

Tutorial 4: Server-Side Setup

Objectives:

Your goal in this tutorial is to be able to:

- login to NetStores from Dreamweaver
- upload your company logo to NetStores to be used on shopping cart and search pages
- view your General Search and Order Form pages
- view dynamic product pages
- set up NetStores to use links to your own product pages on search and order form pages
- enter your item categories on the NetStores server
- check your item categories

Configuring your store on the NetStores server sets up the server to use your company logo on NetStores-generated pages and to customize the handling of links to product pages and images. NetStores shopping cart, search and other pages display your logo at the top to make these pages blend more gracefully with your Web site. You need to upload your logo for this purpose. Tutorial 9 covers further configuration to smooth the transition from your store to NetStores-generated pages.

On NetStores-generated pages with search or shopping cart, links appear for each item. Each link can display a product page, either a page dynamically generated by NetStores from your item file or one you have produced. A dynamic product page shows a picture of your product and an add-to-cart button. You can set up NetStores to use these dynamic pages, to use the product pages you create, or to mix and match. For example, you may want to use dynamic pages for new products that do not yet have product pages and to use your own pages for established products that have pages.

In the search features, NetStores can use categories you create for your customers to search for your products or services. Categories are especially useful in making a driven search (see Tutorial 7). These categories must be set up on the NetStores server. This tutorial shows you how to configure your store in these ways.

Login to NetStores from Dreamweaver

If you are continuing directly from Tutorial 3, you can skip to the next section. Otherwise, login to NetStores from Dreamweaver by following these instructions:

- Start Dreamweaver and open the site you used for your Web store (see Tutorial 1).
- If you already saved your Merchant ID and Password at the end of Tutorial 3, login to NetStores by clicking **Commands > NetStores E-Commerce > Login** (Fig. 4.1a).

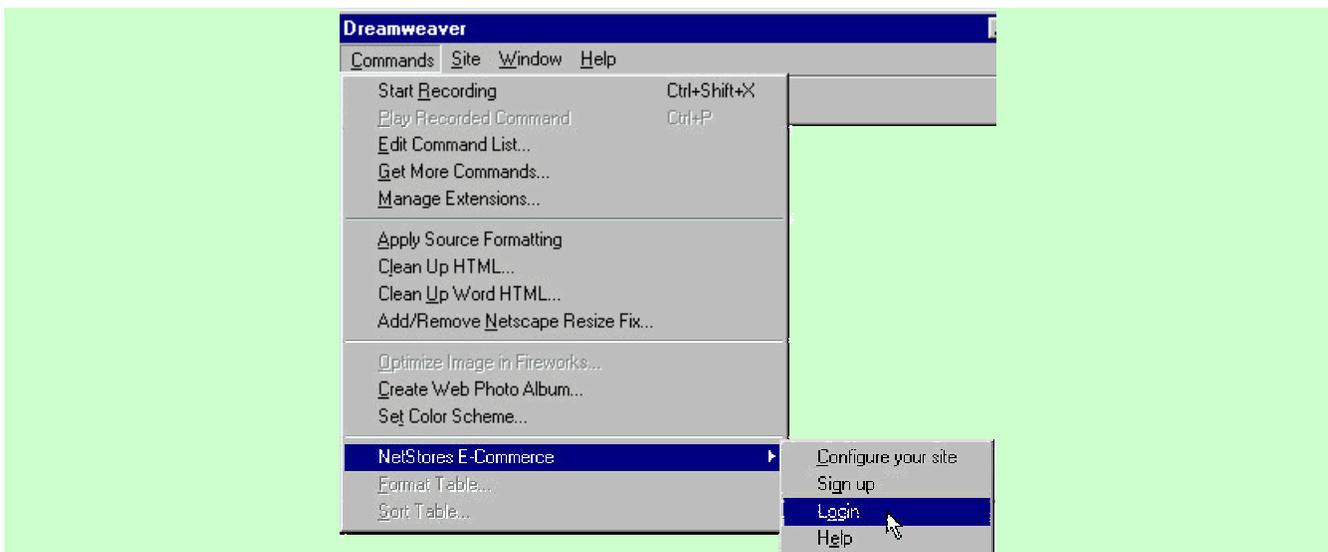


Figure 4.1 In Dreamweaver, login to NetStores by one of these methods. a. If you already saved your Merchant ID and Password in Tutorial 3, login to NetStores by clicking **Commands > NetStores E-Commerce > Login**.

