

<p>Shopping Cart contents</p> <p>In a functional online store, this page displays the current contents of the Shopping Cart.</p>	<p>cart.php</p>	<p>Enlarge Image</p> <p>Enlarge Image</p>
<p>Product search page</p> <p>Here shopping cart customers can search for products using one or more keywords.</p>	<p>search-results.php</p>	<p>Enlarge Image</p> <p>Enlarge Image</p>
<p>Checkout Process</p> <p>This page defines the design of the checkout page. Depending on the configuration, the checkout process can be divided into one or more steps.</p>	<p>checkout.php</p>	<p>Enlarge Image</p> <p>Enlarge Image</p>

<p>Store Closed</p> <p>The design of the Store Closed page.</p>	store_closed.php	 <p>Enlarge Image</p>
--	------------------	--

SUMMARY

After Step 1 is completed, we have 5 pages of our future online storefront. All storefront pages in Avactis online storefront work independently of each other, therefore **any** PHP page of the existing website can act as a storefront page, and it can have **any custom design** that you choose. Storefront pages can be stored in **any** folder. In the following steps to these pages we will add a Navigation Bar, a Product List, a Product Info, etc.

Step 3. Configuration file storefront-layout.ini

After **Step 2** is complete, we have described all of the site pages that will act as storefront pages. Now we need to create the configuration file **storefront-layout.ini** (you can simply edit the existing file). An example of such a file, which is used in the Flowers Store, can be found in the folder **avactis-layouts**. The configuration file allows the system to define the paths to storefront pages (since in Step 2 we only defined their names, but not their locations). In addition, **storefront-layout.ini** is used to define paths to store block templates, which are described in detail in **Step 4**.

If you encounter a problem with defining the paths for use in **storefront-layout.ini**, do the following:

- copy the file helper.php to that folder of your site which contains the storefront pages;
- open **helper.php** in your browser;
- you will see information that includes **SiteURL** and **SitePath**; copy these values into **storefront-layout.ini**.

A configuration file example is shown below.

File storefront-layout.ini

```
[Site]
;The path and URL of the online storefront.
;The paths and URLs of all storefront pages listed below, as well as the
;TemplateDirectory path, are specified relative to SiteURL and SitePath.
SiteURL = "http://www.avactis.com/avactis-store/"
SitePath = "/html/avactis-store/"
; SiteHTTPSURL = ""

[Templates]
;The path to the folder containing store block templates.
;By default, store blocks use the system templates contained in the folder avactis-t
;To use a different set of templates, uncomment the line TemplateDirectory.
;The path to the template folder is specified relative to SitePath.
TemplateDirectory = avactis-templates

[ProductList]
;This section specifies the file name and the path to the file of the page that
;displays the list of products and subcategories of the selected category.
;The file path is specified relative to SitePath.
Default = store.php
Categories {34}= store-special-offers.php

[ProductInfo]
;This section specifies the file name and the path to the file of the
;page that displays the selected product description.
;The file path is specified relative to SitePath.
Default = product-info.php
;Categories {3}= product-trousers.php
;Products {1, 13, 24}= product-gloves.php

[SearchResult]
;This section specifies the file name and the path to the file of the page that disp
;the Search Results. The file path is specified relative to SitePath.
Default = search-results.php

[Cart]
;This section specifies the file name and the path to the file of the page that disp
;the Shopping Cart contents. The file path is specified relative to SitePath.
Default= cart.php

[Checkout]
;This section specifies the file name and the path to the file of the checkout page.
;The file path is specified relative to SitePath.
; HTTPS = YES
Default = checkout.php

[Closed]
;This section specifies the file name and the path to the file of the Store Closed p
;The file path is specified relative to SitePath.
Default = store-closed.php
```

SUMMARY

After Step 3 is completed, we have a finished configuration file which specifies the paths to pages created in Step 2. It also specifies the paths to templates of online storefront components Navigation Bar, Product List, Product Info, etc. The file **storefront-layout.ini** must be stored in the **avactis-layouts** folder of Avactis ecommerce software. If you choose to use the system file **storefront-layout.ini** as the basis for creating a custom configuration file, you should first make an extra copy of it in a separate folder. This will provide you with the original working configuration file at all times.

Step 4. Integration of Avactis Store Blocks

In Step 2 we created the storefront pages - layouts on which the online store components will be placed later. Ecommerce storefront components include Navigation Bar, Product List, Product Info, etc. They are also called store blocks.

In Step 3 we configured the file **storefront-layout.ini**, which specifies the paths to storefront pages and store block templates.

Following the instructions for Step 4, you will be able to add the necessary store blocks to storefront pages - Navigation Bar, Product List, Product Info, etc. These store blocks are provided with Avactis Shopping Cart software and have a predefined design. All templates of online store components are stored in the folder **avactis-templates**, which is located in the installation folder for Avactis ecommerce shopping cart software.

To integrate store blocks, in **the first line** of each storefront page you must place the initialization string for the shopping cart software. The initialization string calls a file that provides the full path to the installed Avactis Shopping Cart software:

```
<?php include('init.php'); ?>
```

Also, each storefront page includes some tags that call online storefront components or some information about the product or category. For the full list of tags, please refer to [Avactis Tags Library](#).

After this, all storefront pages will contain all of the required components for a functional internet storefront.

The table **Storefront Pages with Store Blocks** shows examples of pages with store blocks integrated into them.

Table: Storefront Pages with Store Blocks

Storefront Page	PHP file (example)	Examples
<p>The list of products (and subcategories) of a category.</p> <p>In a functional online store, this page is used to display the list of products and subcategories of the selected category.</p>	<p>product-list.php</p> <p>Recommended tags:</p> <pre><?php NavigationBar(); ?> <?php Breadcrumb(); ?> <?php ProductList(); ?></pre>	 <p>Enlarge Image HTML Code</p>
<p>Product description display (Product Info)</p> <p>In a functional online store, this page displays the detailed information about the product currently selected.</p>	<p>product_info.php</p> <p>Recommended tags:</p> <pre><?php NavigationBar(); ?> <?php Breadcrumb(); ?> <?php ProductInfo(); ?></pre>	 <p>Enlarge Image HTML Code</p>
<p>Shopping Cart contents</p> <p>In a functional online store, this page displays the current contents of the Shopping Cart.</p>	<p>cart.php</p> <p>Recommended tags:</p> <pre><?php NavigationBar(); ?> <?php ShoppingCart(); ?></pre>	 <p>Enlarge Image HTML Code</p>

<p>Product search page</p> <p>Here shopping cart customers can search for products in the catalog.</p>	<p>search_results.php</p> <p>Recommended tags:</p> <pre><?php SearchForm(); ?> <?php SearchResult(); ?> <?php NavigationBar(); ?></pre>	 <p>Enlarge Image HTML Code</p>
<p>Checkout Process</p> <p>This page defines the design of the checkout page. Depending on the configuration, the checkout process can be divided into one or more steps.</p>	<p>checkout.php</p> <p>Recommended tags:</p> <pre><?php NavigationBar(); ?> <?php Checkout(); ?></pre>	 <p>Enlarge Image HTML Code</p>
<p>Store Closed</p> <p>The design of the Store Closed page.</p>	<p>store_closed.php</p>	 <p>Enlarge Image HTML Code</p>

SUMMARY

After Step 4 is completed, we have a fully functional ecommerce storefront which allows us to browse through the online catalog of products and place orders. At this stage, the components Navigation Bar, Product List, Product Info, et?. have the predefined system design. To change the design of these components, please follow the instructions for Step 5.

Step 5. Customization of Online Storefront Design

After all of the above steps are completed, you have a fully functional online storefront integrated into your website.

Avactis Shopping Cart software comes with a standard set of store blocks (Navigation Bar, Product List, Product Info, etc), which have predefined design. Since online store components can be subject to various requirements, this step is meant to help you customize the look and feel of the store blocks according to the required design, thanks to the extensive features of Avactis software.

The templates of online store components are stored in the folder `avactis-templates`. For help with modifying the design of templates, please refer to [Avactis Store Blocks Customization](#), which explains in detail the rules for modifying the design of store block templates.

Store block templates are simple HTML pages which can be edited easily.

For security, you should make an extra copy of the system templates in a separate folder before you begin using them as the basis for creating new custom templates. This will provide you with the original working store block templates at all times.

SUMMARY

After Step 5 is complete, we have a fully functional online storefront having the required design. This concludes the integration process!

4.2.3 Developing an Online Storefront for Distribution

If you are a web designer or a web developer, you can use Avactis Shopping Cart as the basis on which to build full-blown websites and distribute them independently of Avactis Shopping Cart software. All the user should do is install the Avactis Shopping Cart software, copy your design package into any folder, specify the installation location, and voila - the website is ready to be used.

Avactis Shopping Cart is made so that you can create designs of custom store blocks (Navigation Bar, Buttons, Product Info Blocks, etc) as well as the whole online storefront, including storefront pages and store block templates. That means you can develop designs for store blocks and distribute them as you like. You can also develop and distribute designs for fully functional websites. In doing this you distribute your designs independently of the software, thus there is **no need to buy** additional licenses for any design you create.

In the given example, all store block templates are located in the folder **my-templates**. The first line of each file of an online storefront page includes the command to run **init.php**. This instruction helps avoid including the initialization string for each individual file. The initialization string is specified only once in the file **init.php**.

Another feature of **init.php** is that it specifies the configuration file **my-layout.ini**, which is provided with the package. This is done in the following string:

```
$layout_file_path = 'my-layout.ini';
```

Your file **my-layout.ini** should be placed in the folder **avactis-layouts**. Or you must specify the absolute path if it is placed in another folder:

```
$layout_file_path = '[PATH_TO_FILE]/my-layout.ini';
```

Thanks to this directive, it is possible to get around (ignore) the system configuration file **storefront-layout.ini**. As a result, the user has a completely independent, custom online storefront.

After the user receives your package, only one thing remains before the online storefront can be launched. In **init.php** the user should specify the path to Avactis Shopping Cart; this can always be done by using **helper.php** (see Step 3 above). The site is now finished and ready to be used.

4.2.4 Creating Custom Designs for Categories and Products

With Avactis Shopping Cart you can create unique custom designs for pages displaying individual products or lists of products and/or subcategories, for any category of an ecommerce storefront.

Below you will find some examples showing how to create custom designs for a selected product and for the list of products and subcategories of a selected category.

Custom Category Page Design

When you select a product category in the catalog, the list of products and subcategories of that category is displayed. Avactis Shopping Cart allows you to create any custom design for the list of products and subcategories, for any given category.

To do this, in the file **storefront-layout.ini**, in section [ProductList], use the directive **Categories** {} and specify category ID(s) in the braces.

Here is an example of using the directive Categories {}:

```
[ProductList]
Default = product_list.php
Categories{3+} = product_list_dvd.php
Categories{5,8,12} = product_list_books.php
Categories{7} = product_list_electronics_new.php
Categories{7+} = product_list_electronics.php
```

The statement in line "**Categories {3+}**" specifies that the layout **product_list_dvd.php** will be used for the root category with ID=3 and all its subcategories.

The statement in line "**Categories {5,8,12}**" specifies that the layout **product_list_books.php** will be used for root categories with IDs equal to 5, 8 or 12.

Both "**Categories {7}**" and "**Categories {7+}**" are present in the file at the same time. This means that **product_list_electronics_new.php** will be used for the root category with ID=7, but for all its subcategories the specified layout is **product_list_electronics.php**. If the string **Categories {7}** wasn't there, then the instruction for **Categories {7+}** would be applied to the root category with ID=7.

For all other categories the layout is specified as **product_list.php**.

Custom Product Page Design

Example of section [ProductInfo]:

```
Default = product_info.php
Categories{3} = product-info-dvd.php
Categories{4,6} = product-info-CD.php
Categories{7+} = product-info-electronics.php
Categories{9} = product-info-books_new.php
Categories{9+} = product-info-books.php

Products{1} = product-id-1.php
Products{2,5,8} = product-id-2-5-8.php
```

The statement in line **Categories {3}** specifies that the product info layout **product_info_dvd.php** will be used for all products in the root category with ID=3.

The statement in line **Categories{4,6}** specifies that the product info layout **product-info-CD.php** will be used for all products in the root categories with ID=4 or 6.

The statement in line **Categories{7+}** specifies that the product info layout **product-info-electronics.php** will be used for all products in the root category with ID=7 and all its subcategories.

The lines **Categories{9}** and **Categories{9+}** are included in the file at the same time. This means that the product info layout **product-info-books_new.php** will be used for all products

in the root category with ID=9, but all products in its subcategories will be displayed according to the layout `product-info-books.php`.

The statement in line **Products{1}** specifies that the product info layout **product-id-1.php** will be used for the product with ID=1. That is, this particular product will be displayed according to a distinctive detailed product description page.

The statement in line **Products{2,5,8}** specifies that that the product info layout **product-id-2-5-8.php** will be used for the products with ID=2, 5 or 8. These three products will be displayed according to a distinctive detailed product description page.

4.3 Avactis Tags Library

This document lists and explains all the Avactis tags currently available. Before consulting the Avactis Tag Library, you should also review the following help documents:

- [Understanding Avactis Shopping Cart Tags](#)
- [Storefront Creation and Integration](#)
- [Avactis Store Blocks Customization](#)

Avactis tags are divided into three groups:

- Info tags
- Store block tags
- Local tags

Local tags are used only inside templates and are auxiliary tags. They are not listed here. Local tags for individual store blocks are provided in the corresponding sections of Avactis Store Blocks Customization help document.

4.3.1 Store Block Tags

Store block tags are versatile tools for building an online store quickly and easily. Store blocks display online storefront components - **Navigation Bar**, **Product Info**, **Shopping Cart**, etc, which are all integral parts of an online store. The difference between block tags and info tags is that a store block tag calls a template (an html page) where any number of tags can be used, including other block tags as well as info tags.

The structure of folders containing the store block templates is shown below.

A helpful aid for working with store block tags is the document [Avactis Store Blocks Customization](#). It provides detailed information about customizing store blocks.

```

avactis-templates
|---catalog
|   |---breadcrumb
|   |---navigation-bar
|   |---paginator-dropdown
|   |---paginator-line
|   |---product-info
|   |---product-list
|   |---promo-code-form
|   |---search
|   |---shopping-cart
|   |---subcategory-list
|---checkout
|   |---billing-info
|   |---checkout-sequence
|   |---credit-card-info
|   |---customer-info
|   |---navigation
|   |---order
|   |---payment-methods
|   |---shipping-info
|   |---shipping-methods
|---product-options
|   |---options-form
|   |---options-selected
|   |---options-warnings
|---resources

```

Store Block Tag	Store Block Tag Description
<?php Breadcrumb(); ?>	The customer's current location in the category tree.
<?php Checkout(); ?>	The tag outputs a URL which links to the site page that is specified in section [Checkout] in the file storefront-layout.ini. Clicking this link starts the the checkout process.
<?php NavigationBar(); ?>	The tree of categories. This block is the main navigational component of an online store.

<code><?php PaginatorDropdown(); ?></code>	A drop-down list in which the user can select the number of products displayed per page. This block is not a stand-alone tag and can only be called from the template-container of a ProductList block.
<code><?php PaginatorLine(); ?></code>	A line containing the page numbers for situations when more than one page is required for displaying the list of products. This block is not a stand-alone tag and can only be called from the template-container of a ProductList block.
<code><?php ProductInfo(); ?></code>	The detailed product information.
<code><?php ProductList(); ?></code>	The list of products in the current category.
<code><?php PromoCodeForm(); ?></code>	The form for entering promo codes to get a discount.
<code><?php SearchForm(); ?></code>	The form for entering keywords to search for products in the catalog.
<code><?php ShoppingCart(); ?></code>	The contents of the shopping cart. The contents of the shopping cart (items currently added to the cart).
<code><?php Subcategories(); ?></code>	The list of subcategories in the current category.

4.3.2 Category Info Tags

Avactis info tags are the most basic kind of tag. Info tags display product attributes, category attributes, links and so on. They usually display only one link, attribute or image at a time.

All info-tags mentioned below are "global" tags. This means they can be called from anywhere on the website: any site page or any template of any block-tag.

All of the info tags currently available in Avactis Shopping Cart software are listed below.

Category Info Tags

Category Info Tag	Category Info Tag Description
<code><?php CategoryID() ?></code>	The category ID.
<code><?php CategoryName(); ?></code>	The category name.
<code><?php CategoryDescription(); ?></code>	The category description.
<code><?php CategoryLargeImage(); ?></code>	The full <code></code> HTML tag including image size and alternate text.
<code><?php CategoryLargeImageSrc(); ?></code>	Only the image source path. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategoryLargeImageWidth(); ?></code>	The image width in pixels. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategoryLargeImageHeight(); ?></code>	The image height in pixels. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategorySmallImage(); ?></code>	The full <code></code> HTML tag including image size and alternate text.
<code><?php CategorySmallImageSrc(); ?></code>	Only the image source path. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategorySmallImageWidth(); ?></code>	The image width in pixels. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategorySmallImageHeight(); ?></code>	The image height in pixels. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategoryImageAltText(); ?></code>	The alternate text for the image. The tag can be inserted into an <code></code> HTML tag.
<code><?php CategoryPageTitle(); ?></code>	The text specified for Page Title on the

	category creation page. The tag can be inserted into a <title> HTML tag to specify the title of a site page.
<?php CategoryMetaKeywords(); ?>	The text specified for Meta Keywords on the category creation page. The tag can be inserted into a <meta> HTML tag of a site page.
<?php CategoryMetaDescription(); ?>	The text specified for Meta Description on the category creation page. The tag can be inserted into a <meta> HTML tag of a site page.
<?php CategoryProductsNumber(); ?>	The number of products in a category.
<?php CategoryProductsNumberRecursively(); ?>	The number of products in a category and all its subcategories.
<?php CategorySubcategoriesNumber(); ?>	The number of subcategories in a category.
<?php CategoryLink(); ?>	The category's URL. The tag outputs a URL which links to the product list page that is specified in section [ProductList] in the file storefront-layout.ini. The tag can be used in HTML tag <A> for creating a hyperlink. Clicking this link brings up the list of products in the selected category.

4.3.3 Product Info Tags

Product Info Tags

Product Info Tag	Product Info Tag Description
<?php ProductID(); ?>	The product ID.

<?php ProductTypeID(); ?>	The product type ID for the specified product.
<?php ProductTypeName(); ?>	The product type name for the specified product.
<?php ProductUpdated(); ?>	The date of the last product update.
<?php ProductAdded(); ?>	The date the product was added to the catalog.
<?php ProductName(); ?>	The product name.
<?php ProductSalePrice(); ?>	The product sale price. The product is sold to customers at this price.
<?php ProductListPrice(); ?>	The product list price. The list price is not used for sales and purchases.
<?php ProductQuantityInStock(); ?>	The stock quantity for the product.
<?php ProductSKU(); ?>	The product SKU.
<?php ProductMinQuantity(); ?>	The minimum allowed quantity of the product that can be purchased.
<?php ProductLowStockLevel(); ?>	The minimum allowed product quantity in stock. Once the product stock level reaches this figure, notifications of low stock levels are e-mailed to the administrator on a regular basis.
<?php ProductAvailable(); ?>	"Yes" if the product is available for purchase, otherwise "No".
<?php ProductTaxClass(); ?>	The product tax class name.
<?php ProductLargeImage(); ?>	The full HTML tag including image size and alternate text.
<?php ProductLargeImageSrc(); ?>	Only the image source path. The tag can be

	inserted into an HTML tag.
<?php ProductLargeImageWidth(); ?>	The image width in pixels. The tag can be inserted into an HTML tag.
<?php ProductLargeImageHeight(); ?>	The image height in pixels. The tag can be inserted into an HTML tag.
<?php ProductSmallImage(); ?>	The full HTML tag including image size and alternate text.
<?php ProductSmallImageSrc(); ?>	Only the image source path. The tag can be inserted into an HTML tag.
<?php ProductSmallImageWidth(); ?>	The image width in pixels. The tag can be inserted into an HTML tag.
<?php ProductSmallImageHeight(); ?>	The image height in pixels. The tag can be inserted into an tag.
<?php ProductImageAltText(); ?>	The alternate text for the image. The tag can be inserted into an HTML tag.
<?php ProductShortDescription(); ?>	The short product description.
<?php ProductDetailedDescription(); ?>	The full product description.
<?php ProductPerItemShippingCost(); ?>	The shipping cost of the product (per item shipping cost), which is specified on the product creation page.
<?php ProductPerItemHandlingCost(); ?>	The handling cost of the product (per item handling cost), which is specified on the product creation page.
<?php ProductWeight(); ?>	The weight of the product.
<?php ProductFreeShipping(); ?>	Defines whether the product is free shipping.

<?php ProductPageTitle(); ?>	The text specified for Page Title on the product creation page. The tag can be inserted into a <title> HTML tag to specify the title of a site page.
<?php ProductMetaKeywords(); ?>	The text specified for Meta Keywords on the product creation page. The tag can be inserted into a <meta> HTML tag of a site page.
<?php ProductMetaDescription(); ?>	The text specified for Meta Description on the product creation page. The tag can be inserted into a <meta> HTML tag of a site page.
<?php ProductInfoLink(); ?>	Outputs the URL of the detailed product description page. This URL can be used in HTML tag <A> for creating a link. Clicking this URL brings up a page with the descriptions of products. The page to which the URL links is specified in section [ProductInfo] in the configuration file storefront-layout.ini.
<?php ProductBuyLink(); ?>	The URL of the page displaying the customer's current shopping cart. The product is added to the cart. This URL can be used in HTML tag <A> for creating a link to customer's current shopping cart and simultaneously adding the product to the cart. The page to which the URL links is specified in section [Cart] in the configuration file storefront-layout.ini.
<?php ProductCategoryLink(); ?>	Outputs the URL of the list of products in this product's category. This URL can be used in HTML tag <A> for creating a link. The page to which the URL links is specified in section [ProductList] in the configuration file storefront-layout.ini.
<?php Product*Custom (); ?>	The value of a custom attribute. Replace the asterisk * with the name of the custom

attribute. Custom attributes are created within the product type.

4.3.4 Shopping Cart Info Tags

Shopping Cart Info Tags

Shopping Cart Info Tag	Shopping Cart Info Tag Description
<code><?php ShoppingCartProductsQuantity(); ?></code>	Products quantity in the shopping cart, that is, the total number of product items in the cart.
<code><?php ShoppingCartSubtotal(); ?></code>	Shopping cart subtotal amount. The cost of the shopping cart calculated using the Product Options Sale Price modifiers and the product quantities.
<code><?php ShoppingCartGlobalDiscount(); ?></code>	Global discount amount. This amount will be subtracted from Shopping Cart Subtotal. Global Discounts can be defined on Marketing -> Global Discounts.
<code><?php ShoppingCartPromoCodeDiscount(); ?></code>	Promo code discount amount. This amount will be subtracted from Shopping Cart Subtotal after the customer enters a coupon number. Promo Codes can be defined on Marketing -> Promo Codes.
<code><?php ShoppingCartDiscountedSubtotal(); ?></code>	Shopping cart discounted subtotal amount. This sum of Global Discount and Promo Code Discount will be subtracted from Shopping Cart Subtotal.

4.3.5 Store Owner Info Tags

Store Owner Info Tags

Store Owner Info Tag	Store Owner Info Tag Description
<code><?php StoreOwnerName(); ?></code>	Displays the name of the online store. This setting is defined on the page Store Settings -> Store Owner's Profile, in the Name field.
<code><?php StoreOwnerWebsite(); ?></code>	Displays the URL of the online store. This setting is defined on the page Store Settings -> Store Owner's Profile, in the Web site field.
<code><?php StoreOwnerPhones(); ?></code>	The store owner's phone number. This setting is defined on the page Store Settings-> Store Owner's Profile.
<code><?php StoreOwnerFax(); ?></code>	The store owner's fax number. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerStreetLine1(); ?></code>	The first line of the store owner's postal address. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerStreetLine2(); ?></code>	The second line of the store owner's postal address. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerCity(); ?></code>	The store owner's city. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerState(); ?></code>	The store owner's state. This setting is defined on the page Store Settings ->

	Store Owner's Profile.
<code><?php StoreOwnerPostcode(); ?></code>	The store owner's zip code/postal code. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerCountry(); ?></code>	The store owner's country. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerEmail(); ?></code>	The store owner's e-mail address. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerSiteAdministratorEmail(); ?></code>	The store administrator's e-mail address. This setting is defined on the page Store Settings -> Store Owner's Profile.
<code><?php StoreOwnerOrdersDepartmentEmail(); ?></code>	The e-mail address of the orders department. This setting is defined on the page Store Settings -> Store Owner's Profile.

4.4 Store Blocks Customization

This document explains the customization of store blocks. Store blocks are basic components of an online online storefront. They let you integrate an Internet storefront into an existing website quickly and easily. Some examples of Store Blocks are navigation bar, product info, shopping cart contents, and so on.

This document lists all of the store blocks available in Avactis Shopping Cart software. Before using this document you should review the basic concepts of Avactis tags, which are described in detail in "[Understanding Avactis Shopping Cart Tags](#)".

4.4.1 Breadcrumb

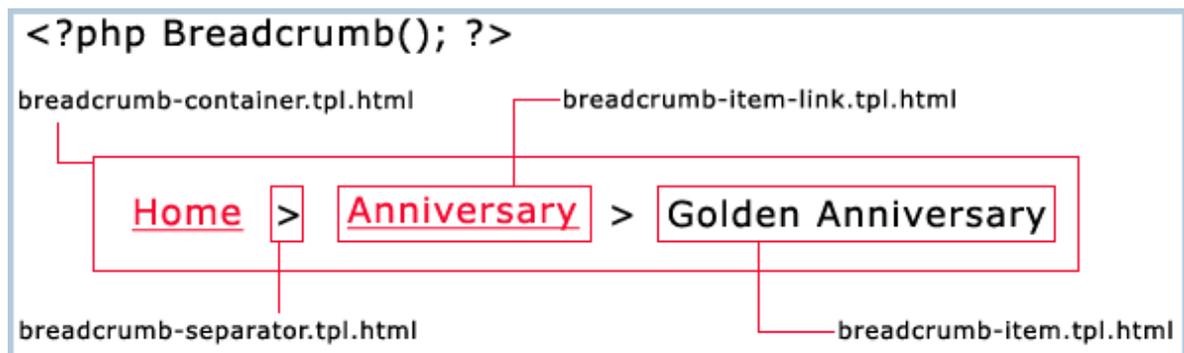
The Breadcrumb block links to all levels of the hierarchy above the current location. Breadcrumbs allow users to backtrack and to move up the hierarchy.

All templates of the Breadcrumb block are stored in the folder `avactis-templates/catalog/breadcrumb/default/`.

The Breadcrumb block consists of the following templates:

- The container template (**breadcrumb-container.tpl.html**) is required to define the design of the overall Breadcrumb block. For example, you can define border width and border color of the block, block background color, block font, and so on.
- The empty template (**breadcrumb-container-empty.tpl.html**) is the default block displayed when there are no categories defined in the system. This template can be left blank
- The category template (**breadcrumb-item.tpl.html**) is required for displaying a single category. According to the Breadcrumb block logic of the, this template is used to display the very last category in the Breadcrumb chain. This is basically the current category.
- The category template (**breadcrumb-item-link.tpl.html**) is used to display the intermediate categories in the breadcrumb chain.
- The separator template (**breadcrumb-separator.tpl.html**) is displayed between any two categories in the Breadcrumb chain. The choice of the separator is arbitrary.

The figure below shows the outline of templates of the Breadcrumb block provided with Avactis Shopping Cart by default.



4.4.2 Checkout Process

Checkout is the final stage of the ordering process. By the time a customer reaches checkout, they have already added their desired items to the shopping cart. Generally, checkout includes the following steps:

- Enter information about the customer.
- Enter information about the payer. The payer and the customer don't have to be the same person.
- Enter information about the recipient.
- Select a payment method.
- Select a shipping method.
- Review all entered information and revise if necessary.
- Confirm order placement.
- Complete the payment for the order.

The customer, the payer and the recipient specified during order placement can be different entities. For example, the customer, John Doe, can pay for an order with the credit card of his employer and then specify the shipping address as that of his contractor located in another city.

With Avactis Shopping Cart software you can customize the design of all of the checkout steps. If you want, you can also remove certain steps from the process.

The checkout process is customized through templates. All checkout templates are stored in the folder:

```
avactis-templates/checkout/checkout-sequence/default/
```

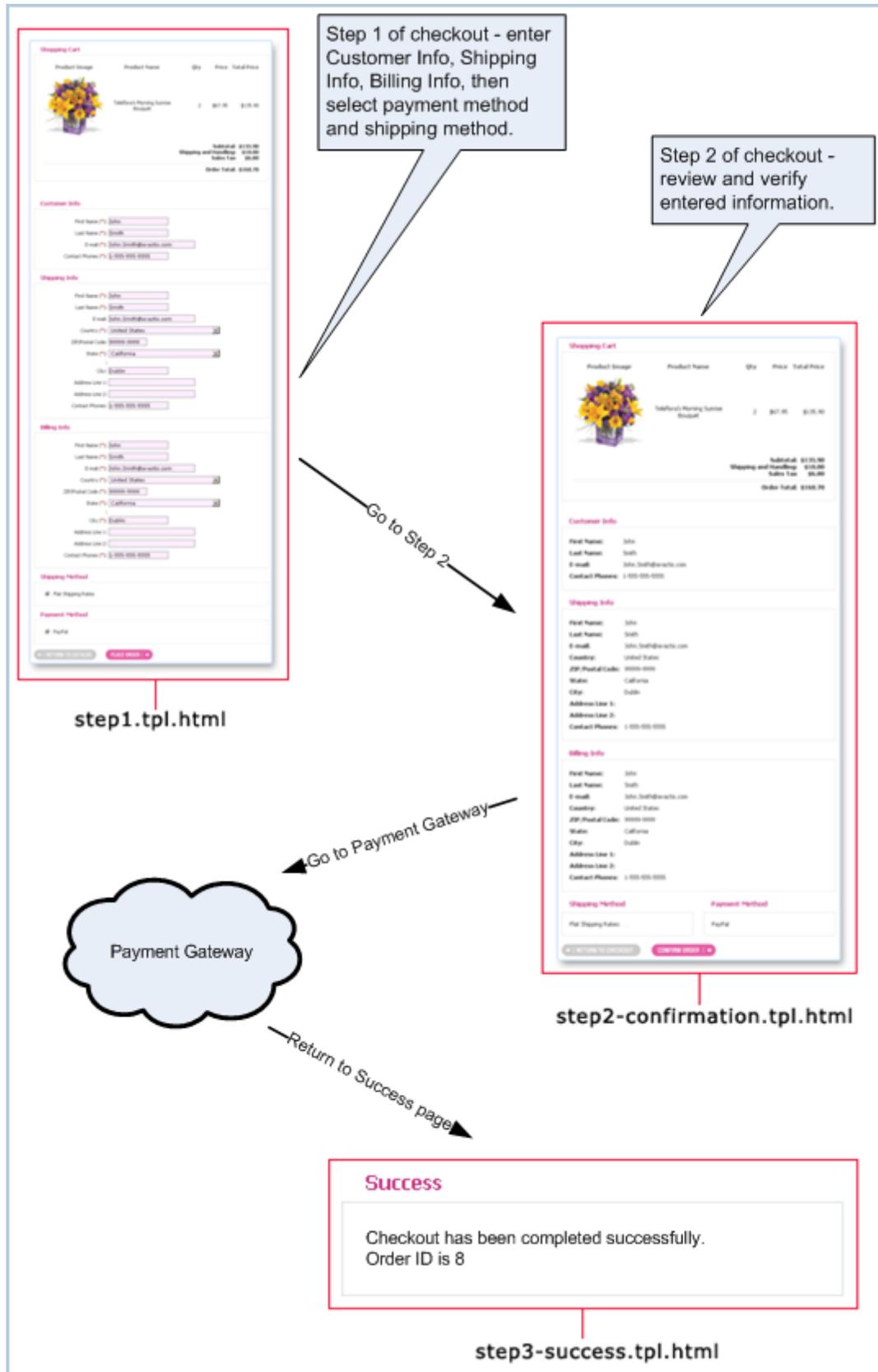
To display checkout steps on any given website page, use the tag `<?php Checkout(); ?>`.

The checkout sequence in Avactis Shopping Cart includes the following three steps:

Step 1. The customer fills in Customer Info, Shipping Info, and Billing Info and then selects a payment method and a shipping method. The template responsible for this step is provided in the file "step1.tpl.html".

Step 2. The customer reviews the information entered in Step 1 and confirms that is it correct. After clicking Place Order, the customer is redirected to the payment gateway. The template responsible for this step is provided in the file "step2-confirmation.tpl.html".

Step 3. Provided the payment was completed successfully at the payment gateway, the customer is redirected to the third checkout step. The template responsible for this step is provided in the file "step3-success.tpl.html". The checkout sequence flowchart is shown below.



Further details are given below about the templates and tags used to create the checkout design.

Step 1. Customization `step1.tpl.html`

Step 1 of the checkout process entails entering the information required to generate an order.

The template for Step 1 is provided in the file **`step1.tpl.html`**, which is stored in the folder **`avactis-templates/checkout/checkout-sequence/default/`**.

The following tags are used to generate Step 1:

- `<?php CheckoutOrder(); ?>` - displays the items ordered, including the order total as well as shipping cost and taxes.
- `<?php CheckoutCustomerInfoInput(); ?>` - the form for filling in customer information.
- `<?php CheckoutShippingInfoInput(); ?>` - the form for filling in Shipping Info.
- `<?php CheckoutBillingInfoInput(); ?>` - the form for filling in Billing Info.
- `<?php CheckoutShippingMethodsSelect(); ?>` - the form for selecting a shipping method.
- `<?php CheckoutPaymentMethodsSelect(); ?>` - the form for selecting a payment method.

NOTE: The templates and descriptions of the above tags are explained in their respective sections below. You can change the sequence in which the forms are displayed by rearranging the appropriate tags into a different sequence.

In the template **`step1.tpl.html`** you can define border color and border width of the form, and place titles as necessary. You can also move the tags to different parts of the template to change their location.

The screenshot displays the checkout confirmation page with the following sections and associated PHP code:

- Shipping Cart:** A table showing the order items and a summary of costs.

Product Image	Product Name	Qty	Price	Total Price
	Telefon's Morning Sunrise Bouquet	2	\$67.95	\$135.90
				Subtotal: \$135.90
				Shipping and Handling: \$18.00
				Sales Tax: \$6.00
				Order Total: \$160.79

 Code: `<?php CheckoutOrder(); ?>`
- Customer Info:** Input fields for First Name (John), Last Name (Smith), Email (John.Smith@avactis.com), and Contact Phone (3-555-555-5555). Code: `<?php CheckoutCustomerInfoInput(); ?>`
- Shipping Info:** Input fields for First Name (John), Last Name (Smith), Email (John.Smith@avactis.com), Country (United States), ZIP/Postal Code (99999-9999), State (California), City (Dublin), Address Line 1, Address Line 2, and Contact Phone (3-555-555-5555). Code: `<?php CheckoutShippingInfoInput(); ?>`
- Billing Info:** Input fields for First Name (John), Last Name (Smith), Email (John.Smith@avactis.com), Country (United States), ZIP/Postal Code (99999-9999), State (California), City (Dublin), Address Line 1, Address Line 2, and Contact Phone (3-555-555-5555). Code: `<?php CheckoutBillingInfoInput(); ?>`
- Shipping Method:** Radio button selected for Flat Shipping Rates. Code: `<?php CheckoutShippingMethodsSelect(); ?>`
- Payment Method:** Radio button selected for PayPal. Code: `<?php CheckoutPaymentMethodsSelect(); ?>`

At the bottom of the form, there are two buttons: "RETURN TO CATALOG" and "PLACE ORDER".

Step 2. Customization step2-confirmation.tpl.html

Step 2 of the checkout process is used to display the information entered in Step 1, which is required for generating an order. In this step the customer can review the entered data and go back to Step 1 to make any changes necessary.

The template for Step 2 is provided in the file **step2-confirmation.tpl.html**, which is stored in the folder **avactis-templates/checkout/checkout-sequence/default/**.

The following tags are used to generate Step 2:

- **<?php CheckoutOrder(); ?>** - displays the items ordered, including the order total as well as shipping cost and taxes.
- **<?php CheckoutCustomerInfoOutput(); ?>** - displays the data entered in the Customer Info form.
- **<?php CheckoutShippingInfoOutput(); ?>** - displays the data entered in the Shipping Info form.
- **<?php CheckoutBillingInfoOutput(); ?>** - displays the data entered in the Billing Info form.
- **<?php CheckoutShippingMethodsOutput(); ?>** - displays the name of the selected shipping method.
- **<?php CheckoutPaymentMethodsOutput(); ?>** - displays the name of the selected payment method.

NOTE: The templates and descriptions of the above tags are explained in their respective sections below. You can change the sequence in which the forms are displayed by rearranging the appropriate tags into a different sequence.

In the template **step2-confirmation.tpl.html** you can define border color and border width of the form, and place titles as necessary. You can also move the tags to different parts of the template to change their location.

The screenshot shows a checkout page with several sections, each annotated with a PHP tag:

- Shopping Cart:** A table with columns: Product Image, Product Name, Qty, Price, Total Price. It lists 'Teleflora's Morning Sunrise Bouquet' with a quantity of 2, price of \$67.95, and total price of \$135.90. Summary items include Subtotal (\$135.90), Shipping and Handling (\$18.00), Sales Tax (\$5.80), and Order Total (\$169.70). Tag: `<?php CheckoutOrder(); ?>`
- Customer Info:** Fields for First Name (John), Last Name (Smith), E-mail (John.Smith@avactis.com), and Contact Phones (1-555-555-5555). Tag: `<?php CheckoutCustomerInfoOutput(); ?>`
- Shipping Info:** Fields for First Name (John), Last Name (Smith), E-mail (John.Smith@avactis.com), Country (United States), ZIP/Postal Code (99999-9999), State (California), City (Dublin), Address Line 1, Address Line 2, and Contact Phones (1-555-555-5555). Tag: `<?php CheckoutShippingInfoOutput(); ?>`
- Billing Info:** Fields for First Name (John), Last Name (Smith), E-mail (John.Smith@avactis.com), Country (United States), ZIP/Postal Code (99999-9999), State (California), City (Dublin), Address Line 1, Address Line 2, and Contact Phones (1-555-555-5555). Tag: `<?php CheckoutBillingInfoOutput(); ?>`
- Shipping Method:** A dropdown menu showing 'Flat Shipping Rates:--'. Tag: `<?php CheckoutShippingMethodsOutput(); ?>`
- Payment Method:** A dropdown menu showing 'PayPal'. Tag: `<?php CheckoutPaymentMethodsOutput(); ?>`

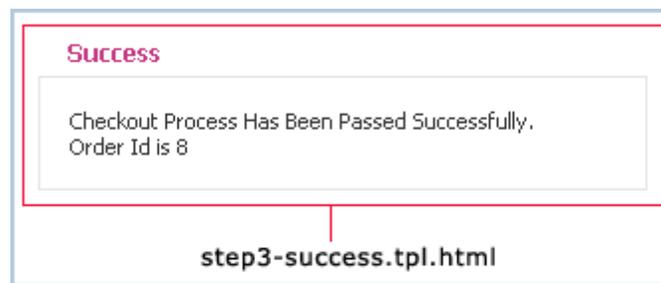
At the bottom, there are two buttons: 'RETURN TO CHECKOUT' and 'CONFIRM ORDER'.

Step 3. Customization step3-success.tpl.html

The customer reaches Step 3 after they have successfully completed the checkout process.

The template for Step 3 is provided in the file **step3-success.tpl.html**, which is stored in the folder **avactis-templates/checkout/checkout-sequence/default/**.

The contents of this template are arbitrary. Typically you will want to congratulate the customer on the completion of their purchase. The use of special checkout tags is not expected for this template.



4.4.3 Checkout Store Blocks

The checkout process includes three steps as outlined above. Each of these steps implies the use of checkout store blocks. The following is a detailed description of the individual checkout store blocks that can be used on the checkout pages.

It must be noted that all checkout store blocks can be called through tags only in templates devoted to checkout steps (stored in **avactis-templates/checkout/checkout-sequence/default/**). In other words, the use of checkout store blocks is not expected on any other site pages or in any other templates.

CheckoutOrder

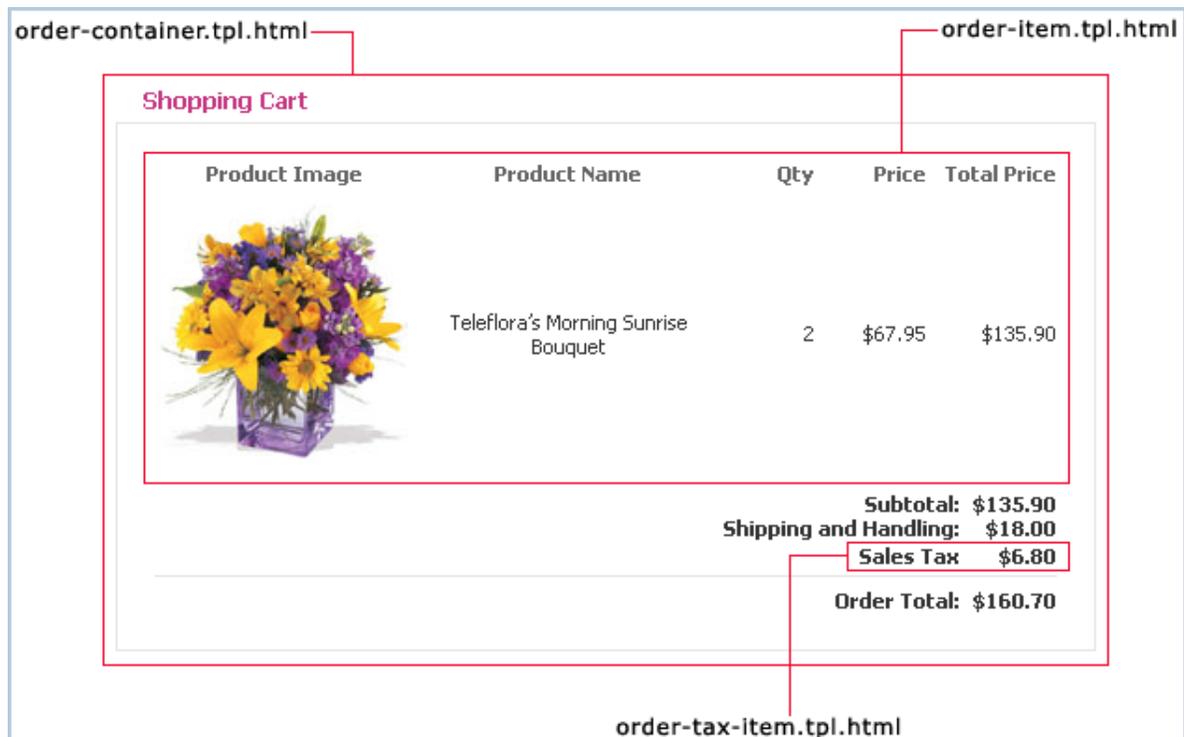
The CheckoutOrder block allows to display the order contents: items, prices, shipping cost, taxes, and the subtotal and total sums. This store block can be displayed by using the tag **<?php CheckoutOrder(); ?>**.

All templates of the CheckoutOrder block are stored in the folder **avactis-templates/checkout/order/default/**.

The CheckoutOrder block consists of the following templates:

- The container template (**order-container.tpl.html**) is required to define the design of the overall CheckoutOrder block. For example, you can define border width and border color of the block, background color, block font, etc.
- The individual item template (**order-item.tpl.html**) is used to display the information about an individual item contained in the order. It can include the image for the product (Product Image), the product name (Product Name), the quantity of this item added to the cart (Qty), the price (Price), and the total price for this item considering its quantity (Total Price).
- The individual tax template (**order-tax-item.tpl.html**) is used to display taxes. For each tax, it displays the tax name and the tax amount.

The figure below shows the outline of templates of the CheckoutOrder block provided with Avactis Shopping Cart by default.



CheckoutCustomerInfoInput

The CheckoutCustomerInfoInput block represents the form for filling in basic customer information: name, email and phone number. This store block can be displayed by using the tag `<?php CheckoutCustomerInfoInput (); ?>`.

All templates of the CheckoutCustomerInfoInput block are stored in the folder **avactis-templates/checkout/customer-info/default/**.

The CheckoutCustomerInfoInput block can be customized in the same way as the CheckoutBillingInfoInput block.

```
<?php CheckoutCustomerInfoInput(); ?>
```

Customer Info

First Name (*):	<input type="text" value="John"/>	input-customer-info-text-required.tpl.html
Last Name (*):	<input type="text" value=""/>	Field is required. input-customer-info-text-required-error.tpl.html
E-mail (*):	<input type="text" value="John.Smith@avactis.com"/>	
Contact Phones (*):	<input type="text" value="1-555-555-5555"/>	

CheckoutCustomerInfoOutput

The CheckoutCustomerInfoOutput block is used to let the customer double check the accuracy of data entered in the Customer Info form before the order is finally generated. It is implied that, upon discovering a misprint or an error, the customer will return to the previous checkout step and make corrections. This store block can be displayed by using the tag **<?php CheckoutCustomerInfoOutput (); ?>**.

A single template is used to display the CheckoutCustomerInfoOutput block:

- **output-customer-info-item.tpl.html** - is used for each pair "Field Label: Field Value". For example, "First Name: John".

```
<?php CheckoutCustomerInfoOutput(); ?>
```

Customer Info

First Name:	John	output-customer-info-item.tpl.html
Last Name:	Smith	
E-mail:	John.Smith@avactis.com	
Contact Phones:	1-555-555-5555	

The CheckoutCustomerInfoOutput block can be customized in the same way as the CheckoutBillingInfoOutput block.

Template of the CheckoutBillingInfoOutput block is stored in the folder **avactis-templates/checkout/billing-info/default/**.

CheckoutShippingInfoInput

The CheckoutShippingInfoInput block is the form for entering shipping information for the order: the recipient's name, address, etc. This store block can be displayed by using the tag `<?php CheckoutShippingInfoInput (); ?>`.

All templates of the CheckoutShippingInfoInput block are stored in the folder **avactis-templates/checkout/shipping-info/default/**. The CheckoutShippingInfoOutput block can be customized in the same way as the CheckoutBillingInfoInput block.

`<?php CheckoutShippingInfoInput(); ?>`

Shipping Info

First Name (*): `input-shipping-info-text-required.tpl.html`

Last Name (*): Field is required `input-shipping-info-text-required-error.tpl.html`

E-mail (*):

Country (*): `input-shipping-info-select-required.tpl.html`

ZIP/Postal Code (*):

State (*):

City (*):

Address Line 1:

Address Line 2: `input-shipping-info-text.tpl.html`

Contact Phones (*):

CheckoutShippingInfoOutput

The purpose of the CheckoutShippingInfoOutput block is to let the customer review the information he or she entered in the Shipping Info form before proceeding to the final ordering stage. If the customer finds an error or misprint, he or she can return and make the necessary corrections. This store block can be displayed by using the tag `<?php CheckoutShippingInfoOutput (); ?>`.

The CheckoutShippingInfoOutput block can be customized in the same way as the CheckoutBillingInfoOutput block.

Template of the CheckoutShippingInfoOutput block is stored in the folder **avactis-templates/checkout/shipping-info/default/**.

```
<?php CheckoutShippingInfoOutput(); ?>
```

Shipping Info

First Name:	John
Last Name:	Smith
E-mail:	John.Smith@avactis.com
Country:	United States
ZIP/Postal Code:	99999-9999
State:	California
City:	Dublin
Address Line 1:	
Address Line 2:	
Contact Phones:	1-555-555-5555

output-shipping-info-item.tpl.html

CheckoutBillingInfoInput

The CheckoutBillingInfoInput block is a form for entering billing information. This store block can be displayed by using the tag **<?php CheckoutBillingInfoInput(); ?>**.

All templates of the CheckoutBillingInfoInput block are stored in the folder **avactis-templates/checkout/billing-info/default/**.

It's worth noting that the tag **<?php CheckoutBillingInfoInput(); ?>** generates a Billing Info form based on individual fields. A Billing Info form can have two kinds of fields: textboxes and drop-down lists.

Fields such as First Name, Last Name, E-Mail, etc are textbox fields. Drop-down can include fields such as Country or State. A typical drop-down list is a list of state names.

You can define the appearance of textboxes and drop-down lists by editing the block templates. Any form field (textbox as well as drop-down list) can be either optional or required.

To complete the checkout, the customer must enter all required fields.

The information the customer enters here may be valid or invalid. For instance, "my.email.com" is not a valid email. If this is the case, the customer will be notified of the error.

Thus, four templates are defined for each form field:

- optional input field
- required input field
- optional input field containing an error
- required input field containing an error

All four of these templates can be modified:

- **input-billing-info-text.tpl.html** - optional textbox.
- **input-billing-info-text-required.tpl.html** - required textbox.
- **input-billing-info-text-error.tpl.html** - is displayed if the customer has entered invalid data in an optional textbox.
- **input-billing-info-text-required-error.tpl.html** - is displayed if the customer has entered invalid data in a required textbox

Similar templates are used for drop-down lists:

- **input-billing-info-select.tpl.html**
- **input-billing-info-select-required.tpl.html**
- **input-billing-info-select-error.tpl.html**
- **input-billing-info-select-required-error.tpl.html**

The figure below shows the outline of templates of the CheckoutBillingInfoInput block provided with Avactis Shopping Cart by default.

`<?php CheckoutBillingInfoInput(); ?>`

Billing Info

First Name (*):	<input type="text" value="John"/>	input-billing-info-text-required.tpl.html
Last Name (*):	<input type="text" value=""/> Field is required.	input-billing-info-text-required-error.tpl.html
E-mail (*):	<input type="text" value="John.Smith@avactis.com"/>	
Country (*):	<input type="text" value="United States"/>	input-billing-info-select-required.tpl.html
ZIP/Postal Code (*):	<input type="text" value="99999-9999"/>	
State (*):	<input type="text" value="California"/>	
City (*):	<input type="text" value="Dublin"/>	
Address Line 1:	<input type="text"/>	
Address Line 2:	<input type="text"/>	input-billing-info-text.tpl.html
Contact Phones (*):	<input type="text" value="1-555-555-5555"/>	

CheckoutBillingInfoOutput

The purpose of the CheckoutBillingInfoOutput block is to let the customer review the information he or she entered in the Billing Info form before proceeding to the final ordering stage. If the customer finds an error or misprint, he or she can go back to a previous step and make the necessary corrections. This store block can be displayed by using the tag `<?php CheckoutBillingInfoOutput (); ?>`.

A single template is used to display the CheckoutBillingInfoOutput block:

- **output-billing-info-item.tpl.html** - is used for each pair "Field Label: Field Value". For example, "First Name: John".

Template of the CheckoutBillingInfoOutput block is stored in the folder **avactis-templates/checkout/billing-info/default/**.

```
<?php CheckoutBillingInfoOutput(); ?>
```

Billing Info

First Name:	John	output-billing-info-item.tpl.html
Last Name:	Smith	
E-mail:	John.Smith@avactis.com	
Country:	United States	
ZIP/Postal Code:	99999-9999	
State:	California	
City:	Dublin	
Address Line 1:		
Address Line 2:		
Contact Phones:	1-555-555-5555	

CheckoutShippingMethodsSelect

The tag `<?php CheckoutShippingMethodsSelect(); ?>` displays the form that lets the customer select the shipping method. The contents of the form are generated automatically based on the shipping methods activated from within the Admin Area.

The templates used when populating the Shipping Method form are stored in the folder **avactis-templates/checkout/shipping-methods/**. Each shipping method has a specific template stored in this folder. For instance, templates for the shipping method Flat Shipping Rates are stored in **avactis-templates/checkout/shipping-methods/flat-shipping-rates/**.

```
<?php CheckoutShippingMethodsSelect(); ?>
```

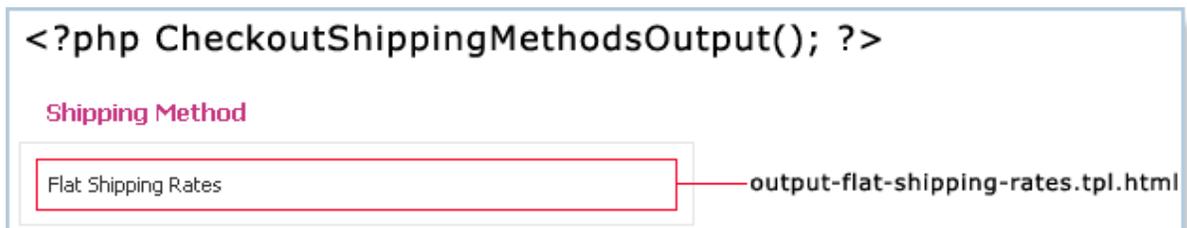
Shipping Method

<input checked="" type="radio"/> Flat Shipping Rates	input-flat-shipping-rates.tpl.html
--	------------------------------------

CheckoutShippingMethodsOutput

The purpose of the CheckoutShippingMethodsOutput block is to let the customer review the payment method information he or she has entered, before proceeding to the final ordering stage. If the customer finds an error or misprint, he or she can go back to a previous step and make the necessary corrections.

The tag `<?php CheckoutShippingMethodsOutput(); ?>` displays the name of the selected shipping method. This is done with the template stored in **avactis-templates/checkout/shipping-methods/**. Each shipping method has a specific template in that folder. For instance, templates for the shipping method Flat Shipping Rates are stored in **avactis-templates/checkout/shipping-methods/flat-shipping-rates/**.



CheckoutPaymentMethodsSelect

The tag `<?php CheckoutPaymentMethodsSelect(); ?>` displays a form for entering the payment method for an order. This form is generated automatically based on the payment methods activated from within the Admin Area.

The templates used when populating the Payment Method form are stored in the folder **avactis-templates/checkout/payment-methods/**. Each payment method has a specific template in this folder.

For instance, the templates for the payment method PayPal are stored in **avactis-templates/checkout/payment-methods/paypal/**.



CheckoutPaymentMethodsOutput

The purpose of the CheckoutPaymentMethodsOutput block is to let the customer review the payment method he or she has chosen before proceeding to the final order placement stage. If

an error is found, the customer can go back to a previous step and make the necessary corrections.

The tag `<?php CheckoutPaymentMethodsOutput(); ?>` displays the name of the selected payment method. This is done with the template stored in **avactis-templates/checkout/payment-methods/**. Each payment method has a specific template stored in this folder. For instance, the templates for the payment method PayPal are stored in **avactis-templates/checkout/payment-methods/paypal/**.



4.4.4 NavigationBar

The navigation bar displays the list of all categories and subcategories of products, which lets customers freely navigate the online catalog. Clicking a category's name opens the list of products and subcategories of the selected category.

All templates of the NavigationBar block are stored in the folder **avactis-templates/catalog/navigation-bar/default/**.

The NavigationBar block consists of three types of templates: a container, an empty container and category templates.

- The container template (**navigation-container.tpl.html**) is required to define the design of the overall NavigationBar block. For example, you can define border width and border color of the block, place a block title in its upper section, and so on.
- The empty template (**navigation-container-empty.tpl.html**) is the default block displayed when there are no categories defined in the system. You can specify an appropriate text, for instance, "No categories".
- The category template is used to define the design of a single category name in the block. There can be several such templates: for the selected category, for an unselected category, and for categories of different levels. For example, you can use these templates to define the color and the font for displaying category names.

Using category templates you can set the design of:

- An unselected category;
- The selected (current) category;
- And the category on any level of category structure.

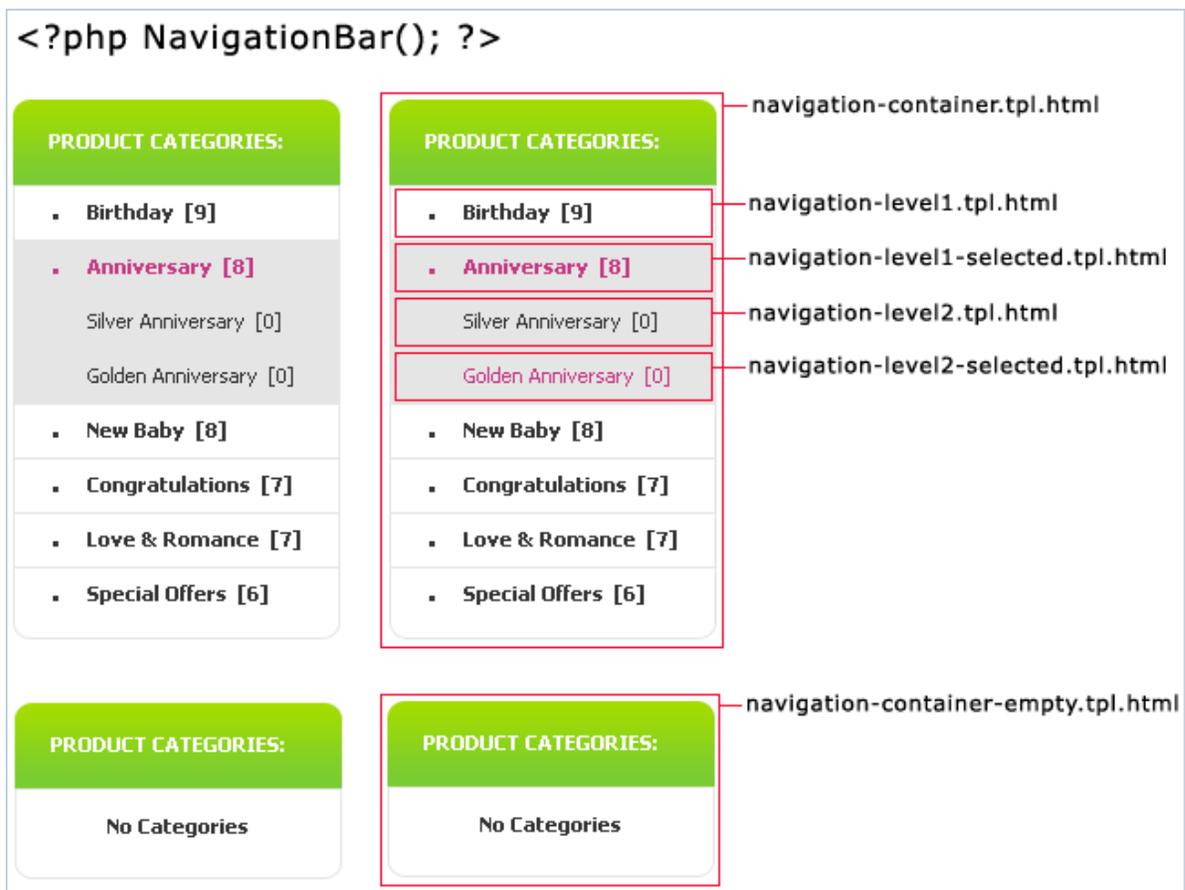
Category templates **navigation-level-default.tpl.html** and **navigation-level-selected-default.tpl.html** are the default category templates. They are used for displaying categories on any level of category structure, unless a template is defined for a particular category's level.

To define the design used for displaying the selected category of any level, create the template **navigation-levelXYZ-selected.tpl.html**. Define the design of an unselected category with the template **navigation-levelXX-default.tpl.html**. In these template names, the category's level number (XYZ) follows the word "level".

As shown on the figure, the NavigatinBar block provided with Avactis Shopping Cart by default features templates for categories of the first and the second level. For all other levels categories will be rendered using the templates "navigation-level-default.tpl.html" and "navigation-level-selected-default.tpl.html".

Examples of template names for categories of level 3: **navigation-level3-default.tpl.html** and **navigation-level3-selected-default.tpl.html**; for level 4: **navigation-level4-default.tpl.html** and **navigation-level4-selected-default.tpl.html**.

The figure below shows the outline of templates of the NavigationBar block provided with Avactis Shopping Cart by default.

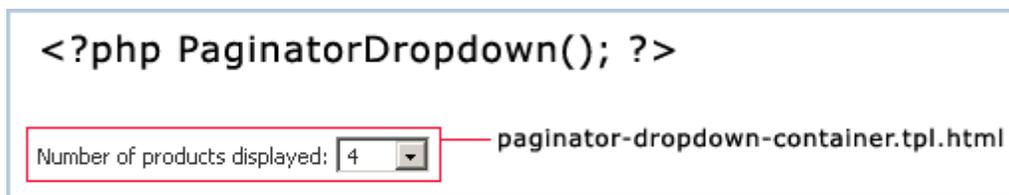


4.4.5 PaginatorDropdown

The PaginatorDropdown block defines the number of products displayed per page. Usually the PaginatorDropdown block is positioned together with the PaginatorLine block. If the number of products on a page exceeds the number specified in PaginatorDropdown, then PaginatorLine displays the navigation links for jumping to pages.

All templates of the PaginatorDropdown block are stored in the folder **avactis-templates/catalog/paginator-dropdown/default/**. The PaginatorDropdown block consists of a single container template. In this template you can define the text that will appear before the drop-down list, as well as the lists' location, color, font, and so on.

The figure below shows the outline of templates of the PaginatorDropdown block provided with Avactis Shopping Cart by default.



4.4.6 PaginatorLine

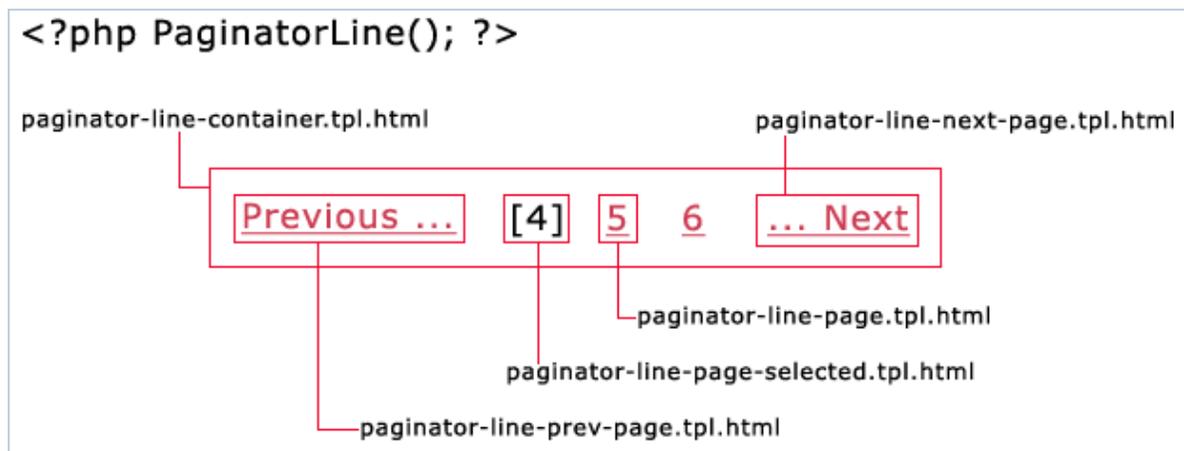
PaginatorLine enables navigation across several pages of an online catalog.

All templates of the PaginatorLine block are stored in the folder **avactis-templates/catalog/paginator-line/default/**.

The PaginatorLine block consists of the following templates:

- The container template (**paginator-line-container.tpl.html**) is required to define the design of the overall PaginatorLine block. For example, you can define border width and border color of the block, block background color, etc.
- The empty template (**paginator-line-container-empty.tpl.html**) is the default block used when all of the products in the current category fit on one page. You can specify an appropriate text, for instance, "All items are displayed" or just leave the template blank.
- The page number template (**paginator-line-page.tpl.html**). In this template you can set the color and the font used for displaying page numbers; you can choose to put page numbers in parentheses.
- The current page number template (**paginator-line-page-selected.tpl.html**). In this template you can set how the current page will be highlighted, for instance, by specifying a bold font.
- The template for displaying the link to the next group of pages (**paginator-line-next-page.tpl.html**).
- The template for displaying the link to the previous group of pages (**paginator-line-prev-page.tpl.html**).

