

Create A Shoppe™

A do it yourself website and store builder



Printable Manual

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We hope you will find this manual to be a valuable tool in building and maintaining your website and store. Included below are some quick startup steps. If you need more detailed information please continue to read through the manual.

1. **Select a Layout:** Choose the “Template” link to the left of the store admin screen to select one of the pre-installed templates from the dropdown. You can change templates without affecting any work you’ve done to your site. Preview your site to see how it looks with the template you chose. If you don’t like it, choose another and follow the same steps.. Repeat until you find the template you like best. (*NOTE* Templates/layouts are only the way your website pages will be setup, they DO NOT include graphics or colors. You have to add your own graphics and colors.) You can also enter your own html in the custom templates area if you are familiar with html. You do not need to set a template in any other area of your site unless you want a different layout for other pages of your site. Then you would select one in the settings for that page or category.
2. **Add Your Graphics:** You can add your navigation buttons when you add a new page or category or by editing an existing page or category. Your logo, backgrounds, cart buttons and page topper can be uploaded by clicking Images and then update under Catalog Images. Depending on the template you choose you may need to upload your logo.gif in the page editor for your index.php page.
3. **Add Pages:** Choose the “Pages” link to the left in your store admin to activate, add or edit pages you would like displayed on your website.
4. **Add Store Categories:** Choose the “Categories” to the left in your store admin to start entering categories in your store. Use the arrow icons to move the categories’ positions as they will appear on your site. You can set up to 3 levels of categories (main category>subcategory>end category).
5. **Add Products:** Once your categories have been entered, choose the “Products” link to the left in your store admin to start adding products. Add, or edit products singly to modify all details, or edit the main points and modify up to 10 items at once. You can also upload text files of products if desired.
6. **Change Settings:** Choose the “Site Settings” link to the right of the store admin to update the main variables. Choose the “Fonts & Colors” link to update color values. Choose the “Catalog Setup” link to modify all shopping catalog variables as needed.
7. **Add Additional Features:** If you want to add functionality to your website, such as a gift registry, affiliate program, guestbook, link page, event calendar, wholesale catalog, articles, FAQ list, gift certificates, order tracking, or coupons, select the appropriate link and use the help screens to set up the feature. All additional features are optional and can be turned off.
8. **Back Up your Data:** Periodically, especially after making changes or adding several products, you should back up your database. Use the “Backup” link to create a database dump copy. Save the file on your hard drive, then delete the file from your website so that it is not visible to others.

If at anytime you need help on a page in your store admin use the question mark icon at the top of the page for information about the page you are on.

TEMPLATES

WORKING WITH TEMPLATES

IF YOU ARE GOING TO USE A BUILT-IN TEMPLATE, CHOOSE THE TEMPLATE LINK TO THE LEFT IN YOUR STORE ADMIN TO SELECT ONE OF OUR PRE-INSTALLED TEMPLATES. PLEASE NOTE THAT UPDATING YOUR TEMPLATE WILL NOT CAUSE YOU TO LOSE ANY SAVED WORK. IT WILL HOWEVER UPDATE ALL OF YOUR WEBSITE PAGES AUTOMATICALLY WITH THE CHANGES.

SELECTING A TEMPLATE

SELECT A TEMPLATE FROM THE DROP DOWN LIST OF TEMPLATES. SELECT APPLY OR SAVE TO APPLY THAT TEMPLATE TO YOUR WEBSITE PAGES. PREVIEW YOUR SITE TO SEE HOW THIS TEMPLATE IS SETUP. IF YOU DO NOT LIKE IT REPEAT STEPS UNTIL YOU FIND ONE THAT SUITS YOU. MAKE SURE TO CHECK THE "UPDATE COLORS" BOX. THIS WILL OVERRIDE YOUR EXISTING COLOR VALUES PERMANENTLY.

CUSTOM TEMPLATES

CREATE A SHOPPE PLUS CAN DESIGN AND IMPLEMENT A NEW CUSTOM TEMPLATE FOR YOUR SITE AT ANY TIME. CONTACT US FOR PRICING AND INFORMATION. IF YOU ARE FAMILIAR WITH HTML AND CODING OR HAVE A DESIGNER WHO IS, YOU CAN PASTE YOUR OWN HTML TEMPLATE IN THIS AREA AND APPLY IT TO YOUR SITE.

ADDING YOUR GRAPHICS

INSTALLATION

YOUR GRAPHICS PACKAGE: LOGO, BACKGROUNDS, BUTTONS, AND TOPPER MUST BE NAMED FOLLOWING OUR GUIDES HERE:

[HTTP://WWW.CREATEASHOPPEPLUS.COM/GRAPHICGUIDES.HTM](http://www.createashoppeplus.com/graphicguides.htm) AS LONG AS THEY ARE NAMED CORRECTLY WITH NO UPPER CASE LETTERS THEY WILL AUTOMATICALLY GO INTO PLACE IN YOUR WEBSITE PAGES. YOU CAN RENAME YOUR GRAPHICS IF NEEDED BY TYPING OVER THE CURRENT FILE NAME ON YOUR COMPUTER. (EX: REPLACE GREENBACKGROUND.GIF WITH MAINBG.GIF) IF THE FILE EXTENSION (.GIF, .JPG) NEEDS CORRECTED YOU CAN DO THIS BY OPENING THE IMAGE IN ANY EDITING SOFTWARE AND SAVING IN THE CORRECT FORMAT.

UPLOADING

TO UPLOAD YOUR BACKGROUNDS, TOPPER AND LOGO CLICK IMAGES IN THE LEFT MENU OF YOUR STORE ADMIN. UNDER IMAGE LIST CLICK "SHOW IMAGES". YOU WILL THEN SEE THE UPLOAD FORM. CLICK BROWSE TO LOCATE THE

IMAGES IN YOUR COMPUTER AND FOLLOW THROUGH THE STEPS TO UPLOAD. BE SURE TO CLICK ADD WHEN YOU ARE TAKEN BACK TO THE UPLOAD FORM AGAIN. REPEAT AS NECESSARY. SOME TEMPLATES MAY REQUIRE YOU TO LOAD YOUR LOGO ON YOUR INDEX PAGE. REFER TO THE PAGES SECTION OF THIS MANUAL FOR MORE INFORMATION. YOUR NAVIGATION BUTTONS ARE ADDED WHEN YOU ARE ADDING OR EDITING A PAGE. YOU WILL SEE A FORM TO UPLOAD A NAVI IMAGE. TO ADD YOUR SHOPPING CART AND SYSTEM BUTTONS (VIEW CART, ADD TO CART, ETC.) GO BACK TO THE MAIN IMAGES PAGE AND CLICK THE UPDATE BUTTON BELOW “CATALOG IMAGES”.

ADDING/EDITING PAGES

THE WEB PAGE AREA IS USED TO EDIT CONTENT ON EXISTING PAGES, ADD NEW PAGES OR DELETE PAGES OF YOUR SITE. YOU CAN ADD UNLIMITED PAGES AS NEEDED. CLICK “PAGES” IN THE LEFT MENU OF THE STORE ADMIN.

- ❖ **ACTIVATION:** FROM THE INITIAL PAGE LIST, SELECT “ACTIVATE” OR “DEACTIVATE” UNDER THE “ACTIVE” HEADING TO EITHER SHOW OR NOT TO SHOW THAT PAGE. IF THE PAGE IS DEACTIVATED, ALL OF YOUR CONTENT WILL REMAIN, BUT THE PAGE WILL SIMPLY NOT BE VISIBLE TO CUSTOMERS. (THE PAGE WILL NOT BE PERMANENTLY DELETED.) WHEN SOMEONE TRIES TO ACCESS THAT PAGE, THEY WILL GET A FILE NOT FOUND ERROR.
- ❖ **LINK ORDER:** IF YOU WISH TO CHANGE THE ORDER IN WHICH THE LINKS APPEAR IN YOUR NAVIGATION ON OUR WEBSITE, USE THE UP AND DOWN ARROW ICONS TO CHANGE THE ORDER OF THE PAGES.
- ❖ **EDITING PAGE CONTENT:** EDIT ANY PAGE’S CONTENT BY CLICKING THE EDIT LINK NEAR THE PAGE NAME. MAKE YOUR CHANGES AND SAVE. THE PAGE YOU UPDATE WILL AUTOMATICALLY BE CHANGED ON YOUR SITE.
- ❖ **ADDING NEW PAGES:** YOU CAN ADD UNLIMITED ADDITIONAL PAGES THROUGH THE SYSTEM, BY CLICKING THE ADD NEW PAGE LINK. THESE PAGES WILL USE THE SAME SITE DESIGN AS YOUR OTHER PAGES, SO THERE IS NO NEED TO MODIFY THE PAGE DESIGN FOR THE PAGE. JUST ENTER THE TITLE, CONTENT, PAGE NAME (MINUS EXTENSION) AND OTHER FIELDS AS DESIRED. CLICK ADD TO SAVE THE PAGE. NEW PAGES ARE AUTOMATICALLY DISPLAYED ON THE SITE.