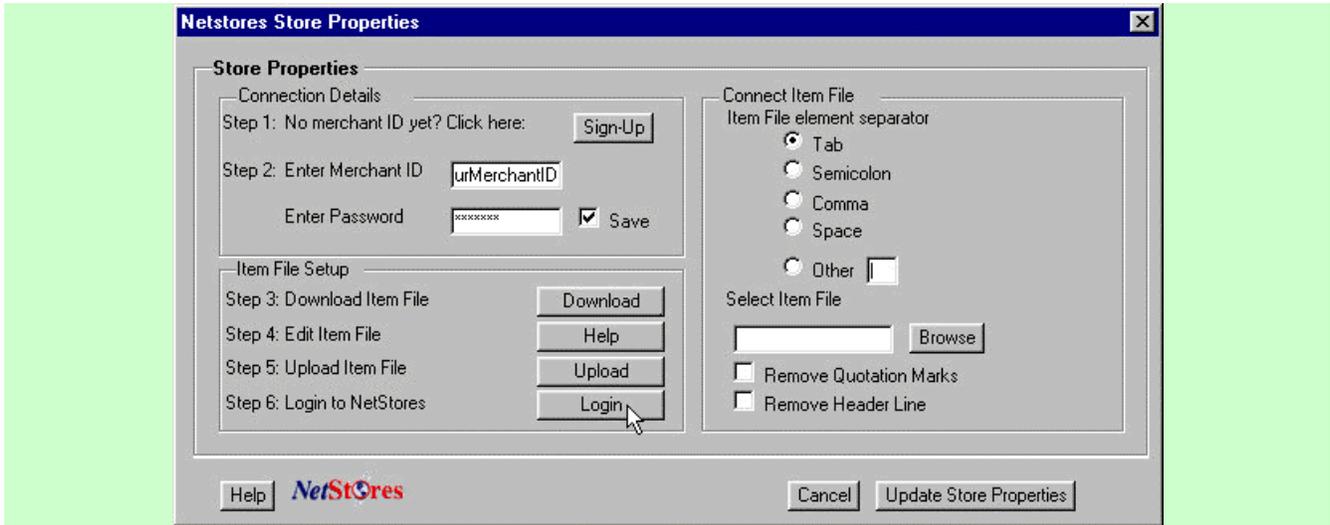


Figure 4.1 continued b. Or open the *NetStores-Store-Properties* dialog box by clicking **Commands > NetStores E-Commerce > Configure your site**. Enter your Merchant ID and Password. Click **Login**.

- If not, open the *NetStores-Store-Properties* dialog box by clicking **Commands > NetStores E-Commerce > Configure your site** (Fig. 3.1).
- Enter your Merchant ID and Password, click the *Save* check box (Fig. 4.1).
- Click **Login** (Fig. 4.1).

NetStores will open the Merchant Administration Area (Fig. 4.2).

Upload Your Logo

NetStores uses your company's logo at the top of pages it generates so that these pages maintain the appearance of your Web site. Follow these instructions to upload your logo to NetStores:

- In the NetStores Merchant Administration Area, under *Configuration* click **Configure Your Store** (Fig. 4.2).

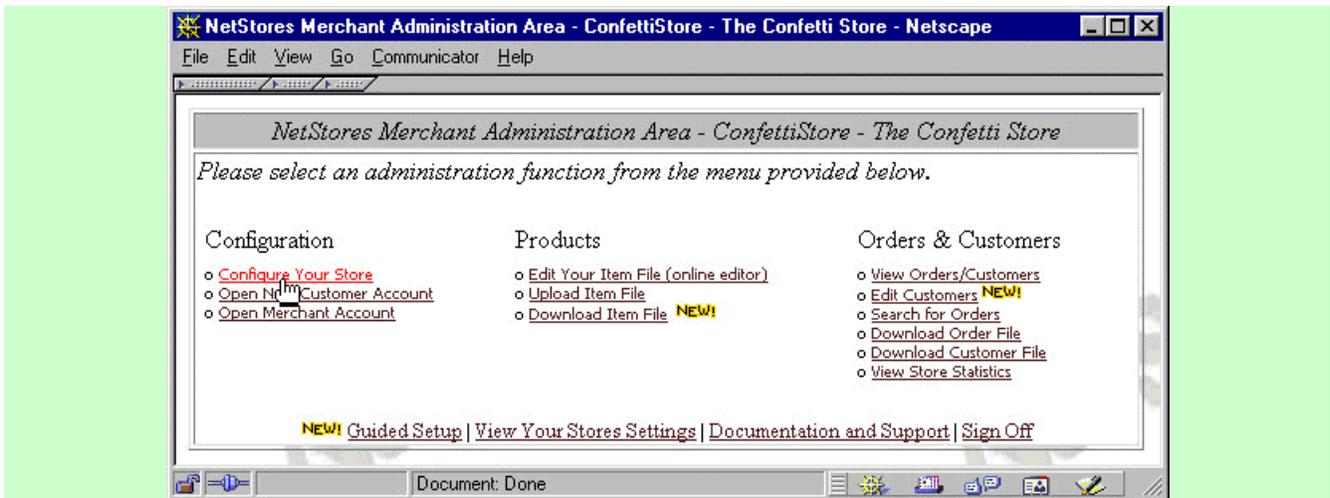


Figure 4.2 In the NetStores Merchant Administration Area, under *Configuration* click **Configure Your Store**.

- Click **Images** (Fig. 4.3).

