

Store32 Beta

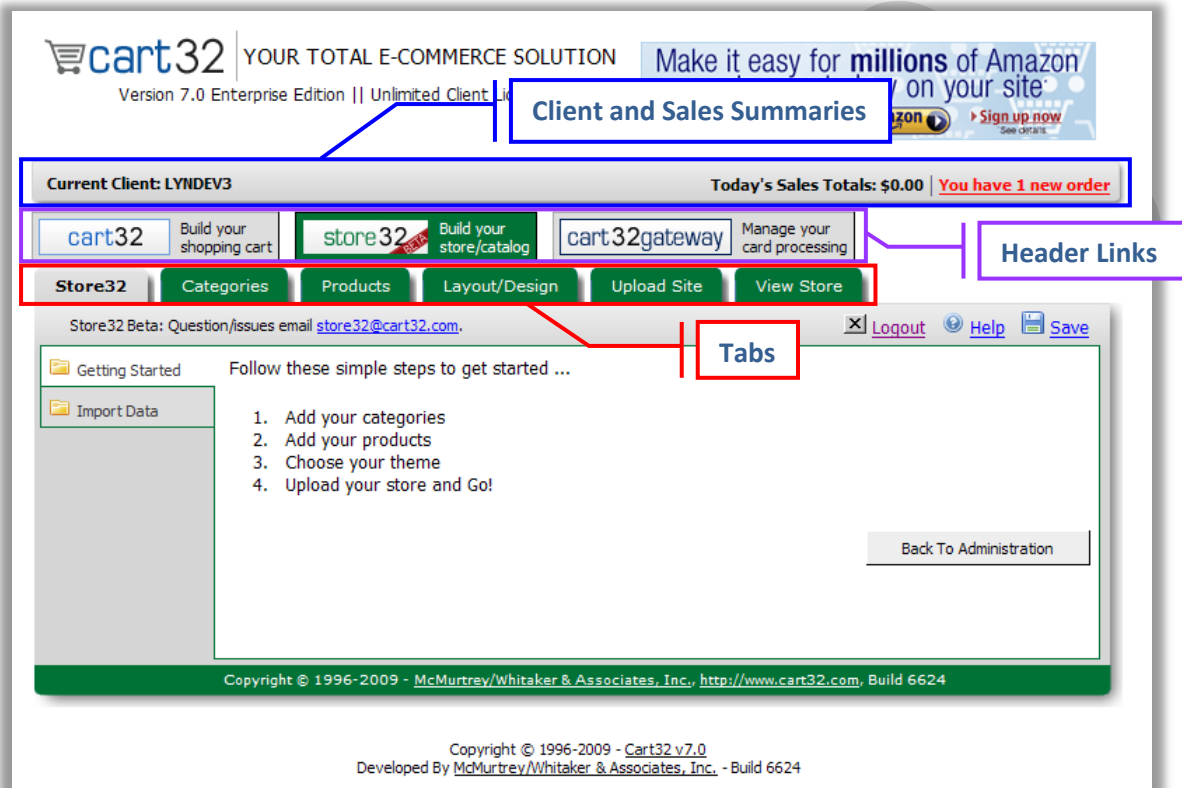
User Manual

Contents

1. Client and Sales Summaries	3
2. Header Links.....	3
Cart32.....	3
Store32 Beta.....	3
Cart32 Gateway	4
3. Tabs	4
Store32.....	4
Uploading Images.....	5
Upload a Store Manager Database	6
Categories	7
Add a Category/Subcategory	8
Edit a Category/Subcategory	9
Delete a Category/Subcategory	10
Products	10
Add a Product.....	11
Edit a Product.....	16
Delete a Product	16
Layout/Design	16
Store Settings	16
Themes.....	17
Extra Pages.....	22
Upload Site.....	25
Upload Site.....	25
Upload Settings	25
View Store	26

Store32 User Manual

Welcome to the **Beta version of Store32**. The screenshot below shows a typical view of Store32 in **Internet Explorer**. Other internet browsers may display elements of Store32 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, "LYNDEV3") on the left and the **summary of sales** on the right, including **today's sales totals** and **new orders**. In order to access your cart's Store32 setup, you must be logged into the cart administrative site.

2. Header Links

Just below the summary bar are three links: **Cart32**, **Store32 Beta**, and **Cart32 Gateway**.

