

Tutorial 7: The Search Objects

Objectives:

Your goal in this tutorial is to be able to:

- set NetStores to use search
- distinguish among the different search objects and their uses
- properly use each NetStores search link or button in Dreamweaver
- customize the general search
- customize the quick search
- customize the driven search
- view, test and debug your searches
- use driven-search to simplify Web page reconstruction

One of the best features of shopping online is being able to search a store at the click of a button. You will want your store to have this innovation too. NetStores has three types of searches you can quickly add to your Web site: general search, quick search and driven search. For each search, NetStores looks for the exact word, phrase or part of a word within the specified location of the item file.

Setting Search at NetStores

Before you start to use the search objects, you need to set up the search at NetStores. Do this by following the instructions below:

- Follow the instructions at the beginning of Tutorial 4 to login to NetStores (Figs. 4.1 and 4.2).
- In the *Store Configuration* page, click **Intermediate Level** (Fig. 7.1).

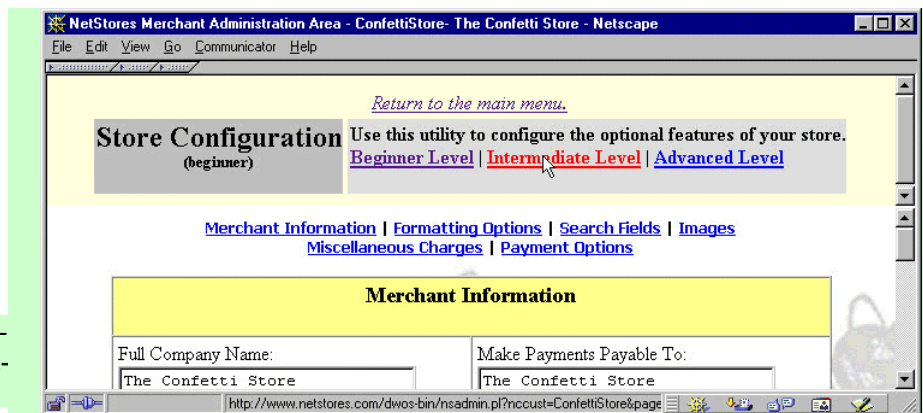


Figure 7.1 In the *Store Configuration* page, click **Intermediate Level**.

- Click **Formatting Options** (Fig. 7.2).

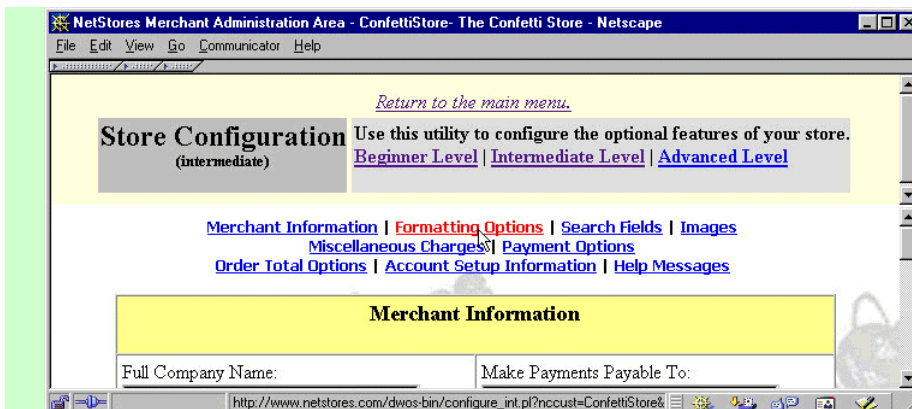


Figure 7.2 In the *Store Configuration (intermediate)* page click **Formatting Options**.

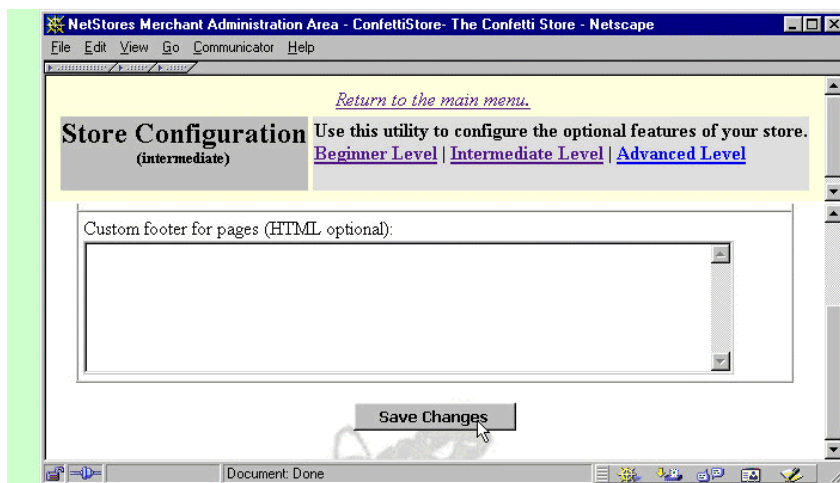
- Scroll down to *General Search Interface and Search Buttons* (below the logo) and select *On* (Fig. 7.3).

Figure 7.3 Scroll down to *General Search Interface and Search Buttons* (below the logo) and select *On*.



- Scroll to the bottom of the page and click **Save Changes** (Fig. 7.4).

Figure 7.4 Scroll to the bottom of the page and click **Save Changes**.



- Click *Return to the main menu* (Fig. 7.5).

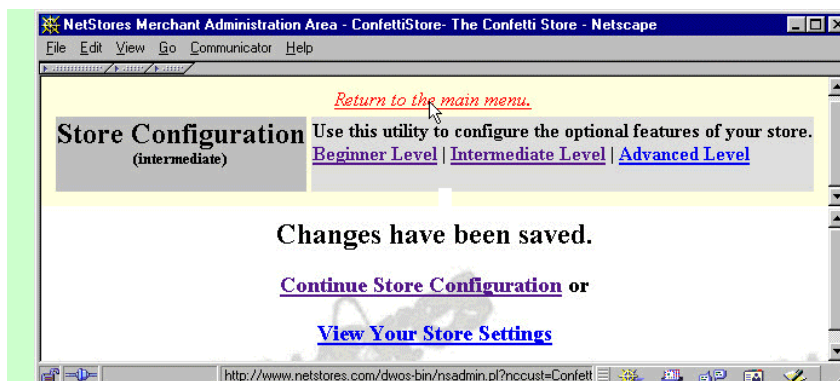


Figure 7.5 Click *Return to the main menu*.

- Click **Sign Off** (Fig. 7.6).



Figure 7.6 Click **Sign Off**.

Now you are ready to start using the search objects.

General Search

General search, also called simply *search*, allows your customers to hunt through your products or services for ones that suit their needs. They can search for text within the name, number or description of the product, or they can search by any categories you wish to set up. They can also search for the name or number of a product — a feature that is especially useful for companies that send out a product catalog.

The search link (for example, Fig. 7.7) takes customers to the search page (Fig. 7.8) where they can fill in a variety of fields to complete their search. Searching takes place within your item file and the fields searched correspond to columns in the item file. Tutorial 3 covers preparing the item file and Tutorial 4 explains how to set up categories. Tutorial 9 demonstrates how to select the fields you want customers to be able to search.

