

Cart32 Store Builder

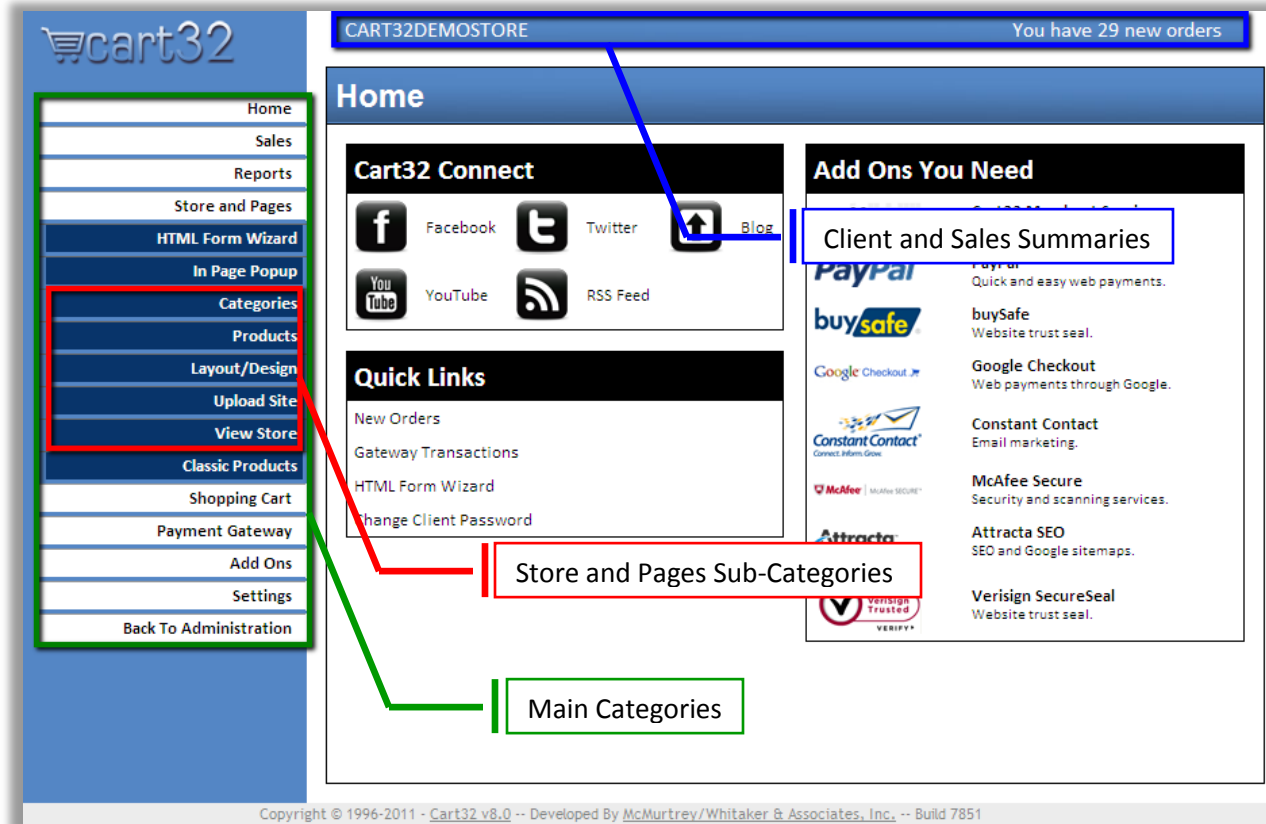
User Manual

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Cart32 Store Builder User Manual

Welcome to the **Cart32 Store Builder**. This was previously known as Store32 in v7.0 of the shopping cart. The screenshot below shows a typical view of the store builder in **Internet Explorer**. Other internet browsers may display elements of the Store Builder a little differently, but all content should be essentially the same.



1. Client and Sales Summaries

Near the top of the administrative page is a bar that shows your **client name** (here, "Cart32DemoStore") on the left and the **summary of sales** on the right, including **new orders**. In order to access your cart's store builder setup, you must be logged into the cart web administration.

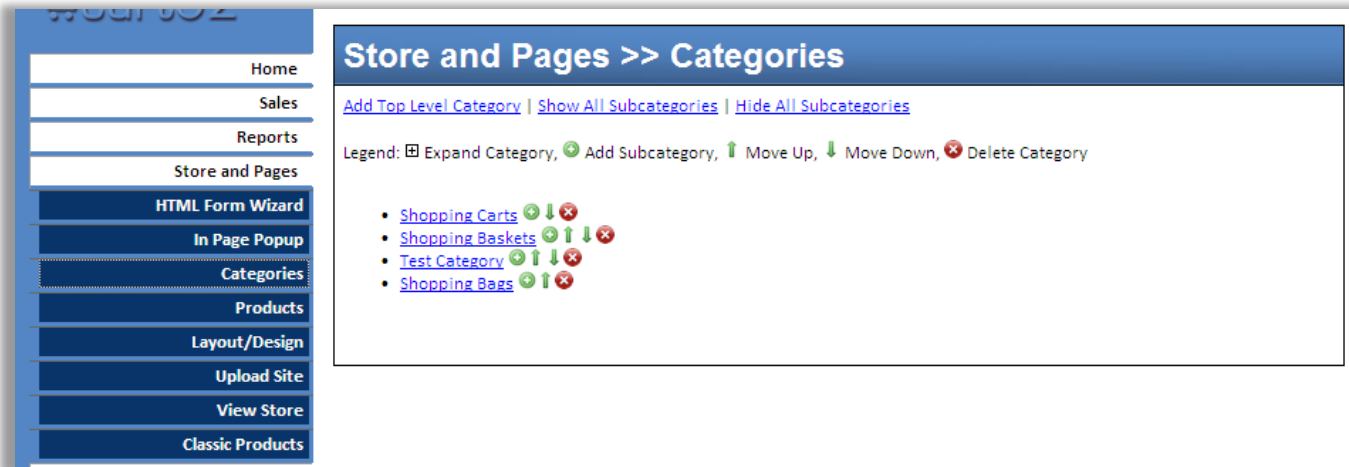
2. Main Categories

Off to the left of the page, you will see nine main categories for cart functions: **Home**, **Sales**, **Reports**, **Store and Pages**, **Shopping Cart**, **Payment Gateway**, **Add Ons**, **Settings**, and **Back to Administration** (only when logged in as an administrator).

3. Store Builder Sub-Categories

The Store Builder category is split into sub-categories. Cart32's Store Builder has a total of five sub-categories.

Categories



All controls for **Categories** can be found in the **Categories** sub-category. This includes the controls to **add**, **edit**, and **delete categories or subcategories**. A sub-category is any category which belongs to another category (for instance, the category “high heels” could be a subcategory for “shoes”).