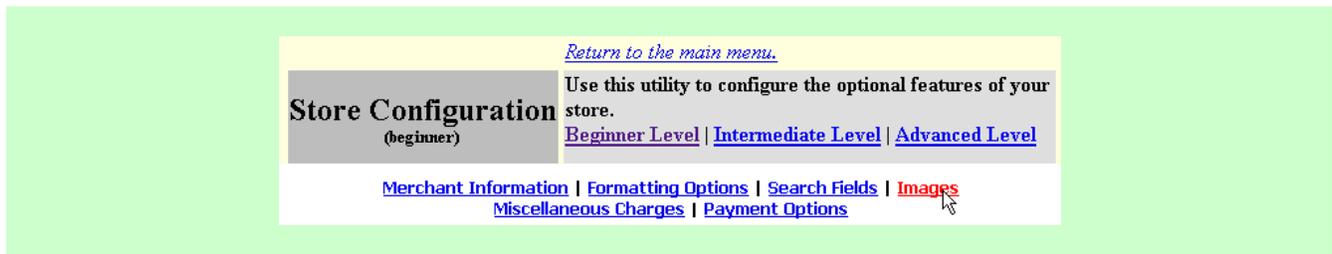


Figure 4.3 Store Configuration page. Click **Images**.

- Under *Upload Images* click **Browse...** (Fig. 4.4).

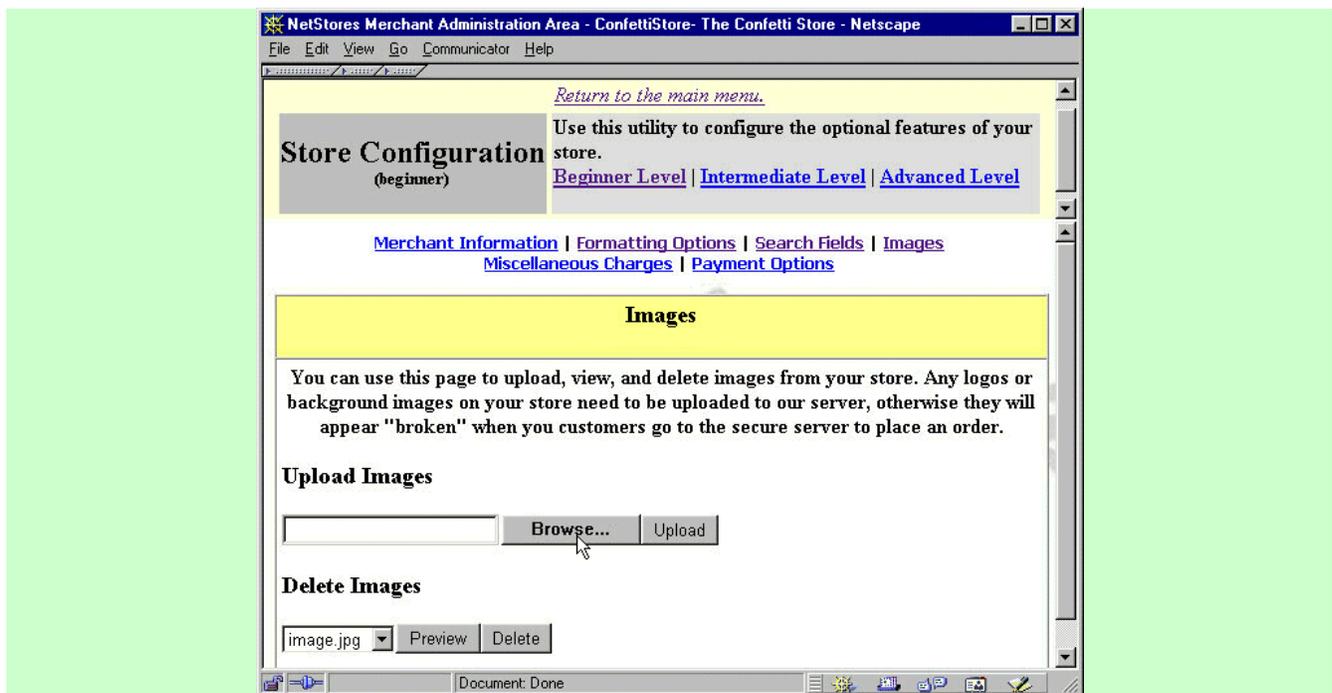


Figure 4.4 Images page. Click the **Browse...** button below the words *Upload Images*.

- In the *File Upload* dialog box, next to *Files of type:* click the down arrow and select **All Files (*.*)** from the drop-down menu (Fig. 4.5).
- Locate the image file of your company's logo on your local computer. Select it and click **Open** (Fig. 4.6).

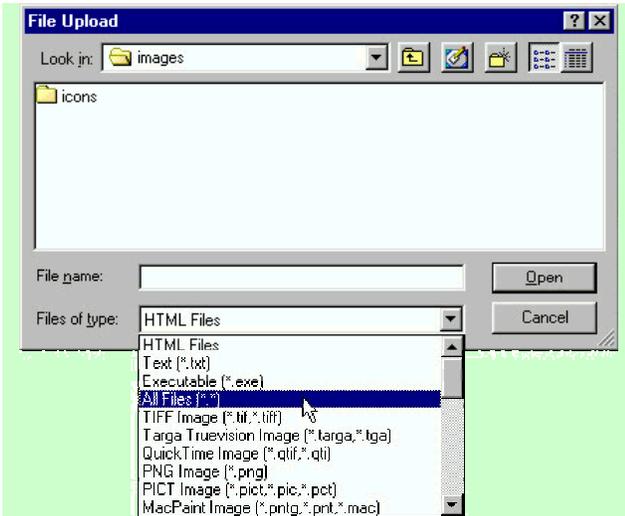


Figure 4.5 Next to Files of type: click the down arrow and select All Files (*.*) from the drop-down menu.