Cart32

Clicking this link will take you to the usual cart setup page, with all the associated administrative tools. The color associated with **Cart32** is **blue**—when you are operating in **Cart32**, the tabs will turn blue.

Store32 Beta

Clicking this link will take you to the beta version of **Store32**, a powerful catalog-building tool which we will explore in this manual. The color associated with **Store32** is **green**—when you are operating in **Store32**, the tabs will be green.

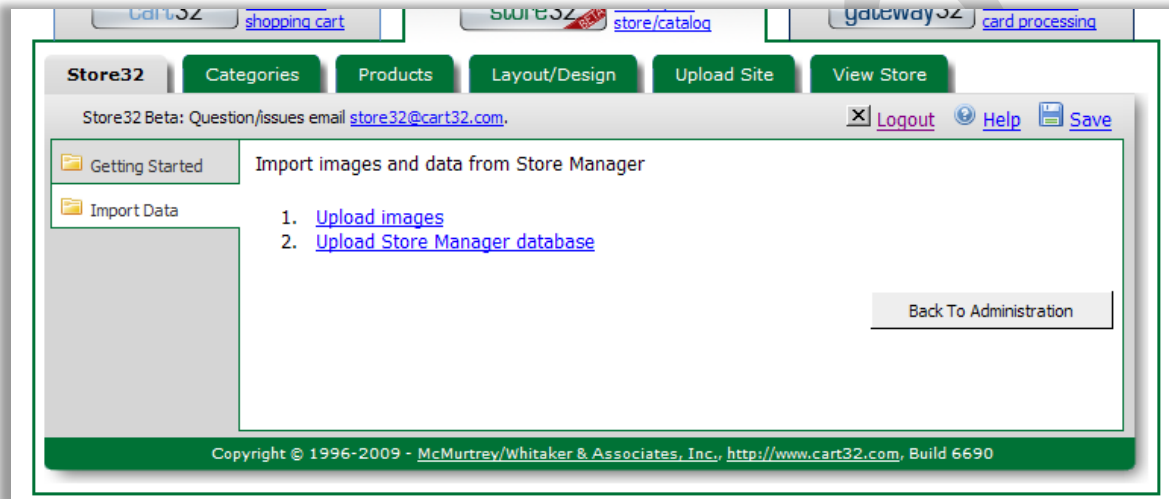
Cart32 Gateway

Clicking this link will take you to the credit card processing setup for your store.