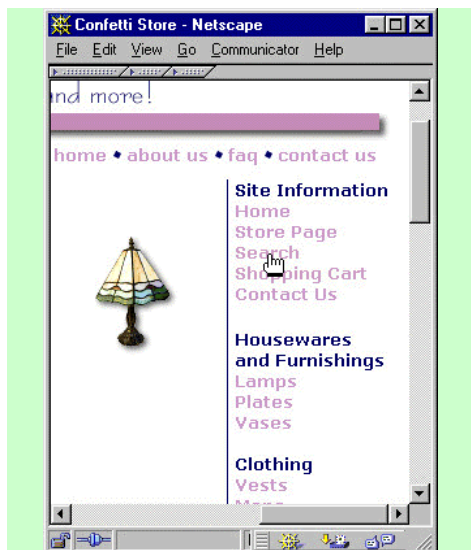


Figure 7.7 Example of a General Search link. The link appearance will match the default link characteristics you have set up for your HTML file.



Figure 7.8 Example Search page. You can change the search fields displayed, such as *Code* and *Name*...; see Tutorial 9.

Set up a General Search Link for Your Web Page

The search link has a number of options, varying from a simple link to a button with different roll-over and on-click images.

Follow the instructions below to add a simple search link to a page of your Web site:

- In Dreamweaver, open a Web page that needs a search link.
- Locate and select the NetStores category in the Dreamweaver's Objects panel (Figs. 5.1 and 5.2).
- Place the cursor where you want to add the search link.
- Click the *NetStores Search* icon in the Objects panel (Fig. 7.9).
- Use the default name (*Search*) for the *Link Text* (Fig. 7.10).
- Click **OK** (Fig. 7.10).
- Save your file.



Figure 7.9 Click the NetStores Search icon in the Dreamweaver Objects panel.

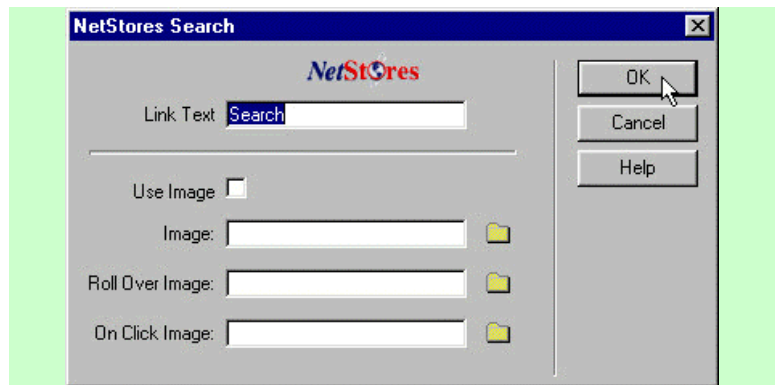


Figure 7.10 Use the default name (*Search*) for the *Link Text*, and then click **OK**.

The default for the search object is a simple link as shown in Fig. 7.7.

Insert a Search Link with Your Own Phrasing

You can change the wording of the search link. Follow the instructions below to add a search link using different words.

- Place the cursor in a Web page where you want the search link.
- Click the *NetStores Search* icon (Fig. 7.9).
- In the text box called *Link Text*, type a name or phrase you would like to use for the link (Fig. 7.11).

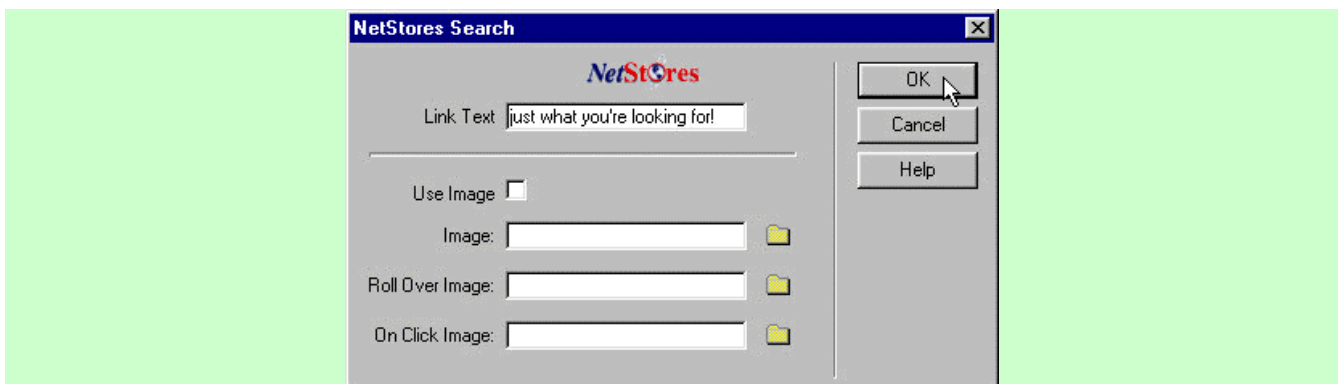


Figure 7.11 Using the Search object with a new link name. Type the new name in the *Link Text* box and click **OK**.

- Click **OK** (Fig. 7.11).
- Save your file.

The new link for the search object might look like the one shown in Fig. 7.12.



Figure 7.12 Search link with a new name.
a. In Dreamweaver.



b. In browser.

Use an Image to Make a Search Button

You can change the search link into a button by using an image. To use a button or image instead of just a search link, follow the instructions below:

- In a Web page in Dreamweaver, place the cursor where you want to add a search link.
- Click the *NetStores Search* icon (Fig. 7.9).
- Click the *Use Image* check box (Fig. 7.13).



Figure 7.13 Click the *Use Image* check box and click the folder button at the right of the *Image* text box.

- Click the folder button at the right of the *Image* text box (Fig. 7.13).
- Use the NetStores Search image or your own image to make a search button (Fig. 7.14). If using the NetStores image, browse for and **Select** *Search.gif* where you previously copied the NetStores icons. If you did not copy the icons, follow the instructions in Tutorial 1 in the section called *Copy the NetStores Icons*.
- Click **OK** (Fig. 7.15).
- Save your file.

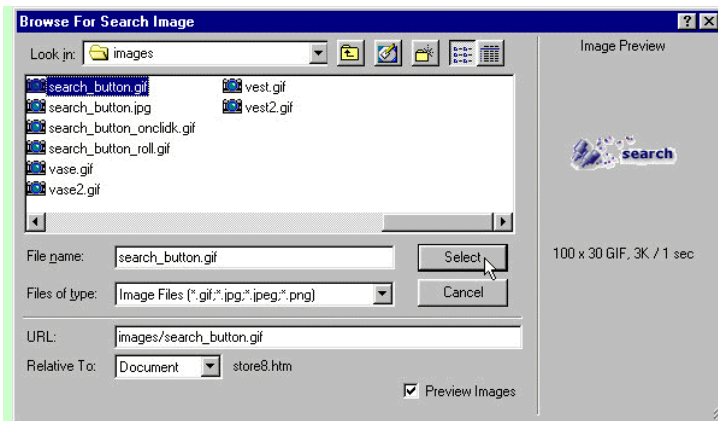


Figure 7.14 Select an image file for the search button. In this example, we use the Confetti Store search_button.gif file.

