

Welcome to Cart32,

The purpose of the Getting Started Guide is to cover the basic settings required to start using Cart32. There is an Introduction section to familiarize new users with the Cart32 software and terminology. There is a Getting Started section to walk new users through the basics of setting up Cart32. Only the basic Cart32 settings will be covered in detail here. There are many more advanced settings in Cart32 that are not covered in the scope of this Guide. For more advanced features and a description of all Cart32 functions, please view the [Cart32 Support](#) section of our website. We hope you enjoy using Cart32 and remember: we are always here to help you.

Sincerely,

Cart32 Support Team

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# How Cart32 Works

Let's look at Cart32 from the view point of a shopper on a website. Below is a general description of how Cart32 works when a customer accesses a website and orders products.

- 1.) A web page contains HTML to add items to the cart.
- 2.) The customer adds one or more items to their shopping cart.
- 3.) The customer checks out or goes back to order more items.
- 4.) Customer "checks out" by entering in the billing, shipping, and payment information.
- 5.) Customer reviews all order information one final time before order is confirmed.
- 6.) Order is confirmed and order number is assigned.

Now, let's look at Cart32 from the view point of a client or owner of the cart. Below is a general description of how Cart32 works with your website.

Cart32 has two routes for you depending on your situation:

- 1.) You can add HTML to an existing or developing website using form code that will link to your Cart32 checkout pages.
- 2.) You can use our Store32 store front to manage your products.

## Option 1: Adding Cart32 into your HTML

To add Cart32 to your website, you will need to add HTML form code for each item that you want to sell online. Cart32 uses standard HTML forms to submit the item details to the Cart32 software. If you do not know HTML, Cart32 offers a free form wizard that will generate the HTML code for you. You simply copy and paste the code from the wizard into your website page. See [Cart32 form wizard](#) below for more information.

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The image displays two side-by-side browser windows showing the Cart32 HTML Form Wizard. The left window, titled 'Untitled - Google Chrome', shows the 'Add Item' form. It has a 'Choose Action' dropdown set to 'Add Item'. The form is divided into 'Required Fields' and 'Optional Fields'. Required fields include Client Code (set to 'CART32DEMOSTORE'), Item Name, Price, and Quantity (set to '1'). Optional fields include Part No., Weight, Shipping, Frame Target, Link to URL, Add Item Text, Add to Shopping Cart, Add Item Image, and QTY Discount. There is also an 'Item Options' section with 'Option Name', 'Option Values (separated by semicolons)', and 'Option Type' (set to 'Drop Down List'). A 'View Code' button is at the bottom. The right window, titled 'Cart32 HTML Form Wizard - Google Chrome', shows the same 'Add Item' form. It includes a text box with the generated HTML code: 

```
<form method="post" action="https://www.cart32shopping.com/cgi-bin/cart32.exe/CART32DEMOSTORE-AddItem">
  <font size=1> <b>123 </b></font>
  <input type="hidden" name="Item" value="123" />
  Qty: <input type="text" name="Qty" value="1" size=3 />
  <b>Price: $12</b>
  <input type="hidden" name="Price" value="12" />
  <br>
  <input type="submit" value="Add to Shopping Cart" />
</form>
```

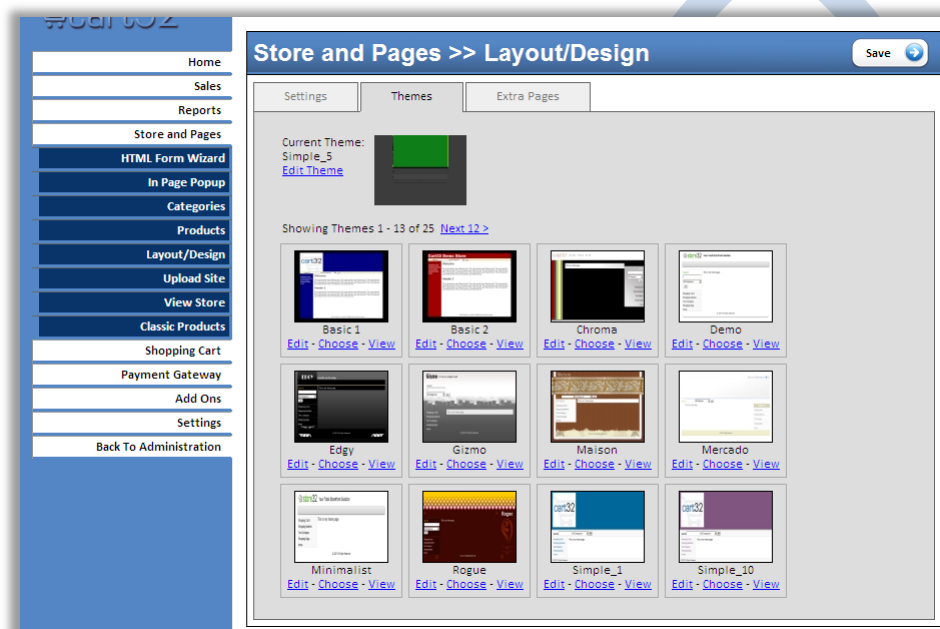
 Below the code is a preview of the form showing '123', 'Qty: 1', and 'Price: \$12' with an 'Add to Shopping Cart' button. There are also 'Add Another Option', 'Close Window', and 'Show Example' buttons at the bottom.

