
PDG Shopping Cart 2004

Quick Start Guide

**PDG Software, Inc.
1751 Montreal Circle, Suite B
Tucker, Georgia 30084-6802**

Copyright ©1998 - 2003 PDG Software, Inc.; All rights reserved.

PDG Software, Inc. ("PDG Software") retains all ownership rights to the software programs (referred to herein as "Software") offered by PDG Software and related documentation. Use of the Software and related documentation is governed by the license agreement accompanying the Software and applicable copyright law.

THIS DOCUMENTATION IS PROVIDED "AS-IS" WITHOUT WARRANTY OF ANY KIND. IN NO EVENT SHALL PDG SOFTWARE BE LIABLE FOR ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF USE OR DATA, INTERRUPTION OF BUSINESS, OR FOR INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND, ARISING FROM ANY ERROR IN THIS DOCUMENTATION.

PDG Software, Inc.
<http://www.pdgsoft.com>

August, 2003

Contents

Cart 2004 Quick Start Guide	5
Overview	5
Test Drive	6
Configuring PDG Shopping Cart 2004	11
Entering Products	13
Configuring Shipping	16
Configuring Payment Methods	17
Store Builder	18
Embedding the Shopping Cart's Functionality	20
<i>Add to Cart Link</i>	21
<i>Add to Cart Link Using Text</i>	21
<i>Creating Add to Cart Links Using an Image</i>	22
<i>Creating Other Action Links</i>	23
PDG Plugin Components	24
A Final Word	24

Cart 2004 Quick Start Guide

Getting Started with PDG Shopping Cart 2004

Welcome to the PDG Shopping Cart 2004 Quick Start Guide. This guide will give you a head start on understanding, using, and administrating PDG Shopping Cart 2004.

For more detailed information on setup and implementation of your Cart, refer to the PDG Shopping Cart 2004 User Guide.

Overview

In general, the PDG Shopping Cart 2004 Quick Start Guide is divided into the following sections:

- Test drive (to confirm the installation was correct and to familiarize you with how the Cart works)
- Configuring PDG Shopping Cart's operational options
- Setting up products within the Administrator
- Configuring shipping methods and rules within the Administrator
- Creating payment methods within the Administrator
- Viewing the Store Builder feature of PDG Shopping Cart
- Embedding PDG Shopping Cart functions into your Web store
- PDG Web design components

Test Drive

This guide assumes that you have correctly installed PDG Shopping Cart. If your Cart has not been installed correctly, you will not be able to do the Test Drive.

Note: You should have copied at least one of your own product's images into the "images" subdirectory of your Web store's root directory for use during this Quick Start.

In order to begin the Test Drive, open your Web browser and point it to:

www.[yourwebstorename].com/cart.html

The following screen should appear:

©1997-2003 PDG Software, Inc.

Welcome to PDG Shopping Cart 2004

PDG Software would like to thank you for evaluating [PDG Shopping Cart 2004](#), PDG's popular e-commerce platform. This introductory page jump starts you on your way to configuring the Cart for your Web store. Of course, we are here to help you along the way, if needed. You can reach our Technical Support Team using the support form at support.pdgsoft.com. Additionally, be sure to visit our [Web site](#) to access product documentation, listings of other compatible services, and the latest information regarding new releases.

So, now that my Cart is installed, what do I do next?

Follow this simple checklist to get started with your Cart:

1. Take the cart for a test drive to familiarize yourself with its basic operation.
2. Configure the cart to operate as your store requires using the Administrator.
3. Define (add) the products you are going to sell.
4. Link your Web store to the cart so that customers can begin shopping.


<p>1. Test Drive the Cart</p> <p>Use the sample products below to test drive your cart:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> <p>Small Gadget \$5.00 Order Now!</p> </td> <td style="width: 50%;"> <p>Huge Widget \$25.00 Order Now!</p> </td> </tr> </table> <p>Try the Cart's search feature. Enter the word "gadget" below and press Search!</p>	<p>Small Gadget \$5.00 Order Now!</p>	<p>Huge Widget \$25.00 Order Now!</p>	<p>2. Configure PDG Shopping Cart</p> <p>The Cart's Administrator is like your store's "main office".</p> <p>To enter your Administrator, click the link below:</p> <p>Enter your Cart's administrator **use LETMEIN for the password.</p> <p>Don't forget to change your</p>
<p>Small Gadget \$5.00 Order Now!</p>	<p>Huge Widget \$25.00 Order Now!</p>		

Figure 1-1 Top of PDG Shopping Cart Welcome Page

Note: While going through the Test Drive, you might find it helpful to run the Quick Start in one browser window while viewing the Merchant Administrator in another browser window.

