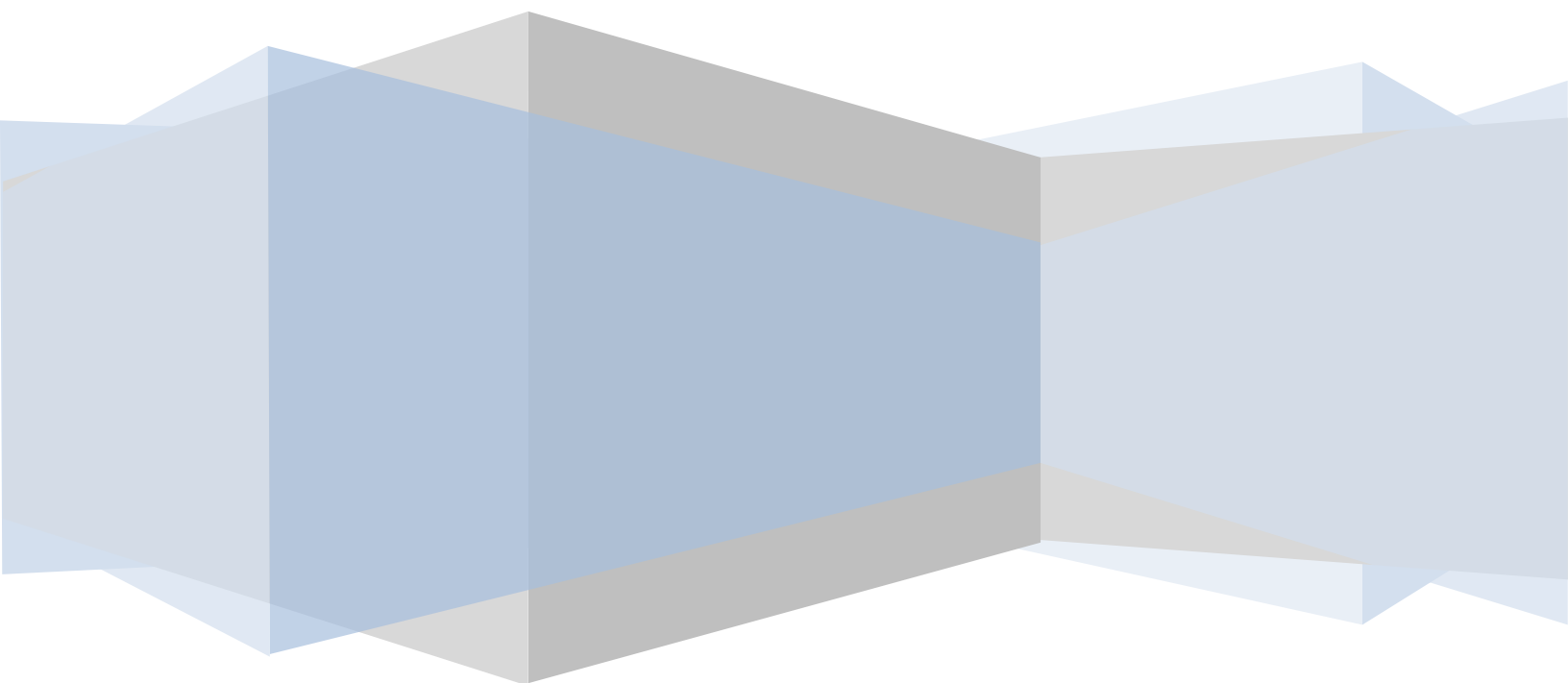


Shop Builder

Advance User's Guide

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Background of advance design model

How to integrate an existing website or template with Shopbuilder system?

If you have a website already developed using FrontPage, Dreamweaver, Flash or any other web development tool you can easily integrate it with Shopbuilder software. The objective of this exercise is to, get you're online shop to look like your existing web site, existing template or any other design.

You can achieve this by several methods. Two of the methods are

1. Place a link on your original existing site to your eCommerceSoftwareOne online store. (Web site on one server an online store on Shopbuilder server. Separate online store and website) given below is few of our customers who implement this method.

<http://www.herriotwines.com.au/>

<http://www.fantasea.com.au>

2. Upload all images and content pages to Shopbuilder server (Integrate on line shop and web site)

<http://www.australialpaca.com/>

<http://www.myislandhome.com.au/>

<http://www.bellapacific.com/>

To work on advance design mode user should have basic knowledge of HTML, style sheets and java scripts. Users can easily learn about these and get update from W3C (<http://www.w3.org>) and by search on Google web site. (<http://www.google.com>)

Method

Step 1 - Select Advance site layout

To enable this feature you must have log on to the Control Panel, select “Manage Your Store” button and then click on ‘Advanced Site Layout’. (See figures 1 and 2) Initially you can keep original site as it is, and keep online store with Shopbuilder. We will now guide you on how to implement this scenario. If you happy with Shopbuilder and comfortable with software then you can easily moved all the content pages to Shopbuilder server.

Warning:

For existing customers who have ‘Simple site layout’ or ‘Intermediate site layout’ if they select ‘Advance developer layout’ option their previous site settings will be lost and you will have to rebuild the site design from scratch. Do not change site layout after you have start work on it.

