PDG Software

Site Design Guide

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

February, 2007

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Chapter 1

Introduction

Introduction to Site Design mode in PDG Software

PDG Software products now offer Site Design mode, a new section in the Merchant Administrator that allows you to choose skin packages that will automatically change the look and feel of your PDG Software pages. Skin packages may alter the template layouts, button images, text and background colors, fonts, text sizes, and text attributes on your web site when PDG Software pages are displayed.

Site Design mode allows you to choose among existing store layouts or you may create your own layout. When using a store layout, you may choose whether you will use the template layouts, button images, or style sheet from the store layout. You may use any combination of these preset items.

You may also use Site Design mode to design your own layouts, choosing specific settings for template layout, button images, and style settings. You can use your own design settings in conjunction with the store layouts, choosing certain features from each section. For example, you may choose to use the button images from Store Layout 1, the template files from Store Layout 2, and design your own style settings.

Site Design also allows you to save your own custom Site Design so that you may restore it at any time. If you are having a holiday sale, and wish to temporarily change your web store's colors, you may save your current site design and restore your existing colors after your sale is completed.

Site Design may even be used if you are already using style sheet elements on your web site. The style settings allow you to enter custom style sheet text to be used on your templates in addition to the style sheet classes created by the Site Design options.

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Chapter 2

Installing Site Design Patch

Installing the new patch that enables Site Design in PDG Software

PDG Software's Site Design was introduced in PDG Shopping Cart version 4.0 and PDG Commerce version 4.0. All versions following these releases must be installed in the Site Design format.

Upgrading PDG Software

If you are upgrading to version 4.0 from a previous version of PDG Shopping Cart 2002 or 2004 or PDG Commerce 2003, you should follow the instructions below.

Note: You should always make a backup of your web store files before upgrading your PDG Software package. Specifically, you should download the entire contents of your **PDG_Cart** or **PDG_Commerce** folder to a disk or to your local machine before performing the upgrade.

- Choose your PDG Software product from http://www.pdgsoft.com/upgrade.htm and download the appropriate upgrade archive for your server's operating system.
- Unzip the archive and find the Your_Document_Directory and Your_CGI_Directory folders.
- Using an FTP program (such as WS_FTP) start a session and connect to your Web store's host server. On the "local" side of your FTP session, locate the directory containing the PDG Software files that you extracted from the archive.
- On the local side of your FTP session, open the Your_Document_Directory folder, and then the CartConfig folder. On the server side of your FTP session, open the CartConfig folder in your web site's root directory.

- Transfer the image files (.gif and .jpg) from your local CartConfig to your server's CartConfig in binary transfer format, overwriting the existing files.
- Transfer all other files from your local CartConfig to your server's CartConfig in ascii transfer format, overwriting the files that exist on your server.
- On the local side of your FTP session, open the Your_CGI_Directory folder. On the server side of your FTP session, open the cgi directory (commonly called cgi-bin, cgi-local, or cgi). The files in your cgi directory will either have a .cgi file extension, a .exe file extension, or no file extension. Transfer these files from the local Your_CGI_Directory to your server's cgi directory in binary transfer format, overwriting the files that exist on your server.
- On the local side of your FTP session, open the PDG_Cart or PDG_Commerce folder located in the Your_CGI_Directory folder. On the server side of your FTP session, open the PDG_Cart or PDG_Commerce folder located on your web site (may be in your cgi directory, root directory, or one level up from the root directory).
- On the local side of your FTP session, open the AdminTemplates folder inside the PDG_Cart or PDG_Commerce folder. On the server side of your FTP session, open the AdminTemplates folder inside the PDG_Cart or PDG_Commerce folder.
- Transfer the .html, .htm, and .xml files from the local AdminTemplates to the server AdminTemplates in ascii transfer format, overwriting the files that exist on your server.
- On the local side of your FTP session, open the PDGTemplates (Shopping Cart) or PDGCommTemplates (Commerce) folder inside the Your_Document_Directory folder. On the server side of your FTP session, open the root directory of your web site.
- If you do not already have a PDGTemplates or PDGCommTemplates folder in the root directory of your web site, transfer the entire folder in ascii format to the server. If you do already have a PDGTemplates or PDGCommTemplates folder in the root directory of your web site, transfer **only** the files that do not already exist in the folder on your web site.
- If you did not already have a PDGTemplates or PDGCommTemplates folder in the root directory of your web site, you will need to transfer your template files. Currently, your Templates folder will be located inside your PDG_Cart or PDG_Commerce folder, or in your web site's root directory. Transfer the Templates folder in ascii format to your local desktop. Open the Templates folder on your server and delete all files except for the e-mail templates. Browse to the PDGTemplates or PDGCommTemplates folder you just created in the root of your web site and open it. Open the Templates folder on your local deskop, and transfer all files except the e-mail templates in ascii format from the local desktop to the server.
- On the local side of your FTP session, open the PDGTemplates or PDGCommTemplates folder inside the Your_Document_Directory folder of the downloaded upgrade archive. On the server side of your FTP session, open the PDGTemplates or PDGCommTemplates folder in the root directory of your web site. Transfer the folders inside the local PDGTemplates or PDGCommTemplates folder to the server's PDGTemplates or PDGCommTemplates folder. Image files (.gif and .jpg) should be transferred in binary format. Text files (.txt, .html, and .conf) should be transferred in ascii format.

Installing PDG Software

If you are installing PDG Shopping Cart or PDG Commerce for the first time, you should follow the instructions below.

- Choose your PDG Software product from http://www.pdgsoft.com and download the appropriate installation archive for your server's operating system.
- Unzip the archive and find the Your_Document_Directory and Your_CGI_Directory folders.
- Using an FTP program (such as WS_FTP) start a session and connect to your Web store's host server. On the "local" side of your FTP session, locate the directory containing the PDG Software files that you extracted from the archive.
- On the local side of your FTP session, open the Your_Document_Directory folder, and then the CartConfig folder. On the server side of your FTP session, open the CartConfig folder in your web site's root directory.
- Transfer the image files (.gif and .jpg) from your local CartConfig to your server's CartConfig in binary transfer format. Transfer all other files in ascii transfer format.
- On the local side of your FTP session, open the Your_Document_Directory folder included in the download archive. On the server side of your FTP session, open your web site's root directory. Upload the cart.html file or commerce.html and PDGComm_header.html files in ascii format from your local folder to your web site's root directory.
- On the local side of your FTP session, open the Your_Document_Directory folder included in the download archive. On the server side of your FTP session, open your web site's root directory. Upload the PDGTemplates or PDGCommTemplates folder from the local folder to your web site's root directory. Image files (.gif and .jpg) should be transferred in binary format. Text files (.txt, .html, and .conf) should be transferred in ascii format.
- On the local side of your FTP session, open the Your_CGI_Directory folder included in the download archive. On the server side of your FTP session, open your cgi directory (commonly called cgi-bin, cgi-local, or cgi). Please note that the name of the cgi directory must match that entered in the web form for the PDG Software download. The files in the Your_CGI_Directory folder will either have a .cgi file extension, a .exe file extension, or no file extension. Transfer these files from the local Your_CGI_Directory to your server's cgi directory in binary transfer format.
- On the local side of your FTP session, open the Your_CGI_Directory folder included in the download archive. On the server side of your FTP session, open your cgi directory. Transfer the local PDG_Cart or PDG_Commerce folder to the web site's cgi directory in ascii format. Then open the PDG_Cart or PDG_Commerce folder in both locations, and transfer the sslconx file in binary format, overwriting the file that is there. PDG Shopping Cart installations will include a catman file which must also be transferred in binary format.