To accomplish this, press and hold down the "Ctrl" button on your keyboard and press the "n" button. A new browser window will appear. Adjust the size of both browser windows by clicking on the 'Restore' icon in the upper right hand corner of the browser windows.

Click on the “order” link for “Small Gadget”. The following screen should appear:



(A0001) Small gadget

This is a small gadget. This gadget will wash your car for you once a week, without any prodding. Also capable of ordering pizza every Friday evening.

Price: \$1.01
 Weight: 1.00
 Availability:

Quantity:

Options: Gadget Color:
 Extra Attachment:

Price with your options:

Recommended Accessories
[Don't forget a widget!](#)

[Add to Cart](#) [Shop Some More](#)

Figure 1-2 Sample AddItem Page

This is a sample page of what a customer would see when ordering a product from your Web store. You can customize this HTML template later.

Select a gadget color, then click on the “Add to Shopping Cart” button. The following screen will appear.

Qty	Description	Unit	Amount	Remove
<input type="text" value="1"/>	Small gadget Weight: 1.00 lbs. each Frequent Buyer Points: 25.00 each Gadget Color is Black	\$1.01	\$1.01	Remove
Recommended Accessories Don't forget a widget!				
Total Shipment Weight: 1.00 lbs.		Subtotal:	\$1.01	
Total Frequent Buyer Points: 25.00				
Empty Cart Recalculate Shop Some More Checkout				
<div style="border: 1px solid blue; padding: 2px; display: inline-block;"> powered by pdgsoft.com </div>				

Figure 1-3 Sample Basket Page

This is a sample screen of the customer's Shopping Cart. The customer can change the quantity of the item ordered, recalculate the total, remove the item from the Cart, or proceed to checkout.

Click on the "Check-out" button. The following screen will appear for the customer to enter Contact, Billing, and Shipping information. Note that payment information is handled *after* this screen.

You Are Ordering:			
Qty	Description	Unit	Amount
(1)	Small gadget Weight: 1.00 lbs. each Frequent Buyer Points: 25.00 each Gadget Color is Black	\$1.01	\$1.01
Total Shipment Weight: 1.00 lbs.		Subtotal:	\$1.01
Total Frequent Buyer Points: 25.00			
<p>Please provide us with the following information so we may process your order promptly. If any items are missing, we may not be able to process your order. Most importantly, please ensure your email address is correct, as this is how we will notify you if any problems occur while processing your order.</p> <p>When you have finished, please click the 'Continue' button to continue submitting your order.</p>			
Contact Information			
<i>Please ensure this information is correct. We have no other method of notifying you in case of order problems.</i>			
Company Name:	<input type="text"/>		
Name:	<input type="text"/>		
Email:	<input type="text"/>		

Figure 1-4 Top of Sample Checkout page

Fill in this form as if your were actually ordering the gadget, then click on the “Click To Continue” button. The following screen will appear.

Please verify that the following information is correct. If it is not, then use your browser's back arrow and make the necessary changes. After you have verified that the information is correct, please supply the necessary payment information to place your order.

Qty	Description	Unit Amount	
(1)	Small gadget Weight: 1.00 lbs. each Frequent Buyer Points: 25.00 each Gadget Color is Black	\$1.01	\$1.01
Total Shipment Weight: 1.00 lbs.		Subtotal:	\$1.01
		Shipping & Handling:	\$4.60
		GA Sales Tax (7.000%):	\$0.07
		Total:	\$5.68
Total Frequent Buyer Points: 25.00			


 UPS[®], UPS & Shield Design[®] and UNITED PARCEL SERVICE[®] are registered trademarks of United Parcel Service of America, Inc.

Figure 1-5 Top of Sample Verify page

Here, the customer will verify his order information and supply his payment preference and information.

When the customer clicks on the “Submit the order” button, several things occur. If the payment is by online check or credit card, the appropriate authorization service is invoked. If the method of payment is not approved, the ‘Credit Deny’ page is displayed, at which point the customer will need to supply different payment information. If payment is approved, confirmation e-mails are sent to the customer and vendor (**Note:** you must configure your E-mail settings, first). Also at this point, either the ‘Thank You’ or ‘Credit Accept’ page is displayed (depending upon the method of payment selected at Checkout).

Note: If you would like to verify that the PDG Shopping Cart is retaining credit card information, you make select “Off Line Credit Card” and use a test credit card number of “4111-1111-1111-1111”. This is a default testing credit card number. If you are using any kind of online authorization service for credit card purchases, this test card number will be declined.