You should start creating your catalog by giving it at least basic categories. Your categories can be anything you feel will adequately organize your products (both for your needs and your customers’). A person selling books might use authors or publishers for categories. A person selling clothing might use brands or sizes for categories. Products can be added to any number of categories—if you have few products, you can utilize the categories to create an impression of more products; if you have many items, you can use the upper-level categories to upsell some items while using the subcategories to display the remainder of the catalog. The built-in search may also include “by category” searching (this feature is template-dependent).

You may find that you have too many categories to easily view at once; if this happens, you can toggle between **showing** and **hiding subcategories** with the links at the top of the **Categories** page, or you can manually **expand** and **collapse** parts of the category tree with the **plus [+] symbols** to the left of **parent categories’ names**.

Add a Category/Subcategory

The screenshot shows the 'Store and Pages >> Categories' form. The form fields are: Category ID (text), Category Name (text), Image (text with a picture icon), Category Description (text area), Meta Title (text), Meta Description (text), Meta Keywords (text), No Products Found Text (text, pre-filled with 'No products found.'). Below these are 'Products Per Row' (text) and 'Custom Page Content' (text with a 'Show/Hide Fields' dropdown). At the bottom are three buttons: 'Save', 'Save + Go Back', and 'Save + Add Another'. The sidebar on the left lists various navigation options, with 'Categories' highlighted. The footer contains copyright information: 'Copyright © 1996-2011 - Cart32 v8.0 -- Developed By McMurtrey/Whitaker & Associates, Inc. -- Build 7851'.

To add a **top level category**, click the **Add Top Level Category** link at the top of the **Categories** page. To add a **subcategory**, click the green **Add** symbol next to the desired **parent category**.

When you create a new category, you will need to give it a **name**. Other fields on the **New Category** page can be filled out or changed later, but you **cannot** edit a category that does not have a name.

Categories are **automatically** assigned a **Category ID** upon creation—you cannot change this number.

Categories can be given **Category Images** to show in place of their names in certain key sections of your store. To assign an image to a category, click the **picture** icon to the right of the **Image** field. The image uploader will appear in a new window. **Navigate** to the folder which contains the desired image, **select** the image file from the Choose Image section, **visually confirm** that it is the image you wanted in the Image View section, and **click** the link that says **Click Here To Select**. The image uploader will close, and the path to the image file will automatically be entered in the Image field of the **New Category** page.

Categories can be given **descriptions**. You do not need to give your categories descriptions, but the description can be used in several ways, including as an **alt tag** for any links to the category—**alt tags** are very important to **Search Engine Optimization (SEO)** and **Screen Readers** (programs which read the contents of a computer screen aloud for the visually impaired). Many templates use the category description as a generalized summary above the product listings on the category page. The category image may be used here as well; again, this depends on how the selected template utilizes the information you provide. Category descriptions can also be used as callouts and sale notifications (e.g. “All shoes 30% off!”).

Meta fields in general are mainly used for **SEO** purposes. However, the **Title** is also the text that will appear in the **browser's menu bar** (where you would normally see text like "Cart32 v7.0 Web Admin – Windows Internet Explorer").

Edit a Category/Subcategory

Store and Pages >> Categories

Category ID: 153738480

Category Name: Shopping Carts

Image:

Category Description: Shopping carts that market your products.

Meta Title:

Meta Description:

Meta Keywords:

No Products Found Text: No products found.

Products Per Row:

Custom Page Content: [Show/Hide Fields](#)

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To edit a **category** or **subcategory**, click its **name** in the **Categories** tab. If you don't see the subcategory you want to edit, either **expand** its parent category by clicking the **plus symbol [+]** to the left of the parent category's name or show all subcategories by clicking the **Show All Subcategories** link at the top of the **Categories** page.

You can change anything about a category except its **Category ID**, which is automatically assigned. You can also delete the contents of any field—be careful when doing this, because **categories need names**. For some templates, all of a category's subcategories will be listed on its Edit Category page.

Note that you **cannot** change a category's level or parent category—a subcategory must be added under the correct parent category. The reason for this is to help keep you from losing entire categories and all their products when moving a category. It's best to get into the habit of planning your category layout in advance.

Delete a Category/Subcategory

To delete a **category** or **subcategory**, click the **delete** icon next to its name in the **Categories** tab. If you don't see the subcategory you want to delete, either **expand** its parent category by clicking the **plus symbol [+]** or show all subcategories by clicking the **Show All Subcategories** link at the top of the **Categories** page.

Products

Edit	Del	Part #	Name	Price	Short Description
Edit	Del	CA01	Classic Shopping Cart	\$10.00	Your classic shopping cart that does the job!
Edit	Del	BA01	Cotton Bags	\$10.00	100% all-natural cotton bags that you can use ...
Edit	Del	BASK01	Wire Basket	\$10.00	Your classic, dependable wire basket.
Edit	Del	CA02	Mini carts	\$20.00	
Edit	Del	123	Shirt	\$10.00	

At the top of the **Products** page is a group of tools for **searching** through and **paginating** your products. You can show **ten**, **twenty-five**, or **fifty** products per page, or you can **show all** products at once. You can choose to display them by **Page**, **Part Number**, **Name**, or **Price** order. You can also choose to look at products **by category**.

Any time one of the sorting or pagination options is changed, the search results will reload—if you have not entered any text in the **Product Search** field, the Store Builder will apply the sorting and pagination options to all of your products. To **search** by new text (or to unapply a search by deleting text), first type some or all of the text into the **Product Search** field, then click the **Go** button to the right. The results will display according to the sorting and pagination options currently displayed.

Add a Product

Store and Pages >> Products

Product ID 1140

Name (Required)

Part No (Required)

Price (Required)

Options
[Add Option](#)

Images
[Add Image](#)

Short Description

Long Description

Manufacturer

[Show Extra Fields](#)

Choose A Category For This Product

Shopping Bags
Shopping Baskets
Shopping Carts
Test Category

(Ctrl + click for more than one or [Clear Selections](#))

We recommend adding a **subset** of your products to begin with. This will allow you to try different option types and choose what you prefer before you go to the trouble of manually entering your full catalog.

To add a **product**, click the **Add a Product** link at the top of the **Products** page. Just like categories, all products **automatically** receive **ID** numbers.

Basic Fields

You'll need to give your new product a **Name**, **Part Number**, and **Price** when you create it. Everything else can be added or changed later by editing the product.

Option Name

Option Type

Please Choose
Drop Down List
Text Box
Multiple Line Text Box
Check Box
Radio Buttons

Adding options to a product is fairly straightforward. When you click the **Add Option** link, the **Add/Edit Option** window will open. Give the option a **name**—simple, self-explanatory option names are recommended—and select the **option type** that will suit it best.