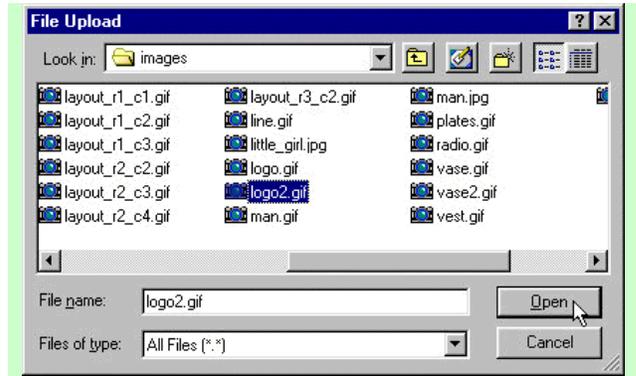


Figure 4.6 Locate your company's logo on your local computer. Select it and click Open.

- Click **Upload** to place the image on the NetStores server (Fig. 4.7).
- NetStores displays your image. Choose the link **Click here to Continue** (Fig. 4.8).

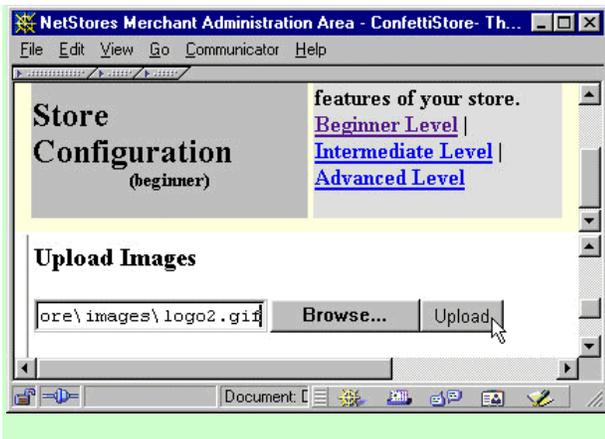


Figure 4.7 Click **Upload** to place the image on the NetStores server.



Figure 4.8 NetStores displays your uploaded image. Choose the link **Click here to Continue**.

- From the drop-down list next to *Select an image to use as your company logo*: pick out the correct image file (Fig. 4.9).

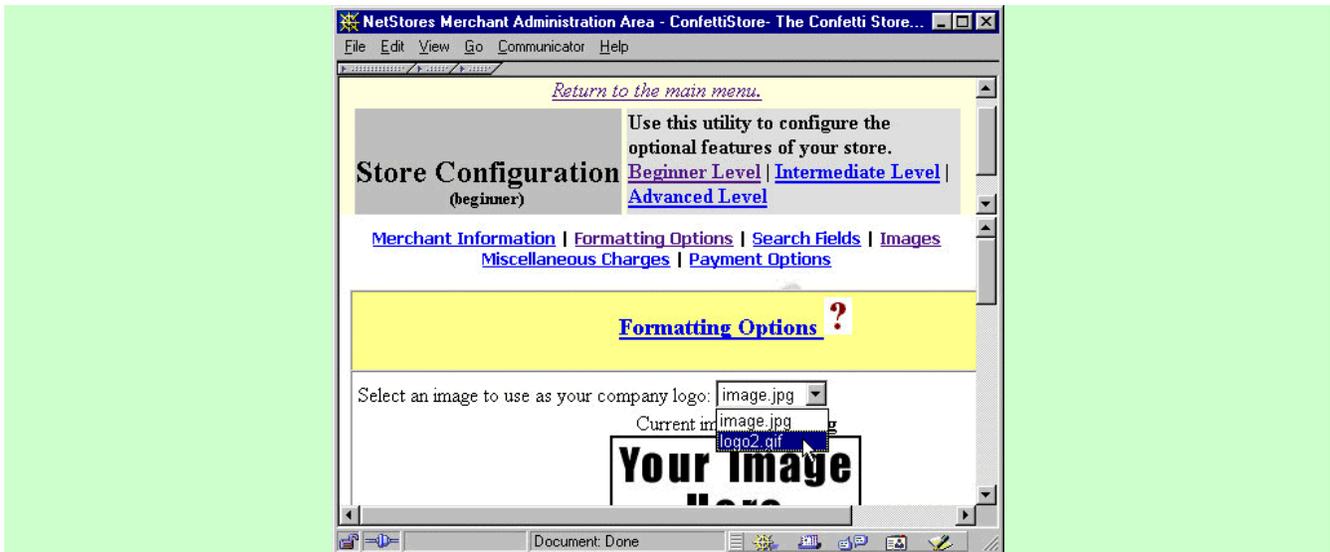


Figure 4.9 From the drop-down list next to *Select an image to use as your company logo*: pick out the correct image file.

- Scroll to the bottom of the *Formatting Options* page and click **Save Changes** (Fig. 4.10).