The figure below shows the outline of templates of the PaginatorLine block provided with Avactis Shopping Cart by default.



4.4.7 ProductInfo

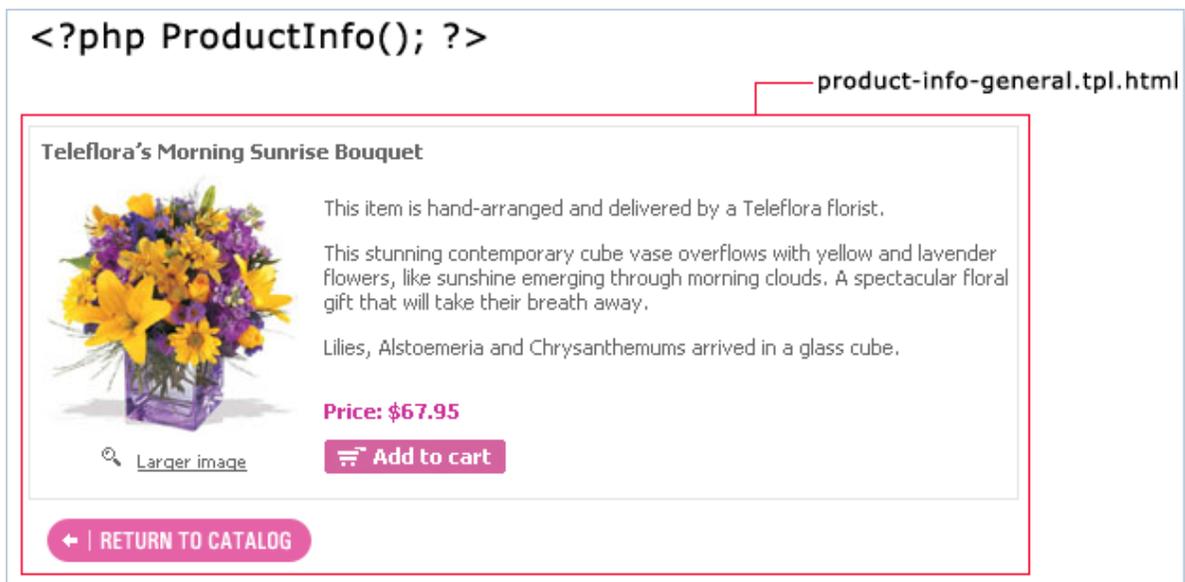
ProductInfo is a store block for displaying product information.

Modifying the template is a convenient way of matching the display of product information to your design requirements. All templates of the ProductInfo block are stored in the folder **avactis-templates/catalog/product-info/default/**.

The ProductInfo block consists of one template. This template alone specifies the block's design. Info tags are utilized to display information about a product, such as the following:

- <?php ProductName(); ?>
- <?php ProductDescription(); ?>
- <?php ProductSalePrice(); ?>
- <?php ProductLargeImage(); ?>

The figure below shows the outline of templates of the ProductInfo block provided with Avactis Shopping Cart by default.



4.4.8 ProductList

The ProductList store block enables you to set the design used for displaying lists of products in the current category. View a sample ProductList displayed here.

Modifying templates is a convenient means of listing products in a category according to your design requirements. All templates of the ProductList block are stored in the folder **avactis-templates/catalog/product-list/default/**.

The ProductList block consists of three types of templates: a container, an empty container and common-item templates.

- The container template (**product-list-container.tpl.html**) is used to define the design of the overall ProductList block. For example, you can define border width and border color of the block, place a block title in its upper section, etc.
- The empty template (**product-list-container-empty.tpl.html**) is the default block used by default when the current category contains no products. You can specify an appropriate text, for instance, "There are no products in this category".
- The common item template (**product-list-item-general.tpl.html**) is used to define the design of a group of common items in a block. There can be several such templates: for each type of product you can define a template used to display it.

The figure below shows the outline of templates of the ProductList block provided with Avactis Shopping Cart by default.

<?php ProductList(); ?>

product-list-container.tpl.html

Birthday
 Sending a birthday gift bouquet is guaranteed to make spirits bloom. Especially if it's a fresh arrangement from a local florist.

[Previous](#) ... [4](#) [[5](#)] [6](#) ... [Next](#)

A Dozen Pale Peach Roses



\$89.95

[Add](#) [Details](#)

A Pretty Pink Dozen



\$74.95

[Add](#) [Details](#)

Lovely Lilies



\$69.95

[Add](#) [Details](#)

A Dozen Premium Red Roses



\$94.95

[Add](#) [Details](#)

Number of products displayed: [Previous](#) ... [4](#) [[5](#)] [6](#) ... [Next](#)

<?php PaginatorDropdown(); ?>

<?php PaginatorLine(); ?>

product-list-item-general.tpl.html



4.4.9 SearchForm

The SearchForm store block displays a form for entering keywords to search for products in the catalog.

By editing the corresponding templates you can easily create the design you need for a search form. All templates for the SearchForm block are located in the folder **avactis-templates/catalog/search/search-form/default/**.

The SearchForm block consists of a single template. The image below shows a flow-chart of the template for the SearchForm block that comes packaged with the standard edition of Avactis Shopping Cart.



4.4.10 SearchResult

The SearchResult store block determines the design for displaying the list of products that are found as search results.

By editing the corresponding templates you can create the design you need for a list of

products. All templates for the SearchResult block are located in the folder **avactis-templates/catalog/search/search-result/default/**.

The SearchResult block includes four types of templates: a container, an empty container, single-product templates, and the "No matches found" template.

- The container template (**search-result-container.tpl.html**) is required for defining the design of the overall SearchResult block in case one or more products matching the search criteria were found. For example, this template is used to define the width and color of the block frame, to place a title at the top of the block, and so on.
- The template called "No matches found" (**search-result-container-nomatch.tpl.html**) is used to display the block in case no products matching the search criteria were found. The template may contain some text such as "Your request produced no matching results."
- A single-product template (**search-result-item-general.tpl.html**) is used to define the display of a single product in the block. There may be several such templates: for each type of product you can define a corresponding single-product template.
- An empty template (**search-result-container-empty.tpl.html**) is used in case no search was run, for instance, when rendering a visitor's first-time visit to the search page.

The image below is a flow-chart of all templates for the SearchResult block that come packaged with the standard edition of Avactis Shopping Cart.

<?php SearchResult(); ?>**search-result-container.tpl.html****search-result-item-general.tpl.html**[Previous ... 4 \[5\] 6 ... Next](#)**17. Teleflora's Morning Sunrise Bouquet**

This item is hand-arranged and delivered by a Teleflora florist. This stunning contemporary cube vase overflows with yellow and lavender flowers, like sunshine emerging through morning clouds. A spectacular floral gift that will take their breath away. Lilies, Alstroemeria and Chrysanthemums arrived in a glass cube.

18. Teleflora's Uniquely Chic Bouquet

Send someone this vibrant mixture of opulent orange and zesty pink flowers casually arranged in a clear glass cube container. It a perfectly delightful way to express what's on your mind. A casual design of orange asiatic lilies and roses with hot pink carnations and roses.

19. Teleflora's Clear Day Bouquet

It's said that the color yellow evokes joy and happiness — which is probably why yellow blooms can't help but make us smile. Send this bright bouquet and share a sun-filled day.

20. Teleflora's Be Happy® Bouquet

Cheer someone up — or just share a happy thought. Our joyful mug arrives brimming with yellow and white daisies and roses. It's like delivering a smile to their doorstep.

Number of products displayed: [Previous ... 4 \[5\] 6 ... Next](#)**<?php PaginatorDropDown(); ?>****<?php PaginatorLine(); ?>****Your search did not match any products.****Suggestions:**

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

search-result-container-nomatch.tpl.html

4.4.11 ShoppingCart

The ShoppingCart store block enables you to set the design used for displaying the contents of the shopping cart.

By modifying the templates you can match the look of the Shopping Cart to your design requirements. All templates of the ShoppingCart block are stored in the folder **avactis-templates/catalog/shopping-cart/default/**.

The ShoppingCart block consists of three types of templates: a container, an empty container and common-item templates.

- The container template (shopping-cart-container.tpl.html) is required to define the design of the overall ShoppingCart block. For example, you can define border width and border color of the block, place a block title in its upper section, etc.
- The empty template (shopping-cart-container-empty.tpl.html) is the default block used when the shopping cart contains no items. You can specify an appropriate text, for instance, "There are no items in your shopping cart".
- A common item template (shopping-cart-item-general.tpl.html) is used to define the design of a group of common items in a block. There can be several such templates: for each type of product you can define a template used to display it.

The figure below shows the outline of templates of the ShoppingCart block provided with Avactis Shopping Cart by default.

shopping-cart-container.tpl.html

Shopping Cart Total Items: 5 Amount: \$343.75



Teleflora's Crystal Baby Block (Boy)

. Price: \$69.95
. Item amount:
. Total: **\$139.90**

[Enlarge image](#) [View details](#) [Delete Item](#)



Teleflora's Uniquely Chic Bouquet

. Price: \$67.95
. Item amount:
. Total: **\$203.85**

[Enlarge image](#) [View details](#) [Delete Item](#)

[← | RETURN TO CATALOG](#) [UPDATE CART](#) [DELETE ALL](#) [CHECKOUT | →](#)

shopping-cart-item-general.tpl.html

Shopping Cart Total Items: 0 Amount: \$0.00

No items in the shopping cart

[← | RETURN TO CATALOG](#)

shopping-cart-container-empty.tpl.html

4.5 Appendix I: Screenshots & HTML Code

4.5.1 Integration: Five Easy Steps

4.5.1.1 Layout: product-list.php

Table: Online Storefront Pages (Layouts)

There is an example of storefront page **product-list.php** on which online storefront components will be placed.

In a functional online store, this page is used to display the list of products and subcategories of the selected category.



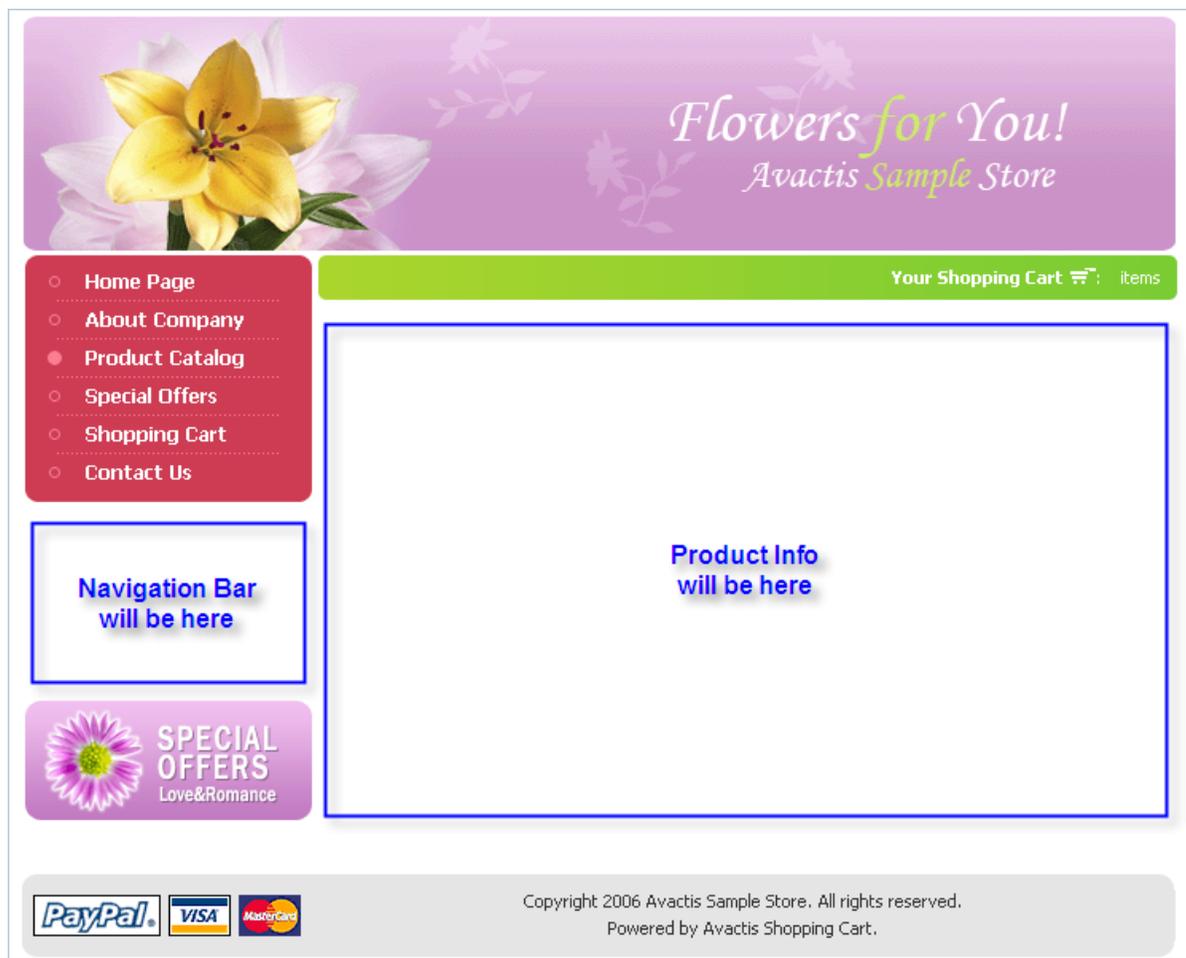
[Back](#)

4.5.1.2 Layout: product-info.php

Table: Online Storefront Pages (Layouts)

There is an example of storefront page *product-info.php* on which online storefront components will be placed.

In a functional online store, this page displays the detailed information about the product currently selected.



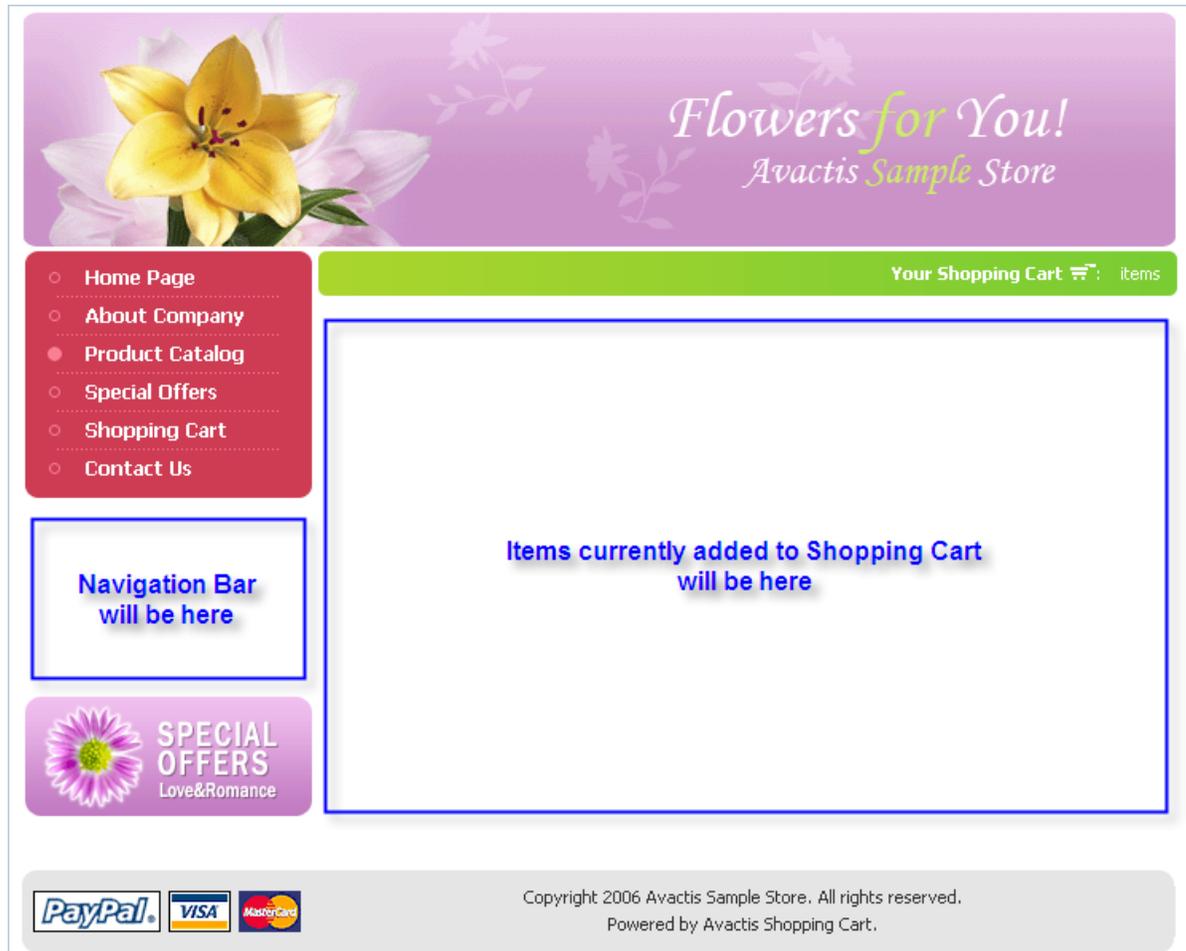
[Back](#)

4.5.1.3 Layout: cart.php

Table: Online Storefront Pages (Layouts)

There is an example of storefront page **cart.php** on which online storefront components will be placed.

In a functional online store, this page displays the current contents of the Shopping Cart.



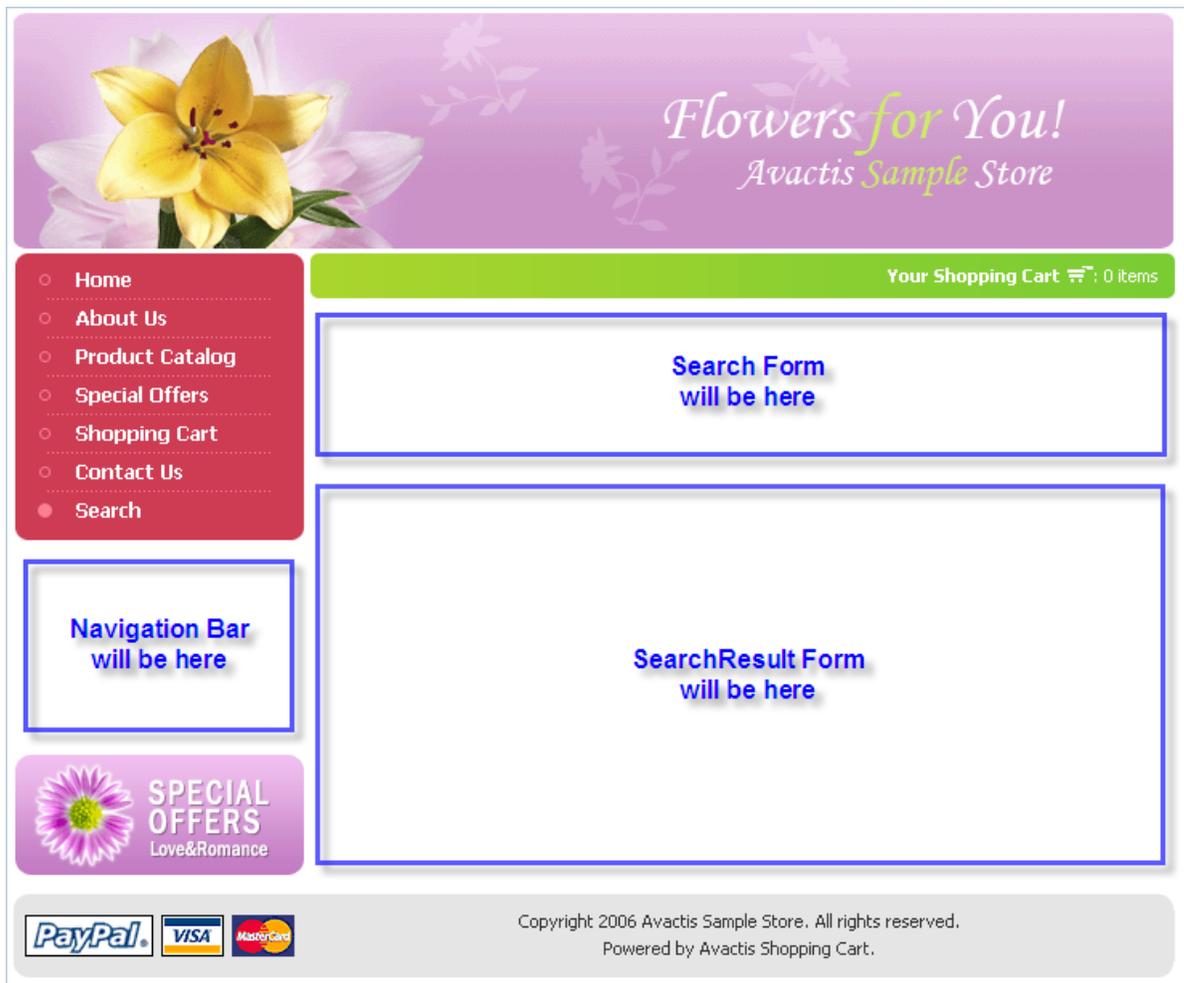
[Back](#)

4.5.1.4 Layout: search-results.php

Table: Online Storefront Pages (Layouts)

There is an example of storefront page **search-results.php** on which online storefront components will be placed.

Here shopping cart customers can search for products using one or more keywords.



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4.5.1.5 Layout: checkout.php

Table: Online Storefront Pages (Layouts)

There is an example of storefront page **checkout.php** on which online storefront components will be placed.

This page defines the design of the checkout page. Depending on the configuration, the checkout process can be divided into one or more steps.



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4.5.1.6 Layout: store_closed.php

Table: Online Storefront Pages (Layouts)

There is an example of storefront page *store_closed.php* on which online storefront components will be placed.

The design of the Store Closed page.



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4.5.1.7 Store Blocks: product-list.php

Table: Storefront Pages with Store Blocks

There is an example of storefront page ***product-list.php*** with integrated store blocks.

In a functional online store, this page is used to display the list of products and subcategories of the selected category.

The screenshot displays the Avactis Sample Store website interface. At the top, a banner features a yellow lily and the text "Flowers for You! Avactis Sample Store". Below the banner is a navigation bar with a shopping cart icon showing "0 items". A left sidebar contains a navigation menu with links: Home Page, About Company, Product Catalog, Special Offers, Shopping Cart, and Contact Us. Below the navigation menu is a "PRODUCT CATEGORIES:" section with a list: Birthday [9], Anniversary [8], New Baby [8], Congratulations [7], Love & Romance [7], and Special Offers [6]. A "SPECIAL OFFERS" section is also visible, featuring a purple flower icon and the text "SPECIAL OFFERS Love&Romance". The main content area shows the "Anniversary" page with a breadcrumb "Home > Anniversary" and a descriptive paragraph. Below the text are two product listings: "Perfectly Peachy Roses" priced at \$59.95 and "A Lavender Dozen" priced at \$72.95. Each listing includes an "Add" button and a "Details" button. Blue arrows point from the "NavigationBar added" and "Products List added" labels to their respective components in the screenshot. At the bottom, there are logos for PayPal, VISA, and MasterCard, along with copyright information: "Copyright 2006 Avactis Sample Store. All rights reserved. Powered by Avactis Shopping Cart."

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4.5.1.8 Store Blocks: product-list.php code

Table: Storefront Pages with Store Blocks

There is an example of storefront page *product-list.php* with integrated store blocks.

```
<?php include('/html/avactis-store/avactis-system/store.php'); ?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd"
<HTML>
<HEAD>
    <TITLE>Avactis Sample Store</TITLE>
</HEAD>
<BODY>
<CENTER>
    <TABLE>
        <TR>
            <!-- Top image -->
            <TD><IMG SRC="images/main_banner_small.gif"></TD>
        </TR>
        <TR>
            <TD>
                <!-- Main Menu -->
                <TABLE width="180px" cellpadding="0" cellspacing="0">
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                </TABLE>
                <?php NavigationBar(); ?>
                <!-- Special Offers Image -->
                <A HREF=""><IMG SRC="images/special.gif"></A>
            </TD>
            <TD>
                <!-- Display Items Qty in the Cart -->
                <A HREF="cart.php" >Your Shopping Cart: 0 items</A>
                <TABLE width="100%" cellpadding="0" cellspacing="0">
                    <TR>
                        <TD>
                            <?php Breadcrumb(); ?>
                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <?php ProductList(); ?>
                        </TD>
                    </TR>
                </TABLE>
            </TD>
        </TR>
    </TABLE>
</CENTER>
</BODY>
</HTML>
```

```
        <TD>
          Copyright 2006 Avactis Sample Store.<BR>
          All rights reserved.Powered by Avactis
          <A HREF="http://www.avactis.com">Shopping Cart</A>
        </TD>
      </TR>
    </TABLE>
  </CENTER>
</BODY>
</HTML>
```

[Back](#)

4.5.1.9 Store Blocks: product-info.php

Table: Storefront Pages with Store Blocks

There is an example of storefront page *product-info.php* with integrated store blocks.

In a functional online store, this page displays the detailed information about the product currently selected.

Flowers for You!
Avactis Sample Store

Your Shopping Cart : 0 items

Home > Anniversary

Anniversary

A Pretty Pink Dozen

Soft and lovely, perhaps they're just like that special someone you're thinking of.

- Twelve roses with waxflower in a classic glass vase.
- Approximately 12-1/2" W x 13" H
- This item is hand-arranged and delivered by a Teleflora florist.

Price: \$74.95

Add to cart

Larger image

RETURN TO CATALOG

PRODUCT CATEGORIES:

- Birthday [9]
- Anniversary [8]
- New Baby [8]
- Congratulations [7]
- Love & Romance [7]
- Special Offers [6]

SPECIAL OFFERS
Love & Romance

NavigationBar added

Product Description added

PayPal. VISA MasterCard

Copyright 2006 Avactis Sample Store. All rights reserved.
Powered by Avactis Shopping Cart.

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4.5.1.10 Store Blocks: product-info.php code

Table: Storefront Pages with Store Blocks

There is an example of storefront page *product-info.php* with integrated store blocks.

```

<?php include('/html/avactis-store/avactis-system/store.php'); ?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd"
<HTML>
<HEAD>
    <TITLE>Avactis Sample Store</TITLE>
</HEAD>
<BODY>
<CENTER>
    <TABLE>
        <TR>
            <!-- Top image -->
            <TD><IMG SRC="images/main_banner_small.gif"></TD>
        </TR>
        <TR>
            <TD>
                <!-- Main Menu -->
                <TABLE width="180px" cellpadding="0" cellspacing="0">
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                </TABLE>
                <?php NavigationBar(); ?>
                <!-- Special Offers Image -->
                <A HREF=""><IMG SRC="images/special.gif"></A>
            </TD>
            <TD>
                <!-- Display Items Qty in the Cart -->
                <A HREF="cart.php" >Your Shopping Cart: 0 items</A>
                <TABLE width="100%" cellpadding="0" cellspacing="0">
                    <TR>
                        <TD>
                            <?php Breadcrumb(); ?>
                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <?php ProductInfo(); ?>
                        </TD>
                    </TR>
                </TABLE>
            </TD>
        </TR>
    </TABLE>
</CENTER>
</BODY>
</HTML>

```

```
Copyright 2006 Avactis Sample Store.<BR>
All rights reserved.Powered by Avactis
<A HREF="http://www.avactis.com">Shopping Cart</A>
    </TD>
  </TR>
</TABLE>
</CENTER>
</BODY>
</HTML>
```

4.5.1.11 Store Blocks: cart.php

Table: Storefront Pages with Store Blocks

There is an example of storefront page **cart.php** with integrated store blocks.

In a functional online store, this page displays the current contents of the Shopping Cart.

Flowers for You!
Avactis Sample Store

Your Shopping Cart : 2 items

Home > Special Offers

Shopping Cart Total Items: 2 Amount: \$124.96

Home Page
About Company
Product Catalog
Special Offers
Shopping Cart
Contact Us

PRODUCT CATEGORIES:

- Birthday [9]
- Anniversary [8]
- New Baby [8]
- Congratulations [7]
- Love & Romance [7]
- **Special Offers [6]**

Teleflora's Fiesta Gerbera Vase

 . Price: \$54.97
 . Item amount:
 . Total: \$54.97
[Enlarge image](#) [View details](#) [Delete Item](#)

Premium Long Stemmed Roses

 . Price: \$69.99
 . Item amount:
 . Total: \$69.99
[Enlarge image](#) [View details](#) [Delete Item](#)

SPECIAL OFFERS
Love&Romance

NavigationBar added **Shopping Cart added**

[← RETURN TO CATALOG](#) [UPDATE CART](#) [DELETE ALL](#) [CHECKOUT →](#)

PayPal VISA MasterCard

Copyright 2006 Avactis Sample Store. All rights reserved.
Powered by Avactis Shopping Cart.

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4.5.1.12 Store Blocks: cart.php code

Table: Storefront Pages with Store Blocks

There is an example of storefront page **cart.php** with integrated store blocks.

```
<?php include('/html/avactis-store/avactis-system/store.php'); ?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd"
<HTML>
<HEAD>
    <TITLE>Avactis Sample Store</TITLE>
</HEAD>
<BODY>
<CENTER>
    <TABLE>
        <TR>
            <!-- Top image -->
            <TD><IMG SRC="images/main_banner_small.gif"></TD>
        </TR>
        <TR>
            <TD>
                <!-- Main Menu -->
                <TABLE width="180px" cellpadding="0" cellspacing="0">
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                </TABLE>

                <?php NavigationBar(); ?>

                <!-- Special Offers Image -->
                <A HREF=""><IMG SRC="images/special.gif"></A>
            </TD>
            <TD>
                <!-- Display Items Qty in the Cart -->
                <A HREF="cart.php" >Your Shopping Cart: 0 items</A>
                <TABLE width="100%" cellpadding="0" cellspacing="0">
                    <TR>
                        <TD>
                            <?php Breadcrumb(); ?>
                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <?php ShoppingCart(); ?>
                        </TD>
                    </TR>
                </TABLE>
            </TD>
        </TR>
        <TR>
            <TD>
                Copyright 2006 Avactis Sample Store.<BR>
```

```
        All rights reserved.Powered by Avactis
        <A HREF="http://www.avactis.com">Shopping Cart</A>
    </TD>
</TR>
</TABLE>
</CENTER>
</BODY>
</HTML>
```

[Back](#)

4.5.1.13 Store Blocks: search-results.php

Table: Storefront Pages with Store Blocks

There is an example of storefront page *search-results.php* with integrated store blocks.

Here shopping cart customers can search for products in the catalog.

Flowers for You!
Avactis Sample Store

Home
About Us
Product Catalog
Special Offers
Shopping Cart
Contact Us
Search

Your Shopping Cart: 0 items

dozen Search

SearchForm added

PRODUCT CATEGORIES:

- Birthday [4]
- Anniversary [5]
- New Baby [3]
- Congratulations [3]
- Special Offers [5]
- words [0]
- Books [1]
- Woman [0]

Search Result added

Navigation Bar added

1. A Pretty Pink Dozen
Soft and lovely, perhaps they're just like that special someone you're thinking of.

2. A Lavender Dozen
Representing enchantment and desire, lavender roses convey love at first sight. Whether it's new love or a love that never grows old, this perfect dozen says, "I'm captivated."

3. A Dozen Premium Red Roses
The quintessential symbol of enduring passion, red roses capture the essence of romance. Send a bold and dramatic testament of your love with this premium bouquet.

4. Premium Long Stemmed Roses
1 Dozen Mixed Color Roses in a glass vase with greens and filler. Your purchase includes a FREE personalized gift message.

SPECIAL OFFERS
Love&Romance

PayPal VISA MasterCard

Copyright 2006 Avactis Sample Store. All rights reserved.
Powered by Avactis Shopping Cart.

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4.5.1.14 Store Blocks: search-results.php code

Table: Storefront Pages with Store Blocks

There is an example of storefront page *search-results.php* with integrated store blocks.

```

<?php include('/html/avactis-store/avactis-system/store.php'); ?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd"
<HTML>
<HEAD>
    <TITLE>Avactis Sample Store</TITLE>
</HEAD>
<BODY>
<CENTER>
    <TABLE>
        <TR>
            <!-- Top image -->
            <TD><IMG SRC="images/main_banner_small.gif"></TD>
        </TR>
        <TR>
            <TD>
                <!-- Main Menu -->
                <TABLE width="180px" cellpadding="0" cellspacing="0">
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                </TABLE>

                <?php NavigationBar(); ?>

                <!-- Special Offers Image -->
                <A HREF=""><IMG SRC="images/special.gif"></A>
            </TD>
            <TD>
                <!-- Display Items Qty in the Cart -->
                <A HREF="cart.php" >Your Shopping Cart: 0 items</A>
                <TABLE width="100%" cellpadding="0" cellspacing="0">
                    <TR>
                        <TD>
                            <?php SearchForm(); ?>
                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <?php SearchResult(); ?>
                        </TD>
                    </TR>
                </TABLE>
            </TD>
        </TR>
        <TR>
            <TD>
                Copyright 2006 Avactis Sample Store.<BR>

```

```
        All rights reserved.Powered by Avactis
        <A HREF="http://www.avactis.com">Shopping Cart</A>
    </TD>
</TR>
</TABLE>
</CENTER>
</BODY>
</HTML>
```

[Back](#)

4.5.1.15 Store Blocks: checkout.php

Table: Storefront Pages with Store Blocks

There is an example of storefront page ***checkout.php*** with integrated store blocks.

This page defines the design of the checkout page. Depending on the configuration, the checkout process can be divided into one or more steps.



- Home Page
- About Company
- Product Catalog
- Special Offers
- Shopping Cart
- Contact Us

- PRODUCT CATEGORIES:**
- Birthday [9]
 - Anniversary [8]
 - **New Baby [8]**
 - Congratulations [7]
 - Love & Romance [7]
 - Special Offers [6]



Your Shopping Cart : 2 Items

[Home](#) > New Baby

Shopping Cart

Product Image	Product Name	Qty	Price	Total Price
	Teleflora's Fiesta Gerbera Vase	1	\$54.97	\$54.97
	Teleflora's Just Ducky Bouquet	1	\$44.95	\$44.95
			Subtotal:	\$99.92
			Shipping and Handling:	\$22.00
			GST:	---
			PST:	---
			HST:	---
			Order Total:	\$121.92

Customer Info

First Name (*):

Last Name (*):

E-mail (*):

Contact Phones (*):

Shipping Info

First Name (*):

Last Name (*):

E-mail:

Country (*):

ZIP/Postal Code:

State (*):

:

City:

Address Line 1:

[Back](#)

4.5.1.16 Store Blocks: checkout.php code

Table: Storefront Pages with Store Blocks

There is an example of storefront page ***checkout.php*** with integrated store blocks.

```

<?php include('/html/avactis-store/avactis-system/store.php'); ?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd"
<HTML>
<HEAD>
    <TITLE>Avactis Sample Store</TITLE>
</HEAD>
<BODY>
<CENTER>
    <TABLE>
        <TR>
            <!-- Top image -->
            <TD><IMG SRC="images/main_banner_small.gif"></TD>
        </TR>
        <TR>
            <TD>
                <!-- Main Menu -->
                <TABLE width="180px" cellpadding="0" cellspacing="0">
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                    <TR><TD><A HREF="index.php">Home Page</A></TD></TR>
                </TABLE>

                <?php NavigationBar(); ?>

                <!-- Special Offers Image -->
                <A HREF=""><IMG SRC="images/special.gif"></A>
            </TD>
            <TD>
                <!-- Display Items Qty in the Cart -->
                <A HREF="cart.php" >Your Shopping Cart: 0 items</A>
                <TABLE width="100%" cellpadding="0" cellspacing="0">
                    <TR>
                        <TD>
                            <?php Breadcrumb(); ?>
                        </TD>
                    </TR>
                    <TR>
                        <TD>
                            <?php Checkout(); ?>
                        </TD>
                    </TR>
                </TABLE>
            </TD>
        </TR>
        <TR>
            <TD>
                Copyright 2006 Avactis Sample Store.<BR>

```

```
        All rights reserved.Powered by Avactis
        <A HREF="http://www.avactis.com">Shopping Cart</A>
    </TD>
</TR>
</TABLE>
</CENTER>
</BODY>
</HTML>
```

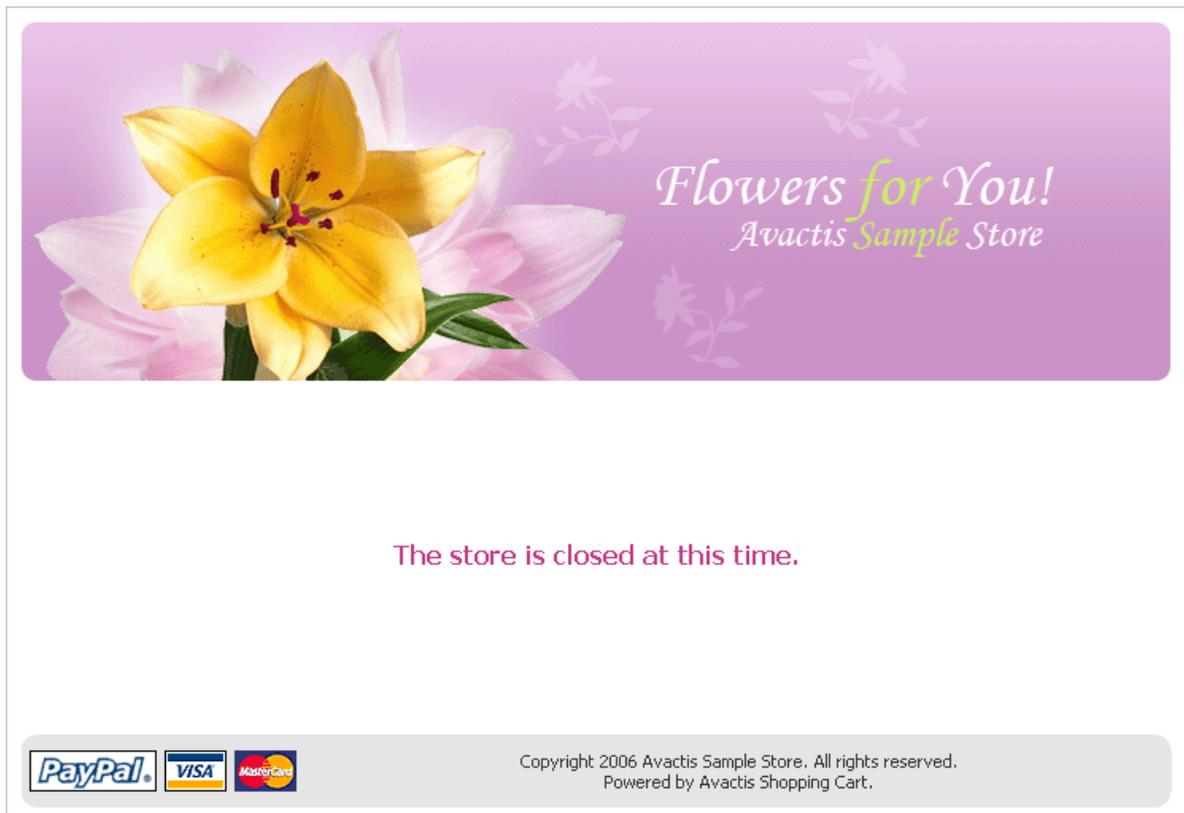
[Back](#)

4.5.1.17 Store Blocks: store-closed.php

Table: Storefront Pages with Store Blocks

There is an example of storefront page **store-closed.php** with integrated store blocks.

The design of the Store Closed page.



[Back](#)

4.5.1.18 Store Blocks: store-closed.php code

Table: Storefront Pages with Store Blocks

There is an example of storefront page *store-closed.php* with integrated store blocks.

```
<?php include ('/html/avactis-store/avactis-system/store.php'); ?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
    "http://www.w3.org/TR/html4/loose.dtd"
<HTML>
<HEAD>
    <TITLE>Avactis Sample Store</TITLE>
</HEAD>
<BODY>
<CENTER>
    <TABLE>
        <TR>
            <!-- Top image -->
            <TD><IMG SRC="images/main_banner_small.gif"></TD>
        </TR>
        <TR>
            <TD>
                <!-- Display Items Qty in the Cart -->
                <A HREF="cart.php" >Your Shopping Cart: 0 items</A>
                <TABLE width="100%" cellpadding="0" cellspacing="0">
                    <TR>
                        <TD>
                            The store is closed at this time.
                        </TD>
                    </TR>
                </TABLE>
            </TD>
        </TR>
        <TR>
            <TD>
                Copyright 2006 Avactis Sample Store.<BR>
                All rights reserved.Powered by Avactis
                <A HREF="http://www.avactis.com">Shopping Cart</A>
            </TD>
        </TR>
    </TABLE>
</CENTER>
</BODY>
</HTML>
```

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Chapter



V

5 Avactis Shopping Cart Admin Area

Available topics:

[Catalog](#)

[Orders](#)

[Marketing](#)

[Store Settings](#)

[Admin](#)

[Reports](#)

[Customers](#)

5.1 Catalog

The catalog page contains the following sections:

1. Catalog Management

2. Import/Export

In the **Catalog Management** section, you can manage the product catalog that is available to your online store visitors. The product catalog can contain an unlimited number of products, which are stored in a category structure. This allows you to create complex store structures with hundreds and thousands of products for sale.

The page contains links to different tools for maintaining your catalog. Each section serves a specific purpose. Detailed instructions for working with each section can be found on its associated help page.

The **Import/Export** section lets you import products into the catalog or export products from it. In addition, the **Import/Export** features allow you to quickly edit product attributes via a **CSV** file. Detailed instructions for working with each section can be found on its associated help page.

The screenshot displays the Avactis Shopping Cart Admin interface. At the top, there is a navigation bar with links for Storefront, Admin, Store Settings, Help, Community Forums, and Support. Below this is a secondary navigation bar with icons and labels for Home, Catalog, Customers, Orders, Marketing, and Reports, along with a Sign Out link. The main content area is titled 'Catalog' and includes a 'Page Help' link. Underneath, there is a blue header for 'Catalog Management'. This section contains five management options: 'Manage Products' (Add, edit and delete products), 'Manage Categories' (Add, edit and delete categories), 'Manage Product Types' (Manage the types of products to be added to the catalog), 'Catalog Search' (Search products), and 'Manufacturers' (Add, edit and delete manufacturers). Below this is another blue header for 'Import / Export', which contains three options: 'Product export' (Export products to a CSV file), 'Product import' (Import products from a CSV file), and 'Google Base Export' (A free Google service to publish online product catalogs to Google search).

Catalog Overview

The key concepts of catalog management include categories, products, and product types. They are described below.

Product Types

Imagine that your online store sells DVDs and books. Each of these types of products has different attributes that describe it. For example, books may have an attribute called 'ISBN' (International Standard Book Number), while DVDs may have attributes such as 'Length' or 'Available Languages'.

To help you process various kinds of products, we have created **Product Types**. In the above example, we can divide all our products into two product types — **DVDs** and **Books**, and define attributes for each type.

This will greatly simplify catalog management in the future.

A product's type is specified only once: either when adding a product manually or during import. Therefore, you should carefully plan your product types **before** creating your product catalog.

Categories and Products

Imagine that you own a huge bookstore with thousands of books in stock. The store has several departments, e.g. Finance, Small Business, E-Commerce, and so on. The book "*Selling Online: How to Become a Successful E-Commerce Merchant*" (ISBN - 0793145171) by Jim Carroll and Rick Broadhead is for sale in the E-Commerce department.

This book is called a **Product**. Products are the items that you deliver to customers, such as books, shirts, software, electronic documents, and so forth. A store department, such as Finance, Small Business, or E-Commerce is called a **Category**.

Categories offer a convenient way to separate different groups of products, and put similar products together. Customers can browse through different categories and see different products, but they can't buy a category.

There is no limit to how many categories you can create in your storefront.

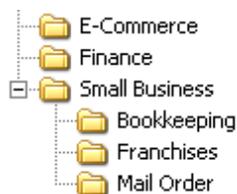
The **Manage Products** section allows you to edit, delete, move and add products in the catalog.

The **Manage Categories** section allows you to add, edit, move and delete categories and subcategories.

Categories, Subcategories and the Category Tree

A bookstore that has *Finance, Marketing, Small Business and E-Commerce* departments may further differentiate the books in a department by placing them on different bookshelves. For instance, the *Small Business* department can have bookshelves labeled "Bookkeeping," "Franchises" and "Mail Order."

This structure may be represented as a tree:



This is very similar to a filesystem, where files may be stored in folders (directories), and any folder may contain subfolders (subdirectories), as well as files.

Categories in catalog can also be organized this way. Any category can contain any number of other categories, as well as any number of products.

Categories contained within some other category are called **Subcategories** of that category. '**Category**' and '**subcategory**' terms are always relative. For instance, in the above example all of the following are categories: *Finance, Small Business, E-Commerce, Bookkeeping, Franchises, and Mail Order*.

However, *Bookkeeping, Franchises, and Mail Order* are **subcategories** of the *Small Business* **category**. In addition, all of the above categories are actually subcategories of the special top-level store category.

Finance, Small Business, and E-Commerce are called **first-level** categories in the category tree. *Bookkeeping, Franchises, and Mail Order* are called **second-level** categories, and so on. There is also a special **top-level** store category, similar to a root folder in a filesystem. It is the only category that exists after installation and is named '**Home**' by default, however, you can customize its name and other attributes.

Generally, when we mention a category, we mean to include all its subcategories and products it contains as well, unless otherwise specified.

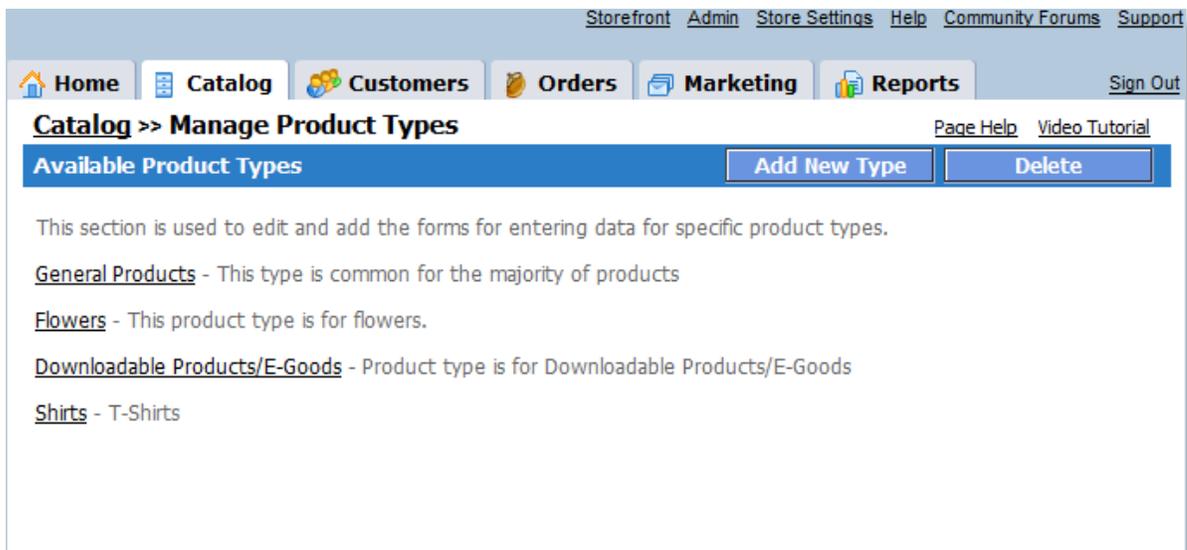
5.1.1 Manage Product Types

This page is used for managing product types.

The installation program creates three default product types: **General Products, Flowers** and **Downloadable Products/E-Goods**. You're free to change them as needed, or delete them and add your own types.

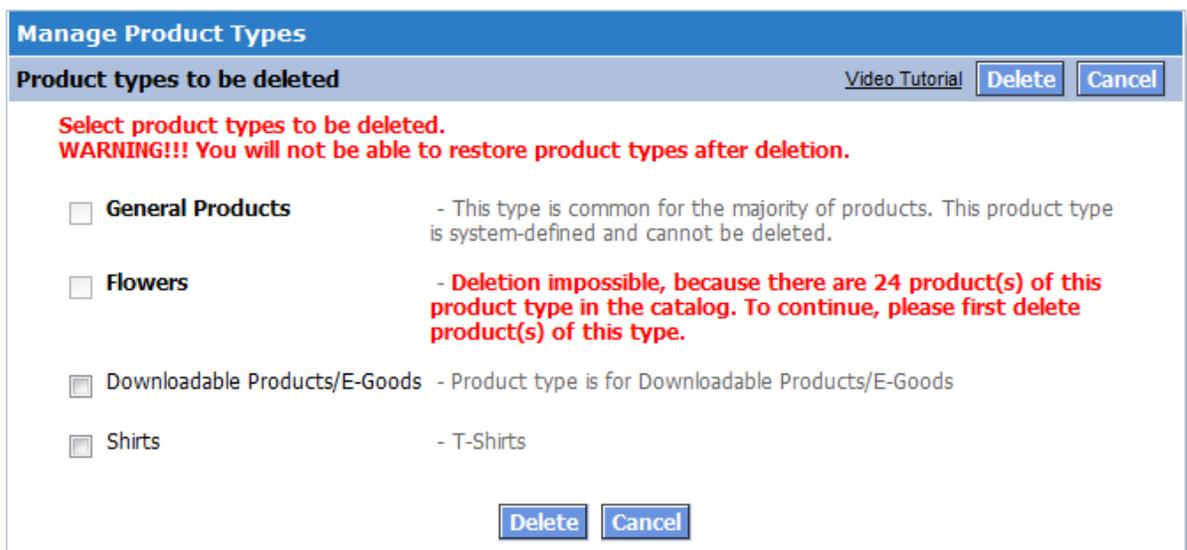
To create a new product type, click the **Add New Type** button. A page will open where you can set all properties of the new type.

To edit an existing product type, click its name. The same page will open where you can edit all the details of the selected type.



To delete one or more product types, click the **Delete** button. A new window will open where you can select the product types to be deleted.

IMPORTANT! You will not be able to delete product types already assigned to products.



5.1.1.1 Edit Product Type

This page lets you define the product type name and description as well as the attributes that products of this type can have. You can disable unneeded attributes, add your own attributes, and specify default attribute values that will be assigned to newly created products of this

type.

Home Catalog Customers Orders Marketing Reports Sign Out

Catalog >> Manage Product Types >> Edit Product Type [Page Help](#) [Video Tutorial](#)

Edit Product Type [Product Options](#) [Save](#) [Cancel](#)

This section shows attributes that define the parameters of the selected product type. You can add/delete product attributes as required. You can also hide unwanted attributes using the 'Visibility' option.

Visibility	Attributes	Default Values
	Product Type ID*	1
	Product Type*	General Products
	Product Type Description*	This type is common for the majority of products
Key Product Details		
	Product ID*	No Default Value
	Product Name*	No Default Value
	Sale Price (per item)*	0.00 \$
<input checked="" type="checkbox"/>	List Price (per item)	0.00 \$
<input checked="" type="checkbox"/>	Quantity in Stock	10 Item(s)
<input checked="" type="checkbox"/>	Low level in Stock	5 Item(s)
<input checked="" type="checkbox"/>	SKU	SKU-00000001
<input checked="" type="checkbox"/>	Product Status	Online
<input checked="" type="checkbox"/>	Product Tax Class	Taxable
<input checked="" type="checkbox"/>	Product Manufacturer	Not defined

Product Type Details

The first section contains the following fields:

Product Type ID	<i>Informational field.</i> The number assigned to this product type.
Product Type	The string used as the name of this type throughout the Admin Area, for example, in the Product Type field in the Add Product window.
Product Type Description	Information about the purpose of this product type or a list of products that should be assigned to this type. Appears on the Manage Product Types page.

Attribute List

The remaining sections of the page list all attributes that products of the current product type can have.

The attributes on this page are organized the same way as in the **Add Product** or **Edit Product** windows. There is a small '?' icon next to every attribute that you can click to open a small window with the attribute description and the corresponding template tag.

Default Attributes

The system provides default attributes common to the majority of products. They exist in every product type and cannot be deleted.

Custom Attributes

The default attributes may not be enough to properly describe some products. For instance, they do not include a Length attribute. If your store sells any products characterized by length, you should create the missing attribute and specify the length for each product of a certain product type.

To add new attributes to the product type, use the **New Custom Attributes** section.

The shopping cart system allows you to create two types of additional attributes:

Text and Numbers (Single Line)	Attributes of this type can hold a number or a single-line text up to 256 characters in length. For instance, the Length attribute, which is a numeric value, should use this attribute type.
Large Text	Attributes of this type can hold large volumes of text, optionally marked up with HTML tags. This attribute type may be useful for displaying large textual product descriptions.

Select the appropriate attribute type and click the **Add** button. A new window will open where you can specify the details of the new attribute. After you complete the form, the new attribute will be added to the page.

Existing (previously defined) custom attributes are listed in the **Custom Attributes** section. Every custom attribute has two links, **Edit** and **Delete**, which can be used to edit an attribute's details or delete an attribute, respectively.

Default Values

For every attribute listed on the page, you may set a default value. This value will be assigned

to the corresponding attribute of every product added to the catalog, if the product is assigned the current product type. Thus, you won't need to specify the same values for every new product of this type.

For instance, you can set the default value for the **Product Tax Class** attribute to 'Taxable.' Consequently, you will not need to set the 'Taxable' value each time you enter a new product of this type. Of course, these values can be changed later for any product.

Disabling Attributes

If products of the current type do not have one or more of the listed attributes (or you do not want to specify them), you can disable them.

Clear the corresponding checkboxes in the **Visibility** column on the left and then click the **Save** button (located at the top or at the bottom of the page). You will then never be prompted to enter the corresponding attribute(s) values when you add or edit a product.

Saving Changes

To save the changes made on this page, click the **Save** button.

To return to the list of product types without saving any changes, click the **Cancel** button.

5.1.1.1.1 Large Text Attribute

This page is used to create and edit custom attributes having a **Large Text** format. This format allows input of text strings of unlimited length.

To create an attribute having this format, enter the appropriate values into the **Attribute Tag**, **Attribute Name** and **Attribute Description** fields. Click the **Add** button to add the attribute to the product type being created or edited. To save the added custom attribute and all changes, click **Save** on the **New/Edit Product Type** page.

Product Type: General Products

Attribute Format: Large Text [Page Help](#)

Attribute Tag* ?	<input style="width: 95%;" type="text"/>
Attribute Name* ?	<input style="width: 95%;" type="text"/>
Attribute Description* ?	<input style="width: 95%; height: 40px;" type="text"/>

* = Required Field

Field Descriptions:

Attribute Tag	<p>The store tag name. The tag name distinguishes a given attribute from other attributes created by the user or attributes available in the system by default. The tag name must be entered without any blank spaces. The following letters and digits are allowed: 0-9, A-Z, a-z, -, and _. For instance, if you create an attribute describing the features of a TV set, you may use TVSetFeatures (no blank spaces) as its name.</p> <p>Attention: You cannot change or edit Attribute Tags after creation.</p> <p>Note: Functional word Product at the beginning will be automatically appended to the tag name. For instance, if you have created custom attribute TVSetFeatures, you need to use the tag <code><?php ProductTVSetFeatures() ?></code></p> <p>in the templates. The tag assigned to the attribute in the system is displayed below the Attribute Tag line. Please refer to the documentation for additional details about tags.</p>
Attribute Name	<p>Defines the attribute name. For instance, you may use "TV Set Features" to describe the features of a TV set. An attribute name can contain any characters, including blank spaces.</p>
Attribute Description	<p>Contains the attribute description. For instance, you may provide a description such as "This attribute allows you to specify TV set</p>

features."

5.1.1.1.2 Single Line Attribute

This page is used to create and edit custom attributes having the **Single Line Text and Numbers** format. This format allows storing of both numerical product parameters and short text strings up to 256 characters long.

Product Type: General Products

Attribute Format: Single Line Text and Numbers [Page Help](#)

Attribute Tag* ?	<input style="width: 95%;" type="text"/>
Attribute Name* ?	<input style="width: 95%;" type="text"/>
Attribute Description* ?	<input style="width: 95%; height: 40px;" type="text"/>

* = Required Field

You must specify the following details of the custom attribute:

Attribute Tag	<p>Every product attribute has the corresponding tag that you can insert in a custom template to display the attribute value. This custom attribute tag name will be composed of the string specified in this field, put between the "Product" and "Custom" words. As you type the string, you can see the resulting tag below this field. It must be unique and cannot copy any other tag defined either in the system or by you.</p> <p>The tag may contain no spaces. Allowed symbols: 0–9, A–Z, a–z, -, and _.</p> <p>For instance, if you create an attribute describing TV set features, you can enter "TVSetFeatures" (no blank spaces) in this field, and the resulting tag will be</p> <p><?php ProductTvsetfeaturesCustom(); ?>.</p> <p>Important! You cannot change the Attribute Tag after creation!</p>
----------------------	--

Attribute Name	The string that will be used as the attribute name throughout the Admin Area, for example, in the Add Product window. For instance, you may use "TV Set Features" as an attribute name for describing TV set features. An attribute name can contain any characters, including spaces.
Attribute Description	A description of the attribute's purpose. Displayed in the hint that opens when you click the small ? symbol next to the attribute name in the Add Product window. For instance, the string may be entered as "Specify the TV set features, such as Teletext, S-video input or remote control."

After you specify all attribute details, click the **Add** button to add the new attribute to the product type.

To close the window without making any changes, click the **Cancel** button.

5.1.2 Manage Products

The **Manage Products** page is one of the main tools for managing a product catalog. It includes several sections which facilitate product management and catalog navigation. From this page you can access and manage any product in your online catalog.

Storefront Admin Store Settings Help Community Forums Support

Home Catalog Customers Orders Marketing Reports Sign Out

Catalog >> Manage Products Page Help Video Tutorial

Current Category: Home Switch to Categories Catalog Search

Product(s) 1 - 5 of 5 in this category. 24 product(s) in 5 included subcategories of this category.

Browse Categories Add Product Move Copy Edit Delete Sort

N	Image	ID	SKU	Info/Status	Name	Sale Price	Quantity	<input type="checkbox"/>
1.		3	<u>SKU-0003</u>	Status: Online Location: In 2 categories	<u>Teleflora's Fiesta Gerbera Vase</u>	\$100.00	10 Item(s)	<input type="checkbox"/>
2.		4	<u>SKU-0004</u>	Status: Online Location: In 1 category	<u>Lavender Essence</u>	\$57.95	2 Item(s)	<input type="checkbox"/>
3.		6	<u>SKU-0006</u>	Status: Online Location: In 1 category	<u>Teleflora's Uniquely Chic Bouquet</u>	\$67.95	2 Item(s)	<input type="checkbox"/>
4.		7	<u>SKU-0007</u>	Status: Online Location: In 1 category	<u>Teleflora's Clear Day Bouquet</u>	\$54.95	5 Item(s)	<input type="checkbox"/>
5.		25	<u>SKU-0025</u>	Status: Online Location: In 1 category	<u>Teleflora's Be Happy Bouquet</u>	\$39.95	3 Item(s)	<input type="checkbox"/>

Toolbar Description

Current Category	This line shows the name of the current category and the path to this category from the root category. Using the links, you can move up the category tree, up to the root category.
Switch to Categories	Switches to Manage Categories section (a time-saving button).
Catalog Search	Allows finding products whose names match one or more keywords, in all categories.
Browse Categories	Opens a window with your store's current category tree where you can select any category, open it in the main window and edit the products it contains.
Add Product	Allows adding a new product to the current category. A new window will open where you can enter all product details. Follow the instructions in this window.

Move	Moves the selected products to some other category. Select the necessary products with checkboxes and click the button. A window with your store's current category tree will be opened. Select the category you want to move the products to.
Copy	Similar to the Move button, but instead of moving a product, makes a copy of it in another category.
Edit	Opens a window where you can edit all product attributes. Select the necessary product with the checkbox and click the Edit button. The same can be done by clicking the product name.
Delete	Deletes the selected products. Select the unneeded products with checkboxes and click the button. A confirmation window will open to show the products that will be deleted. Click the Delete button in this window to permanently delete the products.
Sort	Allows changing the order of products in the current category. A window opens with the list of products where you can change the position of a product by moving it with the arrow buttons.

5.1.2.1 Product Options

This section provides information about product options.

Available topics:

[Product Options General Guidelines](#)

[Add or Edit Product Option](#)

[Product Options Inventory Tracking](#)

[Product Options Combinations](#)

5.1.2.1.1 Product Options General Guidelines

Product Options page allows you to add product options to a basic product description. Using options is advisable if several versions (options) of a single product have nearly identical appearance. You don't have to create new product catalog items in such cases, as it's sufficient

to specify the necessary options in the Product Options section.

Shopping cart system provides powerful tools for creating and managing product options. We recommend studying available documentation carefully before you use Product Options.

Consider several examples of product options.

Example 1. You sell t-shirts of assorted sizes (S, M, L, XL), which all look the same. It doesn't make sense to create a new product for every single size. All you have to do is enter a description of the general item in Product Details, add the Size option in Product Options, and define parameters S, M, L, and XL for the Size option.

Example 2. You sell T-shirts of three colors: Blue, Red and Green, with several sizes available: S, M, L and XL. Prices differ depending on specific color and size, as shown in the table below. For example, if the basic price for a T-shirt is \$50, then a red L-sized shirt will cost \$70 since the Red option and the L size increase the total price by \$7 and \$13, respectively. Thus, the final price is \$70 = (\$50 + \$7 + \$13).

Option	Value	Price
Color	Blue	+ \$5
	Red	+ \$7
	Green	+ \$9
Size	S	+ \$8
	M	+ \$12
	L	+ \$13
	XL	+ \$15

In this particular case we have two options, **Color** and **Size**, with several values for **Color (Blue, Red, Green)** and **Size (S, M, L, XL)**. Applying one or more of these values affects the basic product price to produce the final price for a combination of options.

After product options have been created, customers are able to choose specific options when viewing a product in the storefront. Speaking of example 2, that can be implemented as shown in the figure below.

T-shirt

\$50.00

Color Blue+\$5.00

Size S+\$8.00

S+\$8.00

M+\$12.00

L+\$13.00

XL+\$15.00

Add Product Options

By default, no options are assigned to a product. Use the **Add Option** button to add product options. A new window opens where you can add a product option. Depending on specific needs of your online store, shopping cart allows adding various options. The number of options is unlimited. See detailed description of available options on the **Add/Edit Product Option** page in **Page Help**. Additional useful information about using product options is available on the Tips and Tricks page of Product Options.

Delete/Edit Product Options

After you've added a product option, its description is displayed on the Product Options page as shown in the following figure. Click Delete to remove or **Edit** to modify a product option. Clicking **Edit** opens a new window where you can change option parameters.

Current Product: T-shirt

Details Options

Manage Product Options [Page Help](#) [Sort](#) [Settings](#) [Add Option](#) [Close](#)

Option: Color [Delete](#) [Edit](#)

Value	Modifiers			
	Price	Weight	Shipping cost	Handling cost
Blue (default)	+5.00 \$	0.00 lb	0.00 \$	0.00 \$
Red	+7.00 \$	0.00 lb	0.00 \$	0.00 \$
Green	+9.00 \$	0.00 lb	0.00 \$	0.00 \$

Option: Size [Delete](#) [Edit](#)

Value	Modifiers			
	Price	Weight	Shipping cost	Handling cost
S (default)	+8.00 \$	0.00 lb	0.00 \$	0.00 \$
M	+12.00 \$	0.00 lb	0.00 \$	0.00 \$
L	+13.00 \$	0.00 lb	0.00 \$	0.00 \$
XL	+15.00 \$	0.00 lb	0.00 \$	0.00 \$

[Add Option](#)

Product Option Combinations [Manage Combinations](#)

The Green, XL combination DOES NOT exist. Other combinations do exist.