The dialog box shows the following fields and controls:

- Option Name: Colors
- Option Type: Drop Down List
- Table with columns: Value, Price, Part No, Weight
- Row 1: Edit Del, Red
- Row 2: Save Cancel, Blue, [Empty], [Empty], [Empty]
- Buttons: Save, Cancel

For example, choosing one out of a list of colors would be simplest with a **Drop Down List** option. **Dropdown** and **Radio** options are empty by default, so you will need to add choices by clicking the **Add Choices** link.

Note that at this point you have the ability to specify a different **price**, **part number**, and/or **weight** for each option, if you choose—this can be important for things like **size differences** and **costs of materials**. You must choose to separately save each choice by clicking the **Save** link next to it. When you have finished adding choices, click the **Save** button below the choices to save the changes you made to the option.

The dialog box shows the following fields and controls:

- Option Name: Inscription
- Option Type: Multiple Line Text Box
- Width: [Empty]
- Height: [Empty]
- Buttons: Save, Cancel

Options such as inscriptions or custom cards are best suited to **Text Box** or **Multiple Line Text Box** options. By default, each line of a Text Box or Multiple Line Text Box option is **twenty (20)** characters long, but you can specify both width (in characters) and height (in lines) for a Multiple Line Text Box. This may be overwritten by CSS in some cases.

Options				
Add Option	Edit Del	Color	(Drop Down List)	Red, Blue
	Edit Del	Inscription	(Text Box)	

As you add options to a product, they will appear in a list inside the **Options** box.

When you click the **Add Image** link, the **Add/Edit Product Image** window will open. It is important to make sure that the image is assigned to the appropriate **image type**. If your store relies exclusively on **thumbnails**, for instance, you would only need to choose an image for the **thumbnail** setting. To see where a **type** of image is used in your **store** and your **cart**, **hover** your cursor over the **blue help icon** to the left of the image type. Click the **image type** or the **choose** link next to it in order to open the image uploader in the **Add/Edit Product Image** window.



As you add images to a product, they will appear in a list inside the **Images** box. Once you have more than one image for a product, images can be dragged up and down in the list. The image in the **first row** will be used for the **thumbnail**, **default closeup**, and **Cart Images**. If multiple images are used, **the Store Builder** will create **small thumbnail images** below the closeup image to allow you to view more than one—the size and number of these per row are controlled with the **layout** settings.

A Product's **Short Description** is the description that will show up on the **Products** page, and may show up in parts of your store like the thumbnail page. The **Long Description** is more likely to appear in the close up view of a product. One use of the distinction between descriptions is to make general and specific descriptions, such as describing a packaged item and then enumerating its contents.

The **Manufacturer** field is useful for further separating items of the same type that are made by different companies.

Products can belong to **multiple categories**. If you want a product to appear in more than one category, **Ctrl + click** on each subsequent category. You can also use **Ctrl + click** to deselect a category. To clear the category selections, click the **Clear Selections** link below the category list. Note that if a product belongs more specifically to a subcategory, you may not want it to also appear in the parent category, as this can make parent categories needlessly cluttered. At the same time, don't feel that you need to limit the number of categories to which a product belongs—some of your customers may expect a product to appear in a different category than others, and being as complete as possible is the best way to make sure that your customers can find everything they want. Remember that a product **will not appear** in your store if it does not belong to **at least one** category.

To **save** your changes and **continue editing** the new product, click the **Save** button. To **save** your changes and **return** to the Products page, click the **Save + Go Back** button. To **discard** your changes and **return** to the Products page, click the **Cancel** button. To **save** your changes and **make a new copy** based on the current product, click the **Save + Copy to New Product** button. You will not be able to save changes if the product is missing its **Name**, **Part Number**, or **Price**.

Active Yes No

Search Keywords

Order

Weight

Discount

Item URL

Shipping

Tax

Tax Code

Ships In Own Box

Qty On Hand

Reorder Point

Accounting Category

Max Qty

Qty Drop

Retail Price

Meta Title

Meta Description

Meta Keywords

Save Save + Go Back Cancel Save + Copy To New Product

By clicking the **Show Extra Fields** link at the bottom of the **New Product** page, you will gain access to **nineteen (19)** more product fields.

Active/Inactive status for a product determines whether or not it displays in your store.

A product's **Search Keywords** are keywords by which it can be found through an in-store search. It is recommended that you use **commas (,)** to separate the list of keywords. You may want to copy this list into the **Meta Keywords** field as well.

A product's **Order** refers to the sequence in which products appear in your store's pages, with **one (1)** being first and higher numbers coming after. Rather than altering this number, use the **product list, select a category**, and **drag items** up and down to **reorder** them within that category.

A product's **Weight** is needed for **ship-by-weight** calculations. If you use shipping methods that do not rely on weight, this field is less important to you. As with **cart form code**, weight should be provided as a **number in pounds**. There are **sixteen (16)** ounces in a pound, so an eight ounce item would be "0.5" (i.e. half a pound).

The **Discount** field is where you can use **Cart32 form code** to specify any discounts such as reduced prices for higher quantities. These can be specified as absolute prices or relative prices, for several ranges of quantities. You can split a **quantity discount** into as many ranges as you like, but be careful not to overlap the ranges or leave any quantities out—quantities that do not have specified discounts will be given the default price, and quantities that have more than one specified discount may behave unpredictably. Quantity discounts in a list are separated by **semicolons (;)**. A **range of**

quantities in a quantity discount is denoted with the **smaller number** followed by a **hyphen (-)**, followed by the **bigger number**, followed by a **colon (:)**. That is, “1-4:” refers to quantities greater than or equal to one but less than or equal to four. There is also an **end range**, which is denoted by a number followed by a **plus sign (+)**, followed by a **colon (:)**. So “5+:” refers to all quantities greater than or equal to five. As a general rule, you should always have an end range as the last entry in your quantity discount list. An **absolute price** is specified with a number that has no more than two digits to the right of the decimal. For example, “1-3:4.95;4+:3.95” means that when a customer orders three or fewer of the item, each unit costs \$4.95, but when the customer orders four or more of the item, each unit costs only \$3.95. A **relative price** is specified with a **plus (+)** or **minus sign (-)**, followed by a number that has no more than two digits to the right of the decimal. For example, “1-3:-0;4+:-1” means that when a customer orders three or fewer of the item, each unit costs the default price, but when the customer orders four or more of the item, each unit costs \$1 less than the default price. If the price of an item changes often, it is a good idea to choose a relative price adjustment rather than an absolute price adjustment.

You can specify an **Item URL** for a product in order to make its name a clickable link from the shopping cart. This page may open in a **new window**, or it may open in the **current window**; create a test before adding off-site links.

If a product has a **specific amount of shipping** that differs from a standard rate, you can specify it with the **Shipping** field.

If a product has a **specific amount of tax** that differs from standard rates, you can specify it with the **Tax** field.