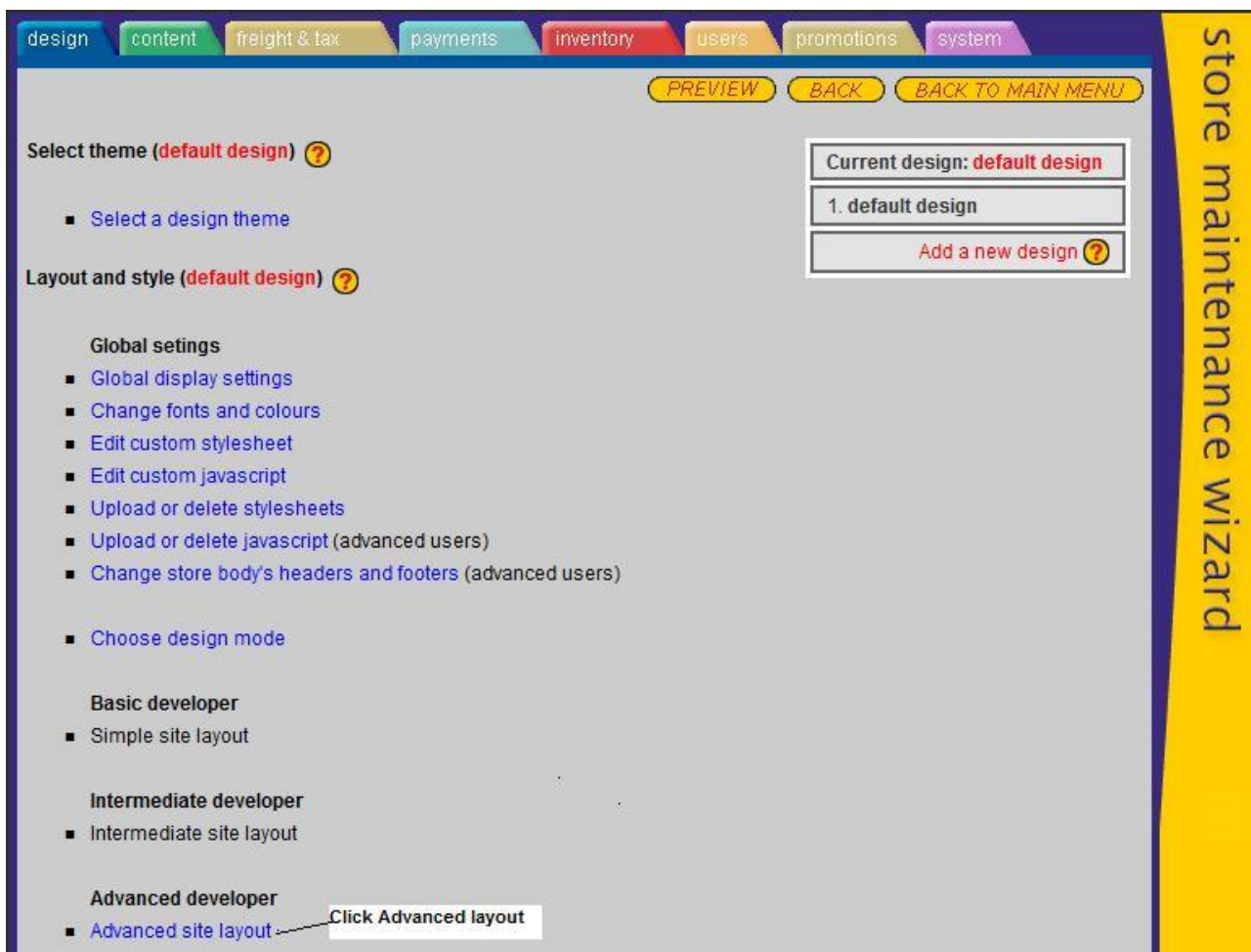


Figure 1

Choose design Mode as Advance and select Advanced Developer layout option

Shop Builder

design content freight & tax payments inventory users promotions system

PREVIEW BACK BACK TO MAIN MENU

Developer layout mode (Advanced Feature) (default design) ?

If you would like to have more control over the appearance of your store, you can disable all buttons and other main navigational elements. This is useful if you wish to integrate the store with an existing site that is hosted on a different server. Note that this option is not recommended unless you are a web developer or an expert user!

☐ Select standard (recommended) layout option (store header and footer code below is ignored)

☐ Select Intermediate layout option

☒ Select advanced developer layout option (all theme options are ignored)

This page allows you to customise your store's headers and footers by entering HTML code into the fields below. This is an advanced option, recommended for use by professional web developers and expert users only.

Don't auto add the <html> <head> </head> <body> code. User must add that: Yes ☒ No ☐

Enter store header HTML code:

<html><head>

store maintenance wizard

Figure 2

Let's assume you have an already developed site with style sheets and HTML. Please check the picture below for sample site. (See Figure 3)