## Option 2: Integrated Store Builder

Need an online store now? Using Store32 allows you to get going. Here are the steps you would take to get your store up and going with Store32:

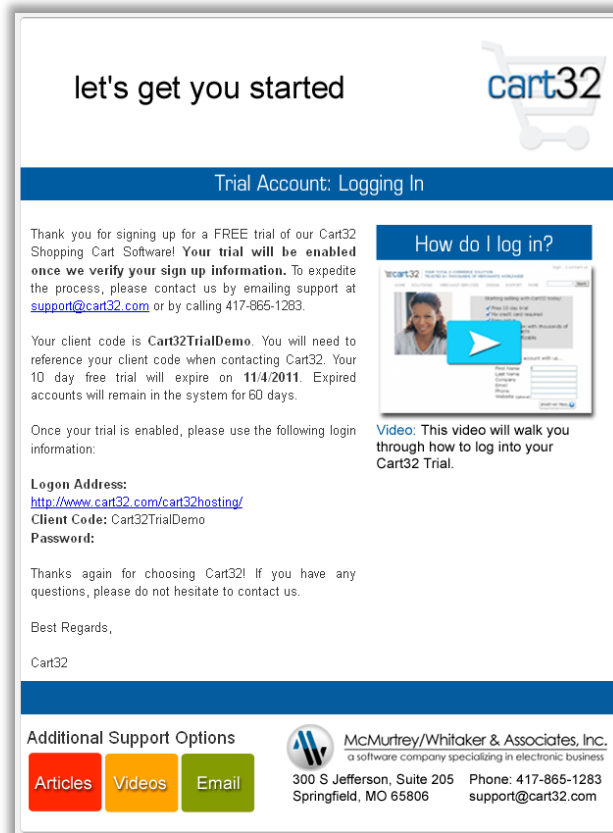
- 1.) Pick out your template
- 2.) Upload your products
- 3.) Upload your site
- 4.) Start Selling

Poof! You have an online store! Click here to read the [Store32 Manual](#).



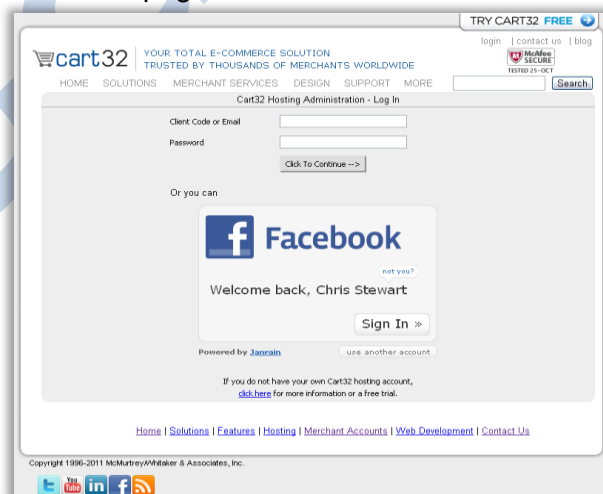
# Logging into Cart32 for the first time

When signing up for a Cart32 trial you will receive two emails. The first email will provide you with log in information for Cart32.com. Here is an example of this email:



Here are the steps to follow to log into your trial account:

- 1.) Click on the Logon Address listed in the email. <http://www.cart32.com/cart32hosting/>  
From here you will see this page:

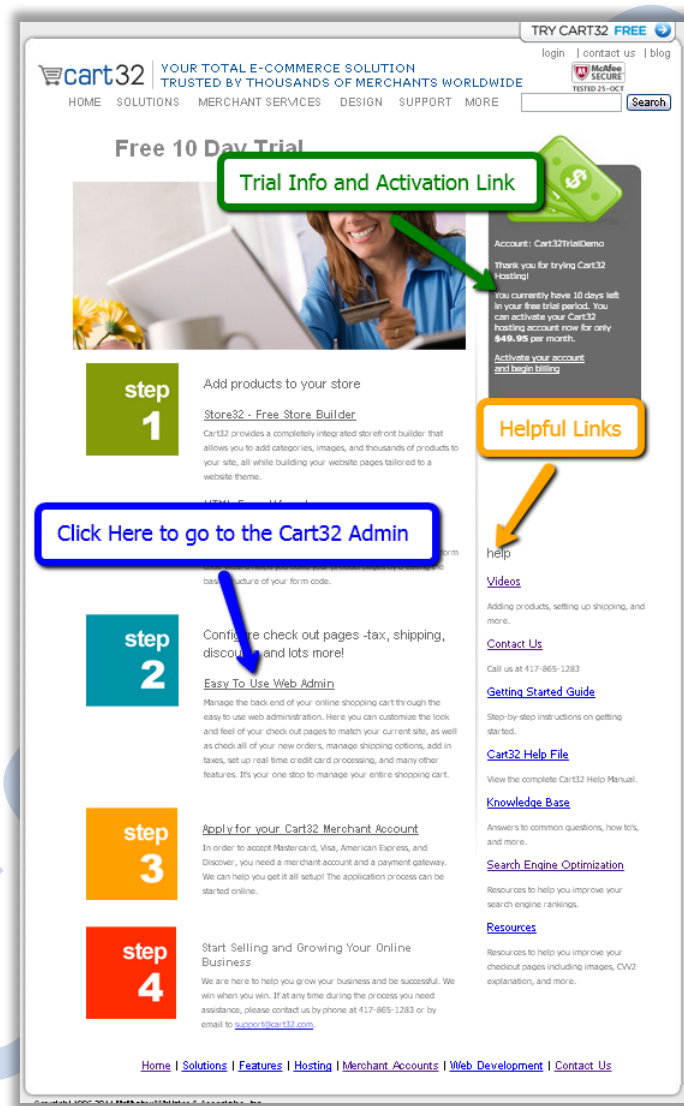


2. Here you will enter in your client code and password that was provided in your first email

While in trial mode you will have full access to the Cart Administration, which includes:

- Store32
- Web Administration
- Knowledge Base Articles
- Support Videos
- And much more!

Once you have made your decision about Cart32 you will be able to activate your billing through the Cart32 Hosting Administration.



### ***Don't like the automated password that was generated for you?***

Don't worry – you can change it within your Cart32 Admin. in the Home Category → Quick Links Box → Change Client Password. When changing your password it will change the password for both Cart32 Hosting Log In and Cart32 Web Administration.

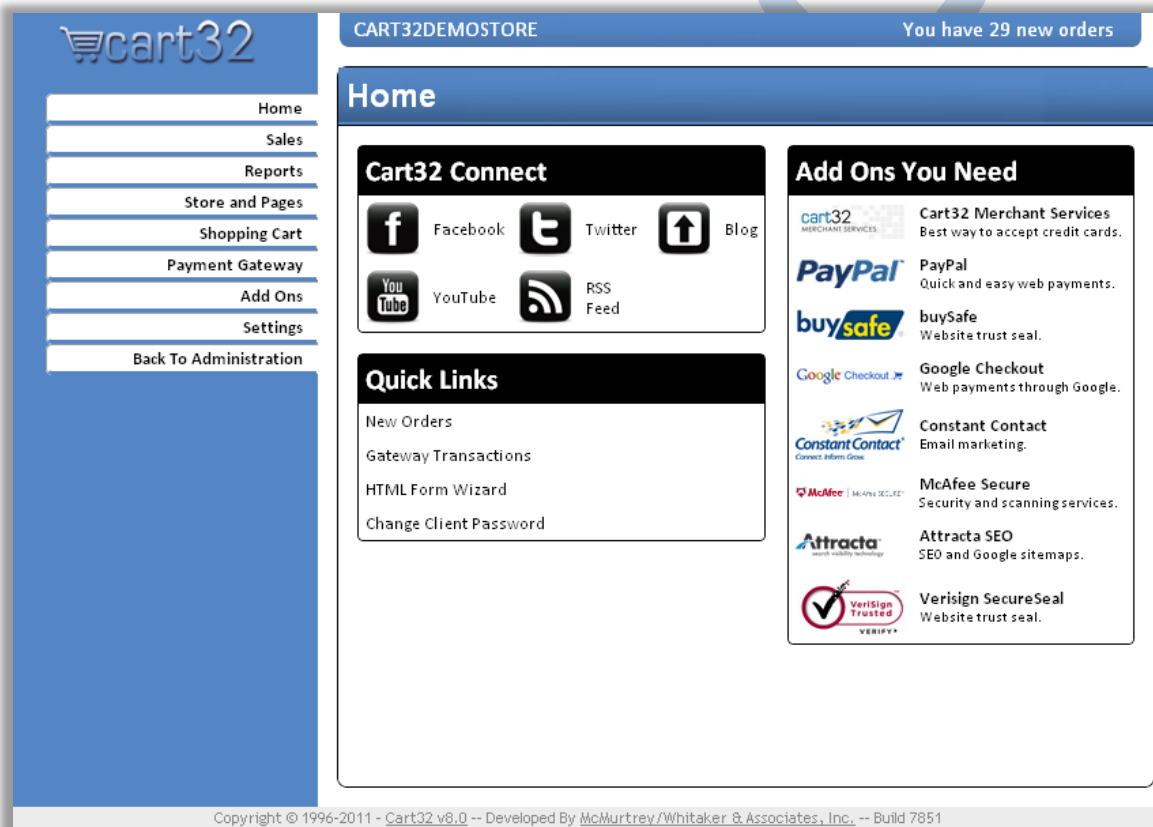
- Knowledgebase Article: [Cart32 Password Policy](#)