If a product has a **tax rate** that differs from the standard rate, you can use the **Tax Code** field to look up a tax rate from the tax grid inside your Cart32 Administration. For example, if you are selling products in the state of **Illinois**, you might keep a grid that contains the **Low Tax** rate, the **High Tax** rate, and the **Liquor Tax** rate—then you could change any or all of these rates as needed. These codes will also have to be set up in the tax grid of the **Cart32 Administration**. In the tax grid, you can detail rates out for each of these (even per region).

The **Ships in Own Box** field lets you set options for whether the item can, must, or cannot ship in a separate box from the rest of the order.

The **Qty On Hand** field is for inventory tracking. Enter the quantity of the item that you have in stock. Using the **inventory management system** is optional and can prevent ordering for out of stock items, but it doesn't have to.

The **Reorder Point** field is another inventory tracking field. It will indicate that an item needs to be reordered when quantities on hand reach the specified reorder point. This is displayed on a “report” in the reports tab, which may require an additional purchase.

The **Accounting Category** field lets you specify the category under which a product will be listed in QuickBooks accounting software.

The **Max Qty** field is particularly helpful if you have difficulty in getting enough supply to meet demand (or anticipate that you will). With it, you can make sure that each customer can only purchase the maximum quantity you specify.

Retail Price is a field that can be great for stores that sell at discounts, as it can let you display the regular retail price for a product in order to illustrate the difference.

You can give each product its own **Meta Title**, **Description**, and **Keywords**. This will help more people find the exact product for which they're searching. The easier it is for customers to find your product when they want to buy it, the more likely they are to buy from you.

Edit a Product

To edit a product, click the **Edit** link to the left of its name in the **Products** page. You can change any product setting except the **Product ID**, which is automatically generated. If you did not specify an **Order** for the product, this will also be **automatically** generated. If you did not specify **Weight**, **Shipping**, **Tax**, **Qty On Hand**, **Max Qty**, or **Retail Price**, these fields will default to **zero (0)**.

To **save** your changes and **continue editing** the new product, click the **Save** button. To **save** your changes and **return** to the Products page, click the **Save + Go Back** button. To **discard** your changes and **return** to the Products page, click the **Cancel** button. To **save** your changes and **make a new copy** based on the current product, click the **Save + Copy to New Product** button. You will not be able to save changes if the product is missing its **Name**, **Part Number**, or **Price**.

Delete a Product

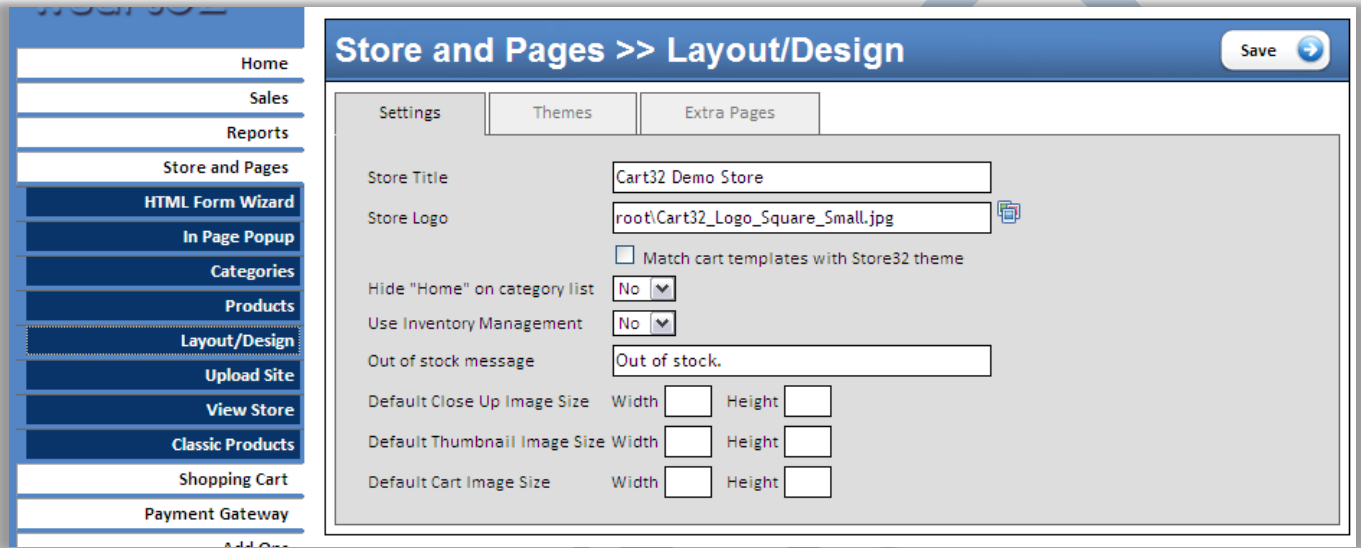
To delete a product, click the **Del** link to the left of its name in the **Products** page. You will be prompted for confirmation. Click **OK** to **delete** the product or **Cancel** to **keep** the product. Note that the confirmation window will not specify the product, so use caution when deleting.

Layout/Design

The **Layout/Design** sub-category contains all the basic controls for the appearance of your site. It contains three tabs within it: **Settings**, **Themes**, and **Extra Pages**. We recommend choosing one of the themes that comes packaged with **Cart32's Store Builder** to use as a base and tweaking the appearance from there, rather than starting from scratch.

When changing settings in the **Layout/Design** tab, you should **save often** to avoid losing any work. The **save** button is located to the upper right of the page content, just under the tab bar.