ONCE YOU HAVE CHOSEN TO ADD OR EDIT A PAGE, FOLLOW THE INSTRUCTIONS BELOW TO CREATE/EDIT YOUR CONTENT.

- ❖ **PAGE NAME:** IF YOU ARE ADDING A NEW PAGE OR EDITING A PAGE YOU'VE CREATED, YOU CAN CHANGED THE PAGE'S NAME AT ANY TIME BY MODIFYING THIS FIELD. DO NOT ENTER THE PAGE EXTENSION (I.E. PHP, HTM). NOTE THAT THE PAGE NAME CANNOT BE CHANGED FOR PREEXISTING FIELDS.

- ❖ **ACTIVE:** ALL PAGES, OTHER THEN THE HOME PAGE AND CATALOG PAGE (HOME.PHP & CATALOG.PHP), CAN BE SET TO BE INACTIVE. THIS WILL REMOVE THE PAGE FROM THE NAVIGATION LINKS, AND WILL GIVE THE VISITORS A PAGE NOT FOUND ERROR IF THEY TRY TO VIEW THE PAGE. THIS WILL NOT DELETE ANY OF YOUR CONTENT OR SETTINGS, SO YOU CAN USE THIS TO TEMPORARILY TAKE DOWN A PAGE WHILE YOU UPDATE IT.

- ❖ **SHOW TITLE:** SET THIS FIELD TO "YES" TO SHOW THE PAGE TITLE ON THE TOP OF THE PAGE IN YOUR SITE. SET TO "NO" TO KEEP THE PAGE'S TITLE FROM APPEARING.

- ❖ **SHOW LINK:** SET THIS FIELD TO "YES" IF YOU WANT TO DISPLAY THE PAGE'S LINK IN YOUR NAVIGATION LINKS. SET THE FIELD TO "NO" IF YOU DON'T WANT TO DISPLAY A LINK IN THE NAVIGATION AREA.

- ❖ **PAGE TITLE:** THIS IS THE DESCRIPTION THAT WILL APPEAR IN THE NAVIGATION LINKS (IF "SHOW LINK" IS SET TO "YES") AS WELL AS THE TOP OF THE PAGE ("IF "SHOW TITLE" IS SET TO "YES")

- ❖ **NAV IMAGE:** IF YOU WANT TO DISPLAY A BUTTON IMAGE INSTEAD OF A TEXT LINK CLICK THE UPLOAD LINK TO LOAD AN IMAGE/BUTTON. YOU CAN ALSO ADD A MOUSEOVER EFFECT IF DESIRED BY ADDING A SECOND IMAGE/BUTTON.

- ❖ **HEADER IMAGE:** IF YOU WANT TO DISPLAY AN IMAGE AT THE TOP OF THE PAGE, IN PLACE OF THE TITLE, CLICK THE UPLOAD LINK TO LOAD AN IMAGE. THIS IMAGE WILL ONLY DISPLAY IF THE "SHOW TITLE" FIELD IS SET TO "YES"

- ❖ **CONTENT:** ENTER YOUR PAGE CONTENT HERE. THIS CONTENT CAN INCLUDE HTML CODING. A HTML EDITOR HAS BEEN INSTALLED SO THAT YOU CAN ENTER IMAGES, FONTS, COLORS ETC. WITHOUT HAVING TO USE HTML. BUT IF YOU WISH TO USE HTML IT IS COMPATIBLE.

- ❖ **META TITLE:** IF YOU WANT TO SPECIFY A META TITLE FOR THIS PAGE, ENTER IT HERE. IF YOU LEAVE THIS BLANK, THE SYSTEM WILL USE THE DEFAULT META TITLES SPECIFIED IN THE SETTINGS. ****META HELPS IN BEING INDEXED AND FOUND ON THE SEARCH ENGINES****

- ❖ **META KEYWORDS:** IF YOU WANT TO SPECIFY META KEYWORDS FOR THIS PAGE, ENTER THEM HERE, LISTED WITH COMMAS OR SPACES BETWEEN EACH WORD OR PHRASE. IF YOU LEAVE THIS FIELD BLANK, THE SYSTEM WILL USE THE DEFAULT META KEYWORDS SPECIFIED IN SETTINGS.

- ❖ **META DESCRIPTION:** IF YOU WANT TO SPECIFY A META DESCRIPTION FOR THIS PAGE, ENTER IT HERE. IF YOU LEAVE THIS FIELD BLANK, THE SYSTEM WILL USE THE DEFAULT META DESCRIPTION SPECIFIED IN SETTINGS.

- ❖ **SHOW PRODUCTS:** ON THE HOME PAGE (INDEX.PHP) AND CATALOG PAGE (CATALOG.PHP), YOU CAN SHOW PRODUCT CATEGORIES, OR A FEW PRODUCTS. THEY WILL DISPLAY JUST UNDER THE PAGE CONTENT. YOU MAY DISPLAY NEW PRODUCTS (ITEMS ENTERED MOST RECENTLY, ACCORDING TO THE DATE FIELD), FEATURED PRODUCTS (IF YOU HAVE SOME SELECTED) OR SALE PRODUCTS (ITEMS WITH A SALE PRICE). YOU MAY ALSO DISPLAY A LIST OF CATEGORIES IN A SINGLE COLUMN, 3 COLUMNS OR 5 COLUMNS. IF YOU DO NOT WISH TO DISPLAY EITHER PRODUCTS OR CATEGORY LISTS, SELECT “NO DISPLAY”.

- ❖ **PAGE GROUPINGS:** TO DISPLAY ONLY A SPECIFIC GROUP OF PAGES IN ANY GIVEN NAVIGATION AREA. SELECT GROUP OR GROUPS HERE. YOU CAN THEN SET YOUR TEMPLATE TO ONLY SHOW PAGES WITHIN GROUP 1, GROUP 2, GROUP 3, GROUP 4, OR GROUP 5. NOTE THAT ALL PAGES CAN BE SET IN ANY OF THESE GROUPS, ALLOWING YOU TO DISPLAY LINKS IN MULTIPLE NAVIGATION AREAS. (PAGE GROUPINGS WORK WITH CUSTOM TEMPLATES)

- ❖ **OPTIONAL THEME:** IF YOU WANT TO USE A DIFFERENT TEMPLATE/LAYOUT FOR THIS PAGE, AND TEMPLATES ARE AVAILABLE, YOU CAN SELECT A NEW TEMPLATE FROM THE LIST TO OVERRIDE THE DEFAULT TEMPLATE FOR THE SITE.

ADDING CATEGORIES

CHOOSE THE “CATEGORIES” LINK IN THE LEFT COLUMN OF YOUR STORE ADMIN TO START ENTERING SOME CATEGORIES TO YOUR STORE. USE THE ARROW

ICONS TO CHANGE THE ORDER THE CATEGORIES WILL APPEAR ON YOUR SITE. YOU CAN SET UP TO THREE LEVELS OF CATEGORIES (MAIN CATEGORY > SUBCATEGORY > END CATEGORY).

USE THIS AREA TO ADD, EDIT OR DELETE CATEGORIES, CHANGE THE ORDER OF YOUR CATEGORIES, OR LOCATE ITEMS IN A PARTICULAR CATEGORY.

❖ **ADDING CATEGORIES:** TO ADD A NEW CATEGORY, SELECT “ADD” THEN ENTER ALL FIELDS NEEDED FOR THE CATEGORY.

❖ **EDITING CATEGORIES:** TO EDIT A CATEGORY, SELECT THE “EDIT” LINK NEXT TO THE CATEGORY YOU WISH TO EDIT, AND THEN ENTER ALL FIELDS NEEDED FOR THAT CATEGORY.

❖ **DELETING CATEGORIES:** TO DELETE A CATEGORY, SELECT THE “DELETE” LINK NEXT TO THE CATEGORY YOU WISH TO DELETE, AND THEN CONFIRM THAT YOU WISH TO DELETE THAT ITEM TO REMOVE IT PERMANENTLY.

❖ **VIEW ITEMS:** TO VIEW ALL ITEMS IN A CATEGORY, SELECT THE “VIEW ITEMS” LINK NEXT TO THE CATEGORY.

❖ **CATEGORY ORDER:** TO CHANGE THE ORDER OF THE CATEGORIES IN THE NAVIGATION AREA, USE THE UP AND DOWN ARROW ICONS TO MOVE THE CATEGORY’S PLACEMENT WITHIN THE NAVIGATION LINKS ON YOUR WEBSITE. BLACK ARROWS DESIGNATE THE MAIN CATEGORIES. GRAY ARROWS DESIGNATE SUBCATEGORIES. WHITE ARROWS DESIGNATE END CATEGORIES. YOU CAN REORDER ANY MAIN CATEGORY, SUBCATEGORY OR END CATEGORY AS NEEDED, BY CLICKING THE ARROWS ONE AT A TIME UNTIL DESIRED ORDER IS SET.