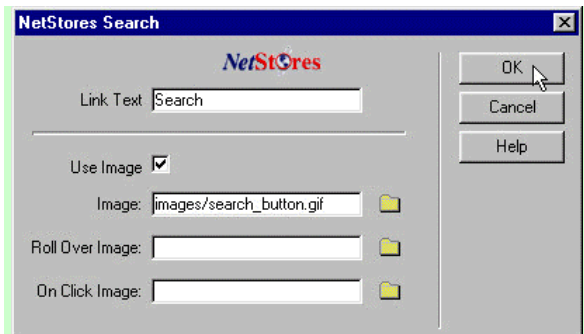


Figure 7.15 Once the image file has been selected, click OK.

Figure 7.16 shows an example using the Confetti Store search image file.



Figure 7.16 An example Search button using the Confetti Store search image file. a. In Dreamweaver.



b. In browser.

Use Roll-Over and On-Click Images with the Search Button

To make a button with roll-over and on-click images...

- follow the instructions above in the section called *Use an Image to Make a Search Button*, but before clicking OK...

perform the following additional steps:

- To make the button image change when the customer's mouse passes over it, click the folder button next to the *Roll Over Image* text-input field and browse for a file to use as the roll-over image (Fig. 7.17).

- To add an on-click image, which appears after a customer clicks the search button, click the folder button next to the text-input field called *On Click Image* and browse for a file to use as the on-click image (Fig. 7.18).

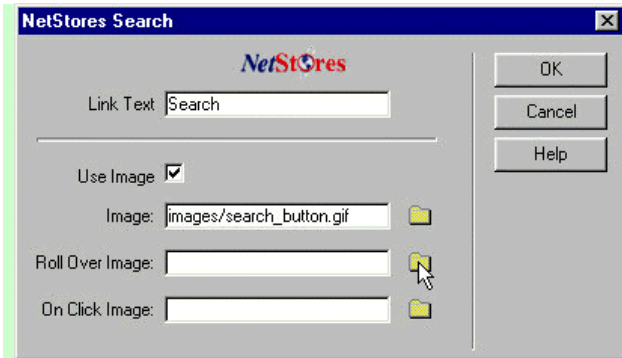


Figure 7.17 To make the button image change when the customer's mouse passes over it, click the folder button next to the *Roll Over Image* text-input field and browse for a file to use as the roll-over image.

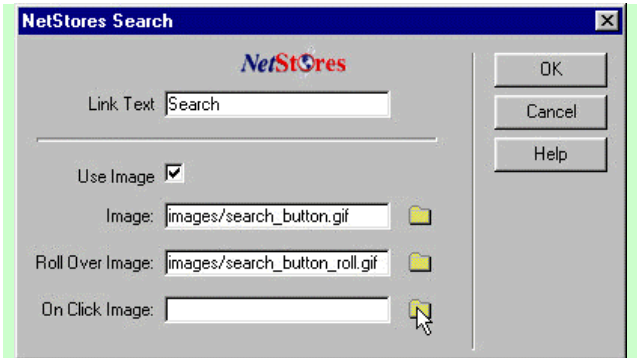


Figure 7.18 To add an on-click image, which appears after a customer clicks the search button, click the folder button next to the *On Click Image* text-input field and browse for a file to use as the on-click image.

- Click **OK** (Fig. 7.19).

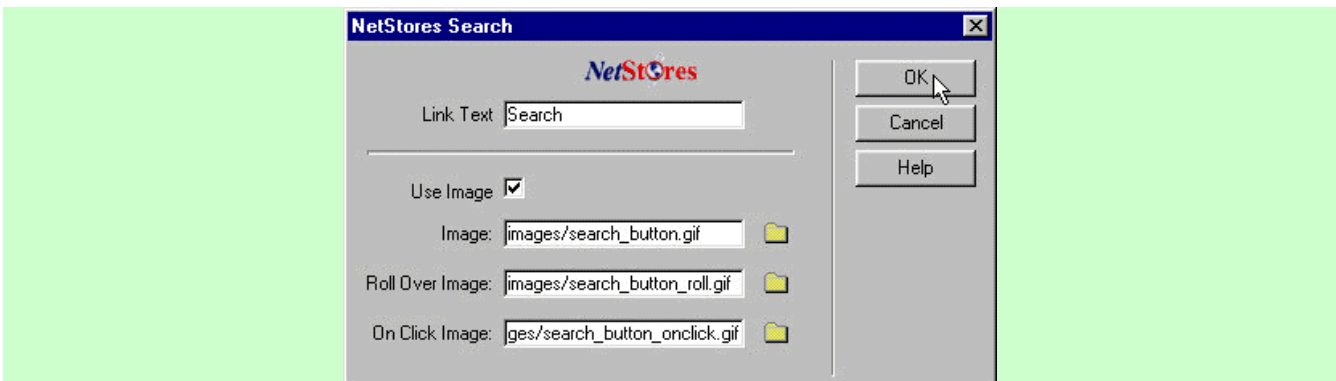


Figure 7.19 After selecting the on-click image, click OK to insert the button/link. Notice that each image text-input field has a path and file name for an image.

- Save your file.

Figures 7.20 and 7.21 show examples of roll-over and on-click search images.



Figure 7.20 Example roll-over search button. a. In Dreamweaver.



b. The image in a browser before the cursor moves over it.



Figure 7.20 continued c. The image in a browser after the cursor passes over the button.



Figure 7.21 Example on-click search image. This image appears after clicking the search button.

Check That Your Search Buttons Work Properly

After inserting a search button, check that it works and looks the way you want it to.

- Click Dreamweaver's **Preview/Debug in Browser** button, selecting **preview in ...** from the dropdown list to test the Web page.
- Check the new links and buttons on each page and examine the results. Each search link or image should take you to the Search Page (Fig. 7.8).
- Notice the effect created where you used roll-over and on-click images for the search link (for example, Figs. 7.20, 7.21).

Correcting a Search Link or Button

- If a search link or button needs correction, edit your page by completely deleting the link and insert it again using the instructions above.
- If roll-over and on-click images do not register or align correctly, edit the image files so that corresponding parts are in exactly the same position in each image file. The files also need to be the same size.

You have now learned how to insert search links and to customize them using image buttons and roll-over and on-click images.

Quick Search

Quick search places a text input box and search button on your page so your customers can search for your products or services within a predefined field such as name, description, or category. The possible fields correspond to columns set up in your item file. This search has fewer options than the general search but it is also easier to use. The quick search button can be configured to suit the appearance of your Web site with a simple input button or an image of your choice.

Use a Quick Search button on Your Web Page with the Default Settings

Follow the instructions below to add a quick-search button to a page of your Web site with the easy-to-use default settings:

- In Dreamweaver, open a Web page that needs a quick-search button.
- Locate and select the NetStores category in the Dreamweaver Objects panel (Figs. 5.1 and 5.2).
- Place the cursor where you plan to add the quick-search button.
- Click the *NetStores Quick Search* icon (Fig. 7.22).
- Use the default settings in the *NetStores Quick Search* dialog box (Fig. 7.23).
- Click **OK** (Fig. 7.23).
- Save your file.



Figure 7.22 Click the *NetStores Quick Search* icon in the Dreamweaver Objects panel.