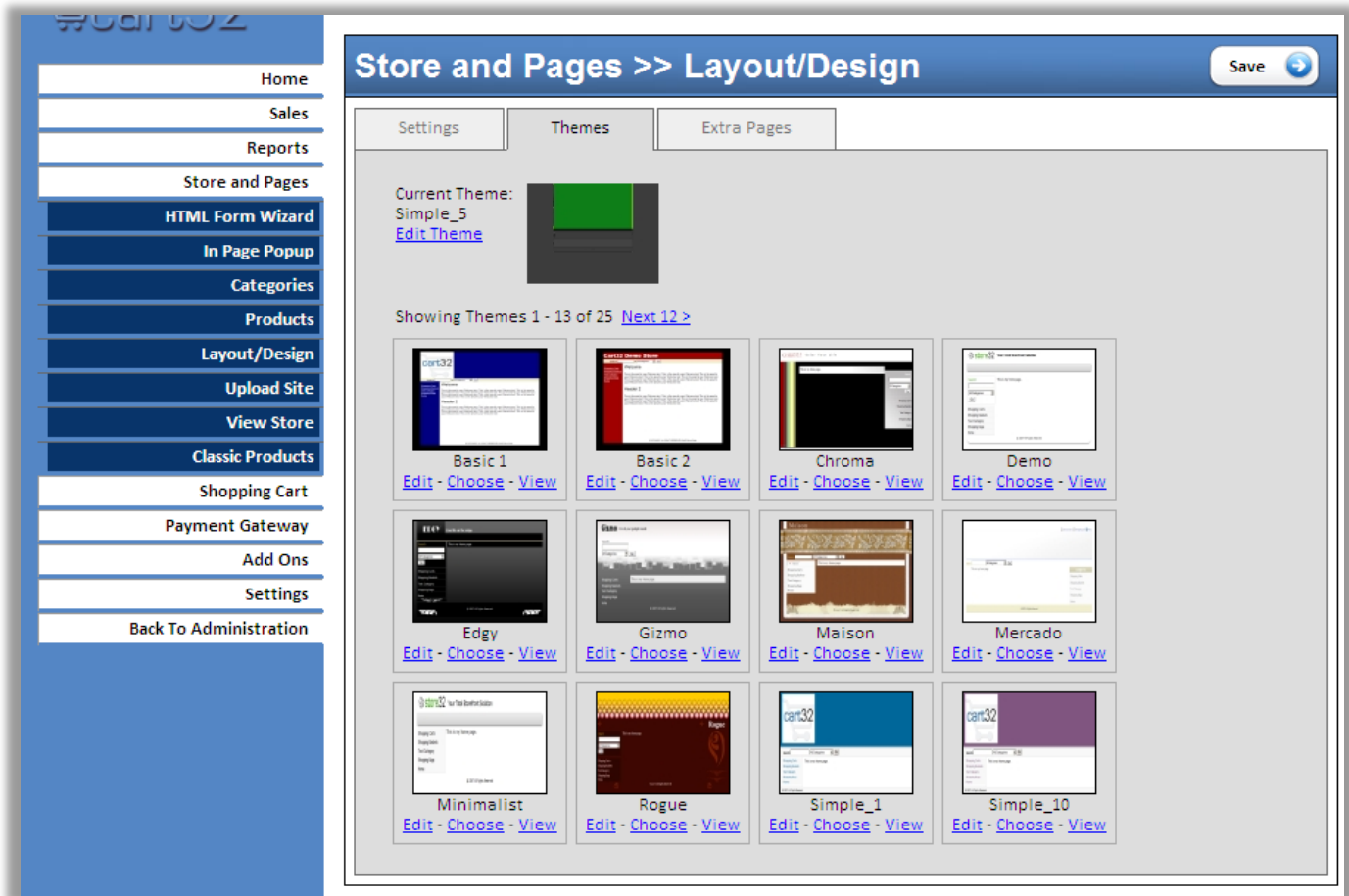
Store Settings



The **Settings** tab contains general store settings like the store's **title** and **logo**. The **logo** can be **uploaded** like any other image by clicking the **image** button to the right of the **Store Logo** field. You can set your **cart** to match your **store** by clicking the **Match cart templates with store builder theme** checkbox; you can set it to **show** or **hide** in the category list from this page. You can also turn the **Inventory Management** feature **on** and **off** from this page. If a product is out of stock, it will display an **Out of stock message**, which you can set to any text you like (such as "Sold out!" or "Temporarily unavailable..."). **Default image sizing** here is separated into **width** and **height** for **Close Up**, **Thumbnail**, and **Cart** images, and should be specified in **pixels**.

Themes

A **theme** comprises all of the **style** settings for your store, including **font**, **color**, and **background image** settings.

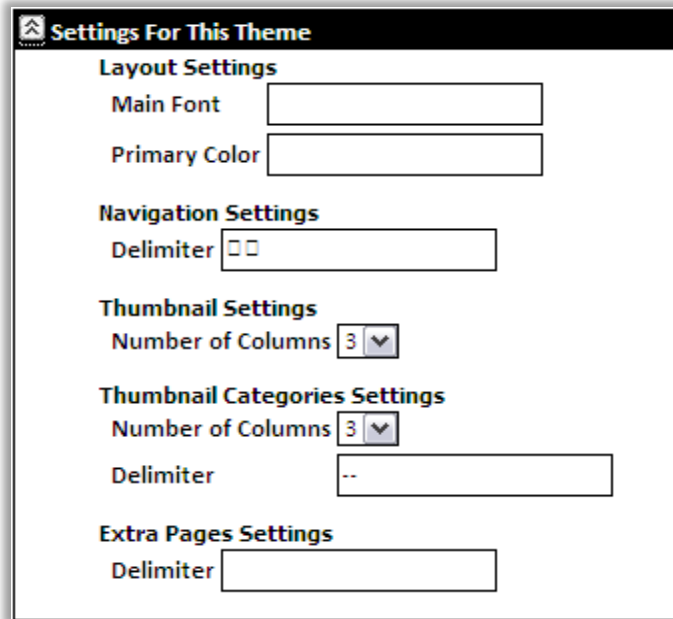


Cart32's Store Builder comes with **twenty-five (25)** pre-made themes that you can either use as-is or modify to fit your needs. Some of these themes are plain and minimalist, others are more complex, to give you a better idea of the customization options.

In the future, if you already have a theme set up, you will be able to upload it by clicking the **Upload Your Own Custom Theme** link at the top of the page, just above the themes list. This functionality is **not yet available**.

To **expand** any section of the **Edit Theme** page, click the **double down arrow** icon. To **collapse** it, click the **double up arrow** icon. The first section is the Settings section, which contains general Theme settings, and the second section is the HTML Code section, which contains more direct controls over the site's appearance.

Edit a Theme's Settings



To expand the Settings section, click the **double down arrow** button in the section's title bar. To collapse it again, click the **double up arrow** button.

The Layout portion of the Settings section contains the **Main Font** and **Primary Color** settings. The **Main Font** will replace any occurrence of the tag `<!MainFont>` in your site's HTML code. The **Primary Color** will replace any occurrence of the tag `<!PrimaryColor>`.

The Navigation portion of the Settings section contains the control for the **Navigation Delimiter**. This is the symbol that will separate the links in the breadcrumb trail at the top of each page during shopping. It is best to make this a fairly distinctive symbol, such as the **bullet (•)** or the **right arrow (>)**.

The Thumbnail portion of the Settings section contains the **Column Number** and **Sort Order** settings for product thumbnail display. The number of columns can be set from **one (1)** to **five (5)**, and the order can be set to **alphabetical** or the order determined in the **Products tab**.

The Thumbnail Categories portion of the Settings section contains the **Column Number** and **Delimiter** settings for category thumbnail display. The number of columns can be set from **one (1)** to **five (5)**.

The Close Up portion of the Settings section contains the controls for **Extra Image Thumbnail Width** and **Thumbnails Per Row** for the Close Up view of a product. The **Extra Image Thumbnail Width** setting is in **pixels**, and determines the width of the automatically generated thumbnails for any extra images you provide of a product (such as multiple angles, patterns, or colors). The **Thumbnail Images Per Row** setting can be set to any number you require, but you should carefully consider the layout of your site and the width of the thumbnails before you choose a large number, as this can drastically affect the appearance and visual appeal of your store.