Thank you for your order. It will be processed in three business days. Here is a copy of the information you have submitted. You will also receive a copy of this information via email.

Your invoice number is 00012.

Qty	Description	Unit	Amount
1.00	(A0001) Gadget * Option: Size is Small * Option: Color is Black		\$34.00
			\$34.00
Subtotal:			\$34.00
The UPS shipping cost could not be determined at this time. Additional shipping fees may be necessary.			
State Sales Tax (7.000%):			\$2.38
Total:			\$36.38

Order placed at: Tue Oct 24 15:10:42 2000

Ship/Deliver To:
John Smith
123 Oak St
Atlanta, GA 30018
United States
Shipping Method: UPS Ground
E-mail: jsmith@website.com

Bill To:
John Smith
123 Oak St
Atlanta, GA 30018
United States

Payment Information: Credit Card
CardType: Visa
CardNumber: xxxxxxxxxxxx1111
CardExpire: xx/xxxx

Figure 1-6 Sample Credit Accept Page

The payment methods are configured in the Payment Methods section of the Merchant Administrator. Please see ‘Configuring Payment Methods’ later in this Quick Start Guide for details about configuring payment methods.

Note: For more detailed information about configuring your Web store’s payment methods, see ‘Payment Methods’ of the PDG Shopping Cart User Guide.

This completes the customer's purchase transaction and you can see how easy it is for customers to purchase items from your Web store using PDG Shopping Cart.

Now that you have finished this section of the Test Drive, please continue to the next section, ‘Configuring PDG Shopping Cart 2004.’

Please remember that details about configuring PDG Shopping Cart 2004 are available in the PDG Shopping Cart 2004 User Guide.

Configuring PDG Shopping Cart 2004

The Merchant Administrator is your Web store's "main office." It is from there that you configure your Cart's options, products, payment methods, and shipping methods.

If you haven't already done so, connect to your ISP, and point your browser to:

[www.\[yourwebstorename\].com/cart.html](http://www.[yourwebstorename].com/cart.html)

When the welcome screen appears, click on the "Enter your cart's administrator" link on the right-hand side of the page.

Enter the Cart's default password, "LETMEIN" and the following screen should appear. Please remember that passwords are case sensitive

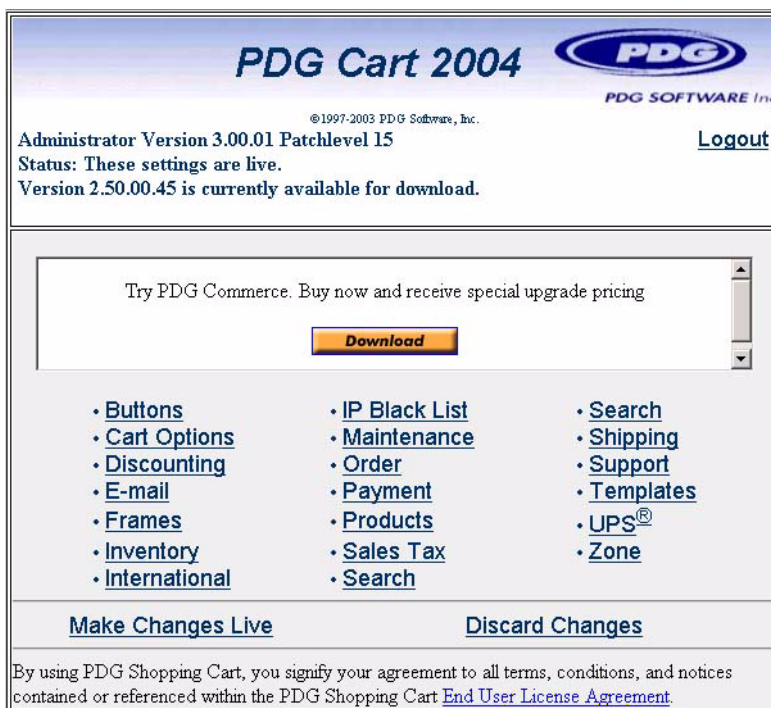


Figure 1-7 PDG Shopping Cart Administrator Menu

Click on the “Cart Options” link. The following screen will appear:

PDG Cart 2004

demo.pdgsoft.com Options Configuration

Administrator Version 3.00.01 Patchlevel 15
Status: These settings are live.
[Return to Main Menu](#)

Operational Options

Product Database Filename:

Enable Product Categories?:

[Split main product database into product categories.](#)

Product Database contains over 1000 products?:

** If you are using product categories, this switch is turned on by default.*

Do Not Sort Inventory Display (Alpha-Numeric):

** Sorting Inventory will increase the amount of time necessary to load the inventory tracking page and can result in a server timeout with large databases*

Figure 1-8 PDG Shopping Cart Options Configuration Page

The Cart comes pre-configured with certain basic options already set. For the time being, you should accept these defaults. For now, simply enter your ZIP code in the “Origin ZIP Code for UPS Shipments” field. You can come back and customize the other options later. Click “Submit Changes.”

