
PDG Software
Macromedia Component
Installation and User Guide

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PDG Software, Inc.
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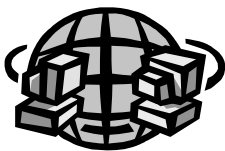
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How to install PDG Software's Component for Macromedia's Dreamweaver and UltraDev

These extensions work in conjunction with PDG Software's complete suite of E-commerce products, allowing seamless integration into your Macromedia Dreamweaver and Macromedia UltraDev created web site. Visit our website at www.pdgsoft.com to download a free 30 day evaluation license for any PDG Software product.

PDG Software's Macromedia Dreamweaver/UltraDev Component makes integrating PDG Shopping Cart into your Dreamweaver/UltraDev created website easy. We believe the most important qualities in Web design are speed, functionality, and reliability. Using this component will allow you to implement PDG Shopping Cart functionality quickly and easily.

Installing the Component



If you are using Dreamweaver or Ultradev, Macromedia provides a tool called, "Extension Manager" which can be used to quickly install components into Dreamweaver/Ultradev. This tool is available on the Macromedia Exchange page located at <http://www.macromedia.com/exchange/> and is free.

If you are using Extension Manager, you only need to double click the PDG.mxp file that you downloaded from Macromedia or PDG Software.

Note: Users may need to restart Dreamweaver/UltraDev or 'Ctrl+click' on the objects popup menu and select 'Reload extensions' after loading the PDG extension. This applies only if Dreamweaver/UltraDev was running when the package was installed.

If you are NOT using the Extension Manager, we have provided installation guidelines below:

- Download the component from www.pdgsoft.com to a temporary folder or your desktop.
- Unzip the Dreamweaver Component, named Macromedia_Component.Zip. You will need to have a zip/unzip program, such as WinZip, in order to complete this step.

- Extract all of the files at once. We suggest you extract them to a temporary folder or your desktop. All files will appear in two folders, YourCommands and YourObjects.
- Open the YourCommands folder, then drag and drop the PDG Dialogs folder into the Dreamweaver\Configuration\Commands folder.
- Open the YourObjects folder, then drag and drop the PDG Objects folder into the Dreamweaver\Configuration\Objects folder.

Figure 1 shows a typical Dreamweaver directory structure on a local computer.

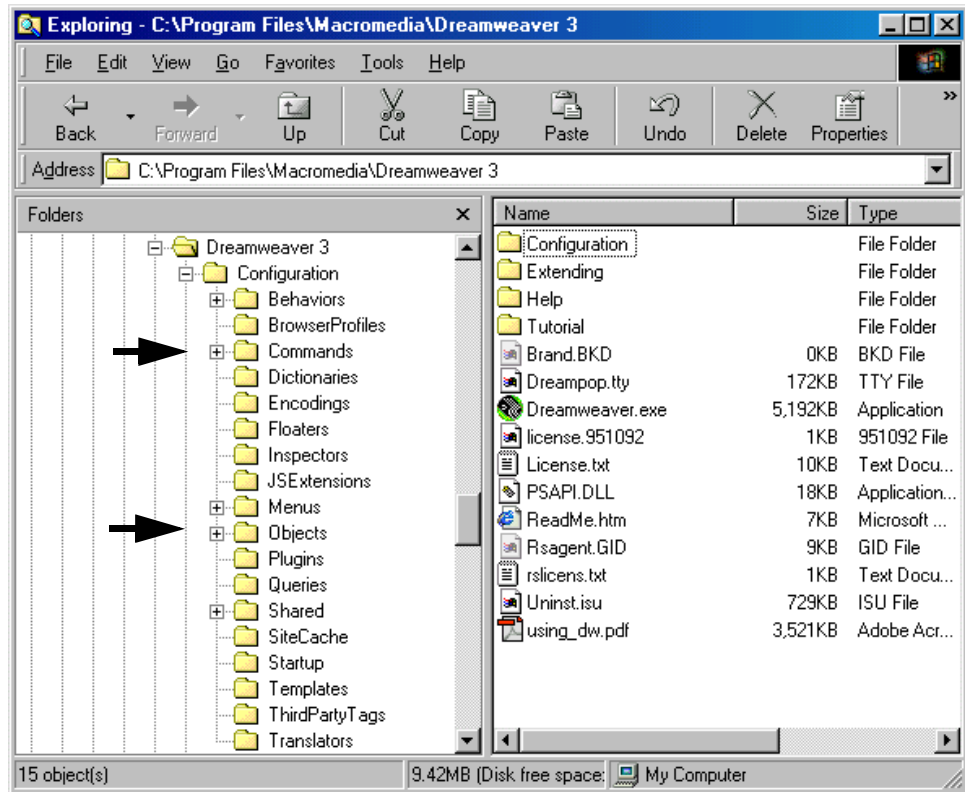


Figure 1-1 Dreamweaver Directory Structure

This completes the installation of the Dreamweaver components. Now you can create your product links, etc. on your web pages.