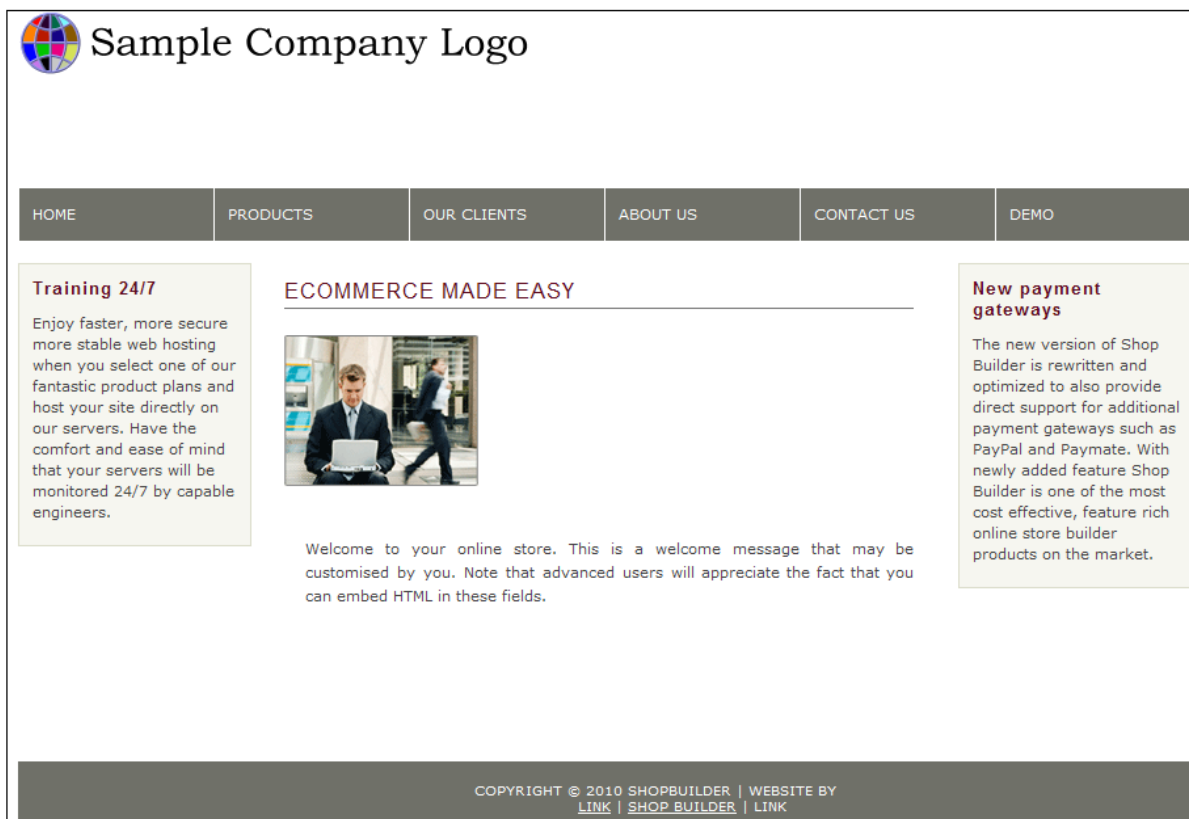
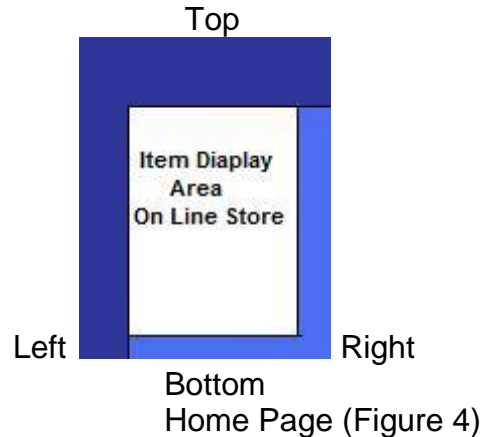


Figure 3

Step 2 – Identify Home page code of top/left and bottom/right sections

In this web site, what we are trying to do is take the code of the top/left and bottom/right sides of the homepage and paste it Advance developer mode. Advance user can easily identify top part of the page including navigational menus and left parts of the page .In the same way bottom part of the page including Copyrights and other notes. After carefully differentiations of home page top/left and bottom/right, sections user can paste the code to Design Tab 'Advance site layout'. Shown below is the structure of home page. Figure 4



Step 3 - How to select the Home page Top/left and Bottom/right sections

a) Save the Webpage to local hard drive.

Open a web browser and save the web page. You can notice all images and style sheets on your local machine.

b) Add on Fire Bug to Mozilla Firefox browser

Go to the web site <https://addons.mozilla.org/en-US/firefox/addon/1843/> then click Add to Firefox button. Click an Install button; it will automatically install Firebug in to your Firefox browser. You can see the fire bug icon bottom left of the browser page.

(Hint: Firebug is useful to identify components of the webpage. Assume Mozilla Firefox browser already installed on your machine)

Activate the Firebug on the browser and move mouse around the page then it will highlight the objects. Carefully identify middle parts components (Tables, Text etc...) of the page and delete. See figure 5

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Figure 5

After removing middle part of the home page, contents look like as follows. Figure 6

Shop Builder



Figure 6

Your online store appears middle part of the page. (Blue colour area)

Shop Builder

Now check rest of the page code. It looks like as follows. Figure 7

```
1 <!DOCTYPE HTML PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
2 <html xml:lang="en" xmlns="http://www.w3.org/1999/xhtml"><head>
3 <title>Your company web site</title>
4
5 <link rel="stylesheet" type="text/css" href="first_files/style.css"> style sheets
6 <link rel="stylesheet" type="text/css" href="first_files/menu.css">
7 <style type="text/css" charset="utf-8"/* See license.txt for terms of usage */
8
9 </style>
10 </head><body>
11 <div id="main">
12 <div id="logo">
13 </div> images
14 <div id="content">
15 <div class="menu" style="width: 589; height: 50">
16 <ul>
17 <li><a href="http://www.shopbuilder.com.au"
18 title="eCommerce">HOME</a></li>
19 <li><a href="http://www.shopbuilder.com.au/product.php">PRODUCTS</a>
20 <ul>
21 <li>&nbsp;<ul>
22 <li>&nbsp;</li>
23 </ul>
24 <li>&nbsp;<ul>
25 <li><a
26 href="http://www.shopbuilder.com.au"></a></li>
27 </ul></li> </ul>
28 </li>
29 <li><a href="http://www.shopbuilder.com.au">OUR
30 CLIENTS</a><p>&nbsp;</li>
31 <li><a href="http://www.shopbuilder.com.au/about.php"
32 title="About us">ABOUT US</a>
33 <ul>
34 <li>&nbsp;</li>
35 </ul>
36 </li>
37 <li><a href="http://www.shopbuilder.com.au/contact.php">CONTACT
38 US</a></li>
39 </ul>
40 <li><a href="http://www.shopbuilder.com.au/demo.php">DEMO
```