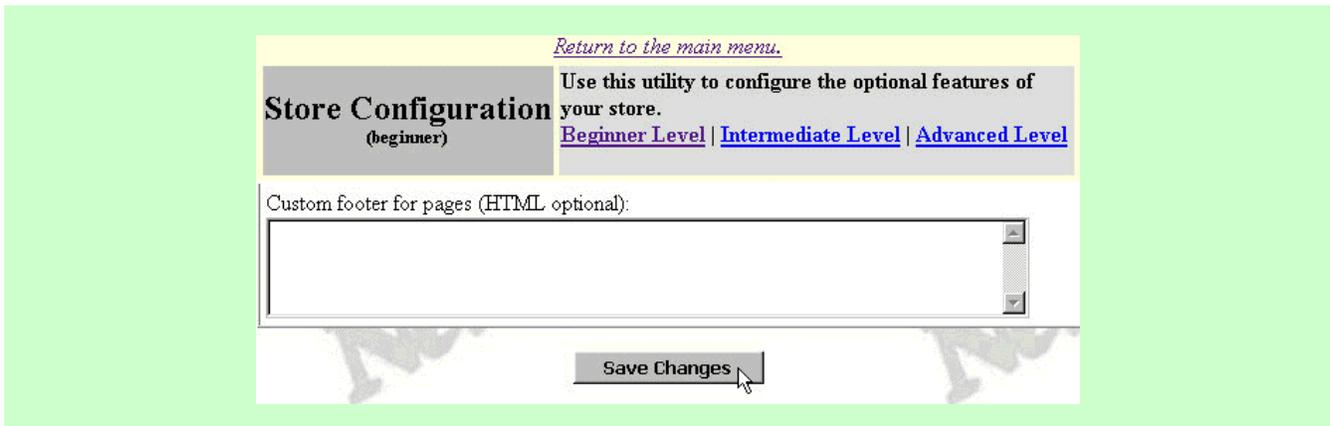


Figure 4.10 Scroll to the bottom of the page and click **Save Changes**.

NetStores has now been adjusted to use your logo.

View Your Order Form Page

After you have set up NetStores to use your logo, you can view the changes made on a search-results or order-form page by following these instructions:

- Click **View Your Stores Setting** (Fig. 4.11).



Figure 4.11 Click View Your Store Settings.

➤ Click **Order Form Page** in the left frame (Fig. 4.12).



Figure 4.12 Click Order Form Page on the left side of the screen.

Before configuring our example store, we viewed our store settings. The order form page looked like Figure 4.13, with the image, *Your Image Here*, at the top of the page. However, after selecting the company logo, NetStores transforms the order form and shopping cart by adding the logo at the top (Fig. 4.14). Compare these improvements in Figure 4.14 with Figure 4.13.

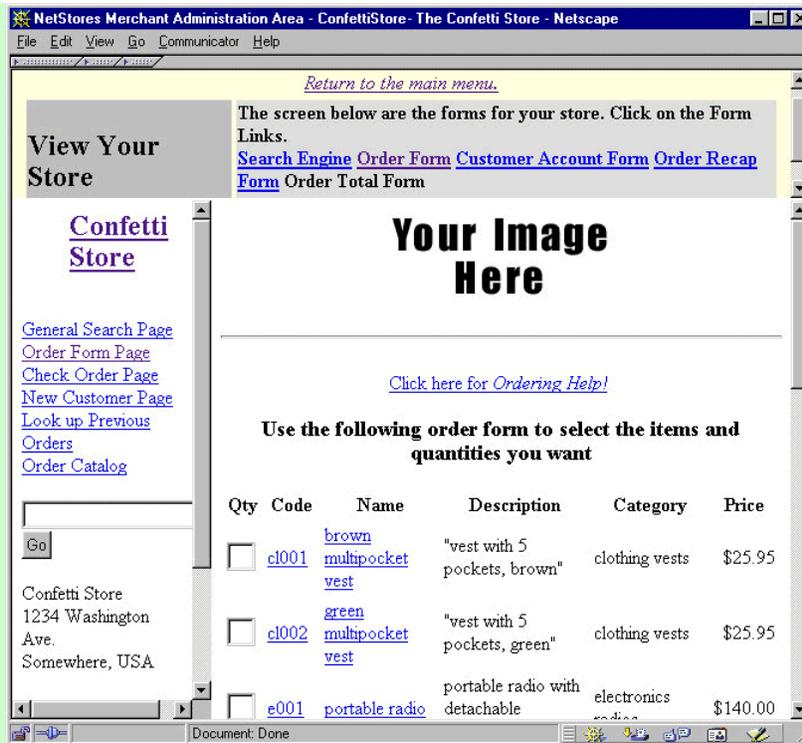


Figure 4.13 Before configuring the Confetti Store in our example, we viewed our store settings and looked at the Order Form page, shown in the right frame. This page has no company logo. Compare this to Figure 4.14. Each product link (in the *Code* and *Name* columns) leads to a NetStores-generated page with an add-to-cart button and an image of your product.



Figure 4.14 After selecting the company logo, NetStores transforms the order form pages by adding the logo at the top. Links in the *Code* or *Name* column generate dynamic pages such as the one shown in Figure 4.15 for each specific item.