Product Options Inventory Tracking [Manage Inventory](#)

Inventory Tracking table is current: Yes
 Number of entries: 11
 Allow adding products to cart ignoring the Inventory: Yes

Sort Product Options

The **Sort** button lets you change the order of options in the storefront. Note that customers see options sorted in the storefront exactly the same way as they appear on the Product Options page in Admin Area.

Manage Product Option Combinations

The **Product Options** page lets you create product options. For example, as shown before, T-shirts can have two options, **Color (Blue, Red, or Green)** and **Size (S, M, L, or XL)**. Several combinations can be made from these options, specifically:

Color: Blue

Size: S

Color: Red

Size: S

Color: Green

Size: S

Color: Blue

Size: M

and so on. It's perfectly possible for certain option combinations to represent nonexistent objects. For instance, Blue XL T-shirts may be not available. Providing for that kind of cases, you can disable nonexistent option combinations in the **Product Option Combinations** section.

The **Product Option Combinations** section helps create various rules for product option combinations. Click the **Manage Combinations** button to start managing combinations. A new window, Product Option Combinations, displays where you can edit combinations using multiple rules.

See detailed instructions on combination management on the **Product Option Combinations** page and in the **Product Options Tips and Tricks** section.

Important!

Combination rules created in the **Product Option Combinations** section specify the list of various product options which users are able to select. These rules affect the list of products available for selection in the Product Options Inventory Tracking section. For example, if you have set an option combination that rules out T-shirts with color Blue and size XL, this combination becomes unavailable in the Product Options Inventory Tracking section. In addition, users are denied the possibility of choosing this combination.

Manage Product Options Inventory Tracking

In the example above, T-shirt options Color and Size make up T-shirt combinations that are actually available in stock in certain quantity and are assigned certain numbers (SKU). The product options inventory tracking section lets you manage the stock of product having defined options.

Click **Manage Inventory** to start managing product options inventory. A new page, **Product Options Inventory Tracking**, displays where you can edit the inventory.

Detailed overview of the product options inventory tracking management feature can be found on the **Product Options Inventory Tracking** page in Page Help.

Important!

If you have disabled certain option combinations in Product Option Combinations, they will not show up in the Product Options Inventory Tracking

section.

Product Options Settings

The Product Options page contains several settings which are described below.

<p>Do you want to allow adding products to cart without selected options?</p>	<p>This setting determines what happens in the storefront when a customer tries to add a product which has options to the cart. If the customer adds a product from a page which has no options available for selection, then, provided this setting's value is 'Yes', the product will be added with the default set of options. If the setting's value is 'No', the customer will be redirected to a page with product information in order to select a set of options. If that page does not have any options available for selection, the product will be impossible to add to cart.</p> <p>Example: On the products list page, products are displayed with no option selection available. When you click Add to Cart, this setting is checked, and if it is set to 'Yes', the product will be added with the default set of options. Otherwise, you are redirected to the product information page.</p>
<p>Add product to cart ignoring the combinations specified in Product Options Inventory Tracking?</p>	<p>If Yes is selected, customer can add to cart products having option combinations not defined in the Product Options Inventory Tracking section. Option combinations are only restricted by rules specified in the Product Option Combinations section.</p> <p>If No is selected, customers can only fill their carts with products having the option combinations defined in the Product Options Inventory Tracking section.</p>
<p>Nonselected options message</p>	<p>It is possible that, during the operation of the storefront, a product with defined options is passed to cart without any options selected. If the setting "Do you want to allow adding products to cart without selected options?" is switched to NO, a message specified in the following field is displayed.</p>
<p>Text of message displayed when a product option</p>	<p>This message is displayed if a user attempts to order a combination of options which is not allowed according to the rules specified in the Product Option Combinations section.</p>

combination is not defined in Product Option Combinations	Default Message: Product option combination does not exist.
Text of the message displayed when a product option combination is either not defined in Product Option Inventory Tracking or not available in stock	<p>The Product Options Inventory Tracking section contains product option combinations available in stock. If a customer attempts to order a combination that doesn't exist or is out of stock, the message specified in this field is displayed.</p> <p>Default Message: Product option combination doesn't exist or is out of stock.</p>

Product Option Tips and Tricks

Question 1. *I sell shirts. Every shirt is assigned a basic price of \$50. The final cost of a shirt is determined by its color and size according to the following table.*

<i>Option</i>	<i>Value</i>	<i>Price</i>
<i>Color</i>	<i>Blue</i>	<i>+\$5</i>
	<i>Red</i>	<i>+\$7</i>
	<i>Green</i>	<i>+\$9</i>
<i>Size</i>	<i>S</i>	<i>+\$8</i>
	<i>M</i>	<i>+\$12</i>
	<i>L</i>	<i>+\$13</i>
	<i>XL</i>	<i>+\$15</i>

I'd like customers to choose color in a drop-down menu and choose size with radio buttons as shown in the figure. Also I'd like to be able to keep records of shirts available in stock. How do I do that?

Answer 1. Click Add Option to add Color. Set Option Type to Single Select, since a single shirt can have only one color (Blue, Red or Green). If you wish to provide a drop-down menu to choose color, set **Option Display Type** to Drop-Down. Since this option affects inventory

tracking, choose Inventory Tracking=YES.

Set **Option may be left unselected** to No, since the Color of a shirt should always be required. Click Add in the Add New Value section to display fields for entering Color parameters. Enter Blue in the Name field and +5 in the Price field, since Blue color increases final cost by \$5. Set the remaining field to 0, since shirt color doesn't modify other item values specified in Product Details. Enter Red and Green parameters in the same way. The resulting page is shown in the following figure.

Specify **Size** option similarly.

Current Product: T-shirt

Add/Edit Product Option [Page Help](#) [Return](#)

Option has been updated.

Option Name	<input type="text" value="Color"/>
Option Text in Storefront	<input type="text" value="Color"/>
Option Type	<input type="text" value="Single Select"/>
Option Display Type	<input type="text" value="Drop-Down"/>
Option may be unselected	<input type="text" value="No"/>
Text displayed when an option may be unselected	<input type="text"/>
Inventory Tracking	<input type="text" value="Yes"/>

[Update](#)

Edit values [Sort](#)

Name	Is default?	Modifiers				
		Price	Weight	Shipping cost	Handling cost	
<input type="text" value="Blue"/>	<input checked="" type="radio"/>	<input type="text" value="5.00"/> \$	<input type="text" value="0.00"/> lb	<input type="text" value="0.00"/> \$	<input type="text" value="0.00"/> \$	<input type="checkbox"/>
<input type="text" value="Red"/>	<input type="radio"/>	<input type="text" value="7.00"/> \$	<input type="text" value="0.00"/> lb	<input type="text" value="0.00"/> \$	<input type="text" value="0.00"/> \$	<input type="checkbox"/>
<input type="text" value="Green"/>	<input type="radio"/>	<input type="text" value="9.00"/> \$	<input type="text" value="0.00"/> lb	<input type="text" value="0.00"/> \$	<input type="text" value="0.00"/> \$	<input type="checkbox"/>

[Update](#) [Sort](#) [Delete](#)

Add New Value

Name	Is default?	Modifiers			
		Price	Weight	Shipping cost	Handling cost
<input type="text"/>	<input type="checkbox"/>	<input type="text" value="0"/> \$	<input type="text" value="0"/> lb	<input type="text" value="0"/> \$	<input type="text" value="0"/> \$

[Add](#)

[Return](#)

Since products are accounted for in stock, go to the Product Options Inventory Tracking section and enter SKU and quantity of items in stock for every combination. The resulting Product Options Inventory Tracking page is shown in the following figure.

Current Product: T-shirt						
Product Options Inventory Tracking				Page Help	(Re-)Build	Return
Combination	SKU	Quantity				
1. <input type="checkbox"/> Color Size	Blue S	<input type="text"/>	10			
2. <input type="checkbox"/> Color Size	Blue M	<input type="text"/>	3			
3. <input type="checkbox"/> Color Size	Blue L	<input type="text"/>	3			
4. <input type="checkbox"/> Color Size	Blue XL	<input type="text"/>	3			
5. <input type="checkbox"/> Color Size	Red S	<input type="text"/>	3			
6. <input type="checkbox"/> Color Size	Red M	<input type="text"/>	3			
7. <input type="checkbox"/> Color Size	Red L	<input type="text"/>	3			
8. <input type="checkbox"/> Color Size	Red XL	<input type="text"/>	2			
9. <input type="checkbox"/> Color Size	Green S	<input type="text"/>	3			
10. <input type="checkbox"/> Color Size	Green M	<input type="text"/>	3			
11. <input type="checkbox"/> Color Size	Green L	<input type="text"/>	4			
<input type="checkbox"/>						

Page
1 |

Number of combinations displayed: 20 ▾

New Record	
Combination	Blue_S
SKU	<input type="text"/>
Quantity	<input type="text"/>
<input type="button" value="Add"/>	
<input type="button" value="Return"/>	

Question 2. *As in Question 1, I have the same shirts and I want to keep records of them in stock. However, my vendor does not ship Green XL shirts. How do I make it so that customers are not given the option to choose this combination of color and size during checkout?*

Answer 1: To disable a certain combination, go to Product Option Combinations section and specify that Color (Green) does not exist with Size (XL).

Current Product: T-shirt

Current Combination Rules [Page Help](#) [Return](#)

The Green, XL combination DOES NOT exist. Other combinations do exist.

[Delete](#) [Check](#)

New Combination Rule

Rule template:

The [.....] combination DOES NOT exist. Other combinations do exist.

[.....] options are unavailable in combination with [.....] options. Other combinations exist and are available.

The Green, XL combination DOES NOT exist. Other combinations do exist.

[Add](#) [Return](#)

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After this rule is created it appears in the Product Option Combinations section as shown below.

Current Product: T-shirt

Details
Options

Manage Product Options

[Page Help](#)
Sort
Settings
Add Option
Close

i Option: Color
Delete
Edit

Value	Modifiers			
	Price	Weight	Shipping cost	Handling cost
Blue (default)	+5.00 \$	0.00 lb	0.00 \$	0.00 \$
Red	+7.00 \$	0.00 lb	0.00 \$	0.00 \$
Green	+9.00 \$	0.00 lb	0.00 \$	0.00 \$

i Option: Size
Delete
Edit

Value	Modifiers			
	Price	Weight	Shipping cost	Handling cost
S (default)	+8.00 \$	0.00 lb	0.00 \$	0.00 \$
M	+12.00 \$	0.00 lb	0.00 \$	0.00 \$
L	+13.00 \$	0.00 lb	0.00 \$	0.00 \$
XL	+15.00 \$	0.00 lb	0.00 \$	0.00 \$

Add Option

Product Option Combinations
Manage Combinations

The Green, XL combination DOES NOT exist. Other combinations do exist.

Product Options Inventory Tracking
Manage Inventory

Inventory Tracking table is current: Yes
Number of entries: 11
Allow adding products to cart ignoring the Inventory: Yes

5.1.2.1.2 Add or Edit Product Option

On the **Add/Edit Product Option** page you can add new and edit current options. Any option may have an unlimited number of values.

The Add/Edit Option Values sections let you enter and edit options values. Suppose you've created a Size option. In the Edit Option Values section you enter the values for this option and specify how each value affects the product's price, weight, per item shipping cost and/or per item handling cost.

When entering the value of change in price/weight/per item shipping cost/per item handling cost, please remember that this value increases or decreases the basic price/weight/per item shipping cost/per item handling cost of the product.

For instance the **Sale Price (per item)** for a T-shirt equals \$50. The S value for the Size option contains the price modifier of 8. This means that an S-size T-shirt of costs \$58 (\$50+\$8). If the modifier is meant to decrease the price by \$8, you should enter the value of -8.

The following figure illustrates adding a Size option.

Current Product: T-shirt

Add/Edit Product Option [Page Help](#)

Values have been deleted.

Option Name	?	<input type="text" value="Size"/>
Option Text in Storefront	?	<input type="text" value="Size"/>
Option Type	?	<input type="text" value="Single Select"/>
Option Display Type	?	<input type="text" value="Radio Group"/>
Option may be unselected	?	<input type="text" value="No"/>
Text displayed when an option may be unselected		<input type="text"/>
Inventory Tracking	?	<input type="text" value="Yes"/>

Edit values

Name	Is default?	Modifiers			
		Price	Weight	Shipping cost	Handling cost
<input type="text" value="S"/>	<input checked="" type="radio"/>	<input type="text" value="8.00"/>	<input type="text" value="0.00"/> lb	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
<input type="text" value="M"/>	<input type="radio"/>	<input type="text" value="12.00"/>	<input type="text" value="0.00"/> lb	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
<input type="text" value="L"/>	<input type="radio"/>	<input type="text" value="13.00"/>	<input type="text" value="0.00"/> lb	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>

Add New Value

Name	Is default?	Modifiers			
		Price	Weight	Shipping cost	Handling cost
<input type="text" value="XL"/>	<input type="checkbox"/>	<input type="text" value="15"/>	<input type="text" value="0"/> lb	<input type="text" value="0"/>	<input type="text" value="0"/>

Name	The value of the option that customers will be able to choose.
Is default?	If checked, the value will be pre-selected when a customer opens the product page.
Price	The amount that should be added to the product sale price when a customer selects this value for the option. To subtract an amount from the price, enter a negative value.
Weight	The amount that should be added to the product weight when a customer selects this value for the option. To subtract an amount from the weight, enter a negative value.
Shipping cost	The amount that should be added to the product shipping cost when a customer selects this value for the option. To subtract an amount from the shipping cost, enter a negative value.
Handling cost	The amount that should be added to the product handling cost when a customer selects this value for the option. To subtract an amount from the handling cost, enter a negative value.

Option Name	The name of the option. For example, for shirts this can be Color or Size.
Option Text in Storefront	The message appearing in the storefront, For example, for the Size option you can have the storefront text say "Please choose shirt size."
Option Type	<p>Option type lets you define the way in which customers will be able to choose options in the storefront.</p> <p>Single Select</p> <p>This type lets customers choose only one option value. For example, if you have the Size option with values S, M, L, and XL, then Single Select will allow to select only one shirt size from those four.</p> <p>Multiple Select</p>

	<p>This option type lets customers choose multiple values for an option. For example, you have a Front Text shirt option with parameters "Hello!" and "How are you?". If Option Type is selected as Multiple Select, then a customer will be able to select either one of these labels to be placed on the shirt or both of them together.</p> <p>Custom Input</p> <p>This option type lets customers enter their own text value for the option. For example, if Custom Input is chosen for the Front Text option, customers can enter their personal custom words to be put on the front of the shirt.</p>
Option Display Type	<p>Depending on the Option Type selected, the option can be displayed in different ways in the storefront. For instance, if Option Type is set to Single Select, the option may be represented as a drop-down list or its values may appear as a group of radio buttons. The following lists the possible options display types for the storefront.</p> <p>Drop-Down</p> <p>The list of option values displays in a drop-down list.</p> <div data-bbox="672 1041 1273 1381" data-label="Image"><p>The screenshot shows a product page for a T-shirt. At the top, it says "T-shirt" in blue and "\$50.00" in pink. Below this, there are two drop-down menus. The first is labeled "Color" and shows "Blue+\$5.00" with a blue arrow icon. The second is labeled "Size" and shows a list of options: "S+\$8.00" (highlighted in blue), "M+\$12.00", "L+\$13.00", and "XL+\$15.00".</p></div> <p>Radio Group</p> <p>The list of option values displays as a group of radio buttons.</p>

T-shirt
\$50.00

Color

- Blue+\$5.00
- Red+\$7.00
- Green+\$9.00

Size

- S+\$8.00
- M+\$12.00
- L+\$13.00
- XL+\$15.00

Multiple Select

The list of option values displays as a multiple selection listbox.

Inscription

- Summer 2007+\$1.00
- New York+\$1.00
- USA+\$2.00

Checkbox Group

The list of option values displays as a group of checkboxes.

Inscription

- Summer 2007+\$1.00
- New York+\$1.00
- USA+\$2.00

Checkbox + Simple Input

The option value displays as shown on the figure below. The checkbox text is specified by the Checkbox text input field.

Gold Inscription +\$1.00

- Your own inscription

Checkbox + Text Area

The option value displays as shown on the figure below. The checkbox text is specified by the Checkbox text input field.

Simple Input

The option value displays as shown on the figure below.

Text Area

The option value displays as shown on the figure below.

Checkbox Text

The text for Option Display Type set to 'Checkbox + Simple Input' or 'Checkbox + Text Area'.

This text is displayed next to the checkbox as shown on the figure below.

Option may be unselected

If the value is YES, this option is allowed to remain unselected in the storefront. At the same time, this option in the storefront displays the text specified in the field "Text displayed when an option may be unselected."

If the value is NO, this option must be selected at all times.

Example: You sell T-shirts and you have three T-shirt options: Color, Size and Front Text. Front Text is the text that your customers want to put on the front of the T-shirt. Suppose that you offer two such messages: **Hello!** and **How are YOU?** However, a person may want to buy your T-shirt with no message at all. In this case you should select **Option may be unselected = YES** thus permitting customers to select no messages to be put on their T-shirt. For this example, you can simply put "- -" in the field **Text displayed when an option may be unselected.**

Inventory Tracking	Inventory Tracking lets you define whether a certain option affects the inventory accounting. For example, you sell T-shirts of different color and sizes, and also offer to manually put messages on the front of those T-shirts. Thus, you have three product options: Color, Size and Front Text. Since the Color and Size options produce a unique combination of T-shirt which is stored in your stock, these options must have Inventory Tracking = YES . On the other hand, the Front Text option does not affect the inventory, so it should have Inventory Tracking = NO .
---------------------------	---

To select the default option value which will appear in the storefront by default, select the **Is default?** checkbox.

Click the **Update** button to update and save the current option values.

Click the **Add** button to add new option values.

Click the **Delete** button to delete option values.

Click the **Return** button to return to the Options page.

5.1.2.1.3 Product Options Inventory Tracking

The **Product Options Inventory Tracking** page lets you enter the Stock Keeping Numbers (SKU) and the number of products in stock for existing product option combinations.

Current Product: T-shirt

Product Options Inventory Tracking

[Page Help](#)
[\(Re-\)Build](#)
[Return](#)

Combination		SKU	Quantity
1.	<input type="checkbox"/> Color Size	Blue S	<input type="text" value="10"/>
2.	<input type="checkbox"/> Color Size	Blue M	<input type="text" value="3"/>
3.	<input type="checkbox"/> Color Size	Blue L	<input type="text" value="3"/>
4.	<input type="checkbox"/> Color Size	Blue XL	<input type="text" value="3"/>
5.	<input type="checkbox"/> Color Size	Red S	<input type="text" value="3"/>
6.	<input type="checkbox"/> Color Size	Red M	<input type="text" value="3"/>
7.	<input type="checkbox"/> Color Size	Red L	<input type="text" value="3"/>
8.	<input type="checkbox"/> Color Size	Red XL	<input type="text" value="2"/>
9.	<input type="checkbox"/> Color Size	Green S	<input type="text" value="3"/>
10.	<input type="checkbox"/> Color Size	Green M	<input type="text" value="3"/>
11.	<input type="checkbox"/> Color Size	Green L	<input type="text" value="4"/>
	<input type="checkbox"/>		

Page **1** |

[Delete](#)
Number of combinations displayed:
[Update](#)

New Record

Combination	<u>Blue, S</u>
SKU	<input type="text"/>
Quantity	<input type="text"/>

[Add](#)

[Return](#)

You can generate existing product option combinations for inventory tracking either manually or automatically.

To **manually** enter SKUs and the stock number of items for a certain combination, you should define an option combination in the **New Entry** section, enter the SKU and the stock number of items for the selected combination, and then click **Add**. The selected combination is then added to the product options inventory tracking list.

To **automatically** create all possible option combinations for inventory tracking click the (Re-) Build button. All possible combinations will be automatically created for inventory tracking.

IMPORTANT! It must be noted that the system does not allow you to perform inventory tracking for those option combinations which involve an option with Inventory **Tracking = NO**. If a particular product option needs to affect inventory tracking, you should set its **Inventory Tracking** parameter to **YES** in the **Manage Product Options** section.

To delete an option combination, click the **Delete** button.

To update the changes you've made click the **Update** button.

To return to the **Product Options** page, click **Return**.

5.1.2.1.4 Product Options Combinations

Product Options page lets you create option values. For example, T-shirts can have a Color option (Blue, Red, or Green) and a Size option (S, M, L, or XL). These option values make for the following combinations:

Color: Blue

Size: S

Color: Red

Size: S

Color: Green

Size: S

Color: Blue

Size: M

and so on. It's perfectly possible for certain option combinations to represent nonexistent objects. For instance, Green XL T-shirts may be not available. Providing for that kind of cases, you can disable nonexistent option combinations in the Product Option Combinations section.

Current Product: T-shirt

Current Combination Rules Page Help [Return](#)

The Green, XL combination DOES NOT exist. Other combinations do exist.

[Delete](#) [Check](#)

New Combination Rule

Rule template:

The [...,...] combination DOES NOT exist. Other combinations do exist.

[...,...] options are unavailable in combination with [...,...] options. Other combinations exist and are available.

The Green, XL combination DOES NOT exist. Other combinations do exist.

[Add](#) [Return](#)

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If you have no restrictions on option combinations (i.e. all option combinations are allowed), you can leave this section empty.

Important! Combination rules created in the Product Option Combinations section specify the list of various product options which users are able to select. These rules affect the list of products available for selection in the Product Options Inventory Tracking section.

For example, if you have set an option combination that rules out T-shirts with color Blue and size XL, this combination becomes unavailable in the Product Options Inventory Tracking section. In addition, users are denied the possibility of choosing this combination.

The Product Options Combinations page has two parts: **Current Combination Rules** and **New Combination Rule**.

The **Current Combination Rule** section displays all combination rules which are valid for the current product's options.

In the **New Rule** section, you can allow or disallow option combinations by using the following rules:

The [...,...] option combination DOES NOT exist. Other combinations do exist.
[...,...] options are unavailable in combination with [...,...] options. Other combinations exist and are available.

You may select multiple rules.

After you select the appropriate rules, you get the set of option combinations which will be available for customers in the storefront. If an option combination is not available, the customer will be prompted with an appropriate message, which is defined in the **Product Options** page of the **Settings** section.

To verify that option combinations have been defined correctly, use the Check button. Clicking the button opens the list of available and unavailable option combinations for the product:

The list of option combinations AVAILABLE to be ordered by customers.

The list of option combinations UNAVAILABLE to be ordered by customers.

Check Combination Rules (Product: T-shirt)	
The list of option combinations AVAILABLE to be ordered by customers:	
Color: Red Size: S	Color: Red Size: M
Color: Red Size: L	Color: Red Size: XL
Color: Blue Size: S	Color: Blue Size: M
Color: Blue Size: L	Color: Blue Size: XL
Color: Green Size: S	Color: Green Size: M
Color: Green Size: L	
The list of option combinations UNAVAILABLE to be ordered by customers:	
Color: Green Size: XL	

Use these lists to check that the rules you created are working correctly.

5.1.2.2 Add New Products

This page allows you to enter information and attributes for a new product.

Current Category: Home

Details Options E-Goods Images Multicategories Discounts Related Products

Add New Product Page Help Save Save and Add another Cancel

Key Product Details Show/Hide

Product Type*	<input type="text" value="General Products"/>
Product Name*	<input type="text"/>
Sale Price (per item)*	<input type="text"/> \$
List Price (per item)	<input type="text"/> \$
Quantity in Stock	<input type="text"/> Item(s)
Low level in Stock	<input type="text"/> Item(s)
SKU	<input type="text"/>
Minimum Quantity in Order	<input type="text"/> Item(s)
Product Status	<input type="text" value="Online"/>
Product Tax Class	<input type="text" value="Nontaxable"/>
Product Manufacturer	<input type="text" value="Not defined"/>

* = Required Field

Main Product Image Show/Hide

Product Descriptions Show/Hide

Shipping Information Show/Hide

Search Engine Information Show/Hide

Save Save and Add another Cancel

All fields indicated by red color and marked with an asterisk (*) are mandatory fields. You can input data into the remaining fields later.

To close the window, click the **Cancel** button. In this case no new product will be created.

Once you have finished entering the data, click the Save button (if you intend to create another product in the same category, use the Save and Add Another button). This will create a new product in the current category.

After you click Save, new product sections become active, including Options, E-Goods, Images, Multicategories, Discount, and Related Products. These sections allow you to enter additional information for a product as described below:

Options	Lets you manage product options. For example, you can sell the a product in different sizes. Then you should create an option for this product called Size.
E-Goods	If your product is downloadable, you can attach the necessary files to it.
Images	This section lets you add extra images to a product.
Multicategories	In this section you can specify the list of product categories in which this product will appear.
Discount	Lets you set up discounts for this product depending on quantity ordered.
Related Products	Lets you "link" related products to this product, such as accessories.

Current Category: Home

Details Options E-Goods Images Multicategories Discounts Related Products

Edit Product [Page Help](#)

i New product has been successfully added

Key Product Details Show/Hide

Product Type*	<input type="button" value="?"/> General Products
Product ID*	<input type="button" value="?"/> 34
Product Name*	<input type="text" value="My first product"/>
Sale Price (per item)*	<input type="text" value="999.00"/> \$
List Price (per item)	<input type="text"/> \$
Quantity in Stock	<input type="text"/> Item(s)
Low level in Stock	<input type="text"/> Item(s)
SKU	<input type="text"/>
Minimum Quantity in Order	<input type="text"/> Item(s)
Product Status	<input type="text" value="Online"/> ▾
Product Tax Class	<input type="text" value="Nontaxable"/> ▾
Product Manufacturer	<input type="text" value="Not defined"/> ▾

Main Product Image Show/Hide

Product Descriptions Show/Hide

Shipping Information Show/Hide

Search Engine Information Show/Hide

To view information about a specific attribute, click the question mark (?). This will open a new window with the description of this attribute of the product.

See also: [Product Attributes Descriptions](#)

5.1.2.3 Edit Products

This page allows you to edit information and attributes for an existing product. All fields indicated by red color and marked with an asterisk (*) are mandatory fields. You can input data into the remaining fields later.

Current Category: Home

Details
Options
E-Goods
Images
Multicategories
Discounts
Related Products

Edit Product

[Page Help](#)

Key Product Details [-] Show/Hide

Product Type*	<input type="text" value="General Products"/>
Product ID*	<input type="text" value="1"/>
Product Name*	<input type="text" value="My first product"/>
Sale Price (per item)*	<input type="text" value="1000.00"/> \$
List Price (per item)	<input type="text"/> \$
Quantity in Stock	<input type="text"/> Item(s)
Low level in Stock	<input type="text"/> Item(s)
SKU	<input type="text"/>
Minimum Quantity in Order	<input type="text"/> Item(s)
Product Status	<input type="text" value="Online"/> ▾
Product Tax Class	<input type="text" value="Nontaxable"/> ▾
Product Manufacturer	<input type="text" value="Not defined"/> ▾

Main Product Image + Show/Hide

Product Descriptions + Show/Hide

Shipping Information + Show/Hide

Search Engine Information + Show/Hide

Once you have finished editing the data, click the Save button. You can enter additional information for a product in the sections as described below:

Options	Lets you manage product options. For example, you can sell the a product in different sizes. Then you should create an option for this product called Size.
E-Goods	If your product is downloadable, you can attach the necessary files to it.
Images	This section lets you add extra images to a product.

Multicategories	In this section you can specify the list of product categories in which this product will appear.
Discount	Lets you set up discounts for this product depending on quantity ordered.
Related Products	Lets you "link" related products to this product, such as accessories.

See also: [Product Attributes Descriptions](#)

5.1.2.4 Move Products

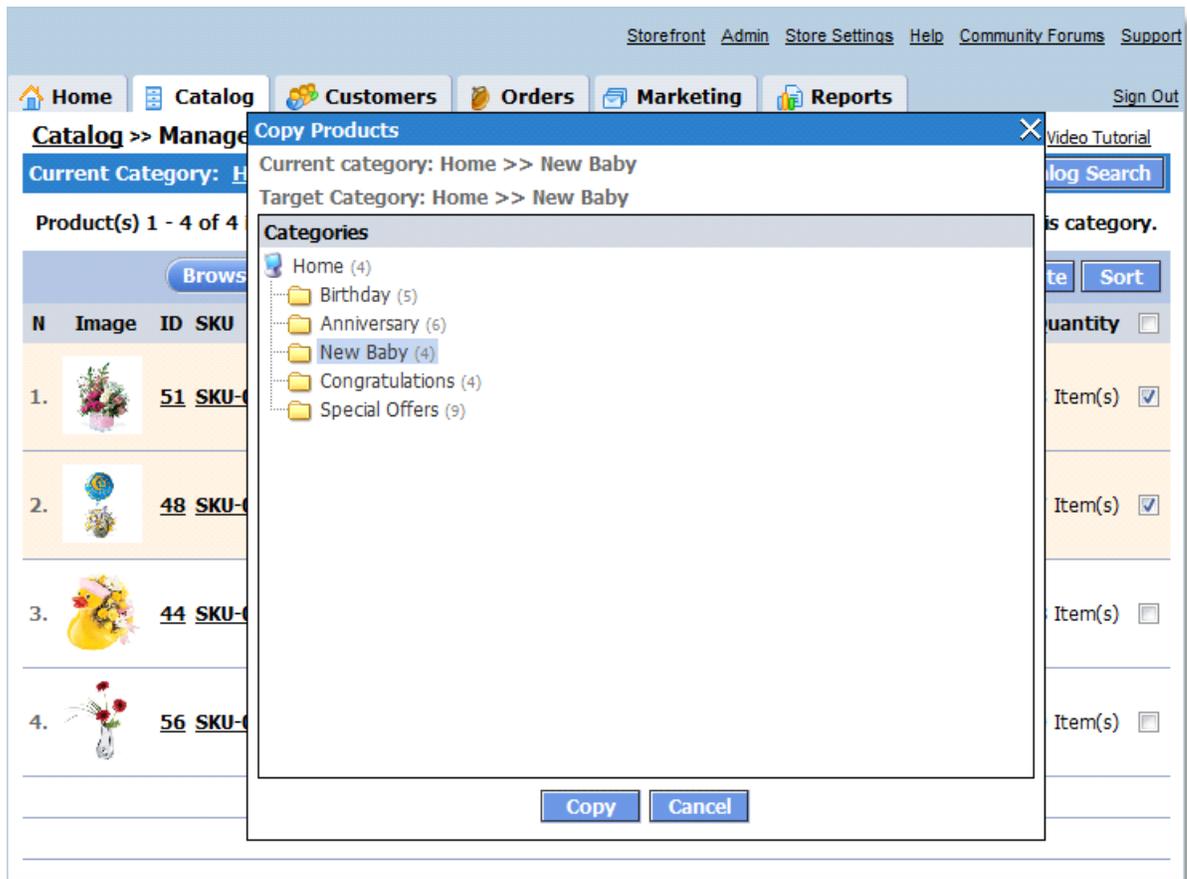
Use the **Move** command to move products between categories.

To move one or more products, select them in the current category and click the **Move** button. A new window will appear with the category tree. Select the target category and click Move in this pop-up window. The selected products will be moved to the end of the list of products in the target category.

The screenshot shows the Avactis Shopping Cart Admin Area interface. At the top, there are navigation links: Storefront, Admin, Store Settings, Help, Community Forums, and Support. Below these are tabs for Home, Catalog, Customers, Orders, Marketing, and Reports. The main content area is titled 'Catalog >> Manage' and shows a list of products. A 'Move Products' dialog box is open, displaying the current category 'Home' and the target category 'Home >> Special Offers'. The dialog box contains a tree view of categories, with 'Special Offers (5)' selected. At the bottom of the dialog box, there are 'Move' and 'Cancel' buttons. The background shows a list of products with columns for ID, SKU, and image.

5.1.2.5 Copy Products

When adding many similar products to a catalog, you can add new products based on existing ones. To do this, copy one or more products and click the **Copy** button. A new window will appear with the category tree. Select the required category and click Copy in this pop-up window. The product you selected will be pasted at the end of the list of products in this category.



IMPORTANT!

After you have copied a product, a new product is created which is identical with the original one. This means that after a copy operation, two completely independent products exist and can be individually edited. If you would like a single product to appear in multiple categories (without creating copies), use the Multicategories feature.

5.1.2.6 Delete Products

This page allows you to delete selected products.

The entire list of products to be deleted is displayed on this page.

To delete products, click the **Delete** button. To close the window without any action, click the **Cancel** button.

IMPORTANT! You cannot restore products after they are deleted!

Current Category: Home

Products to be deleted [Page Help](#) [Video Tutorial](#)

Teleflora's Fiesta Gerbera Vase
The product will be deleted from the current category, but will still display in the following categories:
Home/Special Offers

Lavender Essence
The product will be deleted permanently; you will not be able to restore it.

Teleflora's Uniquely Chic Bouquet
The product will be deleted permanently; you will not be able to restore it.

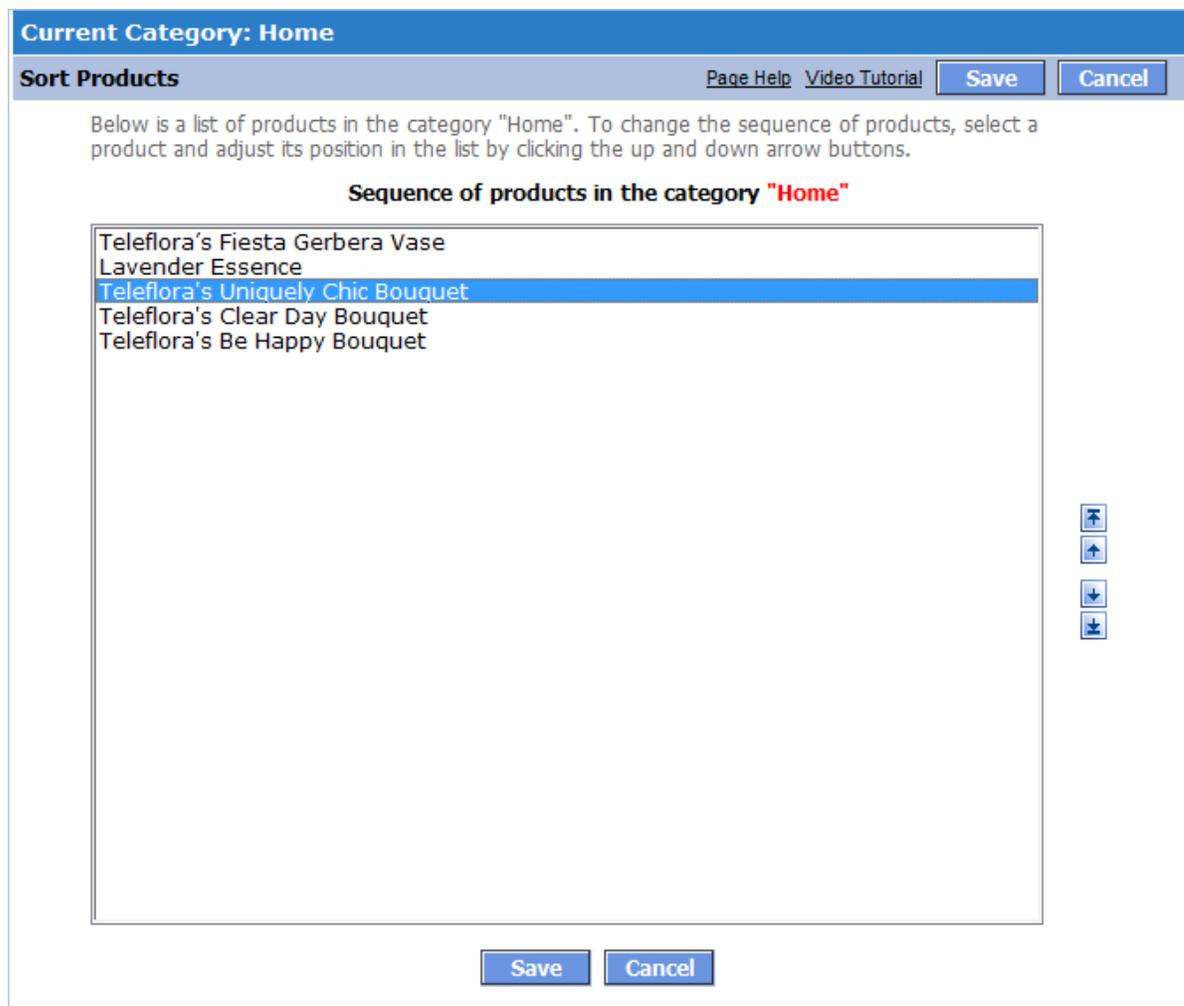
Teleflora's Clear Day Bouquet
The product will be deleted permanently; you will not be able to restore it.

5.1.2.7 Sort Products

On this page you can sort the products in the current category.

To change the position of a product, select it and move to the new position using the up and down arrow buttons.

To save the changes, click the **Save** button.



5.1.2.8 Digital Products/E-Goods

The **Digital Products/E-Goods** mechanism lets you sell electronic products such as software, images, music recordings, videos, and so on.

To create a **Digital Product**, you create a product and then assign a number of files to it. When the customer orders the product, he or she is granted access to download these files.

The buyer receives a confirmation by e-mail containing the links to file downloads.

Note. This confirmation is sent only after the order payment status is changed to **Fully Paid**.

Typically, the process looks like this:

1. You create a regular product.
2. You click the **E-Goods** tab.

3. On the **E-Goods** tab, you assign the appropriate files to the product, which your customers will be able to download.
4. A customer orders the product.
5. In the order, links to all of the product's files are generated with the Locked status, meaning that they cannot be downloaded yet.
6. The order payment status is changed to **Fully Paid**. This happens either automatically, when the customer's payment has been accepted via a payment gateway, or when the administrator changes the status manually.
7. The shopping cart system automatically sends the buyer a confirmation e-mail containing the download links for files defined in **Step 3**. The status of all files is changed to Unlocked, and now the buyer is able to download them by navigating to the links provided.
8. You can set limits on file download activity by setting an Expiration date and/or maximum download attempts allowed for a file, or by preventing the file from being downloaded (using the Lock file / Unlock file mechanism). You can also allow repeated downloads by setting the current number of download attempts to zero. All of these options are available on the Link Management page, available on the Order Info page. Default values for the **Expiration date** and **the maximum download attempts** are defined on the page **Store Settings -> Digital Products/E-Goods**.

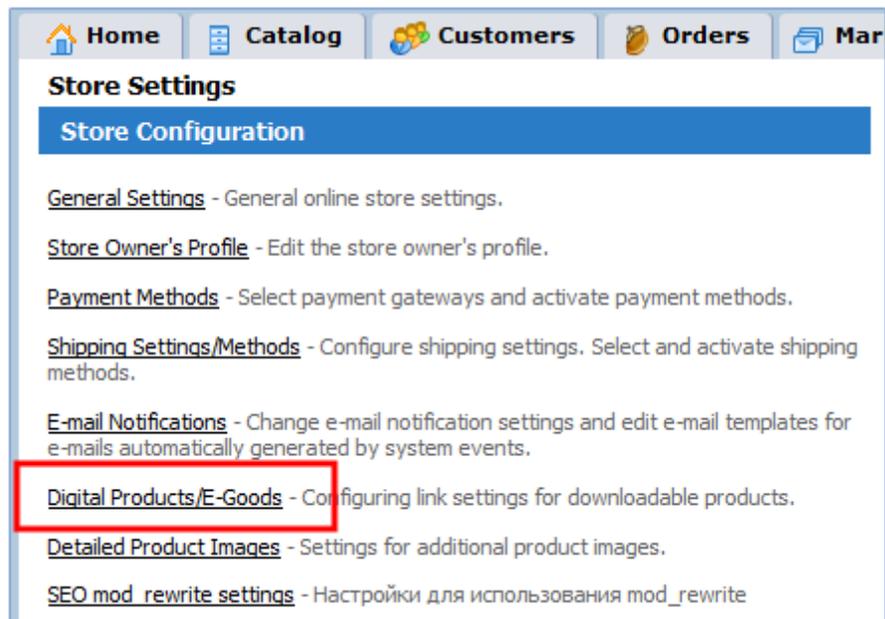
Defining global parameters for links to Digital Products/E-Goods

When a Digital **Product** is ordered, the shopping cart system automatically generates a unique link for each of the corresponding product files.

These links have the following limitations:

- Link lifetime
- Maximum download attempts allowed per link

These parameters are defined on the page **Store Settings -> Digital Products/E-Goods**.



After you click **Digital Products/E-Goods**, a new window opens.

Store Configuration		
Digital Products/E-Goods Settings Update Close		
Link lifetime ?	<input type="text" value="72"/>	hours
Maximum download attempts allowed ?	<input type="text" value="3"/>	
Update Close		

Select the required parameters:

- **Link lifetime** - the lifetime of the link, in hours, from the moment the order is generated. After this time expires, the link will become inactive.
- **Maximum download attempts allowed** - the number of attempts allowed for downloading a file using the link provided. After these attempts have been used, the link will become inactive

Note: These link parameters are default values applied globally. In any individual order, you can change any parameter for any link.

Creating an Digital Products/E-Goods

There are two types of **Digital Products/E-Goods**:

1. A pure Digital Product, which is delivered to the customer via file download. No shipping cost calculations apply to this kind of product. If the shopping cart consists of only such products, the Shipping and Handling Cost will be zero.
2. A combined product. This is a product that is shipped to the customer as a regular product, but in addition, the customer can also download additional electronic materials related to the product. An example might be a user manual in .pdf format.

Shopping cart system lets you create both types of **Digital Products/E-Goods**.

Here's how you can create a **Digital Product**:

- Go to the **Manage Products** page.
- Select the appropriate category for your product.
- Click the **Add Product** button to create a new product.
- Until the product is created, the **E-Goods** tab is unavailable.
- Enter the required fields for the product.
- If you want to create a "**Pure Digital Product**", the Need Shipping setting should be set to 'No'. This means that the shipping cost calculation will not apply to this product.
- If you want to create a "**Combined product**", the Need Shipping setting should be set to 'Yes'.
- Click **Save** to finish creating the new product.

After the product is created, the **E-Goods** tab will become available on the **Product info** page. Click the tab to manage the product files.

Assign all the required files to the product. The number of files you can add is unlimited. When ordering this product, the customer will receive links for every file related to this product.

For every file you can add a short description.

After this, the **Digital Product** is created.

Buying Digital Products/E-Goods

Digital Products/E-Goods are bought the same way as regular products. Your storefront's

customers browse their products, add them to cart, go through checkout and pay for the order.

A new order is then created in the system. If the order contains at least one **Digital Product**, then for each file a unique download link is generated.

The links are generated with the Locked status. This means that files cannot be downloaded via these links just yet.

After the order payment status changes to **Fully Paid**:

- All links in the order are set to **Unlocked**.
- A confirmation e-mail is sent to the customer, which contains all of the download links.

Note: The administrator is able to switch the status of any link (**Locked/Unlocked**) manually regardless of the order payment status.

Note: Order payment status may be changed to **Fully Paid** automatically if the customer has paid for the order via a real-time payment processing system, for example, PayPal. If your store uses an offline processing of payments, then the order status must be changed manually by the administrator.

After receiving the confirmation e-mail, the customer can use the links to download the appropriate files.

Managing Digital Products/E-Goods Links in an Order

Go to the **Manage orders** page (the **Orders** tab). You will see a list of orders. Click the ID of an order that contains one or more **Digital Products**.

A new window opens listing detailed information about the order. The **Product(s) Ordered** section shows the list of products ordered. For each **Digital Product** in this list there will be a link to "**Link Management**".

Order Number: 00001

Key Order Details [Page Help](#) [Video Tutorial](#) [Update](#) [Edit](#) [Close](#)

Order ID	?	00001
Invoice		Invoice
Packing Slip		Packing Slip
Payment Processor Order ID	?	
Order Date		17-07-2007
Order Amount		\$193.89
Order Status	?	New Order
Payment Status	?	Waiting
Payment Method	?	No available payment methods
Shipping Method	?	No available shipping methods
Tracking Number	?	<input type="text"/>

Product(s) Ordered [Show/Hide](#)

Product ID	Product Name	Quantity	Price	Amount
36	Teleflora's Uniquely Chic Bouquet Link management	1	\$54.95	\$54.95
35	A Dozen Premium Red Roses Link management	1	\$94.95	\$94.95

When you click **Link Management**, a new window opens so you can manage links for downloading this product's files.

Order Number: 00001	
Links for a product: Teleflora's Uniquely Chic Bouquet	
File: Our-Poster.pdf	Locked
Link http://www.my-first-shop.com/download.php?key=77835asedfr402343456560aba22d32d32	<input type="button" value="Unlock"/>
Expire Date 20 Jul 2007, 14:20	<input type="button" value="Change"/>
Attempts 0/3	<input type="button" value="Set to zero"/>
File: User-Manual.pdf	Locked
Link http://www.my-first-shop.com/download.php?key=15558cf345rv6443895fdk0aba54e9121d	<input type="button" value="Unlock"/>
Expire Date 20 Jul 2007, 14:20	<input type="button" value="Change"/>
Attempts 0/3	<input type="button" value="Set to zero"/>
<input type="button" value="Close"/>	

This window displays the following information on each product file:

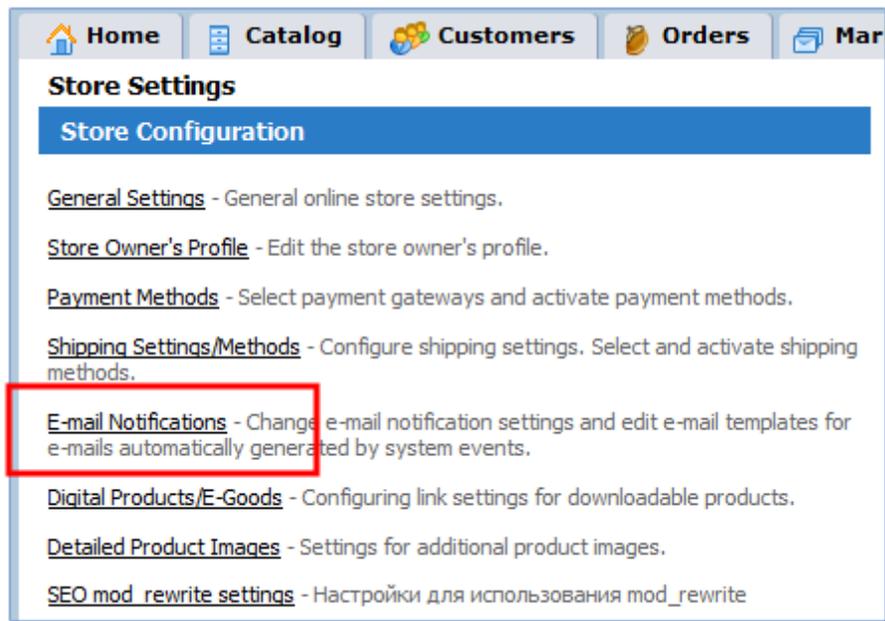
- File name
- Link
- Expire Date
- Attempts
- Current link status (**Locked/Unlocked**)

Using this window, you can:

- Change the link status
- Change the **Expire Date**
- Set the current download attempts to zero

E-mail Notifications

To customize the notification message that will be sent to the customer after they order an **Digital Products/E-Goods**, go to **Store Settings -> E-mail Notifications**.



Click **E-mail Notifications**. A window opens in which you can manage all available notifications.

The default version of the notification sent when an **Digital Product** is ordered has already been created.

Click the **Digital Products/E-Goods** Links notification type to open a new window and then edit the text and links information which will be sent to the customer.

5.1.2.9 Product Detailed Images

This page lets you add any number of large images to better illustrate your product.

Current Product: Teleflora's Fiesta Gerbera Vase

Details Options E-Goods Images Multicategories Discounts

Image Management Page Help Sort Update Close

Image List

 Alt Text: 140x140, ~6.93 Kb

Delete Sort Update

Add New Image

Image Path: Browse... Preview

Alt Text:

Add

* Maximum allowed file size is 2.00 Mb
* Current maximum thumbnail size is 70x70

Close

All additional images can be displayed on the product page in the storefront by using the `<?php ProductDetailedImages(); ?>` tag.

Here is an example of a block of additional product images in the storefront:

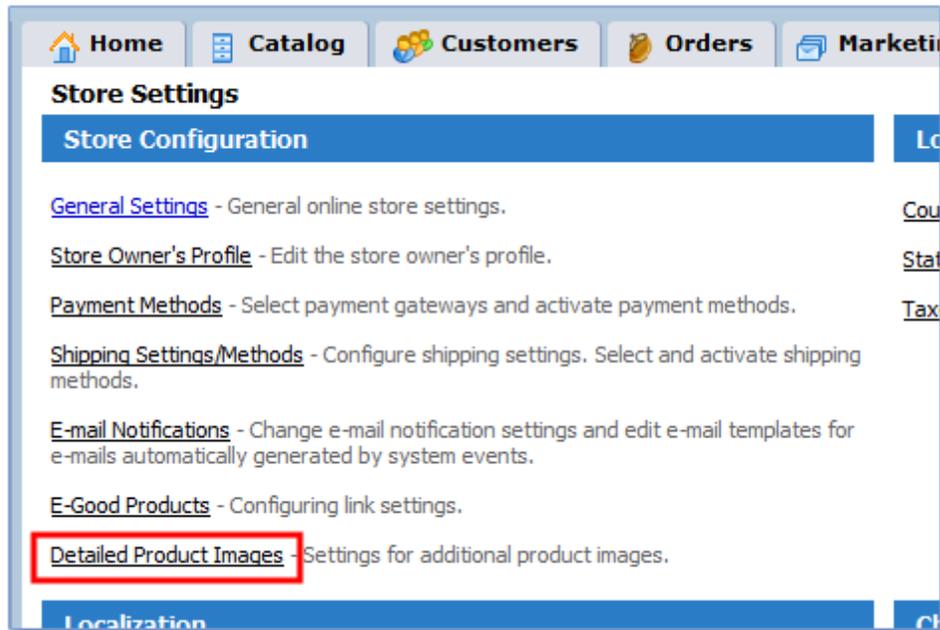
Teleflora's Be Happy® Bouquet[Larger image](#)

Cheer someone up — or just share a happy thought. Our joyful mug arrives brimming with yellow and white daisies and roses. It's like delivering a smile to their doorstep.

- **Daisies** and **roses** are delivered in Teleflora's Be Happy® Mug.
- Approximately **9-1/2" W x 10" H**
- This item is hand-arranged and delivered by a Teleflora florist.

Price: AUD39.95Quantity: [Add to cart](#)**Detailed Images**[← | RETURN TO CATALOG](#)

The block parameters can be set in **Store Settings**, in the **Store Configuration / Detailed Product Images** section.



You can set the size of the generated thumbnails as well as the number of columns for the additional images block in the storefront.

Adding Images

To add a detailed image to a product, use the form in the **Add New Image** section.

1. Select the image file with the **Browse...** button.
2. Make sure this is the right image by clicking the **Preview** button. The image will be shown above the form.
3. Optionally specify the text that customers will see instead of the image until it completely loads in their browsers.
4. Click the **Add** button.

The image will be uploaded to the server. The system will automatically generate a thumbnail for the image of the specified size. It will be shown in the **Image List** along with the alternate text, image dimensions and size.

Editing Image List

To edit an image's alternate text, type the new text in the corresponding field and then click the **Update** button to save the changes.

To change the order in which images appear in the storefront, click the **Sort** button. A window will open where you can edit the order of images with the arrow buttons. To save the new order, click the **Update** button.

To delete an image, select it with the corresponding checkbox and then click the **Delete** button. A confirmation dialog will appear. Click **OK** to delete the image.

You can delete more than one image at the same time.

5.1.2.10 Products in Multicategories

A product may belong to one or more categories at the same time.

To assign a product to multiple categories, click the **Multicategories** tab.

The screenshot shows a web application window titled "Current Product: Teleflora's Fiesta Gerbera Vase". At the top, there is a navigation bar with tabs: "Details", "Options", "E-Goods", "Images", "Multicategories", "Discounts", and a download icon. Below the navigation bar, the "Product Category Management" section is active. It features a title bar with "Update" and "Close" buttons. The main content area contains the following text: "A product may belong to one or more categories at the same time. Please select the categories in which this product will be displayed." Below this text is a list of categories with checkboxes: "Home" (checked), "Birthday", "Anniversary", "New Baby", "Congratulations", and "Special Offers" (checked). At the bottom of the dialog, there are "Update" and "Close" buttons.

In the category tree, select the additional categories in which the selected product should appear. To apply the changes, click the **Update** button.

5.1.2.11 Quantity Discounts

The **Discounts** section allows you to define product discounts based on quantity ordered.

To define a discount, first enter the quantity range in the 'from' and 'to' fields, and then enter

the discount value in the 'discount' field. You can use the store currency or a % value. Click the **Add** button to activate the discount.

Current Product: My first product

Details Options E-Goods Images Multicategories Discounts Related Products

Quantity Discounts Management Page Help Update Close

	Product Quantity Range	Product Price/Discount	Delete
Active	1 Item(s)	price per item - \$1,000.00	
Active	from 2 Item(s) to 10 Item(s)	discount - 3%	

from to discount \$ Add

Update Close

A discount can be temporarily deactivated. To do so, change its status to Disabled, and then click the Update button.

To delete a discount, select it and click the **Delete** button.

NOTE: You can also define global discounts based on order subtotal range. This is done in the section **Marketing >> Manage Global Discounts**.

In addition, you can use the page **Admin >> Advanced Settings & Configuration >> Quantity Discount Settings** to define the way **Quantity Discount** will be applied in case the cart contains several items of the same product with different options.

5.1.2.12 Related Products

On the **Manage Related Products** page, you can add an unlimited number of related products for a product. This tells your customers about products they may be interested in addition to the product they are browsing, which can lead to added sales. For instance, a customer who is buying a notebook (laptop) could be interested in buying a mouse or a headset. To make this possible, you can add a mouse and/or headset as a related product to that notebook in your product catalog.

Here's how you can add a related product.

1. On the **Manage Related Products page**, use the Product Navigator to select the category with the related product and then select the related product.
2. After selecting the product, click **Add**. The added product displays in the list of Related Products.
3. You can select more than one related product from different categories as shown on the figure. Add them one by one using the **Add** button.

Current Product: Sony VAIO N365E/B Notebook

Details Options E-Goods Images Multcategories Discounts Related Products

Manage Related Products Page Help Save Close

Add Related Products Show/Hide

Current category: Home >> Accessories >> Mice, Trackballs, PC Remotes

Categories

- Home
- Carring Cases
- Accessories
 - Mice, Trackballs, PC Remotes
 - Headsets
- Books
- Computer Upgrades
- Computers
- Monitors
- Notebooks & Tablet PCs
- PDA's

Products in selected category

- Microsoft Comfort Optical Mouse 3000, USB

Add

Related Products Sort

- Microsoft Comfort Optical Mouse 3000, USB
- Labtec Stereo 342 Headset with Microphone

Delete

* Click 'Save' to save your changes.

Save Close

4. After all related products are selected, click **Save** to store your changes. All changes will be saved in the database. To delete or sort the related products, click **Delete** or **Sort**, respectively.

5. All the related products you've added in the **Admin Area** immediately display in the storefront (see figure). To display them related products in the storefront, use the tag `<?php RelatedProducts(); ?>`, which is available in the storefront templates for version 1.7.2 and later versions.

Sony VAIO N365E/B Notebook



Price: \$829.00

SKU: 463746
Mfg Part #: VGN-SZ691N/X

 [Larger image](#)

Quantity:

Related Products



Microsoft Comfort Optical Mouse 3000, USB



Labtec Stereo 342 Headset with Microphone

[← | RETURN TO CATALOG](#)

5.1.2.13 Product Attributes Descriptions

Product Type	<p>Mandatory input field. This field defines the product type. Prior to entering any data for a new product, you must select the existing product type it belongs to. There are default and user-defined product types. To create a new product type, please refer to the user manual.</p> <p>Attribute Tag: <code><?php ProductTypeName(); ?></code></p>
---------------------	--

Product ID	<p>Product ID is a unique digital product identifier. This identifier is assigned to a product by the system as a numeric value (e.g. 7693). This assigned number uniquely identifies the product among multiple other products.</p> <p>Attribute Tag: <?php ProductID(); ?></p>
Product Name	<p>Mandatory input field. Defines the product name.</p> <p>Attribute Tag: <?php ProductName(); ?></p>
Sale Price (per item)	<p>The product sale price. The product is sold to customers at this price.</p> <p>Attribute Tag: <?php ProductSalePrice(); ?></p>
List Price (per item)	<p>The product list price. The list price is not used for sales and purchases.</p> <p>Attribute Tag: <?php ProductListPrice(); ?></p>
Quantity in Stock	<p>Goods remaining in the warehouse. The shopping cart will automatically deduct this quantity after an order is placed.</p> <p>Attribute Tag: <?php ProductQuantityInStock(); ?></p>
Low level in Stock	<p>Shows the minimum level of a product in the warehouse, at which the stock is considered to be low. To receive e-mail notifications about low stock levels of products, manage the e-mail notification settings on the page Store Settings >> E-mail Notifications.</p> <p>Attribute Tag: <?php ProductLowStockLevel(); ?></p>
SKU	<p>Stock Keeping Unit. Shows the product identifier according to the inventory numbering.</p> <p>Attribute Tag: <?php ProductSKU(); ?></p>
Minimum Quantity in Order	<p>The minimum quantity of goods that may be ordered.</p> <p>Attribute Tag:<?php ProductMinQuantity(); ?></p>

Product Status	Shows whether the product is available in stock. If a product is not available in stock, or if you want to suspend selling this product, you can change its status to Offline. Then it will no longer be visible in the Storefront. Attribute Tag: <?php ProductAvailable(); ?>
Product Tax Class	This field lets you select the Product Tax Class . Depending on the applicable tax assessment laws, a tax may or may not be charged at the time of sale of a product. By default, all products belong to the Nontaxable tax class. The Product Tax Class is defined in Store Settings > Taxes . Attribute Tag: <?php ProductTaxClass(); ?>
Product Manufacturer	This field lets you specify the product manufacturer. Customers will be able to use it to sort products in the storefront, search by it and view products for a selected manufacturer. Attribute Tag: <?php ProductManufacturer(); ?>
Large Image	Allows you to upload a corresponding image for the product. Attribute Tag: <?php ProductLargeImage(); ?> - Complete path to the product image.
Small Image	Allows you to upload a corresponding thumbnail image for the product. Attribute Tag: <?php ProductSmallImage(); ?> - Complete path to the product thumbnail image.
Image Description	Description of the image. Regular text only. Attribute Tag: <?php ProductImageAltText(); ?>
Short Description	Short description of the product. You may enter HTML text. Attribute Tag: <?php ProductShortDescription(); ?>
Detailed Description	Detailed description of the product. You may enter HTML text.

	<p>Attribute Tag: <?php ProductDetailedDescription(); ?></p>
Per Item Shipping Cost	<p>Shows the costs associated with shipping the product to the customer (per item shipping cost). This cost is always added to the amount calculated by the shipping modules Flat Shipping Rates, Custom Shipping Rates, UPS, FedEx, UPS etc.</p> <p>The Per Item Shipping Cost represents the cost of shipping one item of a product and does NOT include its handling cost. To enter the handling cost for a product, use the Per Item Handling Cost.</p> <p>Example:</p> <p>A customer ordered 5 products, each of which has a Per Item Shipping Cost = \$2 and is shipped by FedEx. Meanwhile, the shipping cost calculated by the FedEx online module equals \$17. Thus, the total shipping cost equals \$27 ($\\$2 * 5 \text{ items} + \\$17$).</p> <p>Attribute Tag: <?php ProductPerItemShippingCost(); ?></p>
Per Item Handling Cost	<p>Represents the cost of handling one item of a product. This cost is always added to the Per Order Handling Fee.</p> <p>Example: A customer ordered 10 products, each of which has a Per Item Handling Cost = \$3.</p> <p>The Per Order Handling Fee for the order equals \$9. Thus, the Total Order Handling Charge equals \$39 ($\\$3 * 10 \text{ items} + \\9).</p> <p>Attribute Tag: <?php ProductPerItemHandlingCost(); ?></p>
Weight (per item)	<p>The weight of the product. This value is used by shipping systems for calculating shipping charges.</p> <p>Attribute Tag: <?php ProductWeight(); ?></p>
Free Shipping	<p>Shows whether the product can be delivered to the customer free of charge.</p> <p>Attribute Tag: <?php ProductFreeShipping(); ?></p>
Need Shipping	<p>Indicates whether the product should be shipped via the default</p>

	<p>shipping method.</p> <p>Attribute Tag: <code><?php ProductNeedShipping(); ?></code></p>
Search Engine Information	<p>You can enter the page title for a given product here. This title will be displayed in the top part of the browser, in the title bar. This title is also used by search engines for page indexation purposes.</p> <p>Attribute Tag: <code><?php ProductPageTitle(); ?></code></p>
META Keywords	<p>Key words for this product. This information is used by search engines for page indexation purposes.</p> <p>Attribute Tag: <code><?php ProductMetaKeywords(); ?></code></p>
META Description	<p>The description of the product to be used by search engines. This information is used by search engines for page indexation purposes.</p> <p>Attribute Tag: <code><?php ProductMetaDescription(); ?></code></p>
SEO URL prefix	<p>This string will be added to the beginning of the URL which leads to the product info page. The following characters are accepted: 'a-z', 'A-Z', '0-9', '-', and '_'. All other symbols will be automatically replaced with an underscore '_'.</p> <p>Attribute Tag: <code><?php ProductSEOPrefix(); ?></code></p> <p>Example: If the SEO URL prefix for a product is "Multi-Colored_Roses," then the product URL will look as follows: <i>http://www.my-first-shop.com/pid-22/Multi-Colored_Roses.html</i></p>

5.1.3 Manage Categories

This page is designed to help you manage your product categories: **add**, **delete**, **sort**, **move** them to another category, and **edit** their attributes.

[Storefront](#) [Admin](#) [Store Settings](#) [Help](#) [Community Forums](#) [Support](#)

[Home](#) [Catalog](#) [Customers](#) [Orders](#) [Marketing](#) [Reports](#) [Sign Out](#)

Catalog >> Manage Categories [Page Help](#) [Video Tutorial](#)

Current Category: **Home** [Switch to Products](#) [Catalog Search](#)

Subcategories	Info/Status	Subcategory ID	Products	Included Categories
<input type="radio"/> Birthday	Online	8	5	0
<input type="radio"/> Anniversary	Online	7	6	0
<input type="radio"/> New Baby	Online	12	4	0
<input type="radio"/> Congratulations	Online	9	4	0
<input type="radio"/> Special Offers	Online	34	6	0

[Edit Home Category](#) [Add Category](#) [Move](#) [Edit](#) [Delete](#) [Info](#) [Sort](#)

Toolbar Description

Current Category	This line shows the category you are currently working with, as a complete path starting from the top-level store category. You can go to any category in the path (and display its contents) simply by clicking it.
Subcategories	Shows the list of categories contained within the current category. Categories are listed in the same order that they appear in the storefront. You can go to any subcategory in the list (and display its contents) simply by clicking it. The category name will be added to the path.
Subcategory ID	Displays the unique number that the system assigned to the category after adding it to the store.

Products	This column shows the number of products contained in a category and all its subcategories.
Included Categories	Shows the number of subcategories contained in a category.

Possible Actions

You can view or edit attributes of any category in the list of subcategories. You can also move or delete any category in the list, including its contents. To perform any of these actions, first select the necessary category with a radio button in front of it and then click the appropriate button – **Info**, **Edit**, **Move**, or **Delete**. In either case, a window will pop up with further instructions.

You can also quickly edit the attributes of the current category, without having to go back to it in the path. Just click the **Edit Current Category** or **Edit Home Category** button.