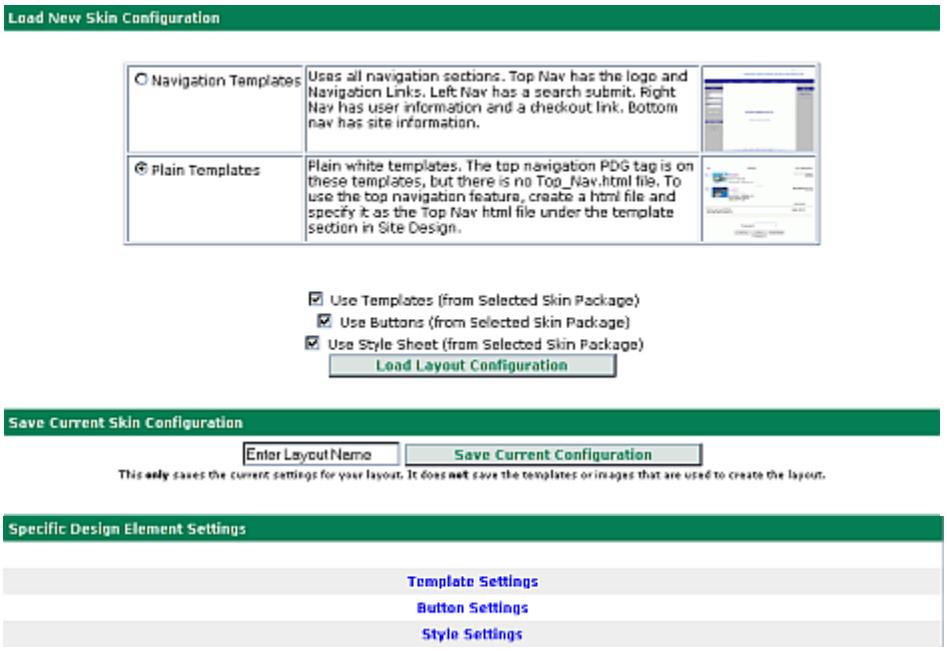
Chapter 3

Skin Configuration

Configuring Skin settings for Site Design

To use PDG Software's Site Design mode in your Merchant Administrator, it must be enabled under the Cart Options or Commerce Options section. In this section, the Enable Site Design Mode box must be checked to display the Site Design options in your Merchant Administrator. Once you submit changes with this box checked, a "Site Design" option will be added to the Merchant Administrator's main menu. The following settings are found in the Site Design section.

Note: New installations of PDG Software products will have Site Design enabled by default. Existing users who are upgrading will need to enable Site Design as indicated above.



Web Site Design

Installing a Skin Package

The Web Site Design section contains a list of available skins, with descriptions and previews of each skin if they were provided. Each skin may be selected by its corresponding radio button. Only one skin may be chosen at a time. A skin may contain a set of templates, a set of button images, a set of specific style configurations, or any combination of these three sets. You may use portions of different skins together, but you must install each skin separately. Checking the “Use Templates (from Skin)” box will enable the template files of the associated skin to be used on your web site. Checking the “Use Buttons (from Skin)” box will enable the button images of the associated skin to be used on your web site. Checking the “Use Style Sheet (from Skin)” box will enable the style sheet of the associated skin to be used on your web site. Please note that all three of these boxes may be checked for a single skin, or any combination of these. Any attributes that you have not chosen to use from the skin may be set in the Specific Design Element Settings, which will be discussed later in this guide. Once you have selected your skin and its attributes, click the ‘Install Skin Package’ button.

Note: Some skins contain only one or two of the available attributes, and therefore must be used in conjunction with another skin or the Specific Design Element Settings.

Saving a Site Design

Once you have installed skins and configured your Specific Design Element Settings, you may want to save your site design as a skin so you may restore it in the future. For example, if you would like to switch your site to an orange and black theme for Halloween, you can save your existing site design to restore it after the holiday. You may also save your Halloween site design to be used next year. To save a site design, enter a name in the “Enter Layout Name” input field, and click the ‘Save Current Site Design’ button. This site design will save the current skins in use, including which attributes of each were chosen, as well as any additional Specific Design Element Settings you may have configured to be used with the skins. Once you have saved your site design, it will be listed in the Store Layout Manager as a skin you may select and install.

Chapter 4

Specific Design Element Settings

Configuring the Specific Design Element Settings for Site Design

You can use the Specific Design Element Settings to completely configure your own design for your PDG Software driven web site templates, or you may use the settings in conjunction with the predefined Store Layout skins. The Specific Design Element Settings may be configured for any or all of the different attributes that make up a PDG Software template: page layout (Template settings), button images (Button settings), colors and font (Style settings).

To use the Specific Design Element Settings with a Store Layout skin, first install the skin, choosing which attributes of the skin you wish to use. (Please see the previous chapter for further information on installing a Store Layout skin). Next, in the Specific Design Element Settings section, click the link of an attribute not installed with the skin. Using the links in this section you may set the attributes that you wish to design, and they will be combined with the skin attributes when dissplayed.

Template Settings

If a Store Layout skin with templates has been installed, the Template Settings will be auto-populated by the skin with the appropriate file locations of the templates. You may change any of the template file locations to use a different file. The file locations entered in these fields are assumed to be relative to the web site's root directory.

Instead of entering each template file location, you may load a previously saved template set. The selection list will contain your currently live template settings, as well as any Store Layout skin templates that are available for use

on your site. Click the 'Load Template Set' button to populate the template file list with the corresponding template set.

