

# Items

## An Overview of Items

### Items and your EROL store

Items are the visual and functional elements that fill your EROL store pages.

In an EROL store (or any online store for that matter), the elements that make up a page can only be one of three things:

- 1) A display element (such as a header graphic, some static text etc.),
- 2) a link (such as a button), or
- 3) a product

As such, EROL allows you to populate your page with a combination of these three page elements. Collectively we call these elements: Items.

### The difference between an Item and a Page

While your EROL store is made up of pages, Items are all the visible elements that will populate those pages.

To control, set or maintain any Item in your store access the Item tabs by selecting the relevant Item in the List View.

To make changes to the page that the items appear on (such as changing the background colour or the Loading Message for that page) access the Page tabs by selecting the relevant page in the Tree View.

## Using Items

### Adding an Item to your store

To add an Item to a Page in your store, ensure that you have your chosen page selected in the Tree View. Once that page is selected you can add as many Items to it as you wish.

Click one of the 'Add Item' buttons (Add Display Item, Add Link Item or Add Product Item). This will add the Item into the List View. The List View provides a list of all items on any selected Page in the Tree View.

As you add an Item, the relevant Item tabs will become active in the area right of the Tree View. These tabs will allow you to:

1. Name the Item,
2. Insert text or free-form HTML (including images),
3. Insert a relevant image (and rollover image in the case of a Link Item),
4. Select a pre-built Item layout template (or build your own),
5. And in the case of a Product Item, the pricing details.

### Deleting an Item

To delete an Item, select it in the List View and click on the '*Delete*' button.

You will be prompted whether you want to complete the delete process, Clicking 'yes' will permanently delete the Item from the List View.

Once an Item is deleted, it cannot be restored.

## Display Items

### What is a Display Item

A Display Item is the simplest form of Item you can add to a page in your store.

Typically a Display Item will be used to add a static element such as a header graphic, a of editorial text or any other non-functional page element.

You cannot link a Display Item to anything else, nor can you add Pricing details to it.

### Adding a Display Item

To add a Display Item to a page,

1. Ensure that the page you want to add the Item to is selected in the Tree View,
2. Click the green 'Add Display Item' button.

This will add a Display Item onto the page and will be displayed in the List View with its relevant icon.

### Giving the Display Item a name

To name the Item selected in the List View, insert a name in the 'Name' field.

The name you insert here will also be displayed in the List View.

### Hiding the Display Item name

The name of your Display Item, unless otherwise specified, will always appear as part of the Display Item on the page. Due to the nature of Display Items you may wish to hide the name so that it is not visible on the page.

To do this you will need to select or build a Display Item template that does not include the Item name.

### Adding a 'Description' to a Display Item

The 'Description' field is probably the most important field for any Display Item.

It is here where all or any free-form HTML, text or other elements you may wish to use on your page are added. These elements are essentially what a Display Item is.

### Formatting Display Item 'Description'

To format text added to the 'Description' field or to add any further elements such as extra images, HTML tables, Flash animations etc. you will need to double-click the field, or click the '<...>' button to launch the EROL HTML Editor.

The HTML Editor will allow you to modify, or add to, your Display Item details.

### Adding an image to a Display Item

Display Items, apart from just being text, can also be just an image (or images) or text and image(s). There are two ways to add an image to a Display Item:

- 1) Using the Image insertion area

- 2) Using the image insertion functions in the EROL HTML Editor

You can also use a combination of both.

### **Adding an image to a Display Item using the *image insertion area***

You can insert a single image using the main image insertion area on the Item Details tab. Using this area to insert your image gives you the advantage of a quick to access preview as well as the ability to change or modify the image quickly.

To insert an image using this method:

1. Click 'Browse' and search for the image from the EROL images folder. If your image is outside of the EROL images folder, you can locate it and EROL will save it to the images folder.
2. Once selected the image will be added into the image preview field.

### **Adding an image to a Display Item using the *EROL HTML Editor***

You can insert an image (or multiple images) using the EROL HTML Editor.

Using the HTML Editor image insertion tool gives the advantage of inserting more than one image for a single Display Item.

The disadvantage of this method is that you do not have quick viewing access to the image(s) you have added, as you would with the preview available in the main image insertion area.

To insert an image using this method:

1. Click 'Browse' and search for the image from the EROL images folder. If your image is outside of the EROL images folder, you can locate it and EROL will save it to the images folder.
2. Once selected the image will be added into the image preview field.

### **Selecting a Display Item template**

When you add a Display Item to a page, it will be inserted using one of default Display Item templates available on the Item Template tab.

To assign a different layout template to the Item, select a new template from the template dropdown menu. The template dropdown menu is populated with the default Display Item templates, as well as any templates you may have already created.

You can create a new or modify an existing – template by clicking on the 'Edit' button. This launches the EROL Template Editor.

### **Setting a default Display Item template**

You can set a default Display Item template that will be applied – by default – to all new Display Items you add to your store.

To do this,

1. Select Tools > Options... from the main EROL toolbar
2. Click the 'Templates' button
3. From the 'Display Item Template' dropdown, select your default Display Item template.

4. Click 'Save and Close'

This template can be overwritten on an Item-by-Item basis.

### **Previewing your Display Item**

Once you have inserted all the details and elements that make up the Display Item, you can preview what it is going to look like in the template preview on the Item Template tab.

The template preview on the Item Template tab provides two views for your Item:

1. A template display
2. An actual display

The template display provides a theoretical display of the Item based on the elements included in the template.

The actual display provides an accurate display of what the item will look like in the page based on the details and image(s) you have inserted for that item.

## **Link Items**

### **What is a Link Item**

A Link Item is similar to a Display Item except that here you can make the Item link to any other Item, Page or external URL.

