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# *PDG Shopping Cart 2002*

*Quick Start Guide*

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# Contents

## Cart 2002 Quick Start Guide

Overview.....	5
Test Drive .....	6
Configuring PDG Shopping Cart 2002.....	12
Entering Products.....	15
Configuring Shipping .....	18
Configuring Payment Methods.....	20
Store Builder .....	21
Embedding the Shopping Cart's Functionality.....	23
Add to Cart Link .....	24
Add to Cart Link Using Text.....	24
Creating Add to Cart Links Using an Image .....	25
Creating Other Action Links.....	26
PDG Plugin Components.....	27
A Final Word .....	27

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# Cart 2002 Quick Start Guide

*Getting Started with PDG Shopping Cart 2002*

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**W**elcome to the PDG Shopping Cart 2002 Quick Start Guide. This guide will give you a head start on understanding, using, and administrating PDG Shopping Cart 2002.

*For more detailed information on setup and implementation of your Cart, refer to the PDG Shopping Cart 2002 User Guide.*

## Overview

In general, the PDG Shopping Cart 2002 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:

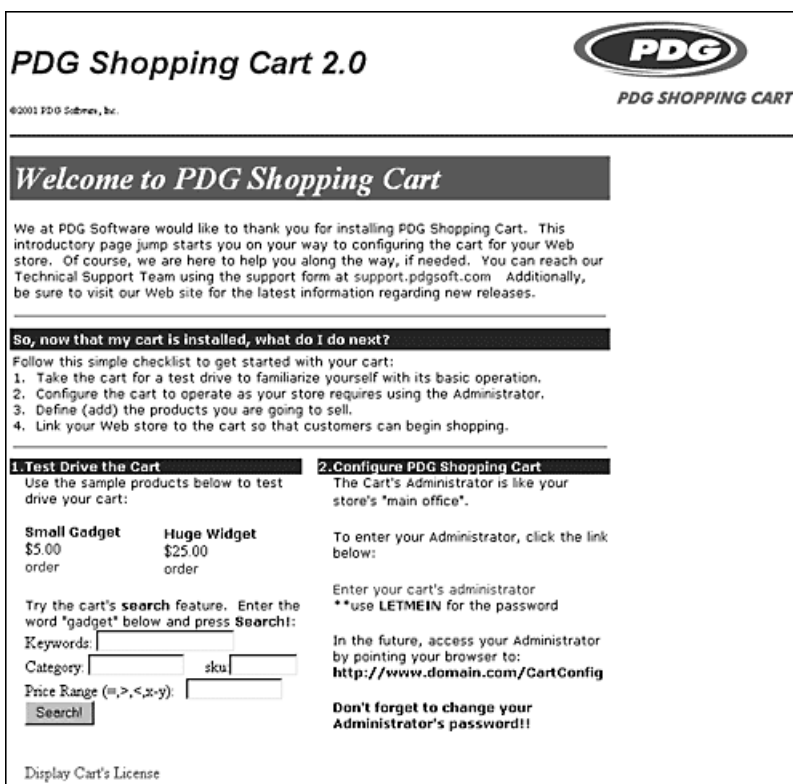



Figure 1-1 PDG Shopping Cart Welcome Page

**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**



Only: \$5.00

Qty:  Price with your options:

Item Options:

Gadget Color:

Extra Attachment:

Customer classification:

---

Inventory status:

**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**

**This product weighs 1.00 pounds, and has 25.00 bonus points.**

**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.

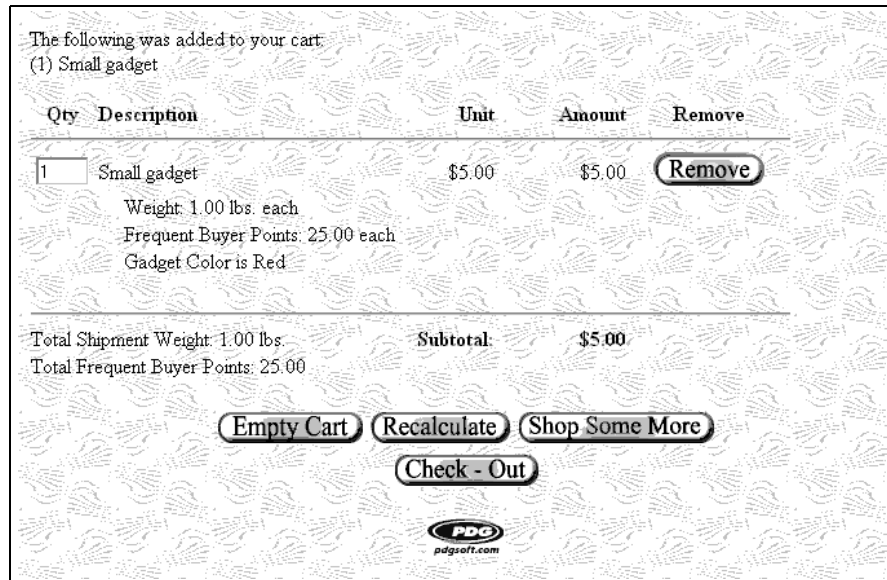


Figure 1-3 Sample Basket Page

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 Red	\$5.00	\$5.00
Total Shipment Weight: 1.00 lbs.		<b>Subtotal:</b>	<b>\$5.00</b>
Total Frequent Buyer Points: 25.00			

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.

When you have finished, please click the 'Continue' button to continue submitting your order.

---

**Contact Information**

*Please ensure this information is correct. We have no other method of notifying you in case of order problems.*

Name:

Email:

---

**Billing Information**

*If paying by credit card, then your billing name should match the name on the credit card and your billing address should match your credit card's billing address.*

First Name:

Last Name:

Street Address line 1:

Street Address line 2:

City:

State/Province (US and Canada only):

Other (for international use only):

Postal Code:

Country:

---

**Shipping Information**

Shipping Method:

Please ship this order to the billing address.

**Or ship to:**

Name:

Street Address line 1:

Street Address line 2:

City:

State/Province (US and Canada only):

Other (for international use only):

Postal Code:

Country:

powered by pdgsoft.com

Figure 1-4 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 Red	\$5.00	\$5.00
Total Shipment Weight: 1.00 lbs.		<b>Subtotal:</b>	<b>\$5.00</b>
		<b>Shipping &amp; Handling:</b>	<b>\$5.00</b>
		<b>GA Sales Tax (7.000%):</b>	<b>\$0.35</b>
		<b>Total:</b>	<b>\$10.35</b>
Total Frequent Buyer Points: 25.00			

---

**Customer Information**

<b>Billing To:</b>	<b>Shipping To:</b>
John Smith	John Smith
123 Oak St	123 Oak St
Atlanta, GA 30018	Atlanta, GA 30018
United States	United States
	Deliver via Standard Shipping

---

**Please Provide Payment Information**

Method of payment:

**Credit Card Information**  
(Fill out only if paying by credit card on-line.)

(Credit Card) Type of Credit Card:

(Credit Card) Credit Card Number:

(Credit Card) Expiration Date (mm/yy):

**Check Information**  
(Fill out only if paying by check on-line.)

(Check) Bank Name:

(Check) Routing #:

(Check) Check #:

(Check) Account #:

(Check) Driver License #:

(Check) Driver License State (US only):

(Check) Telephone # (no spaces):

**Submit Order**

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Figure 1-5 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 sup-

ply 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                             $34.00    $34.00
      * Option: Size is Small
      * Option: Color is Black

-----
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' in Chapter 9 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 2002.'

*Please remember that details about configuring PDG Shopping Cart 2002 are available in the PDG Shopping Cart 2002 User Guide.*

## Configuring PDG Shopping Cart 2002

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

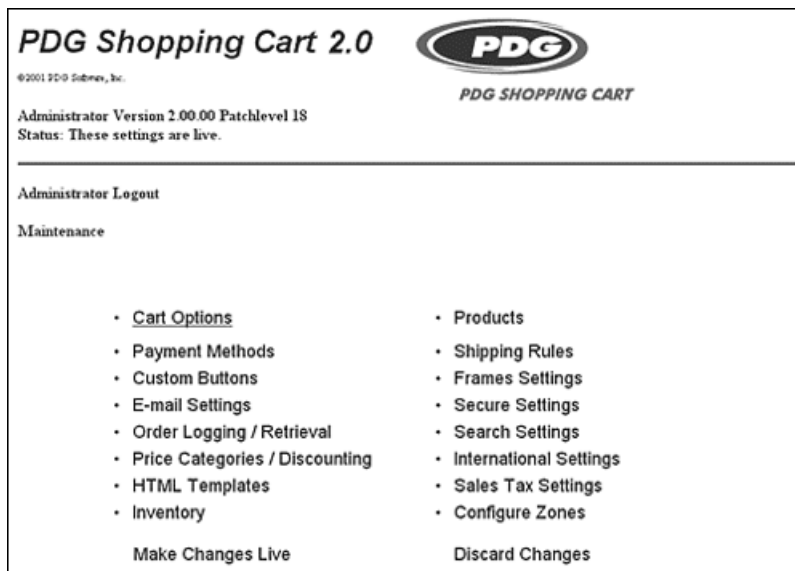


Figure 1-7 PDG Shopping Cart Administrator Menu

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

**PDG Shopping Cart 2.0 Options Configuration**

Administrator Version 2.00.01 Patchlevel 7  
**Status: These settings are live.**

[Return to Main Menu](#)

---

**Operational Options**

These options define the general operation of PDG Shopping Cart. 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.