Header section

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```
41 </a></li>
42 </div>
43 <div id="column_left">
44   <div class="sidebaritem">
45     <h1>Training 24/7</h1>
46     <p>Enjoy faster, more secure more stable web hosting when you select
47     one of our fantastic product plans and host your site directly on our
48     servers. Have the comfort and ease of mind that your servers will be
49     monitored 24/7 by capable engineers.</div>
50   </div>
51   <div id="column_center">
52     <h2>
53       &nbsp;</h2>
54     <ul>
55       &nbsp;<p><br>
56       <br>
57       <br>
58       &nbsp;</p>
59     </div>
60   <div id="column_right">
61     <div class="sidebaritem">
62       <h1>New payment gateways</h1>
63       <p>The new version of Shop Builder is rewritten and optimized to also
64       provide direct support for additional payment gateways such as PayPal
65       and Paymate. With newly added feature Shop Builder is one of the most
66       cost effective, feature rich online store builder products on the
67       market.</p>
68     </div>
69   </div>
70 </div>
71 </div>
72 <div id="footer">
73   Copyright © 2010 shopbuilder | website by
74   <ul>
75     <a href="http://www.shopbuilder.com.au/">
76       <span style="background-color: #6F7068; background-position: 0% 0%">LINK</span></a> | <a
77 href="http://www.shopbuilder.com.au/">shop builder</a> | link</div>
78 </div>
79 </body></html>
```

Left part

Right part

Bottom part

Figure 7

As you see the code carefully you will notice

Page header section - code line 1 to 40

Page left section - code lines from 41 to 59

Page right section – code lines from 60 to 68

Page footer section – code lines from 69 to 79

When you carefully go through the code you can easily identified main parts of the code such as Page header, left/right and bottom sections. All style sheets (In this site) are containing in page header section. User has to modify all the paths of style sheets, java scripts and movie files to absolute path. (**Hint:** User can easily done by using find and replace of the original code to absolute path) Hereafter user can copy the code and paste to "Enter store header HTML Code Text box". By clicking Preview Button, user can see the web page and Back Button to Design Tab view. Figure 8

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(Hint: It is advised to first paste to empty notepad and then paste to text box)

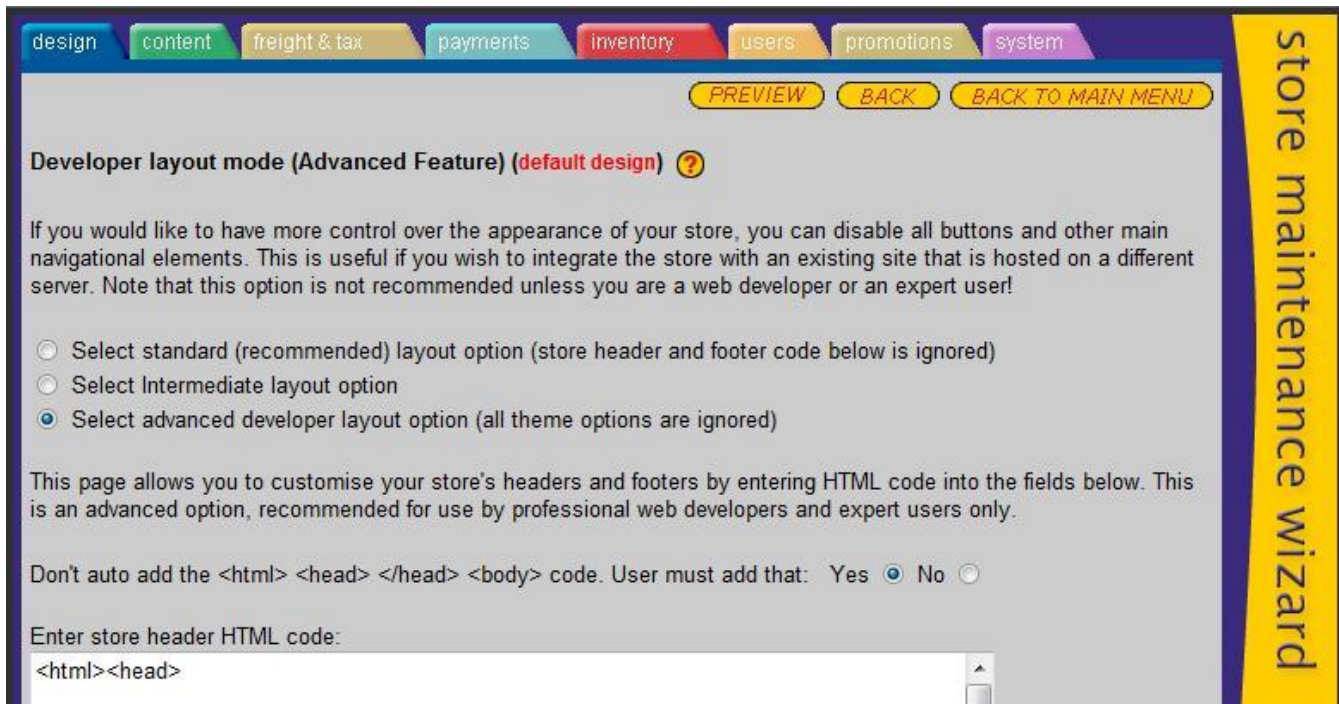


Figure 8

Similarly copy footer section of the page and paste it to "Enter store footer HTML Code text box".

Figure 9

Shop Builder

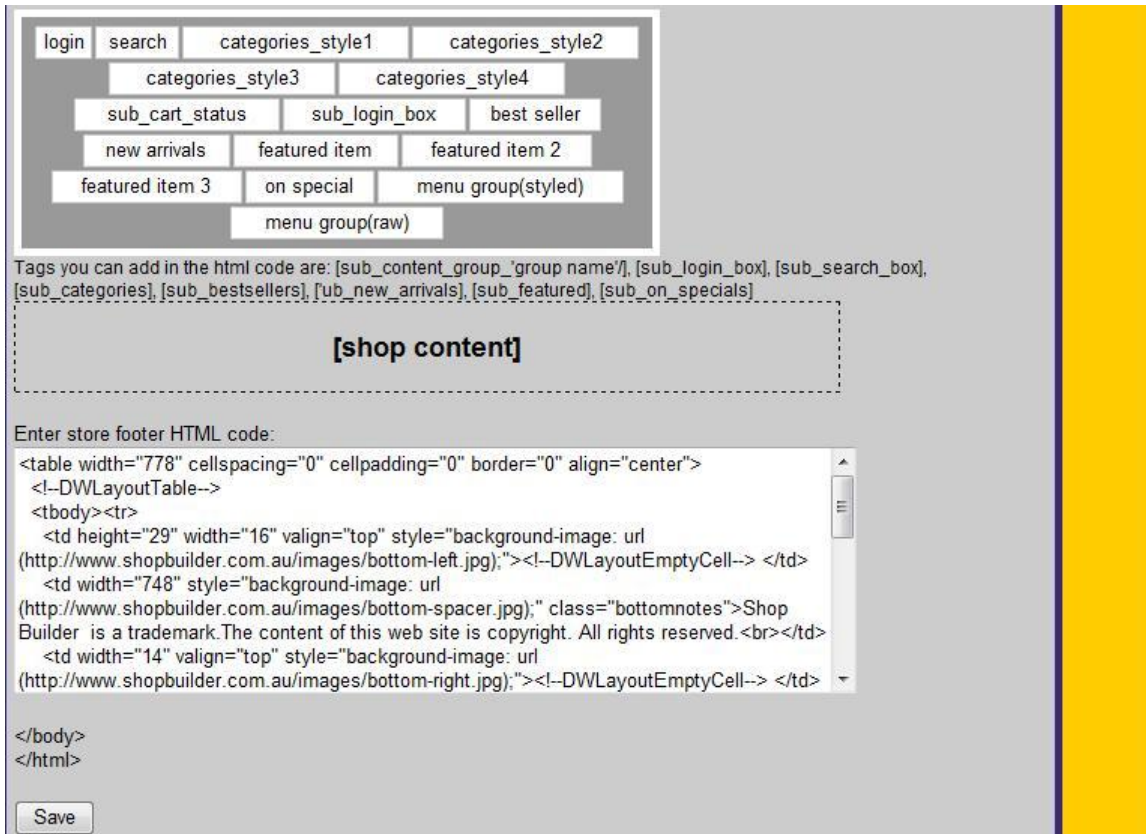


Figure 9

Step 4 – Upload images to Shopbuilder Server

Go to the content tab (Figure 1) and select upload/delete images under manage files. Select the image from local machine and Click Save button. Figure 10