To add or edit the category, follow the instructions above, and then enter details in the following fields. Only the Category field and the Active field are required.

❖ **CATEGORY:** ENTER THE NAME YOU WISH TO USE FOR THIS CATEGORY. THIS NAME WILL BE DISPLAYED IN THE NAVIGATION LIST, AS WELL AS AT THE TOP OF THE CATEGORY PAGES.

❖ **PARENT CATEGORY:** IF THIS CATEGORY IS TO BE A SUBCATEGORY, SELECT THE PARENT CATEGORY (THE CATEGORY THE SUBCATEGORY IS TO BE LISTED UNDER) FROM THE DROP DOWN BOX.

❖ **NAV IMAGE:** IF YOU WISH TO DISPLAY A BUTTON IN THE NAVIGATION AREA IN PLACE OF THE TEXT LINK, CLICK THE UPLOAD BUTTONS AND LOAD THE BUTTON IMAGE TO YOUR SITE. (YOU CAN ALSO USE ROLLOVER IMAGES IF YOU WANT TO SHOW A DIFFERENT IMAGE WHEN YOU MOUSE OVER)

❖ **HEADER IMAGE:** IF YOU WISH TO DISPLAY AN IMAGE AT THE TOP OF THE CATEGORY IN PLACE OF THE CATEGORY TITLE, CLICK THE UPLOAD BUTTON TO LOAD THE IMAGE ON YOUR SITE.

❖ **LIST IMAGE:** IF YOU DISPLAY A CATEGORY LIST WHEN A CUSTOMER FIRST VIEWS THE CATALOG OR INDEX PAGE, YOU CAN ENTER A LIST IMAGE TO SHOW AN IMAGE IN PLACE OF THE CATEGORY NAME IN THE LIST. THE IMAGE ALSO DISPLAYS INSTEAD OF THE CATEGORY NAME FOR ANY SUBCATEGORY LISTING. CLICK THE UPLOAD BUTTONS AND LOAD THE IMAGE TO YOUR SITE.

❖ **DESCRIPTION:** ENTER THE DESCRIPTION THAT WILL APPEAR UNDER THE CATEGORY TITLE OR IMAGE ON THE CATEGORY PAGE. THIS DESCRIPTION CAN INCLUDE HTML CODING IF DESIRED.

❖ **KEYWORDS:** ENTER THE KEYWORDS YOU WISH TO SET FOR THIS CATEGORY. THIS FIELD ONLY INFLUENCES THE KEYWORD META TAGS, AND WILL NOT APPEAR IN THE CATALOG.

❖ **LAYOUT:** CHOOSE A LAYOUT FOR THE PRODUCTS IN THIS CATEGORY. YOU CAN CHOOSE FROM THE FOLLOWING LAYOUTS:

-Single Product Layout: This displays all product details, including order buttons and quantity boxes, on the category page, with items displayed in a single column down the page. When customers click on a thumbnail (small) image, they will get a pop up window with a larger image, if one exists. Customers can order directly from this page.

-Double/Triple Product Layout: This is the same display as the Single Product Layout, but with two or three products across each page.

-2 - 6 Column Layout: This displays just the thumbnail image, item name, and price on the category page, displayed in two to six columns. When a customer clicks on the image or item name, they will view all product details for that item, including a larger image if one exists, and will be able to purchase from this detail screen.

-Grid Listing (No Images): This is a very compact display that shows only the product name and price, along with a "More Info" link, in a list/grid type format. The "More Info" link points to the product details, where you can order products.

❖ **ROWS:** IF YOU WISH TO CHANGE THE NUMBER OF PRODUCTS THAT ARE LISTED DOWN THE PAGE AND MAKE IT DIFFERENT THAT THE DEFAULT VALUE, ENTER THE ROW NUMBER. IF YOU HAVE MORE THAN THAT NUMBER OF ITEMS IN THE CATEGORY, PAGE NUMBERS WILL APPEAR ON YOUR SITE SO CUSTOMERS CAN NAVIGATE THROUGH YOUR PRODUCTS. NOTE: FOR THE GRID LISTING AND FULL PRODUCT LAYOUT PRODUCTS, THIS WILL ALSO EQUAL THE NUMBER OF PRODUCTS THAT ARE DISPLAYED ON THE PAGE.

❖ **ACTIVE:** SET THIS VALUE TO “YES” IF YOU WISH TO DISPLAY THE CATEGORY ON YOUR SITE. IF YOU SET THIS VALUE TO “NO” , THE CATEGORY WILL NOT APPEAR. HOWEVER, IT WILL STILL BE SET UP IN THE ADMIN AREA, AND YOU CAN TURN IT ON BY CHANGING THE VALUE TO “YES” IN THE FUTURE. THIS IS HELPFUL FOR HOLIDAY CATEGORIES OR CATALOG SECTIONS THAT YOU ARE TEMPORARILY RESTRUCTURING.

ADDING PRODUCTS

ONCE YOUR CATEGORIES HAVE BEEN ENTERED, CHOOSE THE “PRODUCTS” LINK TO THE LEFT IN THE STORE ADMIN TO START ADDING PRODUCTS. ADD OR EDIT PRODUCTS SINGLY TO MODIFY DETAILS, OR EDIT THE MAIN POINTS AND MODIFY UP TO 10 ITEMS AT ONCE. YOU CAN ALSO UPLOAD TEXT FILES OF PRODUCTS IF DESIRED.

USE THIS AREA TO ADD, EDIT OR DELETE ITEMS IN YOUR PRODUCT CATALOG. YOU CAN SEARCH FOR PRODUCTS BY ITEM NAME, KEYWORD, CATEGORY, OR STOCK STATUS.

❖ **ADDING ITEMS:** TO ADD A NEW ITEM, CLICK THE “ADD” BUTTON, THEN ENTER ALL THE FIELDS NEEDED FOR THE ITEM.

❖ **EDITING ITEMS:** TO EDIT AN ITEM, SELECT THE ITEM YOU WISH TO EDIT, THEN CLICK THE EDIT BUTTON, AND ENTER ALL THE FIELDS NEEDED FOR THAT ITEM.

❖ **DELETING ITEMS:** TO DELETE AN ITEM, SELECT THE ITEM YOU WISH TO REMOVE, THEN CLICK THE “DELETE” BUTTON, AND CONFIRM THE DELETION OF THAT ITEM.

ADVANCED ITEM SEARCH

To view a list of items, select the search criteria from the advanced item search field and select “View Items” to display all the products for viewing. You can search for items using the following criteria and settings.

- ❖ **CATEGORY:** IF YOU WANT TO DISPLAY ONLY ITEMS FROM WITHIN A PARTICULAR CATEGORY, SELECT THAT CATEGORY FROM THE DROP DOWN BOX. NOTE THAT YOU CAN DISPLAY EITHER A MAIN CATEGORY OR SUBCATEGORY LEVEL FOR GENERAL OR DETAILED SEARCHING.
- ❖ **KEYWORDS:** TO FIND ONLY PRODUCTS WITH A PARTICULAR WORD OR WORDS WITHIN THE ITEM NAME, ENTER THE WORD(S) IN THE KEYWORD BOX.
- ❖ **VIEW:** IF YOU WANT TO LIMIT YOUR SEARCHES FURTHER, YOU CAN SELECT A VALUE FROM THE “VIEW” DROP DOWN BOX. CHOOSE TO DISPLAY ONLY PRODUCTS WITH INVENTORY QUANTITIES, ONLY OUT OF STOCK ITEMS, ONLY SOLD OUT ITEMS, INACTIVE ITEMS ONLY, ITEMS ON SALE ONLY, OR FEATURED PRODUCTS. OR SELECT “ALL PRODUCTS” TO VIEW ALL ITEMS WITHOUT LIMITING THE SEARCHES.
- ❖ **ORDER BY:** IF YOU WISH TO DISPLAY YOUR PRODUCTS IN A PARTICULAR ORDER, SELECT THAT ORDER FROM THE DROP DOWN BOX. YOU MAY ORDER THE LIST OF PRODUCTS BY ITEM NAME (ALPHABETICALLY A THROUGH Z OR Z THROUGH A), NEWEST ITEMS FIRST, OLDEST ITEMS FIRST, CATALOG NUMBER, ITEMS WITH QUANTITIES IN STOCK (1-999+), FEATURED PRODUCTS FIRST, BY BASE PRICE (\$0-\$999+) OR BY SALE (\$0-\$999+)
- ❖ **DISPLAY PER PAGE:** SELECT THE NUMBER OF ITEMS YOU WISH TO DISPLAY ON EACH PAGE.
- ❖ **EDIT MODE:** CHOOSE THE WAY YOU WOULD LIKE TO UPDATE YOUR PRODUCTS. YOU CAN CHOOSE TO EDIT THE ITEMS INDIVIDUALLY, OR EDIT THE BASIC FIELDS IN UP TO 10 ITEMS AT ONE TIME.