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*

Display Pricing Subtotals?:

Do not include Credit Card Data in vendor email notifications or Order Logs:   
*\* PDG strongly advises that this field remains checked unless you are utilizing GPG encryption to encrypt such data.*

Allow Price Recalculations on Catalog Pages?:

Allow Softgood Downloads on Non-authorized Credit Card Transactions?:

Weeks Until Carts Expire:

Decimal places in prices?:

Minimum Subtotal of Order to Accept:

Minimum Weight of Order to Accept:

Weight Label:

Origin ZIP Code for UPS Shipments (US only):

Frequent Shopper Points Label:

Shipping Charge Label:

Invalid Option Selection Error Message:

Display 'Shop Some More' button?:

Complete URL of Destination of 'Shop Some More' Button:

Destination page for Administrator Logout:

**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:

### E-Mail Notification Options

Administrator Version 2.00.00 Patchlevel 46  
**Status: These settings are live.**

[Return to Main Menu](#)

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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.

Email Customer Notifications To:

Template File for Customer Notifications:

Email Vendor Notifications To:

Template File for Vendor Notifications:

Sendmail Client Program Location:

---

### Windows 2000/NT/98 E-mailer Configuration

These e-mail settings are for Windows NT specific e-mailers. You may find additional information for supported NT e-mailers at the following URLs: GeoCel's URL is 'http://www.geocel.com'. Blat's URL is 'http://gepa1.dbs.aber.ac.uk/softw/Blat.html'. The E-mail Server and Sent From settings are only used by GeoCel's WindMail and Blat.exe. Stalker's Mail uses a Mail ini file.

Windows Sendmail Client Program:

E-mail Server:

'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.

If your Web store is located on a Windows 2000 server, scroll down to the section entitled “Windows 2000/NT/98 E-mailer Configuration.”

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.

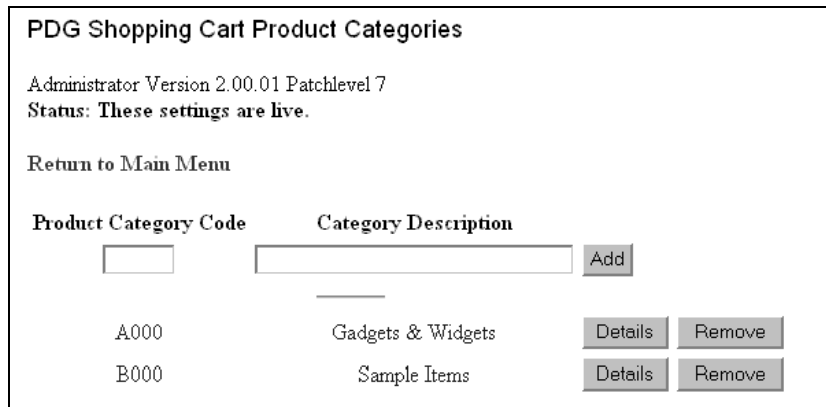
Next, click on the “Return to Main Menu” link, and finally, click on “Make Changes Live.”

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

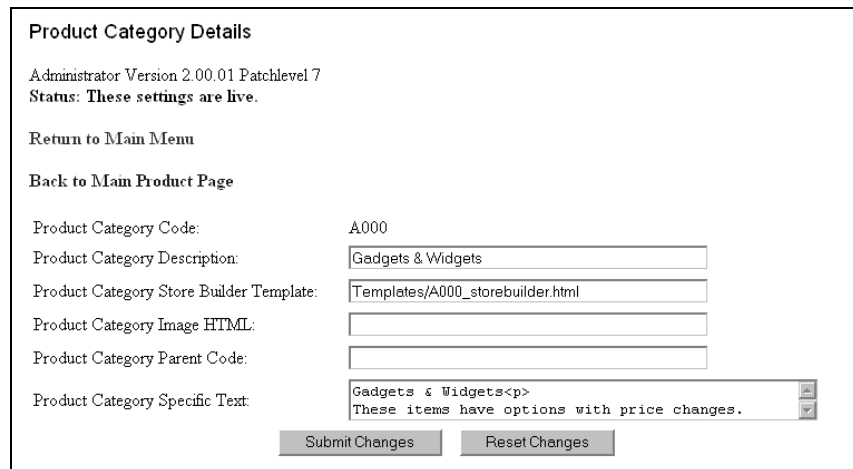
Now you can add one of your Web store’s products to the Products section of your Shopping Cart.