The Extra Pages portion of the Settings section contains the control for the **Extra Pages Delimiter**. This is the symbol that will separate the Extra Pages links in the top navigation bar. It is best to make this a fairly distinctive symbol, such as the **bullet (•)** or the **right arrow (>)**.

Edit a Theme's HTML Code

When editing a theme with HTML code, there are several helpful **link tags** you can use with the Store Builder: **home**, **category**, **product**, **extrapage**, and **cartaction**. Use these tags as you would any relative link in HTML. Substitute the appropriate ID number in the HREF field to make a hard-coded link to a specific category, product, or extra page.

```
<a href="home">link to home</a>
```

```
<a href="category:catid">link to a category</a>
```

```
<a href="product:prodid">link to a product</a>
```

```
<a href="extrapage:extrapageid">link to an extra page</a>
```

```
<a href="cartaction:itemlist">view cart</a>
```

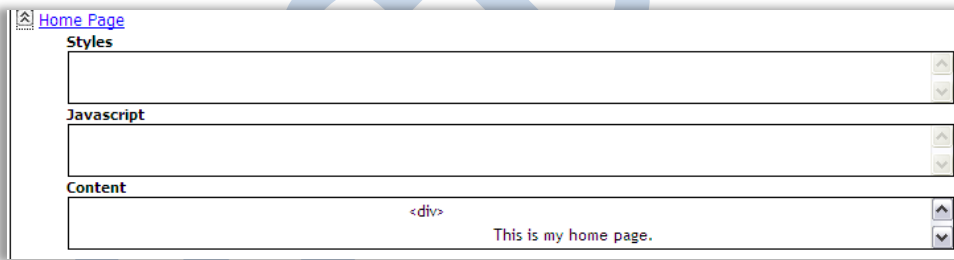

To hard-code an **image tag** that refers to one of your uploaded Store Builder images, use the following tag style.

`<img:store32images\foldername\filename.jpg>`

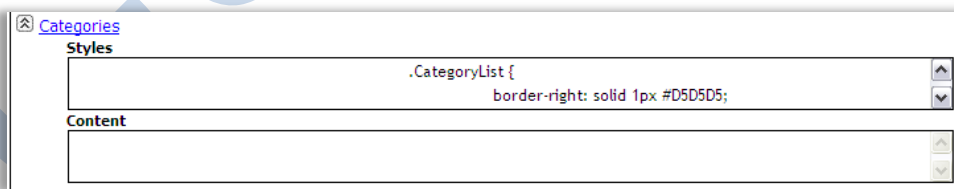
To expand any portion of the HTML Code section, click the **double down arrow** button next to the portion's title. To collapse it again, click the **double up arrow** button. To expand a code box, simply click somewhere in the box; it will collapse again automatically when you click somewhere else on the page.



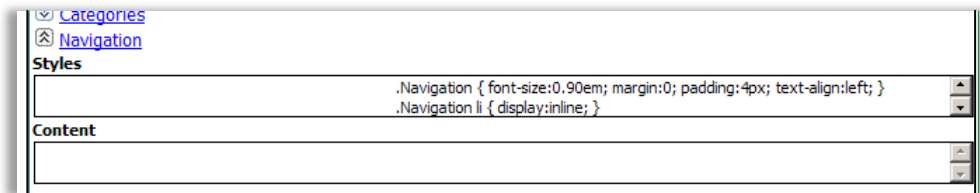
The Layout portion of the HTML Code section of the Edit Theme page contains controls for the **layout** and **styling** of the site in general, including its **header** and **footer**. The **content** box here will let you determine the site's layout and any content that should appear across **all pages**, such as in the navigation areas. The footer section here is a good place to put contact or copyright information.



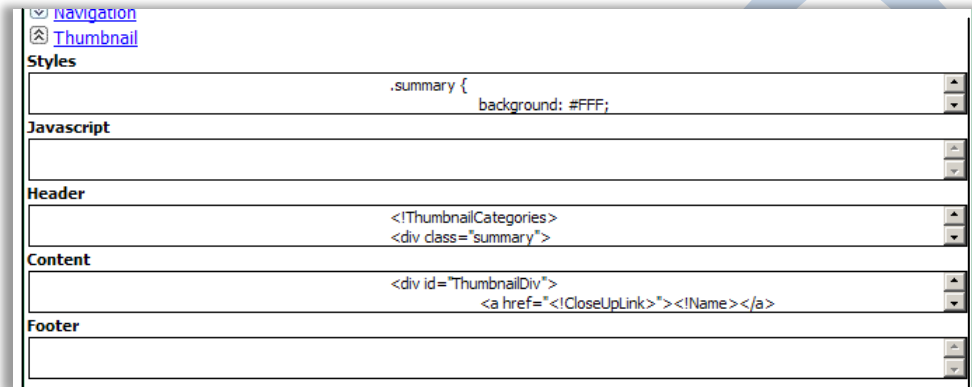
The Home Page portion of the HTML Code section contains the controls for **styling** and **scripting** your store's **Home page**, as well as adding content.



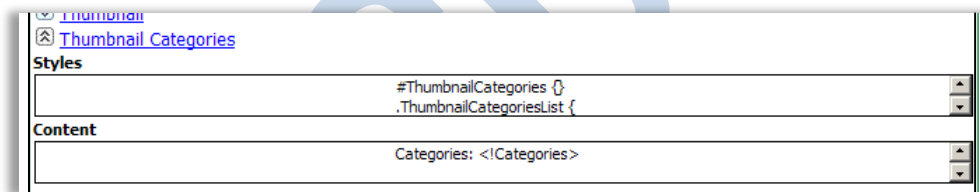
The Categories portion of the HTML Code section contains the controls for **styling** and **adding content to** your store's **category navigation** (i.e. left navigation) **menu**. You can change the way the first **five (5)** levels of category titles appear.



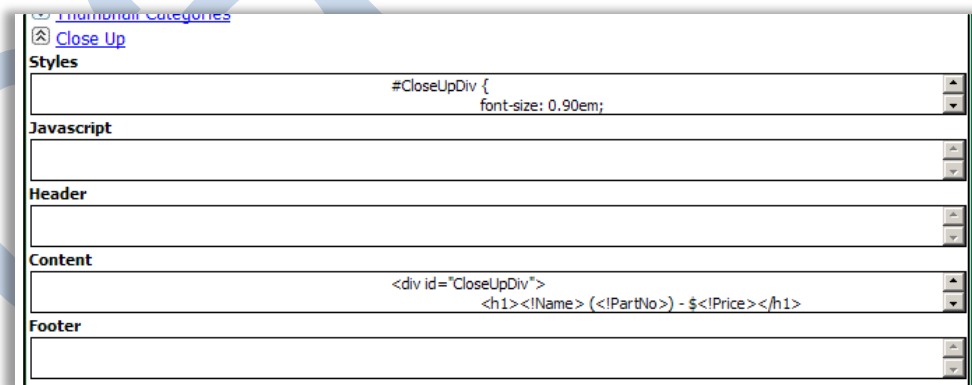
The Navigation portion of the HTML Code section contains the controls for **styling** and **adding content to** your store's **top navigation menu**.