# Cart32 Web Administration

The secure Cart32 web based administration is the control panel for the Cart32 software. The web admin is only accessed by the owner of the cart or a "client." The customer or shopper on the site does not access the web admin. The web admin is where the client changes the cart settings for appearance of the cart, taxes, shipping, discounts, gift certificates, and much more!

When first using Cart32, you will need to login to the Cart32 web admin to setup the basic settings. See Getting Started, [Cart32 Web Administration](#) below for more information.

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## Making Changes

When making changes in the Cart32 web admin, always click the SAVE button to save your changes.

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## Navigating the Web Admin

### Home Category

This category is the main screen that you view when you first log in. It provides you with links for Add Ons, Connecting with Cart32, and Quick Links within the admin.

### Sales Category

**Sales >> Orders**

Search By  Dates  Custom  From  8/31/2011 To  10/25/2011

☒ New Orders Only Approved  All Show  5

Showing orders 1 - 5 of 29.

[View Checked Orders](#) [Export Checked Orders](#) [Charge All Check Orders](#)

<input checked="" type="checkbox"/>	<a href="#">View</a>	<a href="#">Print</a>	Order #	Date	Total	Status	Tracking #	Ship Date	Appr	Label	Edit	Del
<input checked="" type="checkbox"/>	<a href="#">View</a>	<a href="#">Print</a>	001036	10/18/2011	\$143.00	In Process			N	<a href="#">Label</a>	<a href="#">Edit</a>	<a href="#">Del</a> <a href="#">Cart32 Gateway</a>
<input checked="" type="checkbox"/>	<a href="#">View</a>	<a href="#">Print</a>	001035	10/18/2011	\$21.56	In Process			N	<a href="#">Label</a>	<a href="#">Edit</a>	<a href="#">Del</a> <a href="#">Cart32 Gateway</a>
<input checked="" type="checkbox"/>	<a href="#">View</a>	<a href="#">Print</a>	001032	9/15/2011	\$30.99	In Process			N	<a href="#">Label</a>	<a href="#">Edit</a>	<a href="#">Del</a> <a href="#">Cart32 Gateway</a>
<input checked="" type="checkbox"/>	<a href="#">View</a>	<a href="#">Print</a>	001031	9/9/2011	\$35.12	In Process			Y	<a href="#">Label</a>	<a href="#">Edit</a>	<a href="#">Del</a> <a href="#">Cart32 Gateway</a>
<input checked="" type="checkbox"/>	<a href="#">View</a>	<a href="#">Print</a>	001030	9/8/2011	\$21.56	In Process			N	<a href="#">Label</a>	<a href="#">Edit</a>	<a href="#">Del</a> <a href="#">Cart32 Gateway</a>

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\*\* New orders are shown in bold.

### Orders Sub-Category

This is where you can view orders in the cart. You can search the orders by date range, order number, etc. The orders are listed much like a checkbook register. You can view, print, edit, and delete orders. The order status filed is for internal use, but will be noted to customers if you are using the orderstatus link (see form wizard). You can print shipping labels if you are using a real time shipper.

Helpful Hints for Orders Sub-Category:

- Knowledge Base Article: [Order Status Check](#)
- Knowledge Base Article: [Resent Customer Orders](#)

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### Status Emails Sub-Category

Here is a great knowledge base article and blog regarding Cart32 Emails:

- Knowledge Base Article: [Cart32 Emails](#)