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.

**PDG Shopping Cart Product Categories**

Administrator Version 2.00.01 Patchlevel 7  
 Status: The settings displayed here have not been made live.

[Return to Main Menu](#)

Product Category Code	Category Description	
<input style="width: 100px;" type="text"/>	<input style="width: 200px;" type="text"/>	<input type="button" value="Add"/>
A000	Gadgets & Widgets	<input type="button" value="Details"/> <input type="button" value="Remove"/>
B000	Sample Items	<input type="button" value="Details"/> <input type="button" value="Remove"/>
TEST	Test Product Category	<input type="button" value="Details"/> <input type="button" value="Remove"/>

**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.

**PDG Shopping Cart Available Products**

Administrator Version 2.00.01 Patchlevel 7  
 Status: The settings displayed here have not been made live.

[Return to Main Menu](#)

---

This section allows you to edit the names of the User Defined fields. All Products contain the same User Defined fields. If you have product x and product y, then User Defined field 0 for these products contains analogous information. This is true for all products and any User Defined fields.

User Defined 0:	<input style="width: 100px;" type="text" value="User Defined 0"/>	User Defined 1:	<input style="width: 100px;" type="text" value="User Defined 1"/>
User Defined 2:	<input style="width: 100px;" type="text" value="User Defined 2"/>	User Defined 3:	<input style="width: 100px;" type="text" value="User Defined 3"/>
User Defined 4:	<input style="width: 100px;" type="text" value="User Defined 4"/>	User Defined 5:	<input style="width: 100px;" type="text" value="User Defined 5"/>
User Defined 6:	<input style="width: 100px;" type="text" value="User Defined 6"/>	User Defined 7:	<input style="width: 100px;" type="text" value="User Defined 7"/>
User Defined 8:	<input style="width: 100px;" type="text" value="User Defined 8"/>	User Defined 9:	<input style="width: 100px;" type="text" value="User Defined 9"/>

---

This is a list of available products for the customer. Press the **Remove** button to remove a product from the list. Press the **Details** button for a product to see specific configurations for that product, such as available options and product weight. To add a product, complete the form entries and press the **Add** button. When adding a product, make sure its product code is unique and does NOT contain any illegal characters.

Product Code	Description	Price	Options From	
<input style="width: 100px;" type="text"/>	<input style="width: 200px;" type="text"/>	<input style="width: 100px;" type="text"/>	<input style="width: 100px;" type="text"/>	<input type="button" value="Add"/>

**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 Product Definition**

Administrator Version 2.00.01 Patchlevel 7  
 Status: **The settings displayed here have not been made live.**

[Return to Main Menu](#)  
[Return to Product Listing](#)

[Return to product categories listing](#)

---

These are the general settings for the product. The inventory for this product may be controlled from the Main Menu, since inventory numbers are always kept current. If this is a new product, it must be "made live" before inventory can be added.

Product Code:	TEST0001
One-line Description:	Cool T-Shirt
Keywords:	
Product Displayed in Searches:	<input checked="" type="checkbox"/>
Unit Price:	14.95
Taxable Price:	14.95
Additional Unit Shipping:	0.00
Weight:	0.00 lbs.
Unit Of Measure Label	
Frequent Shopper Points:	0.00
Number of Items Per Box:	0
Allow Fraction Quantity?:	<input type="checkbox"/>
URL of Product Image:	
URL of Thumbnail Image:	
Item Template	
Specific Product Text:	<div style="border: 1px solid gray; height: 60px; width: 100%;"></div>

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 independently 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:

**PDG Shopping Cart Shipping Costs Configuration**

Administrator Version 2.00.01 Patchlevel 7  
**Status: These settings are live.**

[Return to Main Menu](#)

**Shipping Methods**  
 These rules describe the shipping methods that will be made available to customers. Press the **Remove** button next to a listed shipping method to remove it. To add a rule, fill in the form entries and select **Add**. You may specify if a particular shipping method costs extra, or if PDG Shopping Cart needs to collect separate shipping information. For delivery methods such as downloading, collecting extra shipping information may not be required.