TO ADD/EDIT AN INDIVIDUAL PRODUCT

To add or edit an individual product, follow the instructions above, then enter the details in the form fields. (Note: you will need to click the continue button on the bottom of the screen to continue editing the product):

- ❖ **ITEM NAME:** ENTER THE NAME OF THE PRODUCT. THIS NAME WILL BE DISPLAYED ON THE CATALOG PAGE AND WILL ALSO BE SHOWN IN THE SHOPPING CART WHEN A CUSTOMER ORDERS IT.
- ❖ **DESCRIPTION:** ENTER THE DESCRIPTION THAT WILL APPEAR UNDER THE PRODUCT NAME. THIS DESCRIPTION CAN INCLUDE HTML CODING IF DESIRED.
- ❖ **KEYWORDS:** ENTER THE KEYWORDS YOU WISH TO SET FOR THE PRODUCT. THIS FIELD ONLY INFLUENCES THE KEYWORD META TAGS, AND WILL NOT APPEAR IN THE CATALOG.
- ❖ **THUMBNAIL URL:** IF YOU WISH TO DISPLAY A SMALL IMAGE IN THE CATALOG WHERE PRODUCTS ARE LISTED, ENTER THE URL OF THE SMALL IMAGE OR CLICK “UPLOAD” TO LOAD THE IMAGE TO YOUR SITE FROM YOUR COMPUTER. WE RECOMMEND THE IMAGE BE NO WIDER THEN 150PX. THIS IS ONLY A RECOMMENDATION.

- ❖ **LARGE IMAGE URL:** IF YOU WISH TO DISPLAY A LARGER IMAGE IN THE CATALOG FOR ADDITIONAL DISPLAY, ENTER THE URL OF THE LARGE IMAGE OR CLICK “UPLOAD” TO LOAD THE IMAGE TO YOUR SITE FROM YOUR COMPUTER. WE RECOMMEND THE IMAGE BE NO WIDER THEN 450PX. THIS IS ONLY A RECOMMENDATION.
- ❖ **CATALOG#:** ENTER A CATALOG NUMBER IF YOU WISH TO ASSOCIATE A STOCK NUMBER OR UPC CODE WITH A PARTICULAR ITEM. THE NUMBER WILL APPEAR IN THE CATALOG AND IN THE SHOPPING CART.
- ❖ **SHIPPING UNITS:** ENTER A NUMBER HERE IF YOU WISH TO SET SHIPPING UNITS FOR THE ITEM. SHIPPING UNITS ARE SOMETIMES USED BY THE SHOPPING CART WHEN FIGURING SHIPPING COSTS, BUT ARE NOT ALWAYS REQUIRED.
- ❖ **REGULAR PRICE:** ENTER THE GENERAL PRICE OF THE ITEM, EVEN IF YOU ARE ADDING ADDITIONAL PRICE DISCOUNTS OR OPTION PRICES. THIS PRICE IS USED AS THE BASE PRICE OF THE ITEM, AND IS UTILIZED FOR THE PRICE SEARCH.
- ❖ **ON SALE PRICE:** IF THE ITEM IS ON SALE, YOU CAN ENTER THE SALE PRICE HERE. SALE PRICES WILL BE APPLIED TO THE BASE PRICE, SO ANY OPTION PRICES, QUANTITY PRICE DISCOUNTS, COUPONS OR WHOLESALE PRICES WILL BE APPLIED AFTER THE SALE PRICE IS SET.
- ❖ **ACTIVE ITEM:** IF THE ITEM IS A STOCKED ITEM, SET THIS PRODUCT AS ACTIVE. IF YOU WISH TO TEMPORARILY NOT SHOW THE ITEM, YOU CAN SET THIS AS INACTIVE UNTIL YOU ARE READY TO DISPLAY THE ITEM.
- ❖ **FEATURED:** IF YOU WISH FOR THE ITEM TO BE DISPLAYED AS A FEATURED ITEM, YOU CAN SET THE “FEATURED” FIELD TO “YES”. THIS WILL DISPLAY THE ITEM WHEN A CUSTOMER CLICKS THE FEATURED LINK, AND WILL ALSO SHOW THE ITEM IN THE SIDE FEATURED BAR IF IS AVAILABLE IN THE TEMPLATE YOU ARE USING.
- ❖ **OUT OF STOCK:** IF AN ITEM IS OUT OF STOCK, YOU CAN SET THIS FIELD TO “NO” AND THE ITEM WILL EITHER NOT BE DISPLAYED OR WILL BE SHOWN AS “OUT OF STOCK”, DEPENDING ON THE WAY YOU HAVE THE CATALOG SETTINGS CONFIGURED FOR OUT OF STOCK ITEMS.
- ❖ **POP UP PAGE:** IF YOU HAVE ENTERED ANY POP UP PAGES, YOU CAN NOW SELECT A POP UP PAGE TO BE DISPLAYED FOR THIS ITEM. IN THE CATALOG, A LINK WILL APPEAR THAT OPENS THIS POP UP PAGE IN A NEW POP UP WINDOW TO DISPLAY MORE INFO FOR THAT ITEM.
- ❖ **WHOLESALE %:** IF THE WHOLESALE PAGE IS ACTIVE, YOU WILL BE ABLE TO SET A WHOLESALE PERCENT HERE, WHICH WILL BE APPLIED TO THAT ITEM IF A WHOLESALE VENDOR IS LOGGED IN. THIS VALUE CAN BE OVERRIDDEN FOR ANY WHOLESALE VENDOR AS NEEDED. WHOLESALE PERCENTS ARE ADDED ON TOP OF ANY RETAIL PRICES, AFTER THE BASE PRICE AND OPTION PRICES HAVE BEEN SET AND ANY SALE PRICE OR PRODUCT DISCOUNTS HAVE BEEN APPLIED. WHOLESALE PERCENTS WILL NOT BE CALCULATED IF A CUSTOMER IS LOGGED IN WITH A COUPON.

- ❖ **DISPLAY:** IF THE WHOLESALE PAGE IS ACTIVE, THIS FIELD WILL SET A PRODUCT AS AVAILABLE TO WHOLESALERS ONLY OR TO RETAIL CUSTOMERS TOO. IF “WS ONLY” IS SELECTED, THE ITEM WILL ONLY SHOW IF A VENDOR IS SUCCESSFULLY LOGGED IN AS A WHOLESALE VENDOR.
- ❖ **CATEGORY 1- CATEGORY 5:** SELECT UP TO 5 DIFFERENT CATEGORIES TO ASSOCIATE A PRODUCT WITH. SELECT ONLY END LEVEL CATEGORIES; THE ITEMS WILL AUTOMATICALLY APPEAR IN THE MAIN CATEGORIES IF THE CATALOG SETTINGS ALLOW IT.
- ❖ **DATE:** ENTER THE DATE THAT THE PRODUCT WAS ENTERED, IF IT IS DIFFERENT FROM THE DATE SHOWN. THIS DATE FIELD IS USED WHEN DETERMINING WHICH ITEMS ARE “NEW” (I.E. THE ITEMS WITH THE LATEST DATES ARE DISPLAYED FIRST IN THE NEW ITEMS LIST.)

CHANGING SETTINGS

Choose the “Site Settings” link in the right column of your Storeadmin to update main site variables. Choose the ‘Fonts & Colors” link to update color values. Choose the “Catalog Setup” link to modify all shopping catalog variables as needed.

- ❖ **COMPANY:** YOUR COMPANY NAME WAS ENTERED WHEN YOUR ACCOUNT WAS CREATED WITH CREATE A SHOPPE PLUS, BUT THIS CAN BE UPDATED IF YOUR NAME HAS CHANGED.
- ❖ **ADMIN EMAIL:** THIS INFORMATION MAY OR MAY NOT HAVE BEEN ENTERED UPON SETUP OF YOUR ACCOUNT. IF YOU DO NOT SEE YOUR EMAIL ADDRESS HERE, ENTER IT AND SAVE YOUR CHANGES.
- ❖ **CATALOG PAGE:** DO NOT CHANGE THIS SETTING
- ❖ **PAGE EXTENSION:** DO NOT CHANGE THESE SETTINGS
- ❖ **SM IMAGE DIR:** DO NOT CHANGE THIS SETTING
- ❖ **LG IMAGE DIR:** DO NOT CHANGE THIS SETTING
- ❖ **CATEGORY IMG DIR:** DO NOT CHANGE THIS SETTING
- ❖ **GENERAL IMG DIR:** DO NOT CHANGE THIS SETTING
- ❖ **SITE MESSAGE:** ENTER A SITE MESSAGE HERE. (NOTE: THIS MESSAGE WILL NOT DISPLAY ANYWHERE IN YOUR PAGES SO IT FINE TO LEAVE IT BLANK)
- ❖ **EMAIL LINK:** IF YOU WISH TO USE THE EMAIL A FRIEND POP UP, ENTER THE TEXT YOU WISH TO DISPLAY IN THAT LINK.
- ❖ **META TITLE:** TO DISPLAY A DEFAULT PAGE TITLE ON YOUR SITE THAT IS DIFFERENT THAT YOUR COMPANY NAME, ENTER THAT PAGE TITLE HERE.
- ❖ **META DESCRIPTION:** TO DISPLAY A META TAG DESCRIPTION ON YOUR SITE, ENTER IT HERE.
- ❖ **META KEYWORDS:** TO DISPLAY META TAG KEYWORDS ON YOUR SITE, ENTER THEM HERE. (META ALLOWS THE SEARCHES TO INDEX YOUR SITE)

MANAGING YOUR SHOPPE

The store admin includes several other features that will enable you to manage your store and website. These include Orders, Sales Reports, Mals-E Cart, Default Items, Pop Up

VIEWING ORDERS

Use this area to view orders that have been placed through your shopping cart.

