

Frames

An Overview of Frames

Frames and your EROL store

An EROL store typically consists of 4 separate frames: The Toolbar Frame along the top, the Menu Frame down the side, the Basket Frame along the bottom and the Pages Frame which is the body of your store.

EROL, however, is able to operate with only the Pages frame visible if you wish to steer away from a frames-driven site.

The tree view in EROL is split into 4 tabs:

- 1) Pages
- 2) Menus
- 3) Toolbars
- 4) Basket

These tabs control the individual frames that will make up your store.

Setting and adjusting the frames in your store

Each of the four frames in EROL can be individually controlled by first selecting the relevant frame tab (i.e. Pages, Menus, Toolbars or Basket) and then clicking on the top-level icon.

The top-level icon will activate the frame settings for that particular frame.

The Page (or Main) Frame

Frame Settings for Pages

The Page Frame tab provides the ability to adjust certain settings relating to the Pages Frame.

The Page Frame tab is activated by clicking on the 'Store Pages' icon at the top of the tree view in the Pages Tab.

The Pages Frame provides a placeholder for each and every page of your store and is where all the products and items on each page of your store will appear.

It is possible to turn off the Page's three surrounding frames (i.e. Menu, Toolbar and Basket), thus making the Pages Frame an independent frame-free page.

Setting the width of the Pages frame

The Pages Frame is set at a default 100% wide. This means that no matter how wide or how narrow a user's browser is set, the page will always extend fill the entire screen width.

You can however set the Pages Frame to a fixed width measured in pixels. This is useful if your design requires the page not be expandable or contractible.

To set the width of the Pages Frame in pixels, check '*Apply Fixed Width*' and insert the desired number of pixels.

Remember, the width you set for the Pages Frame will also determine the width of the Toolbar Frame and the Basket Frame.

Setting the height of the Pages frame

The height of the Pages Frame cannot be set. The number of items on any page in the store determines it. The Pages Frame will always shrink or expand to the maximum depth of any individual page in the store.

Creating a fixed width for your entire store

Many web designers prefer to design their stores to always appear at a fixed width no matter how much the browser window is expanded or contracted. It allows a designer to know exactly how the store will look no matter what a user's screen dimensions or browser widths are.

To set the width of the page in pixels, check '*Fixed Width*' on the Page Frame tab and insert the desired number of pixels.

If you are including a menu down the right or left of the store you will need to take the width of this frame into account when determining the total width of your store.

For example, if you want your store to be 600 pixels wide and you have set the Menu Frame at 200 pixels wide, you will need to set the Pages Frame width to 400 pixels.

Setting the font styles for all pages appearing in the Pages Frame

You can set a global font style that will apply to all the pages in your store by selecting the font size, face and colour from the relevant dropdown menus under Default Font Settings on the Page Frame tab.

This font can however be overwritten by any individual item on a page.

Note that these default fonts will also affect the fonts in your toolbar(s) and menu(s).

The Toolbar Frame

Frame Settings for Toolbars

The Toolbar Frame tab provides control over various areas of the Toolbar Frame.

The Toolbar Frame tab is activated by clicking on the 'Toolbar Pages' icon at the top of the tree view in the Toolbars Tab.

The Toolbar Frame is the frame that runs along the top of your store and typically contains various user-functions that are essential for any online store. These functions may include a button to view the contents of your basket, a search field or a button that takes the shopper to the order form.

Setting the height of the Toolbar Frame

The height of the toolbar frame can easily be controlled from the Toolbar Frame tab, by inserting the height, in pixels, into the 'Toolbar Frame Size' field.

Using the default toolbar

The EROL default toolbar contains the three essential elements for smooth store usability:

- A 'Back' button which takes the user back one page,
- A 'View Basket' button that allows the user to view the items in their basket should they not be visible anyway,
- A 'Checkout' button that allows the user to proceed to the checkout.
- An optional 'Search' button which will launch the search engine.

This default Toolbar can be customised and you have the option of applying a background colour to it or alternatively a background image, as well as the option to include a Search button.

The default Toolbar is always inactive unless a page does not have a custom toolbar assigned to it.

Using your own custom toolbar

You can create your own custom designed toolbar page in EROL that can be inserted into the Toolbar Frame of your store and applied to all or any page in the store.

To do this,

1. Create a new Toolbar page
2. Flip across to the Pages tab at the top of the Tree View
3. Select the store Page in the Tree View you wish to assign the Toolbar to
4. Select your Toolbar Page from the 'Assign a Toolbar Page' dropdown menu

Every new store Page you add after this will automatically have that Toolbar assigned to it, until you assign a new Toolbar Page.