You can also create a new subcategory of the current category (that is, add it to the displayed list). To do so, click the **Add Category** button and follow the instructions.

You can also change the order in which the subcategories appear in the list and in the storefront. To do so, click the **Sort** button. A window will pop up with further instructions.

5.1.3.1 Add Categories

On this page you can create a new subcategory in the current category (as shown in the **Current Category** line). All fields indicated with red color and marked with an asterisk (*) are mandatory fields. You can enter data into the remaining fields later.

Current Category: Home

Details Featured Bestsellers

New Category Details Page Help Video Tutorial Save Cancel

Category Name* ?

Category Status ? Online ▾

Which products are displayed in the Storefront ? Show products only from this category ▾

Description ?

B *I* U ABC |
 



 -- Font size -- ▾ -- Font family -- ▾
















Path:

Category Image + Show/Hide

Search Engine Information + Show/Hide

* = Required Field

Save Cancel

To view information about a specific attribute, click the question mark (?). This will open a new window with the description of this attribute of the category. Once you have finished entering the data, click the **Save** button. This will create a new subcategory in the current category.

IMPORTANT! The **Featured Products** and **Bestsellers** sections become available only after a category is created.

If you don't want to create a new category, click the **Cancel** button.

See also: [Category Attributes Descriptions](#)

5.1.3.2 Edit Categories

On this page you can edit the selected category. All attributes indicated by red color and marked with an asterisk (*) are mandatory. You can enter the remaining attributes later.

To save the new order, click **Save**.

To keep the existing order and close the window without making any changes, click **Cancel**.

The screenshot shows a web interface window titled "Current Category: Home". The window has a header bar with "Sort Subcategories" on the left and "Page Help", "Video Tutorial", "Save", and "Cancel" buttons on the right. Below the header, there is a text instruction: "Below is a list of subcategories in the category 'Home'. To change the sequence of subcategories, select a subcategory and adjust its position in the list by clicking the up and down arrow buttons." Below this instruction is a section titled "Sequence of subcategories in the category 'Home'" containing a list box with the following items: Birthday, Anniversary, New Baby, Congratulations, and Special Offers. To the right of the list box are four arrow buttons: a top arrow, an up arrow, a down arrow, and a bottom arrow. At the bottom of the window are "Save" and "Cancel" buttons.

5.1.3.4 Move Category

This page is designed to help you move the selected category to a new location.

The category being moved is indicated at the top of the page, after the **Selected Category** label. The location to which this category will be moved is displayed below, after the **Target Location** label, as a path from the top-level category of your store.

To change the path, click the category names:

- To add a category to the location, click the category name in the list below.

- To view the categories contained in a category already in the path, click the category name in the path.

Current Location: Home

Selected Category: Birthday [Page Help](#) [Video Tutorial](#) **Move** **Cancel**

Target Location: Home >> New Baby

Select Subcategory

There are no subcategories in the current category.

Move **Cancel**

After you set the correct target location, click the **Move** button to move the selected category, together with all its subcategories and products, to the selected location.

You can close the window at any time by clicking the **Cancel** button.

5.1.3.5 Delete Category

This page allows you to delete a category, including all products and all subcategories (also including their products). It displays the entire list of subcategories and products to be deleted. If you really want to delete all of those, click the **Delete** button.

IMPORTANT! You cannot restore products and subcategories after they are deleted!

Current Category: Home >> Congratulations

Subcategories and products to be deleted [Page Help](#) [Video Tutorial](#) **Delete** **Cancel**

WARNING!!! You have selected category 'Congratulations' for deletion. All subcategories and products in category 'Congratulations' will be deleted. You will not be able to restore them after deletion.

1. **Home >> Congratulations** - 4 products.
2. **Home >> Congratulations >> Birthday** - 5 products.

Delete **Cancel**

To close the window without any action, click the **Cancel** button.

5.1.3.6 **Bestsellers**

On the **Bestsellers** page you can define a list of best-selling products in the selected category. You can define this product list both manually and automatically (based on sales statistics). The products may also be selected in the mixed mode, wherein part of best-selling products is defined manually, while the remaining part is defined automatically on the basis of sales statistics.

To define the best-selling product list manually, select a category the product belongs to under the **Add Products** section, and then highlight the product. Click the **Add** button. The selected product will be displayed in the **Bestsellers** list. If necessary, you can select several products for the Bestsellers list.

If you wish to add products to the **Bestsellers** category on the basis of sales statistics, please use the **Bestsellers** settings.

Current Category: Home >> Congratulations

Details
Featured
Bestsellers

Manage Bestsellers Page Help Save Close

Add Products Show/Hide

From category: No category selected

Categories	Products in selected category
<ul style="list-style-type: none"> Home Birthday Anniversary New Baby Congratulations Special Offers 	<div style="border: 1px solid #ccc; height: 100px;"></div>

Add

Bestsellers Sort

Delete

Settings

Add bestsellers based on sales statistics	?	<input type="text" value="No"/>	
Quantity	?	<input type="text" value="5"/>	
Period	?	<input type="text" value="1"/> <input type="text" value="Month"/>	
Add bestsellers from subcategories	?	<input type="text" value="No"/>	

*** Make sure to click 'Save' to save your changes.**

Save
Close

Bestsellers settings

Add bestsellers on the basis of sales statistics.

If this option is set to 'Yes', products will be added automatically on the basis of sales statistics. In the storefront statistics-based bestsellers are always displayed under the products that were added to the Bestsellers categories manually.

Quantity.

Defines the number of products to be displayed in the storefront.

Period.

Defines the period to be taken into account for sales statistics purposes.

Add bestsellers from nested categories.

By default, only the products in the selected category will be added to the Bestsellers list. If the 'Add bestsellers from nested categories' option is set to 'Yes', best-selling products from nested categories will be taken into account as well.

To save all changes, click the Save button. The selected products will be displayed in the Bestsellers section of your online store.

A sample Bestsellers section layout in the online storefront is shown below (your storefront may look different depending on actual design; this figure is shown as an example only). The Bestsellers section of the online storefront is displayed using the `<?php Bestsellers(); ?>` tag available in the pages of default store version 1.8.x and above.

Notebooks & Tablet PCs » [HP Notebooks](#)

Bestsellers



[HP Pavilion tx1320us Notebook](#)
Was: ~~\$1,199.99~~
\$1,149.99
SAVE \$50



[HP Pavilion dv9260us Notebook](#)
Was: ~~\$1,849.98~~
\$1,399.98
SAVE \$450



[HP Pavilion dv2610us Notebook](#)
Was: ~~\$849.99~~
\$799.99
SAVE \$50

HP Notebooks



[HP Pavilion dv6605us Notebook](#)
AMD Athlon 64 X2 TK-55 1.8GHz Processor, Hard Drive, 15.4-inch WXGA TFT Display, Windows Vista Home Premium
- [More about Vista](#)
- Product Number: 347662
- Mfr. Part #: GS662UA#ABA
- Brand: [HP Notebooks](#) « [Visit their Showcase](#)

Was: ~~\$749.99~~
\$699.99
SAVE \$50 after:
\$50.00 mail-in rebate(s)
[Add To Cart](#)



[HP Pavilion tx1320us Notebook](#)
AMD Turion 64 X2 Mobile Technology TL-60 Processor, 250GB Hard Drive, Touch-enabled 12.1-inch WXGA 8X DVD+-RW Drive, Windows Vista Home Premium
- Product Number: 347666
- Mfr. Part #: GS865UA#ABA
- Brand: [HP Notebooks](#) « [Visit their Showcase](#)

Was: ~~\$1,199.99~~
\$1,149.99
SAVE \$50 after:
\$50.00 mail-in rebate(s)
[Add To Cart](#)

5.1.3.7 Category Attributes Descriptions

Category ID	<p>Category ID (same as subcategory ID) is a unique digital identifier of a product category. This identifier is assigned to a category by the system as a numeric value (e.g. 45). This assigned number uniquely identifies the category among multiple other categories.</p> <p>Attribute Tag: <?php CategoryID(); ?></p>
Category Name	<p>Defines the category name. For instance, if your store sells books on e-commerce, you may use 'E-Commerce' as one of the category</p>

	<p>names.</p> <p>Attribute Tag: <?php CategoryName(); ?></p>
Category Status	<p>A category may be either Online or Offline. If a category is Online, it will display in the Storefront. If a category is Offline, it will not be visible in the Storefront. All of its subcategories - and their products - will also be invisible.</p>
Which products are displayed in the Storefront	<p>This setting defines how products are displayed in the Storefront. By using it, you can set Storefront to either display products only from this category or display all products including those contained in its subcategories.</p>
Description	<p>You can enter the description for a given category here.</p> <p>Attribute Tag: <?php CategoryDescription(); ?></p>
Large Image	<p>Allows to upload a corresponding image for the category.</p> <p>Attribute Tag: <?php CategoryLargeImageSrc(); ?></p>
Small Image	<p>Allows to upload a corresponding thumbnail image for the category.</p> <p>Attribute Tag: <?php CategorySmallImageSrc(); ?></p>
Image Description	<p>You can enter the description of an image for a given category here.</p> <p>Attribute Tag: <?php CategoryImageAltText(); ?></p>
Page Title	<p>You can enter the page title for a given category here. This title will be displayed in the top part of the browser, in the title bar. This title is also used by search engines for page indexation purposes.</p> <p>Attribute Tag: <?php CategoryPageTitle(); ?></p>
Meta Keywords	<p>The keywords for this category. This information is used by search engines for page indexation purposes.</p> <p>Attribute Tag: <?php CategoryMetaKeywords(); ?></p>
Meta Description	<p>The description of the category to be used by search engines. This</p>

	<p>information is used by search engines for page indexation purposes.</p> <p>Attribute Tag: <?php CategoryMetaDescription(); ?></p>
SEO URL prefix	<p>This string will be added to the beginning of the URL which leads to the category's contents page. The following characters are accepted: 'a-z', 'A-Z', '0-9', '-', and '_'. Any other symbol will be automatically replaced with an underscore '_'.</p> <p>Example: If the SEO URL prefix for a category is "Birthday," then the category URL would look like as follows http://www.my-first-shop.com/flowers/cid-8-1/Birthday.html</p>

5.1.3.8 Category Info

This page allows you to view general information about a category. Select a category and click **Info**. A window with category details will appear as follows:

Current Category: Home

Category Details [Page Help](#)

Category ID*	<input type="text" value="9"/>
Category Name*	<input type="text" value="Congratulations"/>
Category Status	<input type="text" value="Online"/>
Which products are displayed in the Storefront	<input type="text" value="Show products only from this category"/>
Description	<input type="text" value="Celebrating accomplishments—whether big, small or just between friends—is always more fun with flowers. Our extensive network of florists deliver each floral arrangement in a vase, ready to be enjoyed immediately. Same-day flower delivery available."/>

Category Image

Large Image	<input type="text" value="No Image"/>
Small Image	<input type="text"/>
Image Description	<input type="text"/>

Search Engine Information

Page Title	<input type="text" value="Congratulate family and friends with fresh flowers."/>
Meta Keywords	<input type="text" value="Congratulation flowers, Send Flowers, Floral Bouquet, Fresh Flowers, Red Roses"/>
Meta Description	<input type="text" value="Send Flowers, same day, to congratulate family and friends with a bouquet of fresh flowers."/>
SEO URL prefix	<input type="text"/>

See also: [Category Attributes Descriptions](#)

5.1.3.9 Featured Products

On this page you can define a list of featured products in the current category.

To define a featured product, select a category the product belongs to under the **Add Products** section, and then highlight the product. Click the **Add** button. The selected product will be displayed in the featured products list. If necessary, you can select several products for the featured products list.

Current Category: Home >> Birthday

Details Featured Bestsellers

Manage Featured Products Save Close

Add products Show/Hide

Current category: Home >> Birthday

Categories	Products in selected category
<ul style="list-style-type: none">HomeBirthdayAnniversaryNew BabyCongratulationsSpecial Offers	<ul style="list-style-type: none"><input type="checkbox"/> Teleflora's Crystal Baby Block (Boy)<input type="checkbox"/> Teleflora's Morning Sunrise Bouquet<input type="checkbox"/> Plum Crazy<input type="checkbox"/> Multi-Colored Roses<input type="checkbox"/> Premium Long Stemmed Roses

Add

Featured Products Sort

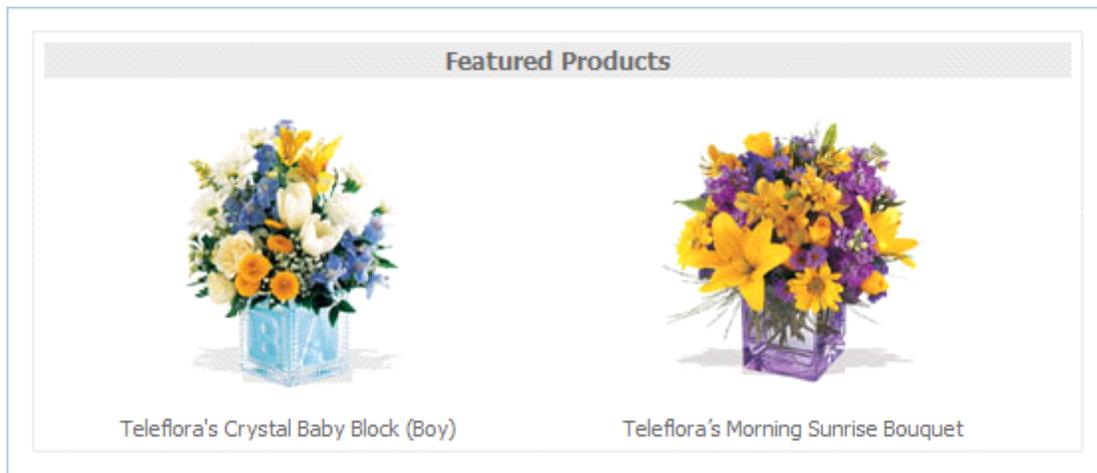
- Teleflora's Crystal Baby Block (Boy)
- Teleflora's Morning Sunrise Bouquet

Delete

* Click Save to save your changes.

Save Close

After you've added the products you wanted, click **Save**. The selected features products will appear in the current category.



5.1.4 Export Products

This wizard lets you export either your whole product catalog or its single category to a **CSV** file. The modified **CSV** file can be imported back into the product catalog with the **Product Import** wizard. This offers a much quicker way to update your product catalog than manual editing.

IMPORTANT! Not every product attribute can be exported to a **CSV** file. Please see the [Product Import](#) help page for the list of supported attributes. Attributes not listed in the table cannot be edited in the way described above.

Step 1 of 3. Select Category to Export

In this step, you should choose a category to export. Select the necessary category using the **Category to export** box. If you want to export its subcategories as well, select the **Include subcategories?** checkbox.

The top-level store category is selected by default (usually it is called **Home**), including all of its subcategories. This implies that the entire products catalog is to be exported.

The screenshot shows a web form titled "Export products" with a blue header. Below the header, it says "Step 1 of 3. Select Category." There are two main input fields: "Category to export" with a dropdown menu showing "Home" and a question mark icon, and "Include subcategories?" with a checked checkbox and a question mark icon. At the bottom of the form are two buttons: "Next" and "Cancel".

Category to export	This is the category whose products will be exported. If you want to export its subcategories as well, select the checkbox " Include subcategories? "
Include subcategories?	If this checkbox is selected, all subcategories contained in the category selected to export will also be exported.

Step 2 of 3. Select Attributes to Export

In this step, select which product attributes should be exported. If you don't need to edit some of the product data, simply clear the checkbox of the corresponding attribute. The resulting CSV file will not contain the corresponding column.

CSV file is a text file, so images are exported separately. If you choose to export images, the system can either copy them to a separate directory on the server or compress them to a TAR file in that directory or let you download it to your local computer. Select the option that is most convenient for you. If you select to put images to a server directory, specify the directory with the browser (the directory must already exist).

The images can then be modified, re-compressed to a TAR file and uploaded back to the server. TAR archives are supported by most compression software. If your compression software doesn't handle TAR archives, you can download the [free 7-Zip](#) archiver which can make TAR files. You can also import uncompressed images from a server directory.

To begin exporting, click the **Start** button.

Export products

Step 2 of 3. Select Attributes to Export.

Category to export	Home (Include subcategories)
Quantity of products to export	1

Attributes to export Check all / Uncheck all

To continue exporting, click the Start button.

<input checked="" type="checkbox"/> Product ID	<input checked="" type="checkbox"/> Small Image
<input checked="" type="checkbox"/> Product Name	<input checked="" type="checkbox"/> Image Description
<input checked="" type="checkbox"/> Category	<input checked="" type="checkbox"/> Short Description
<input checked="" type="checkbox"/> Sale Price (per item)	<input checked="" type="checkbox"/> Detailed Description
<input checked="" type="checkbox"/> List Price (per item)	<input checked="" type="checkbox"/> Per Item Shipping Cost
<input checked="" type="checkbox"/> Quantity in Stock	<input checked="" type="checkbox"/> Weight (per item)
<input checked="" type="checkbox"/> SKU	<input checked="" type="checkbox"/> Page Title
<input checked="" type="checkbox"/> Low level in Stock	<input checked="" type="checkbox"/> META Keywords
<input checked="" type="checkbox"/> Available	<input checked="" type="checkbox"/> META Description
<input checked="" type="checkbox"/> Product Tax Class	<input checked="" type="checkbox"/> Per Item Handling Cost
<input checked="" type="checkbox"/> Large Image	<input checked="" type="checkbox"/> Free Shipping

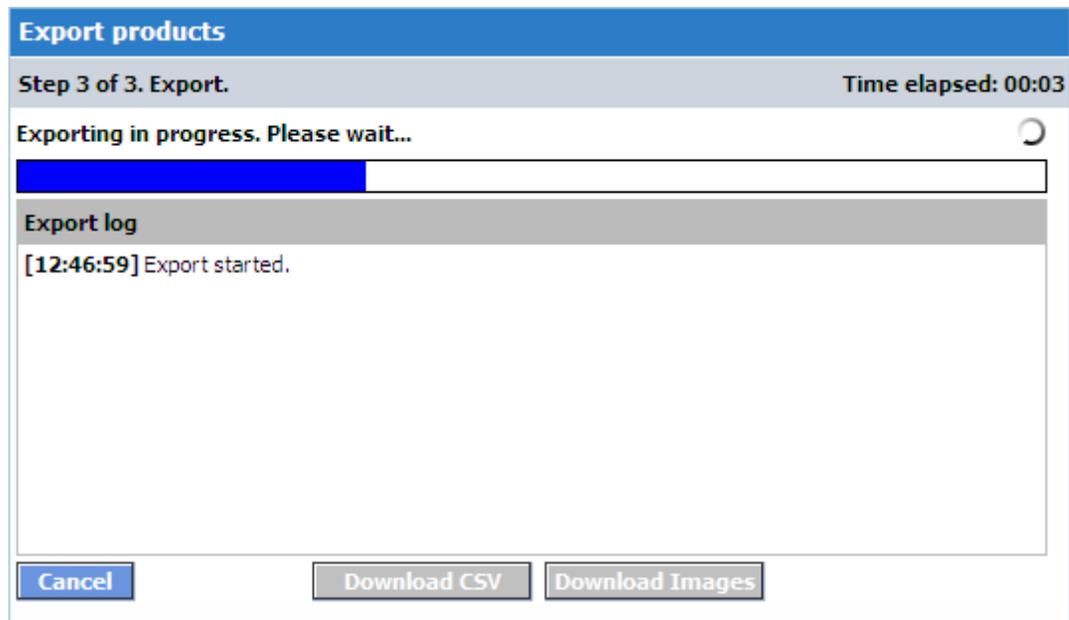
Image actions

Compress to tar archive and download to local computer.
 Compress to tar archive and copy to the specified server location.
 Copy to the specified server location.

Step 3 of 3. Export

In **Step 3**, the actual export process is performed. Depending on the size of your product catalog, the process may take from several seconds to over 10 minutes and more. Typically, exporting 1,000 products on an average server takes about 1-2 minutes.

The **Export Log** displays additional information about the export process. After the export process completes, the **Download CSV** button becomes active. If image exporting has been performed to a TAR archive, the **Download Images** button becomes active as well. Click these buttons to download the exported data to your local computer.



5.1.5 Google Base (Froogle) Export

This wizard lets you prepare a file for listing your products in **Google Product Search**. It generates the correct Data Feed that you can manually upload to your **Google Base** account.

Overview

[Google Product Search](#) (formerly **Froogle**) is a free **Google** service that helps people quickly find stuff they can buy online. You can list your products for free and attract additional customers to your store. See Google's [Information for Sellers](#) and [Google Base Help](#) to get started.

Step 1 of 2. Select Products to Export

In this step you must specify the category that contains the products you want to appear on **Product Search** pages, and whether you want to include additional details about your products in the file. You can view the descriptions of all fields by clicking the small question mark icons.

After specifying all the settings, click the **Start** button to perform the export.

Google Base Export

Step 1 of 2. Google Base (Froogle) export settings. [Page Help](#)

Category to export	<input type="text" value="Home"/>
Include subcategories?	<input checked="" type="checkbox"/>
Storefront Links	<input type="text" value="http://www.my-first-shop.com/"/>
Expiration Date	2008 November 25
<input type="checkbox"/> Location	Don't export.
<input type="checkbox"/> Payment Notes	Don't export.
<input type="checkbox"/> Payment Accepted	Don't export.

Step 2 of 2. Exporting

In this step, the actual generation of the Data Feed file is performed. The process details are provided in the **Export log**.

Google Base Export

Step 2 of 2. Google Base (Froogle) export. [Page Help](#)

Product export in progress. Please wait...  Time elapsed: 00:12

Export log

```
[15:51:35] Export started.
[15:51:41] 1 of 24 products exported.
[15:51:43] 3 of 24 products exported.
[15:51:46] 6 of 24 products exported.
```

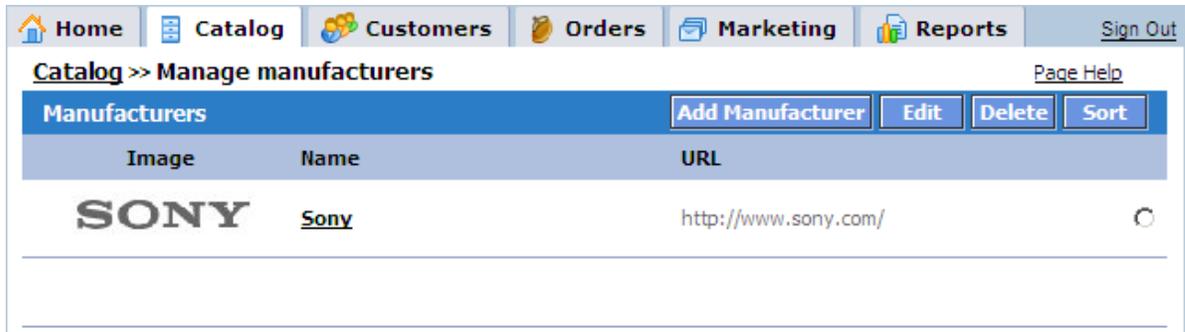
When the export finishes, click the **Download** button to save the Data Feed to your computer. Now you can upload this file to your **Google Base** account, and the products contained in it will appear in **Google Product Search**.

5.1.6 Manufacturers

The **Manufacturers** page lets you manage the list of and information on manufacturers, which

can be then linked to products in your catalog.

Your store visitors can filter product lists in categories based on the manufacturer.



To add/edit information about a manufacturer, click the **Add Manufacturer/Edit** buttons, respectively. A new window will appear for entering/editing manufacturer details. To save all changes, click the Save button.

Manufacturer

Add Manufacturer Page Help Save Cancel

Manufacturer name*

Image

Upload Image

Server file

Alt text:

[Delete](#)

URL

Manufacturer description

B I U ABC | | -- Font size -- | -- Font family --

Path:

* = Required Field

To delete a manufacturer from the list, select it on the main page and click the Delete button. After you confirm the deletion action, the manufacturer will be deleted from the list.

To sort the list of manufacturers, click the **Sort** button. This sorting order determines the order in which manufacturers appear in the **Storefront** filters.

5.1.7 Product Import

The **Product Import** wizard helps you import products into product catalog from a file. Importing a list of products is a quick and convenient way to create the product catalog for the first time or update many products at once in the existing catalog, when needed.

Preparation

The product list that you wish to import in the catalog should be contained in a CSV file.

CSV is a convenient format for storing spreadsheet data in simple text file. This format is widely supported by different spreadsheet editors, including **Microsoft Excel**, **OpenOffice Calc** and **Google Docs & Spreadsheets**. See **Wikipedia** article [Comma-Separated Values](#) for a detailed description.

The **CSV** file that you import into product catalog may contain the following fields:

Field Name	Contents and behavior
ProductID	<p>A unique number which identifies a product.</p> <ul style="list-style-type: none"> • If specified and a product with the same ID already exists in the catalog, the existing product attributes are replaced with the values in other CSV fields. If a CSV field is empty, the corresponding attribute remains untouched. • If specified but there's no product with this ID in the catalog, the CSV row is skipped. • If empty, the product is added to the catalog with the system specified ProductID.
ProductName	<p>The text that will appear as the product name everywhere in the storefront, shopping cart and administration interface. When you add a new product to the catalog, the name is required – it is impossible to create products without names.</p>

ProductCategory	<p>The product will appear under the specified category in the catalog. To specify a subcategory, specify it as a path, starting from the category in which you will be importing the products (you will be prompted for it in Step 2), separating each subcategory in the path by a forward slash ('/'). If the specified category doesn't exist in the catalog, it will be automatically created.</p> <p>There's no need to specify categories for products already in the catalog. The shopping cart system will keep them in the same categories and will only update their attributes.</p> <p>It is impossible to put a product in several categories during import. However, this can be done later using the Product Manager.</p>
ProductSalePrice	The price that will be shown in the storefront.
ProductListPrice	Any other price you wish to associate with the product. Use it for any purposes you need.
ProductQuantityInStock	The number of product items you have in stock and are able to sell.
ProductLowStockLevel	When the quantity of the product items left in stock reaches this number, the software can notify you.
ProductSKU	Any code that you use to keep track of the product in your stock.
ProductAvailable	A string, either ' Online ' or ' Offline .' If the product is specified as 'Offline,' it will not be shown to the customer in the storefront. This is useful if you need to change some product options and do not want your customers to order it until you finish. Default value: ' Online '
ProductTaxClass	A string, either ' Taxable ' or ' Nontaxable .' Default value: ' Nontaxable '

ProductLargeImage	The image file that your customers will see on the product info page. Specify the image file name with extension, but without any path. The actual image files are imported separately.
ProductSmallImage	The image file that your customers will see next to the product name in various lists in the storefront. Specify the image file name with extension, but without any path. The actual image files are imported separately.
ProductImageAltText	The text that your customers will see if they do not load the product images (for example, in case their Internet connection is slow).
ProductShortDescription	A brief text description for your product. Appears next to the product name in various lists in the storefront. HTML code is allowed.
ProductDetailedDescription	A detailed text description for your product. Appears on the product info page. HTML code is allowed.
ProductPerItemShippingCost	A number indicating the cost of shipping of one product item.
ProductPerItemHandlingCost	A number indicating the cost of handling of one product item.
ProductWeight	A number indicating the product's weight, in units specified in store settings.
ProductFreeShipping	A string, either 'YES' or 'NO.' If you specify 'YES,' the product's shipping cost, even if specified, won't be added to a total order amount. Default value: 'NO'
ProductNeedShipping	A string, either 'YES' or 'NO.' Use 'NO' for digital goods (downloadable files). Default value: 'YES'
ProductPageTitle	The text that will appear in the user's browser's window title in front of your store name and in search results for the product info page.

ProductMetaKeywords	The keywords that search engines will associate with the product when they will index the product info page.
ProductMetaDescription	The text that search engines will use as the description for the product info page in the search results.
ProductSEOPrefix	The string that will be added to the beginning of the URL that will point to the product info page. Allowed characters: 'a'-'9' and dash ('-'). All other characters will be automatically replaced with underscores ('_').
Product <custom attribute tag>	<p>You can add a custom product attribute to the product type to which you're importing the products, and specify the attribute values in such a field.</p> <p>For example, if you add the 'Book Author' attribute (with 'author' as the attribute tag) to the 'Books' product type, you can specify authors for all books in a CSV field named 'ProductAuthor'.</p> <p>It is possible to include several fields of this type in one CSV file, one for every custom attribute.</p>

IMPORTANT! All **CSV** fields not listed in the above table will be ignored. It is impossible to import or update product properties not described in the table.

If a **CSV** field is left blank, the corresponding product attribute will be set to its default value. If it is not defined in the table, it will be set to zero for numeric values and to an empty string for string values.

The fields in the **CSV** file can be separated either by semicolons (';') or commas (','). If a **CSV** field contains one of these characters, it should be put in quotes. Spreadsheet editors normally export **CSV** files using this technique. If you have problems exporting files to **CSV** format, refer to your editor's help system.

We provide a [sample CSV file](#) prepared for importing into product catalog. It contains all of the above fields and several products for a sample DVD store. You're free to study the file and use it as a starting point for listing your own products.

If you specified product image file names in your **CSV** file, you need to prepare actual image files. Product images can be imported in the catalog in two ways:

- They can be uploaded to a single directory on the server where the shopping cart software is installed.
- They can be imported in a single TAR archive. The archive file can either reside on your local computer or be uploaded to the server where the shopping cart software is installed. TAR archives are supported by most compression software. If your compression software doesn't handle TAR archives, you can download the [free 7-Zip archiver](#) which can make TAR files.

Once you prepare both the CSV file and the images, start the three-step importing process described below.

Step 1 of 3. Selecting a file to import.

During this step, you should select the **CSV** file containing the data you need to import. The file can be located either on your PC or be uploaded to the server where the shopping cart software is installed.

IMPORTANT! While importing, a large number of catalog products are replaced. If the wrong file is imported, you may lose your actual product catalog information. We recommend performing a full system backup before any import; this will let you restore your product catalog in case any errors arise during import. Data backup may be performed in the **Admin >> Data Backup & Restore** section.

Choose the file, click **OK** and then click **Next**.

The screenshot shows a dialog box titled "Product import" with a blue header. Below the header, it says "Step 1 of 3. Choose a file to import." and has a "Page Help" link. The main area contains a label "Source file to import" with a question mark icon, followed by the text "products.csv" and a "Select..." button. Below this is a red "Important!" warning message: "While importing, a large number of catalog products are replaced. If the wrong file is imported, you may lose your actual product catalog information. We recommend performing a full system backup before any import; this will let you restore your product catalog in case any errors arise during import. Data backup may be performed in the Admin >> Data Backup & Restore section." At the bottom, there are "Next" and "Cancel" buttons.

Step 2 of 3. Checking the file and choosing import parameters.

The purpose of this step is to verify the integrity and correctness of the **CSV** file specified for import. If it contains any errors, they are displayed in the Import file check log and no import is made. The wizard also determines the quantity of products it will add to and update in the catalog, which is useful for checking.

If this file is allowed to be imported, you will be prompted for **Target product type** and **Target category**. Please specify the product type and category in which you want the products to appear. If you specified categories in the imported file, the wizard will expect them to exist in the **Target category** that you specify in this step. If such categories do not exist, they will be created under the specified **Target category**.

Also in this step, if the **CSV** file contains product image file names, you are prompted for the location of actual image files. Choose the TAR file on your local computer or a server directory (it may contain uncompressed images or a TAR file).

Click **Start** to begin the importing process.

Product import

Step 2 of 3. Checking file 'products.csv', choosing actions. [Page Help](#)

Check completed. Time elapsed:00:13

Check results		Import file check log
New products:	101	[20:48:42] Illegal record on file line 5 - incorrect `ProductID` and/or `ProductName`.
Products to be updated:	1	[20:48:42] Illegal record on file line 5 - incorrect `ProductID` and/or `ProductName`.
Incorrect records:	3	[20:48:52] 105 of 105 records checked. [20:48:52] Check completed.

Important! Import file contains errors and incorrect records that are impossible to import. Errors are listed in the import file check log. What should we do now?

Import. Ignore incorrect records.

Stop importing. I'll import later, after I've corrected the errors.

Required parameters for new products

Target product type

Target category

Source location of product images

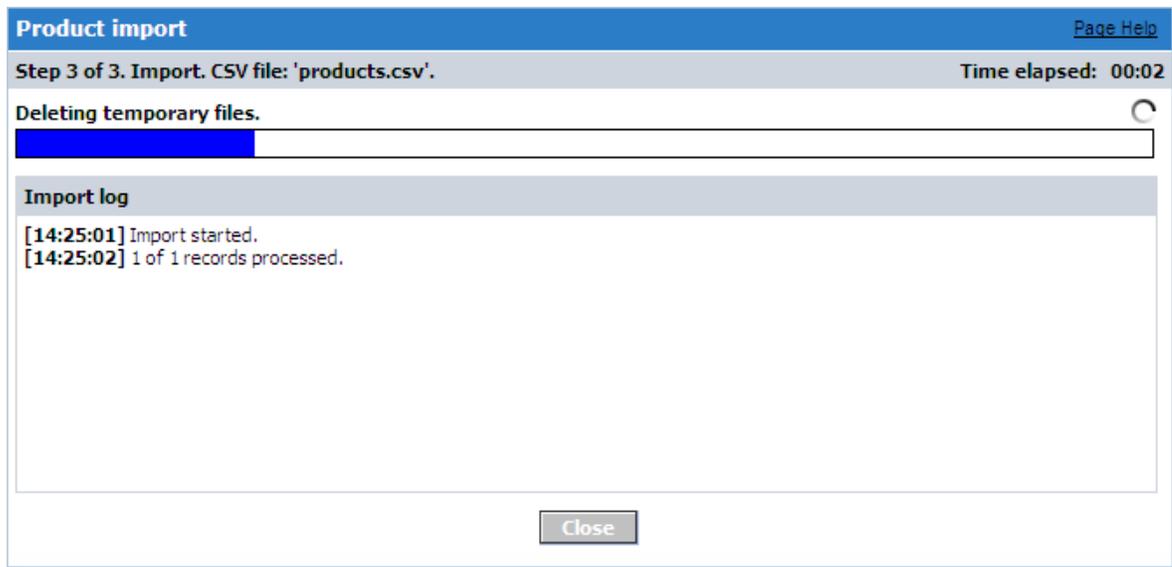
tar archive
File not specified

server folder

Step 3 of 3. Importing.

This step includes importing **CSV** data and images (if specified).

The **Import Log** displays additional information about the process, such as creation of categories or missing image files, if any.



After the process is finished, you may review the log, click **Close** to close the **Product Import** wizard and then refresh the admin area to reflect the change in product numbers.

You may now delete the imported **CSV** and **TAR** files. You may re-create them at any time by exporting products back from the catalog.

5.1.8 Search

The **Search** page lets you search products using keywords. Matching keywords are color-highlighted in the product description text.

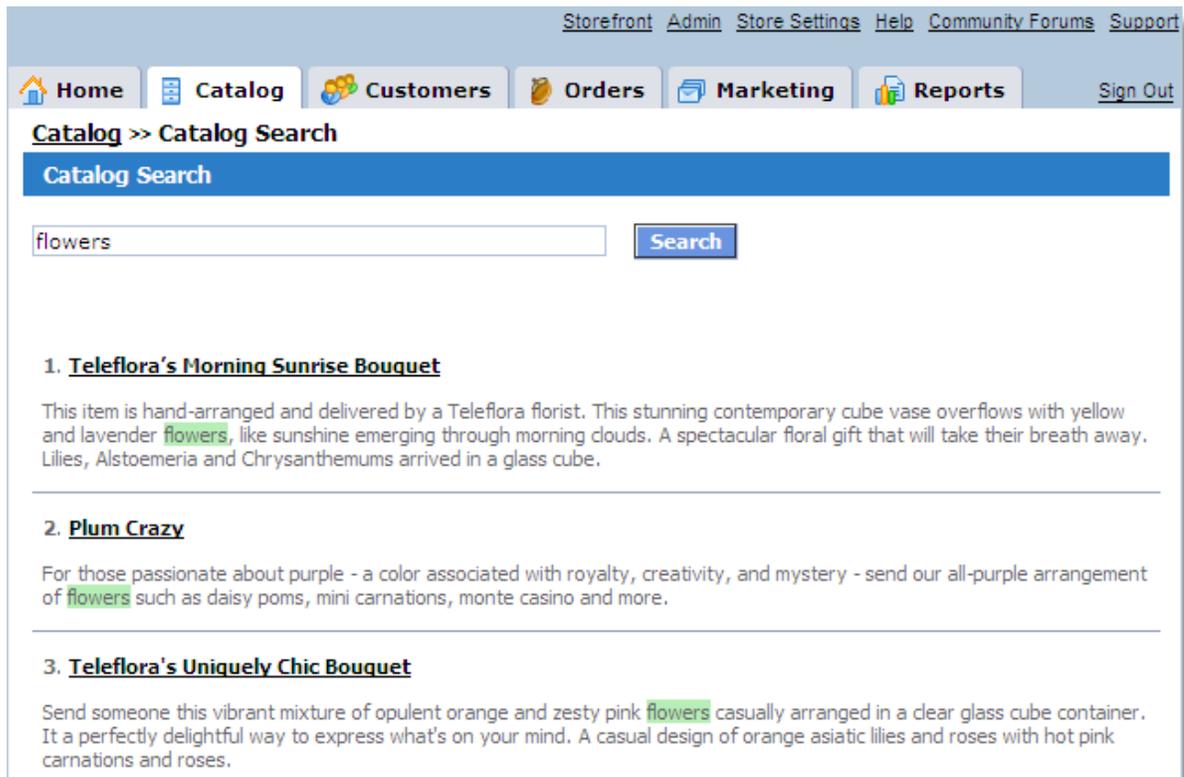
In both the **Admin Area** and the **Storefront**, search is performed in the same way. Matching products are displayed according to relevance: the more suitable a product is to the search keywords, the higher it will be on the list of results.

Relevance is calculated as follows: the user-entered search string is split into words, and these words are searched for in key product attributes.

Product search relevance sequence:

1. (Highest relevance) All keywords are found in the product name.
2. All keywords are found in the product description.
3. At least one keyword is found in the product name.
4. At least one keyword is found in the product description.

5. At least one keyword is found in the product **SKU**.
6. At least one keyword is found in the product **Meta Description** or **Meta Keywords**.



The screenshot displays the Avactis Shopping Cart Admin Area interface. At the top, there are navigation links: [Storefront](#), [Admin](#), [Store Settings](#), [Help](#), [Community Forums](#), and [Support](#). Below these are main menu items: [Home](#), [Catalog](#), [Customers](#), [Orders](#), [Marketing](#), and [Reports](#), along with a [Sign Out](#) link. The current page is titled "Catalog >> Catalog Search". A search bar contains the text "flowers" and a "Search" button. The search results are listed as follows:

- 1. [Teleflora's Morning Sunrise Bouquet](#)**
This item is hand-arranged and delivered by a Teleflora florist. This stunning contemporary cube vase overflows with yellow and lavender **flowers**, like sunshine emerging through morning clouds. A spectacular floral gift that will take their breath away. Lilies, Alstroemeria and Chrysanthemums arrived in a glass cube.
- 2. [Plum Crazy](#)**
For those passionate about purple - a color associated with royalty, creativity, and mystery - send our all-purple arrangement of **flowers** such as daisy poms, mini carnations, monte casino and more.
- 3. [Teleflora's Uniquely Chic Bouquet](#)**
Send someone this vibrant mixture of opulent orange and zesty pink **flowers** casually arranged in a clear glass cube container. It's a perfectly delightful way to express what's on your mind. A casual design of orange asiatic lilies and roses with hot pink carnations and roses.

5.2 Orders

The **Orders** page allows you to manage orders placed by your customers.

It also lets you find orders by their date, status, or order ID.

Storefront Admin Store Settings Help Community Forums Support

Home Catalog Customers Orders Marketing Reports Sign Out

Orders Page Help Video Tutorial

Quick Order Navigation

[New Orders:](#) 8

[In progress:](#) 2

[Ready to Ship:](#) 0

[All:](#) 11

Search Orders

Date range

From: 1 January 2001

To: 25 November 2008

Payment statuses

Waiting Fully Paid Declined

Order statuses

New Order In Progress

Ready To Ship Shipped

Cancelled Declined

Completed

Order ID:

New Orders: 8 orders found.

Date: 11-09-2008 - 11-09-2008 Amount: \$1,105.31 Tax Total: \$81.87

Order ID	Login/E-mail	Customer Name	Order Date	Amount	Tax	Order Status	Payment Status	<input type="checkbox"/>
100012	m.watson@my-first-shop.com	Mark Watson	11-09-2008	\$271.82	\$20.14	New Order	Waiting	<input type="checkbox"/>
100011	steve@my-first-shop.com	Steve Irwin	11-09-2008	\$110.02	\$8.15	New Order	Waiting	<input type="checkbox"/>

Overview

The **Orders** page contains the following sections:

- Quick Order Navigation
- Search Orders
- Orders

The **Quick Order Navigation** section lets you quickly access orders having one of these statuses: **New**, **In Progress**, or **Ready to Ship**, or see the full list of orders. To view all orders with a given status, click the corresponding link. All orders with that status will be displayed in the **Orders** section.

The **Search Orders** section is used to search orders by number or order/payment statuses. When searching by status, you can also specify a date interval. To search within a particular date interval, set the starting ending dates of the required interval.

The **Order List** shows the orders that match the conditions set in the above sections. To view the details of a particular order, click the order number in the first column. The information will display in a new window.

To view the details of the customer who placed an order, click the customer's login/e-mail in the second column. Customer information will display in a new window.

Order Statuses

The order statuses used in shopping cart are listed below. After the customer places an order, the order is assigned a New Order status. The status of an order can be changed manually by the system administrator when processing the order.

When changing order status, there is an option to automatically notify the customer about the order status change. This is done by selecting the appropriate settings in **Store Settings >> Store Configuration >> Email Notification** options. Such email notifications let you inform your customers about the progress of their orders and help raise their level of commitment and loyalty to your online store.

- **New Order** - order has been placed but has not been accepted for processing.
- **In Progress** - order has been accepted for processing.
- **Ready to Ship** - order has been processed and is ready to be shipped.
- **Shipped** - order has been shipped.
- **Cancelled** - order has been cancelled.
- **Declined** - order has been declined by the online store manager.
- **Completed** - order has been completed in full.

Payment statuses

The possible payment statuses are listed below. The status of a payment can be changed manually by the system administrator. Also, payment status can be automatically set to **Fully Paid** by the system if the payment has been successfully completed through an online payment processing system.

- **Waiting** - payment is pending or has not been made.
- **Fully Paid** - payment has been made in full.
- **Declined** - payment has been declined (for example, because a credit card fraud is suspected).

Changing order and payment statuses

To change the status of an order or payment:

- In the line containing the order name, change the status of payment or order;
- Click the **Update** button.

This will save any changes made to the status(-es).

Deleting orders

To delete one or more orders, select the appropriate orders and click the **Delete** button.

For information on a particular order, click its number. Order information will be displayed in a new window.

For information on a particular customer, click the link containing the customer's name. Customer information will be displayed in a new window.

5.2.1 Order Details

The **Order Details** page allows you to view and edit order information. It also lets you change order status and payment status.

The page contains the following sections:

- [Key Order Details](#)
- [Product\(s\) Ordered](#)
- [Billing/Payment Information](#)
- [Shipping Information](#)
- [Comments](#)
- [Order Logs](#)

Order Number: 100012	
Key Order Details	
Page Help Video Tutorial <input type="button" value="Update"/> <input type="button" value="Edit"/> <input type="button" value="Close"/>	
Order ID	100012
Invoice	Invoice
Packing Slip	Packing Slip
Payment Processor Order ID	
Order Date	11-09-2008
Order Amount	\$271.82
Order Status	New Order
Payment Status	Waiting
Payment Method	Cash On Delivery
Shipping Method	2Day (\$43.79)
Tracking Number	<input type="text"/>
Product(s) Ordered	+ Show/Hide
Billing Information	+ Show/Hide
Shipping Information	+ Show/Hide
Comments	+ Show/Hide
Order Logs	+ Show/Hide
<input type="button" value="Update"/> <input type="button" value="Edit"/> <input type="button" value="Close"/>	

Key Order Details

This section contains the most important data for an order:

Order ID	<i>Informational field.</i> The unique ID assigned to the order by shopping carts. Each order has an order ID and can be identified by it.
Invoice	Clicking the link opens a window with an automatically generated invoice for the order, which can be easily printed and sent to the customer.
Packing Slip	Clicking the link opens a window with an automatically generated slip for the order, which can be easily printed and put on the package containing the order

	items.
Payment Processor Order ID	The unique ID assigned to the order by an online payment system used to pay for it. Can be missing if the payment was made in cash or in another way without using an online payment system. It can also be missing if a glitch occurred while the payment was processed by an online payment system.
Order Date	<i>Informational field.</i> The day when the order was placed.
Order Amount	<i>Informational field.</i> The total cost of the order, including shipping and handling costs, after applying all taxes and discounts.
Order Status	<p>Identifies the current order status; can be changed.</p> <p>Every order can have one of the statuses listed below. When a customer places an order, the order is assigned the New Order status. Order status can be changed manually by an administrator when processing the order.</p> <p>When changing order status, there is an option to automatically notify the customer about the order status change. This is done by selecting the appropriate settings on the Store Settings / Store Configuration / E-mail Notifications page. Such e-mail notifications let you inform your customers about the progress of their orders and help raise their level of commitment and loyalty to your online store.</p> <ul style="list-style-type: none"> • New Order — order has been placed but has not been accepted for processing. • In Progress — order has been accepted for processing. • Ready to Ship — order has been processed and is ready to be shipped. • Shipped — order has been shipped. • Cancelled — order has been cancelled. • Declined — order has been declined by the online store manager. • Completed — order has been completed in full.
Payment	Identifies the current status of payment for the order; can be changed.

Status	<p>The possible payment statuses for an order are listed below. The status of a payment can be changed manually by an administrator. Also, payment status can be automatically set to Fully Paid by shopping cart after the payment has been successfully completed by one of the supported online payment processing systems.</p> <ul style="list-style-type: none">• Waiting — payment is pending or has not been made.• Fully Paid — payment has been made in full.• Declined — payment has been declined (for example, because a credit card fraud is suspected).
Payment Method	<p>The method used to pay for the order. If the payment method is subsequently changed, this field can be edited manually.</p>
Shipping Method	<p>The method used to ship the order to the customer.</p>
Tracking Number	<p>The number assigned to the order by a shipping company. Can be used to track the progress of order shipment.</p>

Product(s) Ordered

This section provides complete information on all ordered products, all applied taxes, discounts, and shipping cost. This section can be regarded as the explanation of the **Order Amount** field above.

Billing/Payment Information

These two sections display the information supplied by the customer. The payer is the person billed for the order and is not necessarily the customer.

Shipping Information

Shipping Information displays addressee information. The addressee is the person to whom the order is shipped and is not necessarily the customer or the payer.

Comments

This section can contain any comments about the particular order. For example, you may record a history of a conversation with the customer which provides more details about the order.

Add Comment	Enter your comments about the order in this field. They will be saved together with other changes when you click the Update button.
--------------------	--

Order Logs

This section lets you track the changes made to a placed order.

Possible Actions

To get information about any attribute on the page, click the blue question mark to open a short description (in a new window).

To edit all order attributes, click the **Edit** button.

To save any changes made to the data and the statuses, click the **Update** button.

To close the window without making any changes, click the **Close** button.

5.3 Marketing

This section provides information about available marketing tools.

Available topics:

[Global Discounts](#)

[Manage Coupons and Promo Codes](#)

[Manage Newsletters](#)

[Manage transaction tracking](#)

5.3.1 Global Discounts

This page lets you define discounts that will apply to all orders placed at your store. They are

called **Global Discounts**. Global discounts can be calculated based on subtotal order amount only.

The screenshot shows the 'Marketing >> Manage Global Discounts' interface. At the top, there are navigation tabs for Home, Catalog, Customers, Orders, Marketing, and Reports. The main heading is 'Marketing >> Manage Global Discounts'. Below this is a table with the following structure:

Update	Order Subtotal Range	Order Discount	Delete
Active ▼	from 100.00 \$ to 1000.00 \$	5%	<input type="checkbox"/>

At the bottom of the page, there is an 'Add' form with the following fields:

from to discount \$ ▼

Discounts List

Currently defined global discounts are displayed in a list with the following columns:

Status	Indicates if shopping cart system applies the discount. Change this setting to temporarily disable or enable previously defined discounts.
Order Subtotal Range	The discount will be applied to orders only when the subtotal amount falls within the specified range.
Order Discount	The specified percentage is subtracted from Order Total after calculating taxes and shipping cost for an order.

If no corresponding discount is found for an order being placed (the order subtotal doesn't fall in any of the defined ranges), then no discount is applied for that order.

To view global discounts applied to orders, see their individual Order Info pages.

Adding Discounts

To add a new discount, use the form at the bottom of the list. See above for the descriptions of form fields required. Click the **Add** button to save and activate the new global discount.

Removing Discounts

To disable one or more global discounts (that is, to stop applying them to any orders), select the **Disabled** option from the corresponding drop-down list on the left and then click the **Update** button in the list header. The new status of discount(s) will be saved.

To completely remove a global discount, select it with the corresponding checkbox on the right and click the **Delete** button in the list header. The discount will be removed from the list.

5.3.2 Manage Coupons and Promo Codes

Coupons and Promo codes are effective marketing tools widely used to boost online sales. The **Manage Coupons/Promo Codes** page is designed for you to create, modify and delete coupons and **Promo** codes.

Admin Store Settings Help Community Forums Support

Home Catalog Customers Orders Marketing Sign Out

Marketing >> Manage Coupons/Promo Codes

Campaign Name	Promo Code	Global Discounts	Status	Min Subtotal	Discount	Start/Expire	Times Used	
The First Promo	12001	Apply Both	Active	\$30.00	5%	01-05-2007 / 15-06-2007	0/1	<input type="radio"/>
Super Promo	12002	Apply Both	Active	\$10.00	15%	01-06-2007 / 30-06-2007	0/5	<input type="radio"/>

Add Promo Code Edit Delete

Add Promo Code Edit Delete

You can add a new **Promo Code** by clicking the **Add Promo Code** button. In the window that appears (shown below), you can specify the details of your **Promo code** or **coupon**.

Promo Code

New Promo Code Details

Campaign Name*	<input type="text" value="Birthday"/>
Promo Code*	<input type="text" value="Birthday102"/>
Status	<input type="text" value="Active"/>
Min Subtotal	<input type="text" value="20.00"/> \$
Discount	<input type="text" value="10.00"/> %
Start date	<input type="text" value="2007"/> <input type="text" value="May"/> <input type="text" value="1"/>
End date	<input type="text" value="2007"/> <input type="text" value="August"/> <input type="text" value="31"/>
Times To Use	<input type="text" value="3"/>
Global Discounts	<input type="text" value="Apply Both"/>

* = Required Field

To edit a **Promo code** created previously, click the **Edit** button. Click **Delete** to delete an existing **Promo code** or **coupon**.

While browsing your storefront, customers will be able to use registered Promo codes and/or coupons to receive their discounts.

A customer enters the coupon code or **Promo code** during checkout. The storefront interface for this operation looks roughly like this (you may get a different-looking interface):

Shopping Cart

Total Items: **1** Amount: **\$51.00**

 [Enlarge image](#)

T-shirt

- . Price: \$51.00
- . Item amount:
- . Options:
 - Color:** Red
 - Size:** S
- . Total: **\$51.00**

[View details](#) [Delete Item](#)

Subtotal: \$51.00

If you have a Coupon/Promo Code, enter it you receive a discount. A previously used coupon can be cancelled to be used at a later time.

Enter Promo Code: [Apply](#)

[← | RETURN TO CATALOG](#) [UPDATE CART](#) [DELETE ALL](#) [CHECKOUT | →](#)

If an active **coupon code** or **Promo** code is entered, an appropriate discount is applied to **Order Subtotal**.

Shopping Cart
Total Items: **1** Amount: **\$45.90**

 [Enlarge image](#)

T-shirt

. Price: \$51.00

. Item amount:

. Options:
Color: Red
Size: S

. Total: **\$51.00**

Subtotal: \$51.00

Promo Code Discount: \$5.10

Discounted Subtotal: \$45.90

You are using coupon "Birthday123". This coupon provides a 10% discount off your Order Subtotal. The discount only applies if the cart's Subtotal is at least \$20.00 or higher.

5.3.3 Manage Newsletters

This page allows you to send out mass e-mails to your customers.

Home
 Catalog
 Customers
 Orders
 Marketing
 Reports
[Sign Out](#)

Marketing >> Manage Newsletters

Newsletters				<input type="button" value="Add"/>	<input type="button" value="Edit"/>	<input type="button" value="Send"/>	<input type="button" value="Delete"/>
Created	Sent	From	Subject				
25-11-2008 15:22:25	Not sent	Shopping Cart <store@my-first-shop.com>	(no subject)				

To create an e-mail you want to send, click the **Add** button. In the new window that appears, enter the e-mail information. Enter your e-mail's subject line in the **Subject** field. Enter your name of the name of your store in the **From** field.

For **Reply To**, enter the e-mail address to which users will be able to reply. Then enter your e-

Sending Newsletter

Step 1 of 2. Select Recipients.

Subject (no subject)

From Shopping Cart <store@my-first-shop.com >

Recipients Available

- AlexS@my-first-shop.com
- Lewis@my-first-shop.com
- m.watson@my-first-shop.com
- steve@my-first-shop.com

Recipients Selected

Press and hold Shift or Ctrl while clicking to select multiple recipients.

Sending Newsletter

Step 2 of 2. Sending Newsletter. Time elapsed: 00:02

Sending... ⏸

E-mail Log

[15:35:47] E-mail sending started

5.3.4 Manage transaction tracking

On the **Manage Transaction Tracking** page, you can activate third-party tools for collecting statistics on your store operation.

The following systems are currently supported:

- **ClixGalore**
- **Google Analytics** e-commerce transactions tracking

To activate a transaction tracking tool, you need to register with the appropriate service/tool vendor. After registration you will be assigned a unique account ID.

The **ClixGalore** service calls it 'AdID.

The **Google Analytics** e-commerce transactions tracking service calls 'Account Number.'

Enter the ID you have received in the field for the service you want to activate. Then, select the corresponding checkbox in the "**Active**" column, and click the Update button.

Module Name	Module Settings	Active
ClixGalore	AdID <input type="text" value="xxxx"/>	<input type="checkbox"/>
Google Analytics e-commerce transactions tracking.	Account Number <input type="text" value="UA-xxxxxx-x"/>	<input type="checkbox"/>

5.4 Store Settings

The **Store Settings** page lets you configure your online store to best suit your needs. In particular, this section lets you set the store e-mail address, payment and shipping methods offered, tax rate settings, currency denotation, and other store settings.

In addition, from this page you can temporarily close your store.

[Storefront](#) [Admin](#) **[Store Settings](#)** [Help](#) [Community Forums](#) [Support](#)

Home
 Catalog
 Customers
 Orders
 Marketing
 Reports
[Sign Out](#)

Store Settings [Page Help](#)

Store Configuration

Location/Taxes/Localization

General Settings - General online store settings.

Store Owner's Profile - Edit the store owner's profile.

Payment Methods - Select payment gateways and activate payment methods.

Shipping Settings/Methods - Configure shipping settings. Select and activate shipping methods.

E-mail Notifications - Change e-mail notification settings and edit e-mail templates for e-mails automatically generated by system events.

Digital Products/E-Goods - Configuring link settings for downloadable products.

Detailed Product Images - Settings for additional product images.

Search Engine Optimized URLs - Settings for optimizing search engine ranking and placement.

Countries - Edit the list of countries.

States - Edit the list of states.

Taxes - Define taxes, tax classes and tax formulas.

ZIP Code Based Tax Rates - Add and update ZIP based tax rates.

Date/Time Format - Edit date and time display settings.

Number Format - Number format settings.

Weight Unit - Weight unit settings.

Checkout and Customer Account Settings

Currency Settings

Checkout Form Editor - Lets you customize the list of attributes (fields) for Customer Info, Billing Info and Shipping Info to be entered during Checkout in the storefront.

Customer Account Settings - Customer Account Settings.

Credit Card List Editor - Lets you change Credit Card List.

Currency Format - Edit currency display settings.

Store Currencies - Edit the list and exchange rates of accepted currencies.

Short descriptions for each of the sections are given below.

Store Configuration

General Settings	The General Settings page lets you manage the basic settings for your store. You can adjust the display options for items not in stock, the local store time, options for restricting site access in case of multiple "invalid password" errors, and options for displaying the contents of the shopping cart to the customer. You can also temporarily close your store (make it temporarily unavailable to visitors).
Store Owner's Profile	In this section you can set the store details including the name of the store, its e-mail address, postal address(es) and phone numbers.

Payment Methods	This section lets you decide which payment methods are available to your customers. You can choose to make several payment methods available at the same time.
Shipping Methods	In this section you can set the shipping methods available to your customers. You can choose to make several shipping options available at the same time.
E-mail Notifications	This page lets you to change e-mail notification settings and edit e-mail templates for e-mails automatically generated by system events.
Digital Products/E-Goods	On this page you can define the downloadable products settings, including 'Link lifetime' and 'Maximum download attempts allowed'
Detailed Product Images	On this page you can configure the settings for detailed product images.
Search Engine Optimized URLs	Settings for optimizing search engine ranking and placement.

Checkout and Customer Account Settings

Checkout Form Editor	Lets you customize the list of attributes (fields) for Customer Info, Billing Info and Shipping Info to be entered during Checkout in the storefront.
Customer Account Settings	Use the Customer Account Settings to allow Quick Checkout without registration, configure registration fields, manage account authorization, and more.
Credit Card List Editor	Lets you change and edit Credit Card List.

Location/Taxes/Localization

Currency Format	On this page you can set the currency format for your store as appropriate for your country. Only one currency can be used at a time.
Countries	The Countries section identifies the list of countries whose residents are allowed to place orders at your store. If you do not want to allow orders from a particular country, you can exclude that country from the list.
States	This section displays the list of states (regions, provinces, etc) for countries whose residents are allowed to shop at your store.
Taxes	This page lets you adjust the taxes and fees applied to orders in accordance with applicable tax legislation.
Date/Time Format	This page lets you adjust the format used for displaying date and time throughout your store.
Number Format	This section sets the format used for displaying positive and negative numbers.
Weight Unit	On this page you can set the format used for displaying weight units. Only one weight unit can be used at a time.

Currency Settings

Store Currencies and Exchange rates	Manage the list of accepted currencies and exchange rates.
Currency Format	Edit currency display settings.

5.4.1 Taxes

Shopping cart tax calculation module is used to calculate taxes applied at the time of sale. The general principles of tax assessment and guidelines for customizing the tax calculation module are provided below.

Introduction

In most countries, a sales tax is applied to the sale of a product or service. The sales tax has a different name in each country. It is called a **Sales** and **Use Tax** in the United States and a **Value Added Tax (VAT)** in the European Union. In Canada, the **Goods and Services Tax (GST)** is levied at the federal level and a **Provincial Sales Tax (PST)** at the level of provinces. Also, several Canadian provinces use a **Harmonized Sales Text (HST)** in place of both **GST** and **PST**.

The sales tax may have different names in other countries; however, shopping cart software provides support for calculating taxes applied at the time of sale for the majority of world countries.

Principles of Tax Assessment in Internet Sales

Shopping Cart software is designed for selling goods on the Internet. In most countries, Internet sales of goods and services are taxed the same way as store sales or mail-order sales.

Depending on local legislation, the following items sold on the Internet may be subject to taxation:

- product being sold
- product packaging
- product shipping services

These taxes may also depend on the customer's and merchant's locations.

Shopping Cart Tax Module Features

Tax calculation module meets the majority of tax assessment requirements applicable to Internet sales. Its features include the following:

- Calculates product sales taxes with regard to the recipient's location (the entity that receives the shipment);
- Calculates product sales taxes with regard to the recipient's ZIP/Postal Code;
- Calculates product sales taxes with regard to the payer's location (the entity that pays for the order);

- Calculates individual taxes for each product sold with regard to the tax rate;
- Supports an unlimited number of taxes;
- Supports an unlimited number of tax rates for the same tax;
- Calculates taxes for simultaneous purchase of products spanning several product classes;
- Calculates taxes applied to shipping cost, if applicable;
- Calculates taxes applied to shipping cost with regard to delivery method;
- Calculates independent taxes whenever two or more tax amounts depend on each other.

Taxes Page Sections

The Taxes page includes several sections described below.

- [Tax Names](#)
- [Tax Display Options](#)
- [Tax Classes](#)
- [Tax Rates](#)
- [Tax Rules on Shipping Cost](#)

[Home](#) | [Catalog](#) | [Customers](#) | [Orders](#) | [Marketing](#) | [Reports](#) | [Sign Out](#)

Store Settings >> Taxes [Page Help](#)

Manage Taxes [Settings](#)

This page allows you to define tax settings. Use the Tax Names section to create names for taxes that will be used in your online store. Use the Tax Display Options section to determine how these taxes will display to your customers. Then, create Product Tax Classes, which will be used when you enter products into the catalog. Finally, in the Tax Rates section, define tax formulas for each Product Tax Class. For more details, see Page Help at any time.

Tax Names Add Edit Delete			Tax Display Options Add Edit Delete		
Name	Address To Use		Tax & Display Rule	Displayed Text	
Tax	Shipping Address	<input type="checkbox"/>	Tax (always display)	Tax:	<input type="checkbox"/>

Product Tax Classes Add Edit Delete			Tax Rules on Shipping Costs Edit	
Product Tax Class	Description		DON'T apply taxes to shipping charges if shipping cost is calculated by this method:	
Nontaxable	Nontaxable Products	<input type="checkbox"/>		
Taxable	Taxable Products	<input type="checkbox"/>		

Tax Rates. Product Tax Class - Nontaxable Add Edit Delete	
Address	Tax Formula
Tax Rates are not defined	

Tax Rates. Product Tax Class - Taxable Add Edit Delete	
Address	Tax Formula
United States	Tax = 8% * (Sale Price + Shipping Cost - Discount) <input type="checkbox"/>

All other addresses are not subject to taxation

Tax Names

This section is used for creating, editing and deleting taxes. You can create as many taxes as you like. In this section you define only a tax name and address type to which the tax applies.

Rules for calculating tax amounts for taxes you have created are defined separately for each **Tax Class** in the **Tax Rates** sections below.

Click the **Add** button to create a new tax. A new dialog opens where you can enter the tax name and the type of address to which it will be applied. For example, if you specify that the tax applies to **Shipping Address**, then only the recipient's address will be taken into account for tax calculation purposes, regardless of the payer's address (**Billing Address**). **Shipping Address** is entered by the customer at the time of purchase.

If you specify that the tax applies to Billing Address, then the tax amount will be calculated only based on the payer's address, regardless of the shipping location.

Using the **Billing** or **Shipping Addresses** for tax calculation depends on the tax jurisdiction where your business is registered. For example, in most of the United States no tax is charged if an article is shipped outside the state. However, if the article is shipped within the state, a tax is charged even if the payer is located in another state.

Check "**Included Into Product Price**" if the prices you enter for products in this tax category include the tax.

To edit or delete a previously created tax, select it with a checkbox on the right and then click the **Edit** or **Delete** buttons, respectively.

Tax Display Options

This section defines the rules for displaying taxes to customers on the checkout pages.

After a new tax has been added to the **Tax Names** list, the corresponding display option is added to the list automatically for your convenience. However, these sections are not hard-connected; you can change the display options independently of the taxes themselves.

The **Tax&Display Rules** column shows the tax name and the rule for displaying the tax. The **Displayed Text** column shows the text that customers will see in front of this tax amount on the checkout pages.