 End

How to create product links on your web pages

After installing the component, your next step is to create your product links on your Web pages.

Link Types

There are five types of links available:



Preadd



Display Content



Checkout



Soft Search



Hard Search

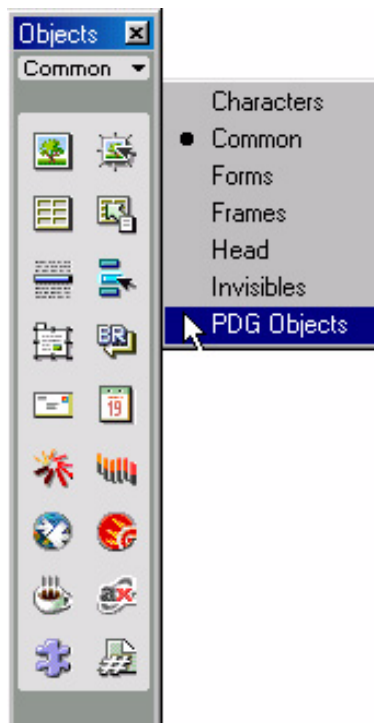
The steps for creating these links are as follows:

Note: The steps for creating a link will be the similar regardless of the link name.

Open Dreamweaver and display the Objects toolbar.



Click on the 'Common' category to display the popup of available types and select PDG Objects.

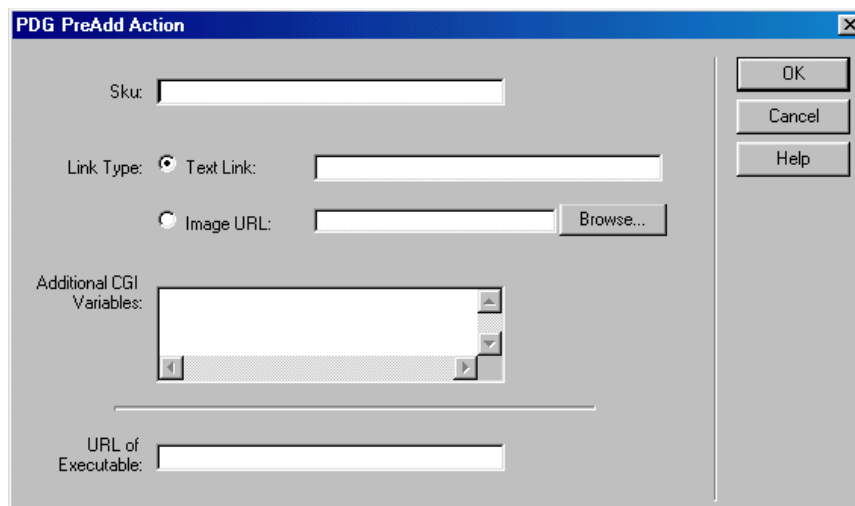


The following object toolbar will appear.



1. Click on the + icon. The following screen should appear.

SKU



Type the SKU of the product you are currently linking to and for which a catalog page is generated. SKU is NOT displayed for all link types. For example: for searches, a 'Keywords' field is displayed.

Keywords

If embedding a search, you should enter key words for each product that, when entered into a "search" field, will return a "match." This can be a product that matches the key word or words entered into the search field. For example, if you are selling CDs, Tapes and Records on your site, you might want to enter the key-words 'rock' or 'disco' for those products that fall into these categories of music.

Select Link Type:

In this section of the component properties, determine how the link is to be displayed on the Web page. If you would like a textual link, select 'Text Link' and type in the text to link in the corresponding entry field.

Example: View Product Details

If you would like an image (a button or picture, for example) to appear as the link, select 'Image Link' and enter the URL of the image file in the corresponding entry field.