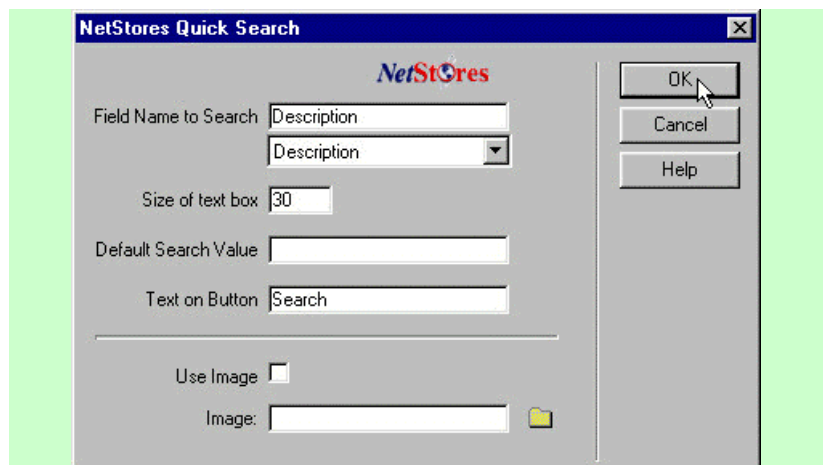


Figure 7.23 Use the default settings in the *NetStores Quick Search* dialog box; then click **OK**.

This procedure will add a text box to your Web page that is 30 characters wide. Next to the text box is an input button labeled *Search* (Fig. 7.24). NetStores search engine will search your item file within the *Description* column for the text your customer types into the text box.

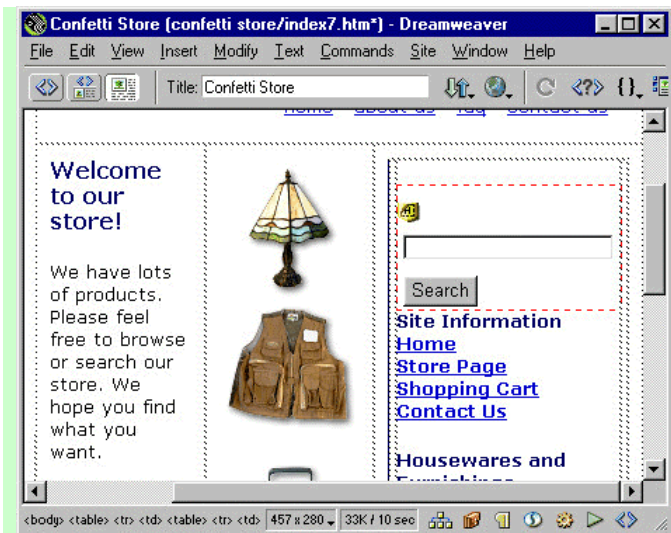


Figure 7.24 The default for Quick Search is a text box 30 characters long and an input button labeled *Search*. a. Quick-search form in Dreamweaver, outlined with a red dashed line.



b. Quick-search in browser. NetStores will search in the description column in the item file for whatever text the customer enters in the text box.

Insert a Quick Search Button with Different Configuration

Quick search is flexible and can easily be customized by changing the default settings. You can change which field of the item file NetStores searches with quick search. You can set up quick search to hunt through the *Name*, *Description* or *Category* fields of the item file. You can change the width of the text box. You may want to make the size of the text box match the most likely size of expected search text. You can input default text in the text box. Text inserted in the *Default Search Value* text box in the *NetStores Quick Search* dialog box will appear in the text box on your Web page. You can also choose different phrasing for the search button.

Follow the instructions below to add a quick-search button using a different configuration:

- In Dreamweaver, place the cursor in a Web page where you want the search text box and button.
- Click the *NetStores Quick Search* icon (Fig. 7.22).
- Select a different search field from the drop-down menu below *Field Name to Search* (Fig. 7.25).
- If you have configured your store to search other fields (see Tutorial 9), you can use one of these field names.
- Enter a different number for the *Size of text box* (Fig. 7.26).

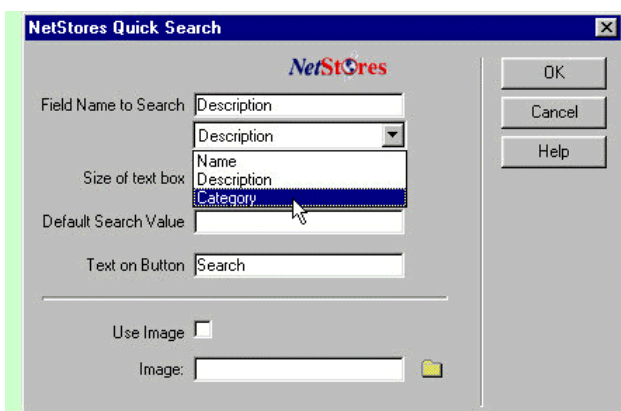


Figure 7.25 Select a different search field from the drop-down menu below *Field Name to Search*. Here we selected *Category*.

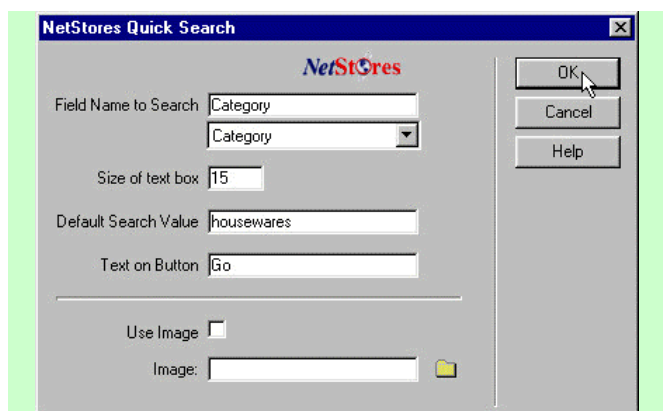


Figure 7.26 Enter a different number for the *Size of text box*; we used 15. Enter a default search value; we used *housewares*. Use different words for the *Text on Button*; we used *Go*. Click **OK**.

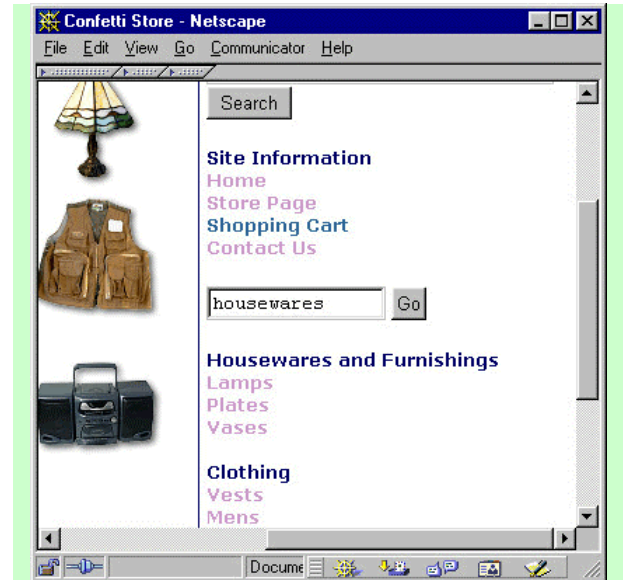
- Type in a *Default Search Value*. This value appears in the text box on the Web page (Figs. 7.26 and 7.27).
- Type in different words for the *Text on Button* (Fig. 7.26).
- Click **OK** (Fig. 7.26).

- Save your file.

The new button and text box for the quick search object might look like the one shown in Figure 7.27. NetStores remembers your latest dialog-box settings.