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## Reports Category

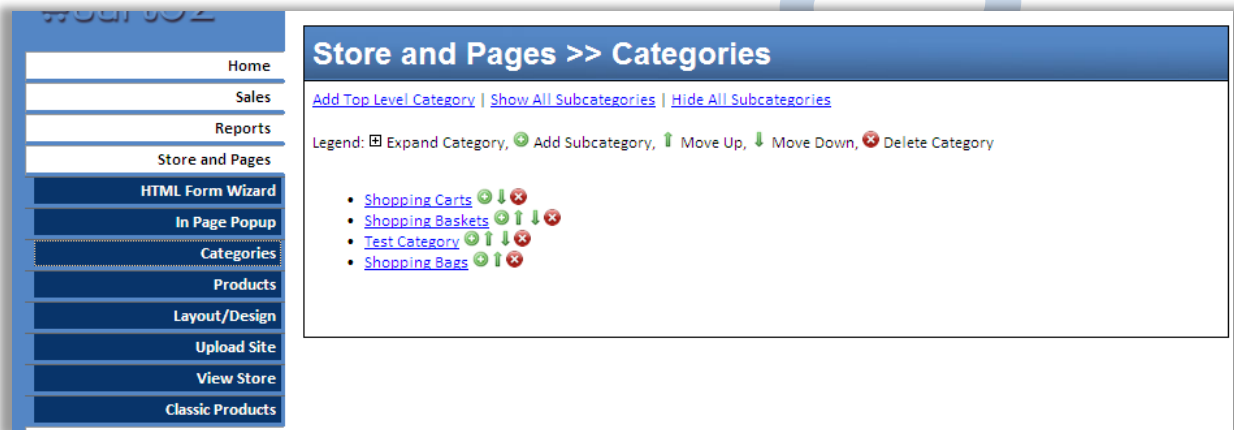
Cart32 has reports add ins available for reports based on Customer List, Sales Total, Sales by Customer, Order List, Lost Sales, and Inventory. View this category for more information.

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## Store and Pages Category

### HTML Form Wizard Sub-Category

As we mentioned before, there are two ways to add products to your website, HTML form code and our Store Builder. Clicking this Sub-Category will automatically bring up the form wizard in a pop-up window.



### In Page Popup Sub-Category

Clicking this option, you will be able to view a how-to which provides steps to add items to the shopping cart without leaving the product page.

### “Categories” through “View Store” Sub-Categories

These sub-categories relate specifically to our integrated Store Builder. If you need help with this, please refer to the Store Builder User Manual, which can be found at the following location:

- Knowledge Base Article: [Store Builder User Manual](#)

### Classic Products Sub-Category

The product database setup is optional and is only used for inventory management purposes. Cart32 does not build your store pages based on the database. See our Store Manger product for this functionality.

Here is a great knowledge base article that discusses databases:

- Knowledge Base Article: [Cart32 and A Product Database](#)

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## Shopping Cart

### Appearance and Appearance 2 Sub-Categories

These are the basic ways to change the look and feel of your shopping cart pages. Here are some helpful hints for this section:

- Knowledge Base Article: [Item List Template File](#)
- Knowledge Base Article: [Cart32 Buttons](#)
- Knowledge Base Article: [Cart32 Template Files](#)

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### Billing and Shipping Sub-Category

#### [One Page Checkout](#)

This is where you will turn on your one page checkout versus the 4 page “classic” checkout process.

#### [Billing Information](#)

**Shopping Cart >> Billing And Shipping** [Save]

One Page Checkout | **Billing Information** | Shipping Information

All Use All ☐ Yes ☒ No Bold ☒ Yes ☐ No  
Font Color  Italic ☐ Yes ☒ No  
Billing Title  Font Face   
Table BG Color  Font Size   
Table Border  Info Not Given   
Table Cellspacing  Validate Email Address ☒ Yes ☐ No  
Table Cellpadding  Invalid Email Text   
Extra Table Tags

**First Name** (selected in scroll bar)  
Last Name  
Company  
Address 1  
Address 2  
City  
State/Province  
Zip  
County  
Country  
Phone  
Fax  
E-mail  
Comment  
Other 1

Show ☒ Yes ☐ No Font Size   
Required ☒ Yes ☐ No Font Face   
Order  Font Color   
Text  Bold ☐ Yes ☒ No  
Width  Max Length  Italic ☐ Yes ☒ No  
Default  Type   
Show In Email ☒ Yes ☐ No Email Text

[Set Shipping/Billing/Payment Values To Default]

The above picture points out the three most important features in the billing information. The scroll bar lists the attributes that you can have available for your clients to fill out. To the right you can choose to SHOW or REQUIRE each attribute. It is very important that the billing information matches the shipping information. *If an attribute is required on billing it needs to be required in shipping as well.*

## Shipping Information

**Shopping Cart >> Billing And Shipping** [Save]

One Page Checkout | Billing Information | **Shipping Information**

**All** Use All ☐ Yes ☒ No Bold ☒ Yes ☐ No  
Font Color  Italic ☐ Yes ☒ No  
Shipping Title  Font Face   
Table BG Color  Font Size   
Table Border  Info Not Given   
Table Cellspacing  Validate Email Address ☒ Yes ☐ No  
Table Cellpadding  Invalid Email Text   
Extra Table Tags

Use Separate Shipping Address ☒ Yes ☐ No  
Show two columns on billing/shipping table ☒ Yes ☐ No

Same  
First Name  
Last Name  
Company  
Address 1  
Address 2  
City  
State/Province  
Zip  
County  
Country  
Phone  
Fax  
E-mail  
Comment

Show ☒ Yes ☐ No Font Size   
Required ☒ Yes ☐ No Font Face   
Order  Font Color   
Text  Bold ☐ Yes ☒ No  
Width  Max Length  Italic ☐ Yes ☒ No  
Default  Type   
Show In Email ☒ Yes ☐ No Email Text

The shipping information tab operates the exact same way as the billing information tab. You will want to make sure your billing and shipping information show the same fields and require the same information.