Select the following:

- ❖ **ORDERED BETWEEN:** SELECT THE STARTING AND ENDING MONTH AND YEAR. ORDERS DISPLAYED WILL BE BETWEEN AND WILL INCLUDE, THESE TWO DATES.
- ❖ **KEYWORDS:** IF YOU WISH TO SEARCH ONLY FOR ORDERS WITH CERTAIN WORDS IN THE BILL TO OR SHIP TO NAME, ENTER WORDS IN THE KEYWORD BOX. THE KEYWORD SEARCH WILL ALSO FIND A PARTIAL OR ENTIRE EMAIL ADDRESS, OR AN ORDER NUMBER.
- ❖ **STATUS:** YOU CAN DISPLAY ALL ORDERS, OR LIMIT YOUR RESULTS MORE BY DISPLAYING ONLY ON ORDER ITEMS, ONLY ITEMS SHIPPED, ONLY ITEMS THAT ARE BACK ORDERED, ONLY ITEMS CANCELLED OR ONLY ITEMS THAT HAVE BEEN PROCESSED AND ARE COMPLETED. NOTE THAT YOU ARE RESPONSIBLE FOR UPDATING THE STATUS OF EACH ORDER, SO IF YOU HAVE NOT CHANGED THE STATUS OF ANY OF YOUR PRODUCTS, DO NOT SELECT A STATUS HERE.
- ❖ **ORDER BY:** IF YOU WISH TO DISPLAY THE ORDERS IN A PARTICULAR ORDER, SELECT THE ORDER HERE. YOU CAN CHOOSE TO DISPLAY THE ORDERS BY ORDER DATE (NEWEST FIRST OR OLDEST FIRST), ORDER TOTALS (HIGHEST TOTALS FIRST OR LOWEST FIRST), NUMBER OF ITEMS SOLD (HIGHEST FIRST OR LOWEST FIRST), OR BY CUSTOMER NAME (ATO Z OR Z TO A)

Click View Orders to be taken to your list of Orders as defined by the parameters your set.

Once you have navigated to an individual order, you can print a packing slip, a gift receipt, or mailing label.

PACKING SLIP DETAILS

You can edit your packing slip details under the orders section. Just go to Orders, and then click the Update Details button under Packing Slip Details.

If you wish to update your packing slip details, enter the following information:

- ❖ **PACKING SLIP LOGO:** ENTER AN IMAGE URL FOR A LOGO TO DISPLAY ON THE PACKING SLIP, OR SELECT THE "UPLOAD" LINK FOR LOAD AN IMAGE.
- ❖ **ADDRESS:** ENTER YOUR FULL MAILING ADDRESS, INCLUDING STREET, CITY, PROVINCE, STATE, ZIP AND/OR COUNTRY.
- ❖ **PHONE:** ENTER YOUR CUSTOMER SERVICE PHONE NUMBER
- ❖ **FAX:** ENTER YOUR COMPANY FAX NUMBER IF APPLICABLE

SALES REPORTS

Use this area to view sales that have been added either through orders or manually.

Select the following:

- ❖ **SOLD BETWEEN:** SELECT THE STARTING AND ENDING MONTH AND YEAR. SALES DISPLAYED WILL BE BETWEEN, AND WILL INCLUDE THESE TWO DATES.
- ❖ **KEYWORDS:** IF YOU WISH TO SEARCH ONLY FOR ORDERS WITH CERTAIN WORDS IN THE PRODUCT NAME, ENTER THE WORDS IN THE KEYWORD BOX.
- ❖ **ORDER BY:** IF YOU WISH TO DISPLAY THE SALES IN A PARTICULAR ORDER, SELECT THE ORDER HERE. YOU CAN CHOOSE TO DISPLAY THE SALES BY ORDER DATE (NEWEST FIRST OR OLDEST FIRST), SALES TOTALS (HIGHEST TOTALS FIRST OR LOWEST FIRST), NUMBER OF ITEMS SOLD (HIGHEST FIRST OR LOWEST FIRST), OR BY NAME (ATO Z OR Z TO A)

Sales are displayed with general information listed: quantity sold, item name (includes options), sold price, shipping units, and date sold.

- ❖ **ADDING ORDERS:** TO ADD A NEW SALE, SELECT “ADD NEW SALE” TO ENTER MANUALLY. IF THIS SALE IS PART OF AN ORDER, USE THE ORDER SCREEN TO ENTER THAT SALE.
- ❖ **EDITING ORDERS:** TO EDIT A SALE THAT IS PART OF AN ORDER, SELECT THE ORDER NUMBER LINK NEXT TO THE SALE YOU WISH TO EDIT, AND MODIFY THE SALE INFORMATION THROUGH THE ORDER SCREEN. TO EDIT A SALE THAT YOU HAVE ENTERED MANUALLY, SELECT THE “EDIT” LINK NEXT TO THE SALE AND MODIFY THE INFORMATION.
- ❖ **DELETING ORDERS:** TO DELETE A SALE THAT IS PART OF AN ORDER, SELECT THE ORDER NUMBER LINK NEXT TO THE SALE YOU WISH TO EDIT, AND REMOVE THE SALE INFORMATION FROM THE ORDER SCREEN. TO DELETE A SALE THAT YOU HAVE ENTERED MANUALLY, SELECT THE “DELETE” LINK NEXT TO THE SALE TO REMOVE THAT ITEM.

BEST SELLERS

Under the Orders section you can also view a list of the top 50 bestselling items in your store. Just click the Show List Button under Bestsellers. This list shows your top 50 best selling products, ordered by the overall quantity sold. Note that items sold with different options count as different items. (i.e. Butterfly T-shirt –Small is different than a Butterfly T-Shirt – Large, even if they both refer to the same base product.)

MALS-E CART

In this area you can modify your shopping cart settings, such as cart colors, payment types, vouchers and discounts, taxes and shipping costs.

Setup your Taxes

Sales tax calculations are always tricky because every government around the world seems to apply it in different ways. Ultimately you have to rely on customer input to decide whether tax is applied to an order. Most people don't like paying tax. There is an argument that, if you can, it is better to use tax inclusive pricing if you can.

Basis – What Rate?

There are two choices of how to set what rate of tax should be applied.

1. A fixed rate set in Mals admin.
2. A rate you set in your store admin. Go to Catalog Setup, Tax.Costs and select yes. You will then be able to set the tax rate for each product. The value should be equal to the percentage rate. For example; if the rate for that product is 10% then set tax=10.

At a fundamental level the cart doesn't work on individual products so there are some limitations to the way the second basis will work. Namely that shipping will be taxed on the rate you enter in admin, as in 1, and that any discount or voucher will reduce the tax total by that rate as well.

With basis 2 a rate of tax=0 will mean no tax for that item. This is the default value, when no tax field is present.

Tax Shipping –in some countries shipping is not a taxable supply in which case uncheck the box.

Which Orders Should be Taxed?

Tax is applied to an order on the basis of one of four different criteria. You have to choose which is most appropriate for your situation.

1. All orders. –In this case tax is calculated and added to all orders.
2. Check Box – with this option an extra check box is added to the cart. If your customer checks this field then tax will be calculated.
3. Shipping Zone – Tax is calculated and added to all orders that use the first of the shipping zones. The rest of the zones are tax free. So to use this option you must also select one of the related shipping mechanisms (options 4,5,6 and 7).
4. By Specific shipping zone. When you setup shipping you can specify whether they are taxable or not.
5. By US State and/or Canadian Province: -with the final option a drop down list of US States and/or Canadian Provinces is used in the cart. Tax is added for your state only.

Canada

Finally there is a special scheme for Canadian merchants which can be used in conjunction with either 4 or 5 from the list above. In either case the idea is that you can create a three tier schema for local, Canadian (7% tax) and international sales (no tax).

Customize Your Messages

Most information you need to collect from a customer relates specifically to the product that they are purchasing. In that case its probably much better to include this data into its description using standard product options. You can use the options fields in Create A Shoppe Plus to request information from your customers.