Next, go back to your Merchant Administrator’s main menu. Click on the link entitled “E-Mail Settings.” The following screen should be displayed:

General Email Settings

These settings allow you to specify who receives confirmation e-mails and how they look. All file locations are assumed to be relative to the PDG_Cart subdirectory in your CGI directory, unless a full path from the root directory is specified. When you have finished setting options, press the **Submit Changes** button.

Do not include Credit Card Data in vendor email notifications and Order Logs: **PDG strongly advises that this field remains checked unless you are utilizing GPG encryption to encrypt such data. You can CHANGE this value in the CART OPTIONS section ONLY.**

Email Customer Notifications To:

Template File for Customer Notifications:

Email Vendor Notifications To:

Template File for Vendor Notifications:

Email Program:

Sendmail Client Program Location:

Note: Only required if not using the PDG Mailer

Email Server Address:

Note: Not required if using sendmail on UNIX Web Servers

Full name from which e-mails are sent:

QMAILUSER Environment Variable (for QMail users only):

From Address for Sent E-mails:

Figure 1-9 E-mail Settings

Enter your e-mail address in the “E-mail Vendor Notifications To:” field. Click on the “Submit Changes” button.

Fill in this section with the appropriate information from your Web host and enter your e-mail address in the “From Address for Sent E-mails” field. Click on the “Submit Changes” button.

Next, click on the “Return to Main Menu” link, and finally, click on “Make Changes Live.”

Congratulations. You have configured your Shopping Cart’s general options. Return to the Merchant Administrator by clicking the “Return to Main Page” link.

Entering Products

Now you can add one of your Web store’s products to the Products section of your Shopping Cart.

From your Merchant Administrator’s main menu, click on “Products.” You will be presented with a list of your current product categories. The following screen should appear.



Figure 1-10 PDG Shopping Cart Available Product Categories

Each product category will be listed by its unique category code. Take a moment to view the details of a category, by clicking the “Details” button next to the A001 “Gadgets & Widgets” product category. The following screen should appear.

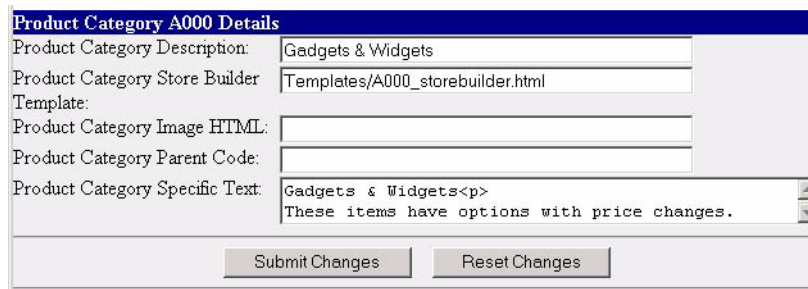


Figure 1-11 Details of a Product Category

Here you can set specific details about a product category, such as a description and a category image. This information is used in the Store Builder feature of PDG Shopping Cart, which we will examine in more detail later. For now, we will leave the sample category alone. Click “Back to Main Product Page” to return to the product category list.

Let’s create a new product category. In the text field under “Product Category Code”, enter “TEST”. In the text field under “Category Description”, enter “Test Product Category”. Now click the “Add” button. The Product Categories List page should refresh, with your new TEST category now in the list.



Figure 1-12 Product Category list with Newly Created Category

Now we will create a sample product in this new product category. Click on the product category code “TEST” to view the products in this category. The next page that loads will look like this.



Figure 1-13 Product Listing within a Product Category

This page will list all the products in your TEST category (which is empty at the moment). The “User Defines” area will let you name your user defined

data, depending on what kind of data you will decide to store in these fields (e.g. “MSR Price” or “ISBN Number”). For now, let’s create a new product.

Near the bottom of the page, enter a ‘Product Code’ for your product. This code will be appended to the category code to form that product’s unique sku. For this example, enter in a Product Code of “0001”, a description of “Cool T-Shirt”, and a price of “14.95”. Now click the “Add” button. The page should refresh, with your new product added to the list.