3. Tabs

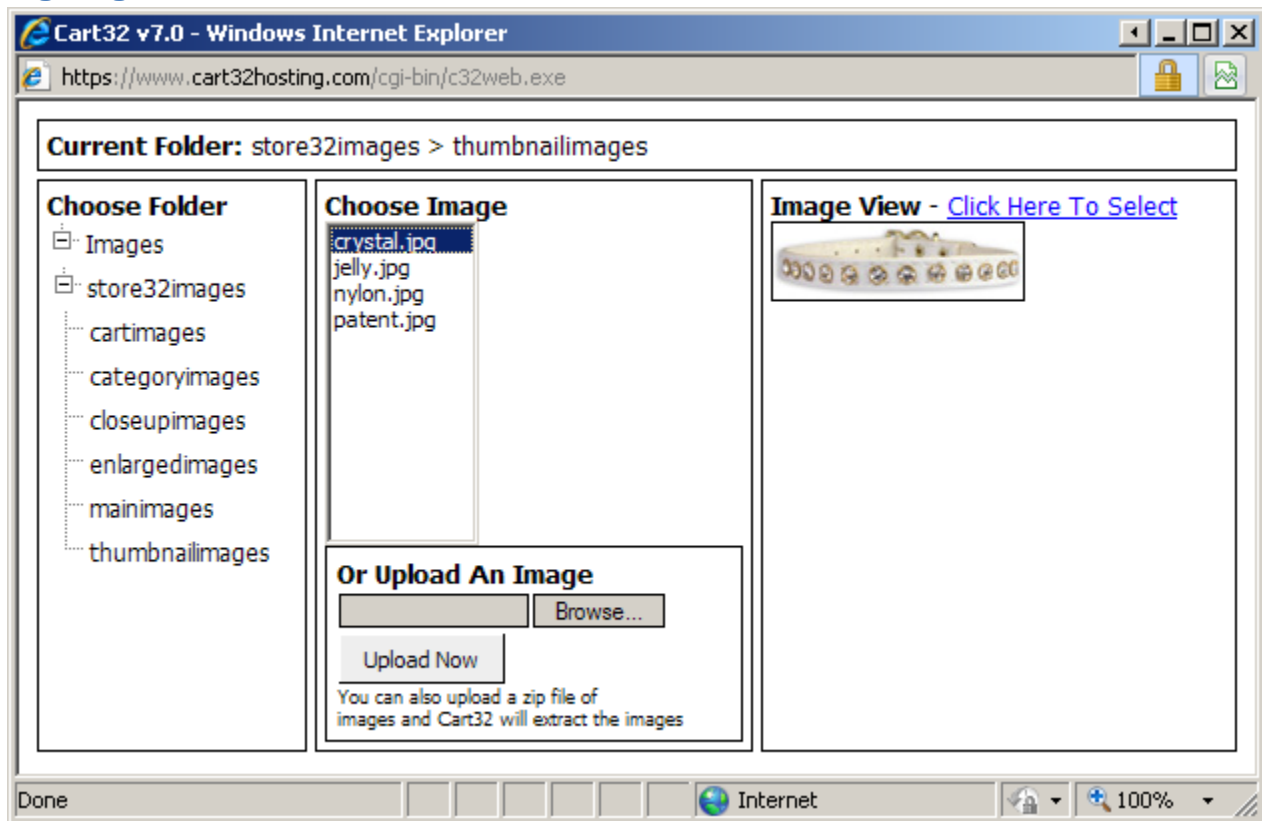
The Store32 page is split into tabs, just like the Cart32 cart setup page. Store32 has a total of six tabs.

Store32



This is the tab that shows by default when you click the **Store32** link at the top of the **administrative** page. More specifically, the section of the Store32 page that shows by default is the **Getting Started** page, which shows the four easy steps to getting your store's catalog up and running.

Uploading Images



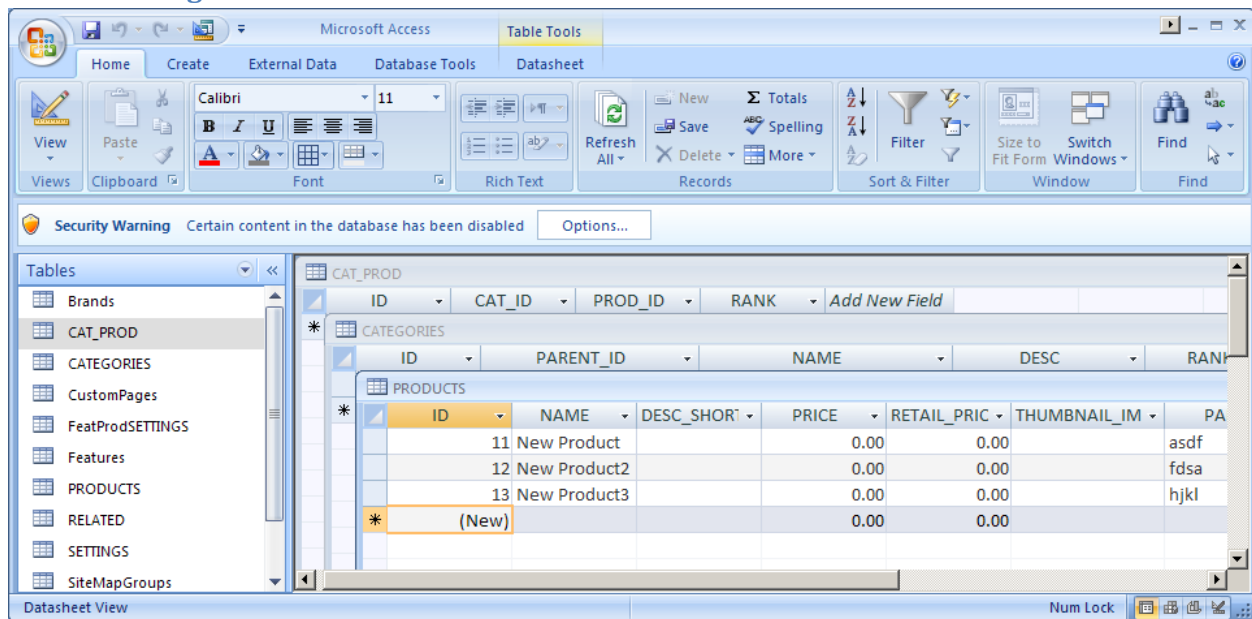
If you already have images ready for your catalog, you can upload them by going to the **Import Data** section of the Store32 tab and clicking the **Upload images** link. The image uploader will open in a new window.