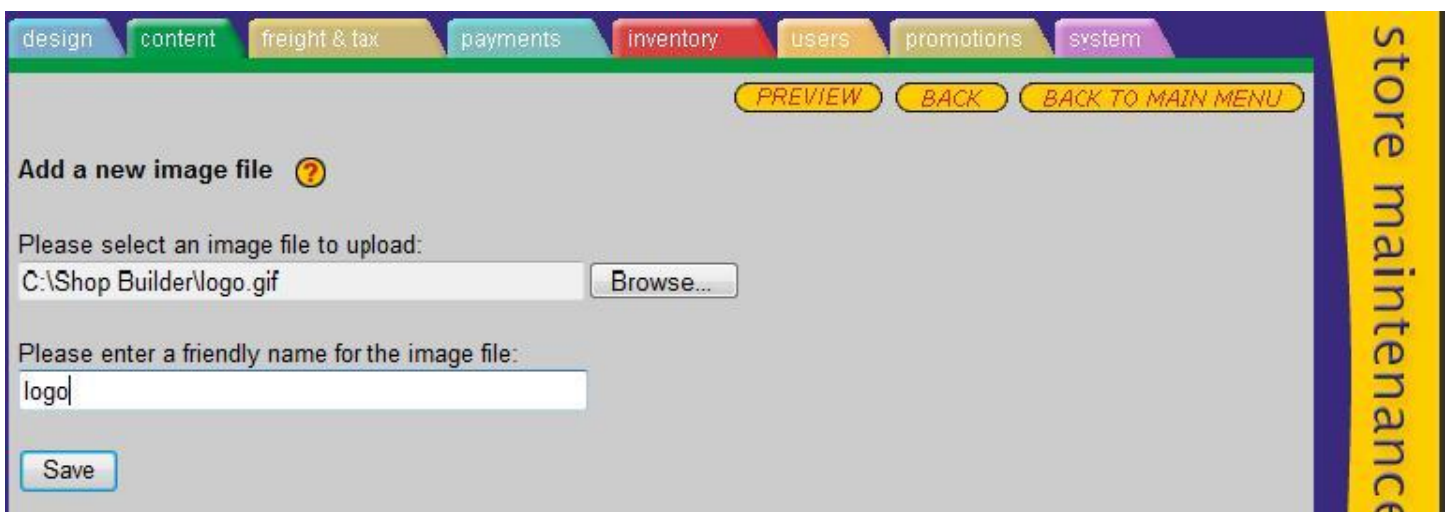


Figure 10

You will immediately follow the following screen. Figure 11

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Figure 11

By clicking “View link” user can see the path of the image it uploaded to eCommerceSoftwareOne server. User has to use this path to replace the original path of the code. Figure 12

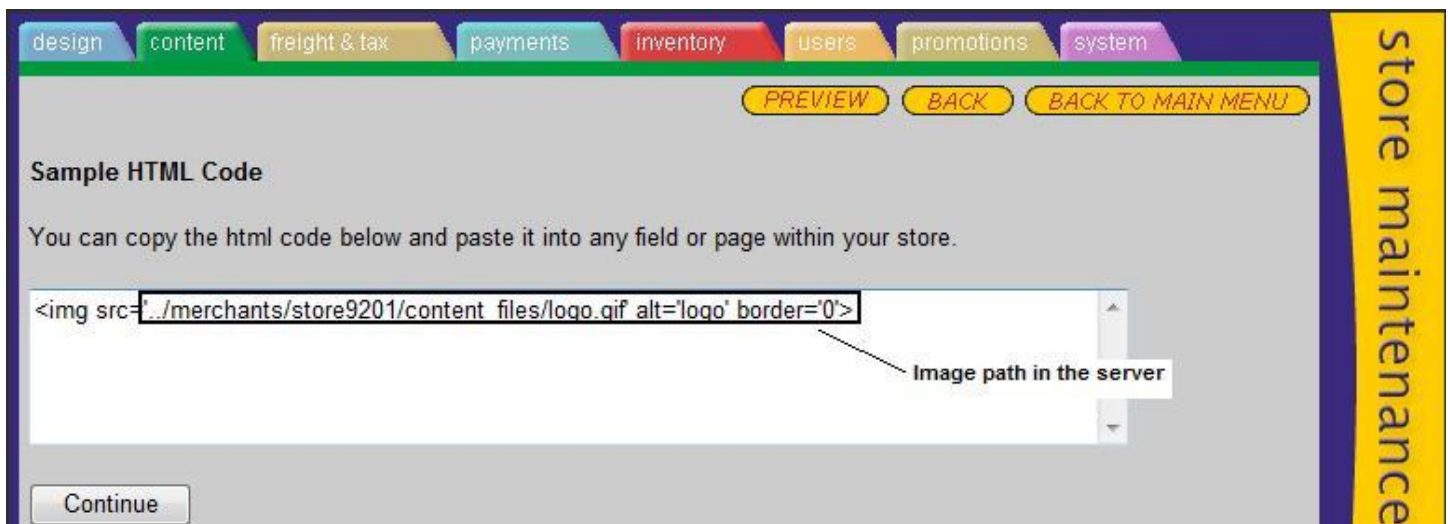


Figure 12

Similarly all the images have to upload to server and need to replace code as well.

Step 5 – Upload all Style Sheets to eCommerceSoftwareOne Server

Go to Design Tab (Figure 1) Click on Upload or Delete Style sheets under Global settings. Select the name of the style sheet and type the friendly name and save it. Figure 13

The screenshot shows the 'design' tab selected in the top navigation bar. Below the navigation bar are buttons for 'PREVIEW', 'BACK', and 'BACK TO MAIN MENU'. The main content area is titled 'Add a new css file (default design)'. It contains a text input field for 'Please select an css file to upload:' with the value 'C:\Shop Builder\Advance\style.css' and a 'Browse...' button. Below this is another text input field for 'Please enter a friendly name for the css file:' with the value 'style.css'. At the bottom left is a 'Save' button. On the right side of the interface is a vertical yellow bar with the text 'store maintenance'.

Figure 13

Similarly, as explained in step 4 after upload style sheet user can see the path of the Style sheet. This path will replace original style sheet path with small change. Figure 14

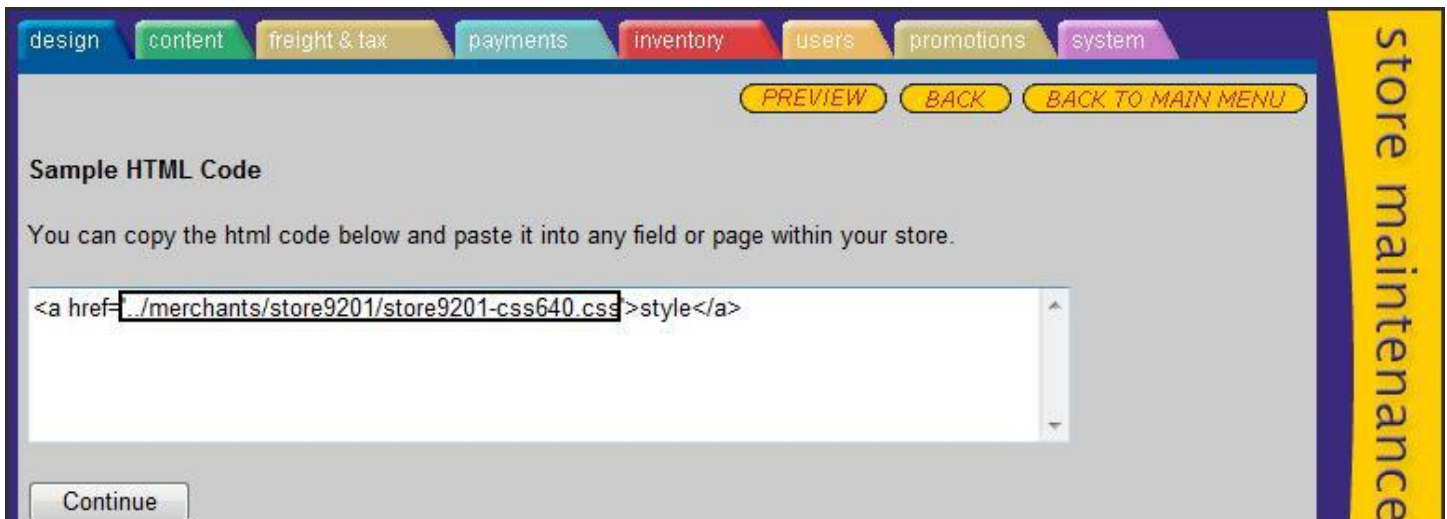
The screenshot shows the 'design' tab selected. Below the navigation bar are buttons for 'PREVIEW', 'BACK', and 'BACK TO MAIN MENU'. The main content area is titled 'Sample HTML Code'. It contains a text input field with the value 'style'. Below this is a 'Continue' button. On the right side of the interface is a vertical yellow bar with the text 'store maintenance'.

Figure 14

Style Sheet path is `'../merchants/store9201/store9201-css640.css'`
Path use in code `'../merchants/store9201/store9201-css640.css'`

Step 6 – Upload all Java scripts to eCommerceSoftwareOne Server

Go to Design Tab (Figure 1) Click on Upload or Delete java scripts under Global settings. Select the name of the java script and type the friendly name and save it. As I explain in step 4 and step 5 here also user have to get the path and replace with the code.

Step 7 – Build on line store

a) Inventory Tab

Make online store by adding Categories and Items to system. These details appear middle part of the page we created. Click on Inventory tab to add/delete/modify Product Categories and products to the system. (Figure 15)

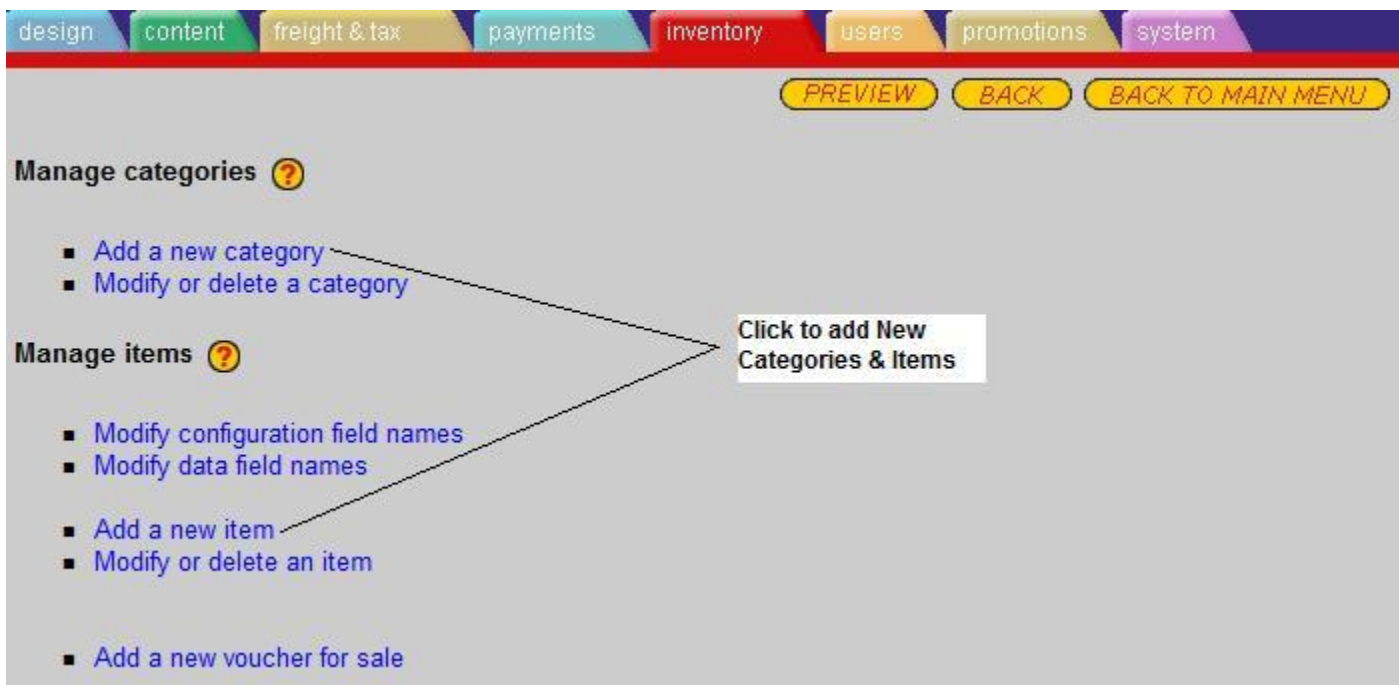


Figure 15