However there are occasions when you need to collect more information about the customer than is allowed with the standard invoice an shipping fields. In that case you can use a message field.

Optional Text Box in Cart

This is a very simple to setup. In Mals admin enter a short description about the information you are trying to collect and a text box will appear in the cart. For example,

you might say “If you have a special request enter it below”. This is what will appear in the cart:

If you have a special request enter it below:

Setup your Shipping

There are seven basic methods for calculating shipping. The first three are relatively easy to understand but the final four, which involve setting an array of prices, are quite complex but powerful. Of course you don't have to use shipping at all and you can have the entire shipping line removed from the cart.

Option 1: A fixed Value - This is simply a fixed value that is added to each order to cover for shipping.

Option 2: based on quantity of items purchased -in this case shipping is calculated by multiplying the total number of items in the cart by a fixed amount. This is fine if all of your items are around the same size and weight; for example, CD's.

Option 3: based on total of weight or some other value -to use this option you will need to include the extra field “units” to all your links or forms that add items to the cart. The Value of “Units” would be the weight, or whatever unit you choose, for one item of that product. Shipping is then calculated by multiplying the total number of units by a fixed amount per unit.

-another typical use is to set “Units” equal to the value of the item. For example; if the price=9.99. It is possible to do a calculation of shipping based on the total value of the order; 10% would equal a rate of 0.1 per units. You can have the cart do this automatically for you by checking the special shipping by value checkbox. You then don't need to include a units field at all.

Option 4: This is the first of two mechanisms that use an array or table of values to calculate shipping. In this case, as option 2, the calculation is based on total quantity of items in the cart. However the value of the shipping applied to each product depends on the number of products purchased.

As an example; your customer chooses to purchase 6 items from your store. You charge the customer \$10 for the first item and \$5 for the next 3 items and nothing for the last 2 items making a total of $1 * \$10 + 3 * \$5 + 2 * 0 = \$25$ for shipping. You can use up to five bands in this way creating a scale of shipping charges.

Finally you can choose to setup an array for up to five different geographical areas, such as local, national, international, etc. The customer is prompted to select which of these is relevant to them from a drop down list. You choose the description for the areas that go in this list. Alternatively you might want to offer different shipping rates; standard, Next day, and three day instead.

Option 5: This is a hybrid of option 3 and 4. In this case you will need to post fixed units along with each product as it is added to the cart. Shipping is then calculated using the array but using the sum of the Units.

As in the case of option three, whilst the unit is often weight, you could use something else, for example; the value or the volume of the order.

You can have units set automatically to the same as the price; shipping by value.

Option 6 & 7: shipping array by bands. – These are very similar to options 4 & 5 except in this case shipping is charged in bands.

For example; you might charge the first item \$10 as before but any quantity between two and eight items and extra \$5. And so on for up to five bands. So in this case someone buying two items pays the same as someone buying 8 items, \$15. With option 6 the calculation is based on total quantity of items in the cart, with option 7 it is based on the sum of the units field (as in options 4 and 5).

Option 8: You can post in your own total shipping cost for an order using the field named shipping. You can include it when you are adding a product to the cart but in practice it's probably most useful with a review cart link:

Add Shipping

You can also post any data you like, for example; if you want to record what options the customer chooses when they used your shipping calculator. Use a field named shipopts. The data is not displayed to the customer but it is stored along with the rest of the details about the order.

Shipping API

There is a simple shipping API (application programming interface) if you are using your own external shipping calculator. Provided that the total units in the cart are more than zero the customer will be forced to add shipping from your calculator before they can move on and pay for the goods.

Enter an html link to your calculations script in the message box. The special string {x} will be replaced with a query string containing the total units currently in the cart plus the language and currency variables; for example you might enter in the setup;

To calculate shipping for this order

<a href=<http://www.yoursite.com/cgi-bin/ship.cgi?{x}>>click here

The fields included in {x} are:

Units – the total units in the cart

Value – the value of the cart contents before tax, discounts and shipping

Return – the current URL for the continue shopping button

Lg – the current language

Sd – your session data

You may not be using some of these fields, they are optional, but they are there so that you can maintain continuity if you need to.

MALS-E CART/ PAYPAL AND CREATE A SHOPPE PLUS INVENTORY/ ORDER MANAGEMENT PLUGIN

If you have problems with orders not going through to your Cas Plus Store Admin it may be related to improper setup of Mals or Paypal.

We have put together a simple guide to setting up your mals account to work with your Cas Plus order and inventory control system, starting with the most important steps.

Mals Setup

1. Login to mals and click Cart Setup. Click Advanced Settings, click Remote Calls. In the text area under REMOTE HTTP LINK, enter www.yourwebsite.com/go/finish.php <<make sure to replace your website with your actual website address and click Update Record at the bottom of the page.

2. Now lets setup your Paypal account settings. Still in the far right column, you will see Paypal listed under Payments. Click the paypal link. Under Paypal Account ID, enter the email address that you use for paypal payment or that you create the account with. Then under Paypal Responses (and this is a very important step) make sure you click the THIRD option down, the one that says: return the customer back to the cart. See notes below. Click the update button at the bottom of the page.

Paypal Setup

1. First you need to setup a Thank you page in your store admin. Login to your store admin, and then click Pages in the left column. In the center column, scroll down and click add. Back to the top of the center column, enter thankyou, next to page name. Select No next to show link. Enter the text "Thank you for your purchase" next to page title. Next to in content enter: "Thank you for your payment. Your transaction has been completed, and a receipt for your purchase has been emailed to you. You may logon to your account at <http://www.paypal.com> to view details of this transaction.
2. Login to your paypal account and click the Profile link at the top of the page.
3. Under Selling Preferences, click Website Payment Preferences.
4. Check On to turn Auto return on...
5. Next to return URL enter <http://www.yourwebsite.com/pages/thankyou.php>
6. Scroll down and click save at the bottom of the page.

PLUGGING MALS INTO YOUR WEBSITE

To get your cart working with your website you need to add your mals info into your store admin. Once this is complete your view cart and add to cart buttons will appear and you are ready to take orders.

1. Make sure you have your Mals account number, and Mals-E Server prefix (typically ww11, ww12, or ww9) handy.
2. Login to your website/store admin/ Click Catalog Setup in the menu to your right, near the bottom.
3. Next to Mals-E Cart ID, enter your mals account number (not password) this is the same number used to login to your mals account.
4. Next to Mals-E Server, enter your server prefix. Make sure you DO NOT include the period. Only ww and the number.
5. Click update variables at the bottom of the page.

You're done! Your mals cart is now plugged into your store admin with Create A Shoppe Plus and your order buttons should now show up.

Please see the help files at www.mals-e.com for additional instructions and support.

DEFAULT ITEMS

Default items are used when adding items, to expedite entry. A new item's fields will be pre-populated with the same information as in the default item if you select to set that default. Select the item you wish to choose for the default item from the drop down box. When adding items, this item will be used if you decide to use the default value.

POP UP PAGES

Pop up pages are used to add a link in your item description to view more information. For instance, if you want to let customers view a pop up page that shows all colors available and additional descriptions, you can add that page in this area, then select the page in your item admin area.

- ❖ Adding Pop Up Pages: to add a new pop up page, select the “Add” button then enter all the fields needed for the pop up page.
- ❖ Editing Pop Up page: to edit a pop up page, select the pop up page you wish to edit. Then click the edit button, and enter all the fields needed for that pop up page.
- ❖ Deleting Pop Up Pages: To delete an item, select the pop up page you wish to remove, then select the Delete button and confirm the deletion of that pop up page.

FEATURED ITEMS

Featured items are displayed when a customer clicks “featured products” or along the side of your page, if a featured column is set. When you are editing your index.php page you can choose to have featured products display on your home page in the content area, underneath any content you add through the page editor.

Select the item you wish to choose for the default item from the drop down box. When adding items, this item will be used if you decide to use the default value.

PRINT CATALOG

Use this area to create a paper order form or mini catalog that you can distribute to customers or hand out at shows.

Show Images in Catalog: check this box if you wish to display a thumbnail image on the catalog printout. This displays only the first thumbnail image for the item.

Split First Product Options: Check this box to display products with initial options as separate items. For ex: you sell a t-shirt for \$10.00 that has an initial option, “size” , where the choices are “Small” for no additional amount, or “Large” for an additional \$2.00 (\$12.00 total). If this box is checked, two separate products will be listed, “T-Shirt Small” for \$10.00 and “T-Shirt Large” for \$15.00. If this box is not checked only one item will be listed, “T-Shirt”, under the item name and description, will be the choices “Small” or “Large” for an additional \$2.00.

You can also edit your print catalog/packing slip details by clicking Update Details under Catalog Details.

GLOBAL UPDATES

In the global update area, you can make changes to many products at one time, thus saving time. Note that global updates change many products at once, and it is easy to make changes you don’t want. Be sure to back up your database before proceeding.