In the **Choose Folder** section on the upper left, navigate to the folder you wish to use as the **destination folder**—clicking on a **plus symbol [+]** will expand parts of the folder tree, and clicking on a **minus symbol [-]** will collapse them again. When you have selected a **destination folder**, the path will be displayed at the top of the window in the **Current Folder** section.

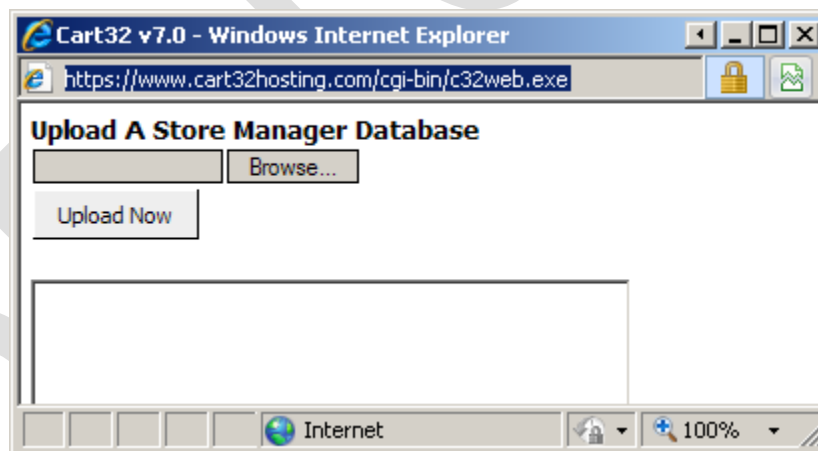
If there are already image files in the **current folder**, a list of them will appear in the **Choose Image** section. If you're uploading a new image, you don't need to do anything in this part of the page.

In the **Or Upload An Image** section, click the **Browse...** button to navigate to the image file you wish to upload, then click the **Upload Now** button. If the upload is successful, the image will appear in the **Image View** section. Once you have uploaded an image, you can access the **store32images** folder via **FTP** to the cart templates folder. If you have **several images to upload**, you can organize them into folders (e.g. "cartimages"), **zip** them, and upload them at once. Select the **store32images** folder when you upload.

Upload a Store Manager Database

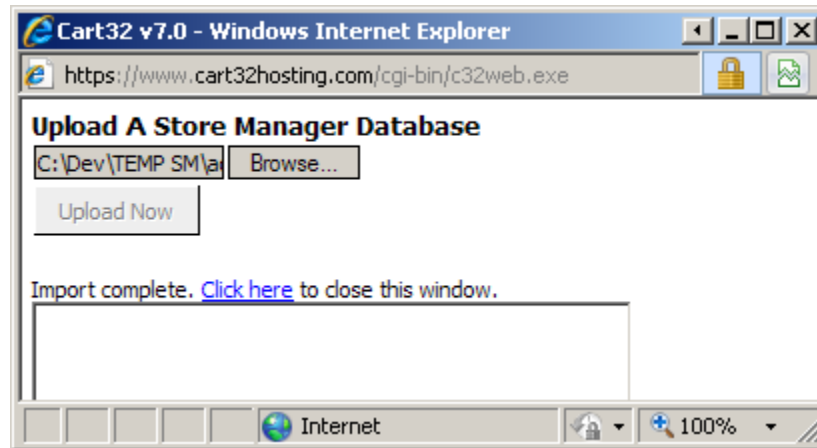


First, make sure you have a **Store Manager Database** ready for uploading. Store Manager uses a **Microsoft Access database**. In particular, the product catalog is stored in three tables: **CATEGORIES**, **PRODUCTS**, and **CAT_PROD**. These tables must be maintained under strict guidelines for Store Manager to function properly and to properly import the database to Store32. Users of E-Store may be eligible for a product import as well. In an effort to upgrade these users, we have created a semi-automated process to convert E-Store data. Contact our development department for information regarding this (development@cart32.com). Custom imports from text files, Excel files, and other databases are often available/possible. An import's eligibility is assessed on a per situation basis in order to accommodate as many customers as possible. Please contact our Development department for a free import quote