### Use Separate Shipping Address

If checked Yes, this shipping section will appear on the online order form. If not, then only the billing section will be active.

### Show two columns on billing/shipping table

If checked Yes, this shipping section will appear in a second column to the right of the billing section on the online order form.

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## Payment Sub-Category

### Payment Choices

This tab allows you to control the payment methods, such as check, MasterCard, Visa, etc., displayed under payment info on the online order form.

To select whether or not a payment method shows, highlight the field in the scroll box in the lower left portion of the tab. Set **Show** to Yes or No. This tab contains many more advanced settings that will not be covered here.

### PayPal/Google Checkout/Amazon

To enable these three alternative payment methods, input the appropriate information for each type of third party processor.

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## Shipping Sub-Category

Cart32 allows for multiple shipping types and customized shipping settings. This guide will only cover the most common form, charging shipping based on real time calculations from a shipping carrier. You can setup several shipping types, such as Ground, Next Day, 3 Day, etc.

Enter a Name such as USPS Priority for the shipping type and click the Add Shipping Type button. This name will be shown to your customers. Click Edit next to the shipping type you just created. Choose your Shipping Method. For this example we would choose By US Postal Service and select Priority Mail from the drop down list.

Here are a few Knowledge Base Articles to help you set up shipping:

- Knowledge Base Article: [Basic Shipping Information](#)
- Knowledge Base Article: [Tightening Your Shipping Configuration](#)

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### UPS/FedEx/DHL (International) Shipping

Cart32 allows you to sign into your UPS/FedEx/DHL account to calculate shipping based off your location and the weight of your products.

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## Tax Sub-Category

Cart32 allows for complete customization of tax settings.

Here are a few Knowledge Base articles that will help you set up your taxes:

- Knowledge Base Article: [Set up sales tax based on state](#)
- Knowledge Base Article: [Setting up tax codes for various tax rates on products](#)

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## Discounts Sub-Category

### [Set Up Discounts](#)

Here are some helpful hints for Discount:

- Knowledge Base Article: [How to set up a discount](#)

### [Discount Settings](#)

This section allows you to set up options for how the user can enter in their discount code(s).

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## Gift Certificates Sub-Category

This is the control panel for your gift certificates. You can set up how gift certificates will be accepted. You will also create gift certificates in this area, as well.

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## Order Processing Sub-Category

Cart32 provides online site owners with a low-cost, all-in-one online merchant account and gateway solution. Cart32 Merchant Services allows you to accept credit cards for payment directly from your site and manage them from an online virtual terminal. [Apply now](#) with Cart32 Merchant Services. If you already have a merchant account, see our [list](#) of compatible gateways.

To set up your payment processor, follow these instructions. Check Use Real Time Credit Card Processing and select the Auth Name from the drop down list. Wait for the page to reload. Fill in the required fields with the information provided by your payment processor, such as Merchant ID, password/PIN, etc.

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## Users Registration Sub-Category

Cart32 gives you the option of making user registration for customers not available, optional, or mandatory. Registered users create a password protected account that stores their billing and shipping information for easy reordering.

This tab contains many more advanced setting that will not be covered here.

This tab contains advanced settings that will not be covered here.

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## Export Orders Sub-Category

This option allows you to export specific order details to a csv file.

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## Auto Download Sub-Category

Here is a knowledge base article that will explain how to set up your Auto Download:

- Knowledge Base Article: [Auto Download](#)