Figure 7.27 Quick search text box and button after being reconfigured. a. In Dreamweaver.



b. In browser.

Use an Image for Your Quick-Search Button

You can change the quick search button by using your own image instead of a standard input button by following the instructions below:

- Place the cursor in a Web page where you want to add the search text box and button.
- Click the *NetStores Quick Search* icon (Fig. 7.22).
- Select the *Field Name to Search* (Fig. 7.28), which designates which column of the item file to search.
- Type in the *Size of text box* and *Default Search Value* as needed (Fig. 7.28).

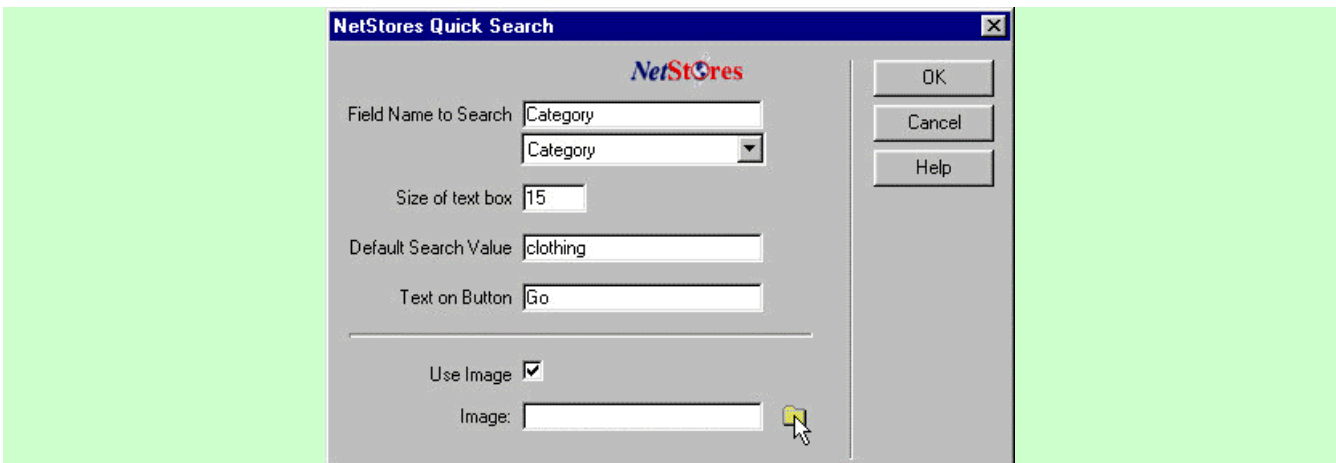


Figure 7.28 Click the *Use Image* check box and click the folder button at the right of the *Image* text box.

- Click the *Use Image* check box (Fig. 7.28).
- Click the folder button at the right of the *Image* text box (Fig. 7.28).

- Use the NetStores Quick Search image or your own image to make a search button (Fig. 7.29). If using the NetStores image, browse for and **Select** *QuickSearch.gif* where you previously copied the NetStores icons. If you did not copy the icons, follow the instructions in the Tutorial 1 section called *Copy the NetStores Icons*.
- Click **OK** (Fig. 7.30).

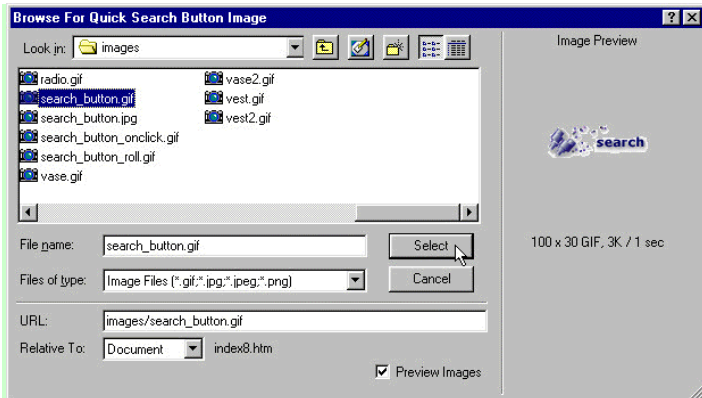


Figure 7.29 Select an image file you would like to use for the search button. We selected *search_button.gif*.

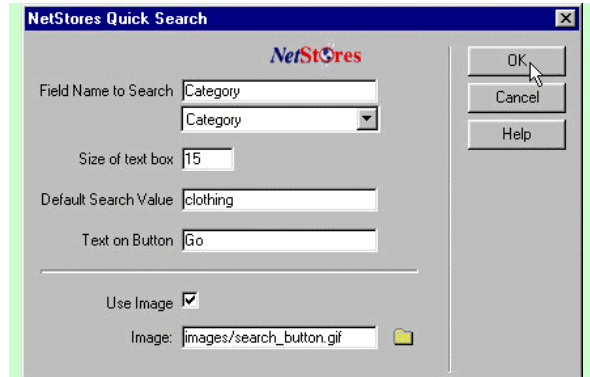


Figure 7.30 Once the image file has been selected, click **OK**.

- Save your file.

The results of using an image for the quick-search button might look like Figure 7.31.

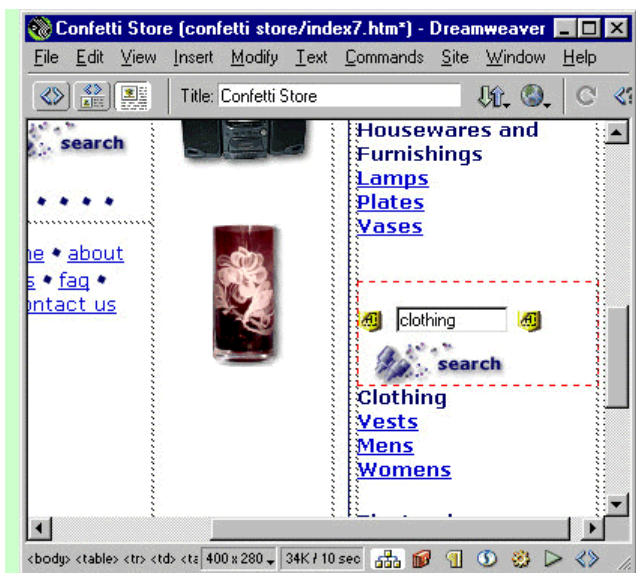


Figure 7.31 An example quick search button using an image file. a. In Dreamweaver.



b. In browser.

Check That Your Quick-Search Buttons Work Properly

After inserting a quick-search button, check its operation as follows:

- Click Dreamweaver's **Preview/Debug in Browser** button, selecting **preview in ...** from the dropdown list to test the Web page.
- Check the new links and buttons on each page and examine the results.
- Each search link or image should take you to the Search Results Page such as shown in Figure 7.32a.
- The links within that page should take you to a NetStores-generated product page such as shown in Figure 7.32b, unless you have chosen to link to your own product page by following the instructions in the section called *Use Links to Your Own Product Pages* in Tutorial 4.



Figure 7.32 Examples of quick search results page and dynamic link from that page. a. Quick search results page. The search word was *housewares* and the field name was *Category*, as set up for the default in Figures 7.26 and 7.27.



Figure 7.32 continued b. We clicked *hw002* in Figure 7.32a to reach this dynamically generated product page.