---

**Rule # 1: Standard Shipping**  
**Real Time Shipping:** No  
**Shipping Options:**  
     Requires Shipping Info  
     Subtotal Rules

---

Rule #	Description	Additional Cost	Add Real Time Shipping Quote?
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="No"/>
<input checked="" type="checkbox"/>	Requires Shipping Info	<b>Additional Settings For Real Time Shipping:</b>	
<input type="checkbox"/>	Add Subtotal Rules?	<b>Pickup:</b>	<input type="text" value="UPS regular daily pickups"/>
<input type="checkbox"/>	Add Weight Rules?	<b>Packaging:</b>	<input type="text" value="Shipper Supplied Packaging to UPS"/>
<input type="checkbox"/>	Add Quantity Rules?	<b>Back Up Method:</b>	<input type="text"/>
<input type="checkbox"/>	Do Not Display on Checkout Page?		
Discount Shipping By <input type="text"/> For Orders That Are Over <input type="text"/> In Total Cost <input type="text"/>			
<input type="button" value="Add"/>			

**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:

**PDG Shopping Cart Payment Method Configuration**

Administrator Version 2.00.01 Patchlevel 7  
 Status: These settings are live.

[Return to Main Menu](#)

---

These settings allow you to configure the available payment methods for your Web store. To add a new rule, fill out the form fields and select Add. To remove a rule, select the Remove button next to the rule.

Rule #	Method Description	Specifiers	
<input type="text"/>	<input type="text"/>	No extra information <input type="button" value="v"/> No authorization service <input type="button" value="v"/> non-SSL connections only <input type="button" value="v"/>	<input type="button" value="Add"/>
<hr/>			
1	Off Line Credit Card	Credit Card on all conx	<input type="button" value="Remove"/> <input type="button" value="Modify"/>
2	Mail Check	Offline/3rd party processing on all conx	<input type="button" value="Remove"/> <input type="button" value="Modify"/>

---

**Authorization Services**

CyberCash	Authorize Net	E-Commerce Exchange
VeriSign	EFT Secure	LinkPoint
WorldPay	SurePay	

**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)

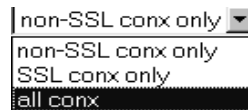
- From the first drop down-menu under “Specifiers,” select the option shown below.



- 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 2002 appropriately. Each of the eight 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.

Store Builder			
A000	Gadgets & Widgets These items have options with price changes.	Gadgets & Widgets	view products
B000	Our Sample Items. These are some sample items.	Sample Items	view products
TEST	This is my test drive of PDG Shopping Cart 2002.	Test Product Category	view products

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 “view products” for category B000: “Our Sample Items”. PDG Shopping Cart will now generate a product list Web page for that category.

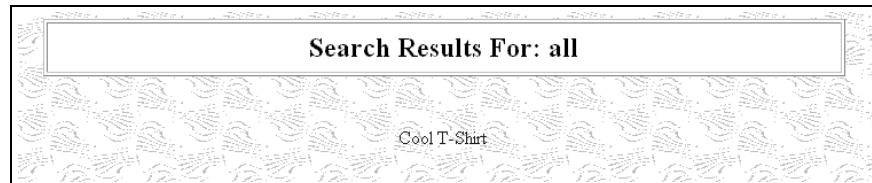
Sample Items		
Product Number	Description	Quantity Ordered
B00012	Sample 12	<input type="text" value="0"/>
B00022	Sample 22	<input type="text" value="0"/>
B00032	Sample 32	<input type="text" value="0"/>
B00052	Sample 52	<input type="text" value="0"/>

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, NetObjects Fusion, 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 2002 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 Chapter 12 of 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 screenshot of a product page. At the top, it says "(TEST0001) Cool T-Shirt". Below that, "Only: \$14.95". There is a "Qty:" label followed by a text input field containing the number "1". Underneath is "Item Options:" followed by a "Price with your options:" label and a text input field containing "\$14.95". Below that is a "Customer code:" label and a text input field. At the bottom of this section are three buttons: "Buy Me", "Check-Out", and "Shop Some More". A horizontal line separates this from the bottom section, which starts with "Inventory status:" followed by the text "This product weighs 1.00 pounds, and has 0.00 bonus points." and finally "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?dis-  
play=action">My Cart's Contents</a>
```

-or-

```
For an image link: <a href="http://www.domain.com/cgi-bin/shop-  
per.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/shop-  
per.exe?checkout=action">My Cart's Contents</a>
```

-or-

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

---

## PDG Plugin Components

If you are using either Microsoft FrontPage, NetObjects Fusion, or Macromedia Dreamweaver or UltraDev to develop your Web site, you can download a special component from [www.pdgsoft.com](http://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 2002 and embedding Cart 2002 functionality in your Web store. For more detailed setup instructions, consult the 'PDG Shopping Cart 2002 User Guide.'

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



*End*