
PDG Shopping Cart 4.0

Quick Start Guide

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

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Cart Quick Start Guide

Getting Started with PDG Shopping Cart 4.0

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

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

Overview

In general, the PDG Shopping Cart 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
- Configuring Site Design mode within the Administrator
- 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.webstorename.com/cart.html

The following screen should appear:



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 "Basic Functions" link in the green box on the left side of the page. On the page that is displayed, click the 'Order' button in the "Order/More Info" section of the page. The following screen should appear:



Small gadget
 (A0001)

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: \$5.00
 Availability:
 Quantity:
 Gadget Color:
 Extra Attachment:
 Price with your options:

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 'Submit' button. The following screen will appear.

The following was added to your cart: (1) Small gadget


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	\$5.00	\$5.00	<input type="button" value="Delete"/>
		\$5.00	\$5.00	
Total Shipment Weight: 1.00 lbs. Total Frequent Buyer Points: 25.00		Subtotal:	\$10.00	

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 'Checkout' 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.

www.pdgsoft.com
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Qty	Description	Unit	Amount
(1)	 Small gadget Weight: 1.00 lbs. each Frequent Buyer Points: 25.00 each Gadget Color is Black	\$5.00	\$5.00
Total Shipment Weight: 1.00 lbs. Total Frequent Buyer Points: 25.00		Subtotal:	\$10.00

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.

Contact Information

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

Name:

Email:

Phone:

Billing Information

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:

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.

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PDG Software

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	\$5.00	\$5.00
Total Shipment Weight: 1.00 lbs. Total Frequent Buyer Points: 25.00		Subtotal:	\$10.00
		Total:	\$10.00

Billing To
PO: TEST
test
test, GA 30094
United States of America

Shipping To
PO: TEST
test
test, GA 30094
United States of America
Deliver via Standard Shipping

Please Provide Payment Information

Method of payment:

Credit Card Information
(Fill out only if paying by credit card online.)

(Credit Card) Type of Credit Card:

(Credit Card) Credit Card Number:

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 CreditDeny.html 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 ThankYou.html or CreditAccept.html 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 may 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.

www.pdgsoft.com
PDG Software

Thank you for your order.

Below is a copy of the information you have submitted. You will also receive a copy of this information via e-mail.
[Download My](#)

Qty	Description	Unit	Amount
(1)	Small outlet Weight: 1.00 lbs. each Frequent Buyer Points: 25.00 each Outlet Color is Black		\$5.00
			\$5.00
Total Shipment Weight: 1.00 lbs.		Subtotal:	\$10.00
Total Frequent Buyer Points: 25.00		Total:	\$10.00

Billing To

PDG TEST
test
test, OA 30084
United States of America

Shipping To

PDG TEST
test
test, OA 30084
United States of America
Deliver via Standard Shipping

Payment Information

Card Number: xxxxxxxx1111
Card Expires: xx/xx

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 the Payment Methods section 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.”

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

Configuring PDG Shopping Cart

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, point your browser to:

www.webstorename.com/cart.html

When the welcome screen appears, click on the "Administration" link in the green box on the left side of the page. Next click on the "Enter Your Cart's Administrator" link.

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



PDG Shopping Cart Administrator Menu

First, you should change your Cart Administrator password. Click the "Users" link on the Main Menu. The following screen will appear:

PDG Shopping Cart Users Page

In the User: Admin section of the page, enter a new password. It must be at least eight characters long, with at least one character as a number or special character. Later you can make additional users with restricted access to portions of the Cart Administrator. For now, click the ‘Update Password’ button.