To add a new displayed tax, click the **Add** button. A window will open where you can specify which tax amount should be displayed, and when:

Always display	The corresponding line will be shown regardless of the calculated tax amount (if no tax is applicable, a zero will be displayed).
-----------------------	---

Display if applicable	The corresponding line will be shown only if the tax amount is positive after all calculations.
Never display	The corresponding line will never be shown. This setting is identical to if you delete the display option completely. The tax amount will still be added to the total order amount and displayed in the "Order total:" line.

Several tax amounts can be added up and displayed as one sum, for example under the label "Taxes total:". Use the **Add** button to add any existing taxes to the line. In this case it is recommended that you set the display option to **Always display**. Otherwise, if any of the specified tax amounts will equal zero, the whole line will not be displayed.

To edit or delete a previously created display option, first select it with a checkbox on the right, then click the **Edit** or **Delete** buttons, respectively.

Tax Classes

A tax is a set of rules for tax rate calculation. If different types of products in your store are taxed at different rates, you should create a separate **Tax Class** for each product type and then set them for the products accordingly. You can select a **Tax Class** for a product from the list of available classes when adding or editing the product attributes (**Catalog > Manage Products**).

Two default tax classes already exist after installation: **Taxable** and **Nontaxable**. However, they contain no tax calculation rules.

This section provides only the names and descriptions of tax classes. To define the rules of tax calculation for each class in the list, use the Tax Rates section below that corresponds to that class.

Use the **Add**, **Edit** and **Delete** buttons to add, edit or delete tax classes, respectively (you may need to select the right class with a checkbox first).

Tax Rates

For each tax class entered there is a corresponding Tax Rates section containing the rules for tax calculation. If more than one tax is defined for the same type of address, the taxes are added together.

The total tax amount is defined as the sum of all tax calculations of a tax class.

Use the **Add**, **Edit** and **Delete** buttons to add, edit or delete the calculation rules, respectively (you may need to select the right class with a checkbox first).

Tax Rules on Shipping Cost

Depending on your tax jurisdiction's legislation, a tax can be charged on the cost of shipping of an article to the customer. This section lets you define the rules for calculating tax amounts applied to product shipping prices depending of the selected delivery method.

In most US states, shipping is taxed if the delivery is made using the merchant's means of transportation. If shipping is done by a third party (UPS, USPS, DHL, etc), the shipping cost is not taxed.

To set the nontaxable shipping methods, click the **Edit** button. A window will open where you can select the nontaxable methods. After your choice is saved, the selected nontaxable methods will be listed in this section.

This page has no general **Save** button because all of the above changes are saved immediately.

5.4.1.1 Tax Settings

The **Tax Settings** page provides additional ways to configure taxes according to the tax system of your jurisdiction.

Application Settings

Tax settings Save Close

Allow full tax exemption
If this is set to 'Yes', the customer will be able to use full tax exemption during checkout (which means that all taxes, including taxes built into product prices, will be calculated as null) Yes ▾

Display product prices including taxes
Display product prices including taxes in Product List, Product Info, Shopping Cart, and Checkout pages of storefront. Yes ▾

NOTE: This option only affects taxes included in the product prices.

Save Close

Allow full tax exemption	If this is set to Yes , the customer will be able to use full tax exemption during checkout (which means that all taxes, including taxes built into product prices, will be calculated as null).
---------------------------------	---

Display product prices including taxes Display product prices including taxes in **Product List**, **Product Info**, **Shopping Cart**, and **Checkout** pages of storefront.

NOTE: This option only affects taxes included in the product prices.

5.4.1.2 Edit Tax Rate

This page lets you define the formula that shopping cart will use to calculate the amount of the tax specified.

Taxes

Edit Tax Rate Page Help

Product Tax Class ?	Taxable
Shipping/Billing Address *	United States <input type="button" value="v"/> Ohio <input type="button" value="v"/>
Tax Name *	Sales Tax <input type="button" value="v"/> <input type="checkbox"/> Not Applicable
Rate (%) *	<input type="radio"/> 0.00 <input checked="" type="radio"/> Select Zip Code Based Rates
Select Zip Code Based Rates *	Ohio <input type="button" value="v"/>
Tax Formula *	<div style="border: 1px solid #ccc; padding: 2px;"> Sales Tax = [Ohio] % * (Sale Price + Shipping Cost - Discount) <div style="text-align: right;"><input type="button" value="Undo"/> <input type="button" value="Clear"/></div> </div> <div style="margin-top: 5px;"> <input type="button" value="+"/> <input type="button" value="-"/> <input type="button" value="*"/> <input type="button" value="/"/> <input type="button" value("(")"=""/> <input type="button" value(")"=""/> </div> <div style="margin-top: 5px;"> Select Price: <input type="button" value="v"/> Discount <input type="button" value="Add"/> </div> <div style="margin-top: 5px;"> Select Tax: <input type="button" value="v"/> Sales Tax <input type="button" value="Add"/> </div> <div style="margin-top: 5px;"> Add Number: <input type="text"/> <input type="button" value="Add"/> </div>

* = Required Field

Product Tax Class The tax class that this rule is included in. If a product belongs to this class, shopping cart will calculate the tax according to this rule.

Tax Name The tax that is to be calculated.

Shipping/ Billing Address	<p>If the tax to be calculated is address-dependent, specify the region to which the tax applies. The tax amount will be calculated only if the customer's address falls in the region. Otherwise, Avactis won't use this rule.</p> <p>To apply this rule to a whole country, select the All States option.</p>
Rate (%)	<p>The system will calculate the tax amount as the specified percentage of some base price (described below). If a tax in the selected state/region depends on the ZIP code, select the ZIP Code Based Rates option.</p> <p>Note: ZIP Code Tax Rates affect the tax only for the state/region and country selected in the Shipping/Billing Address.</p>
Select Zip Code Based Rates	<p>In the drop-down list, select the file which stores the tax rates depending on the ZIP code for the selected state/region and country. The tax rates file must first be uploaded on the Store Settings >> ZIP Code Based Tax Rates page.</p>
Tax Formula	<p>This is an informational field. It describes the formula that the shopping cart system will use to calculate this tax amount. It starts with the tax specified in Tax Name setting, then shows the percentage taken from a base price, and the base price itself, shown in parentheses.</p>

The rest of the controls serve to change the base price in parentheses. You can insert any of the presented components in it. A component is always inserted before the last closing parenthesis, so make sure to insert them in the correct order.

Clear	Removes all components of the base price and lets you compose it from scratch.
Undo	Removes the last component that was inserted in the formula.
Select Price	A product attribute whose value should be included in the base price. Select an attribute and click the Add button.
Select Tax	Any other tax amount calculated for the product can be included in the base price as well. Select a tax and click the Add button.
Add Number	Any fixed amount can be included in the base price as well. Enter a number

	and click the Add button.
+, --, *, /, (,)	Mathematical operators that you can insert in the formula. Click a button to insert the corresponding operator.

- The **Not Applicable** option is useful for tweaking address-dependent tax rules. For example, you can specify a tax for a whole country, and then disable it for one state of the country. To do so, use the following steps:
- Create a rule for a tax and specify **All States** of a country.
- Create a rule for the same tax, select the same country and the state to which this tax does not apply, and then check the **Not Applicable** option.

When the rule is ready, click the **Update** button to save it and close the window.

You can close the window at any time without saving any changes by clicking the **Cancel** button.

5.4.1.3 Zip Code Based Tax Rates

This page allows you to upload a **CSV** file containing **ZIP** codes and tax rates.

The screenshot shows the 'Store Settings >> ZIP Based Tax Rates' page. At the top, there is a navigation menu with links for Home, Catalog, Customers, Orders, Marketing, Reports, Look & Feel, and Sign Out. Below the navigation, the page title is 'Store Settings >> ZIP Based Tax Rates' with a 'Page Help' link. The main content area features a table with the following columns: 'Tax Rates Description', 'Date Uploaded', and 'Number of Records'. The table contains one row for 'Ohio' with a date of '2008-12-05 15:31:47' and '759' records. There are 'Add', 'Update', and 'Delete' buttons for each row. Below the table, there is a 'Check Tax Rates' section with a 'Description' dropdown set to 'Ohio', a 'ZIP (5 or 5+4 digits):' input field, and a 'Check' button. The 'Rate: 0%' is displayed next to the input field, and there is a 'Details' link.

Tax Rates Description	Date Uploaded	Number of Records
Ohio	2008-12-05 15:31:47	759

Check Tax Rates

Description: Rate: 0%

ZIP (5 or 5+4 digits):

[Details](#)

To upload a **CSV** file, click the **Add** button. To update a previously uploaded taxes file, select a tax description, click the **Update** button, and then upload the new taxes file.

IMPORTANT!

1. This page is only used to upload tax rates that depend on the **ZIP** code. After you're done here, you should define the taxes and the tax calculation formula by going to **Store Settings >> Taxes**.
2. After uploading taxes, you should also double-check the tax rate by entering 5–10 test **ZIP** codes from the uploaded file in the **Check Tax Rates** section.

CSV file formats for Tax Rates.

The uploaded CSV file may have the following formats.

The ZipCode and SalesTaxRatePercent columns.

ZipCode column must be a 5-digit **ZIP** code. **SalesTaxRatePercent** must be a tax rate expressed as a percentage.

	A	B
1	ZipCode	SalesTaxRatePercent
2	43003	6.75
3	43004	7.00
4	43005	6.50
5	43005	7.00
6	4300*	7.00
7	43009	6.75

IMPORTANT! The **SalesTaxRatePercent** field must be a tax rate expressed as a percentage.

When entering **ZipCodes**, you can use masks. The asterisk wildcard (*) can match any digit from 0 to 9 in the **ZipCode** field. On the screenshot shown, row #6 has a **ZIP** code with the mask 4300*. This **ZIP** code mask matches all codes from 43000 to 43009.

ZIP code intervals matching a mask have a lower priority than explicitly defined **ZIP** codes. This means that if a customer enters the **ZIP** code 43003 at checkout, the tax rate will be 6.75%. Even though the entered ZIP code falls in the 4300* interval, this exact **ZIP** code is also defined in Row #2 and has precedence. In case of identical ZIP codes, the higher tax rate will be used. For example, if a customer enters the **ZIP** code 43005 at checkout, then the tax rate will be 7.00% (according to the screenshot shown).

Defining ZIP code intervals

To define the tax rate for Zip code interval, use the following file format:

	A	B	C
1	Zip5Low	Zip5High	SalesTaxRatePercent
2	43003	43007	6.75
3	43008	43010	7.00
4	43011	43015	6.50
5	43016	43021	7.00
6	43022	43029	6.75

You cannot use masks in the **Zip5Low** and **Zip5High** fields. For the above example, if a customer enters the **ZIP** code 43005 at checkout, then the tax rate will be 7.00%, because this **ZIP** code falls under the interval defined in Row #2.

Using expanded Zip codes (Zip5+4).

You can use expanded "Zip5+4" codes:

	A	B	C	D
1	ZipCode	Zip4Low	Zip4High	SalesTaxRatePercent
2	43008	0000	9999	6.75
3	43011	0000	0140	7.00
4	43011	0141	1800	6.50
5	43011	1801	9999	7.00
6	43003	0000	9999	6.75

Here, the **ZipCode** field defines the 5-digit part of the **ZIP** code. The Zip4Low and Zip4High fields define the Zip4 interval. You cannot use masks in the Zip4Low and Zip4High fields. For the above example, if a customer enters the **ZIP** code 43011-0155 at checkout, then the tax rate will be 6.50%, because this Zip5+4 code falls in the interval defined in Row #4.

US States Tax Rate Lookups

You can look up the sales tax rates from the websites of your state's revenue agency.

Example: <http://streamlinedsalestax.org> - https://streamlinedsalestax.org/R_and_B_Files/State_Tax_Lookups.htm (the link may not be current).

Paid tax databases are available from <http://www.taxdatasystems.com>

After you download a **CSV** file from one of these websites, open it in a spreadsheet processing program (for example, Microsoft Excel) and set up the appropriate column headers as described above.

5.4.2 General Settings

The **General Settings** page allows you to manage the basic store settings.

It includes the following sections:

- [Close/Open the Online Store](#)
- [Stock Control](#)
- [Store Time Settings](#)
- [Settings for Blocking Sign In to Admin Area](#)

- [Shopping Cart](#)
- [Set up the drop-down list](#)
- [Paginators in Admin Area](#)
- [Paginators in Storefront](#)
- [Miscellaneous](#)

Store Configuration	
General Settings Page Help <input type="button" value="Save"/> <input type="button" value="Close"/>	
Close/Open the Online Store	
Store status	<input type="text" value="Online"/>
Key for signing in to a temporarily closed store	<input type="text" value="enter"/> http://www.my-first-shop.com/index.php?enter
Stock Control	
Displaying products not in stock	<input type="radio"/> Show and allow to buy. <input checked="" type="radio"/> Show but don't allow to buy. <input type="radio"/> Don't show, don't allow to buy.
Allow buying more product items than there is in stock	<input type="text" value="No"/>
Return product to stock when order is deleted	<input type="text" value="Yes"/>
Return product to stock when order status changes to Canceled or Declined	<input type="text" value="Yes"/>
Store Time Settings	
Store Time	15:07:26, 25-11-2008
Adjust store time	<input type="text" value="0"/> Hours
Settings for Blocking Sign In to Admin Area	
Number of unsuccessful attempts to sign in to Admin Area after which the Sign In page is blocked	<input type="text" value="10"/> attempts
Amount of time the sign in page stays blocked	<input type="text" value="5 minutes"/>
Shopping Cart	
Show customer the shopping cart contents after the product has been added	<input checked="" type="radio"/> Enabled <input type="radio"/> Disabled
Minimum Subtotal to start checkout. Use 0 to set no restrictions.	<input type="text" value="0"/>
How products are added to cart	<input type="text" value="Add the two product quantities"/>
Set up the drop-down list for selecting product quantity when adding product to cart	
The top numerical value in the drop-down list	<input type="text" value="30"/>
Default value selected in the drop-down list	<input type="text" value="1"/>
Limit the top value in the drop-down list using this product's Quantity in Stock	<input type="text" value="Yes"/>
Paginatons in Admin Area	
List of available products per page values	<input type="text" value="10"/> <input type="text" value="20"/> <input type="text" value="30"/> <input type="text" value="100"/> <input type="button" value="New value:"/> <input type="button" value="X"/>
Default products per page	<input type="text" value="10"/>
Number of page links shown	<input type="text" value="10"/>
Paginatons in Storefront	
List of available products per page values	<input type="text" value="10"/> <input type="text" value="20"/> <input type="text" value="30"/> <input type="text" value="100"/> <input type="button" value="New value:"/> <input type="button" value="X"/>
Default products per page	<input type="text" value="10"/>
Number of page links shown	<input type="text" value="10"/>

Close/Open the Online Store

In this section you can set the status of your store to either **CLOSED** or **ONLINE**. A **CLOSED** store is unavailable to your visitors. In that case, a special webpage is displayed. For details on creating such a page, please refer to Storefront Area documentation.

Administrators can access a **CLOSED** store by using the keyword identified in the "**Key for signing in to a temporarily closed store**" box.

Store status	To close the store, set the status to CLOSED . Store users will not be able to view the catalog of products or place orders. A webpage specially created for this purpose will be displayed to visitors. For details on creating such a page, please refer to Storefront Area documentation. To open the store to shoppers, set the store status to ONLINE .
Key for signing in to a temporarily closed store	The keyword for accessing a CLOSED store. The URL for viewing a CLOSED store is displayed below the keyword.

Stock Control

This section lets you choose whether items not in stock are displayed to customers and whether they can be ordered.

Displaying products not in stock	You can select one of the following options: Show and allow to buy. Show but don't allow to buy. Don't show, don't allow to buy.
Allow buying more product items than there is in stock	If a customer tries to add more products to cart than there is in stock, this option will determine whether the product will be added.
Return product to stock	If this is set to 'Yes' and an order is deleted, then it's products are

when order is deleted	returned to stock.
Return product to stock when order status changes to Canceled or Declined	When an order is created, the stock is reduced by the number of items ordered. These settings are designed to help you manage your stock. If this setting is set to 'Yes' and the order status changes to Canceled or Declined, then it's products are returned to stock.

Store Time Settings

This sets the current store time. The time is used for order placement, in e-mails, and so on.

Store Time	Current store time and store date.
Adjust store time	This setting lets you change the current store time. Use positive numbers to increase the time and negative numbers to decrease it.

Settings for Blocking Sign In to Admin Area

This section lets you customize the conditions for blocking access to **Admin Area** in case of multiple unsuccessful attempts to sign in. If activated, a block applies only to one user having a particular **IP** address and does not apply to any other users.

Number of unsuccessful attempts to sign in to Admin Area after which the Sign In page is blocked	This setting determines the number of unsuccessful attempts to sign in to Admin Area after which the Sign In page becomes blocked. This allows you to protect your store from unauthorized access. The block applies to only one user that has a particular IP address and does not apply to any other users.
Amount of time the sign in page stays blocked	The amount of time the Sign In page stays blocked for the user who has exceeded the limit of attempts to sign in. The block applies to only one user that has a particular IP address and does not apply to any other users.

Shopping Cart

In this section you can choose whether the contents of the shopping cart are shown to the customer after he or she has added a product to it.

<p>Show customer the shopping cart contents after the product has been added</p>	<p>Enabled: the contents of the shopping cart are displayed after a product is added. Any time a product is added, the customer sees what is currently in the cart.</p> <p>Disabled: the contents of the shopping cart are NOT displayed after a product is added. Adding products to cart is done without the cart's contents being displayed every time, although the customer may view the cart whenever they want.</p>
<p>Minimum Subtotal to start checkout. Use 0 to set no restrictions</p>	<p>If Subtotal is less than this amount, the customer will be redirected to the shopping cart with the appropriate message.</p>
<p>How products are added to cart</p>	<p>Sometimes when a product is already in the customer's cart, the customer adds the product to the cart again.</p> <p>You have two options for the behavior of the software in this situation.</p> <p>The first option is that the existing quantity and the new quantity will be added.</p> <p>The second option is that the existing quantity will be replaced with the new quantity.</p>

Set up the drop-down list

<p>The top numerical value in the drop-down list</p>	<p>In the storefront, this parameter defines the greatest value in the drop-down list for selecting product quantity when adding product to cart.</p> <p>Values in the drop-down list start with 1. For example, if you want the range of value to be 1-20, set this parameter to 20.</p>
---	---

Default value selected in the drop-down list	<p>You may define a default value that will be pre-selected in the drop-down list on the Product Info page.</p> <p>Note: This value will be selected only if it falls within the range of available values.</p>
Limit the top value in the drop-down list using this product's Quantity in Stock	<p>With this parameter you can limit the top value in the drop-down list using the number of items in stock.</p> <p>This parameter affects each product individually. For example, you set the top value equal to 30. However, one of your products has Quantity in Stock equal to 5. By selecting this option, you can limit the range of values for this particular product to 1-5.</p>

Paginators in Admin Area

List of available products per page values	By using this option you can modify the list of available products per page values in Admin Area.
Default products per page	Select how many products are displayed per page by default in Admin Area.
Number of page links shown	Number of page links after which the Next link is shown in Admin Area.

Paginators in Storefront

List of available products per page values	By using this option you can modify the list of available products per page values in Storefront.
Default products per page	Select how many products are displayed per page by default in Storefront.

Number of page links shown	Number of page links after which the Next link is shown in Storefront.
-----------------------------------	--

Miscellaneous

The ID that will be assigned to the next order	The next order ID. Using this parameter you can set the numerical value of the next order's ID. All subsequent order IDs will be incremented by one.
Number of related products per line	Number of related products per line in Storefront.
Featured products per line	Number of featured products displayed per line in Storefront.
Number of bestsellers per line	The number of products in the bestsellers block displayed in each line in the Storefront.

For detailed information on any of these settings, click the **?** mark. Click **Save** to save any changes. To leave the page click **Close**.

5.4.3 Store Owner's Profile

The **Store Owner's Profile** is used to customize the contact information for the online store. These details are used in automated notifications sent to customers following order placement and during order processing. Store information can also be used when sending newsletters, offers, notices, etc to active customers.

To enter a piece of information, use the corresponding textboxes. Click the **?** mark to get help on an item.

Click **Update** to save all changes made. To leave the page click **Close**.

Name	This is the name of your online store, for example, "Jon's Music Store." This name appears in the From field of all e-mails sent to your customers.
-------------	--

Website	The URL of your online store.
Store e-mail address	The e-mail address of your store. This address also appears in the From field of all e-mails sent to your customers as well as to the administrator and the order-processing department.
Site administrator e-mail address	The site administrator's e-mail address. This address receives all automated messages from the online store. Automated messages include information about attempts at unauthorized access, low stock levels of products, new orders placed, etc.
Orders department e-mail address	The e-mail address of the order-processing department. This address receives all automated messages from the online store that concern low stock levels of products, new orders placed, changes in order status, etc.

Store Configuration	
Store Owner's Profile Page Help <input type="button" value="Save"/> <input type="button" value="Close"/>	
Common Store Page Title ?	<input type="text" value="Sample Store"/>
Name ?	<input type="text" value="Shopping Cart"/>
Website ?	<input type="text" value="http://www.my-first-shop.com"/>
Phones	<input type="text" value="+1 555-555-5555"/>
Fax	<input type="text" value="+1 555-555-5555"/>
Address Line 1	<input type="text" value="3855 Arthur Ave. N"/>
Address Line 2	<input type="text"/>
City	<input type="text" value="Seaford"/>
Country	<input type="text" value="United States"/>
Zip/Postal code	<input type="text" value="11783"/>
State	<input type="text" value="New York"/>
Store e-mail address ?	From <input type="text" value="Store"/>
	E-mail Address <input type="text" value="store@my-first-shop.com"/>
Site administrator e-mail address ?	From <input type="text" value="Administrator"/>
	E-mail Address <input type="text" value="admin@my-first-shop.com"/>
Orders department e-mail address ?	From <input type="text" value="Orders"/>
	E-mail Address <input type="text" value="orders@my-first-shop.com"/>
<input type="button" value="Save"/> <input type="button" value="Close"/>	

5.4.4 Payment Methods

The **Payment Methods** page lets you manage the payment methods that you intend to offer for your store's customers.

Availability of payment methods from which you can choose depends on the version of shopping cart software. The full list of payment methods supported by the system is provided under **Available Payment Methods**. To select one or more payment methods and/or payment gateways, select them in the list and move them to the **Selected Payment Methods** box by clicking the **Right Arrow** button.

The screenshot shows the 'Store Settings >> Payment Methods' page. At the top, there is a navigation bar with links for Home, Catalog, Customers, Orders, Marketing, and Reports, along with a Sign Out link. Below the navigation bar, the page title is 'Store Settings >> Payment Methods' with a 'Page Help' link. The main content area is titled 'Selected Payment Methods' and contains a paragraph explaining that the order of payment methods is identical to what customers will see. It lists two active methods: 'CashOnDelivery' (Cash on delivery module) and 'DirectDeposit' (Direct deposit module). A note states: '* - To start receiving payments, you need to enter the required parameters and activate payment method.' Below this is a 'Manage Payment Methods' section with a detailed explanation of how to move methods between 'Available Payment Methods' and 'Selected Payment Methods' boxes. The 'Available Payment Methods' section is divided into three categories: 'Offline Payment Methods' (Check, Cheque, MoneyOrder, Manual/Offline Credit Card Processing), 'Online Credit Card' (2Checkout, Authorize.Net (Credit Card), BBVA, Cardia Shop), and 'Online eCheck' (Authorize.Net (eCheck)). The 'Selected Payment Methods' box currently contains '[Offline]CashOnDelivery' and '[Offline]DirectDeposit'. Arrows indicate the direction of movement between the boxes. At the bottom, there are 'Save' and 'Cancel' buttons.

Under **Selected Payment Methods**, the order of payment methods is identical to your customers will see when placing an order for a product. Click the Up and Down arrows to define the order in which these payment methods will be displayed to customers. To save any changes click Save.

Once saved, the selected payment methods will appear in the **Payment Methods** section. By default, the selected payment methods are inactive, that is, they are still unavailable to your customers. To start offering these payment methods, you need to customize the settings and activate the selected payment methods. To do so, click a payment method's name. A new window is displayed where you can customize and activate the payment method.

To remove a payment method from the list of available methods, select it in the **Selected Payment Methods** column and click the Left button to move it to **Available Payment Methods**. Click Save. The selected payment method will be removed from the list of **Payment Methods**.

5.4.5 Shipping Methods

The **Shipping Methods** page lets you manage the shipping methods that you intend to offer for your store.

[Admin](#) [Store Settings](#) [Help](#) [Community Forums](#) [Support](#)

Home
 Catalog
 Customers
 Orders
 Marketing

[Sign Out](#)

Store Settings >> Shipping Settings/Methods
[Page Help](#)

General Shipping Settings
Shipping Tester

Per Order Shipping Fee \$0.00
 Per Order Handling Fee \$0.00
 Minimum Shipping Cost \$0.00
 Free Shipping For Orders Over NA
 Free Handling For Orders Over NA

Edit Settings

Selected Shipping Methods

Below you can see the selected shipping methods. The order of shipping methods is identical to what the customers will see when placing orders. To rearrange the shipping methods, please go to Manage Shipping Methods.

Active [Federal Express](#)

Active [U.S. Postal Service](#)

The module for calculating shipping costs for FedEx shipping. To perform shipping cost calculations, you need to have an account with FedEx - www.fedex.com

The module for calculating shipping costs for USPS shipping. To perform shipping cost calculations, you need to have an account with USPS - www.usps.com.

* - To start working with a shipping method, please enter the required parameters and activate the shipping method.

Manage Shipping Methods

The **Available Shipping Methods** box displays the list of shipping methods. To activate the desired shipping methods, select them in the list and move them to the **Selected Shipping Methods** box by clicking the right arrow button. Click the up and down arrows to define the order in which the shipping methods will be displayed to the customer when they are placing an order. If you don't find the desired shipping method in the list, please contact our support staff.

Available Shipping Methods

Australia Post
 Canada Post
 Defined Shipping Rates
 Standard Shipping Rates
 Freight101
 InterShipper
 United Parcel Service

→

←

Selected Shipping Methods

Federal Express
 U.S. Postal Service

↑

↓

Save
Cancel

Availability of shipping methods from which you can choose depends on the version of shopping cart software. The full list of shipping methods supported by the system is provided under **Available Shipping Methods**. To select one or more shipping methods, select them in the list and move them to the **Selected Shipping Methods** box by clicking the *Right Arrow* button.

Under **Selected Shipping Methods**, the order of shipping methods is identical to your customers will see when placing an order for a product. Click the *Up* and *Down* arrows to define the order in which these shipping methods will be displayed to customers. To save any changes click **Save**.

Once saved, the selected shipping methods will appear in the **Shipping Methods** section. By default, the selected shipping methods are inactive, that is, they are still unavailable to your customers. To start offering these shipping options, you need to customize the settings and activate the selected shipping methods. To do so, click a shipping method's name. A new window is displayed where you can customize and activate the shipping method.

To remove a shipping method from the list of available methods, select it in the Selected Shipping Methods column and click the *Left* button to move it to **Available Shipping Methods**. Click **Save**. The selected shipping method will be removed from the list of **Shipping Methods**.

General Shipping Settings

Per Order Shipping Fee	<p>Per Order Shipping Fee is the flat fee associated with shipping an order. This amount is added to the order total before tax calculations.</p> <p>Note: If you have shipping costs for individual products, you can enter them for each individual product as the Per Item Shipping Cost attribute.</p> <p>Note: If you have a shipping cost modifier for some product options, you may enter it as the Shipping Cost Modifier attribute in the Product Options section. The Shipping Cost Modifier for an option affects the Per Item Shipping Cost for the entire product.</p> <p>Example:</p> <p>Per Item Shipping Cost for Product1 = \$3.00 Per Item Shipping Cost for Product2 = \$5.00 Per Order Shipping Flat Fee = \$5.00</p>
-------------------------------	--

	<p>The customer ordered 2 items of Product1 and 4 items of Product2.</p> <p>The shipping fee by UPS = \$11.00</p> <p>Then, (Total shipping cost, \$42.00) = (Per Order Shipping Flat Fee, \$5.00) + (UPS shipping fee, \$11.00) + (2 x Per Item Shipping Cost for Product1, 2 x \$3.00) + (4 x Per Item Shipping Cost for Product2, 4 x \$5.00)</p>
Per Order Handling Fee	<p>Per Order Handling Fee is the flat fee associated with shipping an order. This amount is added to the order total before tax calculations.</p> <p>Note 1: If you have handling costs for individual products, you can enter them for each individual product as the Per Item Handling Cost attribute.</p> <p>Note 2: If you have a handling cost modifier for some product options, you may enter it as the Handling Cost Modifier attribute in the Product Options section. The Handling Cost Modifier for an option affects the Per Item Handling Cost for the entire product.</p> <p>Example:</p> <p>Per Item Handling Cost for Product1 = \$1.00 Per Item Handling Cost for Product2 = \$2.00 Per Order Handling Fee = \$10.00</p> <p>The customer ordered 2 items of Product1 and 4 items of Product2.</p> <p>Then, (Total handling cost, \$20.00) = (Per Order Handling Fee, \$10.00) + (2 x Per Item Handling Cost for Product1, 2 x \$1.00) + (4 x Per Item Handling Cost for Product2, 4 x \$2.00)</p>
Minimum Shipping Cost	<p>Minimum Shipping Cost is the lowest possible shipping cost. Total shipping cost is calculated as the sum of the shipping cost was calculated by the selected shipping method (UPS, FedEx, USPS, etc.) + Per Order Shipping Fee + Per Item Shipping Cost * number of products. For example, if the total shipping cost is \$24 and the Minimum Shipping Cost is \$30, then the shipping cost will be equal to \$30 - the minimum.</p>
Free Shipping For Orders	<p>Free Shipping For Orders Over and Free Handling For Orders Over enable you to provide free shipping and/or handling for orders with Order Subtotal exceeding the set values.</p>

**Over and
Free
Handling
For
Orders
Over**

Example 1.

Free Shipping For Orders Over = **\$300.00**

Free Handling For Orders Over = **\$400.00**

Order Subtotal = **\$270.00**

Shipping Cost Calculated = **\$30.00**

Handling Cost Calculated = **\$10.00**

In this case, Free Shipping is not applied because of Order Subtotal is less than **\$300.00**. Free Handling is not applied too because of Order Subtotal is less than **\$400.00**.

The total shipping and handling cost is calculated as follows:

**Shipping and Handling Cost = Shipping Cost Calculated + Handling Cost
Calculated = \$30.00 + \$10.00 = \$40.00**

The order total is calculated as follows:

Order Subtotal: **\$270.00**

Shipping and Handling: **\$40.00**

Taxes: **\$31.00**

Total: **\$341.00**

Example 2.

Free Shipping For Orders Over = **\$300.00**

Free Handling For Orders Over = **\$400.00**

Order Subtotal = **\$320.00**

Shipping Cost Calculated = **\$30.00**

Handling Cost Calculated = **\$10.00**

In this case, Free Shipping is applied because of Order Subtotal is greater than **\$300.00**.

Free Handling is not applied because of Order Subtotal is less than **\$400.00**.

The total shipping and handling cost is calculated as follows:

Shipping and Handling Cost = Handling Cost Calculated = **\$10.00**

The order total is calculated as follows:

Order Subtotal: **\$320.00**

Shipping and Handling: **\$10.00**

Taxes: **\$33.00**

Total: **\$363.00**

Example 3.

Free Shipping For Orders Over = **\$300.00**

Free Handling For Orders Over = **\$400.00**

Order Subtotal = **\$450.00**

Shipping Cost Calculated = **\$30.00**

Handling Cost Calculated = **\$10.00**

In this case, Free Shipping is applied because of Order Subtotal is greater than **\$300.00**.

Free Handling is applied too because of Order Subtotal is greater than **\$400.00**.

The total shipping and handling cost is calculated as follows:

Shipping and Handling Cost= **\$0.00**

The order total is calculated as follows:

Order Subtotal: **\$450.00**

Shipping and Handling Cost: **\$0.00**

Taxes: **\$45.00**

Total: **\$495.00**

A general example of calculating the shipping and handling cost:

The customer ordered 2 items of Product1 and 4 items of Product2.

Sale Price for Product1 = **\$70.00**

Per Item Shipping Cost for Product1 = **\$3.00**

Per Item Handling Cost for Product1 = **\$1.00**

Sale Price for Product2 = **\$30.00**

Per Item Shipping Cost for Product2 = **\$5.00**

Per Item Handling Cost for Product2 = **\$2.00**

Per Order Shipping Fee = **\$5.00**

Per Order Handling Fee = **\$10.00**

Minimum Shipping Cost = **\$20.00**

Free Shipping For Orders Over = **\$300.00**

Free Handling For Orders Over = **\$400.00**

Order Subtotal = $\$70.00 * 2 + \$30.00 * 4 = \$140.00 + \$120.00 = \mathbf{\$260.00}$

In this case, Free Shipping is not applied because Order Subtotal is less than **\$300.00**.

Free Handling is not applied either because Order Subtotal is less than **\$400.00**.

Total shipping cost = (Per Order Shipping Fee, \$5.00) + (UPS shipping fee, \$11.00) + (2 x Per Item Shipping Cost for Product1, 2 x \$3.00) + (4 x Per Item Shipping Cost for Product2, 4 x \$5.00) = **\$42.00**

Total handling cost = (Per Order Handling Fee, \$10.00) + (2 x Per Item Handling Cost for Product1, 2 x \$1.00) + (4 x Per Item Handling Cost for Product2, 4 x \$2.00) = **\$20.00**

Shipping and Handling Cost = Total shipping cost + Total handling cost = $\$42.00 + \$20.00 = \mathbf{\$62.00}$

Order Subtotal: **\$260.00**

Shipping and Handling: **\$62.00**

Taxes: **\$32.20**

Total: **\$354.20**

5.4.6 E-mail Notifications

The **E-mail Notifications** page is used to manage how e-mail notifications regarding orders, payments and actions are sent. You may create any number of notifications according to your online store's policies. Notifications may be sent out to any number of persons.

The following types of notifications can be sent:

- When a new order is received;
- When there is a change in the order status (**In Progress, Ready to Ship, Shipped, Cancelled, Declined, Completed**);
- When there is a change in the payment status (**Waiting, Fully Paid, Declined**);
- When there is a low level in stock;
- When there is **Digital Products/E-Goods** ordered;
- When a new customer registers.

[Storefront](#) [Admin](#) [Store Settings](#) [Help](#) [Community Forums](#) [Support](#)

[Home](#) [Catalog](#) [Customers](#) [Orders](#) [Marketing](#) [Reports](#) [Sign Out](#)

Store Settings >> E-mail Notifications [Page Help](#)

Add Edit Delete

Notifications	On Action	Active
Name: <u>New Order</u> From: Store <store@my-first-shop.com> Subject: {StoreOwnerName}. Your order #{OrderID}	New Order Placed	Yes <input checked="" type="radio"/>
Name: <u>Order Shipped</u> From: Store <store@my-first-shop.com> Subject: Your {StoreOwnerName} order shipped #{OrderID}	Order Status Changed	Yes <input type="radio"/>
Name: <u>Order Status Changed</u> From: Store <store@my-first-shop.com> Subject: Your {StoreOwnerName} order ({OrderID}) status has been changed to {OrderStatus}	Order Status Changed	Yes <input type="radio"/>
Name: <u>Payment Received</u> From: Store <store@my-first-shop.com> Subject: {StoreOwnerName}. Important Notice: We have received your payment for order #{OrderID}	Payment Status Changed	Yes <input type="radio"/>
Name: <u>Low Stock Levels</u> From: Store <store@my-first-shop.com> Subject: {StoreOwnerName}. Low Stock Levels.	Low Level in Stock	Yes <input type="radio"/>
Name: <u>Digital Products/E-Goods</u> From: Store <store@my-first-shop.com> Subject: {StoreOwnerName}. Digital Products Ordered.	Digital Products/E-Goods Ordered	Yes <input type="radio"/>
Name: <u>A new account has been registered</u> From: Store <store@my-first-shop.com> Subject: {StoreOwnerWebsite}. Your account has been registered.	New customer registration	Yes <input type="radio"/>

The following buttons and options are used to manage e-mail notification settings:

Add	You can add a new rule (event) for a notification. Clicking this button brings up a window in which you can enter the body of the notification and define the event that will trigger the notification to be sent.
Edit	This allows you to edit a previously created notification.
Delete	This lets you delete a previously created notification.

Notifications	<p>Name: The name of the notification which briefly describes its purpose. It is not included in the body of the notification e-mail, only used to identify the notification.</p> <p>The name is displayed as a link. Clicking the link brings a pop-up window where you can edit the notification parameters.</p> <p>From: This defines the sender of the e-mail notification.</p> <p>Subject: This is the subject of the notification e-mail. The E-Mail Subject is included in the e-mail and is visible to the recipient. The format {InfoTag} is supported in the E-mail Subject. For example, if the E-Mail Subject contains the tag {OrderID}, the recipient will see an actual ID of his/her order.</p>
On Action	This defines the action that triggers the notification to be sent.
Active	This setting displays the status of e-mail notifications. A YES setting means that the selected notification rule is active. A NO setting means that no notifications are being sent based on the selected rule. To change the status of a notification, click the Edit button to bring up the dialog for editing notifications.

Possible Actions

You can add a new notification to the list by clicking the **Add** button. A pop-up window will open where you can enter the parameters of the new notification and choose the event that will trigger the notification.

You can also edit any of the listed notifications. To do so, select the notification you wish to change with the corresponding radio button on the right (the table row will be highlighted), and then click the **Edit** button. A pop-up window will appear, and you will be able to change any of the notification parameters.

Alternatively, you can just click the notification's name.

You can also delete any of the listed notifications. To do so, select the notification you wish to change with the corresponding radio button on the right (the table row will be highlighted), and then click the **Delete** button. A confirmation message will appear. Click OK to permanently delete the notification.

E-mail Notification

Notification Properties Add Cancel

Notification Name *	<input type="text"/>
E-Mail Subject *	<input type="text"/>
Active	<input checked="" type="checkbox"/>
Send Mail on Action	<input type="text" value="New Order Placed"/>

Send from *

Available Senders

Independent Sender

Send to *

Target Recipients

Available Recipients

- Customer
- Store <store@my-first-shop.com>
- Administrator <admin@my-first-shop.com>
- Orders <orders@my-first-shop.com>

Independent Recipient

E-Mail Body

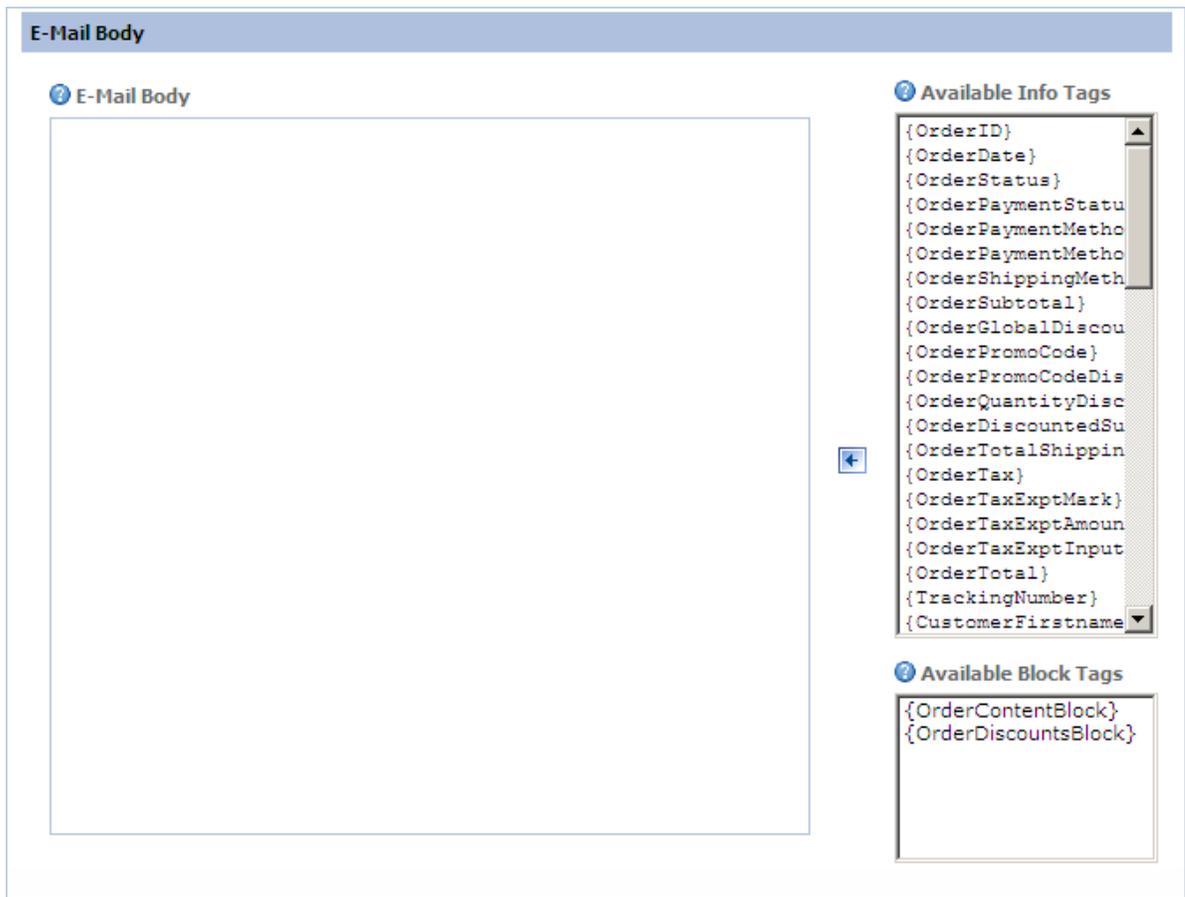
E-Mail Body

Available Info Tags

- {OrderID}
- {OrderDate}
- {OrderStatus}
- {OrderPaymentStatu
- {OrderPaymentMetho
- {OrderPaymentMetho
- {OrderShippingMeth
- {OrderSubtotal}
- {OrderGlobalDiscou
- {OrderPromoCode}
- {OrderPromoCodeDis
- {OrderQuantityDisc
- {OrderDiscountedSu
- {OrderTotalShippin
- {OrderTax}
- {OrderTaxExptMark}
- {OrderTaxExptAmoun
- {OrderTaxExptInput
- {OrderTotal}
- {TrackingNumber}
- {CustomerFirstname

Available Block Tags

- {OrderContentBlock}
- {OrderDiscountsBlock}



Block Tag Templates

Block tag {OrderContentBlock}

Available Info Tags

{ProductID}
{ProductName}
{ProductQuantity}
{ProductSalePrice}
{ProductListPrice}
{ProductSKU}
{ProductPerItemShipp
{ProductPerItemHand

Block tag {OrderDiscountsBlock}

Available Info Tags

{OrderSubtotal}
{OrderGlobalDiscount}
{OrderPromoCode}
{OrderPromoCodeDiscou
{OrderQuantityDiscount}

* = Required Field

You may create any number of notifications according to your online store's policies. Each notification can be sent to any number of persons.

A notification e-mail body and headers can be fully customized and can contain any details of the event that triggers the notification. This is achieved by inserting **InfoTags** — special keywords in curly brackets — in the required places of the message. The shopping cart system will replace the **InfoTags** with actual pieces of information before sending the message.

5.4.7 Digital Products/E-Goods

This page lets you configure the downloadable products options.

Store Configuration

Digital Products/E-Goods Settings

Link lifetime	?	<input type="text" value="72"/>	hours
Maximum download attempts allowed	?	<input type="text" value="3"/>	

Use the following settings to manage Digital Products/E-Goods:

Link lifetime - Link lifetime in hours. A download link is disabled after its lifetime expires.

Maximum download attempts allowed - Maximum number of attempts to download a single file.

See Also: [Digital Products/E-Goods](#)

5.4.8 Detailed Product Images

On this page, you can set the parameters affecting the way product images are handled. Every product can have the following types of images associated with it:

- **Detailed Product Images** are the additional images that you can add to a product on the **'Images'** tab of the **Edit Product** window. You can have any number of detailed product images, but note that large number of images can slow down the product page load.
- **Main Product Images** — the images that are set on the main ('Details') tab of the **Edit Product** window. **Large Image** is the image displayed on a product info page. **Small Image** is the image shown in various lists which include the product. It can be automatically created from the large image. Both main images can be imported in the catalog with the **Product Import** wizard, together with the **CSV** file containing other product attributes.

Store Configuration	
Detailed Product Images Save Close	
Automatically resize the detailed full image	<input type="text" value="No"/>
Side length of the detailed full image	<input type="text" value="640"/> pixels
Thumbnail side size	<input type="text" value="70"/> pixels
Storefront: the number of columns when displaying a block of thumbnails	<input type="text" value="3"/>
Main Product Images	
Automatically resize the full image	<input type="text" value="No"/>
Side length of the full image	<input type="text" value="640"/> pixels
Automatically create thumbnail after full image is uploaded	<input type="text" value="No"/>
Side length of the thumbnail	<input type="text" value="100"/> pixels
Save Close	

The settings for both types of images are similar. If **Automatically resize the (detailed) full image** setting is set to **'Yes'**, any image file that you upload to the catalog will be proportionally scaled down to a smaller size. The longest side of the original image will have the length specified in the **Side length of the (detailed) full image** field, and the other side will be proportionally shorter.

Only the reduced image will stay in the catalog and will be shown to customers viewing your store pages.

If the longest side of an uploaded image is shorter than the setting, no action will be performed on the image. It won't be scaled up to the specified size. After a full image is uploaded in the catalog, it's necessary to create its thumbnail. It is the thumbnail that a customer initially sees and can click to view the corresponding large image. Thumbnails for detailed product images are always created automatically. Thumbnails for main large product images can be uploaded manually, either during import or in the **Edit Product** window.

But if you set **Automatically create thumbnail after full image** is uploaded setting to **'Yes'**, they will be created automatically as well. In case of automatic thumbnail creation, the **Side length** of the thumbnail setting specifies the maximum size that a thumbnail image can have. The longest side of the image will have the length specified, and the other side will be proportionally shorter.

If you upload several detailed images for a product, the product info page will have several thumbnails.

The **Storefront: the number of columns when displaying a block of thumbnails** setting controls how many thumbnail images can be displayed in a row. If your product pages are designed to be wide, you can increase this number.

	Detailed Product Images
Automatically resize the detailed full image	Automatically resize the detailed full image. Set 'No' if you want your detailed large images' size left intact. Images smaller than set will be skipped.
Side length of the detailed full image	The length of one side of the detailed full image.
Thumbnail side size	Maximum thumbnail side size in pixels.
Storefront: the number of	Storefront lets you display a block of additional product images

columns when displaying a block of thumbnails	using <code><?php ProductDetailedImages(); ?></code> . This parameter defines the number of columns in a block.
	Main Product Images
Automatically resize the full image	Automatically resize the full image. Set ' No ' if You want Your large images' size left intact. Images smaller than set will be skipped.
Side length of the full image	The length of one side of the full image.
Automatically create thumbnail after full image is uploaded	Automatically create a thumbnail after the full image is uploaded.
Side length of the thumbnail	The length of one side of the thumbnail.

5.4.9 Search Engine Optimized URLs

This page is to help you define how your storefront page URLs should look.

All pages of your online storefront are, in fact, **PHP** scripts. They have the **.php** extension and may get additional parameters after a question mark ('?'). All modern search engines index such pages without problems. But you still can change the look of the **URLs**, so that the pages would appear to be traditional static **HTML** documents. All pages will have the **.html** extension with no additional symbols; they, however, will continue to be generated dynamically. It will scarcely improve their position in search engines, but it can make the **URLs** look more attractive for humans.

Server Requirements

Creating HTML URLs is possible with *Apache HTTP server* only. It is used as a server mostly on **Unix/Linux** hosts.

The server should be configured to use its *URL rewriting engine* called **mod_rewrite**. If **mod_rewrite** is disabled or not installed on the hosting server at all, **HTML URLs** cannot be

created. In this case you won't be able to change settings on this page. Your storefront pages will be available as PHP scripts only. This will in no way affect the operation of your online store and its indexing by most search engines.

You can see the necessary details about your server in the **General information** section.

URL Settings

Category links ID	Required. This string is used in combination with a category number as a part of a URL pointing to a category page.
Product links ID	Required. This string is used in combination with a product number as a part of a URL pointing to a product info page.
URL scheme	The order in which product and category identifiers will appear in URLs. Choose the scheme that you and your customers will like best.

URL settings

Category links ID	<input type="text" value="cid"/>
Product links ID	<input type="text" value="pid"/>
URL scheme	<input type="text" value="Single level #1"/>

Sample URLs for the scheme selected:

Category Link: <http://www.example.com/cid-2-1-3-My-Category-Name.html>
Product Link: <http://www.example.com/pid-2-My-Product-Name.html>

You can see the examples of URLs that will point to your store categories and products below the settings. If the examples don't reflect changes in link IDs, press the **Update** button to apply the changes.

Notes:

- It's impossible to delete category and product numbers from URLs.
- Category and product link IDs cannot be the same.
- The strings "My-Category-Name" and "My-Product-Name" will be replaced with the text in **SEO URL prefix** attribute of categories and products in actual URLs.

Storefront

HTML URLs (mod_rewrite) status	Shows the current status of this feature. If the feature is enabled, the corresponding message is shown in green color, and your storefront pages look as static HTML.
Action	This is the main setting that defines whether the HTML URLs feature is enabled. Choose the option that you need and press the Update button to apply the changes.

A link to your storefront is provided next to the section name. Click it to see how your store URLs look after changing all the options (*it will open in a new window*).

Storefront: <http://my-first-shop.com/>

HTML URLs (mod_rewrite) status	Support for mod_rewrite disabled.
Action	<input checked="" type="radio"/> Enable support for HTML URLs (mod_rewrite). Verify integrity of configuration files and settings. <input type="radio"/> Disable support for HTML URLs (mod_rewrite).

Possible Problems

If you change the look of HTML URLs after they have been indexed by search engines and they will index your store again, they will have two URLs for the same page in their index. The pages may then be considered duplicates and this may affect their position in search results. You may also lose all your inbound links (pointing at the old URLs); this may affect your site ranking as well.

We recommend you to define the look of your URLs only once, before opening your storefront to visitors and search engine spiders.

5.4.10 Checkout Form Editor

The **Checkout Form Editor** lets you define the fields customers see in the checkout form and the fields they are required to select or complete.

Overview

Fields into which customers can enter information are called **attributes**. Attributes are organized into **sections** based on their purposes. The last two sections — **Payment Method** and **Shipping Method** — contain no attributes; they only indicate the possibility for customers to select the methods.

Every attribute has the following properties:

Text Label	The text (label) that will be displayed in front of the corresponding checkout form field. This text label is what you your visitors see in the storefront during checkout process.
Description	A brief description of the attribute. This text is invisible to customers.
Visibility	<p>If set to YES, the corresponding field will be displayed in the checkout form, and customers will be able to select or complete it.</p> <p>If set to NO, customers will not see the corresponding form field.</p> <p>Note: The <i>State</i> and <i>Country</i> attributes are related. <i>State</i> can be visible only if <i>Country</i> is set to be visible. Therefore, if you make <i>Country</i> invisible, <i>State</i> is made invisible automatically.</p>
Required	<p>If set to YES, customers will not be able to proceed until they select or complete the corresponding checkout form field. Required form fields will be marked with a red asterisk (*).</p> <p>If set to NO, customers will be able to skip this field (leave it blank) when entering their information.</p> <p><i>Note:</i> If your online shipping costs calculation modules (UPS, USPS, FedEx, etc.) are activated, some shipping information attributes (<i>ZIP</i>, <i>City</i>, etc.) will always be Required, since they are used to calculate shipping costs based on the shipping address. The same is true for billing information: certain payment modules require an e-mail address and a physical address; therefore, these attributes in the <i>Billing Info</i> section will always be Required.</p>

[Home](#)
[Catalog](#)
[Customers](#)
[Orders](#)
[Marketing](#)
[Reports](#)
[Sign Out](#)

Store Settings >> Checkout Form Editor [Page Help](#)

Checkout Form Editor [Settings](#)

You can see the current settings of checkout info fields below. The sequence of checkout info fields is identical to the one yours customers will see when placing an order. To change the sequence, please go to Sort Checkout Info.

Billing Information [Sort](#) [Update](#) [Turn Off](#)

Text Label	Description	Visibility	Required
<input type="text" value="First Name"/>	Billing First Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="Last Name"/>	Billing Last Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="E-mail"/>	Billing E-mail Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="Country"/>	Country	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="ZIP/Postal Code"/>	ZIP/Postal Code	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="State"/>	State	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="City"/>	City	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="Address Line 1"/>	Address Line 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Address Line 2"/>	Address Line 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Contact Phone"/>	Contact Phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="Comment"/>	Comment Text Line	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Comment"/>	Comment Text Area	<input type="checkbox"/>	<input type="checkbox"/>

Shipping Information [Sort](#) [Update](#) [Turn Off](#)

Text Label	Description	Visibility	Required
<input type="text" value="First Name"/>	First Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="Last Name"/>	Last Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="E-mail"/>	E-mail Address	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Country"/>	Country	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="ZIP/Postal Code"/>	ZIP/Postal Code	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="State"/>	State	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="text" value="City"/>	City	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Address Line 1"/>	Address Line 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Address Line 2"/>	Address Line 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Contact Phone"/>	Contact Phone	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Comment"/>	Comment Text Line	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Comment"/>	Comment Text Area	<input type="checkbox"/>	<input type="checkbox"/>

You can change the properties of any attribute listed on the page. You can also change the order in which the fields are displayed in the checkout form and even hide whole sections of attributes. For instance, if you don't need your customers' telephone numbers, you can simply make the **Contact Phone** attribute invisible by setting its **Visibility** property to **NO**. **To save changes click Update.**

Sorting Attributes

To change the order of attributes in a section (and the order of the corresponding fields in the checkout form), click the **Sort** button in the section header. The **Sort Checkout Info** window will open where you can reorder the attributes using arrow buttons.

Disabling Whole Sections

To disable a whole section of attributes (that is, hide it from customers), click the **Turn Off** button in the section header. All section attributes will be grayed out. The button will now read **Turn On.** Customers will not see the disabled section in the checkout form.

To enable a previously disabled section, click the **Turn On** button.

5.4.11 Customer Account Settings

The **Customer Account Settings** page provides flexible customization options for customer account management. The various page sections are described below.

Home
Catalog
Customers
Orders
Marketing
Reports
Sign Out

Store Settings >> Customer Account Settings Page Help

Customer Account Settings
Save

Checkout process type

Only Quick Checkout. Customer Accounts disabled. Checkout is processed with no registration.

Both Quick Checkout and Customer Accounts enabled. Checkout can be processed with or without registration.

- Automatically create a Customer Account after an order is placed by Quick Checkout. The Billing E-Mail will be used as the login. If such a login already exists, an anonymous login will be created, which the customer can later change in their profile.
- Add orders created in the Quick Checkout mode to the corresponding account. An account search will be performed based on the Billing E-Mail entered. If the search is successful, the created order will be added to the found account without creating a new account.

Checkout with Customer Accounts only. Registration/Login required for checkout.

Customer Account Settings

Account activation scheme Activation not required

Account activation is not required. After the customer registers, they can immediately start using their account for making purchases.

Registration information Sort

Field name	Field description	Visible	Required
E-mail	E-mail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Password	Password	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Re-Type Password	Re-Type Password	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First Name	First Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Last Name	Last Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Country	Country	<input checked="" type="checkbox"/>	<input type="checkbox"/>
State	State	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ZIP/Postal Code	ZIP/Postal Code	<input checked="" type="checkbox"/>	<input type="checkbox"/>
City	City	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Address Line 1	Address Line 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Address Line 2	Address Line 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Contact Phone	Contact Phone	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Save

Checkout Process Types

Only Quick Checkout. Customer Accounts disabled.	This checkout type should be selected only if you don't want your customers to open accounts with your store. The checkout process is very simple.
Both Quick Checkout and Customer Accounts enabled.	<p>This checkout type lets customers choose whether they want to open an account to make their purchase. They can either use Quick Checkout or open an account for making more purchases in the future.</p> <p>This checkout type has the following additional options:</p> <p>Automatically create a Customer Account after an order is placed by Quick Checkout. The Billing E-Mail will be used as the login. If such a login already exists, an anonymous login will be created, which the customer can later change in their profile.</p> <p>Add orders created in the Quick Checkout mode to the corresponding account. An account search will be performed based on the Billing E-Mail entered. If the search is successful, the created order will be added to the found account without creating a new account.</p>
Checkout with Customer Accounts only.	Registration/Login required for checkout. Quick Checkout disabled. With this checkout option, every customer will be required to open an account to place their order(s).

Account activation scheme

Account activation is not required.	After the customer registers, they can immediately start using their account for making purchases.
Administrator-activated.	After the customer registers, they cannot use their account until an administrator activates it. Users cannot activate accounts by themselves.
User-activated.	After the customer registers, they receive an e-mail message with the link for activating their account. Until they go to that activation link, the customer cannot use their account. This activation scheme allows you to avoid the creation of fake accounts.

Registration information

Use this section to define what information the customer will have to enter during account registration. For every field that is not required, clear the corresponding checkbox in the **Required** column. To hide an unneeded field, clear the corresponding checkbox in the **Visibility** column. Use the **Sort** button to sort the fields. After you are finished making changes, click the **Save** button.

5.4.12 Credit Card List Editor

The **Credit Card List Editor** lets you define the types of credit cards you accept for payments in your store. Only the types that you set to **Visible** will be available to customers during the checkout process. Payment processing modules also use this information.

You can also make changes in the displayed names of credit card types, if needed. After making changes in names or visibility settings, click the **Update** button for the changes to take effect.

Store Settings >> Credit Card List Editor Page Help

Credit Card List Editor

	Credit Card Type	Sort	Save
<input type="text" value="Visa"/>	Visa	Visible	▼
<input type="text" value="MasterCard"/>	MasterCard	Visible	▼
<input type="text" value="Discover"/>	Discover	Visible	▼
<input type="text" value="American Express"/>	Amex	Visible	▼
<input type="text" value="Maestro"/>	Maestro	Visible	▼
<input type="text" value="Solo"/>	Solo	Visible	▼
<input type="text" value="Diners Club"/>	DC	Invisible	▼
<input type="text" value="FirePay"/>	FirePay	Invisible	▼
<input type="text" value="JCB"/>	JCB	Invisible	▼
<input type="text" value="Laser"/>	Laser	Invisible	▼
<input type="text" value="Switch"/>	Switch	Invisible	▼
<input type="text" value="Visa Delta"/>	VisaD	Invisible	▼
<input type="text" value="Visa Electron"/>	VisaE	Invisible	▼

You can change the order in which the credit card types are displayed to customers by clicking the Sort button. The **Sorting credit card types** window will open where you can sort the types using arrow buttons.

You can add any other card type not listed on the page. To do so, enter its name (displayed to customers) and click the **Add** button. Customers will be able to select this type of card for payment as long as it is **Visible**.

IMPORTANT!

Payment modules can't process the new card type automatically because it is unknown to them. If this new card type is used, you will only be able to view its details in the customer order and process it manually.

5.4.13 Currency format

On the **Currency Format** page you can choose the currency used throughout the store, change its denotation, and customize the format used to display positive and negative currency amounts.

Store Configuration

Currency Format [Page Help](#)

Type of Currency	United States Dollar (USD) ▾
Currency denotation	\$
Decimal separator	. ▾
Thousands separator	, ▾
Number of figures after the decimal sign	2 ▾
Format for positive amounts	\$23.95 ▾
Format for negative amounts	-\$23.95 ▾
Examples	\$5.00 \$23,456.55 \$34,543,234.95 -\$15.75 -\$238.00

Both in **Admin Area** and on the storefront, currency is displayed according to the format specified on this page.

Click **Save** to save all changes made. To leave the page click **Close**.

5.4.14 Store Currencies and Exchange Rates

On this page, you can select your main store currency as well as additional currencies.

The **main currency** of your store is used in all store prices and amounts: all product prices, all discounts, shipping charges, and so on.

Additional currencies are currencies which can be selected by customers in the storefront. All product prices are then converted to the selected currency based on the store-defined exchange rates.

Store Currencies

Main Store Currency [Page Help](#) [Close](#)

United States Dollar (USD) [Change](#)

Add Additional Currency

Canadian Dollar (CAD)

Manual rate
1 USD = 1 Canadian Dollar (CAD)

Try to get rate from Internet services
www.google.com or www.webservicex.net.

[Add](#) [Close](#)

Changing your store's main currency

When a store only has a main currency and no additional ones, the page **Store Settings >> Store Currencies** looks as follows. To change your main store currency, click the **Change** link. A currency selection form will display:

Store Currencies

Main Store Currency [Page Help](#) [Close](#)

United States Dollar (USD)

United States Dollar (USD)

[Save](#) [Cancel](#)

Add Additional Currency

Canadian Dollar (CAD)

Manual rate
1 USD = 1 Canadian Dollar (CAD)

Try to get rate from Internet services
www.google.com or www.webservicex.net.

[Add](#) [Close](#)

Select the currency you want from the **Main Store Currency** list. In the top textbox, enter some name for the currency, which will be displayed in the storefront.

After selecting a currency, click the **Save** link to save your changes.

IMPORTANT! When the main store currency is changed, all existing additional currencies are deleted!

Working with additional store currencies

Select a currency using the **Add Additional Currency** form. You can set the currency exchange rate (relative to the main store currency) manually, or have the application obtain the current exchange rates from <http://www.google.com> or www.webservicex.com.

Click the **Add** button to add the new currency.

A message will appear to confirm that the new currency has been successfully added to the list of additional store currencies.

Store Currencies

Main Store Currency [Page Help](#) [Close](#)

United States Dollar (USD) [Change](#)

Additional Currencies [Update](#)

<input type="text" value="European Euro (EUR)"/> Delete Get rate from web	1 EUR = 1.25 USD 100 EUR = 100.00 USD 100 USD = 100.00 EUR
<input type="text" value="British Pound (GBP)"/> Delete Get rate from web	1 GBP = 1.4588 USD 100 GBP = 146.00 USD 100 USD = 68.49 GBP
<input type="text" value="Canadian Dollar (CAD)"/> Delete Get rate from web	1 CAD = 0.7718 USD 100 CAD = 100.00 USD 100 USD = 100.00 CAD

Add Additional Currency

EUR: New additional currency has been added.

Manual rate
1 USD = 1 Australian Dollar (AUD)

Try to get rate from Internet services
www.google.com or www.webservicex.net.

[Add](#) [Close](#)

You can customize the names of any additional store currencies. This name will be shown to customers in the storefront in the **"change currency"** block. You can also change the exchange rate for a currency. To save your changes, click the **Update** button.

5.4.15 Countries

On the **Countries** page you can manage the list of active countries. Only active countries are available to visitors during checkout when they are filling out forms such as **Billing Info**, **Customer Info** or **Shipping Info**.

Store Configuration					
Countries Management			Page Help	Update	Cancel
Code	Country	Active	Default		
AF	Afghanistan	<input type="checkbox"/>	<input type="radio"/>		
AU	<input type="text" value="Australia"/>	<input checked="" type="checkbox"/>	<input type="radio"/>		
AT	<input type="text" value="Austria"/>	<input checked="" type="checkbox"/>	<input type="radio"/>		
AS	American Samoa	<input type="checkbox"/>	<input type="radio"/>		
AE	United Arab Emirates	<input type="checkbox"/>	<input type="radio"/>		
GB	<input type="text" value="United Kingdom (Great Britain)"/>	<input checked="" type="checkbox"/>	<input type="radio"/>		
US	<input type="text" value="United States"/>	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>		
VI	United States Virgin Islands	<input type="checkbox"/>	<input type="radio"/>		
UY	Uruguay	<input type="checkbox"/>	<input type="radio"/>		
ZW	Zimbabwe	<input type="checkbox"/>	<input type="radio"/>		

To activate a country, select the corresponding checkbox in the **Active** column.