If you already have a **Store Manager Database** of your product catalog, you can upload it by going to the **Import Data** section of the **Store32** tab and clicking the **Upload Store Manager database** link. The database uploader will open in a new window. If you have a **Store Manager Database** but are concerned about the import process for any reason, please contact us. We can review your system and provide you with an estimate to perform this step for you.

Click the **Browse...** button to navigate to the database file you wish to upload, then click the **Upload Now** button.



If the upload process is successful, the window will display a message saying that the import is complete. You can now close the upload window.

Uploading a **Store Manager database** will not overwrite any product catalog information you have already entered through **Store32**.

Categories



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

After **importing existing data** or **uploading images**, you should review the category list. We recommend **adding categories first**, so that products can be assigned to them at the time of creation and so that you have access to your products as you view your new site.

If you do not have a pre-existing product catalog or your catalog does not categorize products, 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 'Add Category' form in the Store32 Beta interface. The form is titled 'Categories' and includes the following fields and buttons:

- Category ID**: A text input field.
- Category Name**: A text input field.
- Image**: A text input field with a small image icon to its right.
- Category Description**: A large text area with a scroll bar.
- Meta Title**: A text input field.
- Meta Description**: A text input field.
- Meta Keywords**: A text input field.
- Buttons**: 'Save', 'Save + Go Back', 'Save + Add Another', and 'Back To Administration'.

The footer of the form displays: Copyright © 1996-2009 - McMurtrey/Whitaker & Associates, Inc., <http://www.cart32.com>, Build 6624.

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, just as if you were uploading an image from the Store32 tab. **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](#)

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

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, Store32 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

Store32 Beta: Question/Issues email store32@cart32.com. [Logout](#) [Help](#)

Products

Product ID: 10250084270

Name: (Required)

Part No: (Required)

Price: (Required)

Options
[Add Option](#)

Images
[Add Image](#)

Short Description:

Long Description:

Manufacturer:

[Save](#) [Save + Go Back](#) [Cancel](#) [Save + Copy To New Product](#)

[Show Extra Fields](#)

Choose A Category For This Product

Collars
Utility
Finery
Odds 'n Ends

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

[Back To Administration](#)

Copyright © 1996-2009 - McMurtrey/Whitaker & Associates, Inc., <http://www.cart32.com>, Build 6624

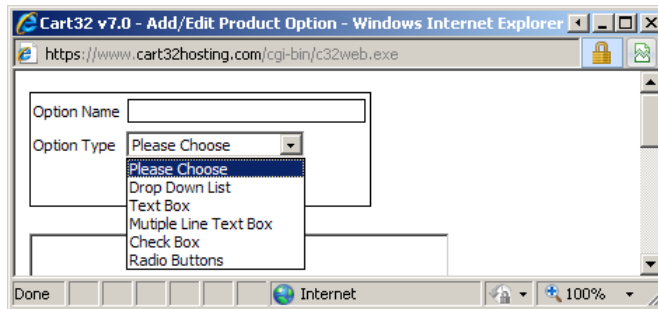
We recommend adding a **subset** of your products to begin with. This will allow you to try different option types and choose what you prefer before you go to the trouble of manually entering your full catalog.

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.

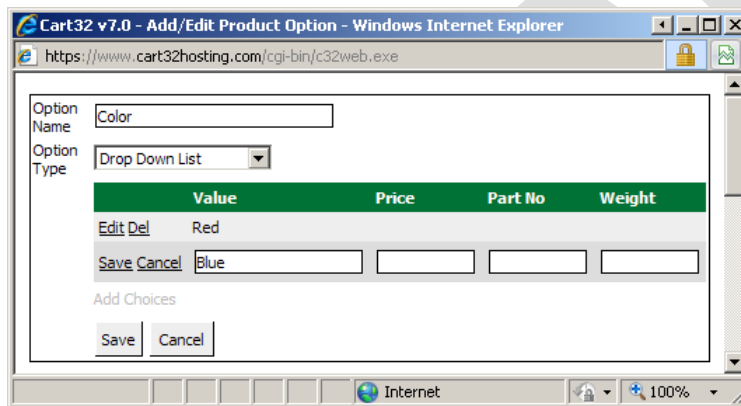
If you chose to **import** an existing product catalog, then the option types were imported from **Store Manager** or selected for you based on our expertise.