Next click the “Return to Main Menu” link at the top of the page. Click on the “Cart Options” link on the Main Menu. The following screen will appear:

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, enter your ZIP code in the “Origin ZIP Code for UPS Shipments” field, and enter the name of your web store in the “Web Site Name” field. If you want, go ahead and enter the

url of a company logo in the “Web Site Logo” field, and any additional brief text (e.g., company slogan) you would like displayed with your web store name in the “Web Site Text” 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 Settings

Enter your e-mail address in the “E-mail Vendor Notifications To:” field. Fill in this page with the appropriate information from your Web host. If you choose “PDG Mailer” or “blat” as your Email Program, you must fill in the “Email Server Address” field. If you chose “sendmail or qmail” as your Email Program, you must fill in the “Sendmail Client Program Location” field. Enter your store name in the “Full name from which e-mails are sent” field, and enter your e-mail address in the “From Address for Sent E-mails” field. Click on the “Submit Changes” button.

Note: All fields explained in the above paragraph are required. If these fields are not filled in properly, your Cart will not send emails to the vendor or customer after a successful order.

Next, click on the “Return to Main Menu” link, and click on the link entitled “Order.” The following screen should be displayed:

PDG Shopping Cart - Orders and Reports

Rodrigue
Administrator Version 4.00.01 Patchlevel 07 A

Status: These settings are live.
[Return to Main Menu](#)

Order Logging Settings

Do not include Credit Card Data in vendor email notifications or Order Logs:	<input checked="" type="checkbox"/>	* PDG strongly advises that this field remains checked unless you are utilizing GPG encryption to encrypt such data.
Order Log text File:	<input type="text" value="orde.log"/>	
Order Log CSV File:	<input type="text" value="orde.csv"/>	
Order Log XML File:	<input type="text" value="orde.xml"/>	
CSV Text Delimiter:	<input type="text" value=""/>	
CSV Delimiter:	<input type="text" value=""/>	
Invoice Number Prefix:	<input type="text" value=""/>	
<input type="checkbox"/> Create Relational CSV File. (Adds invoice number to each record)		
<input checked="" type="checkbox"/> Create One Line CSV File.		
<input type="checkbox"/> Add One-Line Product Description to CSV File. (does not work with One Line CSV)		

*Note: Maintaining any of the log files above is an optional service in PDG Shopping Cart. If you elect to log orders from your web store, PDG strongly advises that you utilize GPG Encryption Software to encrypt such data. For details please visit http://www.pdgsoft.com/keyman_encryption.htm.

Order Settings

Enter a file name in the “Order Log text File” field. Later, you may also configure your Cart to create a CSV or XML formatted order log. You may use any file name and you do not need to create this file. The Cart will automatically create this file within your site’s PDG_Cart folder. For now, just fill in the first field and click on the “Submit Changes” button.

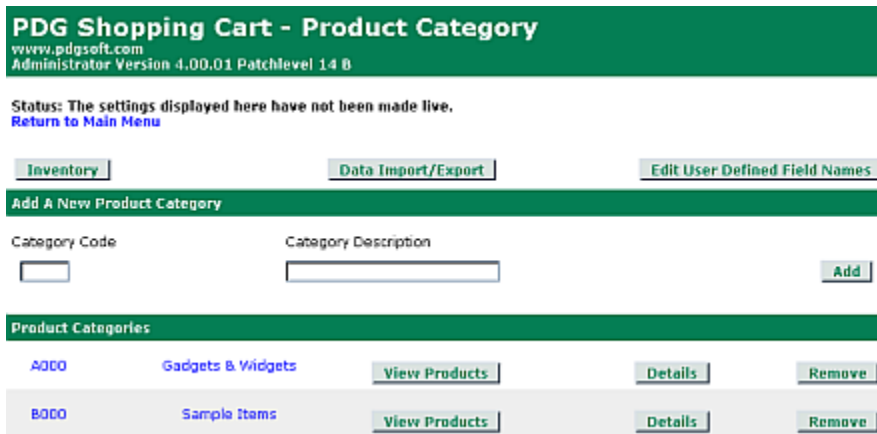
Click the “Return to the Main Menu” link, and finally, click the “Make Changes Live” link on the Main Menu.