For example, if the checkbox for the United States (Canada, UK, etc) is selected, then the U.S. is active. All customers shopping from the U.S. will be able to order from your store since the U.S. will be included in the list of countries available during checkout.

If a country is inactive, then that country's residents will be able to browse through your store and add products to shopping cart. However, during checkout they will not be able to finish placing the order because their country will be missing from the list of accepted countries.

The Default column lets you select the default country used during checkout. If no default country is set, the first active country in the list is treated as the default country.

After you are finished making changes, click Update. All changes will be saved to the database.

To leave the page, click **Cancel**.

5.4.16 States

The **States** page lets you manage the list of active states (provinces, regions, counties, etc). If a state is active, residents of that state are allowed to place orders at your store.

Store Configuration

States Management [Page Help](#)

Country:

Code	State	Active	Default
AL	<input type="text" value="Alabama"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
AK	<input type="text" value="Alaska"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
AZ	<input type="text" value="Arizona"/>	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>
AR	<input type="text" value="Arkansas"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
CA	<input type="text" value="California"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
WV	<input type="text" value="West Virginia"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
WI	<input type="text" value="Wisconsin"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
WY	<input type="text" value="Wyoming"/>	<input checked="" type="checkbox"/>	<input type="radio"/>

To activate a state, select the corresponding checkbox in the **Active** column.

For example, if the checkbox for California is selected, then residents of California are able to order from your store, since Canada will be included in the list of countries during checkout.

If a state is inactive, then that state's residents will be able to browse through your store and add products to shopping cart. However, during checkout they will not be able to finish placing the order because their state will be missing from the list of accepted states.

By default, all states of all countries are active. Customers from any state of any country are allowed to place orders at your store.

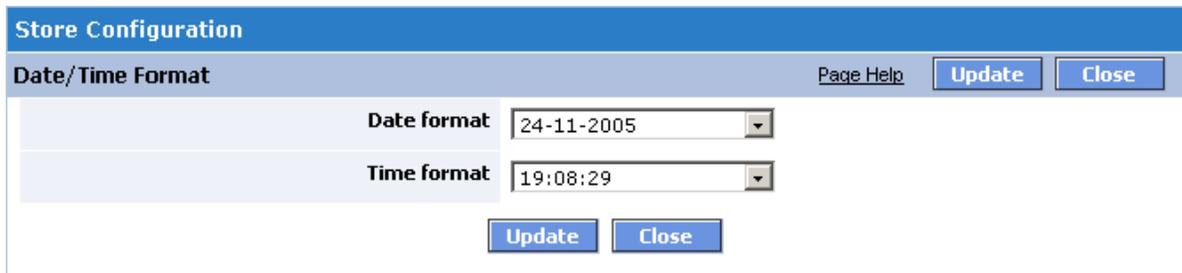
The **Default** column lets you select the default state used for its country during checkout. If no default state is set, the first active state in the list is treated as the default state.

After you are finished making changes, click **Update**. All changes will be saved to the database.

To leave the page, click **Cancel**.

5.4.17 Date and Time Format

The **Date/Time Format** page lets you customize the format used for displaying dates and times. Use the drop-down menus to change the format settings.



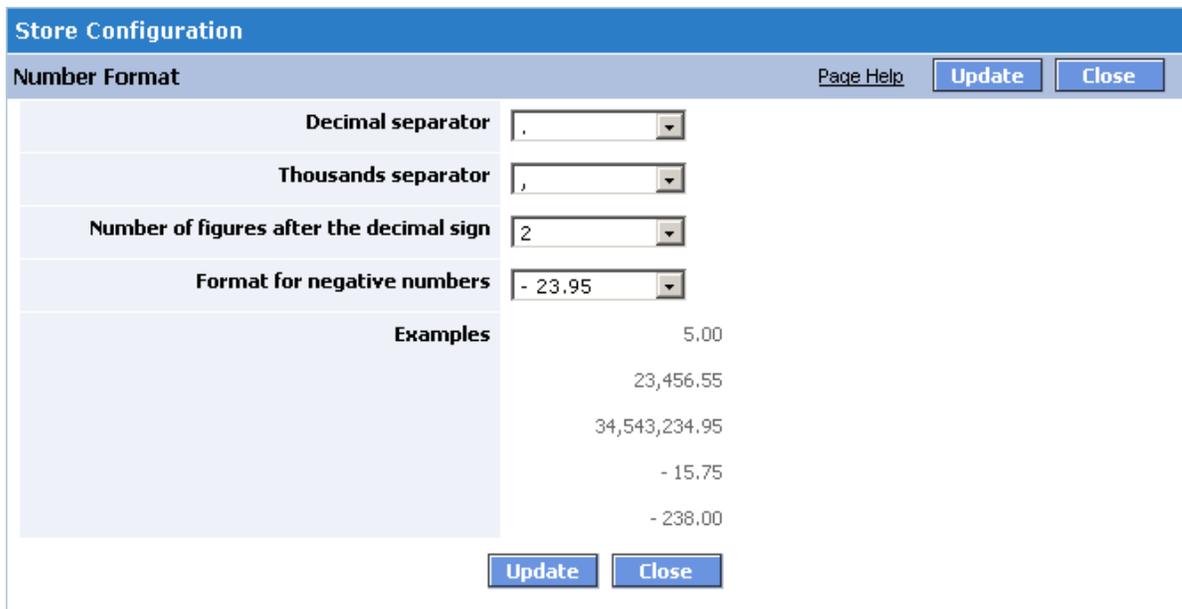
Store Configuration	
Date/Time Format	
Date format	24-11-2005
Time format	19:08:29
Update Close	

Click **Update** after you are finished with making changes. The new date and time format settings will be saved to the database. Both in Admin Area and on the storefront, dates and times will be displayed according to the new format.

To leave this page click **Close**.

5.4.18 Number Format

The **Number Format** page lets you customize the format used to display positive and negative numbers.



Store Configuration	
Number Format	
Decimal separator	.
Thousands separator	,
Number of figures after the decimal sign	2
Format for negative numbers	- 23.95
Examples	5.00 23,456.55 34,543,234.95 - 15.75 - 238.00
Update Close	

Use the drop-down menus to choose new number format settings.

After you are finished with making changes, click **Update**. Both in **Admin Area** and on the storefront, numbers will be displayed according to the new format.

To leave the page click **Close**.

5.4.19 Weight Unit

The Localization - **Weight Unit** page you can specify the name of the weight unit used throughout the online store. A conversion ratio to kilograms (kg) can also be specified.

Store Configuration	
Weight Unit	
Page Help <input type="button" value="Update"/> <input type="button" value="Close"/>	
Weight unit notation	<input type="text" value="lb"/>
Ratio for converting to kilograms	1 lb = <input type="text" value="0.453590"/> kg
<input type="button" value="Update"/> <input type="button" value="Close"/>	

The cost of shipping is calculated based on the weight of the product given in kilograms.

Only one weight unit can be used at a time.

Click **Update** after you are finished with making changes. All new weight unit settings will be saved to the database.

To leave the page click **Close**.

5.5 Admin

This section provides information about available marketing tools.

Available topics:

[Admin Members](#)

[Reset Reports](#)

[System Logs](#)

[Advanced Settings & Configuration](#)

[Data Backup & Restore](#)

[License](#)

[Clear Cache](#)

[HTTPS Settings](#)

5.5.1 Admin Members

The **Admin Members** page allows you to manage access to shopping cart software. You can add and delete admin member accounts and change their system access permissions.

The screenshot shows the 'Admin Members' page. At the top, there are navigation links: Storefront, Admin, Store Settings, Help, Community Forums, and Support. Below these are tabs for Home, Catalog, Customers, Orders, Marketing, and Reports, along with a Sign Out link. The main content area is titled 'Admin >> Admin Members' and includes a 'Page Help' link. A blue header bar contains the text 'Admin Members' and two buttons: 'Add' and 'Delete'. Below this is a table with the following data:

Name	E-mail	Number of sign-ins	Last Logged In	Created	Modified	
Demo Admin*	demo@my-first-shop.com	15	25-11-2008	14-10-2008	Never modified	<input type="checkbox"/>

Below the table, there is a red asterisk followed by the text '* - Current Admin'. At the bottom of the page, there are two buttons: 'Add' and 'Delete'.

The page includes the following details for each account:

Name	Admin member's name. Displayed as a link. Clicking on the link opens a window where you can edit the account details.
E-mail	Admin member's email address. This is the address to which system notifications — low stock levels, new order placements, order status changes, security issues — are sent, depending on the account permissions.
Number of sign-ins	The number of times this member signed in to the admin area, recorded to date.
Last Logged In	Indicates the date this member last signed in to the admin area.
Created	Indicates when this account was created.
Modified	Indicates the date this account's properties were changed last.

To edit an account's details, click the admin member's name. The account settings will be

shown in the window that opens.

The availability of settings depends on the permissions set for each particular account. Click the **Edit** button to make changes or click the **Change Password** button to change the password for the account.

To create a new admin account, click the **Add** button. A new window will open where you can set the settings for the new account.

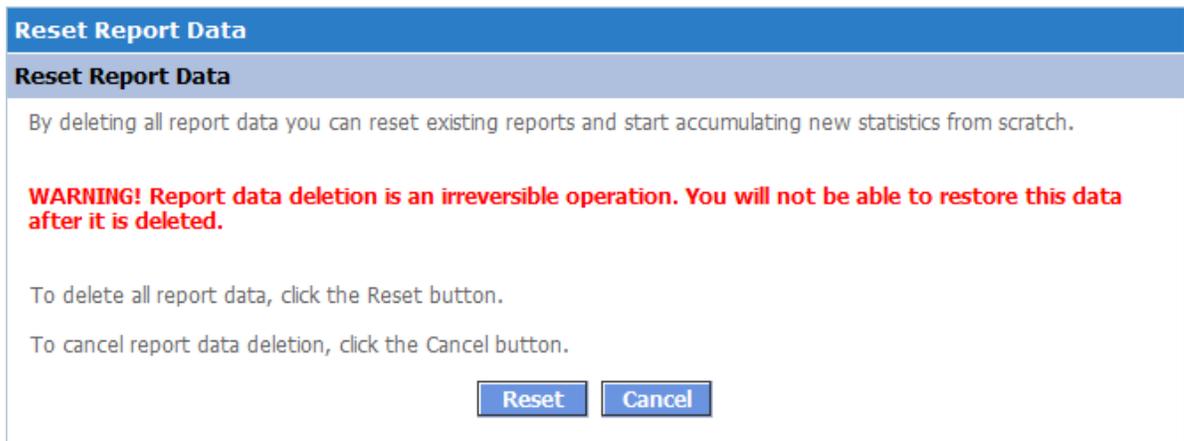
To delete an account, select the corresponding checkbox and then click the **Delete** button. After you confirm deletion, the account will be deleted from system and the member will no longer be able to access the admin area.

Depending on the permissions set for your account, some of the actions described above may be unavailable.

5.5.2 Reset Reports

This page allows you to reset all reports. After reports are reset, new statistics will begin to accumulate.

IMPORTANT! Report data deletion is an irreversible operation. You will not be able to restore this data after it is deleted.



To reset all reports, click the **Reset** button. Confirm the delete operation in the window that opens. After the confirmation, current reports will be deleted.

5.5.3 System Logs

The **System Logs** page enables you to monitor system operation while viewing the **Storefront**, the **Admin Area**, and placing orders. This allows you to see the e-mails sent in relation to order

placement and order processing, the response received from the payment gateway, and other details. This page can be useful at the early stages, when you are setting up your online store.

The screenshot displays the 'System Logs' interface. At the top, there is a navigation bar with icons and labels for Home, Catalog, Customers, Orders, Marketing, and Reports, along with a 'Sign Out' link. Below this, the page title is 'Admin >> System Logs' with a 'Page Help' link. A blue header bar contains 'System Logs' and a 'Settings' button. A 'Filter' section follows, featuring three checked checkboxes: 'E-mail Notifications', 'Orders created', and 'Payment Module Logs'. There is also a search input field and an 'Apply filter' button. The log entries are grouped by date, 'Dec 15, 2008'. Each entry includes a timestamp, an event type, a description, and a 'Details' link. The events shown are:

- 06:57:23 E-mail Notifications: E-mail with the subject «Account created automatically» was sent to «steve@my-first-shop.com». E-mail sent successfully.
- 06:57:23 E-mail Notifications: E-mail with the subject «Account created automatically» was sent to «Store <info@my-first-shop.com>». E-mail sent successfully.
- 06:57:23 Orders created: The following order was created: «100015».
- 06:57:23 E-mail Notifications: E-mail with the subject «My First Shop. Your order #100015» was sent to «steve@my-first-shop.com». E-mail sent successfully.
- 06:57:23 E-mail Notifications: E-mail with the subject «My First Shop. Your order #100015» was sent to «info@my-first-shop.com». E-mail sent successfully.

To view an event's settings and details, click the **Details** link next to the event description. To search for and view certain events, use the **Filter** section.

Use the **Settings** button to define which events should be logged and which should not. For best performance, it is recommended to use the default settings shown below:

Advanced Settings	
System Log Settings Save Close	
Log e-mail sending If set to 'Yes', all e-mails you send will be logged.	Yes ▾
Log entries to Admin Area If set to 'Yes', any and all HTTP queries to the Admin Area will be logged.	No ▾
Log entries to Storefront If set to 'Yes', any and all HTTP queries to the storefront will be logged.	No ▾
Log order creation If set to 'Yes', all orders created will be logged.	Yes ▾
Log payment systems' responses If set to 'Yes', responses received from payment gateways will be logged.	Yes ▾
Log queries to payment systems If set to 'Yes', the data sent by the payment module to payment gateways will be logged. All credit card numbers, CVV codes and Issue Numbers will be replaced with Xs and will not be displayed anywhere.	Yes ▾
Save Close	

5.5.4 Advanced Settings & Configuration

The **Advanced Settings & Configuration** section lets you manage additional system settings. These settings provide flexible system configuration options for your needs.

Admin session duration

Use this setting to define the admin session duration, in hours. The following choices are available: 1, 2, 4, 6, 12, 24, or 48 hours. For example, if you've set 1 hour, then after an hour expires without any activity in the Admin Area, then you will have to log in to the Admin Area again (and enter your password).

Checkout Process Settings

Specify the following setting:

Do not show the State text field if the selected country has none	If the country selected has no states defined for it, the customer is offered to enter the state name in the provided text field. Use this option to disable showing a text field in this scenario.
--	---

Coupons and Promo Codes Settings

Specify the following setting:

<p>Display the coupon and promo code entry dialog when there are no active coupons or promo codes in the system?</p>	<p>YES – The coupon field will display at checkout even if there are no active coupons.</p> <p>NO – If there are no active coupons, then the coupon field will not display at checkout.</p>
---	---

Customer Account Settings

Customer Account Settings configure settings related to the customer account in the storefront.

Advanced Settings

Customer Account Settings Save Close

Customer session duration
Here you can configure customer session duration. 30 days (1 month) ▾

Enable 'Remember me' feature
Displays or hides the form that lets the customer select to remember their session when they log in to their customer account in the storefront. Yes ▾

Save Close

On this page you can define the following settings:

<p>Customer session duration</p>	<p>Configures customer session duration in the storefront.</p> <p>For example, suppose this setting is set to 30 days (1 month). The following options are possible:</p> <ul style="list-style-type: none"> • The customer selected the Remember me checkbox in the log-in form (requires that the Enable 'Remember me' feature setting be set to YES by a shopping cart system administrator). This means that if the customer did not Sign Out of their account, then they can to log in automatically within 30 days after the last login. • The customer did NOT select the Remember me checkbox in
---	--

	<p>the log-in form (requires that the Enable 'Remember me' feature setting be set to YES by a shopping cart administrator). In this case, after closing the browser the customer will have to log in by entering their username and password next time they access the store.</p> <ul style="list-style-type: none"> • A shopping cart system administrator set the Enable 'Remember me' feature setting to NO. In this case, after closing the browser the customer will have to log in by entering their username and password to access the store next time.
Enable 'Remember me' feature	<p>If the Enable 'Remember me' feature is set to Yes, then the customer will be presented with a form for selecting to remember their session and automatically log them in to their customer account without entering a username and password. The session duration is defined by the Customer session duration setting.</p> <p>If the Enable 'Remember me' feature is set to NO, then the form for remembering the customer session will not appear. After closing their browser, the customer will have to enter their username and password next time they access the store.</p>

File Upload Settings for Product Options

This page allows you to define the types of uploadable files if the product option type is set as **File Upload**. If a file type is not listed, it will be impossible to upload it for security reasons.

Advanced Settings

File Upload Settings for Product Options

Archives .zip, .7z, .rar, .ace, .tar, .tar.gz, .tgz	<input type="text" value="Yes"/> ▾
Audio Files .wav, .mp3, .flac, .ogg, .ape, .midi, .wma, .rm	<input type="text" value="Yes"/> ▾
Documents .txt, .rtf, .doc, .xls, .docx, .xlsx, .pptx, .ppt, .odt, .pdf, .djvu, .eps	<input type="text" value="Yes"/> ▾
Images .jpg, .jpeg, .gif, .tiff, .tif, .bmp, .png, .psd, .cdr	<input type="text" value="Yes"/> ▾
Vector Graphics .fla, .swf, .svg, .cgm, .eps, .wmf, .pdf	<input type="text" value="Yes"/> ▾
Video Files .avi, .mp4, .mkv, .mpg	<input type="text" value="Yes"/> ▾

Order Statuses for Reports

On this page you can select which order statuses and payment statuses will be taken into account when generating reports and processing statistics. The available settings are described on the picture below

Advanced Settings	
Order Statuses for Reports Save Close	
'Cancelled' Consider orders with 'Cancelled' status in reports	No
'Completed' Consider orders with 'Completed' status in reports	Yes
'Declined' Consider orders with 'Declined' status in reports	No
'In Progress' Consider orders with 'In Progress' status in reports	Yes
'New Order' Consider orders with 'New Order' status in reports	Yes
'Ready to Ship' Consider orders with 'Ready to Ship' status in reports	Yes
'Shipped' Consider orders with 'Shipped' status in reports	Yes
Deleted orders Consider Deleted orders in the reports	No
Payment status 'Declined' Consider orders with 'Declined' payment status in reports	No
Payment status 'Fully Paid' Consider orders with 'Fully Paid' payment status in reports	Yes
Payment status 'Waiting' Consider orders with 'Waiting' payment status in reports	Yes
Save Close	

Quantity Discount Settings

Specify the following setting:

<p>Apply Quantity Discount to all products regardless of options selected?</p>	<p>If set to Yes, Quantity Discount will apply to all products in the cart regardless of its product options.</p> <p>If set to No, Quantity Discount will apply to specific groups of products based on their product options.</p> <p>Example:</p> <p>The cart contains the following items with different product options:</p> <ul style="list-style-type: none"> ○ T-Shirt, Qty=2, Option: Red.
---	---

	<ul style="list-style-type: none"> ○ T-Shirt, Qty=3, Option: Green. <p>If this setting is set to YES, then Quantity Discount will apply to five (2+3) T-Shirt items – the Red and Green items will be counted together.</p> <p>If this setting is set to NO, then Quantity Discount will apply separately for each type of T-Shirt item, that is, once for "T-Shirt, Qty=2, Option: Red" and once for "T-Shirt, Qty=3, Option: Green."</p>
--	---

Reports and Statistics

This page lets you configure additional settings for generating reports and calculating statistics.

Specify the following settings:

Export to Excel file format	Any report can be exported to Excel, however, there are several ways to do that. They include generating a binary Excel file, generating an HTML table, or creating a CSV file. Select the method you prefer.
First day of the week	The day the week starts with (Sunday or Monday).
Number of scanned/viewed pages shown in tooltip menu.	The Recent Visitors and Crawler Visits reports have a Click Path field which shows the number of human-visited or crawler-scanned pages. If you hover the mouse over this number, a tooltip will appear to show a list of the visited pages. This setting lets you define the size of the list – the number of pages shown in the tooltip.
Product Info Page	If set to YES, collects product viewing statistics if the product was displayed on the Product Info page.
Product List Page	If set to YES, collects product viewing statistics for each product if the list of products was displayed on the Product List page.

Product Sales Statistics	If set to YES, collects product sales statistics based on quantities sold.
Session duration (Visits)	Determines the customer storefront session duration. If the customer is inactive for the specified amount of time, their next visit will generate a new statistics entry. Suppose the parameter is set to 1 hour. If a visitor leaves your online store and comes back within 50 minutes, this will be considered as 1 visit. If the visitor comes back in 1 hour and 2 minutes, that will count as a second visit.
Shopping cart: occurrences of product addition/deletion	If set to YES, collects statistics of product additions to cart/product deletions from cart, without tracking the quantity of product added/deleted.
Shopping cart: quantity of product added/deleted	If set to YES, collects statistics of product additions to cart/product deletions from cart based on quantity of product added/deleted. Also tracks when the product quantity changes in the cart.

Store block debug info

This allows displaying debug information for developers.

Specify the following settings:

Display store block debug info	If set to Enabled , store block debug info will contain the generation block time and the numbers of SQL queries executed.
Where store block debug info should be displayed.	Specifies the zone where store block debug info should be displayed (Storefront, Admin Area, All Areas).

System Log Settings

On this page you can define the system events that will be included in event logs. System logs can be used to track down error events caused by incorrect system configuration.

Application Settings

System Log Settings

Log e-mail sending If set to 'Yes', all e-mails you send will be logged.	Yes ▾
Log entries to Admin Area If set to 'Yes', any and all HTTP queries to the Admin Area will be logged.	No ▾
Log entries to Storefront If set to 'Yes', any and all HTTP queries to the storefront will be logged.	No ▾
Log order creation If set to 'Yes', all orders created will be logged.	Yes ▾
Log payment systems' responses If set to 'Yes', responses received from payment gateways will be logged.	Yes ▾
Log queries to payment systems If set to 'Yes', the data sent by the payment module to payment gateways will be logged. All credit card numbers, CVV codes and Issue Numbers will be replaced with Xs and will not be displayed anywhere.	Yes ▾

Tax Settings

The **Tax Settings** page provides additional ways to configure taxes according to the tax system of your jurisdiction.

Application Settings

Tax settings Save Close

Allow full tax exemption
 If this is set to 'Yes', the customer will be able to use full tax exemption during checkout (which means that all taxes, including taxes built into product prices, will be calculated as null) Yes ▾

Display product prices including taxes
 Display product prices including taxes in Product List, Product Info, Shopping Cart, and Checkout pages of storefront. Yes ▾

NOTE: This option only affects taxes included in the product prices.

Save Close

Allow full tax exemption	If this is set to Yes , the customer will be able to use full tax exemption during checkout (which means that all taxes, including taxes built into product prices, will be calculated as null).
Display product prices including taxes	Display product prices including taxes in Product List, Product Info, Shopping Cart , and Checkout pages of storefront. NOTE: This option only affects taxes included in the product prices.

5.5.5 Application/Server Info

On this page, you can view system information about the application, the server, the installed shopping cart modules, and the PHP version.

Storefront Admin Store Settings Help Community Forums Support

Home Catalog Customers Orders Marketing Reports Look & Feel Sign Out

Admin >> Application/Server Info

Application Info

Summary Show/Hide

Product Version	1.8.x
Product Version Type	eTRUNK
Product Release Date	N/A

Modules Info Show/Hide

Server Info

Summary Show/Hide

PHP Version	
MySQL Version	5.0.51a-3ubuntu5.4
Server OS	Linux adev 2.6.24-16-virtual #1 SMP Thu Apr 10 14:32:04 UTC 2008 i686
Web Server	Apache/2.2.8 (Ubuntu) DAV/2 PHP/5.2.4-2ubuntu5.3 with Suhosin-Patch

PHP Info Show/Hide

PHP Info [Click Here for more information](#)

5.5.6 License

In this page, you can view information about your shopping cart license. You can also change the license key here.

License

License Information Update Close

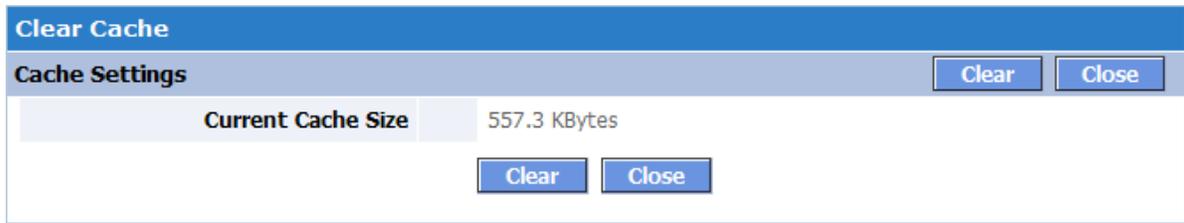
License Key:	? QCK123R5
License Status:	? Active
License URL (domain):	? my-first-shop.com
Version Type:	? EBUSINESS
Your Current Version Type:	? eBusiness
Updates Expire:	? NA
Support Expires:	? NA
New License Key:	? <input type="text"/>

Update Close

5.5.7 Clear Cache

This page lets you clear the system cache.

To clear the **Cache**, click the **Clear** button, and the system will start the clearing the **Cache**. Click **Close** to close the window without clearing the **Cache**.



Note: **Cache** is used to significantly speed up system operations. **Cache** clearing should only be done after you have made a lot of changes to the catalog. **Cache** clearing will reset it to its minimum value (about 150 – 200 KB).

5.5.8 HTTPS Settings

Shopping cart system implements a very flexible system to support secure connections (**SSL**). You can choose which storefront pages and **Admin Area** sections should be secured.

Secure connections are disabled by default. You have to properly configure **SSL** connections in order to use **SSL**.

First, ask your hosting provider for your **HTTPS** domain name and the URL pointing to the shopping cart installation folder. Then, configure **SSL** for your **Admin Area** and Storefront.

HTTPS

Secure Settings Page Help

HTTPS URL:

Secure Admin Area Sections

Whole Admin Area (Backend)	<input type="checkbox"/>
Sign-In & Admin Members Management	<input checked="" type="checkbox"/>
Orders & Customers	<input type="checkbox"/>
Payment & Shipping Modules Settings	<input type="checkbox"/>

HTTPS Settings for Storefront Pages

http://www.my-first-shop.com/

Catalog	<input type="checkbox"/>
Shopping Cart	<input type="checkbox"/>
Checkout	<input checked="" type="checkbox"/>
File Download	<input type="checkbox"/>
Customer Account	<input type="checkbox"/>
Customer Authorization	<input type="checkbox"/>
Entire Storefront	<input type="checkbox"/>

This page includes the following fields:

HTTPS URL	<p>The HTTPS URL pointing to the shopping cart installation folder. If HTTPS URL and HTTP URL are identical, this field doesn't need to be modified because it contains the correct value by default. If the URL isn't detected automatically, you should enter one yourself. If you do not know the URL, ask your hosting provider. Note that the URL you specify should point to the installation folder. Some Windows hostings provide a "Check" button instead of a "Save" button. See Appendix 1 for details.</p>
------------------	---

The **Secure Admin Area Sections** area below helps you choose which **Admin Area** sections to protect. You can leave all options listed below unchecked, but you must specify a URL to provide full-fledged **SSL** connections in **Storefront**.

Whole Admin Area (Backend)	Switches the whole Admin Area to the secure protocol. Keep in mind, however, that secure connection makes pages load substantially longer because additional time is required to encode and decode data being transferred, including images. Selecting this option is not recommended as it reduces the Catalog performance.
Sign-In & Admin Members Management	Secures the following pages: Sign In, Password Update, Password Recovery , and pages associated with the Admin Members section (List, Info, Add, Edit, Password Reset, and Delete).
Orders & Customers	Secures Orders (List, Info, Delete) and Customers (List, Info) pages.
Payment & Shipping Modules Settings	Secures pages with lists and settings associated with Payment and Shipping Methods .

A similar method is used to secure your storefront pages. Select the sections that you want your customers to access using SSL.

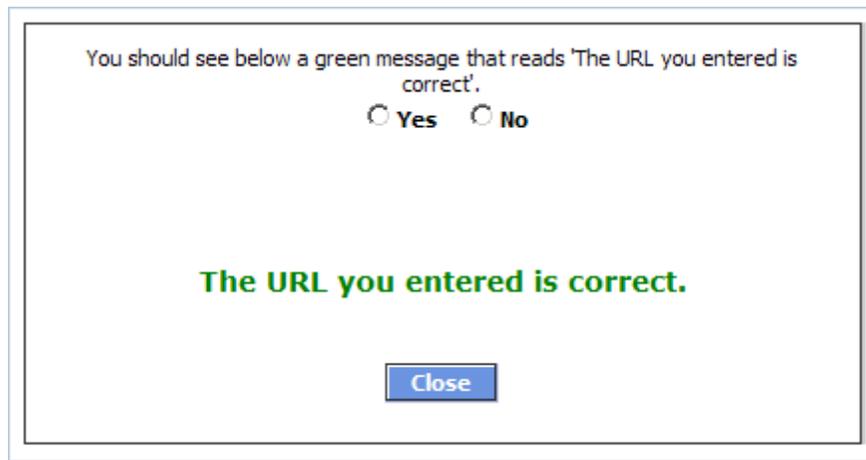
After you have specified the **HTTPS URL** and selected the sections to protect, click the **Save** button.

If the URL is correct and no errors are encountered, the window closes and the **https_config.php** file is created in the **avactis-system/** directory on the server. If the window does not close, that means an error has occurred.

Appendix 1

Using the "Check" button to validate the specified URL.

Certain Windows hosting spaces replace the **"Save"** button with the **"Check"** button. The latter helps make sure that the URL you specified actually exists. If the URL is typed correctly and it exists, the following message displays:



If a green message appears, select Yes and click "Close", otherwise select No and try typing the URL once again.

IMPORTANT! Do NOT select **Yes** if the green message **The URL you entered is correct** doesn't display. That can lead to system failure. If the failure occurred nonetheless, delete the `avactis-system/https_config.php` file.

Appendix 2

List of potential errors when saving HTTPS settings.

- Please enter the HTTPS URL that points to the root directory of shopping cart.
- The URL you entered contains syntax error(s).
- The URL you entered is invalid. A test call to the system returned no response.
- An error occurred when creating the configuration file due to insufficient rights to write to 'avactis-system' folder.
- An error occurred when creating a configuration file due to insufficient rights to write to file 'avactis-system/https_config.php'.
- You have deleted a previously entered URL. This means that secured connections will no longer be applied for Admin Area. This can also cause incorrect functioning of secured connections in Storefront (if they are enabled). If you want to stop using secured connections, click **Save**; otherwise, click **Cancel**.

- Unable to delete the configuration file 'avactis-system/https_config.php', possibly due to insufficient deletion rights. Please change the access rights for this file or delete it manually.

5.5.9 Backup & Restore

Data backup is a critical part of any Internet application. A backup copy allows you to restore your online store to an operating condition in case of web server failure, database server failure, or other unexpected situations.

IMPORTANT! It is critical to automatically back up your online store at regular intervals – at least once a day. We also recommended saving backups to a local computer or to other servers. A complete backup copy allows you to get your online store up and running as soon as possible, no matter what type of failure occurs.

The Shopping cart software provides special tools to automatically create complete backup copies of your installation, including all system source code and database, as well as to restore them.

1. Creating backup copies and restoring in Linux/Unix.

IMPORTANT! Backing up is important for keeping your data safe. This is why you need to use a reliable hosting service, which provides the following features:

SSH Access (Secure Shell)

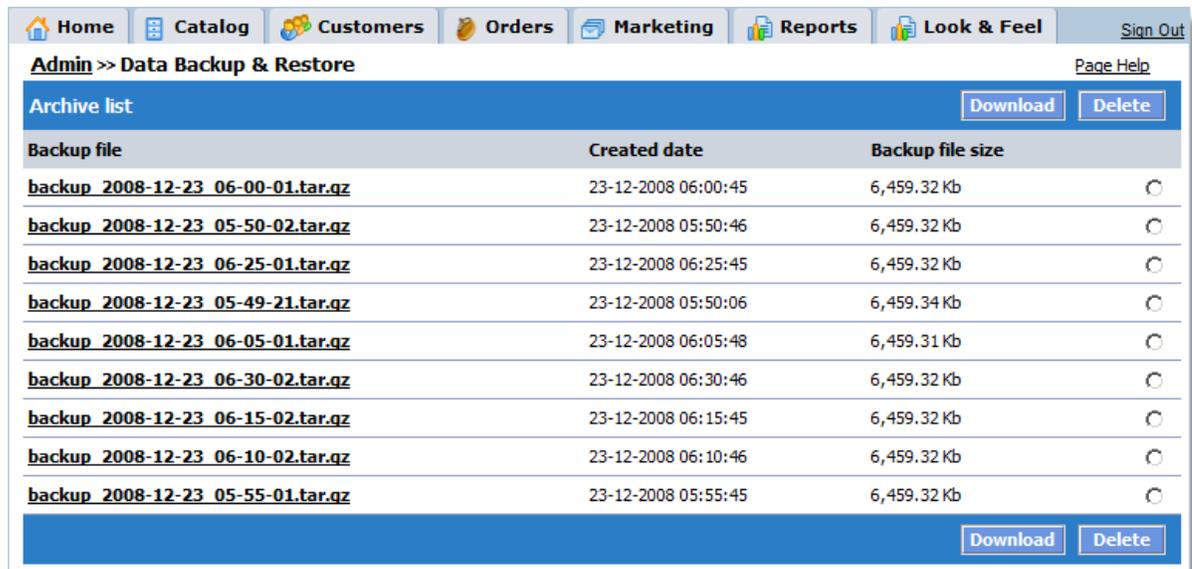
Cron Jobs

Automatic backups

To backup and restore in the Linux operating system, you need to set the correct execution rights for the **backup.sh** and **restore.sh** scripts (**Executable**) as described in ["Appropriate execution rights for backup.sh and restore.sh"](#).

Then, configure **cron** to execute the **backup.sh** script at regular intervals (at least once a day is recommended) as described in ["Automating backups via cron."](#)

If all of these actions are performed correctly, the shopping cart software will create backup copies automatically, without your involvement. The backup copies will be available for download at **Admin >> Data Backup & Restore**. Use this page to download any of the backups or to delete old backup files.



Backup file	Created date	Backup file size
backup_2008-12-23_06-00-01.tar.gz	23-12-2008 06:00:45	6,459.32 Kb
backup_2008-12-23_05-50-02.tar.gz	23-12-2008 05:50:46	6,459.32 Kb
backup_2008-12-23_06-25-01.tar.gz	23-12-2008 06:25:45	6,459.32 Kb
backup_2008-12-23_05-49-21.tar.gz	23-12-2008 05:50:06	6,459.34 Kb
backup_2008-12-23_06-05-01.tar.gz	23-12-2008 06:05:48	6,459.31 Kb
backup_2008-12-23_06-30-02.tar.gz	23-12-2008 06:30:46	6,459.32 Kb
backup_2008-12-23_06-15-02.tar.gz	23-12-2008 06:15:45	6,459.32 Kb
backup_2008-12-23_06-10-02.tar.gz	23-12-2008 06:10:46	6,459.32 Kb
backup_2008-12-23_05-55-01.tar.gz	23-12-2008 05:55:45	6,459.32 Kb

You can also download backups via FTP. They are located in `avactis-system/backup/`.

IMPORTANT!

It is recommended to download backup files to your PC at regular time intervals to prevent loss of data in the event of server failure. If a server failure occurs, you will be able to restore the online store from the backup files saved to your PC.

Restoring from a backup.

If something unexpected happens, you can restore the shopping cart system and all related data by using previously created backup files. This process is described in detail in [Restore From Backup \(Linux\)](#)

2. Creating backups and restoring in other operating systems

To create automatic backups of your online store and to restore data in other operating systems, use the system tools supplied by your hosting provider.

5.5.9.1 Setting up backup and restore scripts (Linux)

To create backups and use them to restore your system, you need to properly set up the scripts that manage these processes. In Linux/Unix and similar operating systems, any script that is designed to be executed must have execution rights. Therefore, before using these backup scripts, you have to make sure they have the appropriate rights.

Automatic creation of a complete backup copy of your shopping cart system, including the product catalog, orders, customer accounts, settings and all files installed in your storefront

directory, is performed by the Linux shell-script **backup.sh**, which is located in the following folder:

```
avactis-system/backup.sh
```

This script backs up all files in the shopping cart installation folder and performs a complete database backup. The resulting backup file is copied to the following folder:

```
avactis-system/backup/
```

The script that restores the system from a backup is located in the following folder:

```
avactis-system/restore.sh
```

The full path to **backup.sh** is available to copy/paste in the **Backup and Restore Scripts** section at **Admin >> Data Backup & Restore**.

The Plesk control panel example below shows how to assign script rights.

IMPORTANT! Your view may differ. The description given here is an example only.

Step #1

In a new browser window, open your Plesk control panel and navigate to the Home page:

Domain my-first-shop.com

Domain

- Report
- Limits
- Domain Aliases
- Domain Administrator
- Register
- Custom Buttons

Services

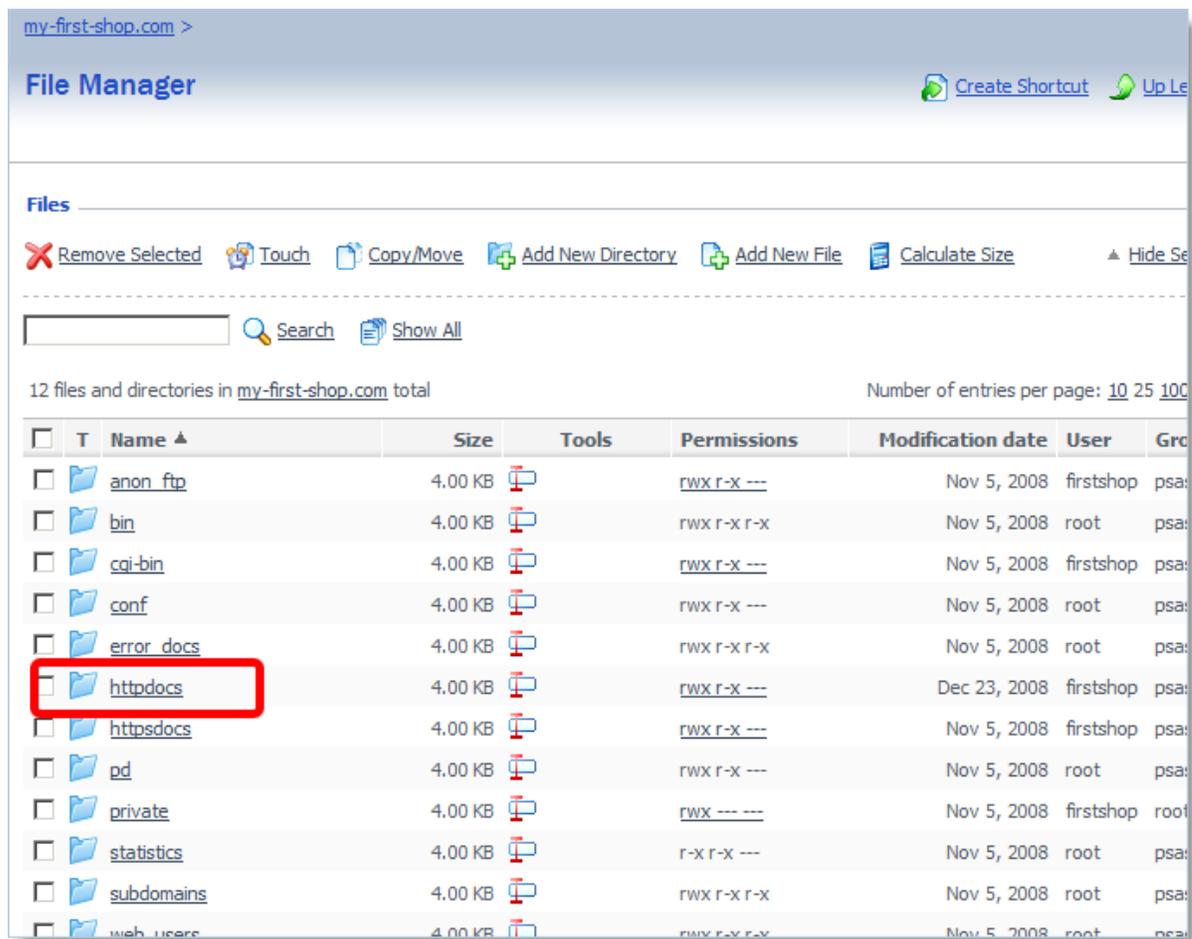
- Mail
- DNS Settings
- Databases
- Certificates
- Tomcat

Hosting (Domain has physical hosting on IP 67.228.122.170)

- Setup
- Web Users
- Subdomains
- Protected Directories
- Log Manager
- File Manager**
- Crontab
- Web Applications
- Site Preview
- Performance

Step #2

Click the **File Manager** icon. The next page shows the list of files and folders in the root of your website:

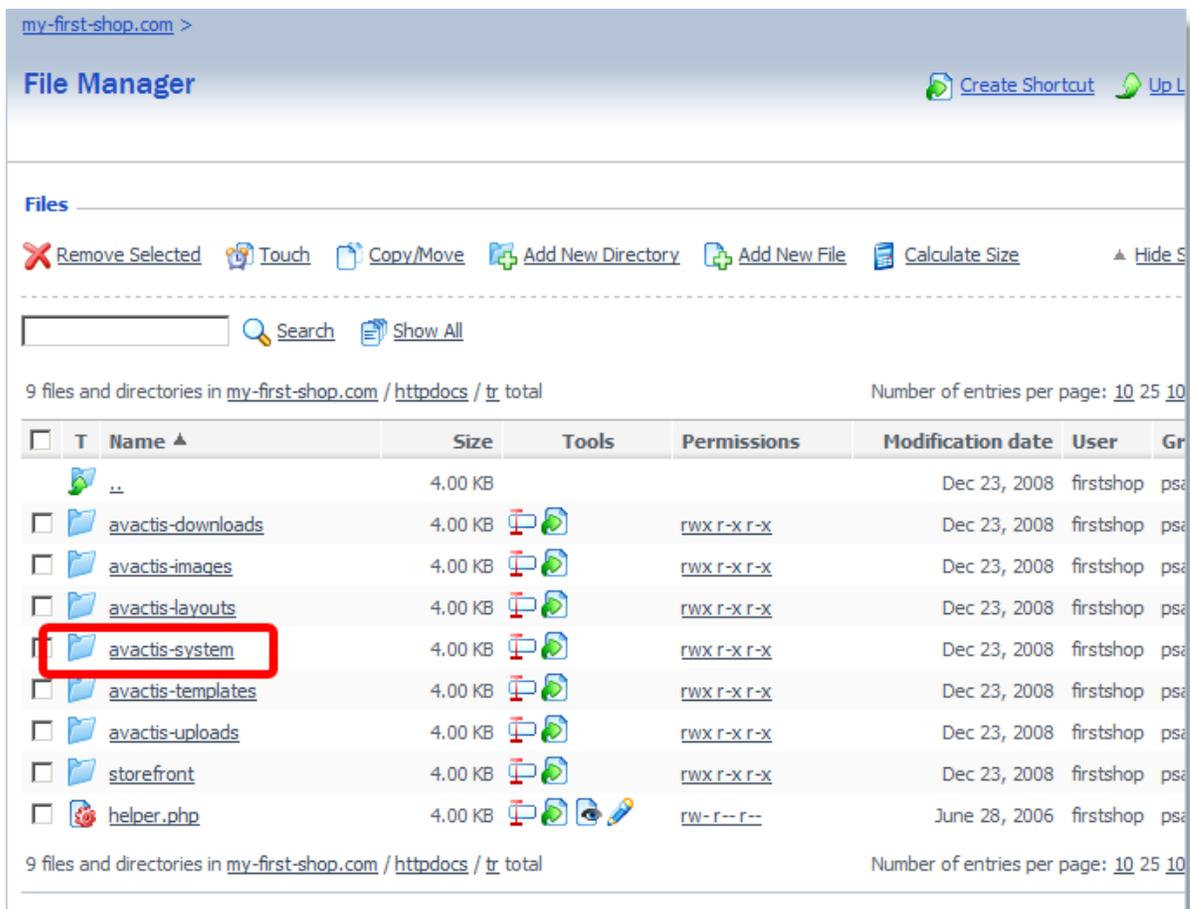


The screenshot shows a web-based File Manager interface for the domain `my-first-shop.com`. The interface includes a toolbar with actions like 'Remove Selected', 'Touch', 'Copy/Move', 'Add New Directory', 'Add New File', and 'Calculate Size'. Below the toolbar is a search bar and a 'Show All' button. The main area displays a list of 12 files and directories. The 'httpdocs' folder is highlighted with a red box.

<input type="checkbox"/>	T	Name ▲	Size	Tools	Permissions	Modification date	User	Group
<input type="checkbox"/>		anon_ftp	4.00 KB		<code>rwX r-x ---</code>	Nov 5, 2008	firstshop	psa
<input type="checkbox"/>		bin	4.00 KB		<code>rwX r-x r-x</code>	Nov 5, 2008	root	psa
<input type="checkbox"/>		cgi-bin	4.00 KB		<code>rwX r-x ---</code>	Nov 5, 2008	firstshop	psa
<input type="checkbox"/>		conf	4.00 KB		<code>rwX r-x ---</code>	Nov 5, 2008	root	psa
<input type="checkbox"/>		error_docs	4.00 KB		<code>rwX r-x r-x</code>	Nov 5, 2008	root	psa
<input type="checkbox"/>		httpdocs	4.00 KB		<code>rwX r-x ---</code>	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		httpsdocs	4.00 KB		<code>rwX r-x ---</code>	Nov 5, 2008	firstshop	psa
<input type="checkbox"/>		pd	4.00 KB		<code>rwX r-x ---</code>	Nov 5, 2008	root	psa
<input type="checkbox"/>		private	4.00 KB		<code>rwX --- ---</code>	Nov 5, 2008	firstshop	root
<input type="checkbox"/>		statistics	4.00 KB		<code>r-x r-x ---</code>	Nov 5, 2008	root	psa
<input type="checkbox"/>		subdomains	4.00 KB		<code>rwX r-x r-x</code>	Nov 5, 2008	root	psa
<input type="checkbox"/>		web_users	4.00 KB		<code>rwX r-x r-x</code>	Nov 5, 2008	root	psa

Step #3

Open the **httpdocs** folder and then navigate to the folder where you installed the shopping cart software. This folder will look as follows:



my-first-shop.com >

File Manager

Create Shortcut Up L

Files

Remove Selected Touch Copy/Move Add New Directory Add New File Calculate Size Hide S

Search Show All

9 files and directories in my-first-shop.com / httpdocs / tr total Number of entries per page: 10 25 10

<input type="checkbox"/>	T	Name ▲	Size	Tools	Permissions	Modification date	User	Gr
<input type="checkbox"/>		..	4.00 KB			Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		avactis-downloads	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		avactis-images	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		avactis-layouts	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		avactis-system	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		avactis-templates	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		avactis-uploads	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		storefront	4.00 KB		rwx r-x r-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		helper.php	4.00 KB		rwx-r--r--	June 28, 2006	firstshop	psa

9 files and directories in my-first-shop.com / httpdocs / tr total Number of entries per page: 10 25 10

Step #4

Click the **avactis-system** folder. You will see a list of files including **backup.sh** and **restore.sh**:

20 files and directories in [my-first-shop.com / httpdocs / tr / avactis-system](#) total Number of entries per page: [10](#) [25](#) [100](#)

<input type="checkbox"/>	T	Name ▲	Size	Tools	Permissions	Modification date	User	Grp
		..	4.00 KB			Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		admin	12.0 KB		rwx-r-xr-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		backup	4.00 KB		rwx-r-xr-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		cache	4.00 KB		rwx-r-xr-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		core	4.00 KB		rwx-r-xr-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		modules	4.00 KB		rwx-r-xr-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		.htaccess	4.00 KB		rw-r--r--	Aug 8, 2008	firstshop	psa
<input type="checkbox"/>		admin.php	8.00 KB		rw-r--r--	July 21, 2008	firstshop	psa
<input type="checkbox"/>		app_init.php	32.0 KB		rw-r--r--	Dec 22, 2008	firstshop	psa
<input type="checkbox"/>		application_locked.tpl.html	8.00 KB		rw-r--r--	Sept 1, 2008	firstshop	psa
<input type="checkbox"/>		backup.sh	4.00 KB		rwx-r-xr-x	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		config.def.php	8.00 KB		rw-r--r--	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		config.php	4.00 KB		rw-r--r--	Dec 23, 2008	firstshop	psa
<input type="checkbox"/>		cz_headers_sent.tpl.html	8.00 KB		rw-r--r--	June 26, 2008	firstshop	psa
<input type="checkbox"/>		index.php	0.00 KB		rw-r--r--	June 28, 2006	firstshop	psa
<input type="checkbox"/>		lib.sh	8.00 KB		rwx-r-xr-x	Dec 22, 2008	firstshop	psa
<input type="checkbox"/>		license.key.php	4.00 KB		rw-r--r--	Nov 9, 2006	firstshop	psa
<input type="checkbox"/>		restore.sh	4.00 KB		rwx-r-xr-x	Dec 22, 2008	firstshop	psa
<input type="checkbox"/>		store.php	4.00 KB		rw-r--r--	July 21, 2008	firstshop	psa

Now, assign the appropriate rights to the files **backup.sh** and **restore.sh**. For each file, click the corresponding link in the **Permissions** column to open the access rights editing window:

[my-first-shop.com](#) >

File Manager

[Create Shortcut](#) [Up Level](#)

Change permissions for file [my-first-shop.com / httpdocs / tr / avactis-system / backup.sh](#)

	Read mode	Write mode	Execute/search mode
Owner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Group	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Make sure that all checkboxes in the **Execute/search mode** column are selected, then click OK. Do this for each of the two files (backup.sh and restore.sh).

5.5.9.2 Backup automation (LINUX)

In Linux/Unix and similar operating systems, task automation is handled by the cron service. Most hosting providers allow managing this service.

The Plesk control panel example below shows how to automate backup creation.

IMPORTANT! Make sure that backup.sh and restore.sh have the necessary execution rights.

For more details, refer to "[Appropriate execution rights for backup.sh and restore.sh.](#)"

Step #1

Enter the Admin Area and go to **Admin >> Data Backup & Restore**. The absolute file path to the backup.sh script will display on the bottom part of this page.

Home Catalog Customers Orders Marketing Reports Look & Feel Sign Out

Admin >> Data Backup & Restore Page Help

Archive list Download Delete

Backup file	Created date	Backup file size
Backup files not found		

Download Delete

These scripts allow you to backup and restore your shopping cart system, including the product catalog, orders, customers, settings and all files installed in your storefront directory. For backup and restore set permissions for these scripts as **Executable**. For more instructions please refer to the [shopping cart manual](#).

Backup Script Path: /var/www/vhosts/demo.avactis.com/httpdocs/1.8.2/int/avactis-system/backup.sh
Restore Script Path: /var/www/vhosts/demo.avactis.com/httpdocs/1.8.2/int/avactis-system/restore.sh

Do not close this browser window – we will need this path later.

Step #2

In a new browser window, open the Plesk control panel and navigate to the Home page:

IMPORTANT! Your view may differ. The description given here is an example only.



Domain my-first-shop.com

Domain

 Report
  Limits
  Domain Aliases
  Domain Administrator
  Register
  Custom Buttons

Services

 Mail
  DNS Settings
  Databases
  Certificates
  Tomcat

Hosting (Domain has physical hosting on IP 67.228.122.170)

 Setup
  Web Users
  Subdomains
  Protected Directories
  Log Manager
  File Manager

 **Crontab**
 Web Applications
  Site Preview
  Performance

Click the **Crontab** icon. The following page will display:

my-first-shop.com >

View Scheduled Tasks [Create Shortcut](#) [Up Level](#)

Task scheduler [Hide Search](#)

[Search](#) [Show All](#)

1 total Number of entries per page: [10](#) [25](#) [100](#) [ALL](#)

System user ▲

firstshop

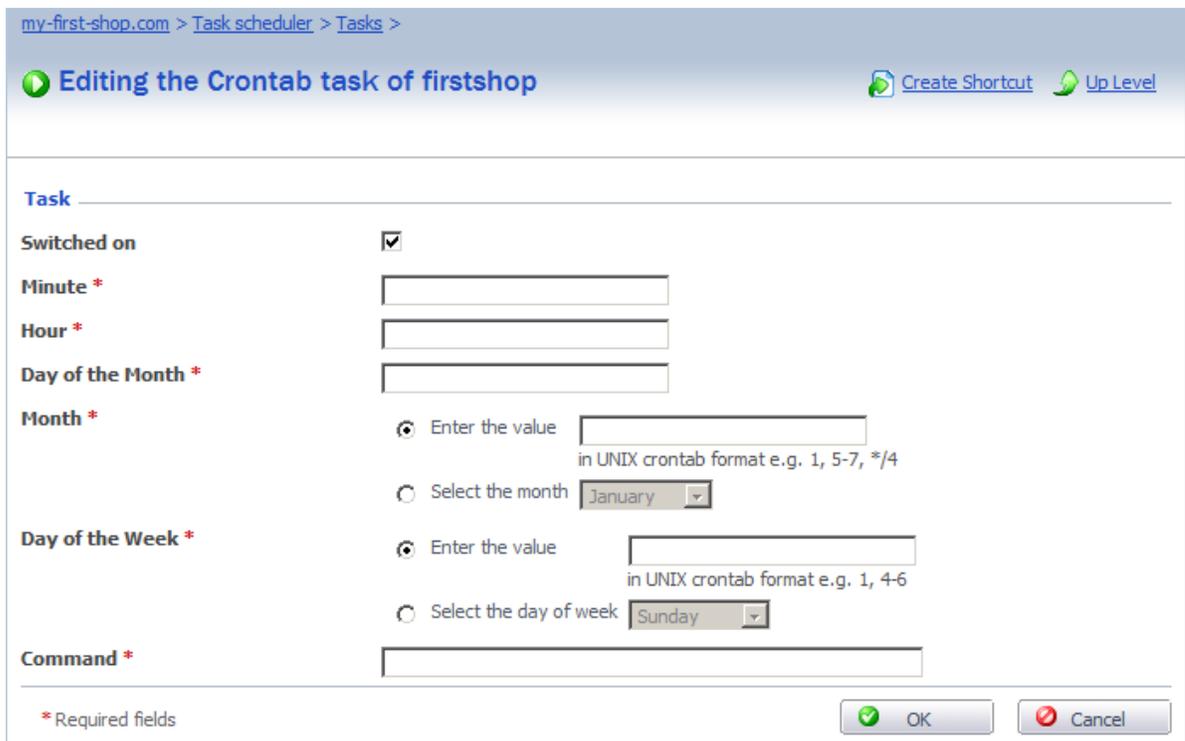
1 total Number of entries per page: [10](#) [25](#) [100](#) [ALL](#)

In the **System user** section, click the name of your main system user (should match your main FTP user).

The following window will list the cron jobs associated with this user. If there are no jobs, the list will be empty as on the following screenshot:



Click the **Schedule a Task** icon to create a new cron job. The job creation form looks as follows:



Step #3

Before creating a cron job, you should decide how often you want complete backups to be created. To determine the right backup frequency, look at how often changes to your store are made.

Suppose that you receive several orders a day, change their statuses, and make changes to the product catalog. In this case, daily backups would be reasonable.

Scheduling the job time is important. Backups are best performed when your store has the least visitors. For example, this could be at 1 A.M. (local time).

You should also consider the following:

- cron job time is set based on server time, which can differ significantly from your local time.
- cron job time always uses the 24-hour format.

Let's look at an example. You've decided that:

- Your store has the least visitors at night, so backup should be scheduled for 01:00 (local time).
- The difference between server time and local time is +5 hours. This means that when you have 01:00, the server has 06:00 (6 in the morning). This is the cron job time.

Complete the cron job creation form:

my-first-shop.com > Task scheduler > Tasks >

Editing the Crontab task of firstshop [Create Shortcut](#) [Up Level](#)

Task

Switched on

Minute *

Hour *

Day of the Month *

Month *

Enter the value
in UNIX crontab format e.g. 1, 5-7, */4

Select the month

Day of the Week *

Enter the value
in UNIX crontab format e.g. 1, 4-6

Select the day of week

Command *

* Required fields

Enter 0 for **Minute**.

Enter 6 for **Hour**.

Enter * for **Day of Month, Month, and Day of Week**.

Enter the string from **Step 1** for **Command**.

Click **OK** to create the task:

my-first-shop.com > Task scheduler >

Crontab tasks of firstshop

[Edit Shortcut](#) [Up Level](#)

Information: The properties of the scheduled task were changed.

Tools

Schedule a Task For firstshop

Preferences

Tasks

Remove Selected Hide Search

Search Show All

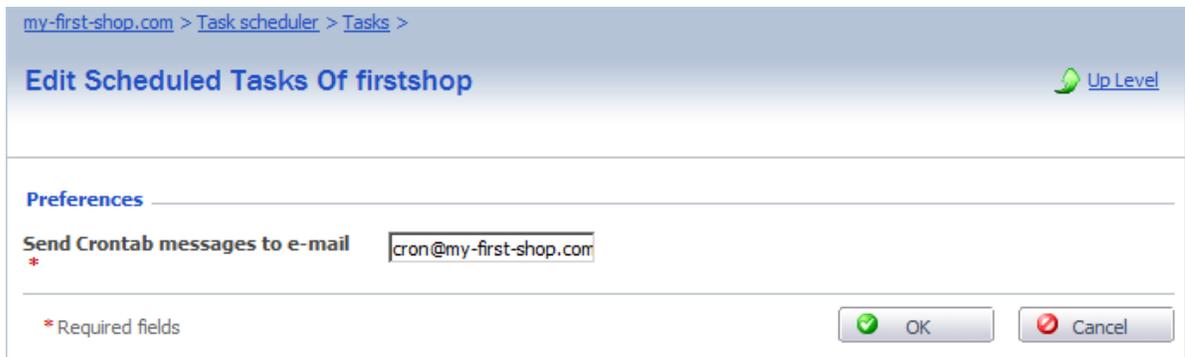
1 tasks total Number of entries per page: [10](#) [25](#) [100](#) [ALL](#)

<input type="checkbox"/>	S	Min	H	DM	M	DW	Command
<input type="checkbox"/>		0	6	*	*	*	<code>/var/www/vhosts/my-first-shop.com/httpdocs/tr/avactis-system/backup.sh</code>

1 tasks total Number of entries per page: [10](#) [25](#) [100](#) [ALL](#)

Step #4

To receive notifications when the backup.sh script is run, click the Preferences icon. In the form that opens, enter the e-mail address to which notifications will be sent.



my-first-shop.com > Task scheduler > Tasks >

Edit Scheduled Tasks Of firstshop [Up Level](#)

Preferences

Send Crontab messages to e-mail *

* Required fields

Enter your e-mail address in the field **Send Crontab messages to e-mail**. Click OK to save the changes.

This completes backup automation for your online store.

5.5.9.3 Restore From Backup (Linux)

To restore from a backup, you need secure shell access to the website. Hosting providers usually allow this type of access.

For example, if you need to restore from the file `backup_2008-12-23_09-32-37.tar.gz`, go to the `avactis-system` folder and enter the following command:

```
./restore.sh backup/backup_2008-12-23_09-32-37.tar.gz
```

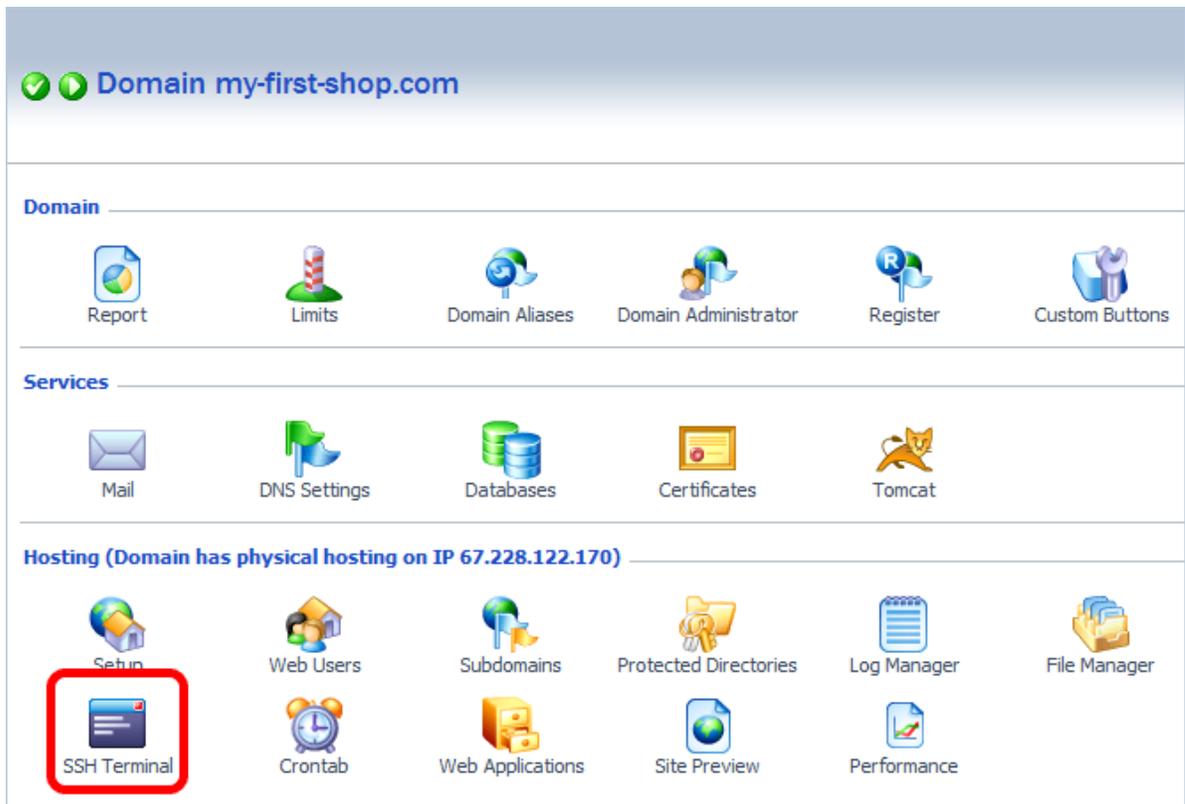
All data will be restored.

The Plesk control panel example below shows how to restore a website from a backup.

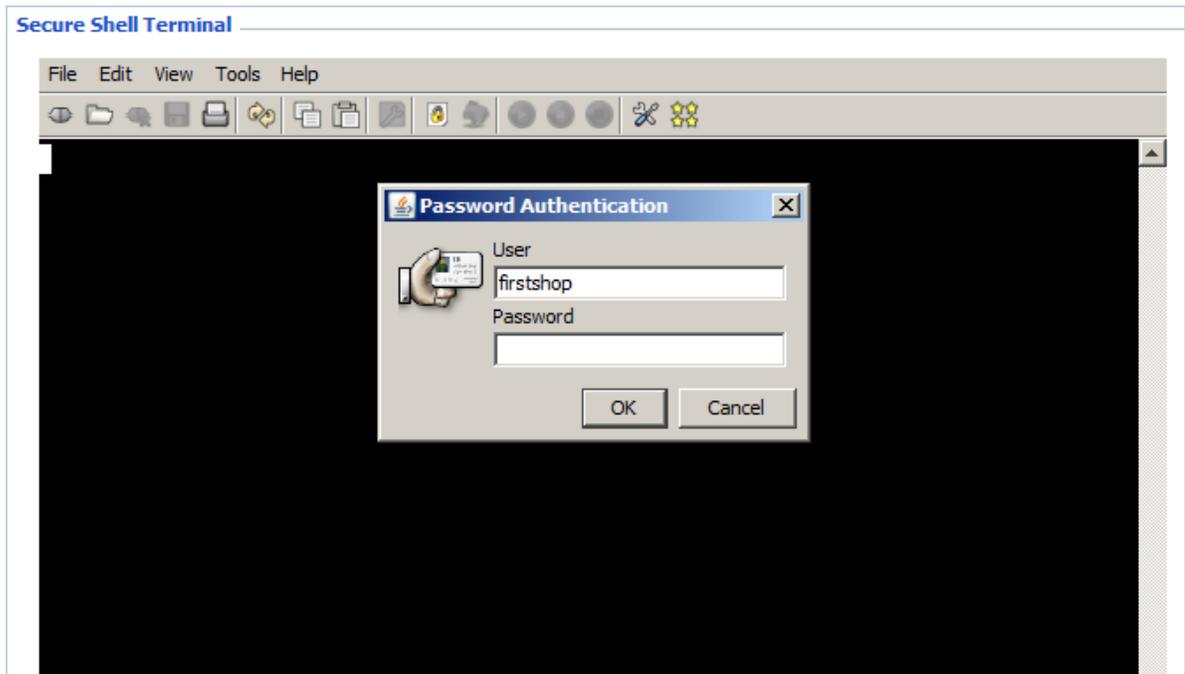
IMPORTANT! Your view may differ. The description given here is an example only.