Global Deletes: Use this area to delete all items in a particular category or to delete all items in your catalog.

CAUTION!! Use great care to when using this feature, as it will permanently remove all items!

- ❖ Before proceeding it is highly recommended to make a backup of your site and save it onto your computer.
- ❖ Select Category: Select a category you would like to delete from, or choose “Delete All Products” to delete all items from your catalog.
- ❖ Only Delete: To limit your deletes further, select the items you wish to delete. You can select all items, out of stock items, items with no inventory and so on.

- ❖ Select “Delete” to process the deletes.

Upload Files: If you have many products in your store and wish to load items via a spreadsheet or text file, you can use this area to load the file.

- ❖ Before proceeding, it is highly recommended to make a backup of your site and save it to your computer.
- ❖ Create a tab delimited text file that contains all the products you wish to upload. This sheet should contain:
 - A “Header Row” with the following headers, in the exact order specified, separated by a tab (instead of a comma as shown here); Catalog, Item, Description, MetaTitle, Keywords, SmlImage, LglImage, Category3, Category4, Category5, Units, RegPrice, SalePrice, ItemCost, Wholesale, TaxPercent, Featured, WSOOnly, OutOfStock, Active, DateEdited
 - Add your products, separating all fields by tabs. Use the same column format as above, and leave fields blank if you do not have any data for a field.
 - For best results, use the sample sheet provided as a guideline.
 - It is recommended that you load only a hundred or so items at one time if possible –to decrease the possibility of error. That way, If you make a mistake, it is easy to delete products in that category and begin again.
 - The Catalog field, which contains the catalog number or part number is the row identifier. This means that If a product in your text file has the same catalog number as another item already in your database that item will be updated. If there is no item already in the database with that catalog number, the product will be added.
- ❖ After each sheet has been created, use the Browse button to find the sheet on your computer.
- ❖ Choose whether you wish to update options for these products. Checking this box will create options for each product you upload that are exactly like the options that the default product has. For instance, if the default product has an option “Size”, with choices “Small, Medium, Large”, and a second option “Color” with the choices “Red, Blue, Yellow”, if you check this box, all items that you upload will also have these exact same options added.
- ❖ Select “Upload Sheet” to load the text file.

CATALOG SETUP

Catalog setup variables affect your shopping cart catalog on your site. Enter the following variables as needed.

- ❖ Mals-e Cart Id: Enter your Mals account number (not password) here. This is the same number you use to login to your Mals account
- ❖ Inv Limit: Inventory Messages will display only if the inventory quantity is less than this value.
- ❖ Mals-e Server: Enter the server prefix (i.e. ww7, ww11, ww12, etc.) of your mals-e cart. (Make sure you DO NOT include the period after the letters and numbers).

- ❖ Inv Check: Do you want the system to stop someone from trying to order more than is in stock? Set yes to limit them, No to allow backorders
- ❖ Currency: Enter your currency symbol
- ❖ Item Select: Do not display the item drop down box in the administration area (A good solution for larger stores)
- ❖ Image Height: Enter the pixel height you wish to display your thumbnail images, or leave blank to use the actual height of the thumbnail. (we recommend leaving this area blank and sizing your images on your pc)
- ❖ Related Images: Do you want to display images next to each related product?
- ❖ Image width: Enter pixel width that you wish to display your thumbnail images, or leave blank to use actual width of thumbnail. (we recommend leaving this area blank and size your images on your pc)
- ❖ Page Numbers: Select Yes to display page numbering (i.e. 1 | 2 | 3 |.....) or No to just display Previous and Next links.
- ❖ Item Images: How many images would you like to display for each item?
- ❖ Price Discount: Do you want to set price discounts (i.e. give lower prices for multiple item purchases)?
- ❖ Item Options: How many options (i.e. colors, sizes, styles, etc.) do you want to add per item?
- ❖ Tax/Costs: Set this to yes if you want to log your product cost and add a tax amount for items.
- ❖ Item Rows: How many rows of items do you want to display on one page?
- ❖ Out of Stock: Select Yes to display out of stock items with an “unavailable” message. Select No if you don’t want to list out of stock products.
- ❖ Layout Style: Show your products in a single column, double column, triple column, multiple column links or a no-image grid listing.
- ❖ Featured Link: Do you want to display a Featured Item link on your navigation section if featured items exist?
- ❖ Text Nav Bar: If you use a vertical link navigation, you can choose to display only the main categories (vertical display), main and sub categories (vertical subcategories), or only main categories until a category is clicked –at which time the subcategories will appear (Expanded Categories). This field has no bearing on other navigation types.
- ❖ New Item Link: Do you want to display a New Item Link on your navigation section?
- ❖ Order Process: Would you like to list the cart in a standard web page or embedded into an iframe on your site? If you choose iframe, it will pull out that iframe when customers finish their purchase.
- ❖ All Item Link: Do you want to display an All item link on your navigation menu?
- ❖ Main Categories: When a category has subcategories. Do you want to display those subcategories with links, display just the products for that category and all its subcats, or both the links and the products?
- ❖ Sale Link: Do you want to display a Sale Item link on your navigation menu if sale products exist?
- ❖ Product Order: How would you like to order your products?
- ❖ Order Button: If you would like to remove the order button, set this value to No otherwise set it to yes.
- ❖ Registry Type: if you choose to include a gift registry on your site, make a selection here. Choose a bridal or baby registry for a specific registry setup, or a gift registry for a general one that can be used for many occasions
- ❖ Limited Qty: If you want to display a message that will appear when there is a limited amount of items in stock, enter it here.

- ❖ Related Msg: If you want to display a message that will appear when there are related products for an item, enter it here.

PASSWORD

You can change your admin password at any time. If you experience any problems with your shoppe, please include the new password with any support emails you send us.

BACKUP YOUR SHOPPE

Click the Create Database Backup button to back up your shoppe database information and page content. Note that this will back up only the database, and will not back up any other files, including additional pages, systems you've installed, web page templates, emails, or other server data. You can make a full back up to include those items in your cpanel.

You can login to cpanel using the login information included in your welcome email.

It is recommended that you back up your database before and after making many changes to your pages or catalog, and keep a current copy both on your computer's hard drive and on a backup disk or CD

ADD ADDITIONAL FEATURES

If you want to add additional functionality to your website, such as a gift registry, affiliate program, guestbook, link page, event calendar, wholesale catalog, articles, FAQ's, gift certificates, order tracking, or coupons you'll need to activate each feature in your store admin and then follow the information below and use the help files to manage these features.

GIFT REGISTRY

Gift registry or wish list registrants can maintain their own contact information. If you would like to manually add, edit or delete registrants, use this area to do so. Find registrants by entering a keyword or event data to search on, or leave blank to view all registrants.

You can edit the Gift registry page that your customers see, by clicking contents link in the center section of the Gift Registry Store admin page, or by editing the registry.php page under Pages.

Select the type of registry you want (gift, bridal, baby) under Catalog Setup.

WHOLESALE

Wholesale vendors will receive a discounted price on your products. Use this area to add, edit, delete wholesale vendors.

- ❖ Adding Vendors: To add a new vendor, select the Add button then enter all the fields needed for the wholesale vendor.
- ❖ Editing Vendors: To edit a wholesale vendor, select the wholesale vendor you wish to edit, then select the Edit button and edit all fields needed for that vendor.
- ❖ Deleting Vendors: To delete a wholesale vendor, select the wholesale vendor you wish to delete, and then select the Delete button and confirm deletion of that wholesale vendor.

- ❖ **Listing Vendors:** To list all wholesale vendors, select the List button to view a report.

Click the add button, or edit next a name and then enter the following information to add or edit a wholesale vendor.

- ❖ **Company:** This is the wholesale vendors company name or contact name
- ❖ **Website:** This is the wholesale vendors website URL/address
- ❖ **Email address:** This is the wholesale vendors email address
- ❖ **Contact info:** Enter any information as needed to contact this vendor (i.e. address, phone number, etc) This information is only store for your own purposes.
- ❖ **Password:** Enter a password this vendor will use to access the wholesale discount. This password will be needed in conjunction with the vendor's email address to access the wholesale catalog.
- ❖ **Override Disc.** If you wish to give a flat percent off to this vendor, instead of individual item discounts, enter the percentage here. Note this will apply the same percent all the way through the catalog, for each item, and will be used instead of the wholesale percent you set for that item.
- ❖ **Active:** if this vendor is active, set this value to Yes. Otherwise set to No and the vendor will not be able to access the wholesale area.

Click list to display a list of all vendors, along with contact information, website url, email address, and status. It shows the override discount if applicable or lists "per item" if the vendor receives a discount based on the number set within the product admin.

GIFT CERTIFICATES

Gift certificates are used to allow customers to purchase gifts for friends and family. While the gift certificate area on your site does track the issue and redemption of certificates, it will not create a certificate for you. You must either physically create a certificate with the correct issue number and mail it to your customer or email them with the issue number and details.