The Thumbnail portion of the HTML Code section contains the controls for **styling, scripting,** and **adding content to** your store's **thumbnail view**. There are controls here for separate **header** and **footer** sections that will appear at the top and bottom of **thumbnail pages** (within the main content area)—that is, they appear in addition to the site's main header and footer sections.



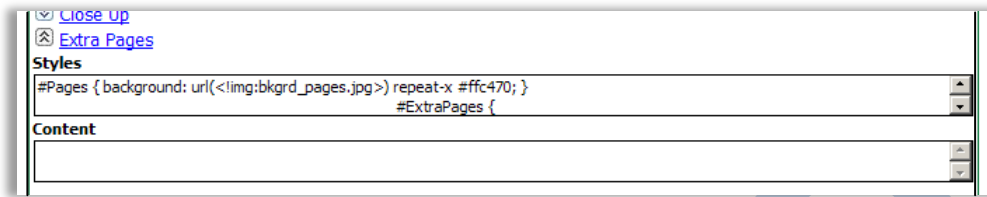
The Thumbnail Categories portion of the HTML Code section contains the controls for **styling** and **adding content to** the



Category Thumbnails in your store's **thumbnail view**.

The Close Up portion of the HTML Code section contains the controls for **styling, scripting,** and **adding content to** your store's **close up view**. There are controls here for separate **header** and **footer** sections that will appear at the top and

bottom of **close up pages** (within the main content area)—that is, they appear in addition to the site’s main header and footer sections.

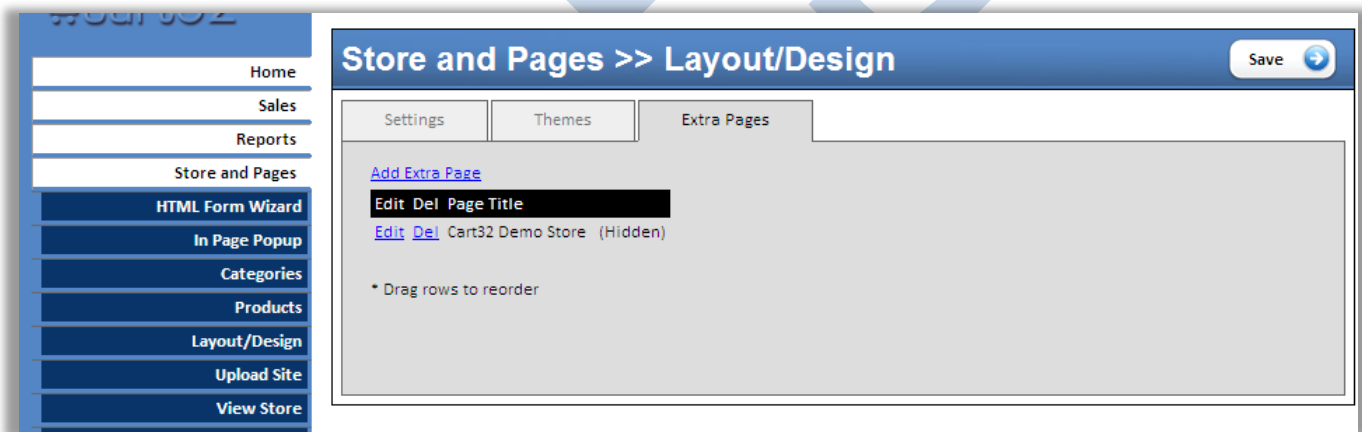


The Extra Pages portion of the HTML Code section contains the controls for **styling** and **adding content to** your store’s **extra pages**. Remember that the content here will appear across **all extra pages**. To change an individual extra page’s content, click the **Extra Pages tab**.

The Search portion of the HTML Code section contains the controls for **styling** and **adding content to** your store’s **search box area**.

Just below the HTML Code section of the Edit Theme page are the **save buttons**. To save your changes and continue editing the theme, click **Save**. To save your changes and return to the theme list, click **Save + Go Back**. To discard all customizations to the theme, click **Revert Back To Original Content From Theme File**. To simply cancel the changes you have made, **click away** from the Themes tab.

Extra Pages



Any page beyond your store’s **product** and **home** pages is an **Extra Page**. You can use **Extra Pages** for content like shipping information, directions to your store’s street address, company history, and frequently asked questions.

Add an Extra Page

The screenshot shows the 'Store and Pages >> Layout/Design' interface. On the left is a navigation menu with items like Home, Sales, Reports, Store and Pages, HTML Form Wizard, In Page Popup, Categories, Products, Layout/Design (highlighted), Upload Site, View Store, Classic Products, Shopping Cart, Payment Gateway, Add Ons, Settings, and Back To Administration. The main content area is titled 'Add Extra Page' and includes a 'Page Title' text box and a 'Hide Page From List' dropdown set to 'No'. Below this, it says 'Choose 1 of the following 4 options':

1. Link To Category: A dropdown menu.
2. Link To Cart Action: A dropdown menu.
3. Link To URL: A 'URL' text box and a 'URL Target' dropdown with a hint '(Ex. _blank, _top, other ...)'. Below this is a '4. Custom Content' section with three text areas: 'Javascript', 'CSS', and 'Content', each with a vertical scrollbar.

At the bottom of the form are two buttons: 'Save' and 'Save + Go Back'.

To add an Extra Page, just click the **Add Extra Page** link in the **Extra Pages** section of the **Layout/Design** tab. You will need to give the **Extra Page** a **name**, decide whether it will **show in the list** of pages for your site or will be linked to directly, and **choose the kind of content** it will have. An **Extra Page** can **link** to a **category**, **link** to a **specific cart action** (such as View Cart), **link** to a **URL** (such as a sister site), or contain **custom text and image content** (complete with scripting and CSS).

To **save** changes and **continue editing**, click the **Save** button at the bottom of the page. To **save** changes and **return** to the Extra Pages section, click **Save + Go Back**.

Edit an Extra Page

The screenshot shows the 'Store and Pages >> Layout/Design' interface. On the left is a navigation menu with options like Home, Sales, Reports, Store and Pages, HTML Form Wizard, In Page Popup, Categories, Products, Layout/Design (highlighted), Upload Site, View Store, Classic Products, Shopping Cart, Payment Gateway, Add Ons, Settings, and Back To Administration. The main area is titled 'Edit Extra Page (ID=353)'. It includes a 'Page Title' field with 'Cart32 Demo Store' and a 'Hide Page From List' dropdown set to 'Yes'. Below this, it says 'Choose 1 of the following 4 options':

1. Link To Category: A dropdown menu.
2. Link To Cart Action: A dropdown menu.
3. Link To URL: A 'URL' text field and a 'URL Target' dropdown menu with '(Ex. _blank, _top, other ...)' as a hint.
4. Custom Content: Three text areas for 'Javascript', 'CSS', and 'Content'. The 'Content' area contains HTML code for a table with a header and a body containing a form.