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## Payment Gateway Category

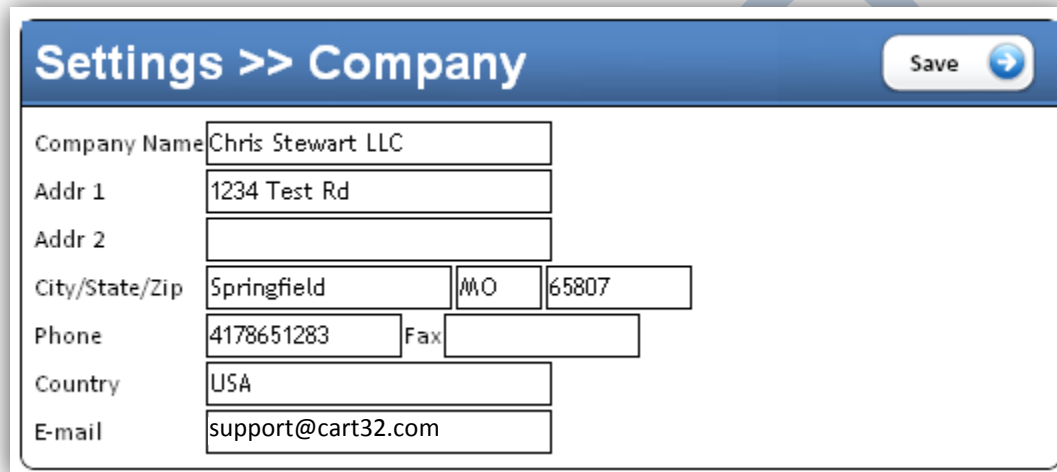
This is if you currently use or want to sign up for Cart32's Payment Gateway and Merchant Account.

## Add Ons Category

Cart32 has add ins available for Quickbook integration, Google Analytics, Constant Contact, and buySafe. View this tab for more information and a free 10-day trial of certain services.

## Settings Category

### Company Sub-Category



Settings >> Company				Save
Company Name	Chris Stewart LLC			
Addr 1	1234 Test Rd			
Addr 2				
City/State/Zip	Springfield	MO	65807	
Phone	4178651283	Fax		
Country	USA			
E-mail	support@cart32.com			

Enter your company Name Address, City/State/Zip, Phone, Fax, Country, and Email. Click Save. These settings will be displayed to your customers on the order confirmation. The email address listed here will be used for order emails. You can enter multiple email addresses separated by a comma.

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## Security Sub-Category

### Credit Card Security

#### *Don't store credit cards in Cart32 internal databases*

Check this box if you do not want Cart32 to store the credit card information at all. This is useful if you use a real time payment processor and do not need the credit card after the transaction is complete.

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### CVV2 Option

Select whether or not the CVV2 field (the credit card security number on the back of the card) is stored in the cart. To protect CVV2 data from being compromised, VISA U.S.A. Inc. Operating Regulations prohibit merchants from keeping or storing CVV2 numbers once a transaction has been completed. So you must either not store the data or clear it out once you've processed an order. Cart32 will keep the CVV2 stored for a maximum of 5 days.

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### [Generate Public/Private Encryption Keys](#)

The link will start the wizard to generate public a public/private key pair for use in encrypting credit cards. If you run this after it has already been run, any credit cards encrypted previously with key encryption will NOT be retrievable.

Cart32 generates a public and private key pair to encrypt the credit card data. The public key will be stored on the server and the private key will be stored on your computer in a file or in the registry. Only the public key is needed to encrypt the data, but both the public and private keys are needed to decrypt the data. By default, the credit card data is stored encrypted in the Cart32 database.

IF THE PRIVATE KEY IS LOST THEN THE CREDIT CARD DATA WILL NOT BE RETRIEVABLE. Please protect your private key. If it is lost there is nothing that can be done to retrieve the data. Your customers' credit card data will be safe as long as the private key is in your care. To retrieve orders with the public key encrypted credit card numbers use the same machine and browser that you used to generate the keys.

If you setup the keys, Cart32 will launch an object that will be used to generate the keys, save the private key to your hard drive.

You can select Skip for now or Skip altogether and setup the keys at a later time if you are unsure about setting up the keys. Click [Click here to continue](#) if you wish to setup the keys.

Only the computer that you have placed the keys on can view the credit card numbers. The key can be copied to additional machines.

Want more information? Check out this knowledge base article:

- Knowledge Base Article: [Public-Private Encryption Keys Set Up](#)

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### [Secure Certificates](#)

#### [Use Secure Transactions](#)

Notes whether or not that client's server supports SSL secure transactions. If so Cart32, will use the https:// protocol instead of the regular http:// protocol to process the transaction. It is recommended that you check this setting.

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### [Secure Domain Name](#)

Leave this field blank to have Cart32 automatically find the secure domain name (recommended). If Cart32 returns an incorrect domain name, then you can specify the correct one in this field. Do not include http://.

### [Secure CGI Directory](#)

Leave this field blank to have Cart32 automatically find the secure domain name (recommended). If you specify the secure domain name, then you need to also specify the secure CGI directory. The field should begin and end with a forward slash (/).

Ex: /cgi-bin/

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#### [Leave secure connection in frames on framed website](#)

If you checked this then Cart32 will keep framed websites in frames on secure connections. With this unchecked Cart32 will go to a non-frames window for secure pages. The non-frames window is the better option because the browser shows that the connection is secure.