Typically a Link Item will be an image such as a graphical button that you will add to your store as part of its navigational features.

Link Items can also simply be text or in some cases just an Item Name.

### **Adding a Link Item**

To add a Link Item to a page,

1. Ensure that the page you want to add the Item to is selected in the Tree View
2. Click the blue 'Add Link Item' button.

This will add a Link Item onto the page and will be displayed in the List View with its relevant icon.

### **Giving the Link Item a name**

To name the Item selected in the List View, insert a name in the 'Name' field.

The name you insert here will also be displayed in the List View.

### **Hiding the Link Item name**

The name of your Link Item, unless otherwise specified, will always appear as part of the Link Item on the page. Due to the nature of Link Items, which are typically images such as custom buttons, you may wish to hide the name so that it is not visible on the page.

To do this you will need to select or build a Link Item template that does not include the Item name.

### **Linking the Link Item to a destination**

On the 'Link To' sub-tab, select whether you want the Link Item to:

1. Link to another EROL Page (and Item on that page)
2. Link to an external URL (e.g. another website)
3. Be a store control Button (i.e. Back Button, View Basket Button or Checkout Button)

Everything you have inserted in the 'Name', 'Description' and 'Image fields' will become a link (unless you have selected or built a template excluding any of them).

### **Linking a Link Item to another Page in the store**

To link a Link Item to another page in the store:

1. Select the relevant Link Item in the List View
2. Make sure the 'Link To' sub-tab on the Item Details tab is active
3. Check the 'Page' radio button and from the dropdown select the relevant page you wish to link to. The dropdown menu will be populated with all the pages currently in your store.

### **Linking a Link Item to an individual item on a different page**

Apart from just linking to another page in the store, you can link to any item on that page too.

To link a Link Item to an individual Item in the store, on another page:

1. Select the relevant Link Item in the List View
2. Make sure the 'Link To' sub-tab on the Item Details tab is active
3. Check the 'Page' radio button and from the dropdown select the relevant page you wish to link to.
4. From the 'Item' dropdown menu select the Item you wish to link to on that page. The dropdown menu will be populated with all the Items currently on that page.

When you link to another Item, the Item will always be loaded and displayed on its own at the top of the page.

It is not possible to get EROL to jump to a certain point on a page.

### **Linking a Link Item to an individual item on the same page**

To link a Link Item to an individual Item in the store, on the same page:

1. Select the relevant Link Item in the List View
2. Make sure the 'Link To' sub-tab on the Item Details tab is active
3. Check the 'Page' radio button and from the dropdown select the Page you are currently on.
4. From the 'Item' dropdown menu select the Item you wish to link to on the Page. The dropdown menu will be populated with all the Items currently on that Page.

When the link is clicked on the Page, all other Items on the page will disappear and the Item will be displayed on its own at the top of the page.

It is not possible to get EROL to jump to a certain point on the page.

### **Adding 'Description' to a Link Item**

The '*Description*' field is not always a very important field for a Link Item, since most Link Items will usually be an image or a single string of text (which will commonly just be the Item Name).

If your Link Item is to be a string of text, you can usually just use the 'Name' field to insert the text to be a link. Alternatively use the 'Description' tab to insert the string of link text.

Remember that everything you insert into the 'Description' field will become a hyperlink to your chosen link destination.

### **Formatting Display Item 'Description'**

To format text added to the '*Description*' field or to add any further elements such as extra images, HTML tables, Flash animations etc. you will need to double-click the 'Description' field, or click on the '<...>' button to launch the EROL HTML Editor.

The HTML Editor will allow you to modify, or add to, your Link Item details.

It is possible, should you require it, to make any of these elements an additional link. This, however, will be very hard to distinguish in the page since there will be no visible distinction between one link and the other.

### **Adding an image to a Link Item**

You can insert a single image using the main image insertion area on the Link To tab. Using this area to insert your image gives you the advantage of a quick to access preview as well as the ability to change or modify the image quickly.

To insert an image using this method:

1. Click 'Browse' and search for the image from the EROL images folder. If your image is outside of the EROL images folder, you can locate it and EROL will save it to the images folder.
2. Once selected the image will be added into the image preview field.

### **Creating a rollover image**

Any Link Image can have a so-called rollover effect.

A rollover (sometimes called a 'mouseover') is an illusion of movement or animation caused by the browser quickly swapping one image with another when a user runs their cursor over it. It is a popular method of indicating that a button is live and click-able, rather than being a static page element.

To utilise this feature you will need to have an 'on' and an 'off' state of any image you wish to apply the effect to. These will have to have been created by you beforehand using your favourite graphics software package.

The 'off' state is the normal graphic that sits on your page when it loads. The 'on' state is the image that will replace the 'off' state when the user rolls over it.

To create a rollover image:

1. In the main image insertion area on the Link To sub-tab, browse for the 'off' state image and insert it.
2. Select the link destination (either a page, item or external web site) or apply an action to the button.
3. Flip across to the 'Rollover' tab
4. Insert the 'on' state image and select the type of rollover you wish it to be.

NOTE: In order for your rollover to be activated, the Link Item MUST be linked somewhere else. Failing to specify a link will cause the rollover effect not to work.

### **Selecting a Link Item template**

When you add a Link Item to a page, it will be inserted using one of default Link Item templates available on the Item Template tab.

To assign a different layout template to the Item, select a new template from the template dropdown menu. The template dropdown menu is populated with the default Link Item templates, as well as any templates you may have already created.

You can create a new or modify an existing – template by clicking on the ‘Edit’ button. This launches the EROL Template Editor.

### **Setting a default Link Item template**

You can set a default Link Item template that will be applied – by default – to all new Link Items you add to your store.