NetStores generates a page similar to the form in the right frame of Figure 4.14 each time a customer uses one of NetStores search features and each time a customer clicks a view-cart or add-to-cart button. See Tutorials 5, 6 and 7 to add cart or search features to your Web pages.

View Dynamic Product Pages

The *Order Form Page* is a powerful way to quickly add purchase (add-to-cart) buttons for all of your products without having to make your own separate products pages. This capability arises because links in the *Code* or *Name* column generate dynamic pages for each specific item with their own add-to-cart buttons. You can also set NetStores to make these links connect to the product pages you design. To learn how to configure NetStores to use your product pages instead of dynamic product pages, go to the next section.

To view a dynamic product page generated by NetStores for one of your products, do the following:

- Click a link beneath *Code* or *Name* on the *Order Form Page* (Fig. 4.14). A dynamic product page appears, such as shown in Figure 4.15 with information from your item file for the product you clicked.



Figure 4.15 Clicking either of the links *hf001* or *yellow stained glass lamp* on the Order Form Page in the *Code* or *Name* column (Fig. 4.14) leads to this dynamic page with an Add-to-Cart button and image of the yellow lamp.

See especially the section on Driven Search in Tutorial 7 to take advantage of this feature.

At a more advanced level, you can configure NetStores to add thumbnail images of your products on the order-form and search-results pages. You can also change the links in the order form to connect to your own product pages instead of dynamically generated product pages.

Use Links to Your Own Product Pages

Especially after working with Tutorials 5 – 8, you may want to use your own product pages, instead of using those automatically generated by NetStores (Fig. 4.15). You can easily set up the links on the search and order form pages (Fig. 4.14) to connect to product pages you create. To set up NetStores to use your product pages for some or all of the links, follow these instructions:

- If you have not already done so, create product pages for each product. Consult Tutorials 5 – 8 for assistance. Your product pages may consist of a single page with all of your products, multiple pages with groups of products, or individual pages for each product.
- For each product in your item file, enter the absolute URL (the complete Web address) for the product page on which that product can be found (Fig. 4.16). For help with editing your item file, see the section, *Modifying the Item File*, in Tutorial 3.

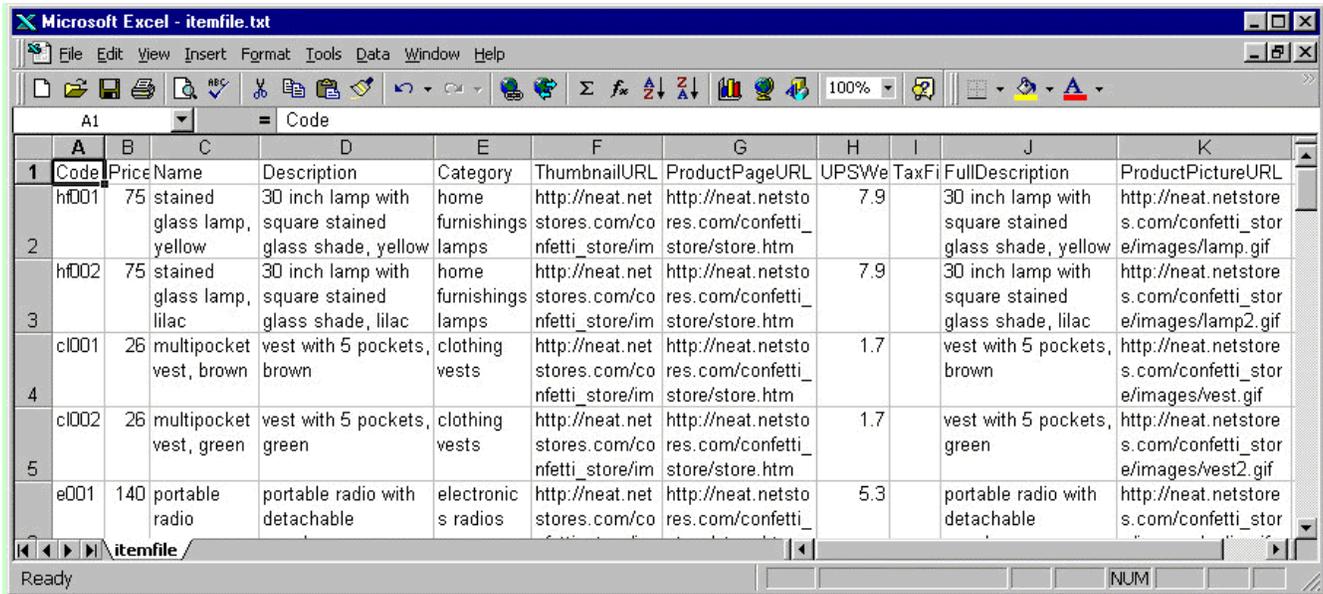


Figure 4.16 Column G in the item file contains the product page URLs.