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

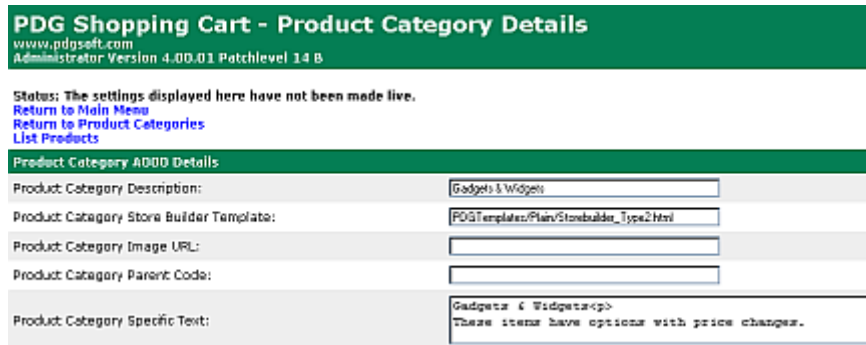
Now you can add one of your Web store’s products to the Products section of your Shopping Cart.

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.



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 A000 “Gadgets & Widgets” product category. The following screen should appear.



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 Category
www.pdgsoft.com
Administrator Version 4.00.01 Patchlevel 14 B

Status: The settings displayed here have not been made live.
[Return to Main Menu](#)

Inventory
Data Import/Export
Edit User Defined Field Names

Add A New Product Category

Category Code	Category Description	
<input type="text"/>	<input type="text"/>	<input type="button" value="Add"/>

Product Categories

A000	Gadgets & Widgets	<input type="button" value="View Products"/>	<input type="button" value="Details"/>	<input type="button" value="Remove"/>
B000	Sample Items	<input type="button" value="View Products"/>	<input type="button" value="Details"/>	<input type="button" value="Remove"/>
TEST	Test Product Category	<input type="button" value="View Products"/>	<input type="button" value="Details"/>	<input type="button" value="Remove"/>

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” or the ‘View Products’ button to view the products in this category. The next page that loads will look like this.

PDG Shopping Cart - Available Products
www.pdgsoft.com
Administrator Version 4.00.01 Patchlevel 14 B

Status: The settings displayed here have not been made live.
[Return to Main Menu](#)
[Return to Product Categories Listing](#)

Inventory
Data Import/Export
Edit User Defined Field Names

Add A Product

Product Code	Description	Price	Options From
TEST <input style="width: 80%;" type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

TEST Products

Product Listing within a Product Category

This page will list all the products in your TEST category (which is empty at the moment). The ‘Inventory’ button will take you to the Inventory Tracking page. The ‘Data Import/Export’ button will take you to the product importing and exporting page, allowing you to import and export existing products from spreadsheet/CSV format. The ‘Edit User Defined Field Names’ button 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 Shopping Cart - Product Definition
www.pdgsoft.com
Administrator Version 4.00.01 Patchlevel 1.4 B

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

Product Settings

TEST 0001 Jump To: [Softgoods](#) [Inventory](#) [Discounts](#) [Price Category](#) [Options](#) [User Defined](#)

Product Code:	TEST <input type="text" value="0001"/>
Product Category:	TEST (Test Product Category)
	<input type="button" value="Move To"/> <input type="button" value="Gadgets & Widgets"/>
One-line Description:	<input type="text" value="Cool T-Shirt"/>
Keywords:	<input type="text"/>
Product Displayed in Searches:	<input checked="" type="checkbox"/>
Unit Price:	<input type="text" value="14.95"/>
Taxable Price:	<input type="text" value="14.95"/>
Additional Unit Shipping:	<input type="text" value="0.00"/>
Weight:	<input type="text" value="1"/>
Minimum number to order:	<input type="text" value="0.00"/>
Maximum number to order:	<input type="text" value="0.00"/>
Unit Of Measure Label	<input type="text"/>
Frequent Shopper Points:	<input type="text" value="0.00"/>
Number of Items Per Box:	<input type="text" value="0"/>
Product Dimensions:	Height: <input type="text" value="0.00"/> Length: <input type="text" value="0.00"/> Width: <input type="text" value="0.00"/>
Allow Fraction Quantity?:	<input type="checkbox"/>

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 or relative 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 independantly of PDG Shopping Cart.