Note: When entering product codes, do not enter quotation marks, slashes, dollar signs or any other illegal characters. For a complete list of illegal characters, see the chapter on maintaining products in the PDG Shopping Cart User Guide.

Click on the “Details” button. The following is the top portion of the screen that will appear.

PDG Cart 2004
demo.pdgsoft.com PDG Cart Product Definition

Administrator Version 3.00.01 Patchlevel 15
Status: The settings displayed here have not been made live.
[Return to Main Menu](#)
[Return to Product Listing](#)

Product Settings
TEST0001 Jump To: [Softgoods](#) [Inventory](#) [Discounts](#) [Price Category](#) [Options](#) [User Defined](#)

Product Code: TEST0001
One-line Description: A Cool T-Shirt
Keywords:
Product Displayed in Searches:
Unit Price: 14.95
Taxable Price: 14.95
Additional Unit Shipping: 0.00
Weight: 0.00
Minimum number to order: 0.00
Maximum number to order: 0.00

Figure 1-14 Partial PDG Shopping Cart Product Definition Page

On this page, you can enter in various detailed information concerning your products. For now, we are going to enter in only a small amount of additional information.

For the “Weight” field, enter in “1”.

For the “URL of Product Image” field, you can enter in an absolute URL to an image for the product. These images are used on the product catalog page. Note that these images will need to be uploaded to your Web store independently of PDG Shopping Cart.

For the “URL of Thumbnail Image” field, you can enter in an absolute URL to a thumbnail image for the product. These images are used in category listings and in search result listings. Note that these images will need to be uploaded to your Web store independantly of PDG Shopping Cart.

In the “Specific Product Text” box, type in your more detailed description of the product without quotation marks. For Example:

A fabulous ultra-cool t-shirt. One size fits all. Machine washable.

Click on the “Submit Changes” button. Next, click on the “Return to Main Menu” link, and finally, click on the “Make Changes Live” link.

Configuring Shipping

From the Merchant Administrator’s main menu, click on the “Shipping Rules” link. The following screen should appear:

Rule #	Description	Additional Cost												
<input type="text"/>	<input type="text"/>	<input type="text"/>												
<table border="1"> <thead> <tr> <th>General Shipping Settings</th> <th>Real Time Shipping Settings</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/> Requires Shipping Info</td> <td>Real Time Carrier: <input type="text" value="None"/></td> </tr> <tr> <td><input type="checkbox"/> Add Subtotal Rules?</td> <td>Real Time Method: <input type="text" value="None"/></td> </tr> <tr> <td><input type="checkbox"/> Add Weight Rules?</td> <td>Pickup: <input type="text" value="Not Applicable"/></td> </tr> <tr> <td><input type="checkbox"/> Add Quantity Rules?</td> <td>Packaging: <input type="text" value="None"/></td> </tr> <tr> <td><input type="checkbox"/> Do Not Display on Checkout Page?</td> <td>Back Up Method: <input type="text"/></td> </tr> </tbody> </table>			General Shipping Settings	Real Time Shipping Settings	<input checked="" type="checkbox"/> Requires Shipping Info	Real Time Carrier: <input type="text" value="None"/>	<input type="checkbox"/> Add Subtotal Rules?	Real Time Method: <input type="text" value="None"/>	<input type="checkbox"/> Add Weight Rules?	Pickup: <input type="text" value="Not Applicable"/>	<input type="checkbox"/> Add Quantity Rules?	Packaging: <input type="text" value="None"/>	<input type="checkbox"/> Do Not Display on Checkout Page?	Back Up Method: <input type="text"/>
General Shipping Settings	Real Time Shipping Settings													
<input checked="" type="checkbox"/> Requires Shipping Info	Real Time Carrier: <input type="text" value="None"/>													
<input type="checkbox"/> Add Subtotal Rules?	Real Time Method: <input type="text" value="None"/>													
<input type="checkbox"/> Add Weight Rules?	Pickup: <input type="text" value="Not Applicable"/>													
<input type="checkbox"/> Add Quantity Rules?	Packaging: <input type="text" value="None"/>													
<input type="checkbox"/> Do Not Display on Checkout Page?	Back Up Method: <input type="text"/>													
<p><i>* You Can Use a Combination of General and Real Time Shipping</i></p>														
Discount Shipping By <input type="text"/> For Orders That Are Over <input type="text"/> <input type="text" value="In Total Cost"/>														
<input type="button" value="Add Shipping Method"/>														

Figure 1-15 Partial PDG Shopping Cart Shipping Configuration

Here, you would normally enter the various shipping options that you will make available to your customers. You can modify these rules later.