Correcting a Quick-Search Button

- If you need to correct or change a quick-search button, first edit your page by completely deleting the form containing the text box and button. A dashed red line outlines the form (Fig. 7.33).
- Then insert it again using the instructions above.

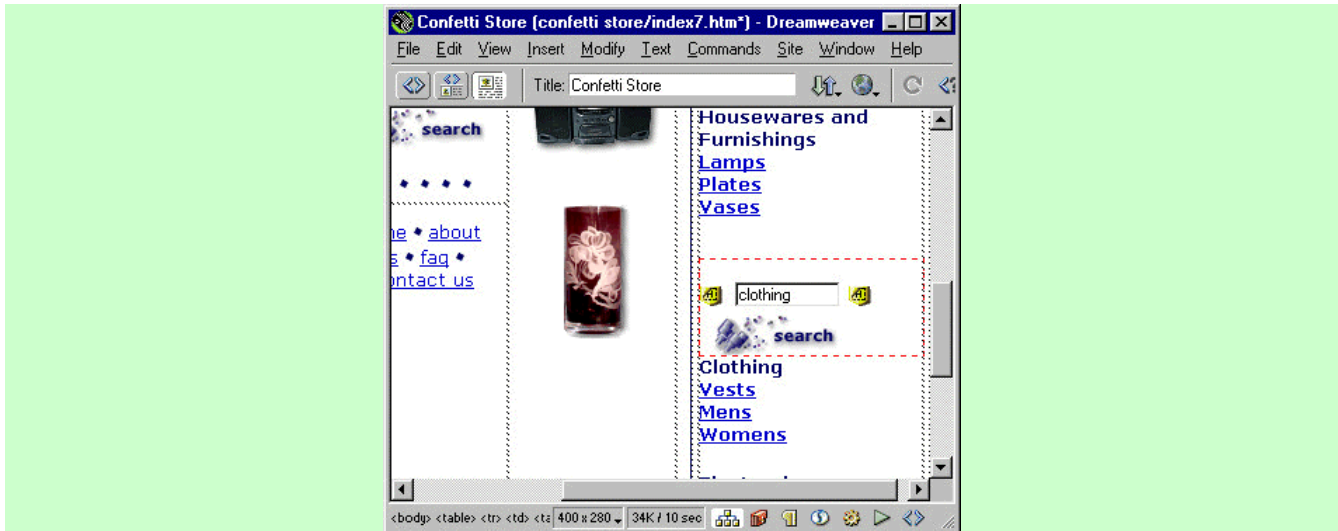


Figure 7.33 If you need to correct or change a quick-search button, first edit your page by completely deleting the form containing the text box and button. A dashed red line outlines the form.

You have now learned how to insert quick-search buttons and to customize their settings to suit your needs.

Driven Search

Driven search allows you to set up links on your Web site that automatically list all products or services within a particular category. It can also produce lists of products or services with particular text in their names or descriptions. This is not a search feature in which your customers specify the search text, but instead is a way for you to display a group of your products quickly and easily without having to redesign your Web pages every time you add or change products. Once the driven search link is established on your Web page, you only need to incorporate changes to the item file, upload it (see Tutorial 3) and your new products are ready to sell.

Insert a Driven-Search Link in Your Web Page

The driven-search link has a number of options, to allow you to specify the items that will be displayed on the search page. Before inserting a link, you should familiarize yourself with the various features of NetStores Driven Search dialog box (Fig. 7.34).

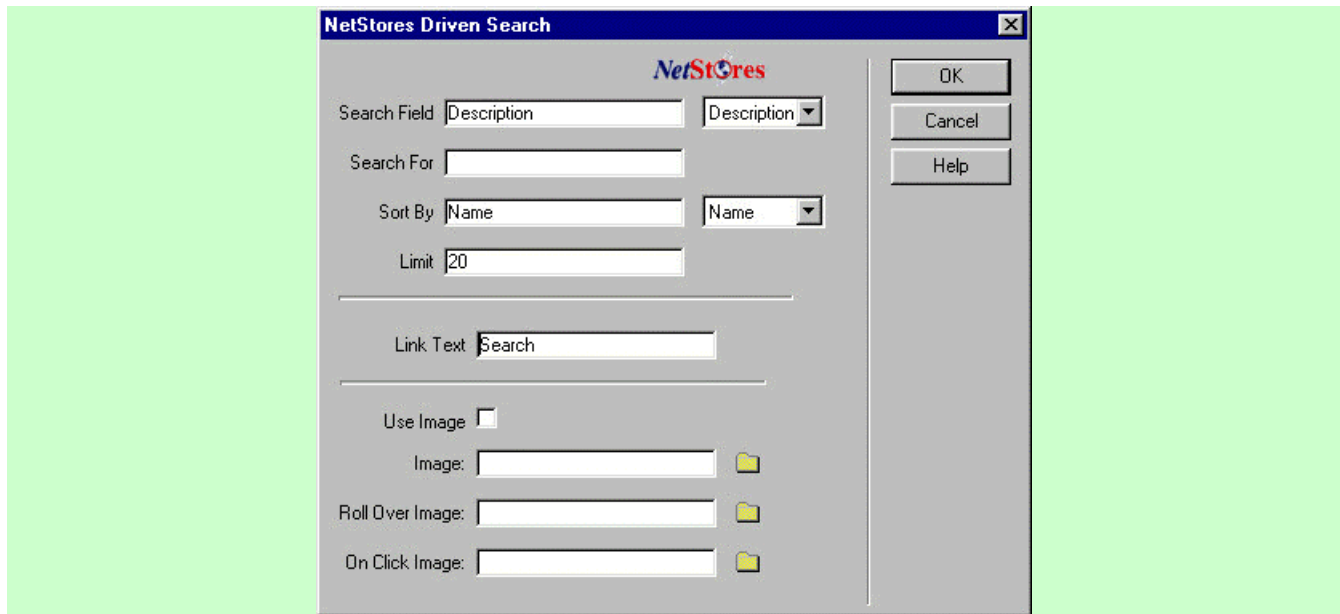


Figure 7.34 *NetStores Driven Search* dialog box.

Search Field

The search field entry (Fig. 7.34) refers to the column of your item file within which the search will take place. To search within a particular field in the item file, select the field name from the pull-down menu (Name, Description, or Category). If you have configured your store to search other fields (see Tutorial 9), you can use one of these field names. These search field names are the same names that appear in the results of a General Search.

Search For

Driven search will look for the word or phrase entered in the *Search For* text box from within the column of your item file referred to by the search field entry. If necessary, edit and upload your item file (Tutorial 3) to include the correct word or phrase so that the products you want are actually listed as a result of a driven search.

Sort By

The *Sort By* entry specifies the order to list items in the resulting search. Select a field name from the pull-down menu (Name, Description, Category, Price, Code). If you have configured your store to search other fields (Tutorial 9), you can use one of these field names. These field names are the same names that appear in the results of a general Search. The items within the field are sorted alphanumerically.

Limit

The Limit entry specifies the maximum number of items you want displayed or listed at once on the search-results page. If a search produces more than this number of items, clicking the appropriate link at the bottom of the page will display the additional items.

Link Text

The *Link Text* should match the searched items. For example if you want all the housewares that your company offers to be displayed by a driven search you might want to name the text link *housewares*. The search link will display all items that have the word or phrase in the correct search field in the item file.