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.

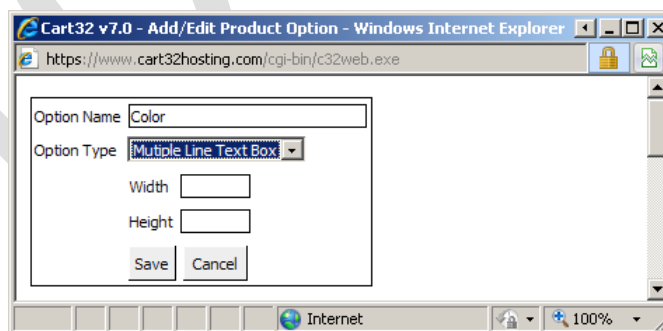


Adding options to a product is fairly straightforward. When you click the **Add Option** link, the **Add/Edit Option** window will open. Give the option a **name**—simple, self-explanatory option names are recommended—and select the **option type** that will suit it best.

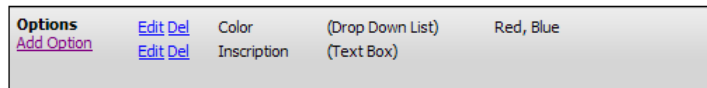


For example, choosing one out of a list of colors would be simplest with a **Drop Down List** option. **Dropdown** and **Radio** options are empty by default, so you will need to add choices by clicking the **Add Choices** link.

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.



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.



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

Adding images to products works the same way as uploading images from the Store32 tab. 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, **Store32** 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**.

Extra Fields

Show Extra Fields

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

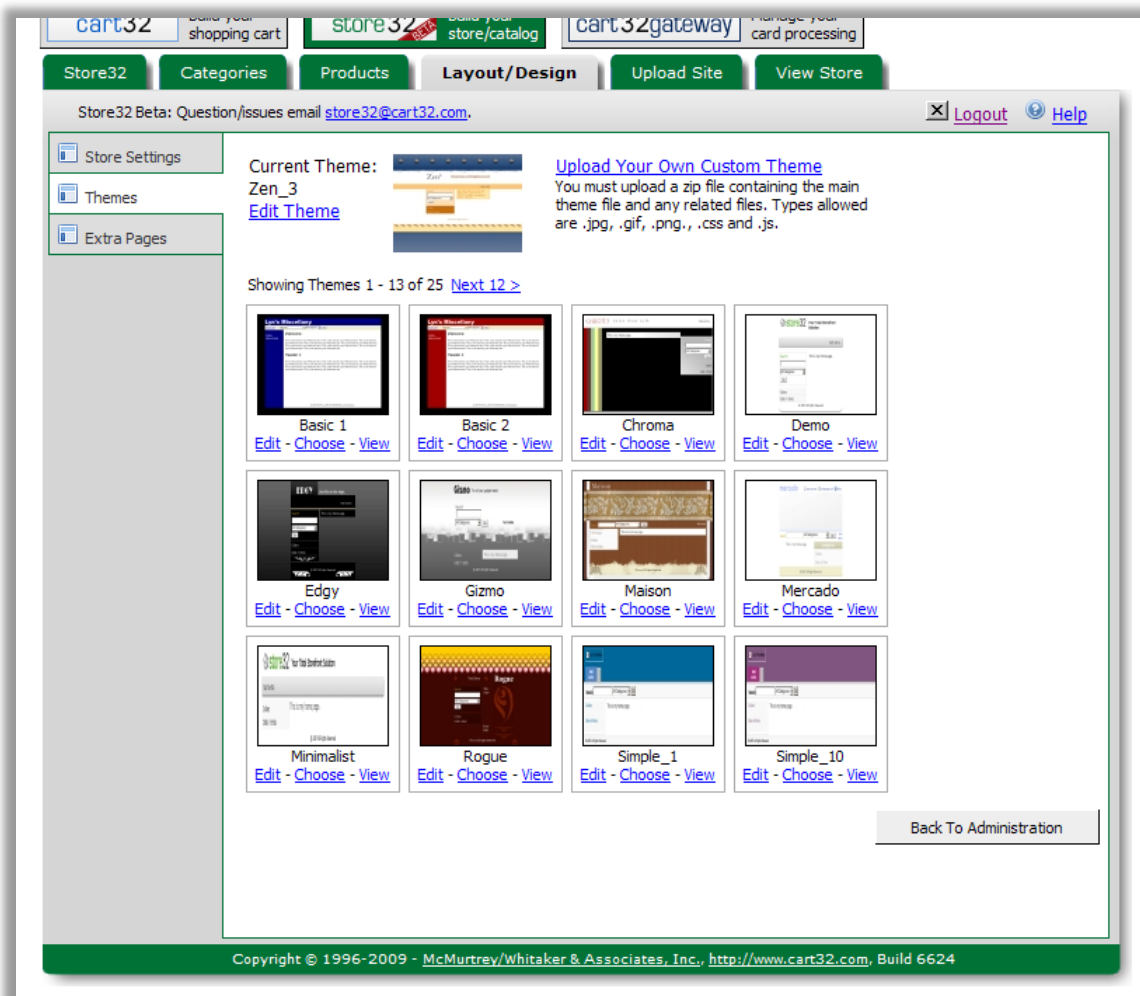
The **Layout/Design** tab contains all the basic controls for the appearance of your site. We recommend choosing one of the themes that comes packaged with **Store32** to use as a base and tweaking the appearance from there, rather than starting from scratch. When changing settings in the **Layout/Design** 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 **Store Settings** page 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 Store32 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.