Step #1

In a new browser window, open your Plesk control panel and navigate to the Home page:

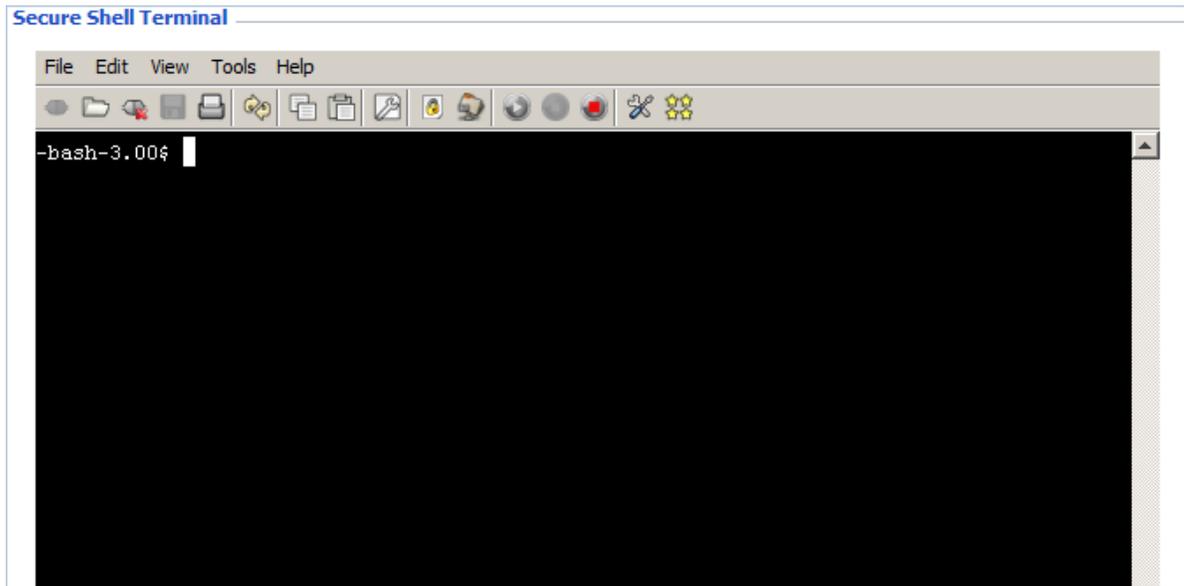


Click the **SSH Terminal** icon. The following terminal will open:

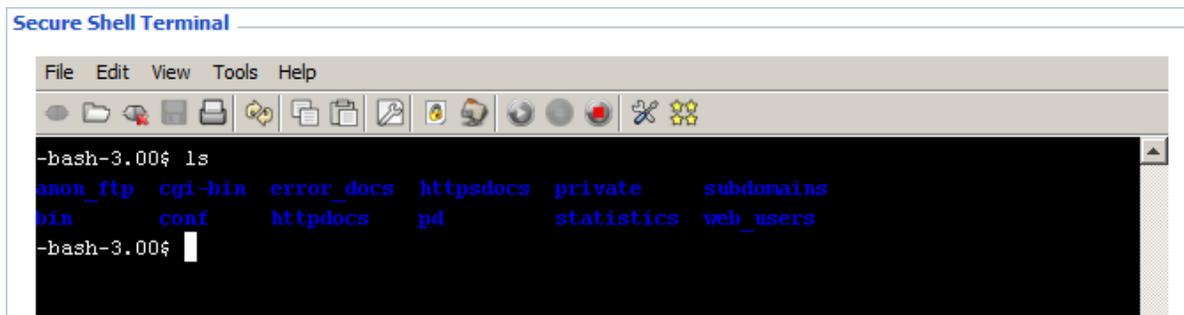


Enter the main FTP login and password.

If the login and password match, the command line prompt will appear:



Enter the **ls** command, which displays the list of files and folders contained in the current folder:



We are located in the root of the hosting account, **httpdocs**.

We need to navigate to the shopping cart software installation folder and then the subfolder 'avactis-system'.

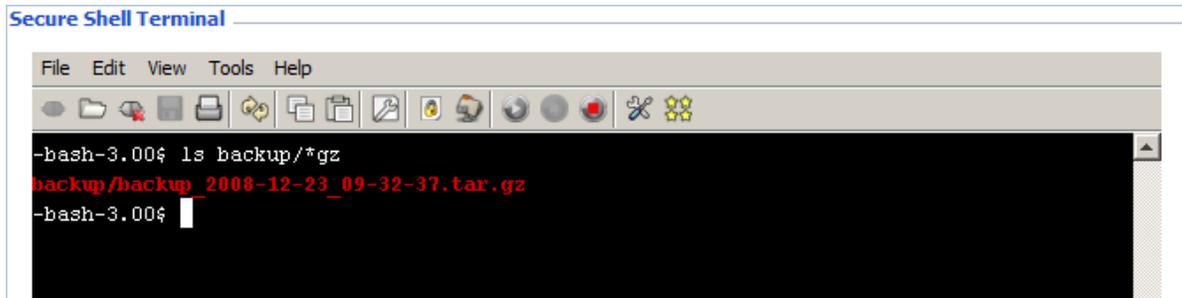
For example, if the shopping cart software was installed in the website's root folder, you can navigate to it with the following command:

```
cd httpdocs/avactis-system/
```

If the shopping cart software was installed in the 'store' folder, you can navigate to it with the following command:

```
cd httpdocs/store/avactis-system/
```

Once in the 'avactis-system' subfolder, enter the command **ls backup/*gz** to check if there are any backups stored:



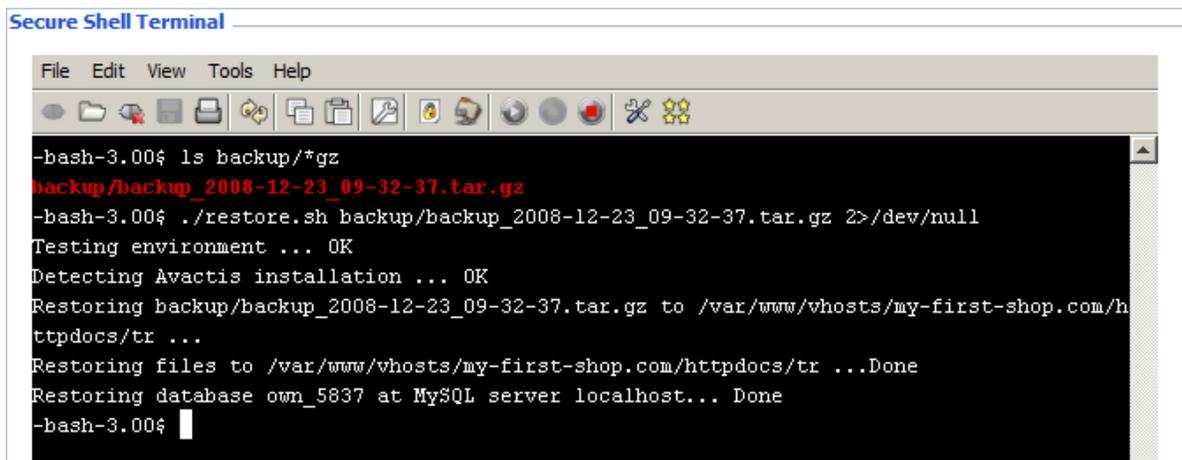
```
Secure Shell Terminal
File Edit View Tools Help
- bash-3.00$ ls backup/*gz
backup/backup_2008-12-23_09-32-37.tar.gz
- bash-3.00$
```

In our case, there is just one backup file. Let's use it to start up a restore process. To do so, run the restore.sh script and pass the path to the appropriate backup file as a parameter.

Since we are in the 'avactis-system' folder right now, we enter the following command to start the restore process:

```
./restore.sh backup/backup_2008-12-23_09-32-37.tar.gz
```

The command is executed as follows:



```
Secure Shell Terminal
File Edit View Tools Help
- bash-3.00$ ls backup/*gz
backup/backup_2008-12-23_09-32-37.tar.gz
- bash-3.00$ ./restore.sh backup/backup_2008-12-23_09-32-37.tar.gz 2>/dev/null
Testing environment ... OK
Detecting Avactis installation ... OK
Restoring backup/backup_2008-12-23_09-32-37.tar.gz to /var/www/vhosts/my-first-shop.com/httpdocs/tr ...
Restoring files to /var/www/vhosts/my-first-shop.com/httpdocs/tr ... Done
Restoring database own_5837 at MySQL server localhost... Done
- bash-3.00$
```

Your online store is now successfully restored, including the shopping cart software, your product catalog, orders, customer accounts, and all your settings!

5.5.10 Backup & Restore

Coming soon.

5.6 Reports

Starting from version 1.8.2, the shopping cart system collects various statistical data and can present them in convenient and clear charts and numbers.

All reports are available on the **Reports** tab in the Admin Area.

They are broken down in two columns: **Sales Reports** and **Visitor Reports**, representing the two main types of collected data.

The screenshot shows the 'Reports' section of the Avactis Shopping Cart Admin Area. The page has a navigation bar at the top with links for Storefront, Admin, Store Settings, Help, Community Forums, and Support. Below the navigation bar are tabs for Home, Catalog, Customers, Orders, Marketing, and Reports (which is currently selected), and a Sign Out link. The main content area is titled 'Reports' and is divided into two columns: 'Sales Reports' and 'Visitor Reports'. Each column contains several report links with brief descriptions of what they show.

Sales Reports	Visitor Reports
Sales Totals - Shows sales totals by day/month/year for a given date range.	Recent 100 Visitors - Shows recent 100 visitors statistics.
Taxes Total - Displays taxes total due for a given date range.	Top Referrers - Displays the hottest referrers to your online store.
Sales Conversion Rates - Shows different sales conversion rates for a given date range.	Top Viewed Pages - Displays the most popular pages statistics.
Abandonment Rates - Shows abandonment rates based on shopping carts or items abandoned for a given date range.	Visitor statistics - Overall statistics for your online store visitors.
Top 10 Products - Displays top 10 product lists according to various criteria.	Browsers and OS - Shows your visitors' browser and operating system statistics.
Items Sold - Shows product sales statistics (using the number of items sold) for a given date range.	Recent 100 Web Crawlers Visits - Shows recent 100 web crawlers statistics.
Items Viewed - Shows total number of product viewed by day/month/year for a given date range.	

General report information

You can export the data of any chart to a file. Click the **Export to Excel** link and then choose the file processing options using your browser's dialog box. The exported file will not be a copy of the chart, but will only contain its source data. You can also choose the file format.

The set of data used to generate charts, as well as some other settings, are based on the options selected in **Admin / Advanced Settings & Configuration**.

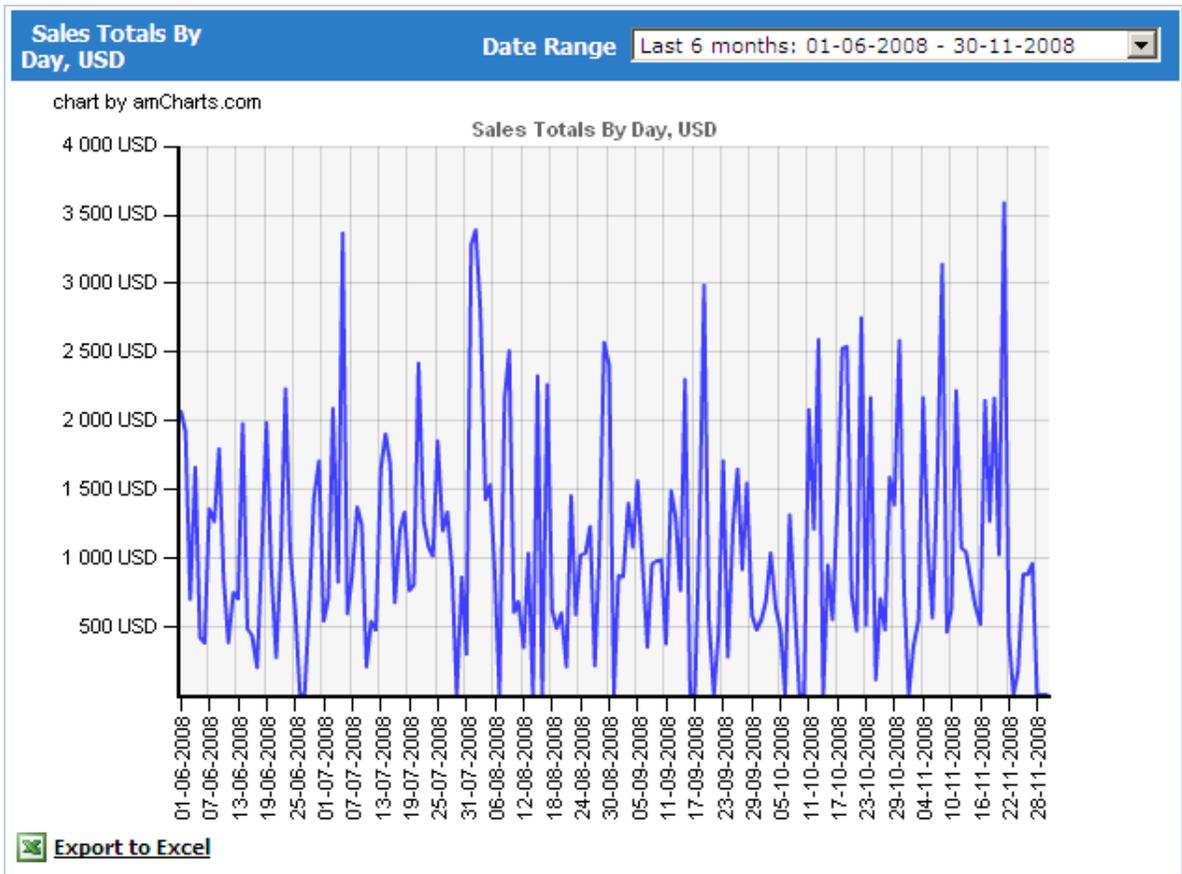
The **Order Statuses for Reports** section allows you to specify which orders are taken into account when generating specific charts.

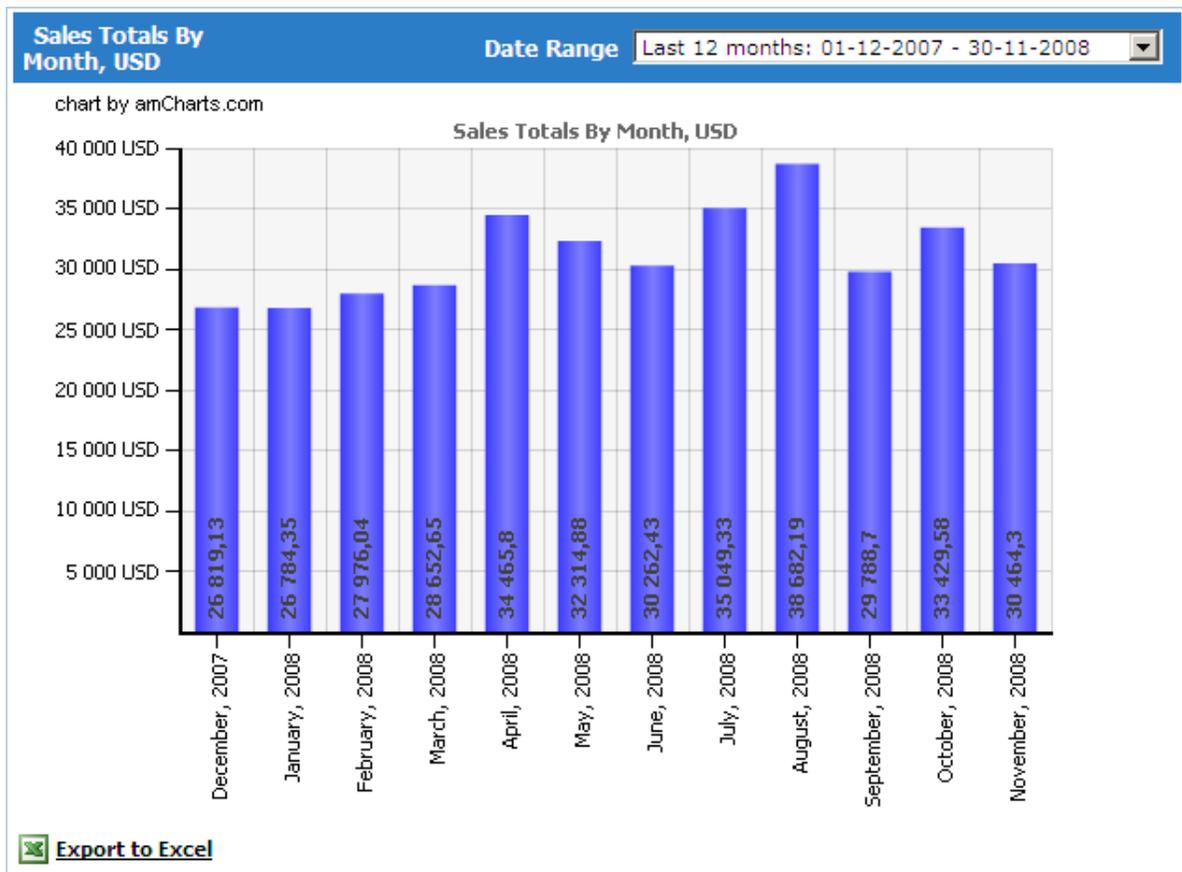
The **Reports and Statistics** section lets you define additional settings.

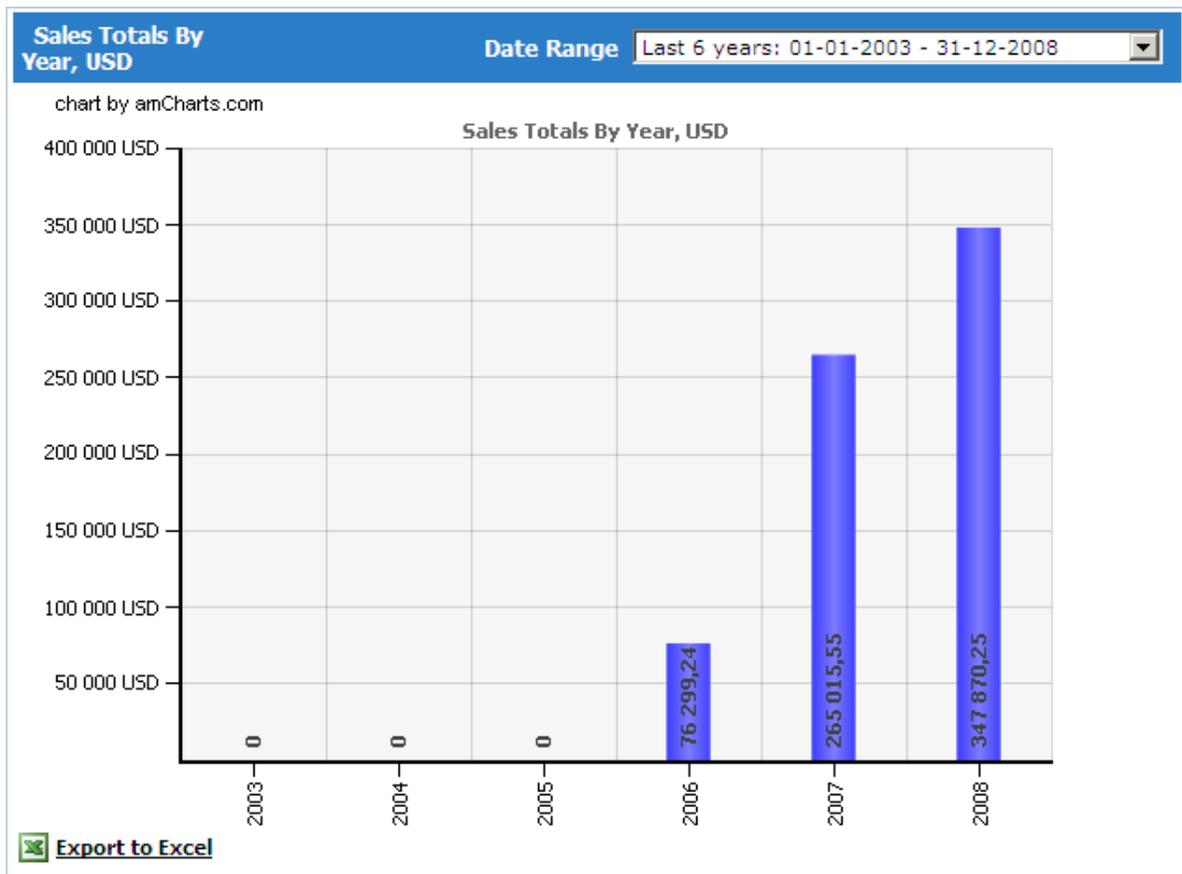
Sales Reports

This report shows three charts with vertical bars representing your store's order amounts, grouped by days, months and years, respectively.

A chart's appearance depends on the period selected. If the period is short, order amounts are shown as vertical bars – one bar for every day/month/year. If the period you selected is too broad to allow an individual bar for every day/month/year, then the chart will look like a graph a continuous line.

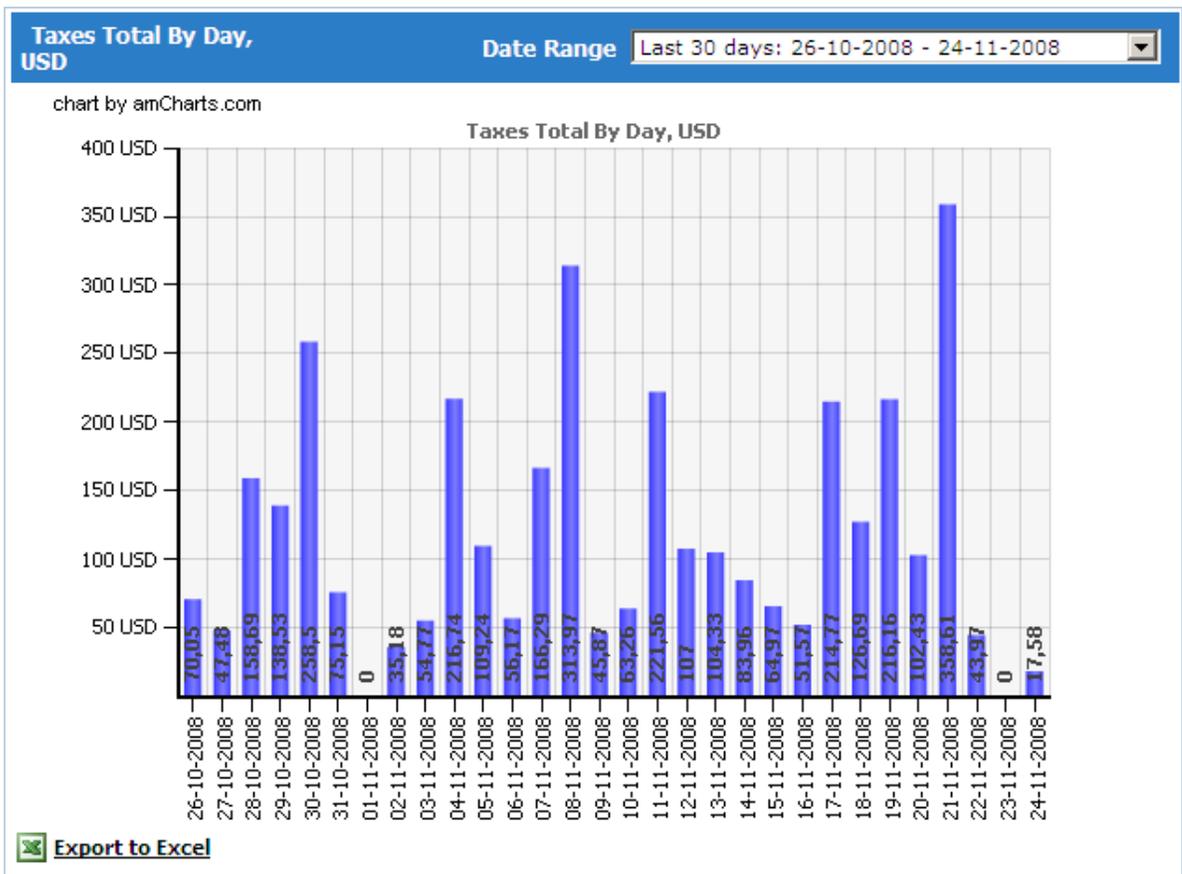


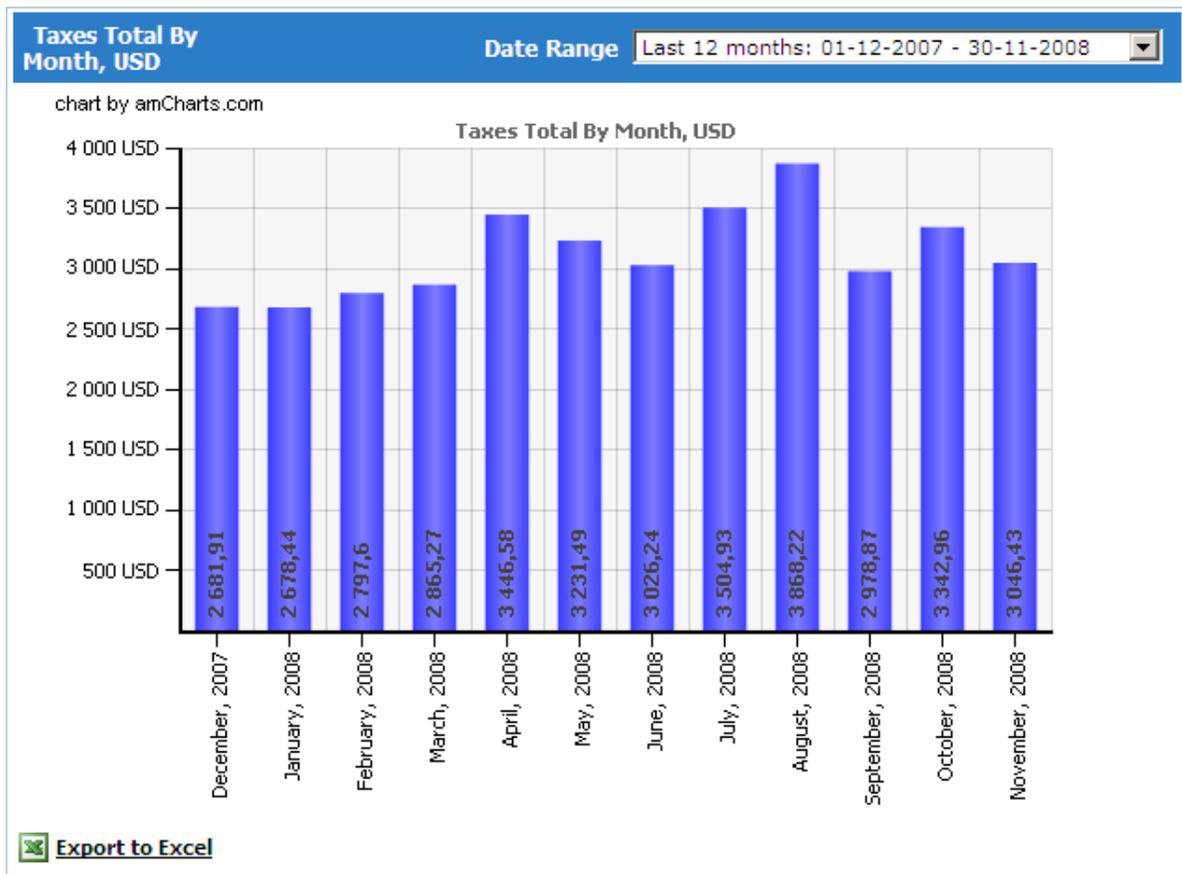


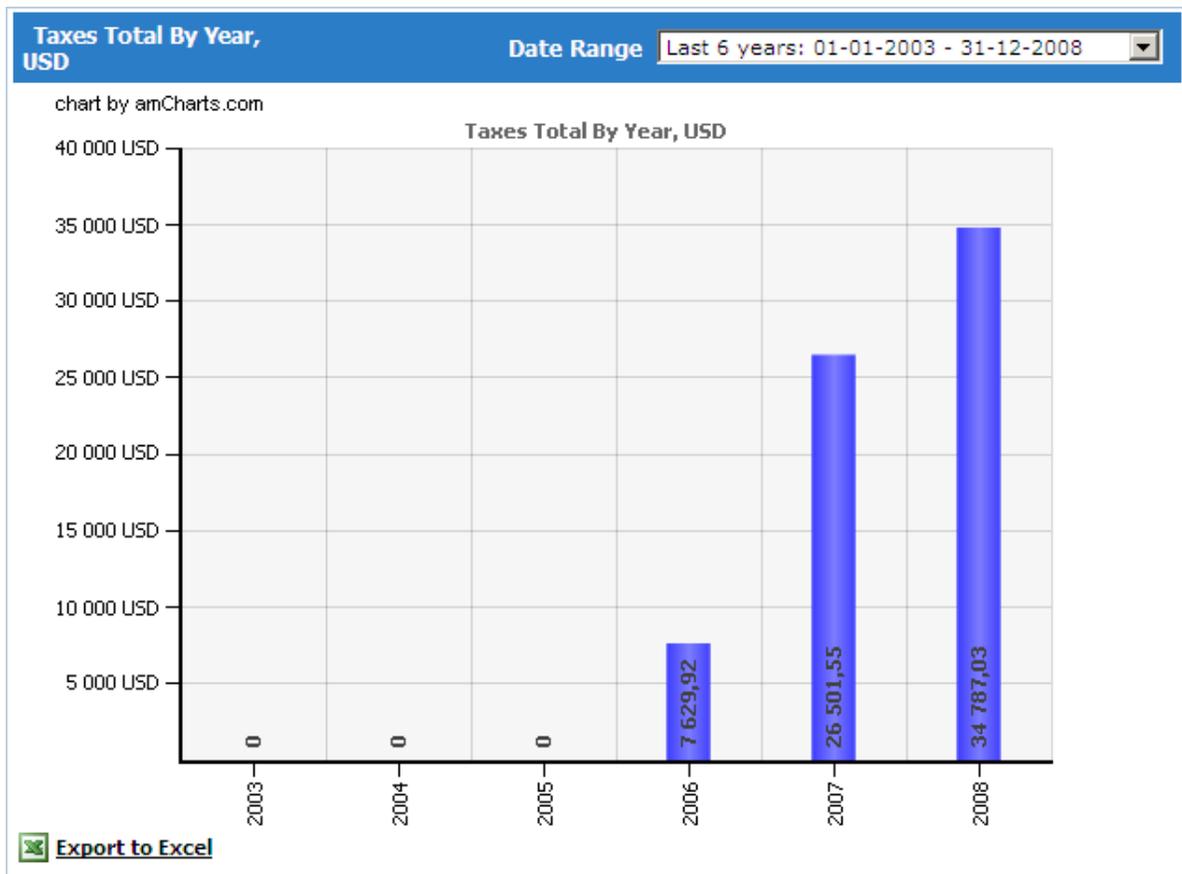


Taxes Total

This report shows all tax amounts calculated by the system for orders placed in your store within the specified period. The report generates three charts, where the first chart sums the tax totals by day, the second one – by month, and the third one – by year.







Sales Conversion Rates

This report shows several different charts. All of them use the same time unit, days.

All charts on this page are interactive. When you hover the mouse cursor over a chart, the corresponding point (day) is highlighted, and the top part of the chart shows its values.

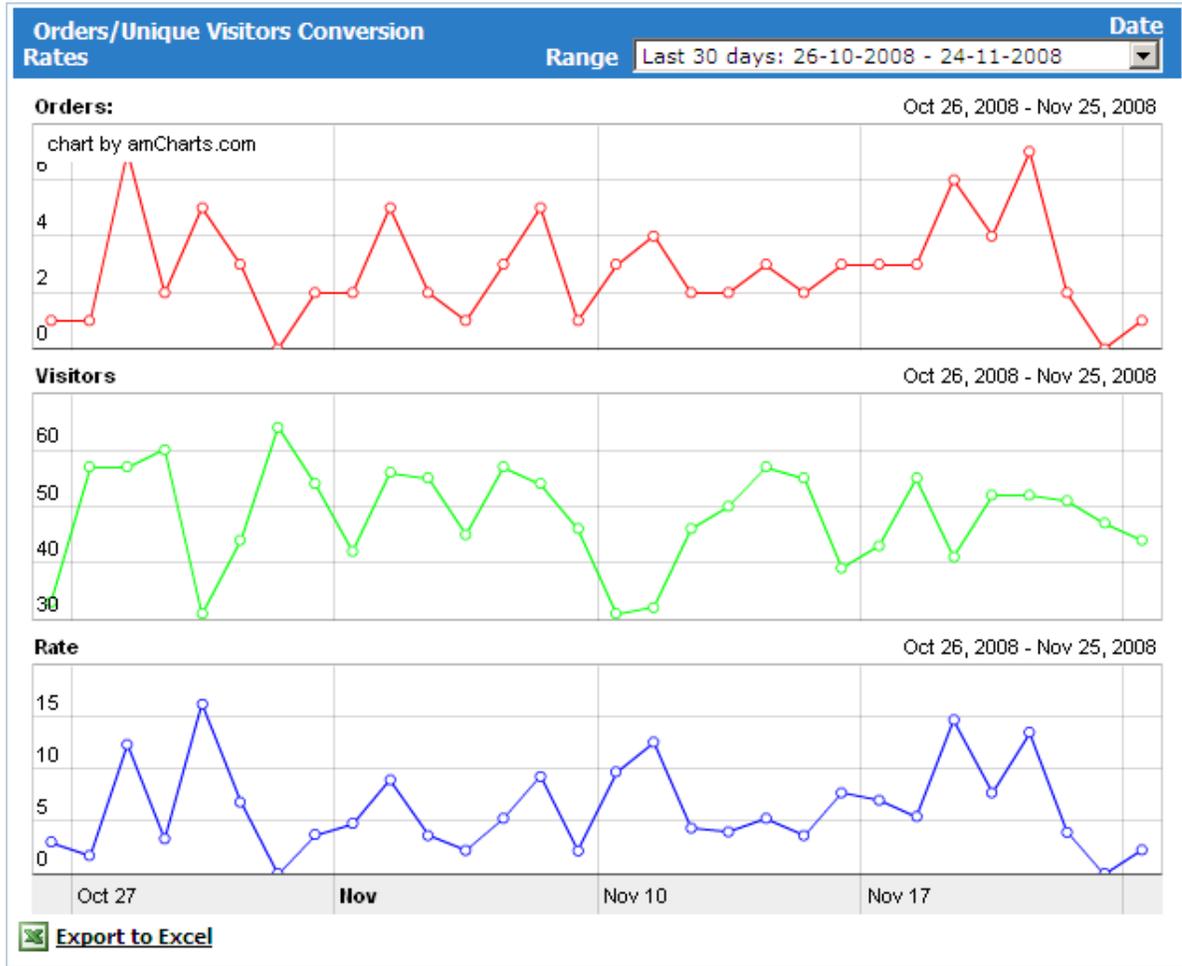
Orders/Unique Visitors Conversion Rates

The **Orders** chart shows the number of orders placed in your store.

The **Visitors** chart shows the total number of unique visitors to your store. If a user visited your store 5 times in the course of one day, this will be counted as 1 unique visitor for that day.

The **Rate** chart shows the average percentage of your store's unique visitors who placed an

order.



Orders/Visits Conversion Rates

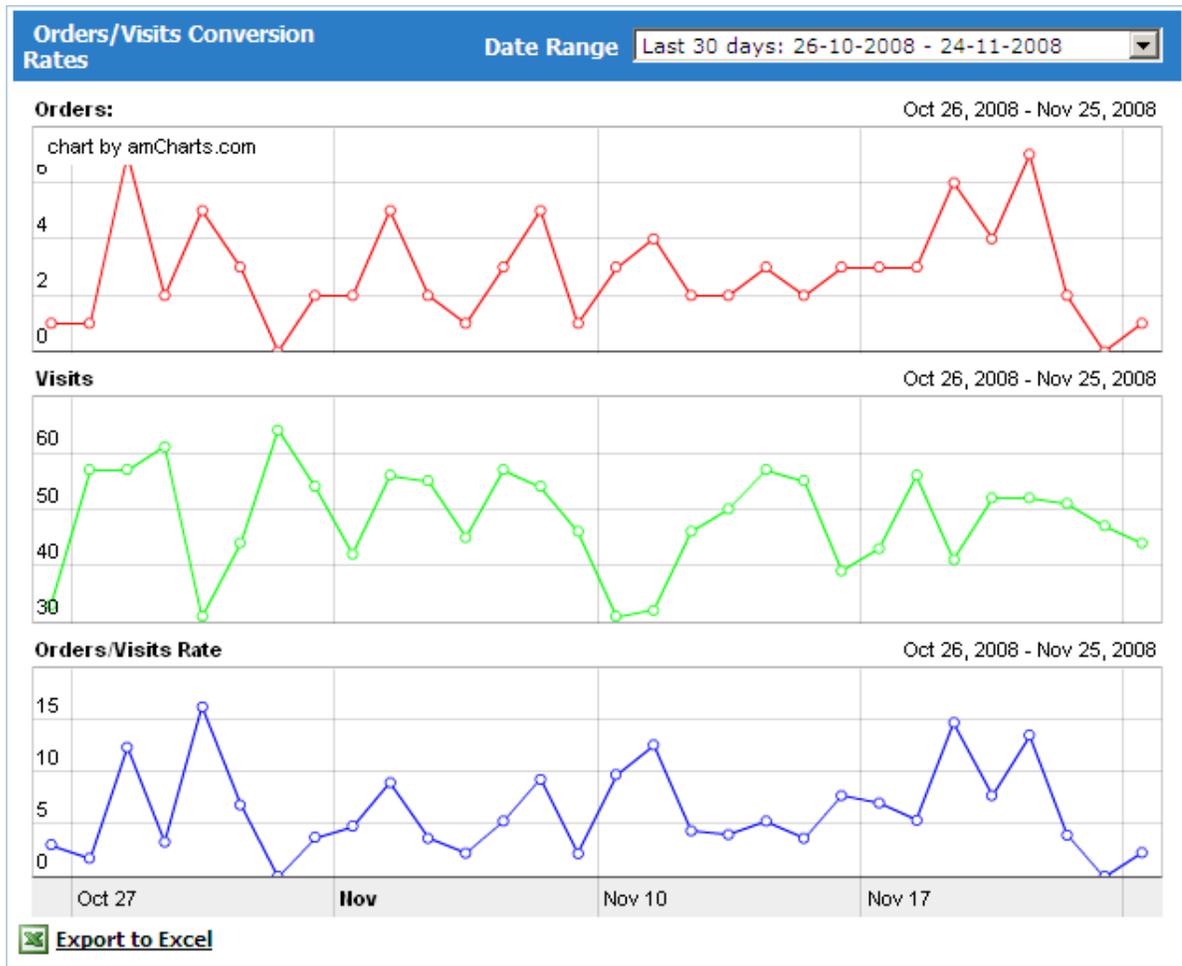
The **Orders** chart shows the number of orders placed in your store.

The **Visits** chart shows the total number of visits to your store, including repeat visits. If a user visited your store 5 times in the course of one day, this will count as 5 visits for that day.

To configure Visits, use the 'Session duration (Visits)' setting in **Admin >> Advanced Settings & Configuration >> Reports and Statistics**.

Suppose that Session duration equals 1 hour. Then, if a visitor leaves your online store and comes back within 50 minutes, this will be considered as 1 visit. If the visitor comes back in 1 hour and 2 minutes, that will count as a second visit.

The **Rate** chart shows the average percentage of your store visits that led to an order placement.

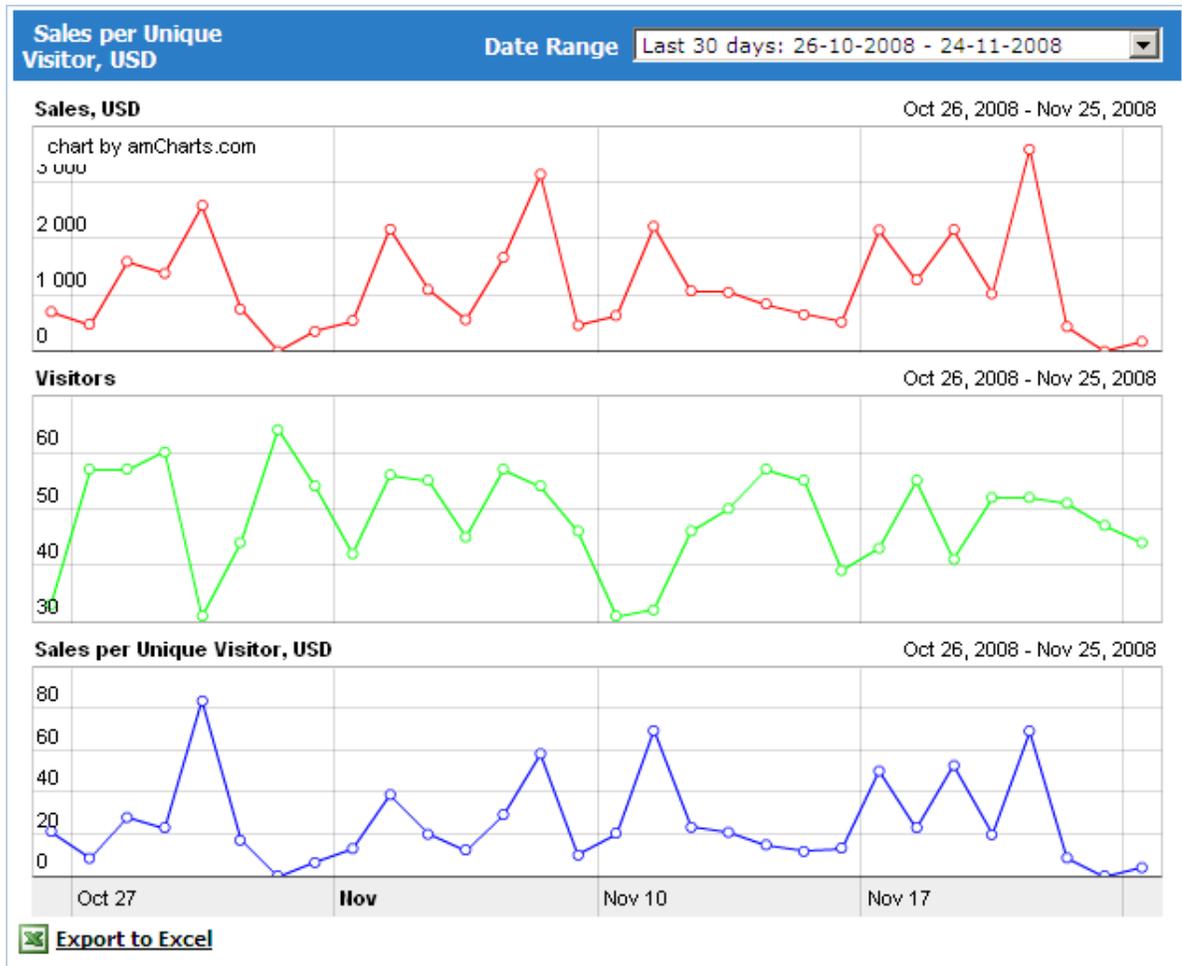


Sales per Unique Visitor

The **Sales** chart shows the total amount of orders placed in your store.

The **Visitors** chart shows the total number of unique visitors to your store. If a user visited your store 5 times in the course of one day, this will be counted as 1 unique visitor for that day.

The **Sales per Unique Visitor** chart shows the average order amount per unique store visitor.



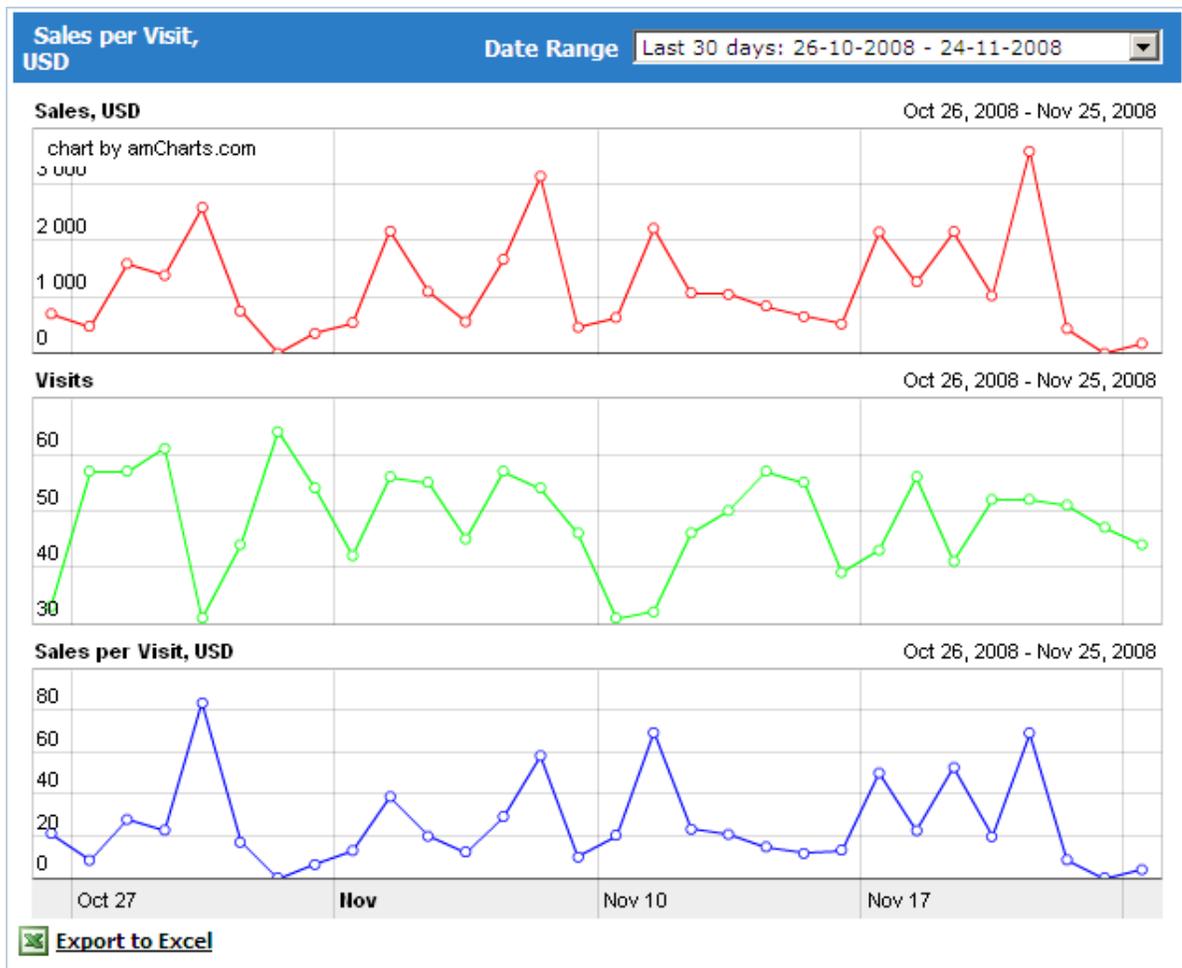
Sales per Visit

The **Sales** chart shows the total amount of orders placed in your store.

The Visits chart shows the total number of visits your store, including repeat visits. If a user visited your store 5 times in the course of one day, this will count as 5 visits for that day.

To configure **Visits**, use the 'Session duration (Visits)' setting in **Admin >> Advanced Settings & Configuration >> Reports and Statistics**. Suppose Session duration equals 1 hour. Then, if a visitor leaves your online store and comes back within 50 minutes, this will be considered as 1 visit. If the visitor comes back in 1 hour and 2 minutes, that will count as a second visit.

The **Sales per Visit** chart shows the average order amount per store visit.

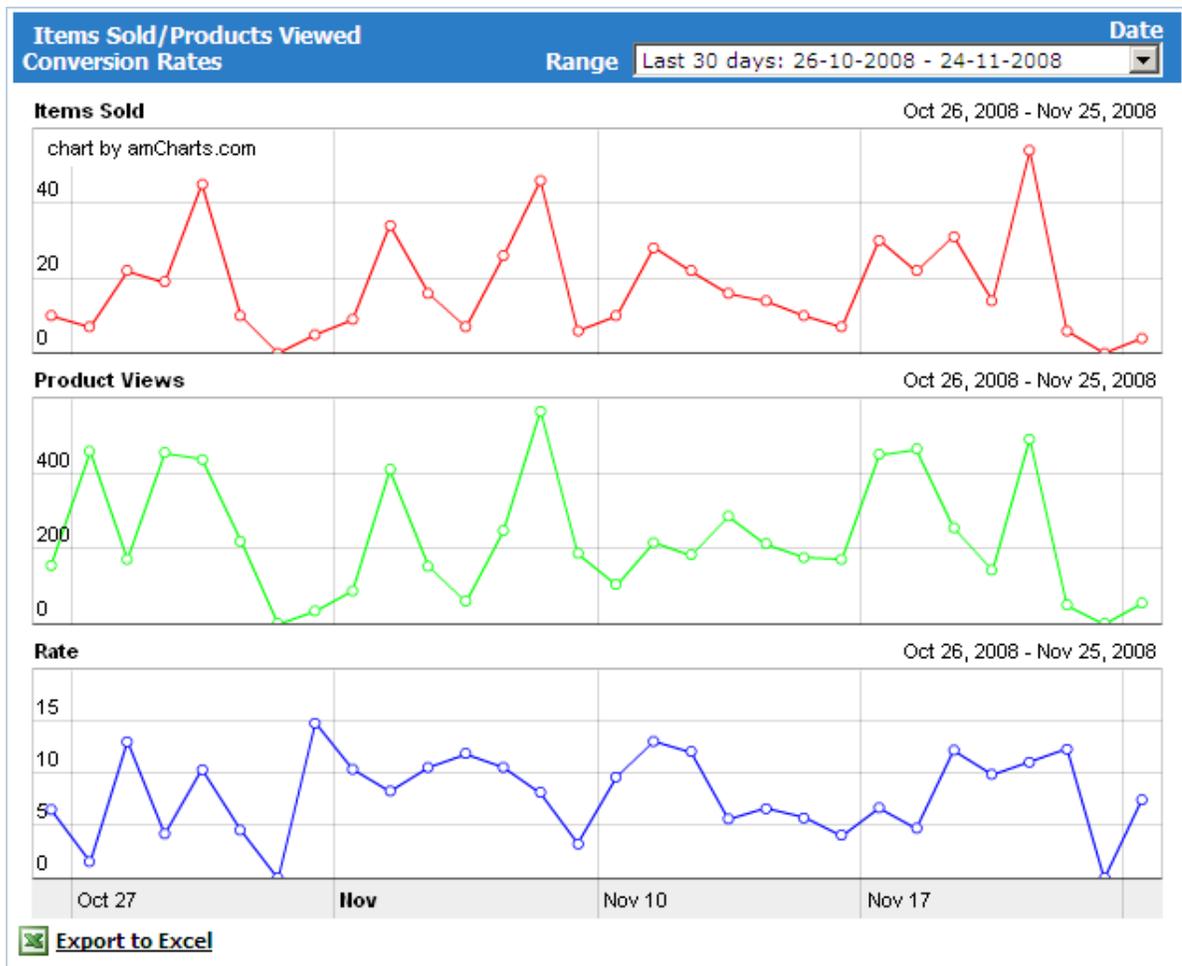


Items Sold/Products Viewed Conversion Rates

The **Items Sold** chart shows the total number of products within the orders placed in your store.

The **Product Views** chart shows the total number of product views in your store. To define the pages used to collect views statistics, use the settings on the page **Admin >> Advanced Settings & Configuration >> Reports and Statistics**.

The **Rate** chart shows the average percentage of product views that led to a sale.



Abandonment Rates

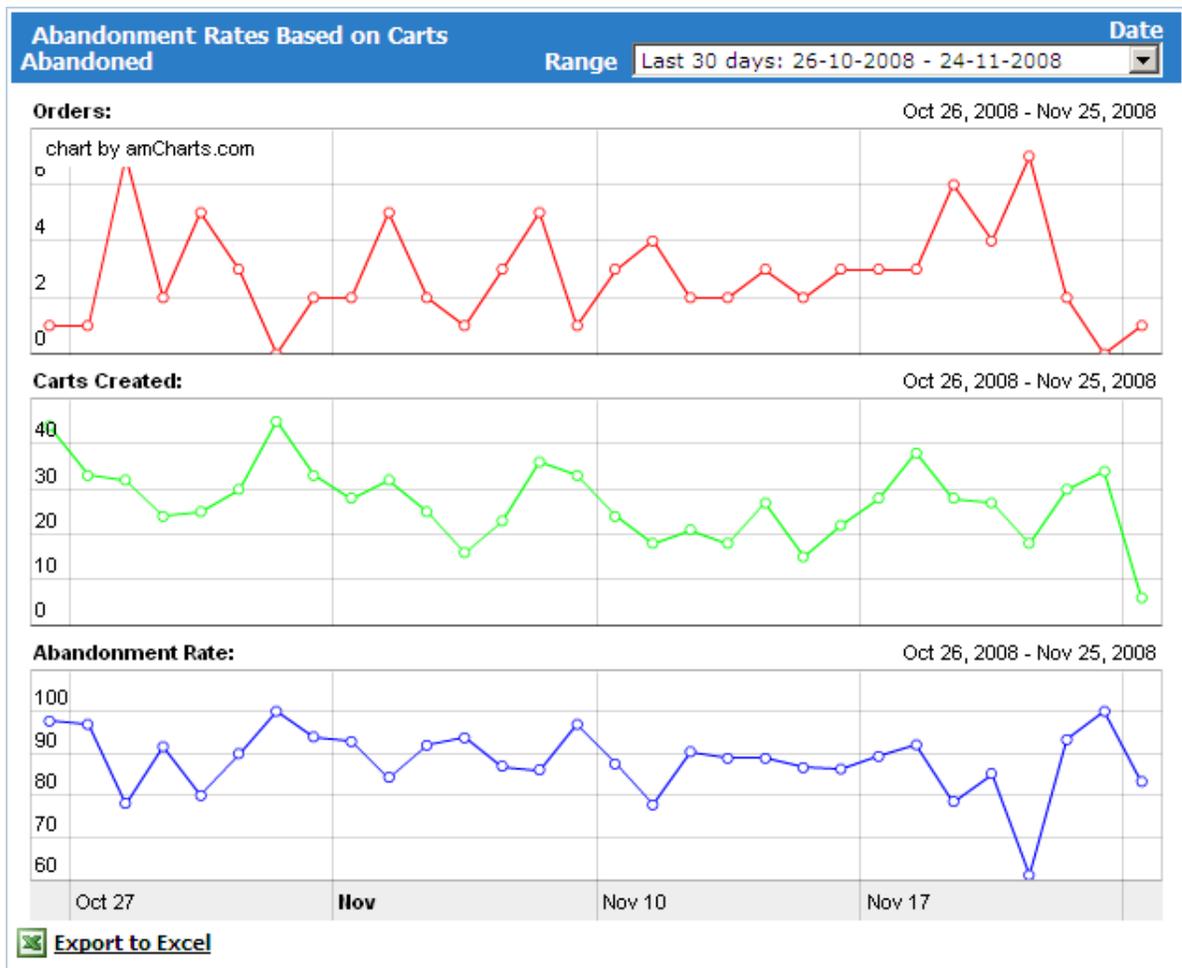
This page contains two charts, which show information about abandoned shopping carts and abandoned products.

1. Abandonment Rates Based on Carts Abandoned

The **Orders** chart shows the total number of order placed in your store.

The **Carts Created** chart shows the total number of created carts. A cart is created when a customer adds at least one product to it. If a customer adds a product to cart, clears it, and then adds a product again, then this counts as two carts created.

The **Abandonment Rate** chart shows the average percentage of carts created but did not lead to an order.

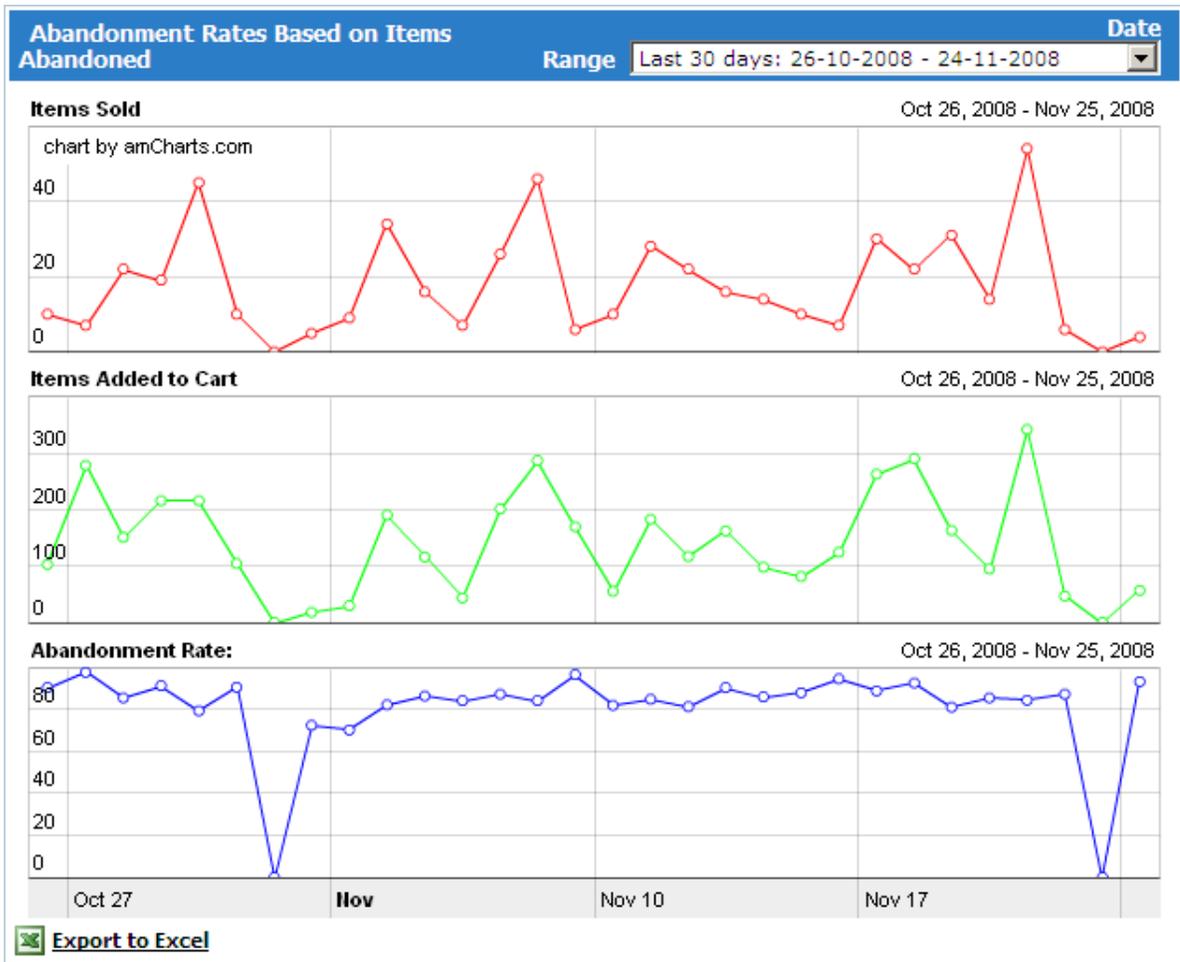


2. Abandonment Rates Based on Items Abandoned

The **Items Sold** chart shows the total number of products within the orders placed in your store.

The **Items Added** to Cart chart shows the total number of products (number of items) added to all carts – including abandoned ones.

The **Abandonment Rate** chart shows the average percentage of products added to carts were abandoned (added but not ordered).



Top 10 Products

This report shows several charts, each of which includes the most popular products from your catalog based on different criteria.

1. Top 10 Sellers By Items

Products with the highest number of items sold. The **Items Sold** column shows the number of products within orders placed within the selected period.

Top 10 Sellers By Items		Date Range	Last 30 days: 26-10-2008 - 24-11-2008
#	Product Name	Items Sold	
1.	Teleflora's Crystal Baby Block	40	
2.	Teleflora's Be Happy Bouquet	35	
3.	Lavender Essence	34	
4.	A Lavender Dozen	33	
5.	Perfectly Peachy Roses	31	
6.	Teleflora's Precious Hot Pink Tulips	29	
7.	Plum Crazy	28	
8.	Teleflora's Clear Day Bouquet	28	
9.	Burst of Yellow	28	
10.	Premium Long Stemmed Roses	28	

 [Export to Excel](#)

2.Top 10 By Views

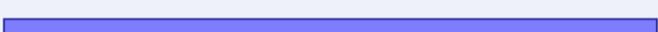
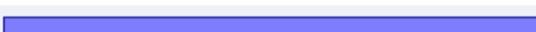
Products that your store visitors viewed the most. The **Views** column shows the number of views for each product. To define the pages used to collect views statistics, use the settings on the page **Admin >> Advanced Settings & Configuration >> Reports and Statistics**.