To do this,

1. Select Tools > Options... from the main EROL toolbar
2. Click the ‘Templates’ button
3. From the ‘Link Item Template’ dropdown, select your default Link Item template.
4. Click ‘Save and Close’

This template can be overwritten on an Item-by-Item basis.

### **Previewing your Link Item**

Once you have inserted all the details and elements that make up the Link Item, you can preview what it is going to look like in the template preview on the Item Template tab.

The template preview on the Item Template tab provides two views for your Item:

1. A template display
2. An actual display

The template display provides a theoretical display of the Item based on the elements included in the template.

The actual display provides an accurate display of what the item will look like in the page based on the details and image(s) you have inserted for that item.

## **Product Items**

### **What is a Product Item**

Any product you wish to sell or make purchasable in your store should be added as a Product Item.

Product Items are what distinguish your web-store from a web site. They contain the pricing information behind them that make the shopping basket functionality active.

You will notice an extra tab the Item Pricing tab becomes available when a Product Item is selected in the List View. It is on this tab that all pricing and product variable information is inserted for that particular Item.

### **Adding a Product Item**

To add a Product Item to a page,

1. Ensure that the page you want to add the Item to is selected in the Tree View
2. Click the red *'Add Product Item'* button.

This will add a Product Item onto the page and will be displayed in the List View with its relevant icon.

### **Giving the Product Item a name**

To name the Item selected in the List View, insert a name in the *'Name'* field.

The name you insert here will also be displayed in the List View.

### **Hiding the Product Item name**

The name of your Product Item, unless otherwise specified, will always appear as part of the Product Item on the page.

You may wish to hide the name so that it is not visible on the page. To do this you will need to select (or build) a Product Item template that does not include the Item name.

Note: The Product name is important if you have an 'expanded view' for that product, as it is the name that becomes the default 'see expanded view' function.

The image also performs this function.

If you choose to hide the Product Item name you should consider inserting a 'More' Button so that your customers have an easy way to see the 'expanded view' of the product.

A 'More' Button can be added on the Product Item Template Builder, (though is available in a number of the pre-built templates too).

### **The difference between Normal View and Expanded View**

Every Product Item you add to your store will by default be displayed on the page as the Normal View.

However you also have the option to expand on any Product Item in the store, providing more information and perhaps more detailed imagery. This is known as the Product's 'Expanded View'.

The Expanded View can only be accessed by clicking on a link in the Normal View of the product. This link can be one of 3 things:

- 1) The Item name
- 2) The Item image
- 3) A 'More' button (this can be added in the Product Item Template Builder, though is available in a number of the pre-built templates too)

The Expanded View is not a separate EROL page. All of the information contained in the Expanded View will load with the Normal View when a user accesses the page. The Expanded View will, however, appear by itself on an apparently separate page.

### **Letting the customer purchase from the normal view only**

To allow customers to purchase your product from the 'normal view' only, select (or build) a 'normal view' template that includes the Product Selectors (i.e. Qty field, Primary Options dropdown, Secondary Options dropdown etc.) as well as a 'Buy' button.

### **Letting the customer purchase from the normal view but also have an expanded view**

To allow customers to purchase your product from the 'normal view' but also have an 'expanded view' select (or build) a 'normal view' template that includes the Product Selectors (i.e. Qty field, Primary Options dropdown, Secondary Options dropdown etc.) as well as a 'Buy' button.

You can, but do not need to, include a 'More' button in order to access the 'expanded view' as clicking on the item name or the image will reveal the expanded view.

You may wish to include the 'Buy' button and the Product Selectors in your expanded view as well.

### **Letting the customer purchase from the expanded view only**

To allow customers to purchase your product from the expanded view only select (or build) a normal view template that doesn't include any Product Selectors and then select (or build) an expanded view template that includes the Product Selectors as well as a 'Buy' button.

### **Letting the customer purchase from the normal view and the expanded view**

To allow customers the option to purchase your product from the normal view as well as from the expanded view, select (or build) a 'normal view' template that includes the Product Selectors and a 'Buy' button then select (or build) an 'expanded view' template that includes the Product Selectors and a 'Buy' button.

The customer can then choose to buy from either the 'normal view' or from the 'expanded view'.

### **Adding 'Description' to a Product Item (Normal View)**

The product 'Description' field provides an area to insert a short description for your product. There is no limit to the length of the description you can insert here, however it is recommended that you keep lengthy descriptions for the Expanded View.

### **Formatting Product Item 'Description' (Normal View)**

To format text added to the 'Description' field or to add any further elements such as extra images, HTML tables, Flash animations etc. you will need to double-click the field or click on the '<...>' button to launch the EROL HTML Editor.

The HTML Editor will allow you to modify, or add to, your Product Item details.

### **Adding a Product Item image (Normal View)**

Your product images are probably the most important visual element in your store.

To insert a product image:

1. Click 'Browse' and search for the image from the EROL images folder. If your image is outside of the EROL images folder, you can locate it and EROL will save it to the images folder.
2. Once selected the image will be added into the image preview field.

The image you add here will become a link to either your expanded view or indeed to add the product to the basket (if you don't have an expanded view).

If the image will be added to the basket, and your store has a Basket Frame, EROL will compress the dimensions of the image to produce the tiny product thumbnail image that gets placed in the Basket Frame.

### **Optimum size for a Product Image (Normal View)**

It is advisable that your product images do not exceed 150 pixels in width. In order to maintain a neat appearance for your store, try and maintain a constant image width for all the product images.

Always modify the dimensions of an image using a graphics program and NOT by altering them using the image Width and Height fields in EROL as this will cause the image quality to degrade drastically.

In terms of file size, your Product Image (Normal View) should not exceed 10k in size. Anything over this will slow down your page loading time.

### **Adding a 'Description' to a Product Item (Expanded View)**

Click the Expanded View sub-tab to access the input area for your product's Expanded View.