At the bottom of the form are 'Save' and 'Save + Go Back' buttons.

To edit an Extra Page, click the **Edit** link next to the page's name in the **Extra Pages** section of the **Layout/Design** tab. You can change **anything** about an Extra Page **except its ID** (which is automatically assigned upon its creation). You can even change the **type of content** for a page—from custom content to an external URL, for instance, if a section of your store grew large enough to need its own site.

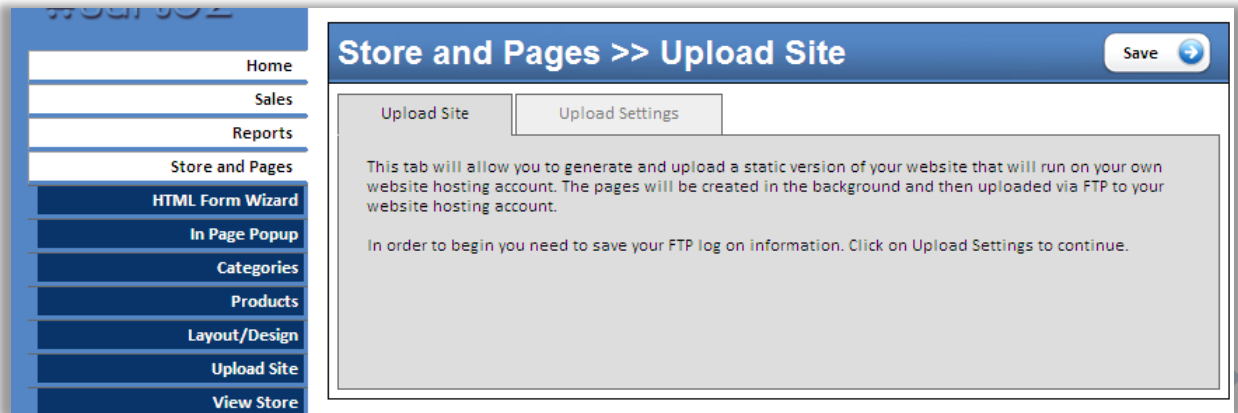
To **save** changes and **continue editing**, click the **Save** button at the bottom of the page. To **save** changes and **return** to the Extra Pages section, click **Save + Go Back**.

Delete an Extra Page

To delete an Extra Page, click the **Del** link next to the page's name in the **Extra Pages** section of the **Layout/Design** tab. You will be prompted for confirmation. Click **OK** to **delete** the extra page or **Cancel** to **keep** the extra page. Note that the confirmation window will not specify the extra page, so use caution when deleting.

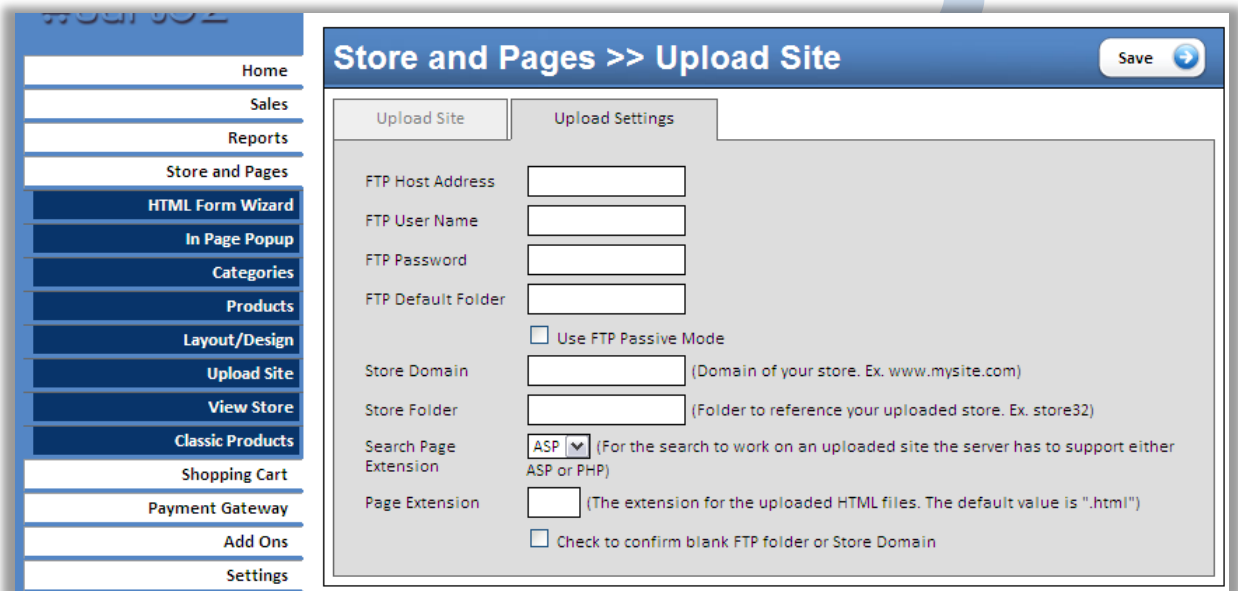
Upload Site

Upload Site



As the website instructions say, this tab allows you to upload a static version of your website to your own webhost, using the FTP information you provide in the Upload Settings section.

Upload Settings



The FTP Host Address field is where you need to enter the **FTP address** where your site will be **hosted**.

The FTP User Name and Password fields are where you need to provide the **login information** with which you access the FTP host.

The FTP Default Folder is the folder on your FTP host where you want the **front pages** and default content for your site to be stored. Other content will be uploaded within appropriate subfolders.

The Use FTP Passive Mode checkbox will **set the connection to Passive FTP**. This may be necessary if you are experiencing issues with the data transfer being blocked by a firewall.

The Store Domain field is where you will specify the **store's domain name**.

The Store Folder is the folder on your FTP host to which all **store files** will be moved. This is especially important if your store is only one part of your site.

The Search Page Extension dropdown lets you choose whether your search page will be in **ASP** or **PHP** format, depending on what your host server can support. If your host server cannot support either, you will not be able to use search functionality on your site.

The Confirm Blank FTP Folder checkbox will make sure that you are uploading to a **blank folder** to prevent overwriting any critical files.

View Store

You can preview your store at any time by clicking this link. It will appear exactly as it would on a live server. If you make any changes, you will need to **save** them and **reload** the preview window in order to see them.