Top 10 By Views		Date Range	Last 30 days: 26-10-2008 - 24-11-2008
#	Product Name	Views	
1.	A Lavender Dozen	455	
2.	Burst of Yellow	444	
3.	Teleflora's Just Ducky Bouquet	423	
4.	Teleflora's Crystal Baby Block	422	
5.	Plum Crazy	388	
6.	Teleflora's Be Happy Bouquet	371	
7.	Perfectly Peachy Roses	368	
8.	Teleflora's Uniquely Chic Bouquet	368	
9.	Lavender Essence	355	
10.	Teleflora	351	

[Export to Excel](#)

3.Top 10 Products Added to Cart

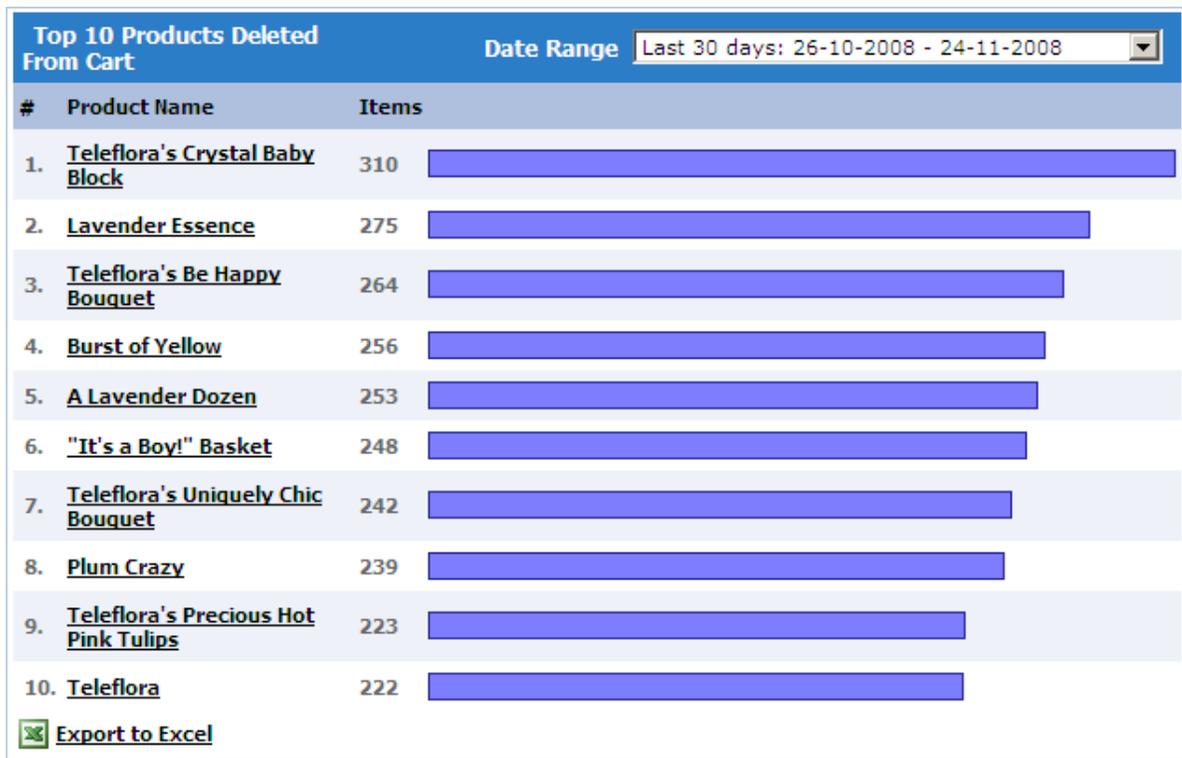
Products that your store visitors have added to cart most often. The **Items** column shows the total number of product additions to cart, regardless of whether an order was actually placed or the product was then removed from cart.

Top 10 Products Added to Cart		Date Range	Last 30 days: 26-10-2008 - 24-11-2008
#	Product Name	Items	
1.	Lavender Essence	334	
2.	Teleflora's Crystal Baby Block	315	
3.	Teleflora's Be Happy Bouquet	293	
4.	A Lavender Dozen	283	
5.	"It's a Boy!" Basket	239	
6.	Teleflora's Uniquely Chic Bouquet	228	
7.	Perfectly Peachy Roses	221	
8.	Burst of Yellow	214	
9.	Teleflora's Just Ducky Bouquet	213	
10.	Plum Crazy	212	

 [Export to Excel](#)

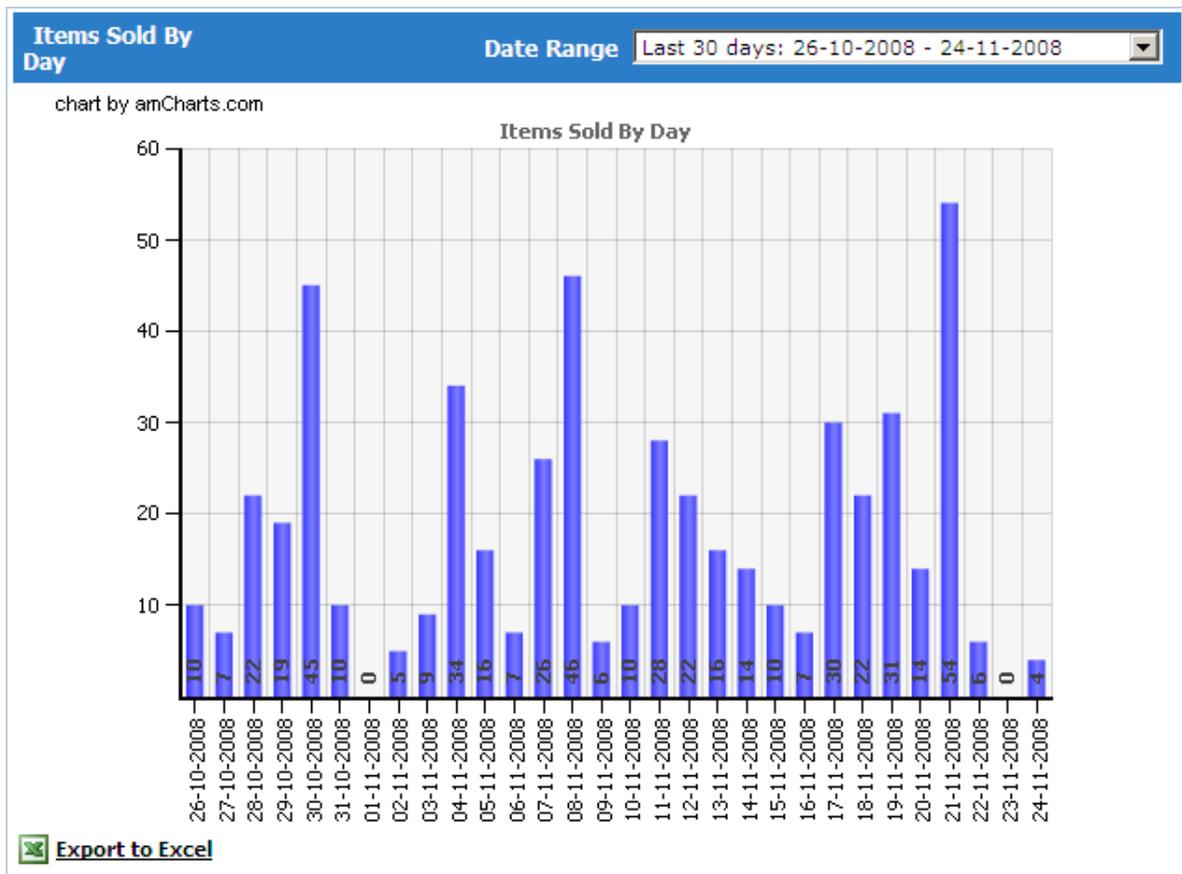
4. Top 10 Products Deleted From Cart

Products that your store visitors have most often removed from cart (after adding them). The **Items** column shows the total number of product removals from cart, regardless of whether it was then added to cart again.



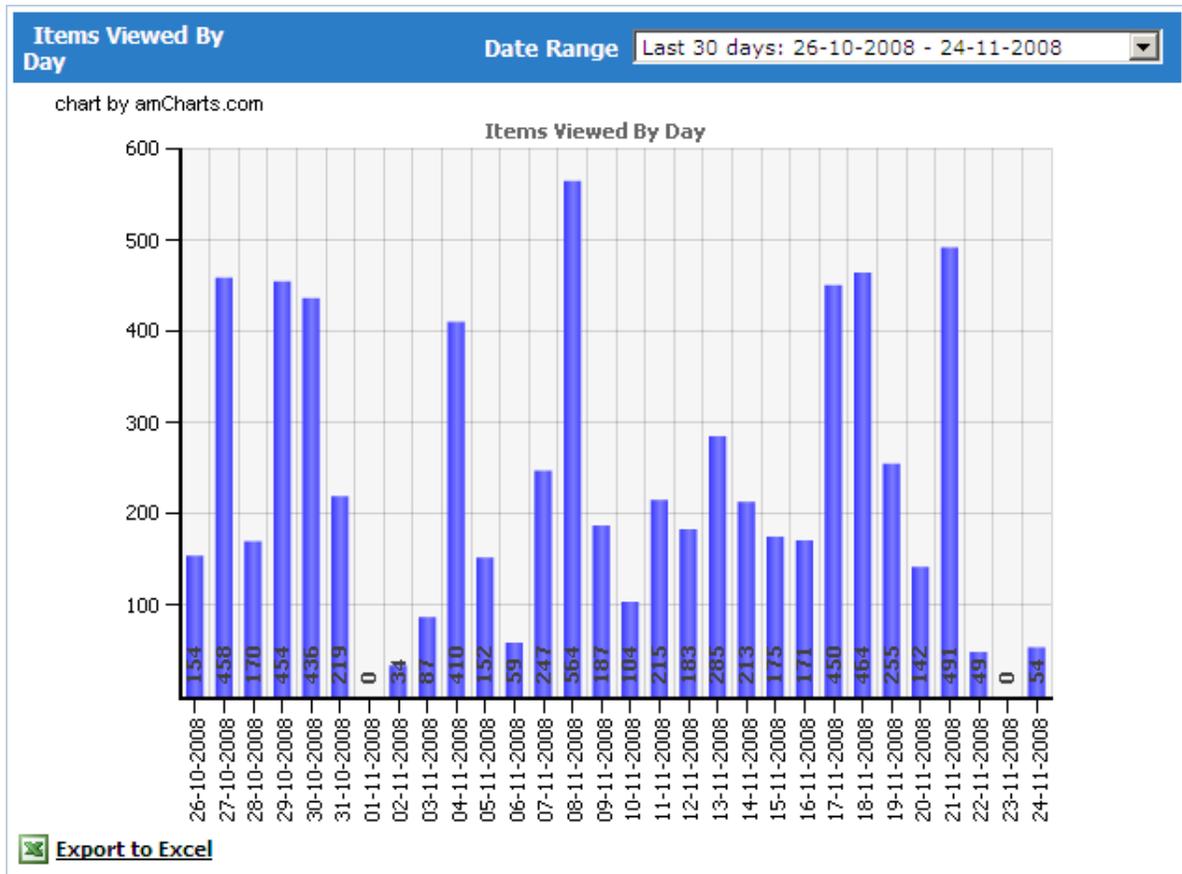
Items Sold

This report shows several charts with vertical bars representing the number of products (number of items) within the orders placed in your store. The first chart sums the total number of products by day, the second one – by month, and the third one – by year.



Items Viewed

This report shows several charts with vertical bars representing the number of products viewed by your store visitors. The first chart sums the total number of products by day, the second one – by month, and the third one – by year.



Recent 100 Visitors

This report shows detailed information about the 100 most recent visitors to your storefront, in chronological order. The top line shows the 100th most recent visitor.

Detailed information about the 100 most recent visitors								
#	Time stamp	Repeat visitor	Click path	Referrer	Entry page	IP #, Server name	Browser and OS	Status
100.	24-11-2008 22:26:15	No	Go: 11 pages	Go: www.live.com	/product-info.php	121.54.1.3 dynamic.dsl.as9105.com	Mac OSX Safari 12	Online
99.	24-11-2008 22:22:31	No	Go: 21 pages	Go: www.my-first-shop.com	/product-info.php	79.132.105.4 gw.smartbro.net	*nix linux Opera 6.	Online
98.	24-11-2008 20:10:40	No	Go: 5 pages	Go: www.google.com	/product-info.php	84.251.32.197 dyn.optonline.net	Windows NT 6.0 MSIE 7.0	Online
97.	24-11-2008 16:00:09	No	Go: 7 pages	Go: www.yahoo.com	/product-list.php	88.73.58.214 nj.comcast.net	*nix linux Mozilla 5.0	Offline

The table contains the following columns:

Timestamp	The date and time when the visitor opened their entry page (first accessed your store). For repeat visitors the date and time refer to their last visit.															
Repeat visitor	Indicates whether the visitor had visited your store previously, and is so, shows the number of previous visits. A visitor is a repeat visitor if the time elapsed between their visits to any store pages is at least 'Session duration (Visits)' (this settings is defined in Admin >> Advanced Settings & Configuration >> Reports and Statistics , and its default value is 30 minutes). In this case, hover the mouse cursor over the "Yes" label to view a tooltip showing how much time has elapsed since this user's last visit.															
Click path	Indicates the number of store pages the visitor viewed. Hover the mouse cursor over the cell contents to view a tooltip showing the complete list of pages viewed. Click the link provided to open the list in a new window, which, in addition to the URLs, will show the visit times for each visited page. For repeat visitors, the data shown represent only their last visit.															
<table border="1"> <thead> <tr> <th colspan="3" data-bbox="331 1094 1624 1146">Visitor click path</th> </tr> <tr> <th data-bbox="331 1146 402 1199">Click #</th> <th data-bbox="402 1146 1295 1199">URL visited</th> <th data-bbox="1295 1146 1624 1199">Duration of Stay</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 1199 402 1272">1.</td> <td data-bbox="402 1199 1295 1272">http://www.my-first-shop.com/product-info.php?eleflora_Just_Ducky_Bouquet-pid44.html</td> <td data-bbox="1295 1199 1624 1272">26 seconds</td> </tr> <tr> <td data-bbox="331 1272 402 1325">2.</td> <td data-bbox="402 1272 1295 1325">http://www.my-first-shop.com/home.php</td> <td data-bbox="1295 1272 1624 1325">15 seconds</td> </tr> <tr> <td data-bbox="331 1325 402 1409">3.</td> <td data-bbox="402 1325 1295 1409">http://www.my-first-shop.com/product-info.php?Fresh_Memories-pid40.html</td> <td data-bbox="1295 1325 1624 1409">No further activity at this time</td> </tr> </tbody> </table>		Visitor click path			Click #	URL visited	Duration of Stay	1.	http://www.my-first-shop.com/product-info.php?eleflora_Just_Ducky_Bouquet-pid44.html	26 seconds	2.	http://www.my-first-shop.com/home.php	15 seconds	3.	http://www.my-first-shop.com/product-info.php?Fresh_Memories-pid40.html	No further activity at this time
Visitor click path																
Click #	URL visited	Duration of Stay														
1.	http://www.my-first-shop.com/product-info.php?eleflora_Just_Ducky_Bouquet-pid44.html	26 seconds														
2.	http://www.my-first-shop.com/home.php	15 seconds														
3.	http://www.my-first-shop.com/product-info.php?Fresh_Memories-pid40.html	No further activity at this time														
Referrer	The website from which the visitor came to your store. This shows only the website's domain name; to view the specific page that referred the visitor to your store, view the appropriate tooltip by hovering the mouse cursor over the cell contents. Click the link provided to open the webpage in a new window.															
<p>If a visitor accessed your store by manually entering its URL in their browser or by using a Bookmark/Favorites link, the column reads "Direct access" and no link is provided.</p>																
<p>Note: Referrer information is retrieved from the visitor's browser and can thus be inaccurate, because some browsers allow users to disable that feature.</p>																

En try pa ge	The first page in your store that the visitor accessed. For repeat visitors, this shows the first page accessed during their last store visit.
IP #, Se rv er na me	The IP address of the computer or another device the visitor used to access your store, as well as the domain name corresponding to the IP address. This information is retrieved from the system web server.
Br ow se r an d OS	Information about the browser and operating system the visitor used to access your store.
St at us	Shows the visitor's current location within your store.

Top Referers

This report provides an informative look at the websites and webpages who have referred the most visitors to your store.

The difference between the **Last 20 Top Referrer Details** and the **Last 20 Top Referrers** is that the latter groups results by domain, while the former shows the exact URLs of referer pages.

Note: Referrer information is retrieved from the visitor's browser and can thus be inaccurate, because some browsers allow users to disable that feature.

Last 20 Top Referrers		Date Range	
		Last 30 days: 26-10-2008 - 24-11-2008	
Referrer	Number of visits	%	
Direct access	298	20.55%	
www.my-first-shop.com	296	20.41%	
www.yahoo.com	292	20.14%	
www.live.com	286	19.72%	
www.google.com	278	19.17%	
Export to Excel			

Top Viewed Pages

This chart provides an informative look at your store pages that have been viewed the most times.

Last 20 Top Viewed Pages		Date Range	
		Last 30 days: 26-10-2008 - 24-11-2008	
Page	Views	%	
/product-info.php?Teleflora_Uniquely_Chic_Bouquet-pid36.html	1,063	5.18%	
/product-list.php	1,060	5.17%	
/product-info.php?Teleflora_Crystal_Baby_Block-pid51.html	1,053	5.13%	
/product-info.php?Teleflora_Morning_Sunrise_Bouquet-pid5.html	1,050	5.12%	

Visitor Statistics

This section includes various statistics on your store visitors.

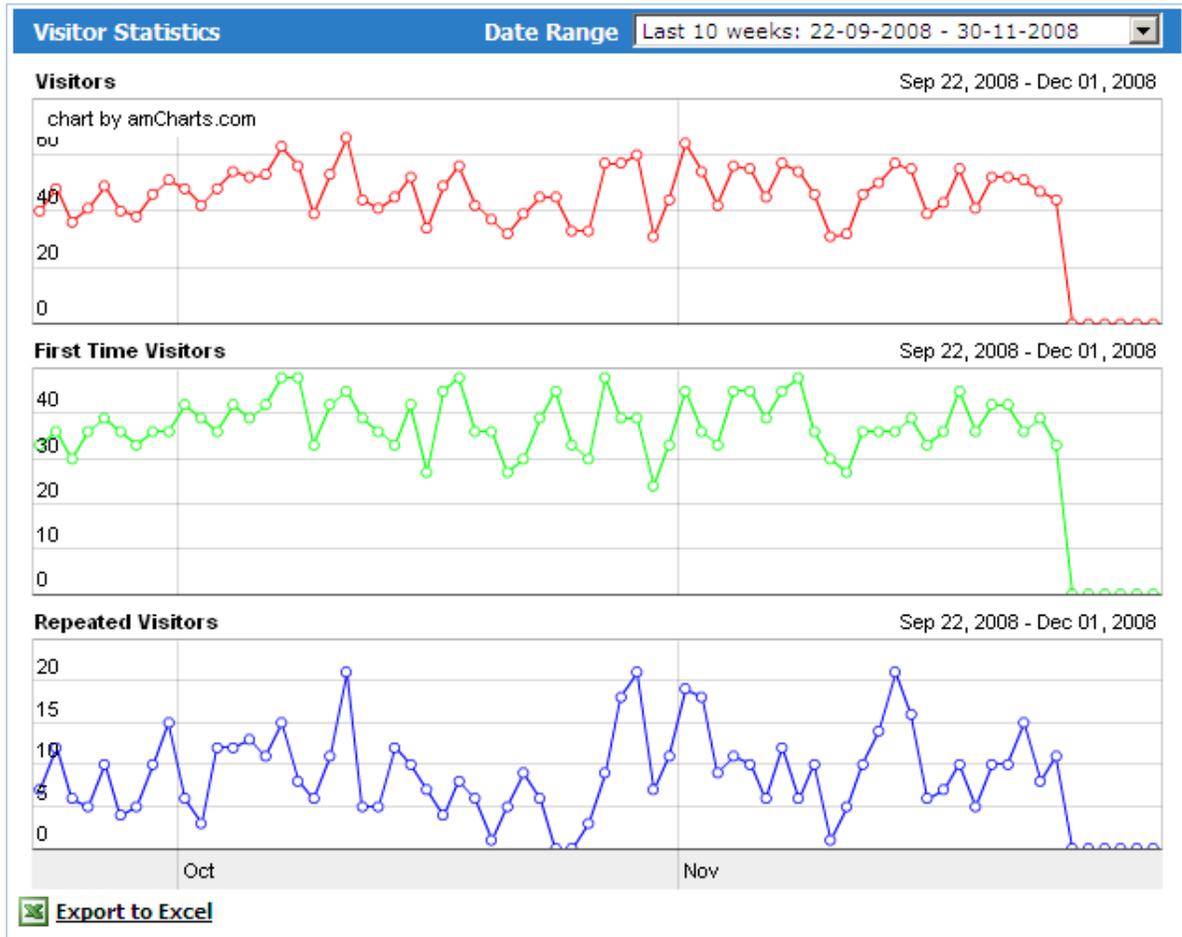
The system assigns every store visitor a unique ID, which is stored in the visitor's browser. When a visitor comes back to the store, the system recognizes them by their ID. This way the system always knows who has visited the store, how many times and at what times. In particular, first-time store visitors are identified by the lack of an ID.

Visitor Statistics

The **Visitors** chart shows the total number of unique visitors to your store.

The **First Time Visitors** chart how many visitors accessed your store pages for the first time.

The **Repeated Visitors** chart shows how many visitors visited your store for the second time or more.

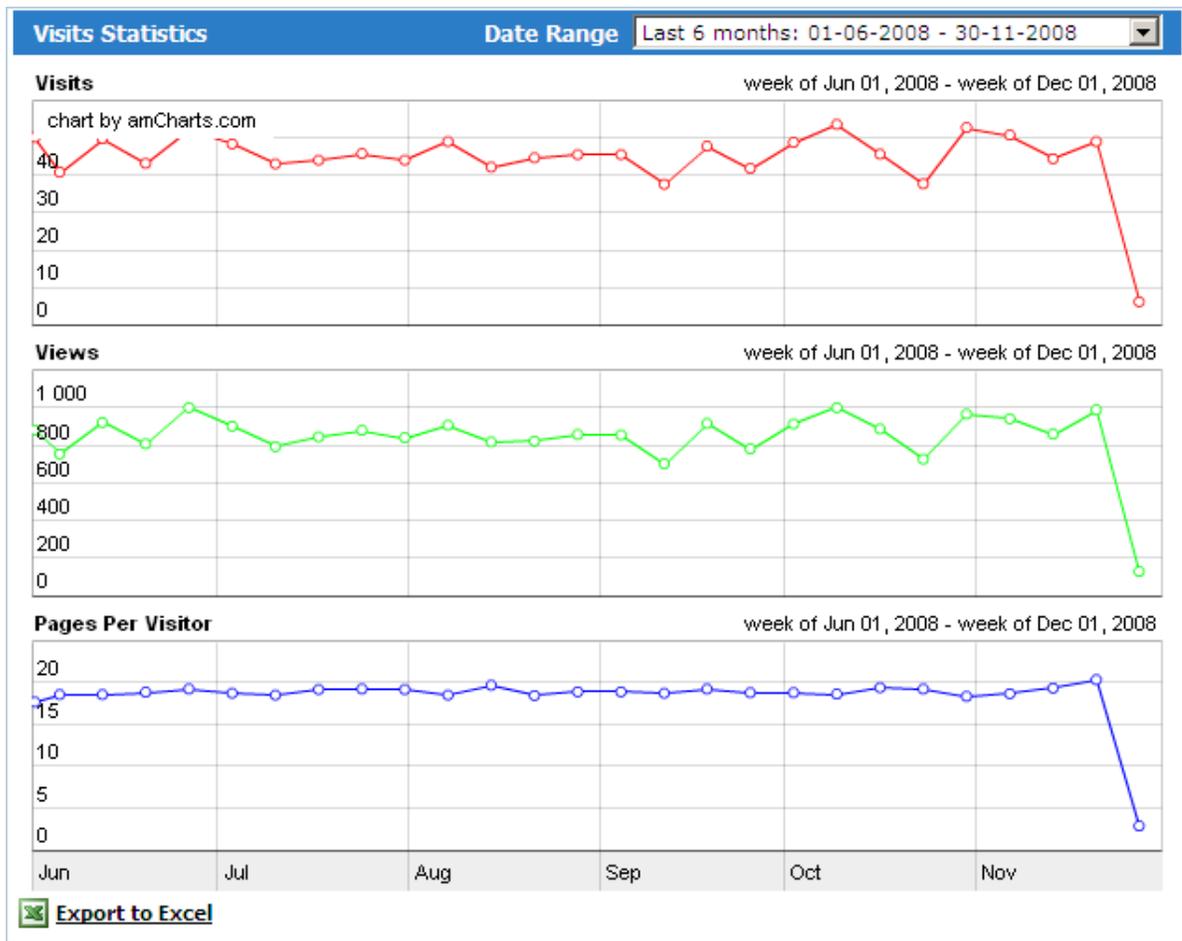


Visits Statistics

The **Visits** chart shows the total number of visits to your store – including repeat visits.

The **Views** chart shows the total number of page views in your store.

The **Pages Per Visit** chart shows the average number of pages viewed per visit.

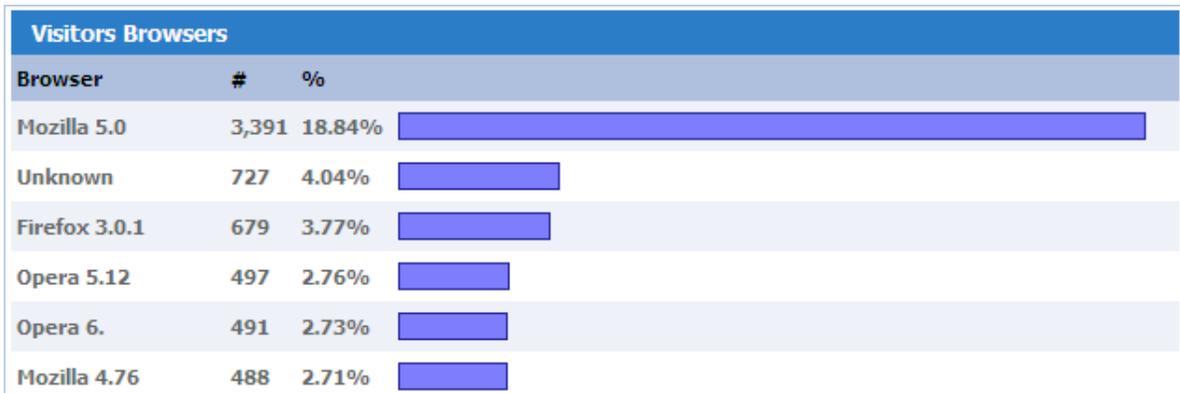


Browsers and OS

This report includes the following two charts:

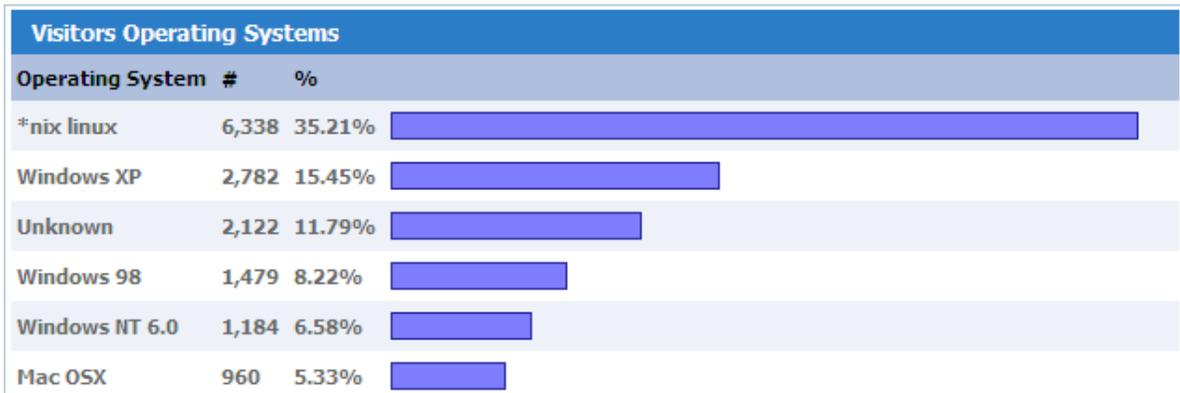
Visitor Browsers

This chart provides an informative look at the browsers that visitors use most often to access your store.



Visitor Operating Systems

This chart provides an informative look at the most popular operating systems among your store visitors.



Recent 100 Web Crawlers Visits

Shows the 100 most recent web crawler statistics. If a line is green, search engine indexing is being performed at the moment.

Detailed information about the 100 most recent web search bots (crawlers)							
#	Visit Date	Web Crawler ID	Referer	Entry page	Scanned Pages	Remote IP	Hostname
1.	02-12-2008	Google robot	Direct access	/af/5616/product-info.php	Go: 1 page	66.249.73.201	crawl-66-249-73-201.googlebot.com
2.	30-11-2008	Google robot	Direct access	/af/5616/product-list.php	Go: 1 page	66.249.73.201	crawl-66-249-73-201.googlebot.com
3.	28-11-2008	Google robot	Direct access	/af/5616/product-info.php	Go: 2 pages	66.249.73.201	crawl-66-249-73-201.googlebot.com
4.	27-11-2008	Google robot	Direct access	/af/5616/product-info.php	Go: 1 page	66.249.73.201	crawl-66-249-73-201.googlebot.com
5.	25-11-2008	Google robot	Direct access	/af/5616/product-info.php	Go: 1 page	66.249.73.201	crawl-66-249-73-201.googlebot.com
6.	24-11-2008	Google robot	Direct access	/af/5616/product-info.php	Go: 1 page	66.249.73.201	crawl-66-249-73-201.googlebot.com
7.	23-11-2008	Google robot	Direct access	/af/5616/register.php	Go: 2 pages	66.249.73.201	crawl-66-249-73-201.googlebot.com

5.7 Customers

This page allows you to manage your customers. You can browse the customer list or search for a specific person, view the total number and amount of all orders placed by a customer, as well as activate, delete, or reset passwords for accounts.

Customers [Page Help](#) [Video Tutorial](#)

Customers

Quick Customer Navigation **Search Customers**

Filter by: Search:

All [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Registered Not Activated Password reset Quick Checkout

Login/E-mail	Name	Orders	Total Amount Paid	Total Amount	
AlexS@my-first-shop.com	Alex Smith	3	\$649.09	\$762.86	<input type="checkbox"/>
Lewis@my-first-shop.com	John Lewis	3	\$0.00	\$378.76	<input type="checkbox"/>
m.watson@my-first-shop.com	Mark Watson	1	\$0.00	\$271.82	<input type="checkbox"/>
steve@my-first-shop.com	Steve Irwin	4	\$102.51	\$443.47	<input type="checkbox"/>

Export **Reset passwords** **Activate** **Delete**

Overview

The page has the following sections:

Quick Customer Navigation

Search Customers

Customer list

The **Quick Customer Navigation** section lets you quickly find a customer by the first letter of either their last name or their e-mail. Select the type of search from the '**Filter by**' drop-down list and then click a letter. All customers whose last name/e-mail starts with the selected letter will display in the **Customer list**.

Using the **Search Customers** section, you can find a customer based on just a few letters of their name, email, or login. Type the characters in the search field and click the **Search** button. All customers whose name, e-mail or login matches these characters will display in the **Customer list**.

Customer List

The **Customer list** shows the following information about every customer:

Status	<ul style="list-style-type: none"> • Registered — The customer has successfully registered with your store and activated their account. • Not Activated — The customer has registered with your store and has been sent a confirmation message or is awaiting manual activation (depending on the Store Settings / Customer Account Settings / Account activation scheme setting). The customer must activate their account by following the instructions in the message, or you need to activate the corresponding account manually. • Password reset — The customer forgot their password and requested a password reset, or the password was reset by you (using the Reset passwords button). The customer cannot sign in to your store until they set a new password by clicking the link they were sent. • Quick Checkout — The customer hasn't created an account and instead used the Quick Checkout procedure to buy your products.
Login/E-mail	<p>The identifier (username) that the customer uses to sign in to your store. In most cases this is the customer's e-mail address. If you enabled the 'Automatically create a Customer Account after an order is placed by Quick Checkout' setting in Store Settings / Customer Account Settings, the login string can be automatically generated by shopping cart as a sequence of digits.</p>
Name	<p>The customer's first and last name entered during registration.</p>
Orders	<p>The total number of orders that the customer has placed at your store, regardless of their status (paid, declined, etc).</p>
Total Amount Paid	<p>The total amount of money that you have received from the customer since they registered with your store. Sorting the list by this column can help you identify your most valuable customers.</p>
Total Amount	<p>The total cost of all orders placed by the customer. The amount in this column can be higher than Total Amount Paid.</p>

You can sort the list according to any of these columns by clicking the column title.

To view complete information about a customer in the list, click their **Login/E-mail**. A new window will open where you can view

Resetting Customer Passwords

Select the necessary customers in the list and click the **Reset passwords** button. The customer status will be changed to **Password reset**.

The customer will be emailed a link which they can click to set a new password (the e-mail message can be customized on the **Store Settings / E-mail Notifications** page). Until the new password is set, the customer will not be able to sign in to your store.

Note: The old password cannot be restored.

Activating Customers

You can activate any non-activated customers manually by selecting them in the list and clicking the **Activate** button. The corresponding accounts will be assigned the **Registered** status.

Deleting Customers

To delete one or more customers, select them in the list and click the **Delete** button.

the customer's address, billing and shipping information, and the complete list of their orders and current order statuses.

Export Customer List

You can export all customer information to a CSV file and download it to your local computer. CSV is a convenient format for storing spreadsheet data in a simple text file. This format is widely supported by different spreadsheet editors, including Microsoft Excel, OpenOffice Calc and [Google Docs & Spreadsheets](#). See the Wikipedia article [Comma-Separated Values](#) for a detailed description.

To export customer data, click the **Export** button. A new window will open to help you in the process.

Step 1 of 2. Choosing attributes

On the first page you will be able to see the total number of customers that will be exported

and choose what data will be included in the resulting CSV file. Check the necessary attributes and then click the **Start** button to create the CSV file.

Step 2 of 2. Exporting

On the next page, it will show you the details of the exporting process. The information will display in the **Export log**.

When the process completes, the **Download CSV** button will be activated. Click the button to download the resulting CSV file to your computer.

To cancel exporting and close the window at any time, click the **Cancel** button.

Chapter

VI

6 FAQs

Frequently Asked Questions

Installation Problems

- [Question: During installation I got the following error message: The amount of memory available to PHP processes should be at least 20MB".](#)
- [Question: During installation I received an error message telling me the system cannot install \(write\) some files. How do I fix this?](#)

How to Setup Taxes

Canada

- [Question: How do I configure sales taxes in Quebec, Canada?](#)

UK/European Union

- [Question: How do I configure taxes in the UK?](#)

USA/International

- [Question: How do I configure my sales tax?](#)
- [Question: How do I configure ZIP-code-based taxes?](#)
- [Question: How do I setup multi-state tax rules?](#)

How to Move Store to Another Server

- [Question: I installed the shopping cart on my test website. Then I customized the design, added products, defined taxes and configured other settings. Now my test store is all ready to go live. How do I transfer it to my working site?](#)

6.1 Installation Problems

Question:

During installation I got the following error message: The amount of memory available to PHP processes should be at least 20MB". I have checked my server's PHP settings and I see that it does have enough memory available. What are the possible issues here?

Answer:

Normal operation of the shopping cart software requires 20 MB of memory available for PHP. The installer checks the actual available memory before proceeding. Available memory can be limited either by PHP or by Apache (usually, only *nix systems can have memory limits).

PHP limits available memory with the `memory_limit` directive, defined in `php.ini` (for more info go to <http://php.net/manual/ini.core.php#ini.memory-limit>).

However, if memory is limited by Apache with the `RMemLimit` directive (for more info go to <http://httpd.apache.org/docs/2.0/mod/core.html#rlimitmem>), then the `memory_limit` setting in `php.ini` makes no difference. The actual amount of available memory will be determined solely by `RMemLimit`.

To determine the actual available memory for a PHP process, use the following script:

http://www.avactis.com/tools/_memory_test.php

Upload it to your server and open it in a browser window.

Note: Make sure PHP has the write permission for the folder where `_memory_test.php` is located.

This script works as follows:

- Creates a file 1048576 bytes or 1 MB in size.
- Runs a loop, on each iteration reading the created file and adding it to an array (i.e. to memory).
- At every step (64 total), it outputs the amount of consumed memory using the PHP function `memory_get_usage()` (http://php.net/memory_get_usage).
- Each iteration uses 1 MB of memory, excluding the overhead of running the script itself.
- The script keeps working until it either uses up 64 MB of memory or hits the memory limit set by PHP or Apache, in which cases the script stops. As a result, the available memory will display on the screen, precise up to ± 2 MB.

If less than 20 MB of memory is available, you should contact your hosting provider (ISP) and find out the memory limit on the server and how it is enforced (PHP, Apache or something else), and raise the memory limit if possible. If memory limit cannot be raised, we suggest switching to a different hosting provider.

Question:

During installation I received an error message telling me the system cannot install (write) some files. How do I fix this?

Answer:

To install the shopping cart on your web server and operate it properly, the PHP process must have a write permission for the installation folder of the shopping cart software. For details about file permissions, refer to http://en.wikipedia.org/wiki/File_system_permissions.

If you received an installation error message saying that PHP doesn't have the permission to write to the current folder, you need to change this permission accordingly. You can consult your hosting provider (ISP) for help or do it yourself.

To change permissions, first you have to find out what operating system your server runs on. If it is UNIX or a similar OS, you should set the permission to 777 for the shopping cart installation folder. After installation is complete, you can reset the permission (the default value is usually 755).

There are several ways to do this:

- Use the File Manager of your Hosting Control Panel (contact your web hosting provider for assistance).
- Use any FTP client if you have FTP access. A suitable FTP client can be found here: http://en.wikipedia.org/wiki/FTP_clients.
- Use the system command 'chmod' (<http://en.wikipedia.org/wiki/Chmod>) if you have SSH access. This can be determined by asking your web hosting provider.

If your server runs on Windows with IIS, then refer to the following guide to set the appropriate folder permissions: http://www.webwizguide.com/kb/asp_knowledgebase/server_permissions.asp

After installation is complete, normal operation of Avactis Shopping Cart requires that PHP have write permissions for the following folders:

```
avactis-downloads
avactis-images
avactis-system/cache
avactis-system/backup
avactis-uploads
```

Permissions may change if you migrate your software from one server to another. If write

permissions are missing, set permissions to 777.

6.2 How to Setup Taxes?

This section provides information about tax settings for different countries.

Available topics:

Canada

- [Question: How do I configure sales taxes in Quebec, Canada?](#)

UK/European Union

- [Question: How do I configure taxes in the UK?](#)

USA/International

- [Question: How do I configure my sales tax?](#)
- [Question: How do I configure ZIP-code-based taxes?](#)
- [Question: How do I setup multi-state tax rules?](#)

6.2.1 Canada

Question: How do I configure sales taxes in Quebec, Canada?

In Quebec we have federal 5% GST, as well as the provincial rate which is nominally 7.5% and is applied on top. So, $PST = 7.5\% * (GST + Sale Price + Shipping Cost - Discount)$ and $GST = 5\% * (Sale Price + Shipping Cost - Discount)$. How do I configure these taxes?

Answer:

1. To define tax rates, go to **Store Settings >> Location/Taxes/Localization >> Taxes**.
2. In the **Tax Names section**, create a **GST** and a **PST**.

Tax Names		
	<input type="button" value="Add"/>	<input type="button" value="Edit"/>
	<input type="button" value="Delete"/>	
Name	Address To Use	
GST	Shipping Address	<input type="checkbox"/>
PST	Shipping Address	<input type="checkbox"/>

3. Don't make any changes in **Tax Display Options**.

Tax Display Options		
	<input type="button" value="Add"/>	<input type="button" value="Edit"/>
	<input type="button" value="Delete"/>	
Tax & Display Rule	Displayed Text	
GST (always display)	GST:	<input type="checkbox"/>
PST (always display)	PST:	<input type="checkbox"/>

4. In the **Tax Rules on Shipping Costs** section, define the tax rule for shipping. Exclude those shipping methods for which delivery services are not taxed.

5. In the **Tax Rates. Product Tax Class – Taxable** section, first define the **GST** tax for Canada, then define the **PST** tax as shown on the picture:

Tax Rates. Product Tax Class - Taxable		
	<input type="button" value="Add"/>	<input type="button" value="Edit"/>
	<input type="button" value="Delete"/>	
Address	Tax Formula	
Canada	$GST = 5\% * (Sale Price + Shipping Cost - Discount)$	<input type="checkbox"/>
Quebec	$PST = 7.5\% * (GST + Sale Price + Shipping Cost - Discount)$	<input type="checkbox"/>
All other addresses are not subject to taxation		

6. Finally, your page should look similar to this:

Storefront Admin **Store Settings** Help Community Forums Support

Home Catalog Customers Orders Marketing Reports Sign Out

Store Settings >> Taxes Page Help

Manage Taxes Settings

This page allows you to define tax settings. Use the Tax Names section to create names for taxes that will be used in your online store. Use the Tax Display Options section to determine how these taxes will display to your customers. Then, create Product Tax Classes, which will be used when you enter products into the catalog. Finally, in the Tax Rates section, define tax formulas for each Product Tax Class. For more details, see Page Help at any time.

Tax Names		Add	Edit	Delete
Name	Address To Use			
GST	Shipping Address	<input type="checkbox"/>		
PST	Shipping Address	<input type="checkbox"/>		

Tax Display Options		Add	Edit	Delete
Tax & Display Rule	Displayed Text			
GST (always display)	GST:	<input type="checkbox"/>		
PST (always display)	PST:	<input type="checkbox"/>		

Product Tax Classes		Add	Edit	Delete
Product Tax Class	Description			
Nontaxable	Nontaxable Products	<input type="checkbox"/>		
Taxable	Taxable Products	<input type="checkbox"/>		

Tax Rules on Shipping Costs Edit

DON'T apply taxes to shipping charges if shipping cost is calculated by this method:

Tax Rates. Product Tax Class - Nontaxable Add Edit Delete

Address	Tax Formula	
Tax Rates are not defined		

Tax Rates. Product Tax Class - Taxable Add Edit Delete

Address	Tax Formula	
Canada	GST = 5% * (Sale Price + Shipping Cost - Discount)	<input type="checkbox"/>
Quebec	PST = 7.5% * (GST + Sale Price + Shipping Cost - Discount)	<input type="checkbox"/>

All other addresses are not subject to taxation

IMPORTANT! This explanation is only an example, and tax values and rates may change over time. To determine the exact tax rates and tax formulas in your case, please consult your accountant.

6.2.2 UK/European Union

Question: How do I configure taxes in the UK?

Our online shop is based in the UK. In addition to the UK, we ship to France, Belgium, Germany and the US. Right now the UK VAT is set at 15.00%. I would like my displayed prices to include the VAT. How do I set up the UK VAT in this situation?

Answer:

1. Go to **Store Settings >> Taxes**. In the section **Tax Names**, set two taxes: **VAT** (check included into product price) and **VAT adjustment**.

Tax Names		Add	Edit	Delete
Name	Address To Use			
VAT	<i>(Included Into Product Price)</i> Address not required	<input type="checkbox"/>		
VAT Adjustment	Shipping Address	<input type="checkbox"/>		

2. Go to the **Tax Display Options** section. For displayed text "**VAT:**" set the tax "**VAT+VAT adjustment**" (see the picture below) by clicking the **Add** button. For the tax **VAT adjustment** select "**never display**". **VAT adjustment** is used only to adjust taxes for shipping and handling charges and discounts, and is not visible at checkout.

Tax Display Options		Add	Edit	Delete
Tax & Display Rule	Displayed Text			
VAT+VAT Adjustment (always display)	VAT:	<input type="checkbox"/>		
VAT Adjustment (never display)	VAT Adjustment	<input type="checkbox"/>		

Taxes

Edit Tax Display Options

Tax & Display Rule * ?	<input style="width: 90%;" type="text" value="VAT +VAT Adjustment"/> <input type="button" value="Clear"/>
	Select Tax: <input style="width: 80%;" type="text" value="VAT Adjustment"/> <input type="button" value="Add"/>
	Select Option: <input style="width: 80%;" type="text" value="(always display)"/>
Displayed Text (visible to customer) * ?	<input style="width: 90%;" type="text" value="VAT:"/>

* = Required Field

3. Now, go to the section **Tax Rates. Product Tax Class - Taxable** and set up taxes as shown below:

Tax Rates. Product Tax Class - Taxable		<input type="button" value="Add"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
Address	Tax Formula			
Address not required	VAT = 15% * (Sale Price)	<input type="checkbox"/>		
Belgium	VAT Adjustment = 15% * (Shipping Cost - Discount)	<input type="checkbox"/>		
France	VAT Adjustment = 15% * (Shipping Cost - Discount)	<input type="checkbox"/>		
Germany	VAT Adjustment = 15% * (Shipping Cost - Discount)	<input type="checkbox"/>		
United Kingdom (Great Britain)	VAT Adjustment = 15% * (Shipping Cost - Discount)	<input type="checkbox"/>		
All other addresses are not subject to taxation				

4. Also in the tax setting section (use the Tax Settings button at **Store Settings >> Taxes**), set "**Display product prices including taxes**" to **YES** as shown below.

Advanced Settings

Tax settings

Allow full tax exemption
 If this is set to 'Yes', the customer will be able to use full tax exemption during checkout (which means that all taxes, including taxes built into product prices, will be calculated as null) Yes ▾

Display product prices including taxes
 Display product prices including taxes in Product List, Product Info, Shopping Cart, and Checkout pages of storefront. Yes ▾

NOTE: This option only affects taxes included in the product prices.

So, with these settings all your products in the storefront will have VAT-inclusive prices. When you go to checkout, VAT will be adjusted by adding **VAT adjustment** for the shipping cost and deducting VAT for discounts (both global and quantity discounts), depending on the country of destination. VAT adjustment is set for EU countries to which you ship (Belgium, France, and Germany); for the US, VAT will be zero.

Finally, your tax page should look similar to this:

[Storefront](#) | [Admin](#) | [Store Settings](#) | [Help](#) | [Community Forums](#) | [Support](#)

Home | Catalog | Customers | Orders | Marketing | Reports [Sign Out](#)

Store Settings >> Taxes [Page Help](#)

This page allows you to define tax settings. Use the Tax Names section to create names for taxes that will be used in your online store. Use the Tax Display Options section to determine how these taxes will display to your customers. Then, create Product Tax Classes, which will be used when you enter products into the catalog. Finally, in the Tax Rates section, define tax formulas for each Product Tax Class. For more details, see Page Help at any time.

Tax Names		Add	Edit	Delete
Name	Address To Use			
VAT <i>(Included Into Product Price)</i>	Address not required	<input type="checkbox"/>		
VAT Adjustment	Shipping Address	<input type="checkbox"/>		

Tax Display Options		Add	Edit	Delete
Tax & Display Rule	Displayed Text			
VAT Adjustment (never display)	VAT Adjustment:	<input type="checkbox"/>		
VAT+VAT Adjustment (always display)	VAT:	<input type="checkbox"/>		

Product Tax Classes		Add	Edit	Delete
Product Tax Class	Description			
Nontaxable	Nontaxable Products	<input type="checkbox"/>		
Taxable	Taxable Products	<input type="checkbox"/>		

Tax Rules on Shipping Costs	Edit
DON'T apply taxes to shipping charges if shipping cost is calculated by this method:	

Tax Rates. Product Tax Class - Nontaxable		Add	Edit	Delete
Address	Tax Formula			
Tax Rates are not defined				
Tax Rates. Product Tax Class - Taxable		Add	Edit	Delete
Address	Tax Formula			
Address not required	VAT = 15% * (Sale Price)			<input type="checkbox"/>
Belgium	VAT Adjustment = 15% * (Shipping Cost - Discount)			<input type="checkbox"/>
France	VAT Adjustment = 15% * (Shipping Cost - Discount)			<input type="checkbox"/>
Germany	VAT Adjustment = 15% * (Shipping Cost - Discount)			<input type="checkbox"/>
United Kingdom (Great Britain)	VAT Adjustment = 15% * (Shipping Cost - Discount)			<input type="checkbox"/>
All other addresses are not subject to taxation				

IMPORTANT! This explanation is only an example, and tax values and rates may change over time. To determine the exact tax rates and tax formulas in your case, please consult your accountant.

6.2.3 USA/International

Question: How do I configure my sales tax?

I am based in Los Angeles, California. The current Los Angeles sales tax is 8.25%. For all orders shipped within California, the sales tax is 8.25%, and for those shipped outside the state it's 0%. So, how should I define my sales tax?

Answer:

1. To define tax rates, go to **Store Settings >> Location/Taxes/Localization >> Taxes**.

Storefront Admin **Store Settings** Help Community Forums Support

Home Catalog Customers Orders Marketing Reports Sign Out

Store Settings >> Taxes Page Help

Manage Taxes Settings

This page allows you to define tax settings. Use the Tax Names section to create names for taxes that will be used in your online store. Use the Tax Display Options section to determine how these taxes will display to your customers. Then, create Product Tax Classes, which will be used when you enter products into the catalog. Finally, in the Tax Rates section, define tax formulas for each Product Tax Class. For more details, see Page Help at any time.

Tax Names			Tax Display Options	
Name	Address To Use		Tax & Display Rule	Displayed Text
Sales Tax	Shipping Address	<input type="checkbox"/>	Sales Tax (display if applicable)	Sales Tax: <input type="checkbox"/>

Product Tax Classes			Tax Rules on Shipping Costs
Product Tax Class	Description		
Nontaxable	Nontaxable Products	<input type="checkbox"/>	DON'T apply taxes to shipping charges if shipping cost is calculated by this method:
Taxable	Taxable Products	<input type="checkbox"/>	
VAT-included-into-price	VAT-included-into-price	<input type="checkbox"/>	
VAT-not-included-into-price	VAT-not-included-into-price	<input type="checkbox"/>	

2. In the **Tax Names** section, create a **Sales Tax**.

Taxes

Add Tax Name Add Cancel

Tax Name *	?	Sales Tax
Included Into Product Price	?	<input type="checkbox"/>
Address To Use	?	Shipping Address ▾

* = Required Field

Add Cancel

Tax Names		
Name	Address To Use	
Sales Tax	Shipping Address	<input type="checkbox"/>

3. In the **Tax Display Options** section, select the **Sales Tax** and click the **Edit** button. For

Displayed Text (visible to customer), enter "**Sales Tax:**" or any other text you want customers to see at checkout.

For "**Select Option:**", select "**Display if applicable**". This means that the "**Sales Tax:**" text will display for customers only when **Sales Tax** is defined. You can choose different display options as needed.

The screenshot shows a window titled "Taxes" with a sub-header "Edit Tax Display Options". There are "Update" and "Cancel" buttons in the top right. The main area is divided into two sections:

- Tax & Display Rule ***: A text input field contains "Sales Tax". To its right is a "Clear" button.
- Select Tax:** A dropdown menu is set to "Sales Tax", with an "Add" button to its right.
- Select Option:** A dropdown menu is set to "(display if applicable)".
- Displayed Text (visible to customer) ***: A text input field contains "Sales Tax:".

At the bottom left, there is a legend: "* = Required Field". At the bottom center, there are "Update" and "Cancel" buttons.

4. By default, there are two classes of catalog products: **Taxable** and **Non-Taxable**. In the **Product Tax Classes** section, you can create additional product classes in case your applicable tax policies are more complex.

Product Tax Classes		Add	Edit	Delete
Product Tax Class	Description			
Nontaxable	Nontaxable Products			<input type="checkbox"/>
Taxable	Taxable Products			<input type="checkbox"/>

5. In the **Tax Rules on Shipping Costs** section, define the tax rule for shipping. At the time this document was created (December 2008), California's policy stated that shipping costs ARE taxed if delivery is made using your own vehicle, but are NOT taxed if using a third-party delivery service (see section **10. Are delivery and handling charges taxable?** at <http://www.boe.ca.gov/sutax/faqpurch.htm#10>). According to this policy, you should exclude **Federal Express, Freight101, InterShipper, United Parcel Service**, and **U.S. Postal Service**, while leaving taxes applicable to **Custom Shipping Rates** and **Standard Shipping Rates** (because these two methods imply delivery using your own vehicle). The list shown below is an example only – your view may differ.

Tax Rules on Shipping Costs	
List of Shipping Methods	Save Cancel
Select Shipping Method(s) to which taxes do not apply	
Australia Post	<input type="checkbox"/>
Canada Post	<input type="checkbox"/>
Custom Shipping Rates	<input type="checkbox"/>
Federal Express	<input checked="" type="checkbox"/>
Standard Shipping Rates	<input type="checkbox"/>
Freight101	<input checked="" type="checkbox"/>
InterShipper	<input checked="" type="checkbox"/>
United Parcel Service	<input checked="" type="checkbox"/>
U.S. Postal Service	<input checked="" type="checkbox"/>
Save Cancel	

Tax Rules on Shipping Costs	Edit
DON'T apply taxes to shipping charges if shipping cost is calculated by this method:	
Federal Express, Freight101, InterShipper, United Parcel Service, U.S. Postal Service	

6. The section **Tax Rates. Product Tax Class - Nontaxable** should be left blank. This means that all products belonging to this tax class will not be taxed. Now, define the tax formula in the section **Tax Rates. Product Tax Class - Taxable**.

NOTE: The tax class for a product is defined when you add the product to the catalog, by using the **Tax Class** option.

To create the tax calculation formula, click the **Add** button and then enter the formula in the following window:

Taxes	
Add Tax Rate Page Help <input type="button" value="Add"/> <input type="button" value="Cancel"/>	
Product Tax Class ?	Sales Tax
Shipping/Billing Address * ?	United States <input type="button" value="v"/> California <input type="button" value="v"/>
Tax Name * ?	Sales Tax <input type="button" value="v"/> <input type="checkbox"/> Not Applicable
Rate (%) * ?	<input checked="" type="radio"/> 8.25 <input type="radio"/> Select ZIP Code Based Rates
Tax Formula * ?	Sales Tax = 8.25 % * (Sale Price + Shipping Cost - Discount) <input type="button" value="Undo"/> <input type="button" value="Clear"/> <input type="button" value="+"/> <input type="button" value="-"/> <input type="button" value="*"/> <input type="button" value="/"/> <input type="button" value("(""=""/> <input type="button" value=")"/> Select Price: <input type="button" value="v"/> Discount <input type="button" value="Add"/> Select Tax: <input type="button" value="v"/> Sales Tax <input type="button" value="Add"/> Add Number: <input type="text"/> <input type="button" value="Add"/>
* = Required Field	
<input type="button" value="Add"/> <input type="button" value="Cancel"/>	

After you click **Add**, the section **Tax Rates. Product Tax Class - Sales Tax** will display the tax formula:

Tax Rates. Product Tax Class - Taxable		<input type="button" value="Add"/> <input type="button" value="Edit"/> <input type="button" value="Delete"/>
Address	Tax Formula	
United States	Tax = 8% * (Sale Price + Shipping Cost - Discount)	<input checked="" type="checkbox"/>
All other addresses are not subject to taxation		

According to this, all products of **Tax Class - Taxable** shipped within the state of **California** will be taxed based on the following formula:

Tax = 8% * (Sale Price + Shipping Cost - Discount).

IMPORTANT! This explanation is only an example, and tax values and rates may change over time. To determine the exact tax rates and tax formulas in your case, please consult your accountant.

Question: How do I configure ZIP-code-based taxes?

In Oklahoma, where I'm based, retailers must use destination-based sourcing rules to

correctly identify the local sales tax to charge on a retail sales transaction. Under the destination-based sourcing rules, sales generally are sourced to the location where the purchaser receives the item sold. Retailers who ship or deliver sold items to their customers' locations will be required to collect the local sales tax in effect where delivery is made. To calculate tax in my online store, I plan to use 5-digit zip code tax rate files available from <http://www.tax.ok.gov>. How do I configure these ZIP-based taxes?

Answer:

The Shopping Cart system allows you to calculate sales tax based on the ZIP code of the shipping address. First, go to **Store Settings >> ZIP Code Based Tax Rates** and upload a .csv file with the Oklahoma tax rates. The .csv file format is displayed on the page [Zip Code Based Tax Rates](#).

The screenshot shows the 'Store Settings >> ZIP Based Tax Rates' page. At the top, there are navigation links: Storefront, Admin, Store Settings, Help, Community Forums, Support. Below that are menu items: Home, Catalog, Customers, Orders, Marketing, Reports, and Sign Out. The main heading is 'Store Settings >> ZIP Based Tax Rates' with a 'Page Help' link. Below the heading is a table with columns: Tax Rates Description, Date Uploaded, and Number of Records. There are 'Add', 'Update', and 'Delete' buttons above the table. The table contains one row: 'Oklahoma Sales Tax Rates', '2008-12-22 14:24:47', and '2'. There is a radio button next to the '2'.

Tax Rates Description	Date Uploaded	Number of Records
<u>Oklahoma Sales Tax Rates</u>	2008-12-22 14:24:47	2

Then, as described in Answer 1, define the name, tax class and formula for this tax. When you add the tax calculation formula, select **ZIP Code Based Rates** for **Rate (%)** as shown below:

Taxes	
Add Tax Rate Page Help <input type="button" value="Add"/> <input type="button" value="Cancel"/>	
Product Tax Class ?	Sales Tax
Shipping/Billing Address * ?	United States <input type="button" value="v"/> Oklahoma <input type="button" value="v"/>
Tax Name * ?	Sales Tax <input type="button" value="v"/> <input type="checkbox"/> Not Applicable
Rate (%) * ?	<input type="radio"/> <input type="text"/> <input checked="" type="radio"/> Select ZIP Code Based Rates
Select ZIP Code Based Rates * ?	Oklahoma Sales Tax Rates <input type="button" value="v"/>
Tax Formula * ?	Sales Tax = [Oklahoma Sales Tax Rates] % * (Sale Price + Shipping Cost - Discount) <div style="text-align: right;"><input type="button" value="Undo"/> <input type="button" value="Clear"/></div> <div style="text-align: center;"> <input type="button" value="+"/> <input type="button" value="-"/> <input type="button" value="*"/> <input type="button" value="/"/> <input type="button" value("(")"=""/> <input type="button" value(")"=""/> </div> Select Price: <input type="button" value="v"/> Discount <input type="button" value="Add"/> Select Tax: <input type="button" value="v"/> Sales Tax <input type="button" value="Add"/> Add Number: <input type="text"/> <input type="button" value="Add"/>
* = Required Field	
<input type="button" value="Add"/> <input type="button" value="Cancel"/>	

After you click **Add**, the section **Tax Rates. Product Tax Class - Sales Tax** will display the tax formula:

Tax Rates. Product Tax Class - Sales Tax		<input type="button" value="Add"/> <input type="button" value="Edit"/> <input type="button" value="Delete"/>
Address	Tax Formula	
United States		<input type="checkbox"/>
Oklahoma	Sales Tax = [Oklahoma Sales Tax Rates]% * (Sale Price + Shipping Cost - Discount)	<input type="checkbox"/>
All other addresses are not subject to taxation		

Based on this, all products of **Tax Class - Taxable** shipped within the state of Oklahoma will be taxed according to the following formula:

Sales Tax = [Oklahoma Sales Tax Rates]% * (Sale Price + Shipping Cost - Discount),

where **[Oklahoma Sales Tax Rates]** will be substituted with the sales tax rate based on the ZIP code of the shipping address.

IMPORTANT! This explanation is only an example, and tax values and rates may change over time. To determine the exact tax rates and tax formulas in your case, please consult your accountant.

Question: How do I setup multi-state tax rules?

My client is required to charge tax to Kansas and Missouri residents. I have yet to find clear instructions on how this can be accomplished. How do you set up multi-state tax rules?

Answer:

At the time this document was created, sales tax within the state of Kansas are determined based on the shipping address. Retailers must use destination-based sourcing rules to correctly identify the local sales tax to charge on a retail sales transaction. Under the destination-based sourcing rules, sales generally are sourced to the location where the purchaser receives the item sold. Retailers who ship or deliver sold items to their customers' locations will be required to collect the local sales tax in effect where delivery is made. Therefore, for Kansas you should upload the ZIP-based tax rates file as explained in Answer 2, and then create a tax calculation formula for the state of Kansas.

When this document was created, current ZIP-code-based tax rates were available from the Kansas Department of Revenue website at <http://www.ksrevenue.org/5digitzip.htm>.

For Missouri, define the sales tax as explained in Answer 1.

If you want to apply a tax to a product for customers both in Kansas and in Missouri, the tax formula should look as follows:

Tax Rates. Product Tax Class - Sales Tax		Add	Edit	Delete
Address	Tax Formula			
United States				<input type="checkbox"/>
Kansas	Sales Tax = [Kansas Sales Tax Rates]% * (Sale Price + Shipping Cost - Discount)			<input type="checkbox"/>
Missouri	Sales Tax = 7.25% * (Sale Price + Shipping Cost - Discount)			<input type="checkbox"/>
All other addresses are not subject to taxation				

This means that if the product is shipped to Kansas, then the following formula is used:

Sales Tax = [Kansas Sales Tax Rates]% * (Sale Price + Shipping Cost - Discount),

where **[Kansas Sales Tax Rates]** is substituted with the sales tax rate based on the ZIP code of the shipping address in Kansas.

If this product is shipped to Missouri, then the following formula is used: **Sales Tax = 7.25% * (Sale Price + Shipping Cost - Discount).**

IMPORTANT! This explanation is only an example, and tax values and rates may change over time. To determine the exact tax rates and tax formulas in

your case, please consult your accountant.

6.3 How to Move Store to Another Server?

Question: I installed the shopping cart on my test website. Then I customized the design, added products, defined taxes and configured other settings. Now my test store is all ready to go live. How do I transfer it to my working site?

Answer:

Before we go any further, let's define some terms.

A **test domain or server** is where your customized store is hosted now.

A **live domain or server** is where you want to transfer your store to go in production mode.

There are two ways you can transfer your store from a test server to a live server.

Option one:

1. Download the necessary content from the **test server** to your local computer, including:

1. Download the following folders and files:

- **avactis-downloads** – this folder contains the files that customers download when they purchase E-Goods. You can skip this if you don't have any E-goods.
- **avactis-images** – contains your product images.
- **avactis-templates** – contains the storefront templates.
- **avactis-uploads** – the files your customers have sent you when placing their orders (if any).
- **storefront-files** – other storefront files (images, JS scripts, style sheets, etc.).
- all ***.php** files from the root folder, **excluding init.php**. This file is created at the time of installation and is linked with the particular server it is installed on. Therefore, the test server and the live server will have their own unique init.php files.

a. Create an SQL dump of the shopping cart database on the test server and download it to your computer or server. There are several ways how to create an SQL dump:

- Use the `phpMyAdmin` application, which is usually installed on most hosting accounts. Consult your hosting provider for details.
 - On Unix and similar servers, you can use the `mysqldump` command (<http://dev.mysql.com/doc/refman/5.0/en/mysqldump.html>) if you have SSH access.
 - Use other tools available from your hosting provider for creating backup and database dumps. Consult your hosting provider for details.
2. After all the necessary files and database dump are downloaded to your local machine or server, start transferring the software to your **live server**.
- a. Install the default shopping cart software to the live server from the installation package. You can download the installation package here: <http://www.avactis.com/support.php> Select User Type "I'm an existing customer and I want a fresh version", and enter all the required data. The download link will be sent to your e-mail address.
- IMPORTANT! Make sure that the downloaded installation package is the same version as the one installed on your test server.**
- b. Take all of the folders and files downloaded to your local computer or server from the test server and upload them to your live server, overwriting the newly installed folders and files. As a result, the following should be overwritten on the live server:
- **avactis-downloads** – this folder contains the files that customers download when they purchase E-Goods. You can skip this if you don't have any E-goods.
 - **avactis-images** – contains your product images.
 - **avactis-templates** – contains the storefront templates.
 - **avactis-uploads** – the files your customers have sent you when placing their orders (if any).
 - **storefront-files** – other storefront files (images, JS scripts, style sheets, etc.).
- IMPORTANT! Do not overwrite the file `init.php` on the live server using the test server copy. This file contains an absolute path to the shopping cart software and is unique.**
- This operation overwrites the design files, product images and other files on the live server.
- c. On the **live server**, import the database from the test server SQL dump saved on your computer or server.

d. Clear the cache in the Admin Area (go to Admin >> Clear Cache).

This completes the transfer to the live server.

Option two (possible if both servers are *nix systems and you have SSH access – ask your ISP):

1. Create a complete backup on the test server (see [Creating Backup](#)).
2. Download the backup file via Admin Area >> Admin >> Backup/Restore.
3. Upload the backup file to the live server.
4. Decompress the tar.gz file.
5. Manually modify the following files:
 - In `init.php`, change the include path to ``avactis-system/store.php'`.
 - In `avactis-layouts/storefront-layout.ini`, change the values of `SiteURL` and `SitePath`.
 - In `avactis-system/config.php`, change the values of `DB_SERVER`, `DB_USER`, `DB_PASSWORD`, `DB_NAME`, and `HTTP_URL`. Do not change the value of `DB_TABLE_PREFIX` – it should be kept as is.
 - Import the SQL dump `__database.dump.sql`

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