The product 'Description' field here provides an area to insert a longer, more detailed description for your product. There is no limit to the length of the description you can insert here.

### **Formatting the Product Item 'Description' (Expanded View)**

To format text added to the '*Description*' field for the product's expanded view, or to add any further elements such as extra images, HTML tables, Flash animations etc. you will need to double-click the field or click on the '<...>' button to launch the EROL HTML Editor.

The HTML Editor will allow you to modify, or add to, your Product Item expanded details.

### **Adding a Product Item image (Expanded View)**

Just like the normal view, the image you place in your expanded view is very important as it allows the user to get a close up and detailed look at your product.

To add an expanded product image:

1. Click 'Browse' and search for the image from the EROL images folder. If your image is outside of the EROL images folder, you can locate it and EROL will save it to the images folder.
2. Once selected the image will be added into the image preview field.

## **Optimum size for a Product image (Expanded View)**

It is advisable that your product images do not exceed around 300 pixels in width, although this can be exceeded if you feel it necessary.

Always modify the dimensions of an image using a graphics program and NOT by altering them using the image Width and Height fields in EROL as this will cause the image quality to degrade drastically.

In terms of file size, your Product Image (Expanded View) should not exceed 20k in size. Anything over this will slow down your page loading time.

## **Pricing**

### **Adding Pricing details to your Product Item**

All pricing and product variable information is inserted on the Item Pricing tab, which becomes available when a Product Item is selected in the List View.

The Item Pricing tab is unique to Product Items.

The pricing information you add to a Product is what makes the shopping basket functionality active.

### **Primary Options and Secondary Options**

Primary options refer to the price dependent options for each product.

E.g. Rolling Stones – Voodoo Lounge CD £9.99  
Rolling Stones – Voodoo Lounge LP £15.00  
Rolling Stones – Voodoo Lounge Cassette £3.95

In the above example, each option affects the price of the product (The Rolling Stones album)

Secondary options refer to the series of price independent options, or attributes, for each product (such as size or colour).

E.g. Calvin Klein T-Shirt £19.99  
Size: Small  
Medium  
Large  
X Large  
  
Colour: White  
Black  
Grey

In the above example, the available options do not effect the price of the product (The Calvin Klein T-Shirt)

Most products would not be multi-optional on a price dependent basis and will usually only occupy the first line of the Primary options field. It is, however, very likely that they may have a number of price independent options (i.e. The options that do not affect the price).

## Primary Options

The primary options (price dependent details) for your product are inserted into the fields on the Primary Options sub-tab. The Primary Options fields allow you to insert:

- i) A product code
- ii) A description or name
- iii) The retail price
- iv) The weight of the item
- v) An (optional) alternative price

## Inserting a product code

The Product Code field allows you to insert your own product code relating to the product.

The product code inserted here will be included in the order log when the product is purchased from your store.

If you do not use product codes, you can leave this field blank. If left blank, EROL will invisibly create an irrelevant product code that will be viewable in the EROL Store Manager.

## Inserting a 'Product Description'

A 'Product Description' will normally be the same as your Item Name and can be inserted using the 'Auto Insert' button to the left of the field.

You can also manually type in a product description if it is different from the Item Name.

## Inserting a retail price

The 'Retail Price' is the main price of the product, excluding any taxes.

You only need to insert the numeric figure here. EROL will automatically insert the currency symbol.

Should you wish to include tax for a specific item only, do not insert the tax-inclusive price into the '*Retail Price*' field; rather check the 'include tax in retail price' check box on the 'Tax' sub-tab below.

## Displaying your prices with or without tax

By default EROL will not display the local tax rate on any of your products in the store (This can however be changed on a global or item-by-item basis). Instead the tax will be added at the order form once the customer has selected his or her own country.

You can however include your local tax rate in all the prices should you wish. This is useful if you are required to display your prices as tax inclusive, such as in the UK or Europe where VAT is always included in the display price of commercial goods.

- 1) Displaying prices with tax on a global basis  
**Tax can be included globally across the store on all prices (Retail or Alt or both) by checking the 'Display price as tax inclusive' checkbox on the Local Taxes tab in Tax setup.**

The global setting can be overwritten on a product-by-product basis, using the 'Tax' sub-tab on the Item Pricing tab for any individual product item.

Remember, the Alt price is for display purposes only, and has no effect on order form calculations whatsoever.

2) **Displaying prices with tax on a product-by-product basis**

On the Item Pricing tab's 'Tax' sub-tab you can apply the local tax rate to be included in the price that gets displayed on the store page. Check 'Retail Price' to include the tax in the retail price and/or check 'Alt Price' to include the tax in the Alt price (if applicable).

Remember, the Alt price is for display purposes only, and has no effect on order form calculations whatsoever.

### **Inserting a product weight**

The weight of your product is entered into the 'Weight' field. Your weight can be measured in any unit so long as you maintain the convention through all products in the store, as well as in your weight banding tables (if applicable) in your Courier Setup.

### **Inserting an Alt (alternative) Price**

The alternative (Alt) price allows you to add a second price to an item. This second price can be used visually for such things as displaying a previous price, RRP, excl Tax, incl. Tax etc.

You cannot ever use the Alt Price as an actual calculable price. Although the Alt Price is 'live' in the sense that it is affected by tax calculations, currency conversion etc., the price the customer pays must always be the Retail Price.

### **Displaying the Alt Price**

Displaying the Alt Price in your store requires you to select (or build) a Product Template that includes the Alt Price field. The template builder will allow you to insert the Alt Price field at any position in your item's layout.

If you insert an Alt Price in your primary options, but fail to select (or build) a template that includes the Alt Price field, the Alt Price will be ignored. Likewise, if you insert an Alt Price field but do not include an actual figure in the primary options, the field will be ignored when the Item is viewed in the store.