For the “URL of Thumbnail Image” field, you can enter in an absolute or relative 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.

Note: If you will be displaying products on secure checkout pages, images must be retrieved securely to avoid browser errors.

In the “Specific Product Text” box, type in your more detailed description of the product without quotation marks. This field may also contain HTML code. 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:

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
 www.pdgsoft.com
 Administrator Version 4.00.01 Patchlevel 14 B

Status: The settings displayed here have not been made live.
[Return to Main Menu](#)

Add a Payment Method

Rule # Method Description Specifiers

Payment Methods

Rule	Name	Description	<input type="button" value="Remove"/>	<input type="button" value="Modify"/>
1	Off Line Credit Card	Credit Card on all connx	<input type="button" value="Remove"/>	<input type="button" value="Modify"/>
2	Mail Check	Offline/3rd party processing on all connx	<input type="button" value="Remove"/>	<input type="button" value="Modify"/>

Authorization Services

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

PDG Shopping Cart Payment Method Configuration

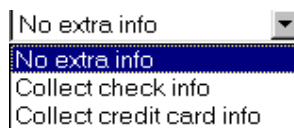
The top part of the Payment Method Configuration page consists of several entry fields that are used to add new Payment Methods to your Web store’s configuration. Below this section are the payment methods that have already been configured. This is the section that you will be working with for this Quick 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 simple payment method. 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.: 1). 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)

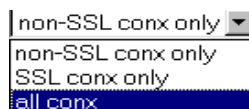
- From the first drop down-menu under “Specifiers,” select “No extra info.”



- 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 appropriately. Each of the payment authorization services with which PDG Shopping Cart is compatible 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 automatically operate through an SSL secured environment. You will need to ensure that your payment methods are “non-SSL conx” or “all conx”. 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. When the welcome screen appears, click on the "Basic Functions" link in the green box on the left side of the page. Next click on the 'Enter Store' button or "Begin Shopping" link.

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

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Product Categories

- [Gadgets & Widgets](#)
- [Sample Items](#)
- [Test Product Category](#)

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.

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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"/>
B0003	test	\$1000000.00	<input type="text" value="0"/>
B00032	Sample 32	\$95.00	<input type="text" value="0"/>
B00052	Sample 52	\$95.00	<input type="text" value="0"/>

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 Whole Page' button to 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 “Test Product Category” link. 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.

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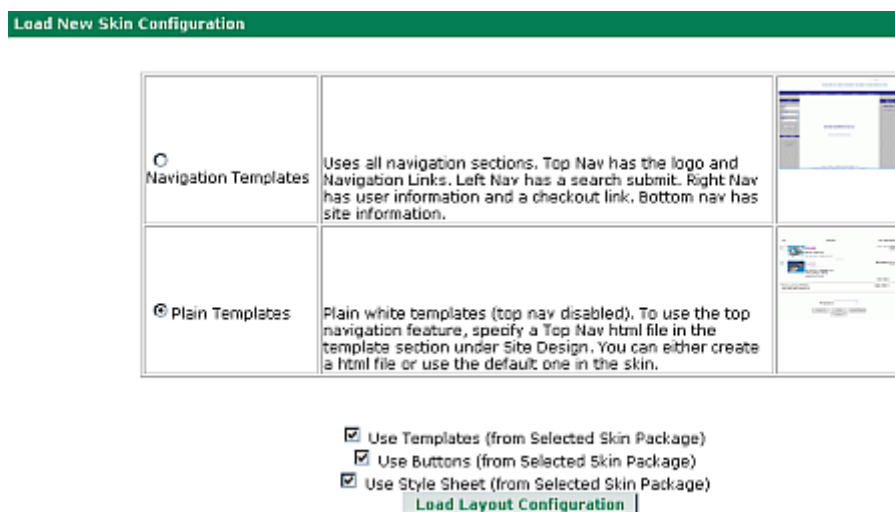


Default Store Builder Product List

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.