Example: /images/sample.jpg

Additional CGI Variables

This box allows you to specify additional information such as price codes, templates, or if you are using PDG Mall, Store ID or PDG Distributor, VendorID.

For example, if you are embedding a product that has a pricecode of GOVT, the entry should be in the format of &pricecode=GOVT.

Note: For all actions EXCEPT SOFT search, you are dealing with URL encoded data links. For SOFT search you are dealing with HTML form data.

For SOFT search, your cgi variables need to be inside 'input' tags, e.g. <input type="hidden" name="pricecode" value="GOVT">

WARNING: When embedding a SOFT search link, you are limited to ONE link per page.

See the following chapter for advanced information on each link type.

URL of Executable:

This entry contains the URL of the executable - the executable file which runs the shopping cart.

Note:

- If you are using PDG Shopping Cart for NT server Web sites, this is typically '/cgi-bin/Shopper.exe' - where cgi-bin is the designation of the CGI directory where your shopping cart executables reside.

- If you are using PDG Commerce for NT server Web sites, this is typically '/cgi-bin/Commerce.exe' - where cgi-bin is the designation of the CGI directory where your shopping cart executables reside.
- If you are using PDG Mall for NT server Web sites, this is typically '/cgi-bin/Mshopper.exe' - where cgi-bin is the designation of the CGI directory where your shopping cart executables reside.
- If you are using PDG Distributor for NT server Web sites, this is typically '/cgi-bin/dshopper.exe' - where cgi-bin is the designation of the CGI directory where your shopping cart executables reside.

Keep in mind that your cart's executables may reside in a CGI directory with a different name, such as 'cgi-local', 'cgibin' or 'cgi'. So, you should verify the actual name of the CGI directory.

For sites located on UNIX servers, this may be '/cgi-bin/shopper' or '/cgi-bin/shopper.cgi' - again with the same caution about the name of the CGI directory as noted previously.

The component will remember the last entered value for this field, eliminating the need to re-enter the value again.



Advanced Link Actions

Link properties and actions

This section contains advanced information on manually embedding and manipulating links. It is NOT required if you are using Macromedia's Extension Manager.

When you embed a PDG Software function with the component, it will have certain properties and perform certain functions. The HTML code will look like the following for each link (PREADD, DISPLAY, CHECKOUT, HARD Search and SOFT search).

+ Preadd Action

This action instructs PDG Shopping Cart to generate and display a Web page from the product data files allowing the customer to select quantity and options for a specific product.

On the generated HTML page, the page is divided into two columns. The first column contains the product's image, as specified by the Image URL in the product's definition in the Product Data Files. The second column contains the product's description, pricing, and form inputs for selecting quantity and options.

Note: The following HTML coding information is simply for your reference. You do not need to know how to code in HTML when using the component to create product links.

Here is the syntax for using the PREADD action:

```
<form action="[location of PDG Shopping Cart executable]"  
method="post">
```

```
<input type="hidden" name="KEY" value="[product code]">
```

```
<input type="hidden" name="PRICECODE" value="[pricing category code]">
```

```
<input type="submit" name="PREADD" value="[text to appear on button]">
```

```
</form>
```

The submit input's name must be 'PREADD'. The key form input is required.

PDG Software uses the Add Item Template File to generate the Web page that allows customers to select options and quantities.

PREADD knows which product the customer wants to add from the product code (SKU number) form input. It is a hidden key. This code should be the same code as the product code found in the product definition in the product data files.



Display Action

This action allows a customer to display the current contents of their shopping cart. In addition to the content display, PDG software also allows the customer to modify the contents of the cart. The customer can remove a specific item, remove all the items, recalculate the cart's contents (assuming that the customer changed item quantities), or submit the contents for purchase.

Note: The following HTML coding information is simply for your reference. You do not need to know how to code in HTML when using the component to create links.

Here is the syntax using the DISPLAY action in an HTML page:

```
<form action="[location of PDG Shopping Cart executable]" method="post">
```

```
<input type="submit" name="DISPLAY" value="[text to appear on button]">
```

```
</form>
```

The submit input's name must be 'DISPLAY'.

The Display action allows the customer's current shopping cart to be displayed. PDG Software uses the Basket Template File to display the contents of the customer's shopping cart. For additional information on this template file, refer to the User Guide or Technical Reference.