### **How the Primary Options are displayed in the store**

The primary options form the fundamental pricing details for any product. As such they should always be displayed in the store alongside the product image and description whether it is the main view or the expanded view.

We refer to these (along with the secondary options and quantity field) in the store as the Product Selectors.

The Product Selectors included in the store are determined by the Product Selectors you choose to include (or add yourself) in the Item Layout template for that product.

### **Adding multiple Primary (price dependent) options**

You can add as many price dependent options into the Primary Options fields as you like. After you have inserted the product code, description or name, retail price, weight and (optional) alternative price, repeat the process on the line underneath.

The Primary Options (i.e. price dependent options) will be displayed in the store as part of a dropdown with the product names and their relevant prices. The customer will be required to select the primary product option of their choice.

If there is only one price dependent option in the Primary Options field, there will be no option and therefore no dropdown displayed.

To add multiple Primary Options:

1. Select the relevant Product Item in the List View
2. Flip to the Item Pricing tab and ensure the Primary Options sub-tab is active
3. Add your first price dependent option in the first row
4. A new row will become active
5. Add as many additional price dependent options as you require, inserting all relevant pricing details for each

### **Secondary Options**

Your Secondary Options are the variable choices for a product that do not affect the price of that product. For example, the Secondary Options for a T-shirt would be size (e.g. S, M, L, XL etc) and colour (e.g. White, black, red, grey).

Neither of the previous examples affects the price of the product.

Two sets of Secondary Options can be applied to each product.

To add Secondary Options,

1. Select the relevant Product Item in the List View
2. Flip to the Item Pricing tab
3. Flip to the Secondary Options sub-tab
4. Decide on your option range (e.g. Size) then insert one option at a time into the Secondary Options 1 fields.
5. A second option range (e.g. Colour) can be inserted into the Secondary Options 2 fields.

### **How the Secondary Options are displayed in the store**

The Secondary Options (i.e. price independent options) will be displayed in the store as part of dropdown menus. The customer will then be required to select the secondary product option of their choice.

If you insert a set of Secondary Options, but fail to select (or build) a template that includes the Secondary Options dropdown menu(s), the Secondary Options data will be ignored.

Likewise, if you insert and Secondary Options dropdown menu(s) but do not insert any Secondary Options on the Item Pricing tab, the Secondary Options dropdown menu(s) will not be displayed when the Item is viewed in the store.

A customer will not be able to purchase a product if they have not selected a Secondary Option (if Secondary Options are available for that product).

## Individual pricing settings for each product

Although certain pricing options (such as 'including tax in the display prices') are set on a global basis, you can override these settings on a product-by-product basis.

Additionally there are certain settings that may only apply to a single product, or select products, in your store (such as the product being tax exempt, belonging to a special tax group or requiring a percentage discount). These pricing irregularities are controlled and set on a product-by-product basis using the Item Pricing sub-tabs.

## Individual Product Item Settings

### Overriding global Product Item settings

Any of the global tax, shipment and general settings applying to all items can be overridden on a product-by-product basis using the sub-tab settings on the Item Pricing tab.

### Altering General Settings on an individual product

The General sub-tab on the Item Pricing tab allows you to control, or override, the individual settings for a particular product.

The tab allows you to set:

- 1) The default quantity for the product (and the units it is measured in),
- 2) The minimum quantity (if necessary)
- 3) The Unit of measurement
- 4) Whether customers can order fractional quantities (e.g. 1/8 lb of cheese)

### Allowing fractional quantities

If the products you sell come in quantities not based on whole numbers (e.g. fresh foodstuffs such as cheese or meat), you can allow customers to input fractional quantities when they select the particular product.

To allow fractional quantities to be entered by customers,

1. Select the relevant Product Item in the List View
2. Flip to the Item Pricing tab
3. Ensure that the General sub-tab at the bottom is active
4. check the '*Allow Fractional Qty*' check box

Keeping '*Allow Fractional Qty*' unchecked (i.e. Disallowing fractional quantities) will ensure that when a customer attempts to enter a quantity that is not a whole number, a warning message is launched informing them that fractional quantities cannot be entered.

### Setting a minimum quantity

Setting a minimum quantity ensures that a customer cannot order a quantity less than the minimum you set. Should the customer attempt to order a quantity less than the set minimum, a warning message is launched informing them of the minimum quantity allowed.

To set a minimum quantity per product:

5. Select the relevant Product Item in the List View
6. Flip to the Item Pricing tab

7. Ensure that the General sub-tab at the bottom is active
8. Set the 'Set Min Qty' field to your desired quantity

### **Setting measurement units for a product**

The '*Unit*' field allows you to set the measurement units (i.e. the determinate quantity adopted as a standard of measurement) for your particular product.

The unit inserted here will simply assist in the ordering process, as it will be displayed alongside the quantity in the Order Form.

The unit of measurement is purely referential and will not have any affect on the pricing or any other calculation for the order.

To set the measurement units for a product:

1. Select the relevant Product Item in the List View
2. Flip to the Item Pricing tab
3. Ensure that the General sub-tab at the bottom is active
4. Set the 'Unit' field to your desired unit value

### **Altering Tax Settings on an individual product**

The Tax sub-tab on the Item Pricing tab allows you to control, or override, the individual tax settings for a particular product.

- 1) Tax Group relevant to that product (if different from the default)
- 2) The ability to override the global tax inclusion settings for the Retail Price and Alt Price of the product.

### **Applying a Tax Group to a product**

Each individual product can have a special tax group (instead of its default tax group) applied to it.

From the Tax Group dropdown menu, select the relevant tax group for that item.

The tax groups in this menu are set up on the Tax Groups tab in Tax setup.