Use Driven Search

Follow the instructions below to add a simple driven-search link to a page of your Web site:

- In Dreamweaver, open a Web page that needs a driven-search link.
- Locate and select the NetStores category in the Dreamweaver Objects panel (Figs. 5.1 and 5.2).
- Place the cursor where you want to add the link.

- Click the *NetStores Driven Search* icon in the *Objects* panel (Fig. 7.35). The dialog box shown in Figure 7.34 appears.
- Change the *Search Field*, using the drop-down menu, to the column of the item file that you wish to search (Fig. 7.36).
- In the *Search For* text box, enter a word or phrase to seek (Fig. 7.36).
- Select how to sort the resulting items using the *Sort By* drop-down menu.
- For the *Link Text*, change the default search text to match the type of items being sought (Fig. 7.36).
- Click **OK** (Fig. 7.36).
- Save your file.
- If necessary, edit and upload your item file (Tutorial 3) so it has the entries needed for your driven search to be successful.

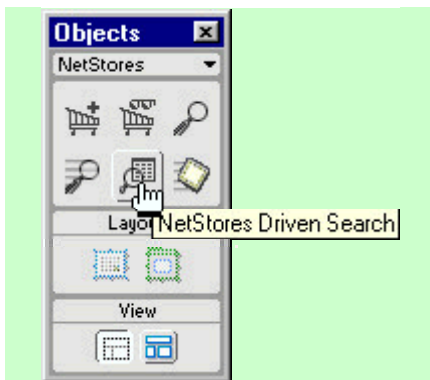


Figure 7.35 Click the *NetStores Driven Search* icon in the Dreamweaver Objects panel.

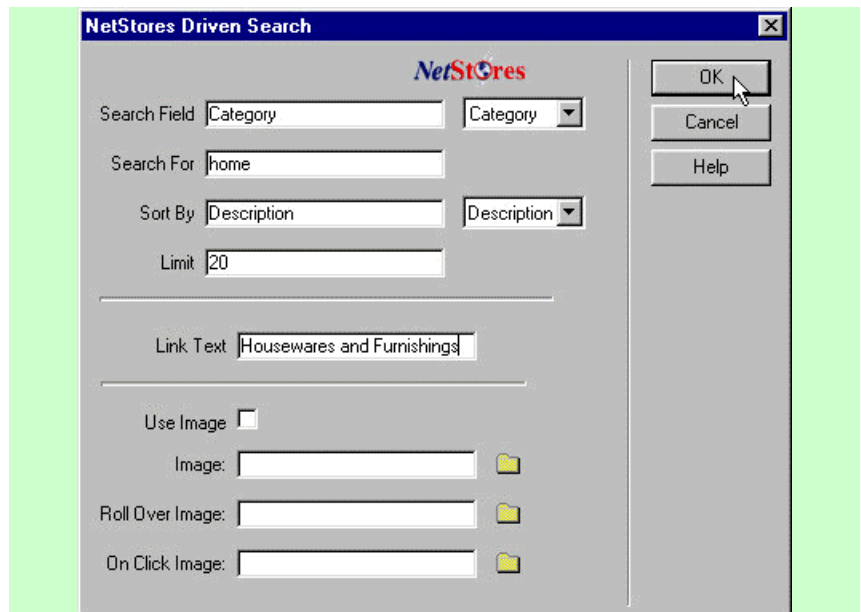


Figure 7.36 Change the entries in the *NetStores Driven Search* dialog box as instructed and then click **OK**. Figure 7.37 shows the link made.

A driven-search link might look like the link in Figure 7.37. In our example, clicking the link causes NetStores to search the *Category* column of the item file for the word *home*, arranging the results in alphabetical order by Description, and limiting them to 20 items (Fig. 7.37).

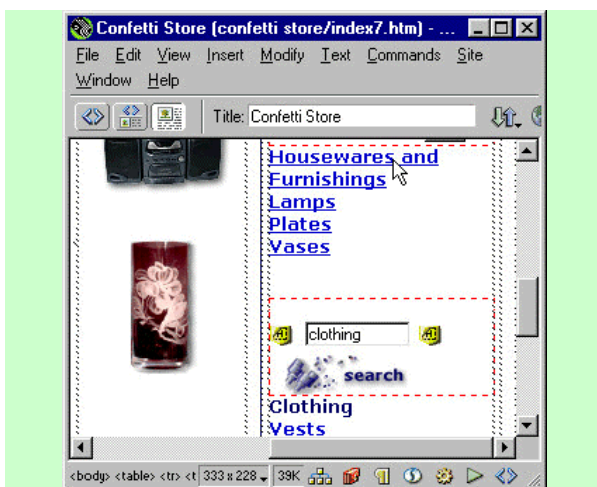


Figure 7.37 An example driven search link and resulting search. a. Link in Dreamweaver.



b. Link in browser. This link was made using the dialog-box entries shown in Figure 7.36.



Figure 7.37 continued c. Resulting driven search.

Driven Search Button with Static, Roll-Over and On-Click Images

You can change the search link into a button by using an image. You can also add a roll-over image so the button changes when a cursor passes over it, and an on-click image so the button changes after the button is clicked. You first need to prepare three images: one for the button, one for roll over and one for on click. Once you have the images ready you can use a driven-search button or image with roll-over and on-click images by following the instructions below:

- In Dreamweaver, place the cursor in a Web page where you want to add the button.
- Click the *NetStores Driven Search* icon (Fig. 7.35).
- Adjust the entries in the first five fields (from *Search Field* to *Link Text*) as needed (Fig. 7.38). Refer to the previous section for details.
- Click the *Use Image* check box (Fig. 7.38).
- Click the folder button at the right of the *Image* text box (Fig. 7.38).
- Browse for an image or button image that is related to the search items. For example, for a driven-search button that will display lamps, we would want an image of a lamp (Fig. 7.39) or a button with related text.
- To make the button image change when the customer's mouse passes over it, enter a file name (with any necessary path) for the *Roll Over Image* text-input field (Fig. 7.40) or browse for the file by clicking the folder button at the right of the input field.
- If you want the button to change again when the customer clicks it, browse for the file by clicking the folder button next to the *On Click Image* text box, or enter a file name (with any necessary path) for the new image in the *On Click Image* text box (Fig. 7.40).
- Click **OK** (Fig. 7.40).
- Save your file.

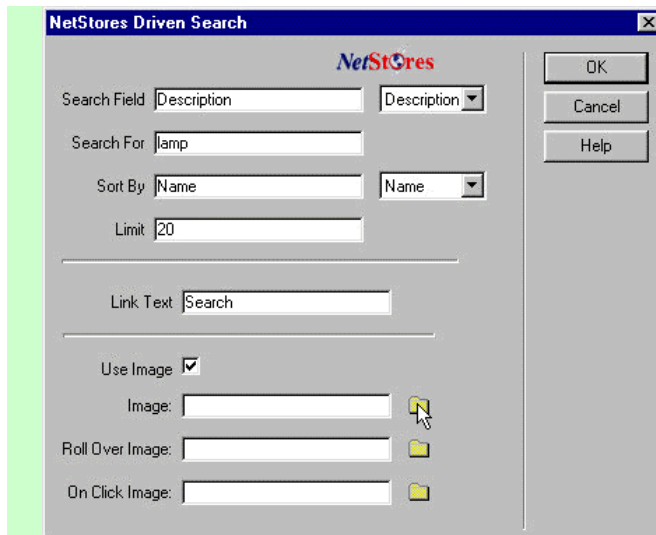


Figure 7.38 Click the *Use Image* check box and click the folder button at the right of the *Image* text box.