Template Settings

Select Template Set: Current

Load Template Set

General Templates

Basket Template:	PDGTemplates/Plain/Basket.html
Basket Empty Template:	PDGTemplates/Plain/BasketEmpty.html
Item Template:	PDGTemplates/Plain/Sample-Item.html
Add Item Template:	PDGTemplates/Plain/AddItem.html
Multiple Add Template:	PDGTemplates/Plain/MultiItem.html
Check-out Template:	PDGTemplates/Plain/CheckOut.html
Verify Template:	PDGTemplates/Plain/Verify.html
Thank You Template:	PDGTemplates/Plain/ThankYou.html
Credit Authorization Failure Template:	PDGTemplates/Plain/CreditDeny.html
Credit Authorization Success Template: (used in place of the ThankYou Template)	PDGTemplates/Plain/CreditAccept.html

SSL Templates

Alternate SSL Check-out Template:	
Alternate SSL Verify Template:	
SSL Thank You Template:	PDGTemplates/Plain/ThankYou.html

There are twelve new templates available for use only with Site Design mode. These new templates are the following:

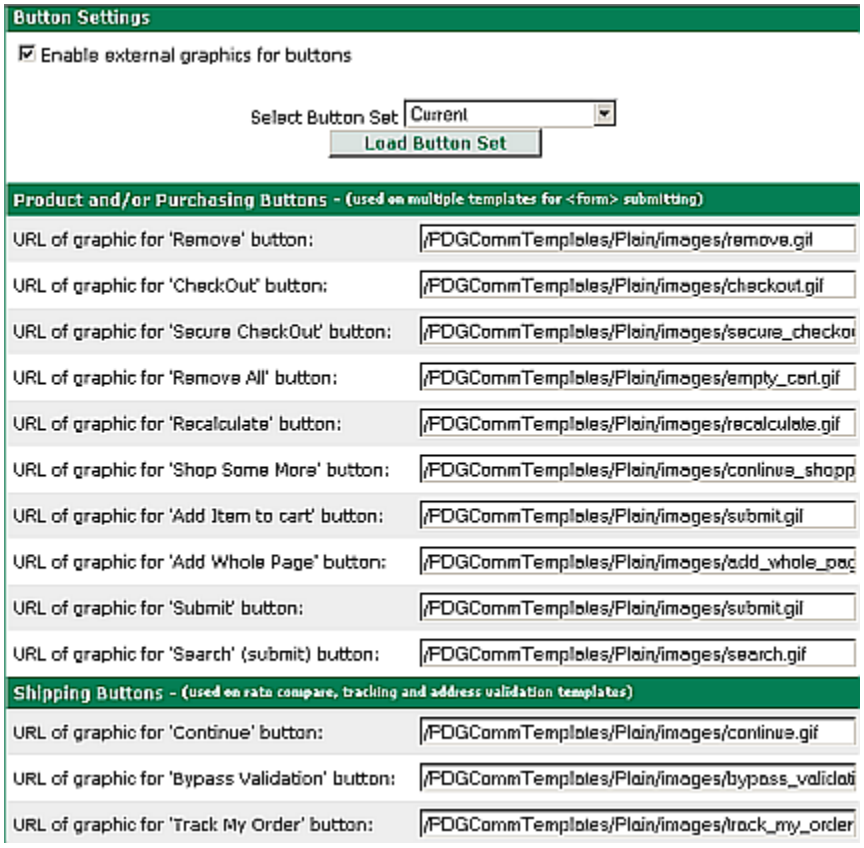
- Top Navigation Template
- Bottom Navigaton Template
- Left Navigation Template
- Right Navigation Template
- UPS Tracking Request Template
- Advanced Search Template
- About Us Template
- Contact Template
- Home Template
- User 1 Template
- User 2 Template
- User 3 Template

These templates and their available PDG tags will be discussed thoroughly later in this guide.

Button Settings

If a Store Layout skin with buttons has been installed, the Button Settings will be auto-populated by the skin with the appropriate file locations of the button images. You may change any of the button image file locations to use a different file. The file locations entered in these fields are assumed to be relative to the web site's root directory.

Instead of entering each button image file location, you may load a previously saved button set. The selection list will contain your currently live button settings, as well as any Store Layout skin button images that are available for use on your site. Click the 'Load Button Set' button to populate the button image file list with the corresponding button set.



There are fourteen new button images available for use only with Site Design mode. These new buttons are the following:

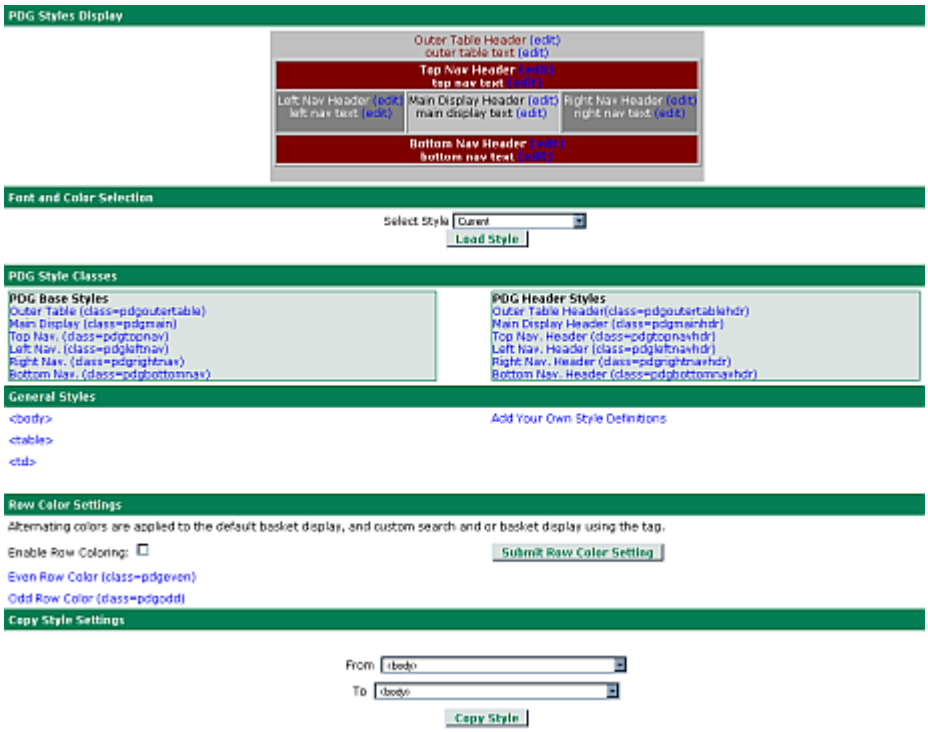
- Continue button
- Bypass Validation button
- Track My Order button
- Clear button
- View Cart button

- Tracking button
- Home button
- About Us button
- Contact button
- Products button
- Search button
- User 1 button
- User 2 button
- User 3 button

These button images and their corresponding PDG tags will be discussed thoroughly later in this guide.

Style Settings

If a Store Layout skin with a style sheet has been installed, the Style Settings will be auto-populated by the skin with the appropriate class information of the style sheet. You may change any of the class colors or font attributes in this section.



Instead of entering style information for each class, you may load a previously saved style sheet. The selection list will contain your currently live style sheet settings, as well as any Store Layout skin style sheets that are available for use

on your site. Click the 'Load Style' button to populate the classes with the corresponding style sheet information.

There are four different set of style classes that you may modify. These are the Base Styles, the PDG Base Styles, the PDG Title Styles, and the User Styles. These style classes and their modifiable attributes will be discussed thoroughly later in this guide.