### **Displaying your prices with or without tax**

The default setting determining whether your Retail Price and Alt Price are displayed with or without tax (which is set on the Local Taxes tab in Tax setup) can be overridden on a product-by-product basis.

Either check or uncheck (depending on what you default setting is) the '*Retail Price*' and the '*Alt Price*' check boxes to include or exclude tax in the display prices.

### **Setting Individual Product Discounts**

The Discount sub-tab on the Item Pricing tab allows you to set a discount rule for that particular item.

The individual product discount is based on the number of that particular item purchased (and not total value of order as in the global discounts).

To apply a discount to an individual product:

1. Access the Discount sub-tab on Item Pricing
2. Set the number of items required to be purchased in order to trigger the discount
3. Select whether the discount is a percentage discount, or a free gift
4. If the discount is a free gift, you can select that gift from anywhere in the store using the dropdown menu

### **Altering Shipment Settings on an individual product**

The Shipment sub-tab on the Item Pricing tab allows you to set an individual shipping charge for that particular item that either overrides, or is added to, the default shipment costs.

### **Applying a flat rate shipment charge for an individual product**

On the Shipment sub-tab on Item Pricing insert the flat rate amount in the 'Apply a Flat Rate Charge of...' field. The amount inserted here will only apply to that product.

The flat rate charge can be added on top of your standard shipping costs by checking '*In addition to standard shipping*'.

Checking the 'Charge based on quantity ordered' check box will ensure that the flat rate charge applies for each unit of the item ordered.

For example, if a sports store sets a flat rate shipment charge of \$50 for any bicycle purchased in the store, and a customer orders two bicycles, then the flat rate charge will be \$100. If the customer orders three bikes the flat rate charge will be \$150.

### **Adding Product Selectors to your Product Item**

The Product Selectors are the fields and dropdown menus presenting the customer with all the variable options available for that product. These include:

- 1) the primary options,
- 2) the secondary options,
- 3) the quantity field,
- 4) the 'info' button,
- 5) the 'buy' button,
- 6) any custom fields you may add to a product.

The Product Selectors that are present as part of the product are determined by the Product Selectors you choose to include (or add yourself) in the Item template for that product.

You can include the combinations of the Product Selectors on the normal view alone; the normal view and the expanded view or the expanded view alone.

### **Labelling your Product Selectors**

EROL will not automatically label your Product Selectors (i.e. It will not place the word 'Quantity' next to the quantity field). You will need to insert your own labels if you require them by using the Item Template Builder.

### **Adding a Custom Field to your Product Item**

Any Product Item can have form element(s) associated with it allowing the customer to input customer-defined options. These customer-defined values will get carried through to the order form and sent along with the order.

The form elements you can add to a product item are:

- Text box
- Check box
- Radio button
- Combo box

To insert a form element:

1. Launch the EROL HTML editor (this can be done in the 'description' field as well as in the Template Editor for any Product Item).
2. Click the 'Insert Form Element' button
3. Select the form element you wish to add, and assign it a name and a value
4. Click 'OK' to insert it

There is no limit to the number of form elements you can add to any single Product Item.

Note: Form elements are only intended for use with Product Items. Although EROL will allow you to add form elements to Display and Link items, they will have no effect on what gets sent to the order form.

### **Selecting a Product Item template (for Normal View and Expanded View)**

When you add a Product Item to a page, it will be inserted using one of default Product Item templates available on the Item Template tab.

The list of templates will be the same for the 'normal view' and the 'expanded view'. The 'normal view' and the 'expanded view' can however have a different template assigned to each.

To assign a different layout template for the 'normal view', select a new template from the template dropdown menu on the 'Normal View' template sub-tab.

To assign a different layout template for the 'expanded view', select a new template from the template dropdown menu on the 'Expanded View' template sub-tab.

The template dropdown is populated with all pre-built Product Item templates, as well as any others you have created and added to the list. The list will be the same for the 'normal view' and the 'expanded view'.

You can create a new or modify an existing – template by clicking on the 'Edit' button. This launches the EROL Template Editor.

### **Previewing your Product Item**

Once you have inserted all the details and elements that make up the Product Item, you can preview what the 'normal view' and the 'expanded view' is going to look like in the template preview on the Item Template tab.

The template preview on the Item Template tab provides two views for your Item

3. A template display
4. An actual display

The template display provides a theoretical display of the Item based on the elements included in the template.

The actual display provides an accurate display of what the item will look like in the page based on the details and image(s) you have inserted for that item.

### **Setting a default Product Item Template**

You can set a default Product Item that will be applied – by default – to all new Product Items you add to your store.

To do this,

1. Select Tools > Options... from the main EROL toolbar
2. Click the 'Product Defaults' button
3. Set up your default Product settings
4. Click the 'Templates' button
5. From the 'Product Item Template' dropdown, select your default Product template.
6. Click 'Save and Close'

## **Adding an image to an Item**

### **Images and your store**

Images are an essential part of any online store. The ability for a customer to clearly see the product will greatly influence their decision to buy. Additionally, standard images not related to any products are an important part of making your online store pleasing to the eye. EROL allows you to add product images and non-product images easily.

### **Inserting an image for an item**

To insert an image, for any item, using the main image insertion area:

1. Ensure you are on the Item Details tab for the relevant Item
2. Click 'Browse' and search for the image from the EROL images folder. If your image is outside of the EROL images folder, you can locate it and EROL will save it to the images folder.
3. Once selected the image will be added into the image preview field.

### **Zoom to Fit Window**

If your image is larger than the image preview field, or indeed much smaller, you can click the '*Full Preview*' button to launch the image into a pop-up window that displays the image in its entirety.