- If you have products for which you want NetStores to automatically generate a product page, perhaps because you have not yet made a product page, leave the product page URL entry in the item file blank.
- Save the item file by following the instructions in the section *Saving the Item File as a Text Document* in Tutorial 3.
- Upload the modified item file following the instructions in the section, *Uploading the Item File*, in Tutorial 3.
- In your browser, click **Return to the main menu** at the top of the screen. Alternatively, if you have exited NetStores, return to the *Merchant Administration Area* as instructed at the beginning of this tutorial.
- In the *Merchant Administration Area*, click **Configure Your Store** (Fig. 4.2).
- In *Store Configuration*, click **Search Fields** (Fig. 4.17).

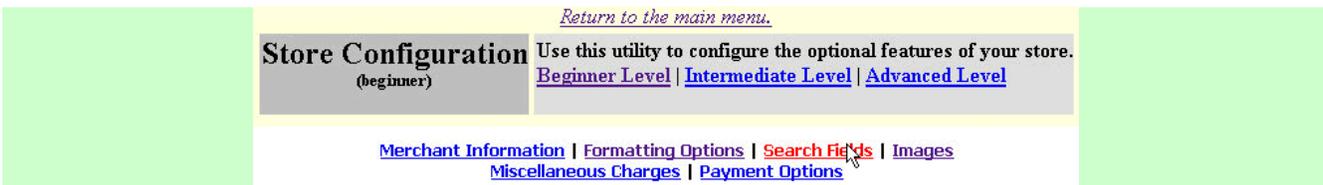


Figure 4.17 In *Store Configuration*, click **Search Fields**.

- In the third column for *Field 7*, click the down arrow for the drop-down menu and select **Product Page (URL)** (Fig. 4.18).

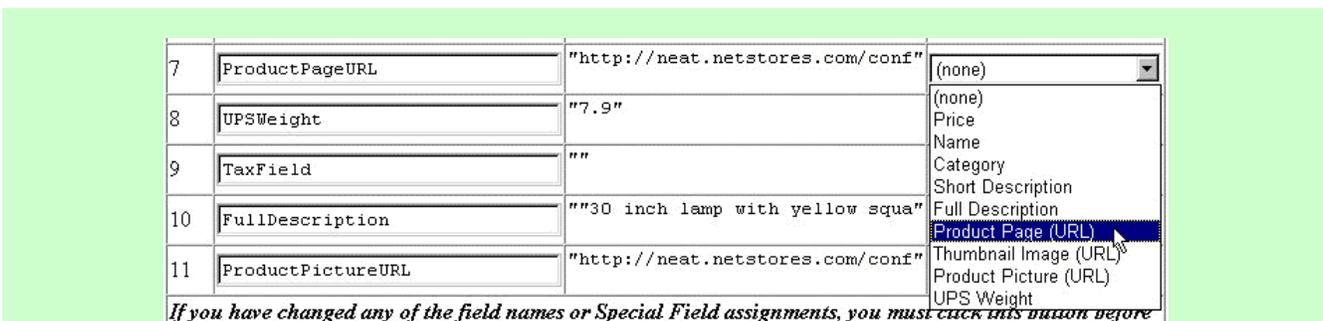


Figure 4.18 In the third column for *Field 7*, click the down arrow for the drop-down menu and select **Product Page (URL)**.

- Click **Update Field Names** (Fig. 4.19).

7	ProductPageURL	"http://neat.netstores.com/conf"	Product Page (URL)
8	UPSWeight	"7.9"	UPS Weight
9	TaxField	"	(none)
10	FullDescription	"30 inch lamp with yellow squa"	Full Description
11	ProductPictureURL	"http://neat.netstores.com/conf"	Product Picture (URL)

If you have changed any of the field names or Special Field assignments, you must click this button before you edit anything else on the rest of this page:

Figure 4.19 Click **Update Field Names**.

- Scroll to the bottom of the page and click **Save Changes** (Fig. 4.20).

NetStores Merchant Administration Area - ConfettiStore - The Confetti Store - Netscape

File Edit View Go Communicator Help

[Return to the main menu.](#)

Store Configuration
(beginner)

Use this utility to configure the optional features of your store.
[Beginner Level](#) | [Intermediate Level](#) | [Advanced Level](#)

field will not appear in the e-mail.

Note: Qty, Code, and Price are automatically included in the results and e-mail.

Price: 10

Figure 4.20 Scroll to the bottom of the page and click **Save Changes**.

- Click **View Your Stores Setting** (Fig. 4.11).
- Click **Order Form Page** at the left side of the page (Fig. 4.12).
- Click one of the new links you just created in the *Code* or *Name* columns (Fig. 4.13) to see your product page.

For our example, our new links take us to the Confetti Store page (Fig. 4.21).



Figure 4.21 For our example, our new links take us to the Confetti Store page, which is our product page.

Set Your Item Categories at NetStores

In NetStores, you may set up item categories for your customers to use when searching for items. For example if you were selling mens, womens and childrens clothing you might want your customers to be able to select mens, womens or childrens clothing when they request a search, but you might also want them to be able to select shirts, skirts, or pants. You can set up NetStores search feature to provide all of these categories of items in a drop-down menu on a search page.