While you are making changes to your custom style settings, the preview pane will be updated to reflect your current color choices for each style class. Below the preview pane is a window containing information about the classes used by the currently live template or style sheet set. This information applies only to the template or style sheet set, and will not be altered as you modify your style settings.

You may also copy your style settings from one style class to another. This ability is especially useful if you wish to change the font attributes for the whole page, but wish each class to use the same attributes. You need only to change the specific attributes for one style class, then you may copy that class' settings for the rest of your style classes.

Chapter 5

Template Settings

Templates and their PDG tags for use with Site Design

There are twelve new templates available for use with Site Design. This chapter will cover the use of each template file, as well as which PDG tags may be used to display these templates, and which PDG tags may be used on these templates to display dynamic PDG Software information.

Note: This manual does not cover all templates that are available for use in PDG Shopping Cart and PDG Commerce. Rather, this manual covers all new templates that have been added specifically for use with Site Design mode. If you need information about templates not covered here, please see the PDG Shopping Cart User Guide or the PDG Commerce User Guide. If you need information about PDG tags not covered here, please see the PDG Shopping Cart Technical Reference or the PDG Commerce Technical Reference.

Site Design Templates

PDG Software has twelve new templates available for use only with Site Design mode. Please note that these template files are not required for your PDG Software product to operate properly; however, they are provided to allow additional functionality on your web site and allow further customization of your site design. These new templates are the following:

Search Templates

There is one new template in the Search Templates section available for use with Site Design mode:

- **Advanced Search Template**: This template may display a form to your customers that allows them to specify certain criteria for a product search on your web site.

Shipping Templates

There is one new template in the Shipping Templates section available for use with Site Design mode:

- **UPS Tracking Request Template:** This template will display a form to the customer to fill out their UPS tracking information to obtain details on the shipment of an order placed on your web site.

Site Navigation Templates

There are ten new templates in the Site Navigation Templates section available for use with Site Design mode:

- **Top Navigation Template**: This template will be displayed as the header and navigation bar at the top of your PDG template pages.
- **Left Navigation Template**: This template will be displayed as the column and navigation bar on the left side of your PDG template pages.
- **Right Navigation Template**: This template will be displayed as the column and navigation bar on the right side of your PDG template pages.
- **Bottom Navigation Template**: This template will be displayed as footer and navigation bar at the bottom of your PDG template pages.
- **About Us Template**: This template may display information about your company and/or web store.
- **Contact Template**: This template may display contact information to provide options for your customers to contact you.
- **User 1 Template**: This template may be defined by you to display an additional page of information you need.
- **User 2 Template**: This template may be defined by you to display an additional page of information you need.
- **User 3 Template**: This template may be defined by you to display an additional page of information you need.
- **Home Template**: This template may be defined by you to display your web store's home page.

The Home Template can also be created by the Site Design feature. To create an index.html home page, click the 'Create/Download index.html' button under the "Home Template" field in the Templates section of the Site Design settings.

Template Tags

The following tags are available for use on the Site Design templates:

<!---TOP_NAV---> Tag

This tag will embed the HTML and PDG code entered in the “Top Navigation Template” into the template file in the appropriate location. This tag must appear in the templates as:

<!---TOP_NAV--->

<!---BOTTOM_NAV---> Tag

This tag will embed the HTML and PDG code entered in the “Bottom Navigation Template” into the template file in the appropriate location. This tag must appear in the templates as:

<!---BOTTOM_NAV--->

<!---LEFT_NAV---> Tag

This tag will embed the HTML and PDG code entered in the “Left Navigation Template” into the template file in the appropriate location. This tag must appear in the templates as:

<!---LEFT_NAV--->

<!---RIGHT_NAV---> Tag

This tag will embed the HTML and PDG code entered in the “Right Navigation Template” into the template file in the appropriate location. This tag must appear in the templates as:

<!---RIGHT_NAV--->

<!---COUNTRY_LIST---> Tag

This tag is used to display a drop down menu containing all of the countries specified in the International section of your Merchant Administrator. For more information on editing the country list, see the International Settings section of the PDG Commerce User Guide or PDG Shopping Cart User Guide. The tag must appear in the templates as:

<!---COUNTRY_LIST--->

<!---ITEMRETURNURL---> Tag

This tag is replaced by a hidden field. It informs PDG Software of the "reference page" for the executable. The reference page is the page which was being viewed prior to this page. Note that any url entered into the "Destination of Shop Some More Button" field in the Cart or Commerce Options section of the Merchant Administrator will override this reference page identifier. However, if the page was created dynamically, the user will be returned to the last statically created page. This field must be used within a form on the template. The tag must appear in the templates as:

<!---ITEMRETURNURL--->

<!---CURRENT_SUBTOTAL---> Tag

This tag can be used to display the subtotal of all of the items in the customer's current shopping cart. This subtotal only includes the price of the products (and any applicable options) that are in the customer's shopping cart. Sales tax, shipping charges, and product discounts are not included in this value. The tag must appear in the templates as:

<!---CURRENT_SUBTOTAL--->

<!---CURRENT_ITEMS_NUM---> Tag

This tag can be used to display the total number of items in the customer's current shopping cart. This total includes all quantities of all products that are in the customer's shopping cart. The tag must appear in the templates as:

<!---CURRENT_ITEMS_NUM--->

<!---SCRIPTNAME---> Tag

This tag will be replaced with the location of your PDG Software's shopper or commerce executable. This tag can be used to call the executable from any web store template or static page. This tag will generally fall inside of an HTML 'form' tag, but may also be used with the 'href' tag as well. Below are two examples of how this tag may be used:

```
<form method=POST action="!---SCRIPTNAME---">
<input type=submit name="display" value="View My Cart">
</form>

<a href="!---SCRIPTNAME---?display=action">View My Cart</a>
```

The first example would produce a button on your page that would call the PDG Software executable to display the customer's current shopping cart

when clicked. The second example would create a text link that calls the PDG Software executable to display the customer's current shopping cart.

<!---SEC_SCRIPTNAME---> Tag

This tag will be replaced with the location of your PDG Software's secure shopper or secure commerce executable. This tag can be used to call the secure executable from any web store template or static page. This tag will generally fall inside of an HTML 'form' tag, but may also be used with the 'href' tag as well. Below are two examples of how this tag may be used:

```
<form method=POST action="!---SEC_SCRIPTNAME---">
<input type=submit name="checkout" value="Secure Checkout">
<!---SEC_FORCE_DATA--->
</form>

<a href="!---SEC_SCRIPTNAME---?checkout=action">Secure Checkout</
a>
```

The first example would produce a button on your page that would call the PDG Software secure executable to proceed to your web store's secure checkout page when clicked. The second example would create a text link that calls the PDG Software secure executable to proceed to your web store's secure checkout page.