a.1) Manage Categories (Add/Delete/Modify)

Using this page user can Add, Delete, Modify Categories to on line store. Following features are included

- Set category name
- Set category description
- Set category availability
- Set category graphic
- Set category thumbnail

See Figure 16

[PREVIEW](#) [BACK](#) [BACK TO MAIN MENU](#)

Modify category ?

Modify category:

Category name:

Make this category a sub category of:

URL name:

Keywords:

Description:

HTML EDITOR

3G/3.5G Bandwidth Management Router, is designed for network heavy users, renters, mobile offices, outdoor hotspots, and anyone using 3G/3.5G/3.75G as a replacement for a fixed line connection. By simply connecting a 3G/3.5G/3.75G modem, you can create a

Brief Description:

HTML EDITOR

Order: (order in which categories are sorted)

Enable: ☒ yes ☐ no

Images:

Graphic: [view image](#) ☐ Delete existing graphic

Thumbnail: [view image](#) ☐ Delete existing thumbnail

Figure 16

Note:

You can't see the category in the webpage until you add items to particular category

a.2) Manage Items (Add/Delete/Modify)

This page user can Add, Delete and Modify items to store. Following functionalities can implement in this page

- Set item details and availability
- Set item graphic
- Set item thumbnail
- Set promotional Details

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e) Set product code

Item Category:
Category: - 3G Routers Select Category

Item Details:
Name:
Keywords:
URL name:
Description: HTML EDITOR

Brief Description: HTML EDITOR copy to brief description

Product Code: Weight: grams
eg: EAN or ISBN number. used for weight based freight method.
Enable/Disable: Yes ☒ No ☐ Sort Order:
determines the position on the list page.

Digital download url:
URL:
Download login: Download password:

Product Images

Images:
Thumbnail 1: Browse... view image ☐ Delete existing thumbnail
Graphic: Browse... view image ☐ Delete existing graphic
Thumbnail 2: Browse...
Graphic 2: Browse...
Thumbnail 3: Browse...
Graphic 3: Browse...

Picture Continued...

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Up Sell Products:	
Categories:	<input type="text" value="select category"/> ? <input type="button" value="same as above"/>
Products:	<input type="text" value="select item"/> ?
Stock Details	
Supplier Details:	
Available stock:	<input type="text" value="75"/> ?
On backorder:	<input type="text" value="0"/> ?
Supplier:	<input type="text" value="not applicable"/> ?
Stock rule:	<input type="text" value="not applicable"/> ?
Recommended Retail Price (optional)	
RRP:	Ex Tax\$ <input type="text" value="75.00"/> Inc Tax\$ <input type="text" value="82.50"/> ?
<input checked="" type="checkbox"/> Auto calculate Tax (at <input type="text" value="10"/> %)	
User group: [Public]	
Display Item?	Yes <input checked="" type="radio"/> No <input type="radio"/> ?