Creating your own custom toolbar

Creating a custom toolbar is simply a matter of creating a new page in the tree-view Toolbars tab. Any page created here becomes a toolbar page and can be applied to the Toolbar Frame from the 'Assign a Toolbar Page' dropdown menu on the Setup sub-tab for any store page.

Once a page for your Toolbar has been assigned it will remain as the default toolbar for each new page you add to your store. This can be over-ridden by selecting a new toolbar for the relevant page.

You can design your Toolbar Page any way you like, however you must remember the following:

- 1) Once the page is assigned to the Toolbar Frame, the visible area of that page is limited to the height you have set for the Toolbar Frame.
- 2) Your Toolbar page should contain at least a 'Checkout' button. This is the only way users will be able to access the order form once they have finished their shopping. You may also want to include a 'Back' button, a 'View Basket' button and possibly a 'Search' field.

These buttons can be easily created in your favourite graphics package and then inserted onto your page using one of two methods:

- 1) Inserting each button as a Link Item, and then applying the relevant button property to it from the Button dropdown menu on the 'Link To' sub-tab.
- 2) Adding a Display Item, then inserting each button using the 'insert image' button on the EROL HTML Editor.

When you insert an image you will be given the option of making the image one of the toolbar buttons. Once you have checked the relevant choice, EROL will automatically insert the correct code making your button active.

It is NOT possible to insert your own code to control the 'Back', 'Checkout' and 'View Basket' buttons.

Note: When you build a Toolbar page in EROL, EROL will not display it as a Toolbar page until it has been assigned in the Toolbar tab.

Assigning a default Toolbar to all new store Pages

If you require the same Toolbar to be assigned to all new pages you add to your store (most stores will only ever use one toolbar, so this is often the case), you can assign it to all new pages as the default toolbar.

To do this,

1. Select Tools > Options... from the main EROL toolbar
2. Click the 'Page Defaults' button
3. Set up your default Page
4. Select a default Toolbar from the 'Toolbar' dropdown
5. Click 'Save and Close'

All new Pages you add will now be inserted with your Toolbar as default.

You can change the Toolbar for any individual Page once it has been added by assigning a different one from the 'Assign a Toolbar Page' dropdown menu.

No toolbar

Should you wish not to have a Toolbar or Toolbar Frame at all simply uncheck the 'Include Toolbar Frame' checkbox on the Toolbar Frame tab.

Remember that if you remove the toolbar from your store, every page in your store should provide at very least a 'Checkout' button. This is the only way users will be able to access the order form once they have finished their shopping. You may also want to include a 'Back' button and a 'View Basket' button.

These buttons can be easily created in your favourite graphics package and then inserted onto your page using one of two methods:

- 1) Inserting each button as a Link Item, and then applying the relevant button property to it from the Button dropdown menu on the 'Link To' sub-tab.
- 2) Using a Display Item, insert each button using the 'insert image' button on the EROL HTML Editor. Then highlight the inserted image code and click the 'insert link' button. This will allow you to add an action (i.e. Back, View Basket, Go to Checkout) to the button

When you insert an image you will be given the option of making the image one of the toolbar buttons. Once you have checked the relevant choice, EROL will automatically insert the correct code making your button active.

It is NOT possible to insert your own code to control the 'Back', 'Checkout' and 'View Basket' buttons.

The Menu Frame

Frame Settings for Menus

The Menu Frame tab provides control over various areas of the Menu Frame.

The Menu Frame tab is activated by clicking on the 'Menu Pages' icon at the top of the tree view in the Menus Tab.

A menu is used to assist shoppers in navigating around your store.

Although it is not strictly necessary to include a menu frame, especially in smaller stores, it becomes almost a necessity in larger stores.

Remember that the Menu Frame is just a placeholder for menu pages that you create. There is no limit to the number of menus in any one store. In fact every single individual page in your store can have a different menu page assigned to it. These menu pages will sit in the Menu Frame.

Setting the size of the menu frame

The width (or height, if your menu is along a horizontal axis) of the Menu frame can easily be controlled from the Menu Frame tab, by inserting the size, in pixels, into the 'Menu Frame Size' field.

Remember that when a menu page is assigned to the Menu Frame, the visible area of that page is limited to the width (or height, if your menu is along a horizontal axis) you have set for the Menu Frame.

Allowing and disallowing Menu frame scrolling

Alongside the 'Menu Frame Size' field on the Menu Frame tab you have the option of turning Frame Scrolling on or off. By default scrolling is turned off.