### **Height and Width**

When you insert an image into the image preview field, the height and width of that image will be detected by EROL and the values automatically inserted into the '*Height*' and '*Width*' fields. You can however manually alter the height and/or width of the image by inserting your own values into these fields.

Note: Altering the height and width values in EROL will affect the way the image is displayed in your store.

## Putting H Space and V Space on an image

H Space and V Space refer to the Horizontal (H) and Vertical (V) space around your image.

The H Space and V Space can be useful if you need to create space between your image and any text or other elements in your Display Item.

The H Space and V Space settings are not controlled on an item-by-item basis, but rather on the template assigned to that item. To modify the H Space and V Space settings on an image:

1. Click the 'Edit' button on the Template Tab
2. Decide whether you want to modify the current template, or create a new one
3. Click the small 'Settings' button attached to the Image toggle button to launch the settings for the image.

## The difference between the main image insertion area and an image added in the HTML editor

In terms of store functionality, there is a big difference between the two methods of image input. The image inserted using the standard image insertion area performs two functions:

- 1) It acts as a link to the expanded view (if there is an expanded view)
- 2) It provides a source image for the thumbnail image that gets generated and displayed in the basket (and order form) when that product is purchased.

In terms of what gets displayed in the store there is no difference between adding a Display Item image using the standard image insertion area on the Item Details tab and adding an image using the EROL HTML Editor's image insertion function. They will both be displayed in the same manner in the store as identical formatting can be achieved using:

- 1) The Template Editor for the formatting of the image inserted in the main image insertion area
- 2) The HTML tools available for an image inserted using the EROL HTML Editor

The benefit of using the HTML Editor to insert an image is that it allows you to add more than one image per single item.

## Recommended size for images

For any Product Item it is recommended that the size of the image in the 'normal view' does not exceed 150 pixels in width (and not over 10 kilobytes size). Any image in the 'expanded view' should not really exceed 300 pixels in width (and not over 20k in size).

Images used in Display Items can be any size whatsoever, although it is recommended to keep the file size as low as possible to ensure the page loads quickly.

Images used in Link Items should ideally be reasonably small in size, as most Link Item images will be buttons. If you are using a rollover image ensure that the 'on' and 'off' state are both reasonably small in dimensions and file size, since larger file sizes will slow down the rollover effect.

## Recommended format for images

Images you use in your store should be saved as either *.jpg's* or *.gif's*.

Deciding which format is going to be best is a matter of trial and error. The best format is the one that compresses the image down to the smallest file size coupled with the lowest loss of quality.

A general rule of thumb is that photographs tend to compress better as *.jpgs*, while images with fewer than 256 colours tend to compress better as *.gifs*.

Converting your images to *.jpg's* or *.gif's* cannot be done in EROL. You will need to utilise a separate graphics program to do this.

### **Naming conventions for images**

EROL does not allow you to include spaces in your image names, as some web servers do not support them.

Should you require spaces in your image names, it is recommended you use the underscore character ' \_ ' instead.

### **Importing images into the EROL images folder**

All images you wish to use in your store need to be inserted into the default EROL images folder.

This folder is automatically created in the EROL root directory when you first install the software and can be accessed using Windows *Explorer*.

When you browse and select an image elsewhere on your hard-drive using EROL, the image will automatically get added into the 'images' folder.

## **Item Templates**

### **Why use Item Templates**

Item Templates are the essential underlying elements of your store design. If you consider that the way each product item is displayed on the page is a fundamental part of how your entire store appears to a user, then the importance of total flexibility and design control over templates is paramount. EROL endeavours to provide you with this control.

### **What is an Item Template**

An Item Template is a pre-designed mould made up of 'Placeholders' (theoretical item elements, such as an image, a description, a price and a buy button) that can be applied to any item in the store at any time. Once applied, the item will conform to the design of the template, by replacing the template's 'Placeholders' with the actual content of that Item.

### **Selecting an existing Template for an Item**

EROL comes pre-built with a series of simple to sophisticated templates. Each Item type (i.e. Display Item, Link Item or Product Item) will have a series of pre-built Templates that can applied to them.

To apply a template to an Item:

1. Insert all the details relevant to your Item
2. Flip across to the 'Template' tab
3. Using the Move Arrows below the preview field, scroll through the available templates until you find one that you like

## Selecting default Templates for your store

To save you from having to select a Template for every new Item you add to your store, you can set a default Template that will be applied automatically to every new Product, Link or Display Item.

To do this:

1. Select Tools > Options... from the main EROL toolbar
2. Click the 'Templates' button
3. From the relevant dropdown menus, select the default Templates for Product Items, Display Items and Link Items
4. Click 'Save and Close'

All new Items you add will now be inserted with these Templates assigned to them.

You can change the Template for any individual Item once it has been added by simply selecting a different one from the list of available Templates.

## Creating a new Item Template

To create a new Display Item template:

1. Click the 'Edit' button on the Template tab.
2. This will launch the Template Editor Options popup
3. Select your option and click 'Next'
4. This will launch the Template Editor. It is here where you create your new or modified template by using a combination of 'Placeholders' and HTML.
5. Once you have designed your template, click 'Done'.

## The Template Editor Options pop-up

When you click the 'Edit' button on the Template tab, the Template Editor Options popup is launched. This provides you with the option to:

1. Select your option for editing or creating a new template
2. Rename or Delete any existing templates

## Selecting an option for editing or creating a new template

The Edit Template options on the Template Editor Options popup provide you with the ability to do the following:

- a) Create a brand new Template that will only be applied to the current Item and will not be made available for future use.

To do this:

1. Select any Template from the list of Templates on the Template tab
2. Click 'Edit'
3. On the Template Editor Options popup, select: 'Create New Template for this Item'.
4. Click Next to launch the Template Editor
5. Modify, remove or add any 'Placeholders' and/or HTML the building area until the preview displays your Template Skeleton as you wish it to appear.
6. Click 'Next' to save and commit your changes, or 'Cancel' to exit the Template Editor.