Checkout Action

When the customer is ready to purchase the products in their cart, this action allows the customer to begin the purchase process. The resulting Web page of the CHECKOUT action requests shipping and billing information from the customer and determines the payment method the customer wants to use.

Note: The following HTML coding information is for your reference. You do not need to know how to code in HTML when using the component to create links.

Here is the syntax using the CHECKOUT action in an HTML page:

```
<form action="[location of PDG Shopping Cart executable]"
method="post">

<input type="submit" name="CHECKOUT" value="[text to appear on but-
ton]">

</form>
```

The submit input's name must be 'CHECKOUT.'

This action results in the customer being shown the cart's current contents, and being asked to provide shipping and billing information. PDG Shopping Cart uses the CHECKOUT Template File to display the cart and obtain the shipping and billing information.

Search Functions

Embedding PDG Software's Search Functions

If you are going to give customers the ability to search for products, you must embed a call (a button, graphic, text link or blank field) that will "invoke" the search function.

This call can be located anywhere within your Web store that you deem appropriate. Some stores may locate this call on the home page, others may locate this call on an internal page.

We will discuss searches in terms of two types: soft and hard. A soft search is one that would allow a visitor to your Web store to enter keywords into blank field (text box) and click a button to begin the search according to the keywords entered.

Keywords

If embedding a soft search, you should enter key words for each product that, when entered into a "search" field, will return a "match." This can be a product that matches the key word or words entered into the search field. For example, if you are selling CDs, Tapes and Records on your site, you might want to enter the keywords 'rock' or 'disco' for those products that fall into these categories of music.

A hard search is a link (button, graphic or text) that conducts a pre-determined search - a search of the product database according to fixed criteria (keywords). For example, you might create a hard search for all "classical music CDs" or all

"accounting textbooks". Of course, your Web store can employ a combination of these two search types. A soft search is the search type with which most people generally associate - "Let me tell the database what I want and have the database return the matches (search results) to me."

You might be asking yourself why a store would employ a hard search. One reason might be related to site maintenance. Think for a minute about the Web stores you have visited. You probably recall that many of them have pages upon pages of images and text that present the products they offer for sale. Assuming that those pages are statically created - meaning that someone actually created the page manually using some HTML editor - then, each time a product is added to or subtracted from the product offering, those pages have to be updated and re-published to the Web.

With PDG Software's search function enabled, PDG Software can create those pages dynamically in either the Thumbnail format or the Catalog Page format. In other words, here's what happens. Without the search function, a customer might click a button labeled 'Accounting Textbooks' and it would take them to a statically created page presenting all of the accounting textbooks - perhaps in thumbnail format.

By coding that button as a "hard search", PDG Shopping Cart would then return all products that are accounting textbooks as search matches and present them on a page Thumbnail or Catalog formatted search results page. Actually, the customer would have no idea that a "search" had taken place. Because you can customize the search results templates, customers would not know whether the page was dynamically created or statically created.

The effect is that only the product databases needs to be maintained and not both the database and the static page showing accounting textbooks. As new accounting textbooks are added to the product database, they would be set-up to match the search invoked by the button coded as the "accounting textbook hard search."

With that explanation out of the way, here's how to embed the calls that invoke the search functions.

Note: For all actions EXCEPT SOFT search, you are dealing with URL encoded data links. For SOFT search you are dealing with HTML form data.



Embedding a Soft Search

Note: The HTML coding information is available to you simply as added information. You do not need to know how to code in HTML because it is already generated for you via the component.

```

<form method=POST action="/shopper.exe">
<input type=hidden name="defaction" value="search">
Keywords: <input type=text name="keywords">
<input type=submit name="search" value="Search">
</form>

```

Keywords:



Embedding a Hard Search

You may embed a Hard Search by using either an image or text.

The following HTML code uses an image or text as a link that invokes a pre-determined search.

Note: The HTML coding information is available to you as added information. You will not need to know how to code in HTML because it is generated by the component.

```

<a href="[directory of the CGI program 'shopper']?keywords=[keywords
entered in the 'Keywords' and 'One-line Description' fields (each one separated
by a '+' of the products you want to hard code the search)&search=action">
[text used as the link]
</a>

```

To use an image instead of text, replace the 'text used as the link' with the following line:

```



```

The border designation of 'zero' will prevent a browser from displaying a "blue" border around the image.



End