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### **Email Sub-Category**

#### [Basic Options](#)

##### [E-mail Response To Client](#)

Check this box if you want the cart to send you an email when there is a new order.

##### [E-mail Response To Customer](#)

Check this box if you want the cart to send the customer an email when they place an order.

#### [Email Server Settings](#)

This is where you enter the Mail Server (optional, not required for Cart32 Hosting), Email User Name (optional, not required for Cart32 Hosting, only for SMTP), and Email Password (optional, only for SMTP).

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### **General Sub-Category**

#### [Remember Customer Information for Repeat Orders](#)

If this option is checked, when a customer returns to your website to make a repeat order his/her customer information is recalled. This only works with Internet browsers that support cookies.

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#### [Use Post Method](#)

Check this box if you want Cart32 to use the POST method when submitting the template files you have specified. By default, Cart32 will use the GET method.

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#### [Template File Directory](#)

This field is to set a specific path to the HTML template files. This is very useful when you want the HTML files to be located in the area where the web pages are located on the server, instead of beneath the Cart32 directory. This is also useful when you want to customize the look of your cart. Only list the path and not any files name here.

- Ex: d:\ozarkol\cart32templates\clientcode\

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#### [File extension for HTML template files](#)

This enables a powerful feature where you can include server side scripting code in the HTML template files. Active Server Pages (ASP) and Cold Fusion (CF) are good examples of uses for this field. You do not rename the template files themselves. They keep their .html extension. Cart32 automatically replaces the extension with what this field contains. For example, if you put ".asp" (without the quotes) in this field, then all of the template files will be treated as ASP files and you can put ASP code in them.

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#### [Next Order Number](#)

This specifies the order number (must be numeric) that will be assigned to the next online order. Cart32 automatically increments this for each order.

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#### *Require whole numbers quantities for items added to the cart*

Check this box if you only want whole numbers for quantities used when using the cart. For example, this will prevent a user from entering "1.5" as the quantity for an item if partial quantities are not available.

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#### [Require POST for adding to cart](#)

This requires all Cart32 transactions to use the POST method for processing forms. This is a security measure to prevent a user from typing in changed prices or other parameters. The POST method is more secure.

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### **Orders Sub-Category**

#### [Order Output File](#)

This is where you can save your order information to a text file that you can download. The default location is the following:

c:\ozarkol\cart32templates\CLIENTCODE\orders\CLIENTCODE-orders.txt.

This file can be downloaded via FTP.

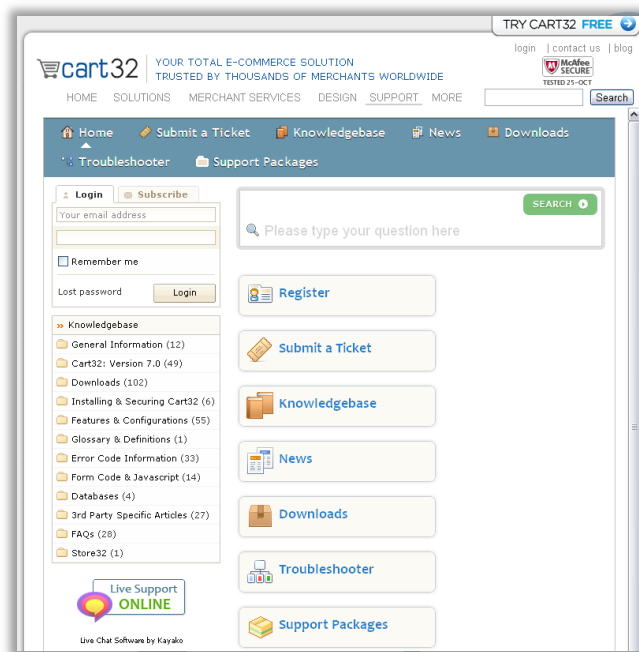
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# Getting Help

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## Cart32 Support page

For all Cart32 support resources, please visit [www.cart32.com/support.asp](http://www.cart32.com/support.asp). Here you will find links to all support resources, Cart32 support contact information, online chat with a Cart32 representative, and more!



## Cart32 Knowledge Base

For answers to a wide variety of questions regarding the setup and use of Cart32, common errors, explanations of terms, and more, please visit our searchable knowledge base at [www.cart32.com/support.asp](http://www.cart32.com/support.asp)

## Cart32 Help File

We also have an online Help File that can be useful. Check it out at: [www.cart32.com/help/](http://www.cart32.com/help/).

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Congratulations! You are now on your way to the exciting world of ecommerce. There are many features, products, and services available from Cart32 to make ecommerce easy. Please visit our site [www.cart32.com](http://www.cart32.com) for more details. Please let us know if you have any questions, comments, or suggestions.

-Cart32 Support Team