<!---#INCLUDE Tag

You can include html, text, or other files in your PDG Software templates, much like an 'include' within a server-side html page. The format for this tag is <!---#INCLUDE filename---> where 'filename' is the name of the file to be included. The file must be located in your web store's document filespace, and specifically not within any PDG folder. You can include subfolder information within the filename, however any filename that tries to traverse up folders will be ignored. Note that this tag only takes a file and embeds its contents verbatim into the template. It does not execute any programs or scripts. Below is an example of the use of this tag:

```
<!---#INCLUDE AdditionalFile.html--->
```

<!---#CGI Tag

You can instruct PDG Software to retrieve information from a webserver (your own or another) to be embedded in a template. This allows you to embed another web page that contains server-side scripting, such as asp or php, into your templates. The format for this tag is <!---#CGI url---> where 'url' is the complete or partial url to the cgi program or document to be

retrieved from the webserver. The cgi program can be on a regular server, or on an SSL secured server.

Here are some valid CGI examples:

<!---#CGI http://www.mywebstore.com/cgi-bin/something.cgi--->

<!---#CGI /cgi-bin/cgi-prog?name1=value1--->

<!---#CGI https://www.mywebstore.com/cgi-bin/secured.cgi--->

<!---#CGI /something.asp--->

<!---SHOPSOMEMORE_LINK---> Tag

This tag is replaced by the button image specified in the “URL of graphic for 'Shop Some More' button” in the Button Settings section of the Merchant Administrator. If no image is specified, a standard HTML form button will be displayed. If the “Display 'Shop Some More' button?” box in the Cart or Commerce Options section of the Merchant Administrator is not checked, this tag will be ignored. The tag must appear in the templates as:

<!---SHOPSOMEMORE_LINK--->

Note: The <!---SHOPSOMEMORE_LINK---> tag must be used in conjunction with the <!---ITEMRETURNURL---> tag. The <!---ITEMRETURNURL---> tag must be included in the form on the previous page accessed for the <!---SHOPSOMEMORE_LINK---> tag to be able to find the return url.

<!---ADD_WHOLE_PAGE_LINK---> Tag

This tag is replaced by the button image specified in the “URL of graphic for 'Add Whole Page' button” in the Button Settings section of the Merchant Administrator. If no image is specified, a standard HTML form button will be displayed. The tag must appear in the templates as:

<!---ADD_WHOLE_PAGE_LINK--->

<!---STATE_LIST---> Tag

This tag is used to display a drop down menu containing all of the states listed in the StateList.txt filed located in the PDG_Cart or PDG_Commerce directory. This tag may be used for the billing state list and the shipping state list. This tag must be used within a form on the template. The tag must appear in the templates as:

<select name=”billstate”
<!---STATE_LIST--->
</select>

or

```
<select name="shipstate">
<!---STATE_LIST--->
</select>
```

<!---USERNAME---> Tag

This tag is replaced with the user's Login ID for the PDG Commerce web store (this tag is not used with PDG Shopping Cart). If the user is browsing the store anonymously, then this tag is replaced with "Guest". The tag must appear in the templates as:

```
<!---USERNAME--->
```

<!---USERMSG Tag

This tag is used to display a customized message that contains the customer's User ID for the PDG Commerce web store (this tag is not used with PDG Shopping Cart). Inside this tag, you can place text that will be displayed. If the text contains [USER], it is replaced with the customer's User ID. If the user is browsing the store anonymously, then the text [USER] is replaced with "Guest". Below is an example of this tag:

```
<!---USERMSG Welcome, [USER], Thank you for shopping with us today.---
```

<!---SITENAME---> Tag

This tag is replaced by the text entered in the "Web Site Name" field of the Cart or Commerce Options section of the Merchant Administrator. If no text is entered in this field, the tag is ignored. The tag must appear in the templates as:

```
<!---SITENAME--->
```

<!---SITE_LOGO---> Tag

This tag is replaced with the image specified in the "Web Site Logo" field of the Cart or Commerce Options section of the Merchant Administrator. The tag must appear in the templates as:

```
<img src="!---SITE_LOGO---">
```

<!---LIST_CATEGORIES Tag

This tag will be replaced by either the default or specified template to perform a list categories action, and the template will be displayed within the page containing this tag. For example, including this tag in a navigation column page will use the template to display your PDG Software's category list in that column. When using this tag, you may either specify a template to display, or use only the tag to display the default "Category Template" entered in the Merchant Administrator. If specifying a template in the tag, the path is assumed to be relative to the web site's root directory. Below are two examples of how this tag may be used:

<!---LIST_CATEGORIES--->
<!---LIST_CATEGORIES PDGTemplates/CategoryList.html--->

<!---SEC_FORCE_DATA---> Tag

This tag is replaced with the cookie information that needs to be passed to your secure server/directory in order to perform a secure checkout. This tag is necessary if you wish to offer a secure checkout option from your custom Basket HTML template. This tag must be used within a secure checkout form on the template. The tag must appear in the templates as:

<!---SEC_FORCE_DATA--->

<!---CUSTCAT_NAME---> Tag

In PDG Commerce, this tag is replaced with the name of the customer category to which this customer belongs. This tag is not used with PDG Shopping Cart. The tag must appear in the templates as:

<!---CUSTCAT_NAME--->

<!---RECIPIENT_SELECT_OPTIONS---> Tag

This tag will display a selection drop down menu containing all available friendly names for multiple shipping recipients that have been previously saved by the current customer in PDG Commerce (this tag is not used with PDG Shopping Cart). The tag must be used within an item form on the template. The tag must appear in the templates as:

<select name=singlerecipient><!---RECIPIENT_SELECT_OPTIONS---></select>

<!---DISPLAY_TEMPLATE Tag

This tag is replaced with a hidden input field in a form that will pass a specific template to be used to display the following page. For example, if you want to display a different template for a single search, but leave the default template for all other searches, you could include this tag in the search form and specify the template to be used. The path is assumed to be relative to the web site's root directory. The tag must be used within a form on the template. Below is an example of this tag:

<!---DISPLAY_TEMPLATE PDGTemplates/SearchResult2.html--->

<!---STYLE_SHEET---> Tag

This tag is replaced with the currently assigned style sheet that reflects your Store Layout and Specific Design Settings choices. This tag is included by default on all PDG template files, and does not needed to be included in the individual navigation files. The tag must appear in the templates as:

<!---STYLE_SHEET--->

<!---FULL_URL---> Tag

This tag tells PDG Software to replace it with your web site's domain name. This tag may be used inside of an HTML 'form' tag and with the 'href' tag. Below are two examples of how this tag may be used:

<form method=POST action="!---FULL_URL---!---SCRIPTNAME---">
<input type=submit name="checkout" value="Checkout">
</form>

Home

The first example would produce a button on your page that would call PDG Software to proceed to your web store's checkout page when clicked. The second example would display a link to your web site's index page. In both cases, PDG Software would use the absolute url path instead of a relative path.