Figure 7.39 Select an image file to use for the driven search button. In this example, we use a picture related to the search items, in this case, an image of a lamp.

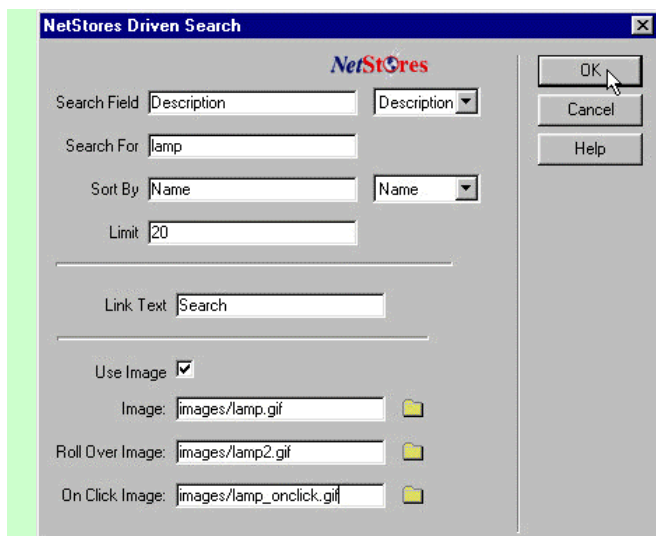
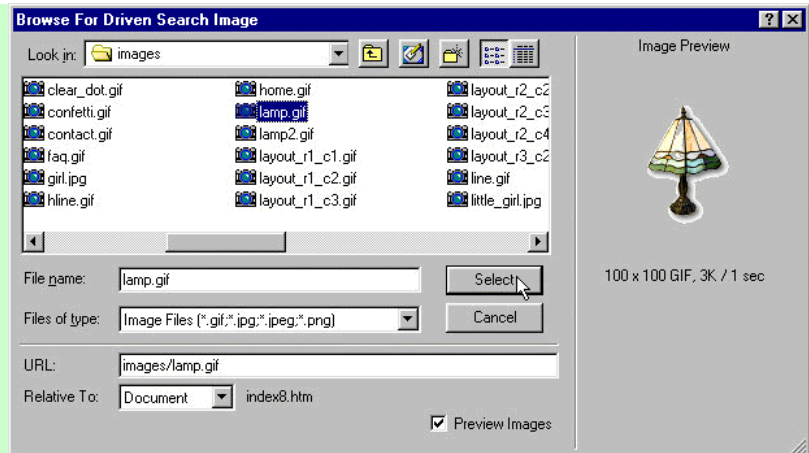


Figure 7.40 Once the image file, and if desired, roll-over and on-click images have been selected, click **OK**.

Figure 7.41 shows examples of roll-over and on-click images one might use with the lamp example.



b. In browser before cursor moves over image

Figure 7.41 Examples of Driven-Search button for lamps at the Confetti Store. a. In Dreamweaver.



Figure 7.41 continued c. roll over image



d. on-click image; results of search.



Figure 7.41 continued
e. Results of search.

Check That Your Driven Search Buttons Work Properly

After creating a driven-search button, check that it functions properly by following these instructions:

- Click Dreamweaver's **Preview/Debug in Browser** button, selecting **preview in ...** from the dropdown list to test the Web page (Fig. 7.42).
- Check the new links and buttons on each page and examine the results.
- Notice the effect created where you used a roll-over and on-click images for the driven search button (Fig. 7.41c and d).
- Each driven-search link or image should take you to the Search Results Page such as Figure 7.41e or 7.44.



Figure 7.42 Click Dreamweaver's **Preview/Debug in Browser** button, selecting **preview in ...** from the dropdown list to test the Web page.

Correcting a Driven-Search Link or Button

- If a link is not right, edit your page by completely deleting the link and insert it again using the instructions above.
- If roll-over and on-click images do not register correctly, edit the image files so that corresponding parts are in exactly the same position in each image file. The files also need to be the same size.
- If all of the items you wanted are not displayed on the Search Results Page, carefully check your item file to make sure that each item has the correct search text in its correct search field.
- In addition, check the search text in the *Search For* input box to make sure that it matches the appropriate text in the item file for each item you want to appear.
- Make sure the *Search Field* entry corresponds to the correct column of the item file you want to search.

You have now learned how to insert driven-search links and to customize them using search text and images.

Using Driven Search to Simplify Web Page Reconstruction, an Example

Driven search can be used to replace many of your Web pages by simply changing your links to your product pages into driven search links. In the Confetti Store example, all the links on the left side of the page can be changed to driven searches (Figs. 7.43 and 7.44).

For this example to work, the item file must be set up correctly. Tutorial 3 explains how to edit and upload the item file. We could, for example, have categories for Lamps, Plates, and Vases and enter these categories as covered in Tutorial 4. All the lamps, in this case, have the word *lamp* and all the vases have the word *vase* in the category column of the item file. Each of the other types of products are treated similarly.

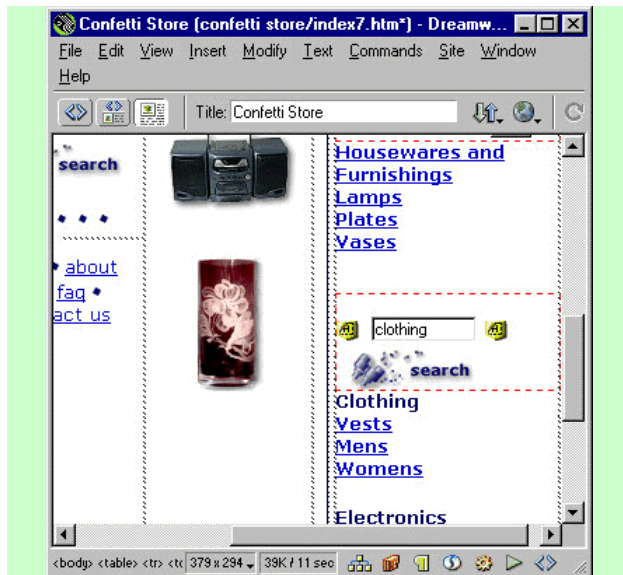


Figure 7.43 Example using driven search as product page links. The links at the right, such as Lamps, Plates, Vases and Vests are each driven-search links. a. In Dreamweaver.



b. In browser. Clicking the Vases link. Figure 7.44 shows a Vases product page generated by the *Vases* driven search link clicked in this figure.



Figure 7.44 Vase product page generated by driven search. The *Vases* link in Figure 7.43 leads to this page.

With further configuration, you can manipulate the appearance of the driven-search-generated pages so they fit your needs and aesthetic tastes. Tutorial 9 covers more details of configuration.

In this tutorial, you learned how to use and distinguish among the various types of NetStores search features. You first set NetStores to utilize search. For each of the types of searches, general search, quick search, and driven search, you discovered how to customize their links and buttons and set up the search to meet your needs. You should now realize that general search gives customers complete flexibility in requesting a search, quick search is less flexible but simpler, and driven search is most useful as a tool to display certain categories of products and to quickly add new products to your Web site.