GIFT CERTIFICATE SETUP

To setup your certificates, first fill out the setup information. You will also need to modify your mals-e account to take gift vouchers.

Description: enter a short description of the gift certificates. If you leave this filed blank, the description "Gift Certificates" will be used.

Send via: How do you plan to send certificates? Enter a short description (i.e. email, mailed, etc) which will display on the certificate page. If you leave this blank, the method "email" will be used.

Certificate #1-4: for each certificate, enter an amount (without currency market) for this certificate. It is best that you do not change these amounts if an outstanding certificate exists for this amount. Note that after your enter an amount and save the system will show you what the next recommended issue number for this amount should be.

Expire within: Enter the number of months in which the certificate is valid. After this time, it will be considered expired.

Note: After setting up or changing your gift certificate fields, you must access your Mals-e cart setup and modify the gift vouchers. Gift certificates will not work until you have modified your Mals cart properly. View the help screens in Mals area to complete your gift certificate setup.

SETUP VOUCHERS IN MAL

You can configure up to five different types of vouchers. The value and the information about this validity is hidden in the voucher's code number which you give to the customer.

Each of the vouchers can have one of the following benefits;

- ❖ A fixed value - gift voucher
- ❖ A fixed percentage of the total order value – discount voucher
- ❖ Offer free shipping

The simplest and most basic voucher will have the form; **CMMYYNNNN** where: C = voucher code in the range 1 to 5. It corresponds to one of the five different voucher types you have setup in admin.

MMYY = The expiration date of the voucher

NNNN = The issue number. It must fall within a valid range you specify for each type of voucher. For example; you can specify that only vouchers numbered 100 to 9999 are currently valid.

While Mals cart does not keep a record of which vouchers have already been used, your store admin will. However, you still need to check them carefully when you receive an order. However, by using the expiration date sensibly and by altering the range from time to time, you should be able to keep the number of valid voucher codes quite small and easy to manage.

In some case you may want a voucher to be used multiple times anyway. In effect the voucher code is as a discount code certain special customers can use, for example; members.

The cart only accepts one voucher per order. This may seem restrictive but it is normal practice and sensible.

The value of discount vouchers is added onto any other discount you may have setup in the discount section. Fixed value vouchers appear in the totals under the line Voucher. Free shipping vouchers simply reduce the shipping amount to zero.

If you choose to use vouchers then a text box appears automatically in the cart where the customer can enter their number. It doesn't specify what the voucher is for; it's assumed that the customer already knows. This is important, it's so that your customers who don't have discount vouchers don't feel they are paying more than they need to. Instead, most will assume the box is for gift vouchers only.

VOUCHER MASK

Vouchers are validated against your own voucher mask which you setup in Admin. This defines what each number in a voucher you issue means. It should be composed of the same characters as above; a C, two M's, two Y's and a number of Ns matching the maximum range you setup. A voucher mask can also contain noise characters which are ignored.

The most basic voucher mask is CMMYYNNNN. However you can mix up the characters if you like.

Let's say, for example, you want to issue a voucher: 2= Type2 which you may have specified as free shipping, etc. 1201= an expiration date of 31st December 2001 0123=Its issue number. Note it is padded out with leading zeros so it fits the number Ns we have in the mask. Using the voucher mask CMMYYNNNN you would issue; 212010123. Using the voucher mask NMNCMYYYNN you would issue; 01120123. Finally with some noise characters in the mask, for example; NMaNCMYYYNaN you could issue; 01912201293 and the two nines are simply ignored.

Clearly by using this system you could setup vouchers which are very hard to guess. But equally it makes them very hard to create. If you are clever though, you might be able to setup a spreadsheet to generate valid vouchers using your own mask.

WARNING!! If you change your voucher mask then it's almost certainly going to make all you currently issued vouchers invalid.

VIEW CERTIFICATES IN STORE ADMIN- You can view all gift certificates in your store admin.

Certificate: Select a gift certificate from the drop down box to view the individual certificate, or select "all certificates" to view a list.

Order by: select the order in which you wish to display the certificates here.

EVENT CALENDAR

Use the event calendar to add, edit or delete events happening in your company. The events are listed on a calendar page on your website for visitors to view.

- ❖ Adding Events: to add a new event, select the Add button, and then enter all info needed for the event.
- ❖ Editing Events: To edit an event, select the event you wish to edit, then select the Edit button and edit all info needed for that event.
- ❖ Deleting Events: To delete an event, select the event you wish to remove, then click the Delete button, and confirm the deletion of the event.

WEB LINKS

Use this area to add, edit or delete links. You can upload a banner button image for all links or use an image url to call the banner or button to your page.

- ❖ Adding Links: to add a new link, select the Add button, enter all information needed for that link.

- ❖ Editing Links: To edit a link, select the link you wish to edit, then select the Edit button and edit all info needed for that link.
- ❖ Deleting Links: To delete a link, select the link you wish to remove, then click the Delete button, and confirm the deletion of the link.

GUESTBOOK

Use this area to add, edit or delete guestbook entries. The guestbook can also be used as a feedback or testimonials page. You also have the ability to choose whether to allow an entry to delete it. This stops spammers from leaving comments visible to your visitors without your knowledge.

WARNING! Guestbook's receive a ton of spam entries once your site is visible in the searches. Be sure to login to your store admin and delete or approve entries regularly so they do not build up. If you receive a spam entry and your buttons quit working to manage your guestbook, Contact us.. and we will fix this for you.

- ❖ Adding Entries: to add a new guestbook entry, click the Add button then enter all fields needed for the entry.
- ❖ Editing Entries: To edit a guestbook entry, select the entry you wish to edit, then select the Edit button and edit all info needed for that entry.
- ❖ Deleting Entries: To delete a guestbook entry, select the entry you wish to remove, then click the Delete button, and confirm the deletion of that entry.

ARTICLES

Articles can be used like a blog or for newsletters and many other uses.

- ❖ Adding Articles: to add a new article, click the Add button then enter all fields needed for the article.
- ❖ Editing Articles: To edit an article, select the article you wish to edit, then select the Edit button and edit all info needed for that article.
- ❖ Deleting Articles: To delete an article, select the article you wish to remove, then click the Delete button, and confirm the deletion of that article.
- ❖ Ordering Articles: To change the order in which an article appears, click the up and down arrow icons to reposition articles.

FAQ CREATOR

Use this area to add, edit, or delete frequently asked questions. This is commonly used as a Customer Care section, where you can put information regarding your company policies, privacy notice, returns, shipping and so on.

- ❖ Adding Questions: To add a new question, click the add button then enter information as needed for the question,
- ❖ Editing Questions: To edit a questions, click the edit button next to the question you wish to modify and enter all changes as needed.
- ❖ Deleting Questions: To delete a questions. Click the delete button next to the question you wish to delete and confirm the deletion of the question.
- ❖ Ordering Questions: To change the order in which the questions appear, click the up and down arrows to move the questions.

AFFILIATE SETUP

Your site is setup to work with Mals-E mTracker affiliate program. Please login to your Mals mTracker affiliate area to activate mTracker, set links, track commissions and modify affiliate accounts. If you need help with mTracker, visit the Mals-E Forums or contact the administration.

MTRACKER LITE

This is the affiliate program which is built into the cart.

To setup the shopping cart to use mTracker first select it as an option in the admin section. Then go to Affiliate programs in the cart setup, check mtracker check box and hit the update button. Then read the help file in the admin area of mTracker.

RECRUITING AFFILIATES -Possible affiliates should be directed to the join form at: <http://www.yourdomainname.com/affiliates.php>

AFFILIATES ADMIN AREA –Each affiliate has their own admin area where they can update their personal details and view their statistics. They can login at: <http://www.yourdomain.com/affiliates.php>

PRICE SEARCH

If you wish to set a price search drop down box on your site, you can do so here. Set each price range by entering a Start Price and End Price value in each row. Use zero in the start price field to designate “Under”, and zero in the end price field to designate “over”

Example: if you wish to break down a price search into “Under \$10.00”, Under “\$25.00”, \$10-\$50, \$50-\$100 and Over \$100, use the following price breaks:

Start price: 0.00 End Price: 10.00

Start price: 0.00 End Price: 25.00

Start price 10.00 End Price 50.00

Start price 50.00 End Price 100.00

Start Price 100.00 End Price 0.00

Froogle File

If you use Froogle to showcase your products and have a Froogle username and password, enter this information in your admin to load your product catalog automatically into the Froogle system. Only in stock items will be listed. If you don't have a Froogle account, you'll need to register for one with Google/Froogle. Please note that we are not affiliate with Froogle in anyway, we simply provide you a tool to help load your products easily. If you have trouble loading from store admin you may have to load the file in their site.

CONCLUSION

Should you have any questions or concerns that you were not able to address with this manual or the built in help system in your store admin, please visit the help forum/desk or contact support: support@createashoppeplus.com

Thank you!

Create A Shoppe Plus