<!---SEC_FULL_URL---> Tag

This tag tells PDG Software to replace it with your web site's secure domain name. This tag may be used inside of an HTML 'form' tag and with the 'href' tag. Below are two examples of how this tag may be used:

<form method=POST action="!---SEC_FULL_URL---!---
SEC_SCRIPTNAME---">
<!---SEC_FORCE_DATA--->

```
<input type=submit name="checkout" value="Secure Checkout">
</form>

<a href="!---SEC_FULL_URL---/index.html">Home</a>
```

The first example would produce a button on your page that would call PDG Software to proceed to your web store's secure checkout page when clicked. The second example would display a link to your web site's secure index page. In both cases, PDG Software would use the absolute url path to the secure web site instead of a relative path.

<!---VIEW_CART_LINK Tag

This tag is replaced by the button image specified in the "URL of graphic for 'View Cart' button" in the Button Settings section of the Merchant Administrator, linking to a page displaying the customer's current basket. If no image is specified, a 'View Cart' text link will be displayed. This tag's link will display the default "Basket Template" entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag's name. Below are two examples of how this tag may be used:

```
<!---VIEW_CART_LINK--->
<!---VIEW_CART_LINK target=new--->
```

<!---TRACK_ORDER_LINK Tag

This tag is replaced by the button image specified in the "URL of graphic for 'Tracking' button" in the Button Settings section of the Merchant Administrator, linking to a page allowing the user to input UPS information and track their order. If no image is specified, a 'Track Order' text link will be displayed. This tag's link will display the default "UPS Tracking Request Template" entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag's name. Below are two examples of how this tag may be used:

```
<!---TRACK_ORDER_LINK--->
<!---TRACK_ORDER_LINK target=new--->
```

<!---SEARCH_SUBMIT---> Tag

This tag is replaced by the button image specified in the "URL of graphic for 'Search' (submit) button" in the Button Settings section of the Merchant Administrator. If no image is specified, a standard HTML form button will be displayed. This tag must be used within a form on the template. It will create a button that submits a search form and will generate a Search Results page.

Clicking this button will display the “Search Results Template” specified in the Merchant Administrator. The tag must appear in the templates as:

<!---SEARCH_SUBMIT--->

<!---HOME_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'Home' button” in the Button Settings section of the Merchant Administrator, linking to your web site’s home page. If no image is specified, a ‘Home’ text link will be displayed. This tag’s link will display the default “Home Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---HOME_LINK--->
<!---HOME_LINK target=new--->

<!---SEARCH_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'Search' button” in the Button Settings section of the Merchant Administrator, linking to a page allowing the user to input specific information to narrow his product search. If no image is specified, an ‘Advanced Search’ text link will be displayed. This tag’s link will display the default “Advanced Search Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---SEARCH_LINK--->
<!---SEARCH_LINK target=new--->

<!---PRODUCTS_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'Products' button” in the Button Settings section of the Merchant Administrator, linking to a page displaying a list of the product categories on your web store. If no image is specified, a ‘Products’ text link will be displayed. This tag’s link will display the default “Category Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---PRODUCTS_LINK--->
<!---PRODUCTS_LINK target=new--->

<!---CONTACT_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'Contact' button” in the Button Settings section of the Merchant Administrator, linking to a page providing the user with contact information for your web store. If no image is specified, a ‘Contact’ text link will be displayed. This tag’s link will display the default “Contact Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---CONTACT_LINK--->
<!---CONTACT_LINK target=new--->

<!---ABOUT_US_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'About Us' button” in the Button Settings section of the Merchant Administrator, linking to a page providing the user with information about your web store. If no image is specified, an ‘About Us’ text link will be displayed. This tag’s link will display the default “About Us Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---ABOUT_US_LINK--->
<!---ABOUT_US_LINK target=new--->

<!---USER_1_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'User 1' button” in the Button Settings section of the Merchant Administrator, linking to a page containing any additional site information you wish to provide to your customers. If no image is specified, a ‘User 1’ text link will be displayed. This tag’s link will display the default “User 1 Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---USER_1_LINK--->
<!---USER_1_LINK target=new--->

<!---USER_2_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'User 2' button” in the Button Settings section of the Merchant Administrator, linking to a page containing any additional site information you wish to provide to your customers. If no image is specified, a ‘User 2’ text link will be displayed. This tag’s link will display the default “User 2 Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---USER_2_LINK--->
<!---USER_2_LINK target=new--->

<!---USER_3_LINK Tag

This tag is replaced by the button image specified in the “URL of graphic for 'User 3' button” in the Button Settings section of the Merchant Administrator, linking to a page containing any additional site information you wish to provide to your customers. If no image is specified, a ‘User 3’ text link will be displayed. This tag’s link will display the default “User 3 Template” entered in the Merchant Administrator. If there is any additional text you would like to have entered in the href tag (such as additional HTML code, JavaScript code, etc.), you may add it after the PDG tag’s name. Below are two examples of how this tag may be used:

<!---USER_3_LINK--->
<!---USER_3_LINK target=new--->

Tags that Display Templates

Links to the templates provided by the Site Design feature may be displayed on any PDG Software templates used by PDG Shopping Cart or PDG Commerce. The following are the PDG tags used to display the new Site Design templates. Please find further explanation of these tags in the ‘Template Tags’ section of this chapter.

- <!---STYLE_SHEET--->
- <!---TOP_NAV--->
- <!---BOTTOM_NAV--->
- <!---LEFT_NAV--->
- <!---RIGHT_NAV--->
- <!---VIEW_CART_LINK--->
- <!---TRACK_ORDER_LINK--->
- <!---SEARCH_SUBMIT--->

- <!---HOME_LINK
- <!---SEARCH_LINK
- <!---PRODUCTS_LINK
- <!---CONTACT_LINK
- <!---ABOUT_US_LINK
- <!---USER_1_LINK
- <!---USER_2_LINK
- <!---USER_3_LINK

Chapter 6

Button Settings

Buttons and their PDG tags for use with Site Design

There are fifteen new buttons available for use with Site Design. This chapter will cover the use of each button image, as well as which PDG tags may be used to display these buttons.

Note: This manual does not cover all buttons that are available for use in PDG Shopping Cart and PDG Commerce. Rather, this manual covers all new buttons that have been added specifically for use with Site Design mode. If you need information about buttons not covered here, please see the PDG Shopping Cart User Guide or the PDG Commerce User Guide. If you need information about PDG tags not covered here, please see the PDG Shopping Cart Technical Reference or the PDG Commerce Technical Reference.

Site Design Buttons

PDG Software has fifteen new buttons available for use only with Site Design mode. These new buttons are the following:

Product and/or Purchasing Buttons

There is one new button in the Product and/or Purchasing section available for use with Site Design mode:

- **Search (submit) button**: This button submits a search form that allows the customer to perform a soft search. It may be used on any template.