Store32 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 minimalistic, 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 Store32: **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>
```

`view cart`

To hard-code an **image tag** that refers to one of your uploaded Store32 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.

HTML Code For This Theme

[Layout](#)

Styles

/* General Formatting */

Javascript

Header

<!-- Begin Header -->

Content

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">

Footer

<!-- Begin Footer -->
<div id="Footer" class="wrapper">

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.

[Layout](#)

[Home Page](#)

Styles

Javascript

Content

<div>
Welcome to my store!

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.

[Home Page](#)

[Categories](#)

Styles

.CategoryList { font-size:0.80em; padding:4px; }
.CategoryList a, .CategoryList a:visited { color:#FFE0B3; display:block; padding:3px; text-

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.

This screenshot shows the 'Navigation' section of the HTML Code editor. It includes a 'Categories' link, a 'Navigation' link, and a 'Styles' field containing CSS for the navigation menu. The 'Content' field is empty.

```

Categories
Navigation
Styles
.Navigation { font-size:0.90em; margin:0; padding:4px; text-align:left; }
.Navigation li { display:inline; }
Content

```

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

This screenshot shows the 'Thumbnail' section of the HTML Code editor. It includes a 'Thumbnail' link, a 'Thumbnail Categories' link, and fields for 'Styles', 'Javascript', 'Header', 'Content', and 'Footer'. The 'Content' field contains HTML code for a thumbnail category.

```

Thumbnail
Thumbnail Categories
Styles
.summary {
background: #FFF;
Javascript
Header
<!ThumbnailCategories>
<div class="summary">
Content
<div id="ThumbnailDiv">
<a href="<!CloseUpLink">"><!Name></a>
Footer

```

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.

This screenshot shows the 'Thumbnail Categories' section of the HTML Code editor. It includes a 'Thumbnail Categories' link, a 'Thumbnail Categories' link, and fields for 'Styles' and 'Content'. The 'Content' field contains HTML code for a category list.

```

Thumbnail Categories
Thumbnail Categories
Styles
#ThumbnailCategories {}
.ThumbnailCategoriesList {
Content
Categories: <!Categories>

```

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

This screenshot shows the 'Close Up' section of the HTML Code editor. It includes a 'Close Up' link, a 'Close Up' link, and fields for 'Styles', 'Javascript', 'Header', 'Content', and 'Footer'. The 'Content' field contains HTML code for a close-up view.