Changing Skins

PDG Shopping Cart allows you to change the appearance of your web site with the click of a button in the Cart Administrator using skins. From the main menu of your Cart Administrator, click the “Site Design” link. The following screen should appear:



Web Site Design Screen

By default, your Cart is using the Plain Templates skin. Click the radio button next to the Navigation Templates skin, and click the ‘Load Layout Configuration’ button. Make changes live and return to your web site’s cart.html page.

Note: The Plain Templates are located in the PDGTemplates/Plain folder in your web site's root directory. The Navigation Templates are located in the PDGTemplates/FullNav folder in your web site's root directory.

When the welcome screen appears, click on the "Basic Functions" link in the green box on the left side of the page. Next click on the 'Enter Store' button or "Begin Shopping" link.

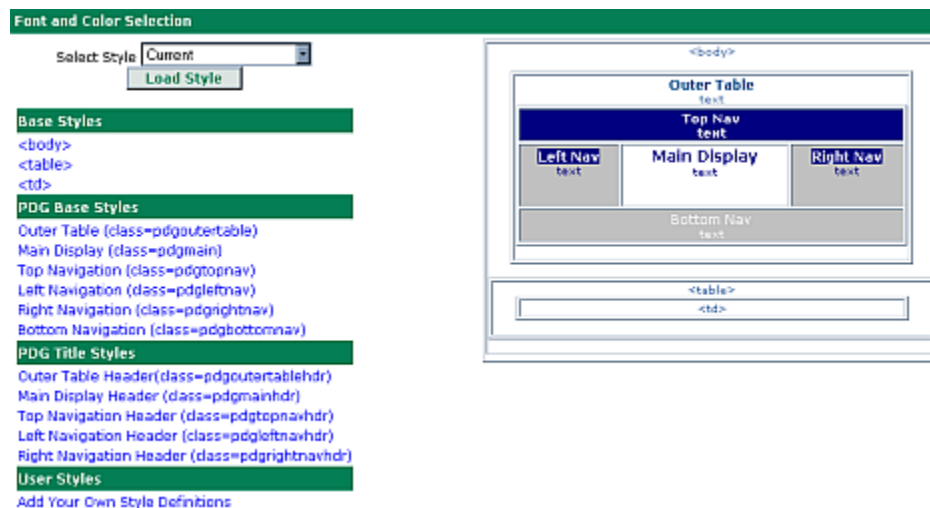
Now the Store Builder appears, but this time it is displayed using the Navigation Template:



Store Builder's Product Category List

All PDG Shopping Cart templates will be displayed with the above format now that you have changed to the Navigation Templates skin.

Now let's change the colors of the Right Navigation bar in this skin. In your Cart Administrator, click on the "Site Design" link. At the bottom of the Web Site Design page, click the "Style Settings" link. The following screen should appear:



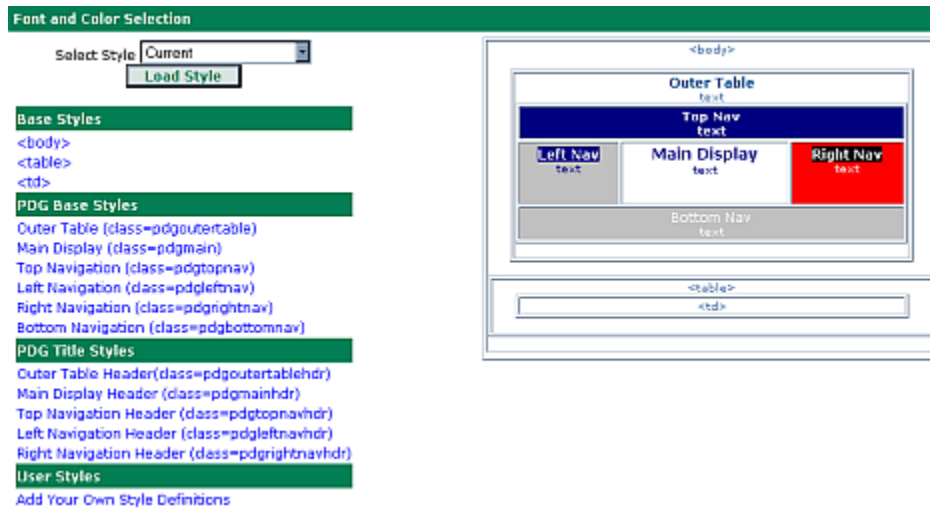
Style Settings page

From this page, click the “Right Navigation (class=pdgrightnav)” link to enter the specific style settings for the Right Navigation bar in this skin. The following screen should appear:

Colors and Fonts page for Right Navigation

In this section you may set the font attributes and color, background color, and hyperlink colors. Change the font color to white by clicking the small white box in the color palette next to the “color” field. Change the background to red by clicking the small red box in the color palette next to the “background-color” field. Click the ‘Submit Changes’ button.

You will be returned to the Style Settings page. This time, click the “Right Navigation Header (class=pdgrightnavhdr)” link. The same Fonts and Colors page will appear. The Right Navigation Header class will change the attributes of the header sections of the Right Navigation bar on the Navigation Templates. Change the background color to black by clicking the small black box in the color palette next to the “background-color” field. Click the ‘Submit Changes’ button. You will be returned to the Style Settings page, where you will see your changes made to the sample template image on the right side of the page:



Style Settings page showing current template settings

Make changes live, and return to your Store Builder page. You will now see the color attributes of the Right Navigation bar changed according to the new settings:



Store Builder's Category List with new template settings

The style changes made to different portions of your template files will be applied to all templates displayed by PDG Shopping Cart in the current skin. You may save your current settings before switching to a different skin. To save your current settings, click on the “Site Design” link from your Cart Administrator’s Main Menu. In the “Save Current Skin Configuration” section of the Web Site Design page, enter a name for your settings and click the ‘Save Current Configuration’ button:



Save Current Skin Configuration

After you have saved your skin settings, you will see your skin's name listed in the "Load New Skin Configuration" section of the Web Site Design page, as it has now become an option to restore this skin to your web site.

This concludes the Quick Start 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 UltraDev 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 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.webstorename.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 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.webstorename.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:



‘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.

www.pdgsoft.com
PDG Software

Cool T-Shirt
 (TES10001)

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

Price: \$14.95

Availability:

Quantity:

Price with your options:

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.webstorename.com/cgi-bin/
shopper.exe?preadd=action&key=XXX
```

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

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.webstorename.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.webstorename.com/cgi-bin/shopper.exe?display=action">My Cart's Contents</a>
```

-or-

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

-or-

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

For more detailed information on embedding the Cart's functionality, refer to the “Cart Actions” chapter of the PDG Shopping Cart Technical Reference Guide.

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 and embedding Cart functionality in your Web store. For more detailed setup instructions, consult the PDG Shopping Cart User

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

If you need additional help, you may find technical support at the following links:

- PDG Software searchable FAQ: <http://support.pdgsoft.com/cartfaq.asp>
- PDG Software Message Board: <http://msgboard.pdgsoft.com/cgi/yabb/YaBB.cgi>
- Support Request Submission: https://support.pdgsoft.com/submit_request.htm

You may also call PDG Technical Support at 770-270-0062 extension 3.