- b) Create a brand new Template that will be applied to the current Item, but also made available as a future Template for use with other Items

To do this:

1. Select any Template from the list of Templates on the Template tab
2. Click 'Edit'
3. On the Template Editor Options popup, select: 'Create New Template for this Item'
4. Check 'Make available for future use'
5. Give the new Template a name
6. Click Next to launch the Template Editor
7. Modify, remove or add any 'Placeholders' and/or HTML the building area until the preview displays your Template Skeleton as you wish it to appear.
8. Click 'Next' to save and commit your changes, or 'Cancel' to exit the Template Editor.

- c) Make a modification to the current Template, which will affect all Items using that Template as well as all future Items using the Template.

To do this:

1. Select the Template you wish to modify from the list of Templates on the Template tab
2. Click 'Edit'
3. On the Template Editor Options popup, select: 'Modify Current Template'
4. Click Next to launch the Template Editor
5. Modify, remove or add any 'Placeholders' and/or HTML the building area until the preview displays your Template Skeleton as you wish it to appear.
6. Click 'Next' to save and commit your changes, or 'Cancel' to exit the Template Editor.

### **Creating a brand new template**

To create a new Template:

1. Select any Template from the list of Templates on the Template tab
2. Click 'Edit'
3. On the Template Editor Options popup, select: 'Create New Template for this Item'
4. Check 'Make available for future use'
5. Give the new Template a name
6. Click Next to launch the Template Editor
7. Remove all existing placeholders (by toggling off all 'Placeholder' buttons that are depressed') and all HTML elements (by selecting the element then clicking the delete button).
8. Using the 'Placeholder' toggle buttons, the HTML buttons and the 'Insert Custom HTML' button, begin building your template until the preview on the right displays your Template Skeleton as you wish it to appear.
9. Click 'Next' to save and commit your changes, or 'Cancel' to exit the Template Editor.

### **Modifying an existing template**

To modify an existing Template:

1. Select the Template you wish to modify from the list of Templates on the Template tab
2. Click 'Edit'

3. On the Template Editor Options popup, select: 'Modify Current Template'
4. Click Next to launch the Template Editor
5. Modify, remove or add any 'Placeholders' and/or HTML the building area until the preview displays your Template Skeleton as you wish it to appear.
6. Click 'Next' to save and commit your changes, or 'Cancel' to exit the Template Editor.

### **Modifying the template for one particular item only**

To modify a template once off, and not affect any other items using that template:

1. Select any Template from the list of Templates on the Template tab
2. Click 'Edit'
3. On the Template Editor Options popup, select: 'Create New Template for this Item'.
4. Click Next to launch the Template Editor
5. Modify, remove or add any 'Placeholders' and/or HTML the building area until the preview displays your Template Skeleton as you wish it to appear.
6. Click 'Next' to save and commit your changes, or 'Cancel' to exit the Template Editor.

## **The EROL Template Builder**

### **Formatting a new template**

Formatting a new template involves:

1. Adding the relevant 'Placeholders' you wish to include in your template
2. Then positioning those placeholders into a series that suits you using the HTML functions and, if you are an experienced designer, your own custom HTML.

### **The Toggle Buttons**

The Toggle Buttons down the left of the Building Area allow you to add or remove any of the 14 possible 'Placeholders' that can make up a template.

The 'Placeholders' available to you depend on the Template's Item type (i.e. Link Item, Display Item or Product Item)

To insert a 'Placeholder', depress the relevant Toggle Button. This will insert the 'Placeholder', represented by a puzzle piece, into the Building Area. The 'Placeholder' will become visible in the Preview Area on the right.

Because a 'Placeholder' is only a theoretical element (i.e. The 'Placeholder' itself will never get displayed in the store – it will be replaced by the data that it is 'holding a place' for.)

### **The HTML Buttons**

The HTML buttons along the top of the Building Area provide quick, single-click additions of HTML elements to the building area.

These HTML elements can exist as self-contained elements (e.g. A <BR> tag to create a line break), or as commands that affect a 'Placeholder' (e.g. <B> tags to make an Item Name Placeholder emboldened).

### **The Insert Custom HTML Button**

If you are an accomplished HTML coder, or the standard HTML buttons do not provide the extent of customisation you require, you can add your own HTML elements at any point.

To do this:

1. Highlight the element in the Building Area below which you want your new HTML element to be added
2. Click the 'Insert Custom HTML' button
3. Type in, or cut and paste, your own HTML
4. Press Enter on your keyboard

### **Modifying or re-editing existing HTML**

Any HTML element already added can be modified or edited in the small HTML editing window below the Building Area.

To do this:

1. Select the element you wish to modify in the Building Area
2. The above HTML will become visible in the small HTML editing window below the Building Area.
3. Make any necessary edits or modifications to the code
4. Press Enter on your keyboard

### **Moving Placeholders and HTML Elements around the Building Area**

Any element in the Building Area can be moved up or down using the Move Arrows directly below the Building Area.

To move more than one element at a time, Shift-Click to multi-select any of the elements you wish to move, then use the Move Arrows to move the selection up or down.

### **Deleting and Renaming Templates**

All Templates can be deleted or renamed at any time, using the Rename and Delete Templates tab on the Template Editor Options popup.

To do this:

1. Click 'Edit' on the Item Template tab, to launch the Template Editor Options popup
2. Flip across to the Rename or Delete Templates tab
3. Rename any template by editing the name in the field
4. Remove any template by clicking the 'Delete' button next to its field
5. Click 'Save and Close' to commit your changes, or 'Cancel' to exit the window and ignore your changes.