Shipping Buttons

There are four new buttons in the Shipping Buttons section available for use with Site Design mode:

- **Continue button**: This button appears on the UPS Address Validation page as the button clicked to continue on to the Verify page. This button also appears on the Shipping Rate Compare template as the tag clicked to continue on to the Verify page.
- **Bypass Validation button**: This button appears on the UPS Address Validation page. This is the button clicked to bypass the available options and use the address that was entered, even though it did not pass the validation process.
- **Track My Order button**: This button will submit the form on the UPS Tracking Request page to UPS to retrieve the package information.
- **Clear button**: This button will clear the form field inputs on the UPS Address Validation page.

Navigation Buttons

There are ten new buttons in the Navigation Buttons section available for use with Site Design mode:

- **View Cart button**: This button links to the Basket template. It may be used on any template.
- **Tracking button**: This button links to the UPS Tracking Request Template. It may be used on any template.
- **Home button**: This button links to the Home template. It may be used on any template.
- **About Us button**: This button links to the About Us template. It may be used on any template.
- **Contact button**: This button links to the Contact template. It may be used on any template.
- **Products button**: This button links to the Category template and performs a listcategories action. It may be used on any template.
- **Search button**: This button links to the Advanced Search template. It may be used on any template.
- **User 1 button**: This button links to the User 1 template. It may be used on any template.
- **User 2 button**: This button links to the User 2 template. It may be used on any template.
- **User 3 button**: This button links to the User 3 template. It may be used on any template.

Button Tags

The following tags may be used on PDG Software templates to display the Site Design buttons. Please note that any **LINK** tags will display a default text link if no image is specified. These **LINK** tags may also contain additional text information to be entered in the href tag (such as additional HTML code, JavaScript code, etc.).:

<!---SEARCH_SUBMIT---> Tag

This tag displays the Search (submit) button which submits a search form that allows the customer to perform a soft search. This tag may be used on any template. The tag must appear in the templates as:

<!---SEARCH_LINK--->

<!---CONTINUE_SUBMIT---> Tag

This tag displays the Continue button on the Shipping Rate Compare template to submit the form to the Verify page. This tag may only be used on the Shipping Rate Compare template. The tag must appear in the templates as:

<!---CONTINUE_SUBMIT--->

<!---CONTINUE_W_JAVA_SUBMIT---> Tag

This tag displays the Continue button on the UPS Address Validation template to submit the form to the Verify page. This tag may only be used on the UPS Address Validation template. The tag must appear in the template as:

<!---CONTINUE_W_JAVA_SUBMIT--->

<!---BYPASS_VAL_W_JAVA_SUBMIT---> Tag

This tag displays the Bypass Validation button on the UPS Address Validation template to skip the validation and submit the entered data to the Verify page. This tag may only be used on the UPS Address Validation template. The tag must appear in the template as:

<!---BYPASS_VAL_W_JAVA_SUBMIT--->

<!---TRACK_ORDER_SUBMIT---> Tag

This tag displays the Track My Order button on the UPS Tracking Request template to submit the form to UPS to retrieve the package information. This

tag may only be used on the UPS Tracking Request template. The tag must appear in the template as:

<!---TRACK_ORDER_SUBMIT--->

<!---CLEAR_W_JAVA_SUBMIT---> Tag

This tag displays the Clear button on the UPS Address Validation page that will clear the form field inputs. This tag may only be used on the UPS Address Validation template. The tag must appear in the template as:

<!---CLEAR_W_JAVA_SUBMIT--->

<!---VIEW_CART_LINK---> Tag

This tag displays the View Cart button which links to the Basket page with the current basket contents. This tag may be used on any template. The tag must appear in the templates as:

<!---VIEW_CART_LINK--->

<!---TRACK_ORDER_LINK---> Tag

This tag displays the Tracking button which links to the UPS Tracking Request template. This tag may be used on any template. The tag must appear in the templates as:

<!---TRACK_ORDER_LINK--->

<!---HOME_LINK---> Tag

This tag displays the Home button which links to the Home template. This tag may be used on any template. The tag must appear in the templates as:

<!---HOME_LINK--->

<!---ABOUT_US_LINK---> Tag

This tag displays the About Us button which links to the About Us template. This tag may be used on any template. The tag must appear in the templates as:

<!---ABOUT_US_LINK--->

<!---CONTACT_LINK---> Tag

This tag displays the Contact button which links to the Contact template. This tag may be used on any template. The tag must appear in the templates as:

<!---CONTACT_LINK--->

<!---PRODUCTS_LINK---> Tag

This tag displays the Products button which links to the Category template and performs a listcategories action. This tag may be used on any template. The tag must appear in the templates as:

<!---PRODUCTS_LINK--->

<!---SEARCH_LINK---> Tag

This tag displays the Search button which links to the Advanced Search template. This tag may be used on any template. The tag must appear in the templates as:

<!---SEARCH_LINK--->

<!---USER_1_LINK---> Tag

This tag displays the User 1 button which links to the User 1 template. This tag may be used on any template. The tag must appear in the templates as:

<!---USER_1_LINK--->

<!---USER_2_LINK---> Tag

This tag displays the User 2 button which links to the User 2 template. This tag may be used on any template. The tag must appear in the templates as:

<!---USER_2_LINK--->

<!---USER_3_LINK---> Tag

This tag displays the User 3 button which links to the User 3 template. This tag may be used on any template. The tag must appear in the templates as:

<!---USER_3_LINK---->

End

Chapter 7

Style Settings

Styles and their classes for use with Site Design

There are fifteen style classes available for use with Site Design. This chapter will cover the use of each style class, as well as which attributes may be modified for each style class.

PDG Style Classes

PDG Software has fifteen style classes available for use only with Site Design mode. These style classes are the following:

PDG Base Styles

There are six PDG Base Styles available for use with Site Design mode:

- **Outer Table**: The style attributes set for this class will be applied to the outermost table on your template, which forms the background of the page. The name of this class in the style sheet is **pdgoutertable**.
- **Main Display**: The style attributes set for this class will be applied to the center panel of your template file, inside the navigation bars. Your main

PDG Software templates will be displayed in this panel. The name of this class in the style sheet is **pdgmain**.

- **Top Navigation**: The style attributes set for this class will be applied to the header and navigation menu panel at the top of your template file. The name of this class in the style sheet is **pdgtopnav**.
- **Left Navigation**: The style attributes set for this class will be applied to the left column panel of your template file. The name of this class in the style sheet is **pdgleftnav**.
- **Right Navigation**: The style attributes set for this class will be applied to the right column panel of your template file. The name of this class in the style sheet is **pdgrightnav**.
- **Bottom Navigation**: The style attributes set for this class will be applied to the footer panel at the bottom of your template file. The name of this class in the style sheet is **pdgbottomnav**.