For the Quick Start, simply accept the default and click on the “Return to Main Menu” link.

Configuring Payment Methods

From the Merchant Administrator's main menu, click on the "Payment Methods" link. The following screen should appear:

Rule #	Method Description	Specifiers
<input type="text"/>	<input type="text"/>	No extra info No auth service non-SSL conx only

Rule	Name	Description	Remove	Modify
1	Pay Now	Credit Card on all conx	<input type="button" value="Remove"/>	<input type="button" value="Modify"/>

[USA cPay](#) [VeriSign](#) [SurePay](#)
[LinkPoint](#) [WorldPay](#) [AIM Protocol](#)
[PayPal](#) [EFT Secure](#) [CyberCash](#)

Figure 1-16 PDG Shopping Cart Payment Method Configuration

The top part of the Payment Method Configuration page consists of several entry fields that are used to add new Payment Methods to your Web store's configuration. Below this section are the payment methods that have already been configured. This is the section that you will be working with for this Quick Start.

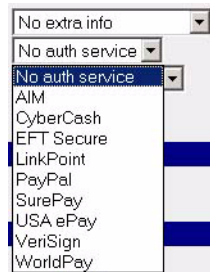
The bottom section of this page contains links to the payment authorization configuration pages. These are discussed in your PDG Shopping Cart User Guide.

For now, let's just enter a few simple payment methods. Follow these steps to begin configuring the payment options your Web store customers will have to choose from.

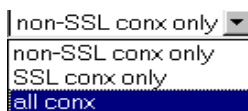
1. Enter a rule number, (i.e.: 2). These numbers simply determine the order in which the payment methods will appear to the customer during the checkout process.
2. Enter a payment description, (i.e.: Mail Check)
3. From the first drop down-menu under "Specifiers," select the option shown below.

No extra info
 No extra info
 Collect check info
 Collect credit card info

- From the second drop-down menu under “Specifiers,” select, “No authorization service.”



- From the third drop-down menu under “Specifiers,” select the option shown below, “all conx.”



- Click the Add button.
- Click on the “Return to Main Menu” link, then click “Make Changes Live.”

Note: If you will be using an online payment processor, you will have to configure PDG Shopping Cart 2004 appropriately. Each of the payment authorization services that PDG Shopping Cart is compatible with has its own configuration page. See the chapter on payment methods in the PDG Shopping Cart User Guide for details.

Close the Merchant Administrator.

Note: If you are utilizing a temporary license during your evaluation period, the PDG Shopping Cart will not operate through an SSL secured environment. You will need to ensure that your payment methods are “non-SSL conx” or “all conx”. Or you may contact PDG Software for an SSL enabled temporary license.

Store Builder

PDG Shopping Cart has the ability to dynamically generate some or all of the web catalog pages for your web store. This ability, called Store Builder, ensures that when you change your product catalog, you do not have to manually change your catalog web pages. We will now take a quick tour of the Store Builder, with the sample templates and sample products.

To begin, return to your Web site’s cart.html page. Follow the link “Store Builder”, found in section 4 of the Web page.

The initial Store Builder page will display a list of all the product categories in your catalog.

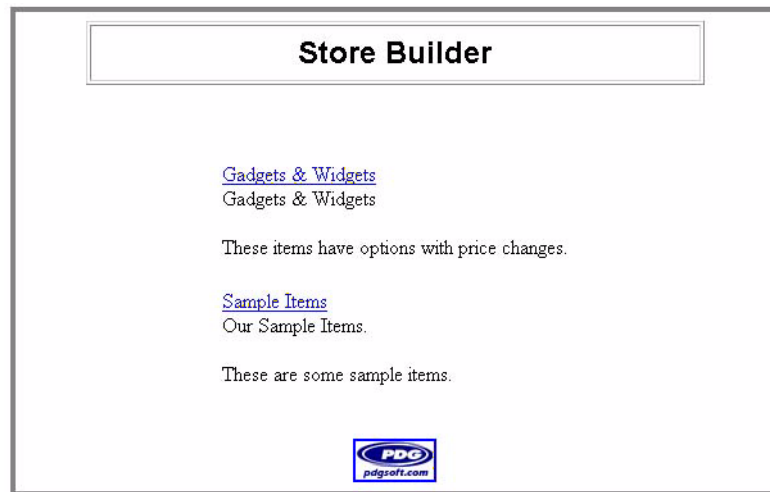


Figure 1-17 Store Builder's Product Category List

This page is based on a template and is completely customizable by you. This includes everything from the background and the table, to frames and style sheets. As you add and remove product categories, this page will automatically update to reflect the new category list.