Price:	Ex Tax\$ <input type="text" value="75.00"/> Inc Tax\$ <input type="text" value="82.50"/> ?
<input checked="" type="checkbox"/> Auto calculate Tax (at <input type="text" value="10"/> %)	
price & Tax Info	
User group: [Supplier]	
Display Item?	Yes <input type="radio"/> No <input checked="" type="radio"/> ?
Price:	Ex Tax\$ <input type="text" value="0.00"/> Inc Tax\$ <input type="text" value="0.00"/> ?
<input checked="" type="checkbox"/> Auto calculate Tax (at <input type="text" value="10"/> %)	
User group: [Affiliate]	
Display Item?	Yes <input type="radio"/> No <input checked="" type="radio"/> ?
Price:	Ex Tax\$ <input type="text" value="0.00"/> Inc Tax\$ <input type="text" value="0.00"/> ?
<input checked="" type="checkbox"/> Auto calculate Tax (at <input type="text" value="10"/> %)	
User group: [Admin]	
Display Item?	Yes <input type="radio"/> No <input checked="" type="radio"/> ?
Price:	Ex Tax\$ <input type="text" value="0.00"/> Inc Tax\$ <input type="text" value="0.00"/> ?
<input checked="" type="checkbox"/> Auto calculate Tax (at <input type="text" value="10"/> %)	
<input type="button" value="Save"/>	

Figure 17

Note:

There are various Item Price and Tax fields available in the Item page depending on your requirements. But you have to add at least one Item Price and Tax for User Group Public.

b) Payments Tab

User can configure payment options in this page. Figure 18



Figure 18

c) Content Tab

Go to content tab and select 'Company Details' Page. Figure 19

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Figure 19

Add content to 'Company details' page. This information use for online shopping. See figure 20
User can also use this page as a 'Contact page' on the website. It is an optional.

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design content freight & tax payments inventory users promotions system

PREVIEW BACK BACK TO MAIN MENU

Contact us (default site) ?

Company Name: Shopbuilder sample store Disable title prefix ☐

Phone: 02 9999 9999

Fax: 02 9999 9999

Email: youremail@yourdomain.com

Address: 123 Forest Street

City: Sydney

State: NSW

Post Code/Zip: 2000

Country: Australia

Company number: 11 111 111 111

Company number name: ABN e.g. ABN, GST No., VAT No., etc.

Save

Figure 20

d) System Tab

Under system tab users can managed Domain Administration. Users can use their own domain name registration. However we can guide you in getting your domain name. Clicking the 'Domain names' Button on the man switchboard in your control panel takes you to the window which enables you to register your own domain name.

After configuring above pages, site is now complete with Advance functionalities to run on your online store.

Known issues on Advance design.

1. Do not select Design Themes because you're already choose your homepage layout