```

Close Up
Close Up
Styles
#CloseUpDiv {
font-size: 0.90em;
Javascript
Header
Content
<div id="CloseUpDiv">
<h1><!Name> (<!PartNo>) - $<!Price></h1>
Footer

```

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

The first screenshot shows the 'Close Up' section with a 'Close Up' link, an 'Extra Pages' link, a 'Styles' field containing CSS for #Pages and #ExtraPages, and an empty 'Content' field. The second screenshot shows the 'Extra Pages' section with an 'Extra Pages' link, a 'Search' link, a 'Styles' field containing CSS for #SearchContent, and a 'Content' field containing HTML for a search box. Both screenshots have 'Save', 'Save + Go Back', and 'Revert Back To Original Content From Theme File' buttons at the bottom.

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

The screenshot shows the Store32 administration interface. At the top are links for 'cart32', 'store32', and 'gateway32'. Below are tabs for 'Store32', 'Categories', 'Products', 'Layout/Design', 'Upload Site', and 'View Store'. The 'Layout/Design' tab is active, showing 'Store32 Beta: Question/issues email store32@cart32.com.' and links for 'Logout', 'Help', and 'Save'. On the left is a sidebar with 'Store Settings', 'Themes', and 'Extra Pages'. The 'Extra Pages' section is expanded, showing 'Add Extra Page', 'Edit Del Page Title', and 'Edit Del test extra'. A note says '* Drag rows to reorder'. A 'Back To Administration' button is at the bottom right. The footer contains copyright information: 'Copyright © 1996-2009 - McMurtrey/Whitaker & Associates, Inc., http://www.cart32.com, Build 6658'.

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

Store32 Beta: Question/issues email store32@cart32.com. [Logout](#) [Help](#)

Store32 **Categories** **Products** **Layout/Design** **Upload Site** **View Store**

Store Settings **Themes** **Extra Pages**

Add Extra Page

Page Title Hide Page From List

Choose 1 of the following 4 options

1. Link To Category

2. Link To Cart Action

3. Link To URL
URL
URL Target (Ex. _blank, _top, other ...)

4. Custom Content
Javascript
CSS
Content

Copyright © 1996-2009 - McMurtrey/Whitaker & Associates, Inc., <http://www.cart32.com>, Build 6658

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

Store32 Beta: Question/issues email store32@cart32.com. [Logout](#) [Help](#)

Edit Extra Page (ID=19)

Page Title Hide Page From List

Choose 1 of the following 4 options

1. Link To Category

2. Link To Cart Action

3. Link To URL
URL
URL Target (Ex. _blank, _top, other ...)

4. Custom Content
Javascript
CSS
Content

Copyright © 1996-2009 - McMurtrey/Whitaker & Associates, Inc., <http://www.cart32.com>, Build 6658

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

The screenshot shows the 'Upload Site' tab in the Store32 administration interface. At the top, there are three buttons: 'cart32 Setup your shopping cart', 'store32 Setup your store/catalog', and 'gateway32 Manage your card processing'. Below these are navigation tabs: 'Store32', 'Categories', 'Products', 'Layout/Design', 'Upload Site' (which is selected), and 'View Store'. The main content area has a left sidebar with 'Upload Site' and 'Upload Settings' options. The 'Upload Site' section contains a message: 'This tab will allow you to generate and upload a static version of your website that will run on your own website hosting account. The pages will be created in the background and then uploaded via FTP to your website hosting account. In order to begin you need to save your FTP log on information. Click on "Upload Settings" to continue.' There is a 'Back To Administration' button at the bottom right. The footer shows 'Copyright © 1996-2009 - McMurtrey/Whitaker & Associates, Inc., http://www.cart32.com, Build 6658'.

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.

The screenshot shows the 'Upload Settings' tab in the Store32 administration interface. It features the same top navigation and sidebar as the previous screenshot. The 'Upload Settings' section contains several form fields: 'FTP Host Address', 'FTP User Name', 'FTP Password', and 'FTP Default Folder'. There is a checkbox for 'Use FTP Passive Mode'. Below these are 'Store Domain' and 'Store Folder' fields with explanatory text. A 'Search Page Extension' dropdown is set to 'ASP', with a note that the server must support either ASP or PHP. There is also a checkbox to 'Check to confirm blank FTP folder or Store Domain'. A 'Back To Administration' button is at the bottom right. The footer is identical to the previous screenshot.

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.