Now click on the "Sample Items" link, to view products in that category (B000). PDG Shopping Cart will now generate a product list Web page for that category.

Sample Items

Product Number	Description	Price	Quantity Ordered
B00012	Sample 12	\$12.00	<input type="text" value="0"/>
B00022	Sample 22	\$29.00	<input type="text" value="0"/>
B00032	Sample 32	\$35.00	<input type="text" value="0"/>
B00052	Sample 52	\$55.00	<input type="text" value="0"/>

Add the Whole Page

Check-Out

Shop Some More

Figure 1-18 Sample Store Builder Product List

This Web page shows PDG Shopping Cart's ability to list out products, with one product per line. Here you can enter in quantities in the edit boxes, and click the "Add the Whole Page" top add all requested products to the shopping cart. Again, this page is template-based and completely customizable.

Now use your browser's back arrow to return to the Store Builder's main Web page, the category list page. Now click on "the view products" for category "TEST". This is the category you created earlier using the Merchant Administrator. Note that you never specifically created any Web pages for this category or its products. Store Builder is doing all of this for you.

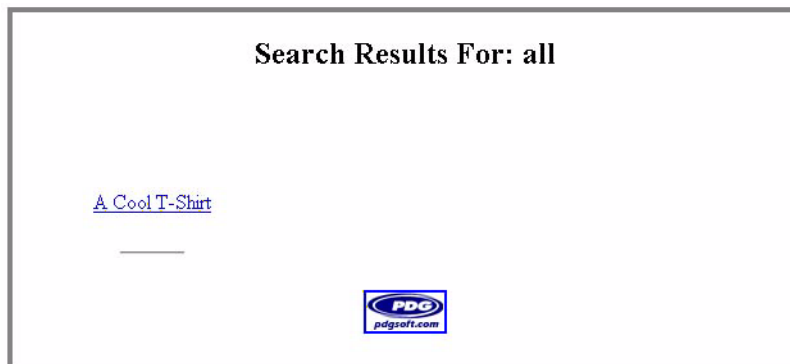


Figure 1-19 Default Store Builder Product List

This Store Builder page demonstrates a different style of product listing. Here the product list is laid out over the page. If thumbnail URLs had been provided for the products, the thumbnail images would also be displayed. This page, like the other pages, is template based and completely customizable.

This concludes the Store Builder tour. Now we will move on to manually adding PDG Shopping Cart functionality into static and other pre-created Web pages.

Embedding the Shopping Cart's Functionality

In addition to utilizing the Store Builder feature of PDG Shopping Cart, you can also manually add PDG Shopping Cart functionality to your Web site. This is referred to as "integrating" or "embedding" the Cart into your Web store. These embedded links are words or images (including buttons) that add products to the Cart, display the Cart's contents, let customers proceed to checkout, etc.

Embedding the Shopping Cart's functionality into your Web store can be done in two ways.

1. If you are using either Microsoft FrontPage or Macromedia's Dreamweaver or UltrDev as your HTML editor for creating your Web pages, you can download and install the PDG Component for it. This will make developing and maintaining your Web site faster by eliminating the need to write the HTML code.
2. You can enter the HTML code directly into your Web site using your existing HTML editor.

For this Quick Start, we will show you how to enter the HTML code directly. This is so you can quickly view the Cart's operation using the product you entered earlier in the Quick Start.

If you haven't already done so, create a blank, 'test' web page for you to use during this portion of the Quick Start.

Add to Cart Link

This is usually the initial link which calls PDG Shopping Cart 2004 into action. It displays the chosen product on the PreAdd page and allows the customer to specify the quantity and options for the product. Usually this link is placed somewhere adjacent to the product description or image on the static pages that you have created to display the product.

Note: You may also use the Item HTML template that is provided to display your products. See 'HTML Template Files' in the PDG Shopping Cart User Guide.

Add to Cart Link Using Text

To add this link using text (for example, a link from the word "Order"), the HTML code would be in the following format:

```
<a href="http://www.[yourwebstore].com/cgi-bin/shopper.exe?preadd=
action&key=XXX">Order</a>
```

It is important that you use your Web store's domain and specify the appropriate CGI directory.

Note that if your site resides on a Windows 2000 Web server, then the shopper reference is correct. If your store resides on a UNIX server, then you should use either "shopper" or "shopper.cgi."

Finally, replace "XXX" with the actual 'Product Code' of the product you are calling as defined earlier.