2. User can change appearance and buttons on Categories and item pages
3. Do not use URL forwarding

Appendix (Sample site code for reference)

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xml:lang="en" xmlns="http://www.w3.org/1999/xhtml"><head>
<title>Your company web site</title>

<link rel="stylesheet" type="text/css" href="first_files/style.css">
<link rel="stylesheet" type="text/css" href="first_files/menu.css">
<style type="text/css" charset="utf-8">/* See license.txt for terms of usage */

</style>
</head><body>
  <div id="main">
    <div id="logo">
      </div>
    <div id="content">
      <div class="menu" style="width: 589; height: 50">
        <ul>
          <li><a href="http://www.shopbuilder.com.au"
title="eCommerce">HOME</a></li>
          <li> <a href="http://www.shopbuilder.com.au/product.php">PRODUCTS</a>
          <ul>
            <li> &nbsp;<ul>
              <li>&nbsp;</li>
            </ul>
            <li> &nbsp;<ul>
              <li><a
href="http://www.shopbuilder.com.au"></a></li>
            </ul></li> </ul>
          </li>
          <li><a href="http://www.shopbuilder.com.au">OUR
CLIENTS</a><p>&nbsp;</li>
          <li> <a href="http://www.shopbuilder.com.au/about.php"
title="About us">ABOUT US</a>
          <ul>
            <li>&nbsp;</li>
          </ul>
          </li>
          <li><a href="http://www.shopbuilder.com.au/contact.php">CONTACT
US</a></li>
          <ul>
            <li><a href="http://www.shopbuilder.com.au/demo.php">DEMO
</a></li>
          </ul>
        </div>
        <div id="column_left">
          <div class="sidebaritem">
            <h1>Training 24/7</h1>
            <p>Enjoy faster, more secure more stable web hosting when you select
one of our fantastic product plans and host your site directly on our
servers. Have the comfort and ease of mind that your servers will be
monitored 24/7 by capable engineers.</div>
          </div>
          <div id="column_center">
            <h2>
&nbsp;</h2>
            <ul>
```

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```
&nbsp;<p><br>
<br>
<br>
&nbsp;</p>
</div>
<div id="column_right">
  <div class="sidebaritem">
    <h1>New payment gateways</h1>
    <p>The new version of Shop Builder is rewritten and optimized to also
    provide direct support for additional payment gateways such as PayPal
    and Paymate. With newly added feature Shop Builder is one of the most
    cost effective, feature rich online store builder products on the
    market.</p>
  </div>

</div>
</div>
<div id="footer">
  Copyright © 2010 shopbuilder | website by
  <ul>
    <a href="http://www.shopbuilder.com.au/">
      <span style="background-color: #6F7068; background-position: 0% 0%">LINK</span></a> | <a
href="http://www.shopbuilder.com.au/">shop builder</a> | link</div>
</div>
</body></html>
```