Login and follow these instructions to set up the categories of items sold at your company's store:

- Click **Return to the main menu** at the top of the screen. Alternatively, if you have exited NetStores, return to the *Merchant Administration Area* as instructed at the beginning of this tutorial (Fig. 4.1).
- In the NetStores Merchant Administration Area, under *Configuration* click **Configure Your Store** (Fig. 4.2).
- In *Store Configuration*, click **Search Fields** (Fig. 4.17).
- Scroll down to the second form, called *Search Fields* (Fig. 4.22).
- In the third column (*Drop-Down Options:*) of the third row (*Category*), select and delete the old categories (Fig. 4.22).

View Your Item Categories

After setting up your item categories at NetStores, you can view the categories on a search page by following these instructions:

- After saving your changes, click **View Your Store Settings** (Fig. 4.25), or return to the Merchant Administration Area and click **View Your Stores Settings**.



Figure 4.25 Click View Your Store Settings.

- Click **General Search Page** (Fig. 4.26)



Figure 4.26 Click General Search Page on the left side of the screen.

- In the search form, display the drop-down list next to *Category* (Fig. 4.27).

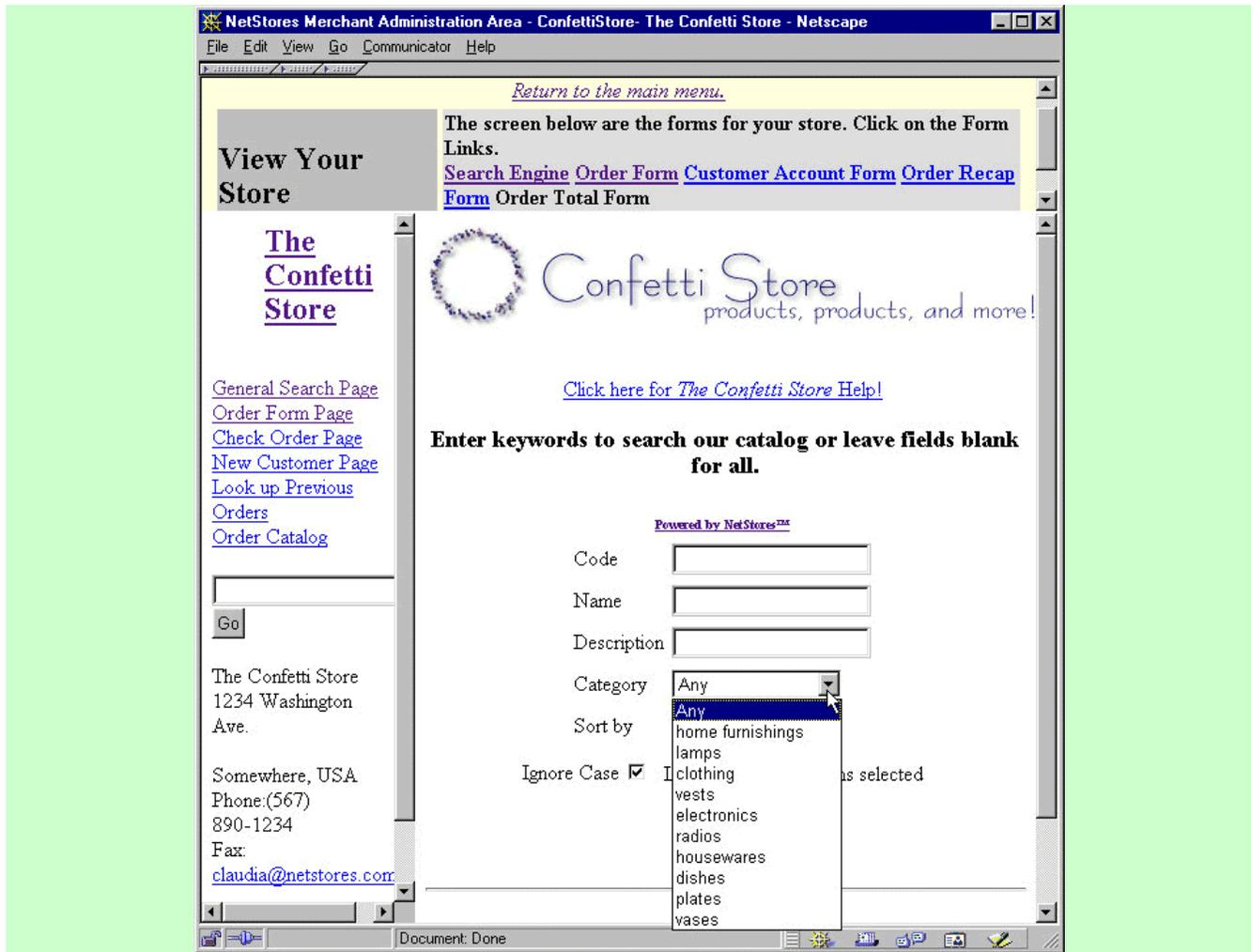


Figure 4.27 Search form. Click the down arrow next to *Category Any* for a dropdown list of categories.

Now that you have completed this tutorial, you should be able to login to NetStores from Dreamweaver, configure your store at NetStores so that the company logo appears on NetStores-generated pages. You now know how to set up these pages with either links to individual dynamic product pages or to your own product pages. You should be able to view the NetStores-generated pages and test the links. Your customers should be able to search for your products by category once you incorporate the general search tool in your Web pages as discussed in Tutorial 6.