Checking the 'Frame Scrolling' checkbox will ensure that when your menu page exceeds the set height or width of your Menu Frame, a scrollbar will appear allowing users to see parts of the menu that may be not be visible.

Positioning your menu

The Menu frame can be placed in one of six preset positions, and '*Menu Positioning*' on the Menu Frame tab allows you to select which one you want for your store.

You have the option of positioning your menu:

- On the left of your store, extending to the bottom of the page
- On the left of your store, extending only to the top of the basket frame
- On the right of your store, extending to the bottom of the page

On the right of your store, extending only to the top of the basket frame
Running horizontally along the top of your store beneath the Toolbar Frame
Running horizontally along the bottom of your store above the Basket Frame

Remember that these positions are global - once the Menu Frame position is set, it will remain in this position throughout the entire store.

The position of the Menu Frame can be altered, globally, at any time.

No menu

Should you wish not to include a menu at all, simply uncheck the 'Include Menu Frame' checkbox.

Building a menu page and assigning it to other pages

Creating a menu page to sit in the Menu Frame requires the creation of a menu page.

Building a menu page is no different from building a normal page in EROL, except that menu pages are built in the tree view of the 'Menus' tab.

Once a page is added to the 'Menus' tab tree view, add the relevant links to it, then assign that menu to a particular page (or some, or all, of the pages in the store).

Three steps to Getting a Menu in your Store

1. Click the 'Menus' tab at the top of the tree view.
2. Build your desired menu page in the same way you would create any normal page in EROL, ensuring that the items you add as links are *Link Items* rather than *Display Items* or *Product Items*.

Remember that the visible area of the page is limited to the size you have set for the Menu Frame.

3. Once built, go to the Page Details tab of the page you want the menu to apply to, and select it from the 'Assign a Menu Page' dropdown menu on the 'Setup' sub-tab.

Your menu page will now apply to that particular page only. To apply the same menu to another page you will need to repeat step 3.

The Basket Frame

Frame settings for the Basket

The Basket Frame tab provides control over the Basket Frame.

The Basket Frame tab is activated by clicking on the 'Basket Frame' icon at the top of the tree view in the Basket Tab.

The Basket frame is the frame that runs along the bottom of your EROL store and provides a visual display area for all items placed in it by the user. It does this by condensing the product image of a product to a tiny thumbnail replica. Alternatively, if there is no product image, EROL inserts the Item Name into the basket.

It is not necessary to have a basket in your EROL store.

Setting the height of the Basket Frame

The size of the Basket Frame can be set in pixels. This will determine how high the Frame will be.

The height of the Basket frame can easily be controlled from the Basket Frame tab, by inserting the height, in pixels, into the 'Basket Frame Size' field.

Allowing and disallowing Basket frame scrolling

Alongside the 'Basket Frame Size' field on the Basket Frame tab you have the option of turning Frame Scrolling on or off. By default scrolling is turned off.

Checking 'Allow Frame Scrolling' will ensure that when a user has added more products to the basket than can be displayed across the screen, a scrollbar will appear allowing users to see their basket items that may not be visible.

Setting a background image or colour for your basket

The Basket frame can contain either a background image or a background colour. This ensures that the Basket Frame can maintain the same style and colouring as the rest of your store.

To set the background colour, select your preferred colour from the colour dropdown menu or the colour picker box. To add a background image to your Basket Frame, simply browse for and select your pre-designed background image.

Using Basket Cells

A Basket Cell is an optional coloured background cell for any product image visible in the Basket. Basket Cells are useful if your product images are largely the same colour as the background of your Basket frame.

The Basket Cell(s) will not be visible until a product has been added to the Basket.

To set the colour of the Basket Cell, select a colour and set an optional border width in pixels. There is no Basket Cell border by default.

Using text in place of a thumbnail product image in the basket

If you do not have a product image for a particular item, EROL will insert the Item Name when a product is added to the basket.

The size, face and colour of the text you wish to apply can be set using the dropdown menus under 'Alternative Basket Content'.

No Basket Frame

You can select not to have a Basket Frame at all by unchecking the 'Include Basket Frame' checkbox.

If you do not have a Basket Frame, 'Auto jump to Order Form' will automatically become active in Order Form Settings. This is to provide an essential clue to a shopper that the product has indeed been 'added to the basket' even though there is no basket to display their chosen product(s).

The shopper can easily return back to the store by clicking on the 'Continue Shopping' button on the Order Form.