PDG Header Styles

There are six PDG Header Styles available for use with Site Design mode. Please note that the header classes contain style attributes that will only be applied to header HTML code within the appropriate class. For example, attributes in these classes will only be applied to HTML code such as:

<H3>Search Results</H3>

The header classes available for use with Site Design mode are the following:

- **Outer Table Header**: The style attributes set for this class will be applied to the header text displayed in the Outer Table of your template file. The name of this class in the style sheet is **pdgoutertablehdr**.
- **Main Display Header**: The style attributes set for this class will be applied to the header text displayed in the Main Display panel of your template file. The name of this class in the style sheet is **pdgmainhdr**.
- **Top Navigation Header**: The style attributes set for this class will be applied to the header text displayed in the Top Navigation panel of your template file. The name of this class in the style sheet is **pdgtopnavhdr**.
- **Left Navigation Header**: The style attributes set for this class will be applied to the header text displayed in the Left Navigation panel of your template file. The name of this class in the style sheet is **pdgleftnavhdr**.
- **Right Navigation Header**: The style attributes set for this class will be applied to the header text displayed in the Right Navigation panel of your template file. The name of this class in the style sheet is **pdgrightnavhdr**.
- **Bottom Navigation Header**: The style attributes set for this class will be applied to the header text displayed in the Bottom Navigation panel of your template file. The name of this class in the style sheet is **pdgbottomnavhdr**.

General Styles

There are three general HTML style classes available for use with Site Design mode. These classes are the following:

- **<body>**: The style attributes set for this class will be applied to the <body></body> section of your template file. The name of this class in the style sheet is body.
- **<table>**: The style attributes set for this class will be applied to the <table></table> sections of your template file. The name of this class in the style sheet is table.
- **<td>**: The style attributes set for this class will be applied to the <td></td> sections of your template file. The name of this class in the style sheet is td.

User Styles

The General Styles Settings also allow you to enter your own style sheet classes to be used on the template files. To enter your own classes, click the 'Add Your Own Style Definitions' link. On the resulting page, enter your classes into the text box in style sheet format, and click 'Submit Changes'.

Row Color Settings

In this section you may enable row coloring, and configure the style settings for even and odd rows. Enabling row coloring will allow you to set colors that will alternate as backgrounds to products in the customer's basket, making it easier to see individual products. Checking the "Enable Row Coloring" box, and clicking the 'Submit Row Color Setting' button will automatically apply row coloring to the default Basket template. If you are using custom templates, you may add a tag to your custom Basket and Search Results templates to use row coloring when displayed. There are two style classes that are used for row coloring. These classes are the following:

- **Even Row Color**: The style attributes set for this class will be applied to all even numbered rows displayed on templates using row coloring. The name of this class in the style sheet is **pdgeven**.
- **Odd Row Color**: The style attributes set for this class will be applied to all odd numbered rows displayed on templates using row coloring. The name of this class in the style sheet is **pdgodd**.

Note: If you are using a custom SearchResult or Basket template and have options specified for your products, you may encounter problems attempting to use row coloring functionality.

Style Attributes

There are ten available attributes that can be set for the Site Design style sheet classes:

Fonts and Colors for Body

The font attributes and color settings may be configured for all available style classes used in the Site Design style settings.

font-family

In this field you may choose the font family to be applied to text in this class. Font families include Arial, Courier, Helvetica, and sans-serif.

font-size

In this field you may choose the font size to be applied to text in this class. Font sizes include 10 px, 12 px, 14 px, and 18 px.

font-weight

In this field you may choose the font weight to be applied to the text in this class. Font weights include normal, bold, bolder, and lighter.

font-style

In this field you may choose the font style to be applied to the text in this class. Font styles include normal, italic, and oblique.

text-decoration

In this field you may choose the text decoration to be applied to the text in this class. Text decorations include none, underline, overline, and line-through.

color

In this field you may choose the font color to be applied to the text in this class. There are three ways you may choose a color for this field. First, you may click on a color displayed in the small box next to the color field. Second, you may click the “more colors” field to the right of the color box, and click on a color in the color palette window that appears. Third, you may enter a hexidecimal code into the color field (e.g., #FFFF00).

background-color

In this field you may choose the background color to be applied to the background area of this class. There are three ways you may choose a color for this field. First, you may click on a color displayed in the small box next to the color field. Second, you may click the “more colors” field to the right of the color box, and click on a color in the color palette window that appears. Third, you may enter a hexidecimal code into the color field (e.g., #FFFF00).

Hyperlink Colors

The hyperlink color settings may be configured for all available style classes used in the Site Design style settings except for the <table>, <td>, pdgeven, and pdgodd style classes.

:link

In this field you may choose the font color to be applied to the active text links in this class. There are three ways you may choose a color for this field. First, you may click on a color displayed in the small box next to the color field. Second, you may click the “more colors” field to the right of the color box, and click on a color in the color palette window that appears. Third, you may enter a hexidecimal code into the color field (e.g., #FFFF00).

:visited

In this field you may choose the font color to be applied to the visited text links in this class. A visited link color is displayed for a link to a page that the user has already visited. There are three ways you may choose a color for this field. First, you may click on a color displayed in the small box next to the color field. Second, you may click the “more colors” field to the right of the color box, and click on a color in the color palette window that appears. Third, you may enter a hexidecimal code into the color field (e.g., #FFFF00).

:hover

In this field you may choose the font color to be applied to the hover text links in this class. A hover link color is displayed when the mouse pointer “hovers” over the link text but has not clicked the link. There are three ways you may choose a color for this field. First, you may click on a color displayed in the small box next to the color field. Second, you may click the “more colors” field to the right of the color box, and click on a color in the color palette window that appears. Third, you may enter a hexidecimal code into the color field (e.g., #FFFF00).

End

Chapter 8

Site Design Display Actions

Display action codes for href links that may be used with Site Design

There are eight new display action codes available for use in href links with Site Design mode. Each one of these actions will display a specific Site Design template associated with the action. The new display actions are explained below:

Note: The existing display action will display the Basket template with the customer's current cart contents. The code for this action is display=action and should be used in the following manner:

View Cart

display=tracking

This action will display the UPS Tracking Request Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=tracking and should be used in the following manner:

Track My Order

display=contact

This action will display the Contact Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=contact and should be used in the following manner:

Contact

display=about

This action will display the About Us Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=aboutus and should be used in the following manner:

About Us

display=search

This action will display the Advanced Search Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=search and should be used in the following manner:

Search

display=home

This action will display the Home Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=home and should be used in the following manner:

Home

display=user1

This action will display the User 1 Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=user1 and should be used in the following manner:

User 1

In this case you would replace the link label "User 1" with your own text indicating the purpose of the page that will be displayed.

display=user2

This action will display the User 2 Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=user2 and should be used in the following manner:

User 2

In this case you would replace the link label "User 2" with your own text indicating the purpose of the page that will be displayed.

display=user3

This action will display the User 3 Template specified in the Templates Settings section of Site Design in your Merchant Administrator. The code for this action is display=user3 and should be used in the following manner:

User 3

In this case you would replace the link label "User 3" with your own text indicating the purpose of the page that will be displayed.