So for this Quick Start, your finished code would be similar to the following:

```
<a href="http://www.domain.com/cgi-bin/shopper.exe?preadd=
action&key=TEST0001">Order</a>
```

Save your test file, then upload it via FTP to your Web site's root directory on your Host server.

Open your browser, then point it to the 'test' file that you just created. Viewed in a Web browser, it would look like the following:

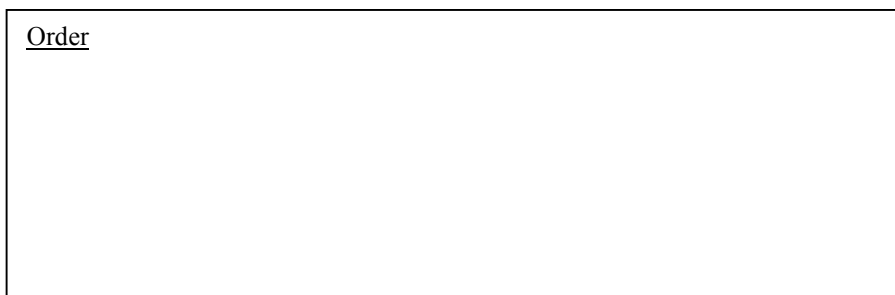


Figure 1-17 'Test' Web Page Containing an Order Link

Click on the "Order" link. A screen similar to the following should appear, displaying the image of your product, along with the associated product data that you entered earlier.

 A rectangular box representing a sample PreAdd page. The content includes:

- Product name: (TEST0001) Cool T-Shirt (in red text)
- Price: Only: \$14.95 (in red text)
- Quantity: Qty: 1 (with a small input box)
- Item Options: Item Options:
- Price with your options: \$14.95 (with an input box)
- Customer code: (with an input box)
- Buttons: Buy Me, Check-Out, Shop Some More (three buttons in a row)
- Inventory status: Inventory status:
- Product details: This product weighs 1.00 pounds, and has 0.00 bonus points.
- Customer classification: Customer classification:

Figure 1-18 Sample PreAdd Page

Creating Add to Cart Links Using an Image

To add the 'Order' link using an image, you must first place the product image on your test page. Now you will need to create a link to your Shopping Cart from the image. There are two ways of doing this: you can use one of the PDG Web development components, or you can write the HTML code into the page yourself.

Most HTML editors have a tool which allows you to create a "hot spot" over an image. This hot spot is the link. Once the hot spot is "drawn" over the image, a dialog box should appear asking you to enter the URL for the hot

spot link. You should enter the following, substituting your domain name, CGI directory and product code:

```
http://www.[yourwebstorename].com/cgi-bin/  
shopper.exe?preadd=action&key=XXX
```

Remember to replace “XXX” with the product code of the product that you are attempting to link to.

If you are not using an HTML editor, then you should code the HTML like this, substituting your domain name, CGI directory, product number, and location of the image:

```
<a href="http://www.domain.com/cgi-bin/  
shopper.exe?preadd=action&key=XXX"></a>
```

Creating Other Action Links

You can also create links to provide customers with a way to view the current contents of their cart, and to begin the check-out process. To place a “Display My Cart” link, use the code like the following:

```
For a text link: <a href="http://www.domain.com/cgi-bin/shopper.exe?display=action">My Cart's Contents</a>
```

-or-

```
For an image link: <a href="http://www.domain.com/cgi-bin/shopper.exe?display=action"></a>
```

To place a “Begin Check Out Process” link, use code like the following:

```
For a text link: <a href="http://www.domain.com/cgi-bin/shopper.exe?checkout=action">Check Out Now</a>
```

-or-

```
For an image link: <a href="http://www.domain.com/cgi-bin/shopper.exe?checkout=action"></a>
```

PDG Plugin Components

If you are using either Microsoft FrontPage or Macromedia Dreamweaver or UltraDev to develop your Web site, you can download a special component from www.pdgsoft.com. Once it is installed, you can use the component to make calls to your Shopping Cart at the click of a button.

Using the component will make developing and maintaining your site much faster by eliminating the need to write portions of HTML code when embedding cart functionality into your Web site.

All of the PDG Web design components are free to download and come equipped with their own documentation.

A Final Word

Now that you have completed the Quick Start, you can continue the process of adding products to Cart 2004 and embedding Cart 2004 functionality in your Web store. For more detailed setup instructions, consult the 'PDG Shopping Cart 2004 User Guide.'

We hope you develop a profitable Web business and thank you for using PDG Shopping Cart.

